

**FINAL REPORT**  
**Traffic Safe Communities Network (TSCN) in Santa Clara**

**Project Number PSO 423**  
**TSCN Comprehensive**  
**Pedestrian, Bicycle and Intersection Safety**

**October 1, 2003 through September 30, 2005**

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**Date Submitted: November 30, 2005**

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# EXECUTIVE SUMMARY

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## CALIFORNIA

### Traffic Safe Communities Network (TSCN) in Santa Clara County Comprehensive Pedestrian, Bicycle and Intersection Safety (PSO 423)

#### PROGRAM AREA(S)

Community Traffic Safety  
Injury Prevention  
Pedestrian and Bicycle Safety  
Other Traffic Safety Areas – Intersection Safety

#### PROJECT CHARACTERISTICS

Community Based Collaborative

#### TYPE OF JURISDICTION

County

#### TARGETED POPULATION(S)

General Population

#### JURISDICTON SIZE

1,700,000

## PROBLEM IDENTIFICATION

The County of Santa Clara is located at the southern end of the San Francisco Bay and encompasses 1,312 square miles. The County's population of nearly 1.7 million is one of the largest in the state, following Los Angeles, San Diego and Orange Counties. There are 15 cities in the county. In Santa Clara County, residents are more likely to die as a result of a motor vehicle crash than from drugs, poisoning, gunshots, drowning, or falls combined. In 2001, the county experienced 23,868 traffic collisions, causing 104 fatalities and 9,247 injuries. Motor vehicle crashes continue to be the county's leading cause of trauma deaths, including over 50% of childhood (0-19 years) deaths. More than 60,000 people over age 65 live in the county and many have either voluntarily given up driving or stopped due to physical or financial limitations. Pedestrians over age 65 are five times more likely to die from injuries sustained in a collision than a younger adult or child. Red light running is the leading cause of urban area intersection crashes. Between 1994 and 2001, motorists who ran red lights or stop signs killed 26 victims and injured 9,578 more countywide. In the 5 years preceding the grant, the number of fatal intersection crashes had jumped 19%. More than half of the deaths caused by red light runners are pedestrians, bicyclists, and occupants in other vehicles. Unfortunately, pedestrians and bicyclists have been largely ignored in land-use, traffic safety and transportation planning.

## GOALS AND OBJECTIVES

### Project Goals:

- To reduce the total number of bicyclists, and in particular bicyclist under the age of 15, killed and injured in traffic collisions.
- To increase safety helmet compliance of bicyclists.
- To reduce the total number of pedestrians, and in particular pedestrians under the age of 15 and over the age of 65, killed and injured in traffic collisions.

### Objectives

- To create and maintain an interdisciplinary "Active Living" model partnership to link improving traffic safety with increasing access and availability to the health benefits of walking and bicycling by eliminating design and policy barriers that reduce choices.
- To distribute and properly fit 300 safety helmets to students and community members participating in bicycle rodeos and other events. The safety helmets will have a special sticker inside the helmet to distinguish OTS funded helmets.
- To conduct approximately 6 safety helmet inspections and adjustments at school and community-based bicycle rodeos and other events.
- To work with 200 schools to support community education and law enforcement crackdowns on school zone traffic violators during weeklong "Operation Safe Passage" campaigns.
- To conduct two OTS safety helmet usage surveys during each grant year.

- To develop a program to encourage teachers to assign students to write letters to the newspaper editor, letters to parents, or essays and to call radio talk shows on pedestrian and bicycle safety. Winners may be eligible to receive non-cash prizes.
- To meet with newspaper "editorial boards" to promote articles on pedestrian, bicycle and intersection safety and increasing physical activity such as walking and biking.
- To work with the media to report safety helmet usage as a part of every collision report.
- To implement a continuing public information campaign regarding pedestrian and bicycle safety and red light running issues as well as announcing increased enforcement and community education/outreach activities.
- To promote a "Bicycle, Pedestrian and Intersection Safety Priority" within local police agencies to include a commitment to enforce all bicycle laws.
- To develop a bicycle safety and resource pamphlet for distribution to local bicycle clubs, public safety fairs, bicycle shops and other venues.
- To implement a red light compliance program at identified crash-prone intersections by installing rat boxes and warning signs, and increasing targeted enforcement and media coverage, including radio ads.
- To establish a group of "Survivors Advocates" as an alliance of individuals affected by a crash caused by a red light runner and working together to expand red light enforcement, education campaigns, mobilization, and countermeasures
- To educate the news media to report that "crashes aren't accidents" as part of every collision and traffic safety-related event and subject.

## STRATEGIES AND ACTIVITIES

- An inter-disciplinary community collaborative and work groups were used in the successful implementation of the following: a red light running enforcement campaign using red light enforcement indicator lights or "rat boxes", a "Walkable Communities Workshop" pilot event, a helmet education in middle schools pilot project, and a juvenile traffic diversion pilot project. Partners included law enforcement, traffic engineers, health care providers, schools, and bicycle and pedestrian advocates. Traffic Safe Communities Network (TSCN) sought to strengthen its countywide approach for controlling motor vehicle crash-related injuries, fatalities, and health care costs as well as improving the quality of life, through collaboration with non-traditional agencies and stakeholders.
- Comprehensive Program Design steered many program planning decisions. Whenever possible, ongoing and long-term changes in behavior were desired. For example, year long contact was sought in the helmet education pilot rather than one-time interventions. Also, the law enforcement community reinforced the school curriculum, and citations were linked back to education through plans for a juvenile traffic diversion program.
- The media was used to support the traffic safety message taught in schools and to extend the message to the larger community. Operation Safe Passage (targeted enforcement in school zones), Bike to Work Day, Walk to School Day and other community events were viewed as opportunities to keep traffic safety messages before the public.

## RESULTS

Traffic Safe Communities Network (TSCN) in Santa Clara County achieved the following results:

- Planned and implemented a school-based helmet education pilot project which included helmet inspection, distribution and fitting, helmet observational surveys, student contest, helmet fitting resource handout, a 2 day in class curriculum, on the bike skills training with certified bicycling instructors, and law enforcement, student and parent support. The project resulted in a 23% increase in the percentage of students observed wearing a properly fitted helmet.
- Installed red light running indicator lights or "rat boxes" at 29 new intersections. Post count information from 21 intersections showed a 49% decrease in red light running at the target intersections. Also, certified "rat boxes" for traffic courts in the county.
- Piloted the use of the Walkable Communities Workshop in Santa Clara County as a means to draw together diverse groups in a community to discuss improved access for bicyclists and pedestrians, policy and design barriers and improved health.
- Distributed educational materials to support Operation Safe Passage (targeted enforcement in school zones) to nearly all elementary, middle and high schools in Santa Clara County (approximately 240 elementary, 70 middle and 45 high schools.) In addition distributed traffic safety materials to school parent -teacher organizations and school board members.
- Continued efforts with the media to promote the message that "Crashes Aren't Accidents." Involved red light running survivors and head injury victims in promoting the message with media and the general population.

Funding: \$300,000

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## **Credits**

This project is part of the California Safety Program and was made possible through the support of the California Office of Traffic Safety, State of California, and the National Highway Traffic Safety Administration.

## **Disclaimer**

The opinions, findings and conclusions expressed in this publication are those of the authors and not necessarily those of the State of California, the National Highway Traffic Safety Administration, or the Federal Highway Administration.

## **Project Personnel**

Alice Kawaguchi, Health Education Specialist

Alice Matsushima, Office Specialist III

*Health Education Specialist* (1.0 FTE) coordinated the day to day operation of the project, including planning, problem solving, marketing/media advocacy, implementing partnership activities, designing and acquiring education materials, preparing reports and representing the agency at meetings and events. Also, assisted with budget management, monitoring performance, conducting workshops and resource development.

*Office Clerk Specialist* (.75 FTE) supported assignments required for the efficient management of the project such as typing, ordering supplies and materials, record keeping, maintaining data-bases, assisting with the design of media/communication materials, and preparing and sending out mailings and correspondence.

## **Goals**

The goals of the grant were to decrease the numbers of bicyclists and pedestrians killed or injured in Santa Clara County and to increase helmet usage among bicyclists in Santa Clara County. The specific goals are listed below.

1. To reduce the total number of bicyclists killed and injured in traffic collisions by 9.5 % from the base year 2000 total of 718 to 650 by December 31, 2005.
2. To reduce the number of bicyclists killed and injured in traffic collisions under age 15 by 28% from the 2000 base year total of 139 to 100 by December 31, 2005.
3. To increase safety helmet compliance of bicyclists killed or injured in traffic collisions by 24 percentage points from the 2000 base year rate of 26% to 50% by December 31, 2005.
4. To reduce the total number of pedestrians killed and injured in traffic collisions by 8% from the 2000 base year total of 652 to 600 by December 31, 2005
5. To reduce the number of pedestrians killed and injured in traffic collisions under age 15 by 16% from 2000 base year total of 155 to 130 by December 31, 2005.
6. To reduce the number of pedestrians killed and injured in traffic collisions aged 65 and older by 15.6% from the 2000 base year total of 77 to 65 by December 31, 2005.

Current status of the goals is listed in Attachment A. Objectives are discussed below with results.

## **Methodology**

- **Development of Inter-disciplinary Community Collaborative and Work Groups:**

TSCN hired staff and established a community-wide collaborative to implement the goals and objectives of the grant. The TSCN Steering Committee and the Full Network met on a quarterly basis to establish priorities and strategies for the implementation. TSCN operated three work groups to support the goals and objectives of two grants. The work groups met on a monthly or bi-monthly basis. The Red Light Running Work Group and the Bicycle and Pedestrian Safety Work Group continued throughout the grant period to support PSO 423. TSCN also used e-mail notification and mailings to keep the groups on track with the goals and objectives.

The use of multi-disciplinary teams was essential to the success of the projects undertaken by these work groups. Collaborative projects included the Walkable Communities Workshop, the Helmet Education in Middle Schools Pilot, the Juvenile Traffic Diversion Project, and the Red Light Running Compliance Program and Information Campaign.

- **Implementation of Comprehensive Program Design:** The work groups sought to create programs and projects, which would create ongoing and long-term changes in behavior with projects, which were comprehensive in nature. The Helmet Education in Middle Schools Pilot provided ongoing contact throughout the school year rather than one-time interventions. The Juvenile Traffic Diversion Project continues to provide educational opportunities outside of the school setting, reinforcing the message of traffic safety with youth. The Red Light Running Compliance Program and Information Campaign was a continuation project, which sought to implement a county-wide strategy for red light running enforcement by engaging cities throughout the county. The Walkable Communities Workshop, although it was a one-time event, looked at policy issues, which would create long term changes in the safety round the sample school.
- **Establishment of Consistent Communication with the Office of Traffic Safety:** TSCN followed the guidelines as outlined in objective 17-20 of the grant to maintain communication with OTS.

## **Objectives and Results**

The work groups achieved the following results, based on the objectives of the grant.

### **Comprehensive: Maintained A Successful Collaborative**

*Objective 14 - To coordinate and maintain Traffic Safe Communities Network's Bike and Pedestrian Safety and Red Light Running work groups, comprised of diverse public and private sector members, by holding at least 20 meetings each by September 30, 2005.*

*Methodology - How the objective was achieved:* Traffic Safe Communities Network accomplished the grant's goals and objectives through participation of members from the following two workgroups: Bicycle and Pedestrian Safety and Red Light Running. Throughout the grant period, these workgroups met on a regular basis to discuss countywide planning, outreach, project activities, and grant opportunities to expand the coalition's mission to reduce traffic related injury and fatalities throughout the county. These meetings also generated opportunities among members for ongoing communication, problem solving, and resource networking/sharing. The Bicycle and Pedestrian Work and its sub-groups met 30 times and the Red Light Running Work Group met 15 times during the grant period.

*Results:*

- The work groups exceeded the parameters in the objective and established two successful work groups, with representatives from health care, law enforcement, engineering, bicycle and pedestrian advocacy groups, and others.

### **Pedestrian Safety: Piloted Walkable Communities Workshop**

*Objective 1: To create and maintain an interdisciplinary "Active Living" model partnership to link improving traffic safety with increasing access and availability to the health benefits of walking and bicycling by eliminating design and policy barriers that reduce choices.*

*Methodology - How the objective was achieved:*

- A Walkable Community Workshop was held on May 3, 2004 at Horace Mann Elementary School, with 20 participants representing diverse areas of the community. The focus of the workshop was safe routes to school and was led by Charles Gandy, a nationally recognized facilitator and transportation expert. TSCN was selected to host the workshop by the California State Department of Health Services, and Odyssey, a non-profit organization promoting transportation choices.
- In July 2004, Bicycle and Pedestrian Safety Work Group Co-chairs and TSCN staff met with a staff member for San Jose City Councilperson, Cindy Chavez, and the City of San Jose Deputy Director of Planning to discuss follow up on the recommendations made at the May 2004 "Walkable Communities Workshop."

- In October 2004, the work group members provided input to the Public Health Department's successful application for the Center for Disease Control's (CDC) grant "Steps to Healthier US," which will provide funding for 5 years to reduce asthma, obesity and diabetes through community wide interventions in selected areas of San Jose. Based on the work group's experience with Walkable Communities Workshops, additional assessments may be conducted in the future.

**Results:**

- The work group initiated activities intended to create a partnership between transportation, health care and policy makers. Future options exist within the community to continue to develop this model, but long-term efforts are required with elected officials, city planners, engineers, and the community.

### **Bicycle Safety: Implemented A Successful Helmet Education in Middle School Pilot Project**

- *Objective 2 - To distribute and properly fit 300 safety helmets to students and community members participating in bicycle rodeos and other events. The safety helmets will have a special sticker inside the helmet to distinguish OTS funded helmets.*
- *Objective 3 - To conduct approximately 6 safety helmet inspections and adjustments at school and community-based bicycle rodeos and other events.*
- *Objective 5 - To conduct two OTS safety helmet usage surveys during each grant year.*
- *Objective 6 - To develop a program to encourage teachers to assign students to write letters to the newspaper editor, letters to parents, or essays and to call radio talk shows on pedestrian and bicycle safety. Winners may be eligible to receive non-cash prizes.*
- *Objective 9 - To implement a continuing public information campaign regarding pedestrian and bicycle safety and red light running issues as well as announcing increased enforcement and community education/outreach activities by January 15, 2004.*
- *Objective 11 - To develop a bicycle safety and resource pamphlet for distribution to local bicycle clubs, public safety fairs, bicycle shops and other venues by March 15, 2004.*

**Methodology - How the objectives were achieved:**

- Bicycle and Pedestrian Safety Work Group planned and implemented a comprehensive school-based helmet education pilot project, which included helmet distribution (Objective 2), helmet inspection and adjustment (Objective 3), helmet survey (Objective 5), student contest (Objective 6), bike helmet safety and resource pamphlet (Objective 11) at four pilot schools in Santa Clara County. A brief description of the program components follows:

## **“ON THE BIKE CHALLENGE” AND HELMET DISTRIBUTION AND FITTING**

The work group distributed 131 helmets with OTS stickers at five school based helmet events.

- In preparation for the upcoming helmet distribution and fitting events, a helmet fitting training was held for volunteers on October 14, 2004. The training was provided by a League of American Bicyclists Certified Instructor (LCI.)
- In the Fall of 2004, an “On the Bike Challenge” was held at each of the four pilot schools. The event consisted of bicycle riding skills stations lead by the LCI, as well as helmet distribution, helmet inspection and helmet fitting. The retailer, REI, provided a bicycle mechanic for each event who checked bicycles for safety. Community groups donated food and TSCN held a drawing for prizes to those participating in the skills stations
- In December 2004, a helmet distribution and fitting event was held specifically for skateboarders at Rogers Middle School.
- In addition, TSCN provided another 22 helmets for a variety of community events, Girl Scout Safety Fair at Monroe School, Cadette Girl Scout Bicycle Safety Workshop, Los Altos Police Department warning regarding helmet usage at local high schools and the Great America Celebration of Healthy Babies.

## **HELMET SURVEYS**

The work group developed and tested 3 types of survey data forms and conducted a total of 11 surveys. The survey results and survey tools are included in Attachment B.

- The work group developed a form and procedure to conduct 2-day helmet usage surveys at the pilot schools. Pre-project observational surveys of helmet usage were conducted in May 2004 and post project observational surveys were conducted in April 2005 at the pilot schools (8 surveys total.) The program resulted in a 23% increase in the percentage of helmets worn correctly.
- In May 2005, The Bicycle and Pedestrian Safety Work Group also conducted a written survey of incoming 6<sup>th</sup> graders from Anderson Elementary School to determine helmet usage in feeder schools to pilot middle schools. Results of the survey indicated that 34.9% never wear a helmet and 67.4% do not own a helmet.
- The Bicycle and Pedestrian Safety Work Group created a new helmet observation survey tool, which includes collection of data on safe bicycling behaviors (stopping at stop signs and location of riding) as well as helmet usage. In September 2005, two helmet and safe bicycling behaviors observational surveys were conducted, with the assistance of local police departments, at Columbia Middle School in Sunnyvale and Jordan Middle School in Palo Alto. Results are pending.

## **CLASSROOM INSTRUCTION**

- Also in the Fall of 2004, each school received 1- 2 classroom instruction sessions, which covered helmet fitting, brain anatomy/physiology, head injury, and safe riding behaviors and included pre and post tests and a homework assignment. Curriculum was developed in conjunction with City of Palo Alto Transportation Division, and the Trauma and Injury Prevention Center, Stanford University Medical Center.



## COMMUNICATION WITH STUDENTS AND PARENTS

- Parent newsletter articles were developed and sent to schools prior to start of school year and throughout the school year.
- TSCN staff and members met with student leadership class or student council at schools to solicit student support and participation in the "On the Bike Challenge" and student contest.

## STUDENT CONTEST

- In the Fall of 2004, poster contest flyers were distributed to schools participating in the helmet education pilot project. The Office of Traffic Safety (OTS) approved changing the essay and radio call in to a photojournalistic contest and also approved purchase of gift certificates as prizes for the contest. Winning entries were selected in January 2005.
- Winning entries were displayed at the County Government Office Building foyer during February 2005. Arrangements were made for the winners to be presented certificates and prizes by members of the County Board of Supervisors or City Councils, during March and April 2005.

## INCENTIVES DISTRIBUTION

- In January and February 2005, in conjunction with local law enforcement officers, incentive items including calculators, radios, pencils and lollipops, were distributed to students "caught" wearing a properly fitted helmet.

## RESOURCE PAMPHLET

- The work group developed and printed a helmet-fitting handout, "Use Your Head, Wear A Helmet," in English and Spanish.

## MEDIA RELATIONS

- The Bicycle and Pedestrian Safety Work Group is developed plans to share the positive results from the helmet education in middle schools pilot project with bicycling associations and clubs for their journals and media. As a result of the yearlong project, the work group observed a 23% increase in the helmets worn correctly. The Bicycle and Pedestrian Safety Work Group distributed a press release on August 29, 2005 regarding the positive results of the helmet education in middle schools pilot project.

## *Results:*

- The work group met the objectives. The work group distributed 131 helmets at the 5 school based helmet inspection, distribution and fitting events as well as 100 helmets at the for Bike to Work Day in May 2005, and several other additional helmets at smaller events. In addition, the work group met and exceeded the survey requirement and collected valuable data about helmet usage in Santa Clara County. The group conducted a school- based traffic safety activity with the poster contest, which resulted in contact with lawmakers in the community.

- The work group forged a strong partnership with the Silicon Valley Bicycle Coalition, which provided League of American Bicyclist Cycling Instructors (LCI) to develop curriculum and teach, and also provided funding to pay the instructors.
- The work group forged a strong partnership with several law enforcement agencies through the “caught” wearing a helmet incentives distribution program. This partnership will continue to be useful as the group develops prevention based education programs with the help of local police departments.
- The group created an initial helmet and safety education curriculum with nearly 1500 pre and post test, which will be used to further refine the curriculum. In addition, working with students and parent groups provide valuable information about successfully implementing programs in schools.
- The work group created an excellent helmet fitting helmet handout, in both English and Spanish, which will be used at future events.
- The work group initiated work with the media to promote the message that helmets are important to prevent head injury, and will continue to promote the message with the media.

### **Pedestrian and Bicycle Safety: Supported Operation Safe Passage Through Educational Outreach**

*Objective 4 - To work with 200 schools to support community education and law enforcement crackdowns on school zone traffic violators during weeklong “Operation Safe Passage” campaigns.*

*Methodology - How the objective was achieved:*

- In December 2004, the work group distributed an informational postcard about the January 2005 Operation Safe Passage Program (targeted enforcement in school zones) to 800 Santa Clara County elementary and high school administrators, and PTA’s.
- In March 2005, the work group distributed an informational postcard about the April 2005 Operation Safe Passage Program and a traffic safety tip sheet for inclusion in school newsletters. Materials were distributed to 800 elementary and high school administrators and PTA’s. Two versions of the tip sheet were distributed, one targeting elementary and middle schools and one targeting high schools.
- In August 2005, the work group translated the tip sheets used previously into Spanish and distributed the materials in English and Spanish to 280 elementary and middle school and 50 high schools in Santa Clara County for the September 2005 Operation Safe Passage.
- In March 2005, the work group designed a new traffic safety newsletter, in English and Spanish, for the April 2005 Operation Safe Passage, and distributed it to 240 elementary school, 70 middle school and 45 high schools administrators and PTA groups in Santa Clara County. Newsletters were also sent to 60 school board members.

*Results:*

- The work group contacted almost all elementary, middle and high schools in Santa Clara County with its distribution of educational materials to support Operation Safe Passage. However, the work group is considering alternative methods such as the Internet, to make the traffic safety message more available to students, parents and school staff, with the least amount of effort from schools.

### **More Pedestrian and Bicycle Safety: Designed Innovative Juvenile Traffic Diversion Program**

*Objective 10 - To promote a "Bicycle, Pedestrian and Intersection Safety Priority" within local police agencies to include a commitment to enforce of all bicycle laws.*

*Methodology - How the objective was achieved.*

In 2004, the work group began investigating the use of a juvenile traffic diversion class used in the City of Sunnyvale and the City of Palo Alto. Discussions were initiated with the Juvenile Probation, and interested cities. The purpose of the juvenile traffic diversion program is to encourage law enforcement officers to enforce bicycle and other juvenile traffic violations by providing education in lieu of fines. The work group applied for and received a grant from the Kids Plates' Program of the California Department of Health Services to develop a pilot project between August 2005 and June 2006.

*Results:*

- The first juvenile traffic diversion class will take place on December 12, 2005. This program appears to be a very effective method to engage and link law enforcement and education of youth regarding traffic safety. The pilot will continue through June 2006, at which time future direction and funding will be determined.

### **Intersection Safety: Expanded Red Light Running Compliance Program and Information Campaign**

- *Objective 9 - To implement a continuing public information campaign regarding pedestrian and bicycle safety and red light running issues as well as announcing increased enforcement and community education/outreach activities by January 15, 2004.*
- *Objective 10 - To promote a "Bicycle, Pedestrian and Intersection Safety Priority" within local police agencies to include a commitment to enforce of all bicycle laws.*
- *Objective 12 - To implement a red light compliance program at identified crash-prone intersections by installing rat boxes and warning signs, and increasing targeted enforcement and media coverage, including radio ads.*
- *Objective 13 - To establish a group of "Survivors Advocates" as an alliance of individuals affected by a crash caused by a red light runner and working together to*

*expand red light enforcement, education campaigns, mobilization, and countermeasures.*

***Methodology - How the objectives were achieved:***

- During the period of September 2003-June 2004, the Red Light Running Work Group collected pre-count information at the Phase III installation sites for the Red Light Running Indicator Lights (RLEI's) at 31 intersections in 10 cities in Santa Clara County. Signs and RLEI's were installed.
- In June 2004 and October 2004, the Red Light Running Work Group co-chairs attended the Police Chief's Association meeting to ask for support for the enforcement of red light running.
- The Red Light Running Work Group in conjunction with the San Jose Police Department produced a training video for law enforcement on the use of the RLEI's. The training video was later distributed at the to local police departments and at the OTS Law Enforcement Conference (November 2004.)
- A "Crashes Aren't Accidents, Stop Red Light Running" press conference was held on September 15, 2004 at the intersection of Capitol Expressway and Senter Road in San Jose. Twenty-five intersections in 8 cities were highlighted. Speakers included the county health officer, City of San Jose Chief of Police, Deputy Director of the City of San Jose Department of Transportation and a crash victim. The event received coverage from the San Jose Mercury News and major local television stations.
- With the assistance of Gary Richards, Mr. Roadshow for the San Jose Mercury News, survivors of red light running were identified. Staff contacted victims and one person participated in the press conference, telling his story.
- During the period, January – May 2005, post-count information was collected at 26 of 29 intersections where RLEI's were installed for Phase III. With 21 intersections reporting, there was a 49% decrease in violations. See Attachment C for red light running data.
- In November 2004 and October 2005, red light running work group members met with Traffic Commissioner to gain support of the red light running enforcement efforts and to provide certification for the court for the red light enforcement indicator lights.

***Results:***

- Both the Red Light Running Work Group and the Bicycle and Pedestrian Safety Work Group developed positive relationships with local police departments. As a result of the grant, law enforcement increased enforcement of red light running and juvenile traffic violations to support both the red light running campaign and the juvenile traffic diversion program. In addition, the red light running work group worked closely with the San Jose Police Department to produce a high quality training video regarding red light enforcement. The work group also met with other important groups such as the County Traffic Commissioners to keep them informed about the red light running enforcement campaign and the juvenile traffic diversion program. As a result of these meeting, a certification of the red light running indicator light was created to assist law enforcement officers in their testimony before the courts.

- As a result of the installation of the red light enforcement indicator lights throughout the county and the information campaign; 21 target intersections showed a 49% decrease in red light running.
- As part of the red light running campaign, the work group initiated contact with red light running victims to educate others through their stories. The Bicycle and Pedestrian Safety work group is also recruiting head injury survivors to speak during the juvenile traffic diversion classes. At this time, the victims are helping primarily with educational efforts rather than advocacy.

### **Media Advocacy Objectives: Initiated Media Advocacy Activities**

- *Objective 7 - To meet with newspaper "editorial boards" to promote articles on pedestrian, bicycle and intersection safety and increasing physical activity such as walking and biking.*
- *Objective 8 - To work with the media to report safety helmet usage as a part of every collision report.*
- *Objective 16 - To educate the news media to report that "crashes aren't accidents" as part of every collision and traffic safety-related event and subject.*

#### ***Methodology - How the objectives were achieved:***

- In the Fall of 2004, the work group finalized a letter to be sent to the media by work group members each time the word accident was used instead of crash or collision.
- In May 2005, with the support of Gary Richards, Mr. Roadshow of the San Jose Mercury News, the work group promoted the use of helmets to prevent head injury.

#### ***Results:***

- The work groups began initial contact with the members of the media to address the message "Crashes Aren't Accidents," however additional work is need to develop a close relationship with members of the media to increase awareness regarding helmet usage, traffic safety, physical activity and collision reporting.

### **Other Media Objectives**

- *Objective 13 - To e-mail or fax all press releases and media advisories/alerts to the Regional Coordinator for approval in advance of their release.*
- *Objective 14 - To use the following standard language in all press and materials: "Funding for this program was provided by a grant from the California Office of Traffic Safety".*
- *Objective 15 - To submit print clips by 9 a.m. to the OTS Regional Coordinator and OTS Public Information Officer via e-mail or fax at (916) 262-2960. Clips should include publication name and date the article was published.*
- *Objective 16 - To fax OTS at (916) 262-2960, at least one month in advance, to submit a short description of any new traffic safety event or program to the OTS PIO and Regional Coordinator.*

*Methodology - How the objectives were achieved:*

- Press releases for the following activities followed the guidelines listed:  
World Health Day (April 2004,) Stop on Red. Stop Red Light Running (September 2004,) On the Bike Challenge at Sunnyvale Middle School (November 2004,) Use Your Head, Wear a Helmet Project Result (August 2005.)
- The “Use Your Head, Wear A Helmet” Handout completed Summer 2005 was approved by the regional coordinator.

## **Supported Community Based Activities Promoting Traffic Safety and Health**

TSCN participated in the following activities, which increased public awareness of traffic safety:

***Other Activities:***

- World Health Day: Safe Roads – April 2004, sponsored local satellite broadcast from the Center for Disease Control (CDC) for “On the Road Again: Promoting Safe Travel and the Public’s Health,” facilitated World Health Day Proclamation from the County Board of Supervisors, and participated in World Health Day Fair at Horace Mann Elementary
- Sunnyvale Health and Safety Fair – May 14, 2005 provided bicycle skills stations and helmet fitting information. LCI provided oversight of the bicycle riding skills stations.
- Bike to Work Day – May 19, 2005, supported helmet distribution and fitting of 100 helmets at energizer stations throughout Santa Clara County
- Walk to School Day /Horace Mann Elementary - October 6, 2004 – provided pedometers and developed instruction cards for parents regarding safe walking and biking information, and provided “I walked to school stickers” for students.
- Guadalupe River Park Opening – September 10, 2005 – distributed educational materials including the “Use Your Head, Wear A Helmet” handout.

## **Problems**

Some of the problems encountered in addressing the goals and objectives are described below.

- **Developing program sustainability and institutionalizing program operations:**  
The work group made significant progress in its goal to develop sustainability by applying for a number of grants.

In conjunction with Stanford University Medical Center Trauma Service, the Bicycle and Pedestrian Safety Work Group applied for and received a Kids Plate grant from the California Department of Health Services to support the continued development

of the Juvenile Traffic Diversion Program. The grant will cover the period August 2005 to June 2006 and provides \$12,000 to cover program costs.

In conjunction with the Silicon Valley Bicycle Coalition, the Bicycle and Pedestrian Safety Work Group submitted an application for \$10,000 to Bikes Belong to continue to develop the helmet education in middle schools pilot project, which was initially developed with funding from OTS. The work group was not successful in applying for this grant, but will continue to seek additional funding for the project.

- **Improving outcomes measures:**

TSCN developed goals related to the reduction in the number of bicyclist and pedestrians, in various age categories, killed or injured in Santa Clara County. However, data was not available by the end of the grant period to assess outcomes. Also, helmet usage among bicyclist killed and injured may not be the best indicator of increased helmet usage overall since it only addresses victims involved in collisions.

In the future, outcome indicators specific to the objectives of the grant and the grant activities would be more useful and obtainable. Data regarding helmet usage among the target population and reductions in red light running at targeted intersections is included in this report.

- **Developing and Maintaining Media Interest and Support**

The group determined that media interest and support of traffic safety, helmet usage, physical activity and collision reporting is needed to promote messages to a larger audience. However, additional focus and activities are needed in the future to develop media relations. Due to lack of funds radio ads were not used in the red light running campaign. Public service announcements may be an alternative. Inclusion of public information officers in the work group planning process may be helpful. Additional planning to maximize the use of specific media days such as Walk to School Day may be helpful.

- **Creating Long Term Policy Change**

Walkability issues require policy changes related to improving facilities, improving access and removing hazards for pedestrians and bicyclists. This issue requires ongoing effort beyond the timeline of the grant period. In the future, inclusion of city planners, engineers, and staff of elected officials may be important to address the issue of walkability.

## **Implementation Schedule**

Based on past accomplishments, TSCN developed future plans, which include the following:

- **Continued Development of a Successful Community Collaborative:** Traffic Safe Communities Network will continue as a community collaborative, meeting quarterly, and the Bicycle and Pedestrian Safety Work Group will continue to meet

monthly. The Red Light Running Work Group will be expanding its focus to include speed management as well as red light running and has changed its name to Roadway Safety. The group will meet monthly or bi-monthly through 2006 and 2007.

- **Bicycle Safety - Expanding the Helmet Education in Middle Schools Pilot:** The Bicycle and Pedestrian Safety Work Group is seeking funding to continue to develop the helmet education in middle schools project, and will expand the focus of the education to include seat belt usage and pre-driver training. As part of the 2005/07 OTS grant, the work group will develop educational programs for feeder schools to the "High School Seat Belt Challenge" schools during school year 2005/06 and will seek funding to expand the program in 2006/07.
- **Pedestrian and Bicycle Safety – Supporting Operation Safe Passage:** The work group will continue to support of Operation Safe Passage with educational materials in January, April and September of 2006 and 2007, and look for innovative methods to distribute the information.
- **Pedestrian and Bicycle Safety – Piloting the Juvenile Traffic Diversion Program:** The work group will pilot the juvenile traffic diversion in seven cities in north Santa Clara County through June 2006 with funding from the California Kids' Plate Program.
- **Intersection Safety – Expanding to Roadway Safety:** The Roadway Safety Work Group will be expanding its focus to include speed management as well as red light running. The work group will be developing criteria and agreements for placement of solar speed feedback signs throughout Santa Clara County. Collection of baseline data and purchase of signs and installation materials will take place fiscal year 2006/07 with approximately \$325,000 of OTS funds. Data collection and evaluation will take place during fiscal year 2006/07. The work group will also be planning an enforcement and information campaign with OTS funds during fiscal year 2005/06 and will be implementing the campaign during fiscal year 2006/07. The work group has \$36,000 to use for law enforcement over time to support the campaign.

## **Documentation**

The following attachments are included:

- Attachment A: Goals of the Project - Based on OTS Rankings and SWITRS data
- Attachment B: Results from Helmet Observational Surveys and Helmet Survey Tools
- Attachment C: Results from Red Light Running Enforcement Campaign
- Attachment D: "Use Your Head, Wear A Helmet" handout in English and Spanish



**Attachment A**  
**PSO 423**

**Goals of the Project**

**ATTACHMENT A**  
**Goals of the Project – PSO 423**  
**Reduction in Numbers of Killed and Injured in Traffic Collisions**  
**Santa Clara County**  
**Based on SWITRS data**

<b>Goals</b>	<b>Baseline 2000</b>	<b>Interim 2003</b>	<b>Goals 2005</b>
<b>Bicyclists Killed and Injured (9.5% Reduction)</b>	<b>718</b>	<b>586 *</b>	<b>650</b>
<b>Bicyclists Under 15 years, Killed and Injured (28% Reduction)</b>	<b>139</b>	<b>110</b>	<b>100</b>
<b>Safety Helmet Compliance of Bicyclist Killed or Injured (24% Reduction)</b>	<b>26%</b>	<b>30%</b>	<b>50%</b>
<b>Pedestrians Killed or Injured (8% Reduction)</b>	<b>652</b>	<b>503 *</b>	<b>600</b>
<b>Pedestrians, Under 15 years Killed or Injured (16% Reduction)</b>	<b>155</b>	<b>127 *</b>	<b>130</b>
<b>Pedestrians, Over 65 years Killed or Injured (15.6% Reduction)</b>	<b>77</b>	<b>63 *</b>	<b>65</b>

**\* Indicates interim number within limit of 2005 goal**

**Attachment B**  
**PSO 423**

**Results of Helmet Observational Surveys**  
**Helmet Survey Tools**

TSCN Helmet Usage Survey  
Pre and Post Program Results

	Percentage of Children Riding and Wearing Helmets CORRECTLY		Percentage of Children Riding and Wearing Helmets but NOT CORRECTLY		Percentage of Children Riding WITH A HELMET BUT NOT WEARING		Percentage of Children Riding WITHOUT A HELMET	
	Pre 2004	Post 2005	Pre 2004	Post 2005	Pre 2004	Post 2005	Pre 2004	Post 2005
<b>Blach Intermediate</b>								
Bike Riders	37.6	65.4	61.9	34.6	0.5	0	0	0
All Wheeled Vehicles (bikes, scooters, roller blades, skateboards)	37.6	65.8	61.5	34.2	0.5	0	0.5	0
<b>Monroe Middle</b>								
Bike Riders	29.4	48.4	19.6	16.1	15.7	6.5	35.3	29.0
All Wheeled Vehicles (bikes, scooters, roller blades, skateboards)	24.6	41.7	15.4	13.9	12.3	8.3	47.7	36.5
<b>Rogers Middle</b>								
Bike Riders	65.1	91.3	20.9	8.7	7.0	0	7.0	0
All Wheeled Vehicles (bikes, scooters, roller blades, skateboards)	Same as above	Same as above	Same as above	Same as above	Same as above	Same as above	Same as above	Same as above

TSCN Helmet Usage Survey  
Pre and Post Program Results

<b>Sunnyvale Middle</b>								
<b>Bike Riders</b>	46.2	69.2	38.5	24.4	5.1	3.8	10.3	2.6
All Wheeled Vehicles (bikes, scooters, roller blades, skateboards)	44.6	Same as above	40.7	Same as above	4.9	Same as above	9.9	Same as above

## Helmet Use Pre- and Post- Campaign Survey

Please fill out the following survey form completely. The pre- and post- survey observation forms are identical, so be sure to indicate whether you are completing your observation before or after the helmet campaign. It is recommended that you use a simple method such as tally marks to record your observations. When you have finished, total the number of tally marks and enter the number in the columns provided.

PRE-SURVEY (circle one)

POST-SURVEY

Name of School: \_\_\_\_\_ School District: \_\_\_\_\_

Address: \_\_\_\_\_

School Contact Person: \_\_\_\_\_ Phone #: \_\_\_\_\_

Number of Students that attend this school: \_\_\_\_\_ What grade levels attend this school: \_\_\_\_\_

Is there a bicycle helmet policy in effect at this school? (circle) YES NO

Location of observation: \_\_\_\_\_

### Instructions

1. Day of Week – both the pre and post survey should be done on two consecutive mornings, excluding Monday and Friday. For example, conduct the survey on a Tuesday and Wednesday or Wednesday and Thursday. Contact school to make sure there is no special schedule on the desired day.  
Attempt to consider weather conditions. If weather is bad you may get unusually low numbers and should conduct the survey on another day.
2. Time of Day – Talk with school to determine the specific time. Observations should be one hour in length, possibly 45 minutes before final bell and 15 minutes after the final bell. Counts will be done in the morning only.
3. Location – Observers should stand near the bicycle rack or area where children arrive for school and watch for children riding bicycles onto the school grounds.
4. What to look for - Observe riders who are wearing or not wearing a helmet. For those who are wearing helmets also note if the helmet is worn correctly. Correctly wearing a helmet is defined as chin strap fastened, chin strap snug and helmet forward to protect forehead. For those who are not wearing a helmet, also note if they have a helmet with them. Tally all children.
5. Things to note on weather/other conditions  
Weather: clear, overcast, or rainy. Other: Roadways hazards such as construction, no sidewalk, no shoulder space for bikes

**Day One Observation****Observer:** \_\_\_\_\_ **Date:** \_\_\_\_\_ **Day of Week:** \_\_\_\_\_**Start Time:** \_\_\_\_\_ **End Time:** \_\_\_\_\_**Weather/Other Conditions:** \_\_\_\_\_Number of Children Riding  
Bicycles and Wearing Helmets  
CORRECTLYNumber of Children Riding  
Bicycles Wearing Helmets but  
NOT CORRECTLYNumber of Children Riding  
Bicycles WITH HELMET  
BUT NOT WEARING  
HelmetsNumber of Children Riding  
Bicycles WITHOUT HELMET**Total:****Total:****Total:****Total:**

**Day Two Observation**

**Observer:** \_\_\_\_\_ **Date:** \_\_\_\_\_ **Day of Week:** \_\_\_\_\_

**Start Time:** \_\_\_\_\_ **End Time:** \_\_\_\_\_

**Weather/Other Conditions:** \_\_\_\_\_

**Start Time:** \_\_\_\_\_ **End Time:** \_\_\_\_\_

**Weather/Other Conditions:** \_\_\_\_\_

<b>Number of Children Riding Bicycles and Wearing Helmets CORRECTLY</b>	<b>Number of Children Riding Bicycles Wearing Helmets but NOT CORRECTLY</b>	<b>Number of Children Riding Bicycles WITH HELMET BUT NOT WEARING Helmets</b>	<b>Number of Children Riding Bicycles WITHOUT HELMET</b>
<b>Total:</b>	<b>Total:</b>	<b>Total:</b>	<b>Total:</b>



**Attachment C**  
**PSO 423**

**Results from Red Light Running  
Enforcement Campaign**

**Evaluation of the Stop Red Light Running Partnership Campaign: Phase III  
County of Santa Clara  
(September 2004-May 2005)**

Cities	Overall No. of Red Light Violations Observed Countywide and in Each City		Percent Change
	Pre-Campaign	Post-Campaign	
<b>Countywide (21 Reported Intersections)</b>	<b>477</b>	<b>242</b>	<b>49% decrease</b>
Campbell (4 Intersections)	74	18	76% decrease
Cupertino (5 Intersections) <i>Cupertino info not included in countywide totals</i>	30	<i>Not available*</i>	NA
Gilroy (3 Intersections) <i>Gilroy info not included in countywide totals</i>	7	<i>Not available**</i>	NA
Los Altos (2 Intersections)	22	16	27% decrease
Milpitas (2 Intersections)	60	29	52% decrease
Mountain View (1 Intersection)	12	5	58% decrease
Palo Alto (3 Intersections)	35	32	9% decrease
San Jose (3 Intersections)	140	69	51% decrease
Santa Clara (6 Intersections)	134	73	46% decrease

Note: Ongoing 1-hour monitoring of violations conducted during morning or afternoon commute period. Counters from each city performed the observations.

\*Cupertino: City Engineers believe that counts were effected by seasonal variations. The pre-counts were done in the summer when traffic flow was expected to be lower and more variable, than the post counts.

\*\* Gilroy: City Engineers indicated that a new development may have affected traffic patterns at the intersections selected between the time the pre and post counts were conducted.

**Attachment D**  
**PSO 423**

**“Use Your Head, Wear A Helmet” Handout**

Alcoholic Beverage Control  
Department of Corporations  
Department of Financial Institutions  
California Highway Patrol  
California Housing Finance Agency  
Department of Housing & Community Development

Department of Managed Care  
Department of Motor Vehicles  
Department of Real Estate  
Office of Real Estate Appraisers  
Stephen P. Teale Data Center  
Office of Traffic Safety  
Department of Transportation (Caltrans)

GRAY DAVIS  
Governor

STATE OF CALIFORNIA



MARIA CONTRERAS-SWEET  
Secretary

**BUSINESS, TRANSPORTATION AND HOUSING AGENCY**

RECEIVED  
JUL 09 2001  
PUBLIC AFFAIRS ADMINISTRATION

January 8, 2001

Honorable Donald F. Gage  
Chairman, Board of Supervisors  
Santa Clara County  
70 West Hedding Street  
San Jose, CA 95110

RE: Project Nos. AL0109, CB0108

Dear Mr. Gage:

On behalf of Governor Gray Davis, congratulations on receiving final approval of your traffic safety grants as part of California's Traffic Safety Program.

Traffic safety has long played a vital role in the health and prosperity of our great state. Our safe and livable communities, our vibrant economy, and our unparalleled natural environment all depend on the safe, unfettered movement of people, goods and services throughout the state.

We are excited by the innovative and results-driven program you will be implementing in the next year and assure you that the Business, Transportation and Housing Agency and its Office of Traffic Safety (OTS), are committed to helping you achieve success. Your success benefits all Californians.

Governor Davis recognizes that it is in large measure, through the dedication of traffic safety professionals and advocates like yourself that we will continue to save lives and reduce injuries on California roads.

Together we will lead California into the 21<sup>st</sup> Century as an undisputed leader in traffic safety.

Sincerely,

A handwritten signature in black ink, appearing to read "Maria Contreras-Sweet".

MARIA CONTRERAS-SWEET  
Secretary

Enclosure

cc: OTS Director's Office

**OFFICE OF TRAFFIC SAFETY  
GRANT AGREEMENT**

PAGE 1 (To be completed by applicant Agency)

**1. PROJECT TITLE**

**DUI COURT IN THE SCHOOLS**

**2. NAME OF APPLICANT AGENCY**

**COUNTY OF SANTA CLARA VALLEY HEALTH & HOSPITAL SYSTEM**

**3. AGENCY UNIT TO HANDLE PROJECT**

**COUNTY PUBLIC HEALTH DEPT./TRAFFIC SAFE COMMUNITIES NETWORK**

**4. PROJECT PERIOD**

Month - Day - Year

From: **07-01-01**

To: **06-30-03**

**5. PROJECT DESCRIPTION** (Summarize the project plan covering the objectives, method of procedures, evaluation, and end product in approximately 100 words. Space is limited to 11 lines.)

Building on its progress and in recognition of the scope of Santa Clara County's juvenile DUI problem, the Traffic Safe Communities Network (TSCN) aims to institutionalize a DUI Court in the Schools program countywide over a two-year period. Taking the courthouse to high schools is a partnership strategy that provides fundamental exposure to and a pragmatic overview of the justice system in action. The experience and knowledge students gain from witnessing an actual criminal court proceeding will help broaden their formal education in civics, health, motor vehicle safety, and critical thinking. Moreover, the interactive multi-faceted program will convey a clear lesson about the serious consequences associated with alcohol/other drug impaired driving, underage drinking, and illegal alcohol sales. Complementing other existing school-community prevention efforts, at least 25 trials will be conducted to help students better resist media, peer, social, and alcohol industry pressures to drink.

**6. FEDERAL FUNDS ALLOCATED UNDER THIS AGREEMENT SHALL NOT EXCEED:** \$ **267,871.00**

**7. APPROVAL SIGNATURES**

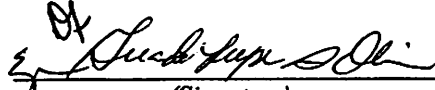
**A. PROJECT DIRECTOR**

**NAME: Guadalupe S. Olivas, Ph.D.** PHONE: 408-885-4202

**TITLE: Director of Public Health** FAX: 408-885-4248

**ADDRESS: Santa Clara County Public Health Department  
3003 Moorpark Avenue  
San Jose, CA 95128**

**E-MAIL:**

 **6/7/01**  
(Signature) (Date)

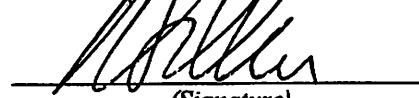
**B. AUTHORIZING OFFICIAL OF APPLICANT AGENCY**

**NAME: Robert Sillen** PHONE: 408-885-4030

**TITLE: Executive Director** FAX:

**ADDRESS: Santa Clara Valley Health & Hospital System  
2220 Moorpark Avenue  
San Jose, CA 95128**

**E-MAIL:**

 **6/7/01**  
(Signature) (Date)


**C. FISCAL OR ACCOUNTING OFFICIAL**

**NAME: Kim Roberts** PHONE: 408-885-6868

**TITLE: Chief Financial Officer** FAX: 408-885-6845

**ADDRESS: SCVH&HS Finance Dept.  
2325 Enborg Lane, Room 360  
San Jose, CA 95128**

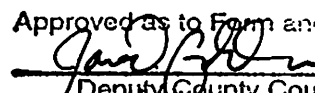
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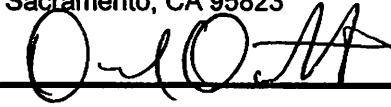

 **6-8-01**  
(Signature) (Date)

**D. OFFICE AUTHORIZED TO RECEIVE PAYMENTS**

**NAME: Kim Roberts**

**ADDRESS: SCVH&HS Finance Dept.  
2325 Enborg Lane, Room 360  
San Jose, CA 95128**

Approved as to Form and Legality  
  
Deputy County Counsel  
Date **6/6/01**

<b>EFFECTIVE DATE OF AGREEMENT:</b> <u>7/1/2001</u>		<b>GRANTEE</b> <u>SANTA CLARA VALLEY HHS</u>		<b>PROJECT NO.</b> <u>AL0109</u>	
<b>Action No.</b> <u>1</u>	<b>Date:</b> <u>6/28/2001</u>	<b>10. TYPE OF AGREEMENT</b>		<b>Initial</b> <input checked="" type="checkbox"/>	<b>Revision</b>
<b>Revision No.</b>	<b>Date:</b> <u>6/28/2001</u>	<b>FUND</b> <u>157</u>	<b>PROGRAM</b> <u>01-AL</u>	<b>TASK NO.</b> <u>4</u>	<b>F.Y.</b> <u>2001</u>
<b>9. Action Taken</b> Initial approval. 2001 HSP funds obligated.  State FY 2000-01 2700-101-0890(52/2000) Federal Catalog No. 20.600		<b>11. FUNDING DISPOSITION &amp; STATUS</b>			
		<b>Fiscal Year</b>		<b>Amount</b>	
		<u>2000-01</u>		36,604.00	
		<u>2001-02</u>		142,444.00	
		<u>2002-03</u>		88,823.00	
		<u>Total</u>		<u>267,871.00</u>	
		Obligated This Action		36,604.00	
		Previously Obligated		0.00	
		Total Amount Obligated		36,604.00	
		Amount Suspended		<u>231,267.00</u>	
		<b>TOTAL FUNDS PROGRAMMED</b>		<u><u>267,871.00</u></u>	
<b>12. BUDGET SUMMARY (From Schedule B Detail) - FISCAL YEAR GRANT PERIOD ENDING:</b> <u>9/30/01</u>					
<b>COST CATEGORY</b>	<b>2001 GRANT PERIOD</b>	<b>PRIOR GRANT</b>	<b>2001 TOTAL GRANT</b>	<b>TOTAL PROJECT BUDGET ESTIMATE</b>	
A. Personnel Costs	24,823.00	0.00	24,823.00	208,102.00	
B. Travel Expenses	2,000.00	0.00	2,000.00	4,000.00	
C. Contractual Services	0.00	0.00	0.00	20,800.00	
D. Nonexpendable Property	0.00	0.00	0.00	0.00	
E. Other Direct Costs	7,299.00	0.00	7,299.00	14,159.00	
F. Indirect Costs	2,482.00	0.00	2,482.00	20,810.00	
<b>TOTAL FEDERAL FUNDS</b>	<b>36,604.00</b>	<b>0.00</b>	<b>36,604.00</b>	<b>267,871.00</b>	
<b>13. PROJECT APPROVAL &amp; AUTHORIZATION TO EXPEND OBLIGATED FUNDS</b>					
<b>A. APPROVAL RECOMMENDED BY</b>			<b>B. AGREEMENT &amp; FUNDING AUTHORIZED BY</b>		
<b>NAME:</b> DAVID DOUCETTE <b>TITLE:</b> Regional Coordinator <b>PHONE:</b> (916) 262-0981 <b>E-MAIL:</b> <a href="mailto:ddoucette@ots.ca.gov">ddoucette@ots.ca.gov</a>  Office of Traffic Safety 7000 Franklin Blvd., Suite 440 Sacramento, CA 95823			<b>NAME:</b> TERESA BECHER <b>TITLE:</b> Interim Director  Office of Traffic Safety 7000 Franklin Blvd., Suite 440 Sacramento, CA 95823		
Signature <u></u>			Signature <u></u>		

# SCHEDULE A

PROJECT No: AL0109

## PROJECT DESCRIPTION

PAGE 2

Department of Motor Vehicles  
 District Attorney's Office  
 Drinking Drivers Program Association  
 Emergency Medical Services  
 Friday Night Live  
 Metropolitan Transportation Commission  
 Mothers Against Drunk Driving  
 Police Chiefs Association  
 Safe Kids Coalition  
 Traumatic Brain and Spinal Cord Injury Project  
 Violence Prevention Task Group

### PROBLEM STATEMENT

Santa Clara County collision experience over the past three years has been

Collision Type	1997		1997		1998		1998		1999		1999	
	Collisions		Victims		Collisions		Victims		Collisions		Victims	
Fatal	104		110		92		100		93		103	
Injury	9,785		13,933		9,731		13,806		9,360		13,279	
	Fatal	Injury	Killed	Injured	Fatal	Injury	Killed	Injured	Fatal	Injury	Killed	Injured
Alcohol Involved	36	894	41	1,345	18	879	20	1,255	23	813	23	1,249
Speed Related	10	3,332	10	4,890	12	3,446	15	5,071	4	3,249	5	4,684
Pedestrians	32	650	32	686	32	569	33	600	22	557	22	582
Pedestrians <15	1	204	1	218	2	139	3	149	2	151	2	158
Bicyclists	4	845	7	852	7	789	7	800	5	781	5	792
Bicyclists <15	0	190	0	200	1	172	1	177	0	188	9	199

Office of Traffic Safety rankings for 1998 indicate:

Ranking Category	Totals	Per 1000 Vehicle Miles Traveled (VMT)		Per 1000 Population	
Collisions		Statewide	Population Group	Statewide	Population Group
Total Fatal and Injury Collisions	9,823	16	37	NA	NA
Alcohol-Involved Collisions	897	41	19	NA	NA
Speed-Related Collisions	3,458	8	19	NA	NA
Victims Killed & Injured					
Pedestrians	633	47	20	NA	NA
Pedestrians <15	151	25	34	NA	NA
Bicyclists	807	8	13	NA	NA
Bicyclists <15	178	39	31	NA	NA
DUI Arrests	7,816	NA	NA	% of licensed population	NA

## SCHEDULE A

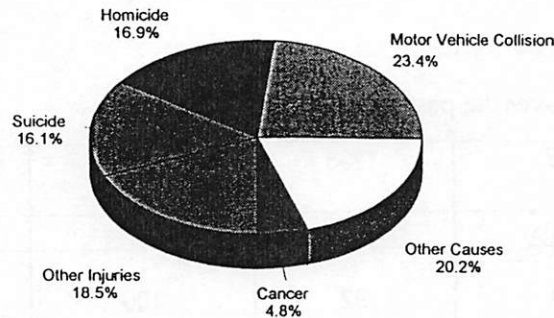
PROJECT NO: AL0109

### PROJECT DESCRIPTION

PAGE 4

Sixteen year-olds have the highest rate of involvement in fatal crashes per miles driven and are at fault 66% of the time. This high-risk status for teen drivers results primarily from inexperience in combination with driving at night, with friends, and under the influence of alcohol/other drugs. Alcohol impaired driving is the most frequently committed violent crime and more than a third of all teenage crash fatalities involved alcohol. The magnitude of underage drinking is alarming.

**Motor vehicle collisions are the number one killer of teens in Santa Clara County (15-19 years)**



Source: Santa Clara County Public Health, Data Management and Statistics, 1995-1997 (N=124).

Nationally, approximately 80% of high school seniors and dropouts report either getting drunk, binge drinking, or drinking and driving within the proceeding year. The 1997 Youth Risk Behavioral Study (YRBS) conducted in the County's middle school and high schools revealed that a significant number of young people report frequently drinking and engaging in other health compromising behaviors throughout the year. Almost 40% of high school students (grades 9-12) surveyed reported having at least one drink on one or more days during the past month. About a quarter of these students had five or more drinks on one or more occasions during the past month. Even more alarming, 27.2% of high school students rode with a driver who had been drinking in the past 30 days with Hispanic students reporting the highest prevalence rate (40.1%). Also, 8.5% of high school students reported driving after drinking in the past month with Hispanic students having nearly double the rate (16.3%). By grade-level, consecutively higher proportions of students reported that they drove after drinking -- and underage drivers become impaired at lower BAC levels than adults do.

These demographic trends along with the burgeoning underage drinking market present a serious challenge for traffic safety, law enforcement, school, and health professionals. Minors presently account for about 10% of the alcohol consumed daily. Because underage male drinkers actually consume more alcohol than their adult counterparts, and as more high-risk teen drivers get behind the wheel, both the human and economic costs are expected to soar in the decade ahead. For the alcohol industry, however, which has been experiencing flat growth over the past decade, the "youthquake" could represent an extended bonanza.

### ATTEMPTS TO SOLVE THE PROBLEM

Historically, traffic safety, like violence prevention, has lacked significant public health sector or community-level involvement in seeking solutions. Despite scattered efforts, improving traffic safety is not accorded the level of attention that the human and economic costs justify.

In December 2000, the Traffic Safe Communities Network (TSCN) in Santa Clara County completed its third year as a *Safe Community* site selected to adapt and apply the injury control partnership model developed by the National Highways Traffic Safety Administration (NHTSA). The overall aim of TSCN is to reduce, prevent and control traffic-related



## SCHEDULE A

PROJECT No: AL0109

### PROJECT DESCRIPTION

PAGE 6

Building on its progress and in recognition of the scope of the DUI problem, TSCN will use OTS funding to help create a **DUI Court in the Schools** project over a two-year period. Taking the courthouse to the school is a proactive approach that provides fundamental exposure to and a pragmatic overview of the justice system. The experience and knowledge students gain will broaden their formal education in civics, health, and critical thinking.

Convening an actual DUI trial on a high school campus will allow 200-400 students to witness a criminal court proceeding and participate in an innovative participatory program. The high-visibility countywide project will provide a clear lesson in justice and about the serious consequences associated with alcohol/other drug impaired driving, underage drinking, and illegal alcohol sales. There is no make believe as real DUI defendants have agreed beforehand to enter pleas and possibly be found guilty and sentenced before students, teachers, and the media.

The court is physically relocated from the courthouse to a school auditorium or theatre. The stage is set according to statutory requirements and all court rules apply. When the students are assembled, an opening statement is made by the judge indicating what is about to transpire, that proper decorum is required and what to expect if it is not maintained. Drunk driving cases are typically a first offense or a second offense in which the defendant, if found guilty, will be going to jail directly from the school. Each defendant has an attorney and they agreed in advance to come to the school. The defendant will be pre-screened to avoid any security problems and at least two police officers will be on the premises during the 3-4 hour program.

Students see first hand the serious consequences that go with flawed risk analysis and poor decision making. The sentences imposed may range from probation to jail. After conducting the court session, the judge's robe come off, shirt sleeves are rolled up, and the students are "coached" through examples of critical life choices that may affect them or others for the rest of their lives. The judge then facilitates an interactive educational program -- a discussion among students, prosecutor, defense attorney, the defendant, police, the media, teachers, and specials guests.

The key to the success of **DUI Court in the Schools**, unlike "mock" programs, is that students are not lectured, instructed, cajoled, or otherwise told what to do or not to do. However, by using an actual trial coupled with multi-media curriculum and interactive discussion, they are given the opportunity to view themselves as possible victims, or perhaps as a defendant, results in a lasting impression.

This high impact program will be designed to complement existing school-community prevention efforts in order to provide students with a powerful lesson they can take with them to better resist media, peer, social, and alcohol industry pressures to drink. The students will be given straight, honest answers to questions they frequently have not asked their parents or teachers. They will learn that success in life is dependent on knowing the rules, assessing risks, being mindful of consequences, and making the right choices. When they leave the re-located courtroom their views on alcohol, driving, and choosing friends may be influenced more from a position of reality as compared to TV and movie generated illusions.

### PERFORMANCE MEASURES

#### **Overall Project Goal:**

By June 30, 2003, institutionalize a court-school community program for conducting actual DUI trials at local high school campuses countywide.

#### **Project Objectives:**

1. To plan, coordinate, and conduct a minimum of 25 DUI trials in local high schools by June 30, 2003.
2. To conduct a kick-off media event to publicize the project by September 30, 2001.

## **SCHEDULE A**

**PROJECT NO: AL0109**

### **PROJECT DESCRIPTION**

**PAGE 8**

#### **Phase II – Implementation** (September 15, 2001)

We will schedule, coordinate, and conduct a minimum of 25 DUI trials in local high schools.

#### **Phase III – Community Involvement and Support** (Throughout Project Period)

We will provide coordination, technical assistance and training for building productive relationships with diverse stakeholders, agencies, systems, and community groups by supporting court participation in outreach activities designed with youth in mind such as facilitating an ongoing dialogue with groups traditionally estranged from the justice system. Conduct school-court community meetings with stakeholders to enlist support.

We will develop a school-community linked education plan which may include news making events, speakers bureau, information materials, and outreach designed to increase understanding and promote confidence, particularly among the Latino population, in the justice system's role in reducing underage drinking and DUI.

In combination with the court sessions, we will provide leadership opportunities and ongoing technical assistance for students to develop youth-driven projects for preventing DUI, underage drinking, violence, and illegal alcohol sales. At least three "best practice" strategies will be incorporated such as media literacy/advocacy, cross-age mentoring, and community organizing/service learning opportunities.

We will regularly invite criminal justice officials, community leaders, school administrators, the news media, and prevention and traffic safety advocates to attend the court sessions and organize one countywide conference.

We will develop and implement a marketing/media advocacy plan to foster ongoing news coverage and engender support for policies, norms, and countermeasures aimed at reducing underage drinking and DUI. We will produce and distribute a public service announcement and specially prepared materials to promote community involvement in the project. We will also provide monthly press release updates to coincide with the school trials as well as statewide traffic safety campaigns.

We will develop a strategic plan for securing funding to sustain the program.

#### **Phase IV – Data Gathering and Analysis** (Throughout Project Period)

The Quarterly Progress Report we will completed and submitted each quarter.

We will regularly solicit issues of interest and evaluate feedback from student and adults. This information will be used for monitoring and making improvements.

#### **Phase V – Final Report and Executive Summary** (June 30, 2003)

Begin the Final Project and Executive Summary for submission to OTS within 60 days.

#### **METHOD OF EVALUATION**

Using the data compiled, the project manager will evaluate: (1) how well the stated project goals and objectives were accomplished; (2) if all the activities outlined in the "Method of Procedure" were performed in accordance with the project agreement; and (3) was the project cost effective?

**SCHEDULE A-1****PROJECT No.: AL0109****ADMINISTRATIVE SUPPORT STATEMENT** – Explain what type of priority this project has in your jurisdiction.

Administrative support for the project is evidenced by the participation of County Supervisor James Beall and Health Officer Marty Fenstersheib, MD as the Co-Chairs of the Traffic Safe Communities Network. The Director of Public Health is dedicated to reducing traffic collisions and fully intends to achieve the goals and objectives of this project as evidenced by the contribution of expertise, advocacy, facilities, and other operational supports.

**AGENCY CONTRIBUTION** – Explain what services or funds are being contributed by your agency in support of this project.

CONTRIBUTED ITEM	%	FY-1	FY-2	FY-3
Salary/Benefits – Health Education Specialist	10%	2,318	5,563	3,245
Salary/Benefits – County Health Officer	5%	3,597	8,632	5,035
Office Space/Furniture	100%	10,000	24,000	14,000
Phone	100%	208	500	292
Postage	100%	<u>625</u>	<u>1,500</u>	<u>875</u>
Sub-total		16,748	40,195	23,447

Total Agency Contribution: \$80,390

**SCHEDULE B**  
**Page 2**  
**DETAILED BUDGET ESTIMATE**  
**PROJECT NO. AL0109**

COST CATEGORY	FISCAL YEAR ESTIMATES				TOTAL COST TO PROJECT
	FY-1 07-01-01 to 09-30-01	FY-2 10-01-01 to 09-30-02	FY-3 10-01-02 to 06-30-03	FY-4 NA	
<b>D. NON-EXPENDABLE PROPERTY</b>					
None					\$0.00
					\$0.00
					0.00
<b>Category Sub-Total</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>
<b>E. OTHER DIRECT COSTS</b>					
Materials	500.00	540.00	0.00	0.00	1,040.00
Printing	99.00	3,000.00	0.00	0.00	3,099.00
Office Supplies	700.00	1,000.00	320.00	0.00	2,020.00
Computer, Printer & Software 2 Workstations @ \$2,500 each	5,000.00	0.00	0.00	0.00	5,000.00
Promotional Items	1,000.00	2,000.00	0.00	0.00	3,000.00
<b>Category Sub-Total</b>	<b>\$7,299.00</b>	<b>\$6,540.00</b>	<b>\$320.00</b>	<b>\$0.00</b>	<b>\$14,159.00</b>
<b>F. INDIRECT COSTS</b>					
10% of Personnel	2,482.00	10,282.00	8,046.00	0.00	20,810.00
<b>Category Sub-Total</b>	<b>\$2,482.00</b>	<b>\$10,282.00</b>	<b>\$8,046.00</b>	<b>0.00</b>	<b>\$20,810.00</b>
<b>PROJECT TOTAL</b>	<b>\$36,604.00</b>	<b>\$142,444.00</b>	<b>\$88,823.00</b>	<b>\$0.00</b>	<b>\$267,871.00</b>

**SCHEDULE B-1**

**PROJECT NO. AL0109**

**BUDGET NARRATIVE**

**Page 2**

Computer/Software/Printer – Two PC workstations

Promotional Items – Marketing and advertising materials

**INDIRECT COSTS**

Reimbursement a 10% of the total direct personnel costs to partially cover administrative overhead and infrastructure expenses associated with the project.

**PROGRAM INCOME**

Program income generated, as a result of this project will revert to the County of Santa Clara General Fund and is not available to the Public Health Department.

**V. POLITICAL ACTIVITY OF CERTAIN STATE AND LOCAL EMPLOYEES**

All individuals employed by a State or local agency whose principal employment is in connection with an activity which is financed in whole or in part by loans or grants made by the United States or a Federal agency, including grants from the California Office of Traffic Safety, have been made aware of the provisions of 5 USC, Government Organization and Employees; Part II, Civil Service Functions and Responsibilities; Chapter 15, Political Activity of Certain State and Local Employees; Sections 1501 through 1508. This statute does not include individuals employed by an educational or research institution, establishment, agency, or system which is supported in whole or in part by a State or political subdivision thereof, or by a recognized religious, philanthropic, or cultural organization.

**VI. NON-DUPLICATION OF GRANT FUND EXPENDITURE**

The certifying applicant has no ongoing or completed projects under agreement with TOPICS, CCCJ (LEAA), HEW, or other Federal fund sources, which duplicate or overlap any work contemplated or described in this Traffic Safety Project.

It is further agreed that any pending or proposed request for other Federal grant funds which would duplicate or overlap work under this Traffic Safety Project, will be revised to exclude any such duplication of grant fund expenditures.

It is understood that any such duplication of Federal fund expenditures subsequently determined by audit will be subject to recovery by the Office of Traffic Safety.

**VII. LOBBYING RESTRICTIONS**

The undersigned certifies, to the best of his or her knowledge and belief, that:

- (a) No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.
- (b) If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying", in accordance with its instructions.
- (c) The undersigned shall require that the language of this certification be included in the award documents for all sub-awards at all tiers (including subcontracts, sub-grants, and contracts under grants, loans, and cooperative agreements) and that all sub-recipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by Section 1352, Title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

**VIII. RECYCLING**

At intervals designated by the State, contractor shall certify in writing, under penalty of perjury, the minimum, if not exact, percentage of recycled content of materials, goods or supplies offered or products used in the performance of the contract, pursuant to the requirements of Public Contract Code Section 10223. Contractor may certify that the product contains zero recycled content. Definitions of recycled content are contained in Public Contract Code Sections 12161 and 12200.

**IX. COMPUTER SOFTWARE**

Contractor certifies that it has appropriate systems and controls in place to ensure that state funds will not be used in the performance of this contract for the acquisition, operation or maintenance of computer software in violation of copyright laws.

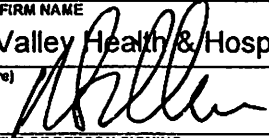
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**DRUG-FREE WORKPLACE CERTIFICATION**

STD. 21 (REV. 12-93)

**CERTIFICATION**

*I, the official named below, hereby swear that I am duly authorized legally to bind the contractor or grant recipient to the certification described below. I am fully aware that this certification, executed on the date below, is made under penalty of perjury under the laws of the State of California.*

CONTRACTOR/BIDDER FIRM NAME Santa Clara Valley Health & Hospital System/Public Health Department		FEDERAL ID NUMBER 94-6000533
BY (Authorized Signature) 		DATE EXECUTED 6/8/01
PRINTED NAME AND TITLE OF PERSON SIGNING Robert Sillen		TELEPHONE (408) 885-4030
TITLE Executive Director		
CONTRACTOR/BIDDER FIRM'S MAILING ADDRESS 2220 Moorpark Ave., San Jose, CA 95128		

The contractor or grant recipient named above hereby certifies compliance with Government Code Section 8355 in matters relating to providing a drug-free workplace. The above named contractor or grant recipient will:

1. Publish a statement notifying employees that unlawful manufacture, distribution, dispensation, possession, or use of a controlled substance is prohibited and specifying actions to be taken against employees for violations, as required by Government Code Section 8355(a).
2. Establish a Drug-Free Awareness Program as required by Government Code Section 8355(b), to inform employees about all of the following:
  - (a) The dangers of drug abuse in the workplace,
  - (b) The person's or organization's policy of maintaining a drug-free workplace,
  - (c) Any available counseling, rehabilitation and employee assistance programs, and
  - (d) Penalties that may be imposed upon employees for drug abuse violations.
3. Provide as required by Government Code Section 8355(c), that every employee who works on the proposed contract or grant:
  - (a) Will receive a copy of the company's drug-free workplace policy statement, and
  - (b) Will agree to abide by the terms of the company's statement as a condition of employment on the contract or grant.
4. At the election of the contractor or grantee, from and after the "Date Executed" and until 06-30-03 (NOT TO EXCEED 36 MONTHS), the state will regard this certificate as valid for all contracts or grants entered into between the contractor or grantee and this state agency without requiring the contractor or grantee to provide a new and individual certificate for each contract or grant. If the contractor or grantee elects to fill in the blank date, then the terms and conditions of this certificate shall have the same force, meaning, effect and enforceability as if a certificate were separately, specifically, and individually provided for each contract or grant between the contractor or grantee and this state agency.

STATE OF CALIFORNIA  
BUSINESS, TRANSPORTATION & HOUSING AGENCY  
OFFICE OF TRAFFIC SAFETY

PROJECT CLAIM INVOICE

For work performed under provisions of the California Vehicle Code, Chapter  
1492 and the Public Law 8-564, Highway Safety Act of 1966 as amended

TO: State Office of Traffic Safety  
7000 Franklin Boulevard, STE 440  
Sacramento, CA 95823

Progress: ☐  
Final: ☐

FROM:  
Agency Name: \_\_\_\_\_  
Mail Address: \_\_\_\_\_  
Project Title: \_\_\_\_\_

Project No: \_\_\_\_\_ Claim No: \_\_\_\_\_

Detail of Costs Reported From (Project Start Date):		thru		
COST CATEGORY	TOTAL COST TO DATE	LESS PRIOR CLAIMS	NET AMOUNT THIS CLAIM	
PERSONNEL COSTS				
TRAVEL EXPENSE				
CONTRACTUAL SERVICES				
NON-EXPENDABLE PROPERTY				
OTHER DIRECT COSTS				
INDIRECT COSTS				
TOTAL REIMBURSABLE AGENCY COSTS	\$	\$	\$	

I CERTIFY that I am duly appointed and acting officer of the herein named agency; that the costs being claimed herein are in all respects true, correct, and in accordance with the contract provisions; that funds were expended or obligated during the grant period; and the net amount claimed above has not been previously presented to or reimbursed through the Office of Traffic Safety.

SUBMITTED BY: \_\_\_\_\_  
(Type Name: Project Director/Authorizing Official/  
Fiscal Official)

TITLE: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

DATED: \_\_\_\_\_

OTS OPERATIONAL REVIEW: \_\_\_\_\_

DATED: \_\_\_\_\_



**Non-Expendable Property: Invoiced Amount** (Attach Invoices and Depreciable Property Agreement OTS-25)

Item(s) Purchased


*Total Non-Expendable Property Costs:* \$ -

**Other Direct Costs:**

Item(s) Purchased/Charged


*Total Other Direct Costs:* \$ -

**Indirect Costs:**

Base (i.e., Salaries, Total Personnel Costs) \_\_\_\_\_

Approved Rate: \_\_\_\_\_

*Total Indirect Costs:* \$ -

**TOTAL AMOUNT CLAIMED:** \$ -