

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

Community Based Organizations

Project Number CBO108

Final Report

April 1, 2000-September 30, 2003

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by

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EXECUTIVE SUMMARY

Santa Clara County Public Health Department
Traffic Safe Communities Network (TSCN)

CALIFORNIA

In Santa Clara County – Community Based Organizations Grant Program

PROGRAM AREA(S)

Outstanding Collaborative Effort

PROJECT CHARACTERISTICS

Safe Communities

TYPE OF JURISDICTION

County

TARGETED POPULATION(S)

General Population

JURISDICTION SIZE

1,700,000

PROBLEM IDENTIFICATION

Located south of the San Francisco Bay, Santa Clara County has the fifth-largest population in California with over 1.7 million people residing across 15 cities and encompassing 1,400 square miles. In a period marked by dramatic change, one thing has remained constant: people with their motor vehicles keep coming to Santa Clara County. A major destination point, 16,059 immigrants arrived in the county between 1990 and 1996 –7.8% of the state's total influx of new arrivals. Over the next two decades, the county is expected to gain 231,000 new jobs and 261,400 new residents. As the county forges ahead into a diverse future, the dramatic pace of demographic change will continue to have profound consequences in virtually every realm of life, particularly traffic safety and congestion. Already, the growth surge is forcing more motorists to commute longer distances to jobs, schools, and residences, as the local area housing stock becomes less available and less affordable. Traffic Safe Communities Network (TSCN) will strengthen its countywide approach for controlling Motor Vehicle crash-related injuries, fatalities, and health care costs as well as improving the quality of life. Building on TSCN's experience in expanding collaboration beyond traditional agencies and stakeholders to include CBOs and grass roots groups located in Santa Clara County's cities, the project will establish 18 mini-grants through a RFP process. Mini-grants will support organizations that have the potential to (1) deliver research-based, best practice, innovative, and culturally competent services; (2) make a significant impact on the community or target population; (3) address risk/protective factors, and (4) foster linkages and multi-disciplinary strategies/approaches. Grantees will address at least one of the following priority areas: alcohol and impaired driving, bicycle safety, child passenger safety, data analysis, pedestrian safety, or red light running/aggressive driving.

GOALS AND OBJECTIVES

Project Goals:

1. To reduce the mileage death and injury rate from the 1997 rate of 71.40 per 100,000 vehicles of travel to 65.0 by December 31, 2002, based on data compiled by SWITRS and the Department of Finance.
2. To reduce total fatal and injury collisions by 10% from the calendar year 1998 base year total of 9,823 to 8,841 by December 31, 2001, and by an additional 5% from 8,841 to 8,399 by December 31, 2002.
3. To increase child passenger safety seat compliance by 2.1 percentage points from June 1999 base year to compliance rate of 85.9% to 88% by June 2003.
4. To develop and implement a strategic county-wide plan to support the automation of a comprehensive traffic safety GIS that will provide timely access and complete data needed to identify problems, encourage data linkages, conduct analysis, select prevention /countermeasures activities, and evaluate implemented activities and improvements by August 15, 2003.
5. To target youth as a group at risk for traffic fatalities and injuries, and involve youth in traffic safety and school-community linked prevention efforts.
6. To target senior citizens as an at risk group for traffic fatalities and injuries, and involve senior citizens in the planning and promotion of traffic safety efforts.
7. To achieve self-sufficiency and institutionalize TSCN programs and operations by August 2003.

Objectives

1. To collaboratively plan and schedule inter-jurisdictional DUI checkpoints, crosswalk decoy stings, red light running enforcement and education, alcohol merchant compliance checks, and other high visibility "best practice" countermeasures by August 15, 2003.
2. To develop and implement a strategic marketing and media advocacy plan that includes at least three ongoing multi-cultural traffic safety information campaigns by August 15, 2003.
3. To secure additional funds and institutional commitments for sustaining TSCN operations and programs with an emphasis on maintaining and strengthening service linkages among community based organizations by August 15, 2003.
4. To coordinate at least six "educational partnership" dialogue meetings to bring together judges, district attorneys, DMV administrators, and law enforcement officials to train and problem solve with regards to citation and adjudication issues associated with speeding, red light running, DUI, aggressive driving, and other traffic violations contributing to collisions between April 15, 2000 and August 15, 2003.
5. To support in collaboration with other partners at least three local policy initiatives to improve traffic safety and the quality of community life by August 15, 2003.
6. To plan, provide and/or co-sponsor at least three workshops that address "best practices" and "spectrum of prevention" concepts by August 15, 2003.
7. To conduct at least three community surveys and report the findings concerning traffic safety issues such as child car seat, bicycle helmet usage, place of last drink, illegal alcohol sales, public policy, crash costs, and traffic calming measures by August 15, 2003.
8. To involve law enforcement, including the California Highway Patrol, transportation, public health, schools, and other agencies within Santa Clara county in identifying traffic safety problems, evaluating mini-grant proposals, reviewing educational materials produced, and participating in collaborative activities/events with mini-grant recipients by August 15, 2002.
9. To prepare, advertise, and distribute a mini-grant request for proposal by December 15, 2001, and award a minimum of 18 mini-grants ranging from \$25,000 to \$50,000 per project by October 15, 2002.
10. To provide ongoing coordination, technical assistance, and training for building productive relationships with diverse stakeholders, agencies, systems, jurisdictions, and community groups by December 15, 2001.
11. To provide NHTSA standardized Child Passenger Safety Technician Training for at least 25 participants by February 15, 2003.

STRATEGIES AND ACTIVITIES

Traffic Safe Communities Network (TSCN) in Santa Clara County hired a full-time Management Aide and one half-time Office Specialist to provide support to the TSCN Program Manager. During the grant period, TSCN developed a competitive mini-grant program and awarded seventeen innovative traffic safety programs addressing TSCN's priority areas of Alcohol & Impaired Driving, Bicycle & Pedestrian Safety, and Child Passenger Safety. These programs used "Spectrum of Prevention" approach to implement project activities. TSCN also co-sponsored best practices workshops, sponsored coalition members to State and National Traffic Safety conferences, planned and coordinated with SAFE KIDS to conduct NHTSA's Child Passenger Safety Technician Trainings, launched a second countywide Red Light Running Campaign, and collaborated with law enforcement and coalition members in Operation Safe Passage, Walk to School, and Bike to Work campaigns.

RESULTS

TSCN in Santa Clara County achieved the following results:

- Awarded 17 mini-grants to non-profit community agencies in Santa Clara County.
- Disseminated information, provided technical assistance and resource to participants, the community and the media.
- Conducted a "Place of Last Drink and Point of Access Survey" with 2000 first and multiple DUI offenders in Drinking and Driving Programs.
- Collaborated and coordinated with SAFE KIDS to provide NHTSA's Child Passenger Safety Training to paramedics, EMTs, nurses, firefighters, law enforcement personnel, and other child injury prevention professionals.
- Secured additional funding to establish a Comprehensive DUI Court in the Schools program and Comprehensive Pedestrian, Bicycle, and Intersection Safety program from October 2003 to September 2005.
- Planned, provided and/or co-sponsored with local agencies and community organizations workshops, trainings, and presentations highlighting "Best Practices" and "Spectrum of Prevention" approach.
- Planned and implemented a second countywide "Stop Red Light Running Crackdown" campaign targeting thirty-eight high risk/volume intersections, with intensive zero-tolerance enforcement and community education activities over a 3-month period.

FUNDING

Section 402: \$587,253.00

CONTACT

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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

1 st Year	Matilda Emmanuel, Management Aide Alice Matsushima, Office Specialist III
2 nd Year	Matilda Emmanuel, Management Aide Alice Matsushima, Office Specialist III Lisa McFarland, Office Specialist II Paul Gratz, Program Manager

This grant was initially staff by 1 FTE Management Aide and 0.5 FTE Office Specialist III. During the second year of the 2-year grant, the grant was revised to reflect the consolidations of this grant with another grant (SA0006). The staffing for the second year of the grant was supplemented with 0.5 FTE Office Specialist II and a program manager, from SA0006.

The primary role of the management aide was to track the financial reports of the mini-grants. The primary role of the two office specialists was to facilitate communication with the work groups, prepare and track purchases for the grant and other support functions for the grant. The program manager directed all personnel involved in the grant and was responsible for achieving the goals and objectives of the grant, reporting and evaluation of the grant and building collaborative relationships with the network members.

Goals and Objectives

Original Grant Period 07/01/01-6/30/03

Goal of the original grant: To engage community based organizations and grassroots organization in TSCN by awarding 15 mini-grants addressing a variety of traffic issues in the county.

Period of revised grant 04/01/00-9/30/03

Goals and objectives were revised 10/02 for the second year of the grant to reflect the consolidation of this grant with another grant (SA0006).

Goals of the revised grant: In addition to awarding mini-grants, TSCN established 7 additional goals.

1. To reduce the mileage death and injury rate from the 1997 rate of 71.40 per 100,000 vehicles of travel to 65.0 by December 31, 2002, based on data compiled by SWITRS and the Department of Finance.
2. To reduce total fatal and injury collisions by 10% from the calendar year 1998 base year total of 9,823 to 8,841 by December 31, 2001, and by an additional 5% from 8,841 to 8,399 by December 31, 2002.
3. To increase child passenger safety seat compliance by 2.1 percentage points from June 1999 base year to compliance rate of 85.9% to 88% by June 2003.
4. To develop and implement a strategic countywide plan to support the automation of a comprehensive traffic safety GIS that will provide timely access and complete data needed to identify problems, encourage data linkages, conduct analysis, select prevention /countermeasures activities, and evaluate implemented activities and improvements by August 15, 2003.
5. To target youth as a group at risk for traffic fatalities and injuries, and involve youth in traffic safety and school-community linked prevention efforts.
6. To target senior citizens as an at risk group for traffic fatalities and injuries, and involve senior citizens in the planning and promotion of traffic safety efforts.
7. To achieve self-sufficiency and institutionalize TSCN programs and operations by August 2003.

The objectives of the grant are discussed in the results section of the report which follows.

Methodology

- **Collaborative and Work Group** 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, reviewed the progress of the mini-grants, and provided education through presentations by expert speakers. TSCN operated four work groups to support the goals and objectives of the grant. The work groups met on a monthly or bi-monthly basis. The Assessment/Data Work Group and the Child Passenger Safety Work Group were discontinued during the course of grant. Red Light Running Work Group and the Bicycle and Pedestrian Safety Work Group continued throughout the grant period. The Alcohol and Impaired Driving Work Group supported activities of another OTS grant. TSCN also used e-mail notification and mailings to keep the groups on track with the goals and objectives.
- **Mini-grant process** The request for proposal for the mini grants were mailed to over 2000 potential applicants, and was posted on the TSCN website (December 2001). Applications were reviewed (February 2002) by a diverse group of community members (i.e. District Attorney's Office, County Roads and Airports, Public Health Department, California Highway Patrol, Bike and Pedestrian Advocacy Groups), and applicants were selected and notified in February and March 2002.

- **Child Passenger Safety** A Health Education Specialist in the Public Health Department was trained as a NHTS standardized child passenger safety technician. TSCN collaborated with the San Mateo/Santa Clara Chapter of SAFE Kids to publicize and implement 3 training sessions on child passenger safety.
- **Develop program sustainability and institutionalize TSCN programs and operations.** TSCN applied for a number of grants in order to maintain program sustainability and institutionalize operations. TSCN reviewed existing funding sources, researched potential future funding sources, and evaluated community needs and priorities.
- **Establish Consistent Communication with the Office of Traffic Safety** TSCN followed the guidelines as outlined in objective 17-21 of the grant to maintain communication with OTS.
- **Improved outcomes** (death and injury rate/100,000 miles and total fatal and injury collision rate). TSCN implemented a media campaign to change public attitude and behavior. Key steps in the implementation of the Red Light Running Campaign are listed below. It was anticipated that the campaign would impact the collision rates.
Key Steps of the Red Light Running Campaign:
 - Selection of 38 targeted intersections based on SWITRS/CHP data
 - Purchase of Red Light Enforcement Indicators (RLEI's) and signs
 - Letters of support from police chiefs of participating cities
 - 1-hour pre-counts of red light violations during am and PM commute periods at targeted intersections
 - Permit applications for installation of devices from participating cities
 - Review of Caltrans and California Traffic Control device regulations regarding signage
 - Press conference on selected day, January 29, 2003
 - Radio ads on 70 stations for 3 months
 - 1 hour post counts of red light violations during am and PM commute period at targeted intersections

Problems

TSCN had varying levels of success in achieving its very ambitious goals. Some of the problems encountered in addressing some of the goals are described below.

- Support of the mini-grant process: Some grantees had difficulty meeting the insurance requirements of the county contract process and the initiation of the grants was delayed.
- Developing program sustainability and institutionalizing program and operations: Due to the difficult economics times, funding was not available from the county general fund to support the TSCN. TSCN was only partially successful in applying for grant funding.

- Improved Outcomes
TSCN developed some very ambitious outcome indicators, death and injury rate per 100,000,000 vehicle miles, total fatal and injury collisions/year, and percentage child safety seat compliance. Data was not available by the end of the grant period. In the future, outcome indicators specific to the objectives of the grant and the grant activities would be more useful and obtainable.
- Implementation of county-wide plan for comprehensive GIS
TSCN was able to open initial discussion about a countywide GIS. However, due to a lack of specific objectives for this goal and a lack of funds, the assessment/data work group of TSCN was not continued during this grant period.
- Involvement of youth and senior citizens in traffic operations
TSCN made attempts to increase its outreach to members of the collaborative, but did not develop any specific objective to include youth or senior citizens. Therefore, this goal was not fully achieved.

Objectives and Results

Traffic Safe Communities Network accomplished the grant's goals and objectives through participation of members from the following five workgroups: Bicycle and Pedestrian Safety, Red Light Running, Alcohol and Impaired Driving, Data Management and Assessment, and Child Passenger Safety. 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.

1. *To collaboratively plan and schedule inter-jurisdictional DUI checkpoints, crosswalk decoy stings, red light running enforcement and education, alcohol merchant compliance checks, and other high visibility "best practice" countermeasures by August 15, 2003.*

TSCN, through its work groups, collaboratively planned and implemented high visibility countermeasures as proposed.

- On May 20, 2000, TSCN co-sponsored a "Rally for Bike Safety" in partnership with Mt. View Wal-Mart that include helmet fittings and distribution.
- TSCN distributed 760 booster/child car safety seats and 2,830 bicycle helmets to more than a dozen local agencies and community based organizations that provide services targeted to low income and hard-to-reach populations across the county.
- Stop Red Light Running Partnership campaign targeted five crash prone intersections from March through August 2000. Pre and Post campaign monitoring of red light runners at three of the intersections revealed a reduction in incidents ranging from 12% to 60%.

- On May 5, 2000, TSCN co-sponsored and participated in the Cinco de Mayo 5K Walk in Support of Alcohol Free Celebrations at San Antonio School in San Jose.
- In November 2001, TSCN became the service coordinator for the County's Child Passenger Safety (CPS) and Bicycle Helmet program serving Medi-cal clients countywide by providing safety information/instruction, car/booster seats, and bicycle helmets.
- Operation Safe Passage, a countywide crackdown on traffic law violators in school zones was conducted in January 2003, April-May 2003 and September 2003. California Highway Patrol was the lead agency and other local police departments participated in citing violators for the following: speeding, failure to stop at stop signs, passing a school bus, failure to use child restraints, failure to use seat belts, failure to yield pedestrian right of way, jaywalking, failure to use a bicycle helmet, as well as other violations. Campaign literature was distributed to elementary, middle, and high school administrators and school districts.
- TSCN also collaboratively developed a highly visible and highly successful second phase of the red light running campaign. Nine partnering cities identified 38 crash prone intersections. Four hundred red light enforcement indicators (RLEI's) and 140 signs were installed. An extensive media campaign with the theme "Crashes Aren't Accidents, STOP when its Red," led by the Santa Clara County Public Health Department and City of San Jose was kicked off on January 29, 2003. A press conference was held at a key intersection in Sunnyvale, and law enforcement in each city selected one intersection for law enforcement and interview opportunities for the media. TSCN involved survivor's advocates in the campaign. A three-month radio campaign on 70 news stations followed the kick off event.

TSCN was very successful in implementation of the red light running campaign as well as Operation Safe Passage. Future plans include an additional phase of RLEI's installation at additional high-risk intersections, and additional press conferences following the installation, to keep the problem in the public's awareness. In addition to the citation of violators in during Operation Safe Passage, future plans may include education of students and parents to increase likelihood of change in behavior

2. *To develop and implement a strategic marketing and media advocacy plan that includes at least three ongoing multi-cultural traffic safety information campaigns by August 15, 2003.*

- "Stop Red Light Running" campaign was conducted from April through August 2000.
- Planning sessions were held with the County Health Officer and marketing staff to develop a collaborative child passenger seat campaign with the County Medical Association. However, due to September 11, priorities were shifted to focus on bioterrorism.
- TSCN's marketing and media advocacy plan included participation and support of Operation Safe Passage, and community-wide events for Walk to School Day in October 2002.

- TSCN also supported the City of San Jose's efforts with Street Smart, a public education campaign to change the attitudes of drivers, pedestrians and bicyclists.

Future plans include expanded support and participation in Operation Safe Passage and Walk to School Day, with an educational component to expand increase behavior changes. The Street Smarts Program is interested in continued collaboration, which would allow the program to be expanded beyond the City of San Jose.

3. *To secure additional funds and institutional commitments for sustaining TSCN operations and programs with an emphasis on maintaining and strengthening service linkages among community based organizations by August 15, 2003.*

- On September 13, 2000, TSCN received approval from OTS to expand mini-grant program with additional funds of \$587,253.
- On August 25, 2002, the Santa Clara County Public Health Department submitted a grant proposal for \$45,000 to the California Department of Health Services for building countywide training/surveillance capacity as well as strengthening TSCN efforts to increase the proper installation and usage of child car seats. Unfortunately, the grant was not approved.
- On August 25, 2000, TSCN submitted a grant to the following agencies: Office of Traffic Safety, County Information Technology Committee, and Metropolitan Transportation Commission to developed web-based GIS Analysis & Mapping Services. Unfortunately, these grants were not funded.
- In May 2002, TSCN received OTS approval to allocate a portion of the project budget for the purchase of red light enforcement indicators and violation warning signs as well as to conduct a media campaign in September 2000. Partnering cities will be responsible for obtaining the enforcement at thirty-eight crash-prone intersections along El Camino Real and other state highways within the county.
- During 2003, TSCN applied for grants through the following programs: the California Office of Traffic Safety, the Robert Wood Johnson Foundation for Active Living by Design and the National Highway and Traffic Safety Administration's "You Drink, and Drive, You Lose."
- In early June 2003, TSCN received two award letters from the Office of Traffic Safety funding the grant proposals. These proposals focused on creating a "Comprehensive DUI Crash Prevention Program" and a "Comprehensive Bicycle & Pedestrian Safety Program."

TSCN will continue to pursue other grants to expand its capacity to create a community-wide change. TSCN partially achieved its objective to secure additional funds and institutionalize commitment to sustain TSCN operations. The development of a local GIS will require expanded funding. The TSCN network has expressed interest in continuing to work on other long-term issues such as linkage with disease prevention and health promotion and legislative and policy development.

4. *To increase TSCN's membership from 45 to 55 participants through recruitment of public agency and private sector partners, media representatives, senior citizens, youth, and neighborhood groups by August 15, 2003, and annually conduct three full network meeting throughout the grant period.*

- Throughout the grant period, TSCN increased membership through participation in community events, fairs, mini-grants, meeting announcement flyers, and networking with other agencies. Currently, membership consists of over 100 local agencies, community organizations, prevention advocates, and community members across the county.
- Minutes from each committee, work group, steering, and full Network meetings were taken since the development of the coalition to document discussions, events, and activities. Summaries of these minutes were reported at the quarterly full Network meetings. A quarterly summary describing the status of the TSCN committees/workgroups have also been distributed to members at the full network meetings. TSCN conducted seven full-network meetings in June 2000, September 2000, October 2001, August 2002, October 2002, January 2003, and March 2003. Attendance of the meetings ranged from 30-40 participants.

TSCN will continue to expand its collaborative, especially in the areas of youth, senior citizens, and partnering with other organizations regarding disease prevention and health promotion and legislative issues.

5. *To coordinate at least six "educational partnership" dialogue meetings to bring together judges, district attorneys, DMV administrators, and law enforcement officials to train and problem solve with regards to citation and adjudication issues associated with speeding, red light running, DUI, aggressive driving, and other traffic violations contributing to collisions between April 15, 2000 and August 15, 2003.*

- In June 2000, the Red Light Running and Data Management Work Group met to discuss a plan to advance the establishment of a centralized comprehensive traffic data and GIS mapping system. In December 2000, over twenty-five participants attended the Assessment and Data Work Group presentation and discussion on the Crossroads GIS with Barry Dee. To order to create this system, several grants were submitted to the Office of Traffic Safety and Metropolitan Transportation.
- The Red Light Running Work scheduled several meetings with the traffic commissioners of Santa Clara County. The focus of these meetings were to inform the commissioners about the upcoming "Stop Red Light Running Partnership" campaign, the use of red light indicators (rat boxes), to enhance enforcement, and provide update of the work groups progress on activities and events. These meetings were held at the Los Gatos Courthouse on the following dates: October 2000, March 2001, October 2001, and
- On September 14, 2000, TSCN staff along with two Red Light Running members presented to the Police Chief's Council Meeting. Members of the workgroup reported on the 5-month RLR campaign and announcement of increased RLR

enforcement and education along the El Camino Corridor. On October 11, 2001, TSCN staff along with RLR work group co-chairs made a presentation to the County Police Chief's Association. Association agreed to write a letter to CALTRANS advocating for a streamline encroachment permit process for approving applications to install rat boxes at state highway intersections. In April 2003, the TSCN manager again met with the Santa Clara County Police Chiefs Association to discuss red light running issues.

6. To support in collaboration with other partners at least three local policy initiatives to improve traffic safety and the quality of community life by August 15, 2003.

- TSCN collaborated with the Drinking Driver Program Providers Association and the Santa Clara County Drug and Alcohol Services to examine and recommend policy changes for improving court referral, enrollment, and tracking procedures with regard to the treatment of first and multiple DUI offenders. Due to funding constraints and staff changes within these agencies, TSCN members decided to prioritize activities that are specific and measurable for the Alcohol & Impaired Driving Work Group.
- TSCN partnered with the City of San Jose's Street Smart Program to achieve its objective of supporting three local policy initiatives to improve traffic safety and the quality of community life.

7. To plan, provide and/or co-sponsor at least three workshops that address "best practices" and "spectrum of prevention" concepts by August 15, 2003

TSCN planned, provided, and co-sponsored several workshops and presentations using "best practices" and "spectrum of prevention." The following is a list of these events:

- On June 27, 2000, a two-hour "Spectrum of Prevention Approach" workshop presented by the Prevention Institute was attended by two dozen members of the Bicycle & Pedestrian Safety Work Group. A follow-up session was held on October 17.
- On July 13, 2000, a two-hour workshop titled, "Conducting a Place of Last Drink Survey" was conducted by Fried Whitman, Ph.D. co-founder of CLEW Associates. 28 agency and community members attend the workshop.
- On September 28, 2001, a 1-hour "Spectrum of Prevention Approach" overview presentation was made at the Full Network meeting in San Jose.
- TSCN sponsored a Bicycle & Pedestrian member to attend the California Childhood Injury Prevention: Making It Happen Conference on September 23-25, 2002 in Sacramento.
- On June 24, 2002, over three dozen participants attended the workshop "Overcoming the Stickiest Problem: Getting People to Regularly Walk & Bike" at the County Office of Education in San Jose.

- May 2003: The New National Pedestrian Poll: Americans Support Increased Spending for Safer Walking Environments & Improved Public Transportation presented by Kristi Kimball Deputy Director of Surface Transportation Policy Project.
 - Four TSCN members attended the Leadership Conference on Enforcing Underage Drinking Laws in Reno, Nevada on October 22-25, 2000.
 - TSCN sponsored the attendance of four members at the National Congress of Pedestrian Advocates in Oakland on August 16-17, 2001.
 - On May 25, 2001, TSCN staff attended the Refugee Health Conference sponsored by the Santa Clara County Health and Hospital System at the Mexican Heritage Plaza Theater in San Jose.
 - Sponsored the attendance of TSCN members at the National Youth Diversity Conference on Traffic Safety in Los Angeles.
 - March 24-27, 2001 TSCN staff attended the LifeSavers Conference in Denver, CO
8. *To conduct at least three community surveys and report the findings concerning traffic safety issues such as child car seat, bicycle helmet usage, place of last drink, illegal alcohol sales, public policy, crash costs, and traffic calming measures by August 15, 2003.*
- In Winter 2002, TSCN established a service agreement with CLEW Associates to conduct the Place of Last Drink and Point of Access survey. The study was conducted between February and March 2002, and administered to 2000 clients enrolled in DUI offender programs countywide. Survey results were presented in October 2002.
 - Child Passenger Safety Work Group conducted a survey of Santa Clara County and San Mateo County hospitals to determine if hospitals had discharge policies and procedures regarding child passenger safety. The work group developed brochures for distribution at hospital discharge.
 - TSCN also conducted the Santa Clara County's Public Health Department's Community Partner Satisfaction Survey in May 2003

Continued plans to improve child passenger safety promotion and discharge have been placed on hold pending additional funding. Also, plans for further action based upon the results of the "Place of Last Drink" survey have also been placed on hold. TSCN had planned to meet with the Santa Clara County Police Chief's Association to develop a plan of action.

9. *To involve law enforcement, including the California Highway Patrol, transportation, public health, schools, and other agencies within Santa Clara county in identifying traffic safety problems, evaluating mini-grant proposals, reviewing educational materials produced, and participating in collaborative activities/events with mini-grant recipients by August 15, 2002.*

TSCN coalition members have played an integral role in assisting TSCN staff in evaluating mini-grant proposals, reviewing educational materials produced, and participated in collaborative activities/events with mini-grant recipients on a regular basis. In turn, mini-grant recipients have also provided updates on the progress of their project at workgroup and full network meetings. Many of the recipients formed linkages with other organizations within the workgroups to further advance their efforts. See objective 11.

10. *To identify not-for-profit, community-based organizations and grassroots groups in Santa Clara County by August 15, 2001.*

See objective 11 and 12.

11. *To prepare, advertise, and distribute a mini-grant request for proposal by December 15, 2001.*

In February 2001, TSCN Program Manager attended the OTS sponsored interactive meeting on contracting with CBO's to prepare for planning, implementation, and dissemination of Request for Proposals for community-based mini grants. Request for applications for TSCN community mini-grants were disseminated to over 2000 agencies in the county in December 2001. The Request for Proposal (RFP) was posted on the county website for applicants to download the proposal information. Reviewers of the submitted grant proposals represented TSCN coalition members from the American Medical Response, California Highway Patrol, San Jose Police Department, SCC Airports and Transportation, Adult Probation Department, and District Attorneys Office. In February 2002, TSCN received twenty-four eligible proposals, 21 projects were reviewed, and 17 were selected for funding.

12. *To award a minimum of 18 mini-grants ranging from \$25,000 to \$50,000 per project by October 15, 2002.*

Seventeen mini-grant projects were funded in amounts of \$25,000 to \$49,950. The proposed project submitted by Bay Area Safe Rides was not funded because the organization failed to obtain the liability and auto insurance coverage required by the County in order to establish a service contract. With OTS approval, the remaining mini-grant funds were used to purchase red light indicators and signs for the second phase of the Red Light Running Campaign.

Upon completion of the formalized Service Agreement contracts with the Santa Clara County Public Health Department, the community mini-grant recipients received reimbursement for their projects as the Department's Finance Unit processed their invoices on a quarterly basis. A total of \$489,720 was budgeted for mini-grantees during the grant period. Mini-grant project time frames range from 6 to 18 months. See attachment for a summary of mini-grantee project accomplishments.

13. To provide ongoing coordination, technical assistance, and training for building productive relationships with diverse stakeholders, agencies, systems, jurisdictions, and community groups by December 15, 2001.

- TSCN staff assisted with SAFE KIDS child car safety seat inspection at ADAPTEC in Milpitas on June 24, 2000.
- February 15, 2001, TSCN /SAFE KIDS Coalition child passenger car seat inspection at Santa Clara Valley Medical Center in San Jose. 82 cars were inspected.
- On April 1, 2001, TSCN staff attended the Car Seat Inspection Event with SAFE KIDS at West Valley Community College, Saratoga, CA.
- On May 24, 2001, TSCN staff attended the Car Seat Inspection Event with SAFE KIDS organized by AAA and KGO Radio. There were 5 inspection sites located throughout the Bay Area. The Santa Clara County inspection site was at the Toys R Us parking lot in Sunnyvale.
- On August 25, 2001, TSCN staff attended the SAFE KIDS Car Seat Inspection Event at the Cupertino Vallco Mall.
- On September 24, 2001, TSCN staff attended the SAFE KIDS Car Seat Inspection Event at the James Lick High School in San Jose.

TSCN will continue to work collaboratively with its community partner to meet its goals and objectives.

14. To produce and distribute a news release to increase community awareness about involvement in the project by January 15, 2002.

Throughout the project, TSCN developed press releases highlighting the activities of the coalition as well as specific events.

15. To provide NHTSA standardized Child Passenger Safety Technician Training for at least 25 participants by February 15, 2003.

- TSCN collaborated with SAFE KIDS of San Mateo/Santa Clara County to plan, coordinate and conduct three NHTSA standardized Child Passenger Safety Technician trainings throughout the county. The first training was an 8-hour course held on September 8, 2000 in San Jose, titled "Introduction to Child Passenger Safety." Twenty people attended the training including paramedics, EMTs, nurses, firefighters, law enforcement personnel, and other child injury prevention professionals. The second training was a 4-day training held in San Jose from October 10 to 13, 2000. TSCN conducted its final NHTSA Standardized Child Passenger Seat technician training for 25 participants from May 7-11, 2002 in Menlo Park, CA.
- On July 28, 2001, TSCN staff also conducted a presentation at a Public Health Department staff in-service about the new car seat laws and the appropriate method of installation of car seats. Each staff person received purchased copies

of the bilingual video, "Don't Risk Your Child's Life" to show to clients in their child safety seat classes.

TSCN staff person who was trained and certified in NHTSA's standardized child passenger seat was transferred to another department within Public Health. As a result of this change, TSCN does not have additional plans to continue to participate and coordinate Child Passenger Safety Seat Training. However, the training continues to be offered and coordinated through SAFE KIDS of San Mateo/Santa Clara County.

16. *To develop a strategic plan for securing funding to sustain the program by March 15, 2003.*

Refer to objective 3 for accomplishments.

17. *To email or fax all press releases or media advisories/alerts to the Regional Coordinator for approval in advance of their release.*

Through out the grant period, TSCN has participated or initiated the following media events and/or programs with other agencies and community organizations:

- On September 25, 2000, a press release announcing the TSCN's press conference on September 26, 2000 regarding the Red Light Running Crackdown at El Camino Real was fax to OTS. The high crash intersections targeted during the first phase of the zero-tolerance campaign were:
 - Great America Parkway/Mission College
 - Capitol Expressway/Story
 - De Anza/Homestead
 - Saratoga/Kiely
 - Bascom/Hamilton
- On September 26, 2000, at Red Light Running media event was conducted at the intersection of Lawrence Expressway and El Camino Real in Santa Clara.

18. *To use the standard language in all press materials: "Funding for this program was provided by a grant from the California Office of Traffic Safety through the Business, Transportation*

OTS standard language is printed on all TSCN materials including brochures, newsletters, memorandums, meeting announcements, flyers, letterhead, promotional and incentive items (refer to attachments for standard language included in program quarterly reports).

19. *To fax OTS (916) 262-2960, at least two weeks in advance, a short description of any new traffic safety event or program. Address the fax to the OTS Public Information Officer (PIO) and Regional Coordinator.*

TSCN provided the required forms of communication with the Office of Traffic Safety on an ongoing basis. TSCN will continue to meet the communication requirements of the Office of Traffic Safety. See grant quarterly reports for attachments and faxes of traffic safety events and programs.

20. *To report to the OTS Regional Coordinator via Quarterly Reports, the occurrence of paid media and/or free airings or print ads. The following format will be used: dollar amount; type of media; the reach of the media; type of message; and the size of audience reached.*

See objective 19.

Other Activities:

- TSCN set-up a display representing the coalition during National Public Health Week in the Downtown County Building.
- On December 16, 2000, TSCN staff and Walk San Jose volunteers distributed 700 "Walk Often, Walk Safely" fluorescent armbands to youngsters attending the Christmas in the Park celebration in San Jose.
- Developed TSCN program brochure.
- On September 25, County Board of Supervisors issued proclamation for TSCN co-sponsored "Walk to School Day."
- Obtained 2500 TSCN "Bike Often, Walk Often!" Be Safe, Be Seen" reflective arm bands for distribution at summer festivals and other public events.

Implementation Schedule

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

- Media Campaign following the installation of red light running indicators at the 38 crash prone intersections in the Spring of 2004, including survivors advocates. The intersections were selected and the equipment was purchased. However, the media campaign will be planned and implemented with future funding. See Attachment A.
- Continued participation in Operation Safe Passage in January, April and September of 2004 and 2005
- Continued participation in Bike to Work Day (May) and Walk School (October) in 2004 and 2005
- Development of helmet safety program including helmet distribution, inspection and fitting, education, pamphlet, student contest and survey during the 2004-2005 school year.
- Continued TSCN network meetings each quarter
- Continuation and expansion of the Bike and Pedestrian Safety Work Group and Red Light Running Work Group
- Continued meetings with key community leaders and media regarding traffic issues

TSCN estimates staffing and operating expenses for continuation of these programs to be \$63,724 from Santa Clara County and \$300,000 from OTS grant funding.

Documentation

The following attachments are included:

- Attachment A: Red Light Enforcement Indicators (RLEI's) Intersections for the Proposed Phase III Implementation
- Attachment B: Summary of Mini-Grant Accomplishments

**Attachment A: Red Light Enforcement Indicators (RLEI's) Intersections for the
Proposed Phase III Implementation
(9/23/03)**

Campbell

1. Hamilton & Eden (EB/WB) 2 RLEI 2 signs
6 RLEI 4 signs
2. Bascom & Campisi (NB) 1 RLEI 1 sign
3. Bascom & Campbell (NB/SB) 2 RLEI 2 signs

Cupertino

1. SR85 E. Ramp & Steven Creek Blvd
3 RLEI 4 signs
2. Stelling Rd. @ Stevens Creek Blvd.
3 RLEI 4 signs

Gilroy

1. Tenth & Chestnut Street 8 RLEI 4 signs
2. Tenth & Monterey Street 6 RLEI 4 signs
3. Tenth & Church Street 4 RLEI 4 signs

Los Altos

1. Foothill @ El Monte Rd.
(County Road) 8 RLEI 4 signs
2. Foothill @ San Antonio
(County Road) 4 RLEI 3 signs

Los Gatos

1. Los Gatos Blvd./Blossom Hill Rd.
8 RLEI 4 signs
2. Los Gatos Blvd./Gateway Ave
6 RLEI 2 signs
3. Los Gatos Blvd./Lark Avenue
6 LRLEI 2 signs

Milpitas

1. McCarthy & Ranch Drive 2 RLEI 4 signs
2. Milpitas & Dixon Landing 1 RLEI 4 signs
3. S. Park Victoria & Calaveras 2 RLEI 4 signs

Morgan Hill

1. Monterey & Cochrane 4 RLEI 4 signs
2. Cochrane & Sutter 4 RLEI 4 signs

Palo Alto

1. Arastradero Rd. & Terman Dr.
4 RLEI 2 signs
2. Middlefield Rd. & University Ave.
2 RLEI 2 signs
3. Middlefield Rd. & San Antonio Rd.
4 RLEI 4 signs

San Jose

1. Capitol Expressway & Senter Rd.
(County) 8 RLEI 4 signs
2. Eleventh St. & Santa Clara St.
4 RLEI 4 signs
3. I-280 Sinclair Freeway & 10th St. (State)
4 RLEI 4 signs

Santa Clara

1. De La Cruz & Martin
6 RLEI 4 signs
2. Great America & Tasman
4 RLEI 4 signs
3. Lafayette & Central
(County) 4 RLEI 4 signs

County Roads and Airports

1. Lawrence & Kifer Rd. 8 RLEI 4 signs
2. San Tomas at Hamilton
8 RLEI 4 signs

Sunnyvale

1. Fair Oaks & Arques 8 RLEI 4 signs
2. Mathilda & Washington
8 RLEI 4 signs
3. Fair Oaks & Olive 4 RLEI 2 signs

Attachment B: Summary of Mini-Grant Accomplishments

Bicycle and Pedestrian Projects

Bicycle/Pedestrian Joint Projects

- **Almond Elementary Parent Teacher Association – C751046**

Funding Period: 07/01/02 – 09/30/03 Grant Amount: \$49,520

Almond Elementary (Los Altos) PTA's project, "Designing Safe Routes to School – Pedestrian and Bicycle Safety" included the following components:

- Held public workshops, and meetings with city council and public works/traffic engineering staff to gather input on traffic calming designs. Extensive solicitation of input was obtained from fire, police, schools, bike and traffic groups, as well as neighborhood groups. Hired a traffic consultant, John Ciccarelli.
- Purchased portable curbing to conduct trial of traffic calming alternatives.
- Piloted a citizens radar system with police department.
- Publicity regarding traffic calming in Los Altos Town Crier, Almond PTA Newsletter, and Los Altos Neighborhood Newsletter
- Data collection on traffic speed and volume, and walking/biking volume.
- Received Safe Routes to School Grant for \$270,000 and a Air Quality District Grant for \$40,000 to pursue design solutions for Almond Avenue

- **Milpitas Foundation for Education – C751126**

Funding Period: 07/01/02 – 09/30/03 Grant Amount: \$40,250

Milpitas Foundation of Education (MFFE) partnered with the City of Milpitas to design a School Safety Program to ease traffic congestion and increase safety around nine elementary schools located in the Milpitas Unified School District. Through this program, Milpitas Foundation of Education reached over 6,500 Milpitas elementary school students through the promotion of the following activities and events: Suggested Routes to School, International Walk to School Day, Student Valet Program, Bicycle Safety and Bike to School Day. Promotion of these activities and events were accomplished through the following means: articles published in the MUSD weekly student/parent newsletter and the Milpitas POST weekly community newspaper, events posted on the City of Milpitas Website, distribution of the "Suggested Routes to School" map as well as promotional items such as reflective bracelets, flashing blinker lights, and stickers with the messages "Be aware, Be Safe!" Funding for this project was also used to purchase traffic signs, traffic cones, rain ponchos, and umbrellas to distribute to all nine participating schools. MFFE distributed to school staff a "walkability" checklist to record and analyze any negative situations that would impede a child from walking or biking to school. MFFE also coordinated with school staff traffic safety school assemblies as well as implemented a student valet program for student volunteers in grades 5 and 6. MFFE partnered with other city agencies to update existing bicycle maps, traffic safety brochures, and newsletters to distribute to all participating schools at traffic safety events and activities.

Bicycle Safe Projects

- **American Indian Education Center, Inc – C751218**

Funding Period: 07/01/02 – 06/30/03

Grant Amount: \$25,000

The American Indian Education Center (AIEC) of San Jose developed a bicycle helmet youth solicitation program designed to increase bicycle helmet use among the American Indian population in Santa Clara County. During the funding period, AIEC reached over 1,225 American Indian parents and youth through five Bicycle Helmet Distribution meetings held at local schools and community events (i.e. outdoor Powwows at DeAnza community college). Funds for this project were used to purchase helmets, brochures, tail light flashers, and bicycle safety educational videos to distribute and present at these distribution meetings. Also, AIEC developed and maintained a recipient database, provided training to six AIEC staff and volunteers, and purchased a small generator for future outdoor powwows to continue to show the Bicycle Safety videos. To promote the program, public service announcements were aired once a week for 32 weeks on KKUP, a local radio Indian program, and at local schools. AIEC provided updates on the progress of the project at TSCN quarterly meetings.

- **Henry M. Gunn High School PTSA – C751030**

Funding Period: 06/01/02 – 05/31/03

Grant Amount: \$25,000

Gunn High School PTSA's Bicycle Safety Program consisted of the following:

- Contracted with John Ciccarelli of Bicycle Solutions to design safe route to school from west of campus. Safe routes report was shared with key decision-makers in the community.
- Purchased bike rack for the west end of campus to facilitate parking bicycles.
- Contracted with John Ciccarelli to collaborate on student developed bicycle safety videos for 2002-2003 school year. High school students learned to develop safety video for middle school students, with training from multi-media teacher, and bicycle safety consultant, and with support of advanced video club members. Initial plans to show videos for both high school and middle school students did not materialize when videos were not deemed useful for middle school audience. Winning videos were awarded cash prizes and one winner attended the Bicycle Education Leaders Conference in Portland Oregon to display the videos.
- Assessed need for translation of videos and determined that less than 3% of the target population was "not proficient" in English. Therefore, the videos were not translated.
- Pedaling for Prizes, a bike to school motivation program, offered points on randomly selected days throughout the school year to bicycle riders. Prizes were available based on the number of points earned. The top prize was a mountain bike or \$500 cash. 328 students (20% of the school census) participated, and the number of student bike riders increased by 30 students over the course of the school year.

- **National Latino Peace Officers Association – C751100**

Funding Period: 07/01/02 – 09/30/03 Grant Amount: \$25,000

The National Latino Peace Officers Association, (N.L.P.O.A.) Santa Clara County Founding Chapter's "Riding Cool and Safe," Bike Safety Program included the following components:

- Bicycle – Helmet Safety Days at Lowell Elementary (November 2, 2002, September 27, 2003), Gardner Elementary (January 11, 2003), and Santee Elementary (September 13, 2003) for 3rd to 6th graders. The events consisted of multiple components, bicycle rodeo with drawings for donated/repaired bicycles, helmet distribution and fitting with helmet education, distribution of promotional T-shirts and bicycle safety education brochures in Spanish and English, resource booths, driver education and awareness, and instruction on bicycle repair.
- "Little Tykes on Bikes," bicycle-helmet safety day was held for 1st and 2nd graders at Lowell Elementary on May 17, 2003.
- Participation in 2 community fairs, sponsored by the Resource for Families and Communities (October 12, 2002) and "Las Promotoras" in the Washington neighborhood, providing bike-helmet safety education, helmet distribution and fitting and drawings for donated/repaired bicycles.
- Overall, NLPOA held 6 events, distributed and fitted 880 helmets, distributed 162 donated/repaired bicycles, and reached 1,103 students and parents at bike rodeos. The project was successful in building community/police relationships. The original plan to survey bicycle usage and publicize safe routes to school was not completed due to restricted bicycle usage at schools.

Pedestrian Safe Projects

- **Brooktree Parent Teacher Association – C751012**

Funding Period: 06/01/02 – 05/31/03 Grant Amount: \$25,000

Brooktree PTA's Pedestrian Safety Project consisted of the following:

- School-wide Pedestrian Safety Assembly presented by the San Jose Police Department
- Incentive items for students, water bottles, reflective zipper pulls, reflective stickers, reflective luggage tags, traffic safety activity books, and T-shirts .
- Parent presentation for 30 people by San Jose Prepared and parent information for school newsletters.
- Safety patrol equipment, utility carts, parking lot signs, safety cones, and walkie-talkies.
- Two mobile radar speed signs and trailers, with locks/chains, which appeared to have slowed traffic.

- **Frost Elementary Home & School Club – C751443**
Funding Period: 09/01/02 – 09/30/03 **Grant Amount: \$25,000**
 Frost Elementary School Home & School Club designed a Safe School program aimed to improve the safety of students as they arrive and depart school through a coordinated plan and implementation of traffic calming and pedestrian crossing measures. A parent was hired to coordinate and support the program, presentation were made to the Home and School Club and School Site council about the Safe School program, articles were published in the school parent newsletter, distributed flyers to recruit parent volunteers, developed tracking forms, and a parent roster form. Six parent volunteers and two students were recruited and each received orientation to the Safe School program. Recruited a police officer to direct traffic, developed multilingual parent information sheets about the Safe School program. Purchased supplies such as safety vests, cones, paper, paint for parking lot, and installed signs to direct traffic.
- **Resources for Families and Communities WACC – C751085**
Funding Period: 07/01/02 – 06/30/03 **Grant Amount: \$25,000**
 Resources for Families & Communities (RFC) in conjunction with the Washington Area Community Coalition (WACC) developed a “Pedestrian Safety” project. Key components of the program are as follows:

 - 2 community workshops were provided by “Safe Moves” along with child passenger training from the RFC. Spanish translation was available for the training.
 - Community designed banners regarding pedestrian safety and driver awareness/speed reduction were produced in both English and Spanish; 8 banners were purchased for each of the four communities, Alma, Tamien, Guadalupe-Washington, and Goodyear-Mastic, involved in the coalition.
- **United Neighborhood of Santa Clara County – C751171**
Funding Period: 07/01/02 – 09/30/03 **Grant Amount: \$25,000**
 United Neighborhoods of Santa Clara County (UNSCC) used 3 methods to educate the public about traffic calming measures. Their project, “Traffic Calming Education Throughout Santa Clara County,” consisted of the following:

 - Regional Workshops – Four 4-hour regional workshops were held (Luther Burbank School – October 16, 2002, City of Morgan Hill Council Chambers – October 24, 2002, The Arts Center Auditorium of Palo Alto – November 7, 2002, Los Gatos Neighborhood Center – February 13, 2003)
 - Neighborhood Association Presentations – 1 presentation was given to the UNSCC Advisory Council and 14 neighborhood association presentations were given.
 - Brochure – 150 brochures were distributed at UNSCC Advisory Council Meetings and member neighborhood associations.

Overall response to the presentations was favorable.

- **United Neighborhood of Santa Clara County/Lyndale Neighborhood – C751173**
Funding Period: 07/01/02 – 06/30/03 **Grant Amount: \$25,000**
 The United Neighborhoods of Santa Clara County (UNSSC) and the Lyndale Neighborhood Association (LNA)'s project, "Pedestrian Safety" consisted of the following:
 - Installation of two radar traffic calming signs in the neighborhood. Average speed of all cars was reduced from 24.48 mph prior to installation to 13.61 mph post installation.
 - Purchase of 50 "Keep Kids Alive-Drive 25 signs" which were posted by association members.
 - Community education including 4 association meetings on pedestrian safety and mailers sent to association members and Lyndale PTA members.
 - Distribution of a neighborhood safety survey in English and Spanish. Response rate was 17%. Results of the survey were shared with association members, the offices of elected county and city officials, and a traffic calming task force made up of city and county representatives.

Child Passenger Safety Projects

- **Indian Health Center – C751013**
Funding Period: 06/01/02 – 05/31/03 **Grant Amount: \$25,000**
 The Indian Health Center of Santa Clara County used OTS funding to develop a Child Passenger Safety program to outreach to their American Indian and low-income clientele. During the funding period, IHC distributed over 190 convertible car/booster seats as well as provided culturally appropriate health education training sessions regarding appropriate installation by IHC certified child passenger safety technicians. In addition to these training sessions, IHC conducted child safety seat checkups, inspections, and fitted car/booster seats. To continue to expand their traffic safety efforts, IHC distributed over 18 bicycle helmets to client's children and provided training as to the proper technique for helmet use. Traffic safety presentations were promoted through flyers and distributed to clients during medical visits.
- **Resources for Families and Communities CPS – C751239**
Funding Period: 07/01/02 – 06/30/03 **Grant Amount: \$25,000**
 Resources for Families and Communities (RFC) of Santa Clara County provided 197 free car/booster seats and appropriate installation training to its low-income clients through its Child Passenger Safety Program. Two RFC staff members were trained and certified through NHTSA's Standardized Child Passenger Safety Technician Training which provided staff with the skills to conduct check-ups, inspect, and fit car/booster seats. With the assistance of TSCN staff, RFC obtained and distributed brochures, instruction booklets on how to install car seats and liability release forms in Spanish and English. RFC staff developed a safety seat distribution protocol for staff to track client's appointments, enrollment, and follow-up. Also, RFC developed a "Saved by the Seat Booster/Car Seat Incident" Survey, distributed flyers in Spanish and English about the training sessions, and

raffled car seats, fittings, and car seat Spanish/English training sessions on Citizenship Day to outreach to their immigrant clientele. RFC staff attended community events, fairs, and meetings to promote and raise awareness about the program.

Alcohol and Impaired Driving Projects

- **Mothers Against Drunk Driving - Bay Area MADD – C751125**
Funding Period: 07/01/02 – 06/30/03 **Grant Amount: \$25,000**
Mothers Against Drunk Driving (MADD) Bay Area Chapter's project, "The Key" consisted of the distribution of a CD and survey response card through 5 DMV offices in Santa Clara County to parents of teens earning a first-time provisional drivers license. "The Key" an interactive CD, is designed to open dialogue between parents and teens about underage drinking and safe driving. The project also set up online evaluation of the program. For the period of July 2002-June 2003, 5,648 CD's were distributed and 208 responses were received (roughly 4%). Responses to the CD were very positive.

- **National Council on Alcoholism and Drug Dependence (NCADD) in Silicon Valley – C751212**
Funding Period: 07/01/02 – 06/30/03 **Grant Amount: \$49,950**
National Council on Alcoholism and Drug Dependence (NCADD)'s project "Friday Night Live Youth Leadership Development and Alternative Activities" consisted of the following:
 - Organized two safe and sober holiday events, Sober Haunted House and Sober and Nicotine/Drug Free New Year's Eve Lockdown. 250 people participated in the Sober Haunted House (October 27, 2002) which included education on the danger of drinking and driving at an informational booth, and multiple displays. The Sober and Nicotine/Drug Free New Year' Eve Lock-In provided education as well as food and entertainment. 200 people attended the event and the program received extensive media coverage. The event was considered a huge success. The Alcohol and Impaired Driving Work Group of TSCN committed to support this event in the future.
 - TSCN Youth Leaders met to discuss activities for alcohol awareness month. Youth participated in the DUI trials, promoted "Every 15 Minutes" and leadership training at their schools. Youth leaders also provided their input to the Alcohol and Impaired Driving Work Group of TSCN.
 - Production of a youth newspaper, "Teen Times for Addiction and Recovery" which was distributed through safe and drug free schools coordinators, community centers, and schools.
 - Organized 4 youth leadership training events at the Youth Anti-Tobacco Collaborative's Youth Leadership Development Academy, the Emergency Housing Consortium (March 9, 2003), Los Gatos High School (March 25, 2003) and Willow Glen Middle School (May 27, 2003).

- Organized Sober Graduation for 15 youth leaders at Manresa Beach on July 21-22, 2003. Event included goals and planning session, as well as team building, food and fun.

- **Palo Alto Area American Red Cross – C751091**

Funding Period: 07/01/02 – 09/30/03

Grant Amount: \$25,000

Palo Alto American Red Cross sponsored the “Safe Ride” Program in which high volunteers take calls from other students who need a ride home because they or their designated driver is intoxicated. The free and confidential ride service is available Friday and Saturday nights for the students in the Palo Alto area. Student and adult training, and school outreach were conducted throughout the program. A logo and 30 second promotional video were developed.

Results from July 2002-October 2003:

- 475 student volunteers with 2188.5 volunteer hours, and 29 adult volunteers
- 88 nights of service with 278 calls received and 502 rides given
- 10 schools served

Safe Ride volunteers also distributed drinking and driving prevention materials from MADD, and conducted a post ride evaluation.

- **Palo Alto Foundation for Education – C751257**

Funding Period: 07/01/02 – 09/30/03

Grant Amount: \$25,000

The Palo Alto Foundation for Education’s project, “A Survivor’s Story” consisted of presentations in the Palo Alto Unified and Mountain View/Los Altos Union High School Districts, colleges, and community based organizations serving youth, by Dona Rose, a survivor of a drunk driving crash. Results are as follows:

- 99 presentation were given in 10 schools
- 2408 evaluations were collected
- 97.6% of students were able to list 3 alternatives to driving if drinking

In addition, the foundation designed, filmed and edited a video to be used for future classroom presentations.

Traffic Safety Data and Analysis Projects

- **Walk San Jose – C751110**

Funding Period: 07/01/02 – 09/30/03

Grant Amount: \$25,000

Walk San Jose's project, "A Data Linkage Program to Reduce Pedestrian Trauma" consisted of the following:

- Linkage of 1998-2001 SWITRS data with 1998-2001 Santa Clara County EMS data records involving pedestrian versus automobile patients. The data was linked by JP Research, a private safety research firm specializing in applied statistical analysis in the automobile industry.
- Following the data linkage, data elements were analyzed: county intersections with 10 or more pedestrian vs. automobile accidents, age of victims, accidents by hour of day, day of week, and month, accidents associated with weather, lighting, and pedestrian behavior, and finally analysis by severity of injury which was also cross reference with the other factors.
- Conclusions about the feasibility of the data linkage
- Recommendations to continue the project with culturally sensitive educational programs to communities represented in the hazardous traffic corridors, and continued data analysis of injury patterns and intersection characteristics.

Implementation Schedule - Highlights

Year 00 – FY 99-00	
	APRIL 2000
	Red Light Running Campaign Phase 1
	MAY 2000
	Rally for Bike Safety Red Light Running Campaign Phase 1 Sponsored Alcohol Free Cinco de Mayo
	JUNE 2000
	Red Light Running Campaign Phase 1 Full TSCN Network Meeting Workshop “Spectrum of Prevention Approach” SAFE KIDS Car Seat Inspections, Milpitas
	JULY 2000
	Red Light Running Campaign Phase 1 Workshop “Conducting Place of Last Drink Survey”
	AUGUST 2000
	Red Light Running Campaign Phase 1
	SEPTEMBER 2000
	Full TSCN Network Meeting Red Light Running Meeting with Police Chief’s Association SAFE KIDS/TSCN Car seat technician training Red Light Running Phase 1 Media Event

Implementation Schedule - Highlights

Year 0– FY 00-01	
OCTOBER 2000	APRIL 2001
Meeting with Traffic Commissioners SAFE KIDS/TSCN car seat technician training	SAFE KIDS/TSCN Car seat inspections, West Valley College
NOVEMBER 2000	MAY 2001
	SAFE KIDS/TSCN Car seat inspections, Sunnyvale
DECEMBER 2000	JUNE 2001
Assessment and Data Work Group Plan Presented Safe Walking Info distributed at Christmas in the Park	
JANUARY 2001	JULY 2001
FEBRUARY 2001	AUGUST 2001
Staff attended Workshop o working with CBO's SAFE KIDS/TSCN Car seat inspections, Valley Medical Center	SAFE KIDS/TSCN Car Seat Inspections, Cupertino
MARCH 2001	SEPTEMBER 2001
Meeting with Traffic Commissioners	Red Light Running Meeting with Police Chief's Association SAFE KIDS car seat inspection, James Lick High, San Jose

Implementation Schedule - Highlights

Year 1 – FY 01-02	
OCTOBER 2001	APRIL 2002
TSCN Full-Network Meeting Meet with Police Chief's Association	
NOVEMBER 2001	MAY 2002
Coordination of County Child Passenger Safety and Bicycle Helmet Safety for Medi-Cal Co-Sponsor Best Practice Workshop "Youth Development: Theory and Practice"	SAFE KIDS/TSCN Child Passenger Seat Technician Training
DECEMBER 2001	JUNE 2002
Co-Sponsored Workshop "Implementing Youth Development" RFP for Mini -grants	
JANUARY 2002	JULY 2002
FEBRUARY 2002	AUGUST 2002
Co-Sponsored Workshop, "Changing Community Environments: Reducing Alcohol Problems Through Policy Initiative" Place of Last Drink Study Initiated	TSCN Full-Network Meeting
MARCH 2002	SEPTEMBER 2002
Mini-grants announced	Operation Safe Passage

Implementation Schedule - Highlights

Year 2 – FY 02-03	
OCTOBER 2002	APRIL 2003
Walk To School Day TSCN Network Meeting Place of Last Drink Survey Completed Meeting with Traffic Commissioners	Red Light Running Radio Meeting with Police Chiefs Association
NOVEMBER 2002	MAY 2003
	Operation Safe Passage TSCN Network Meetings Community Partners Survey
DECEMBER 2002	JUNE 2003
JANUARY 2003	JULY 2003
Operation Safe Passage TSCN Network Meeting Red Light Running Campaign Kick Off	
FEBRUARY 2003	AUGUST 2003
Red Light Running Radio	
MARCH 2003	SEPTEMBER 2003
Red Light Running Radio TSCN Full Network Meeting	Operation Safe Passage



State of California
Business, Transportation & Housing Agency

PROJECT NUMBER

OFFICE OF TRAFFIC SAFETY

AL0455

PAGE 1 (To be completed by applicant Agency)

1. PROJECT TITLE

Traffic Safe Communities Network: Comprehensive DUI Crash Prevention

2. NAME OF APPLICANT AGENCY

County of Santa Clara

4. PROJECT PERIOD

Month - Day - Year

From: 10/1/03

To: 09/30/05

3. AGENCY UNIT TO HANDLE PROJECT

Emergency Medical Services

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 7 lines.)

Santa Clara County Public Health Department will maintain the Traffic Safe Communities Network (TSCN). This metropolitan alliance of traditional public health and traffic safety professionals and non-traditional advocates is based on NHTSA's Safe Communities model. TSCN will advance a comprehensive and culturally competent DUI crash prevention program that includes youth empowerment, safety education, enforcement, intervention, public information and media advocacy strategies. We will coordinate with local schools, courts and the district attorney's office, a "court in school" program by conducting 24 "Real DUI" trials and 5 "Reality Check" student press conferences as part of the strategy to implement our plan. We will also develop a "how to" manual for other agencies wanting to establish a "DUI Court In The Schools" program.

6. FEDERAL FUNDS ALLOCATED UNDER THIS AGREEMENT SHALL NOT EXCEED \$238,679.00

7. APPROVAL SIGNATURES *[Signature]*

A. PROJECT DIRECTOR

NAME: GUADALUPE S. OLIVAS PH.D PHONE: 408 423 0787

ADDRESS:
3003 MOORPARK AVE
SAN JOSE, CA 95128

[Signature]
SIGNATURE *[Signature]* DATE 10/28/03

TITLE: DIRECTOR OF PUBLIC HEALTH

B. AUTHORIZING OFFICIAL OF APPLICANT AGENCY

NAME: ROBERT SILLEN PHONE: 408 885-4030

ADDRESS:
2220 MOORPARK AVE
SAN JOSE, CA 95128

[Signature]
SIGNATURE *[Signature]* DATE 10/30/03

TITLE: EXECUTIVE DIRECTOR

C. FISCAL OR ACCOUNTING OFFICIAL

NAME: KIM ROBERTS PHONE: 408 885,6868

ADDRESS:
SCVH&HS FINANCE DEPARTMENT
828 S BASCOM AVE
SAN JOSE, CA 95128

[Signature]
SIGNATURE *[Signature]* DATE 10/30/03

TITLE: CHIEF FINANCIAL OFFICER

D. OFFICE AUTHORIZED TO RECEIVE PAYMENTS

NAME: KIM ROBERTS

ADDRESS: SVH&HS FINANCE DEPARTMENT
828 S. BASCOM AVE
SAN JOSE, CA 95128

Approved as to Form and Legality
[Signature]
County Counsel
Date 10-24-03

**Terms, Conditions, and Certifications Specific to the Agreement
Between the Office of Traffic Safety and the Applicant Agency**

APPLICANT AGENCY	OTS PROJECT NUMBER
COUNTY OF SANTA CLARA	AL0455

The following are included herein and constitute a part of this Agreement:

OTS-38 – Page 1	Schedule B-1 – Budget Narrative
Schedule A – Project Description	Schedule C – Quarterly Evaluation Data (when required)
Schedule A-1 – Administrative Support Statement	OTS-33 – Terms, Conditions, and Certifications Specific to the Agreement Between OTS and the Applicant Agency
Schedule B – Detailed Budget Estimate	General Terms, Conditions, and Certifications*

*See OTS Grant Program Manual, Volume II, Chapter 6. Volume II is available on-line at www.ots.ca.gov.

TERMS AND CONDITIONS

It is understood and agreed by the Project Director and Authorizing Official that any grant received as a result of this Agreement is subject to all federal and state regulations governing grants and to those controls expressed in the California Traffic Grant Program Manuals which include, but are not limited to:

1. Quarterly Performance Reports and Reimbursement Claims must be submitted by the Project Director to the Office of Traffic Safety by January 31, April 30, July 31, and October 31, during each year of project operation.
2. OTS will withhold or disallow grant payments, reduce or terminate grant funds, and/or deny future grant funding anytime a grantee fails to comply with any term or condition of the grant contract or program guidelines (**Volume II, Chapter 3.13**). This may include, but is not limited to, the following:
 - Failure to submit acceptable and timely reimbursement claims.
 - Failure to submit acceptable and timely quarterly performance reports; and
 - Failure to submit an acceptable and timely Schedule C (Quarterly Evaluation Data OTS-38g). (Applies only when a Schedule C has been required.)
3. If, during the term of the grant award, federal funds become reduced or eliminated, OTS may immediately terminate or reduce the grant award upon written notice to the project director.
4. By October 31, “continuing” projects must submit a September 30 claim and a written justification to support carrying forward prior year unexpended funds. September 30 claims and written justifications, supporting the carrying forward of prior year unexpended funds, submitted after November 30, will not be processed. The prior claim (i.e., June 30) will be

considered the year-end claim in order to close out the federal fiscal year ending September 30. In addition, prior year unexpended funds will be deobligated and allocated to new projects.

5. All documentation required to request a project revision (i.e., time extensions, budget category changes, and etc.) must be submitted to OTS prior to the effective date of change(s). For example: OTS will not consider a request for a grant period time extension unless all necessary paperwork is submitted prior to the existing grant termination date. Prior approval is required for all project revisions (**Volume II, Chapter 3.8**).
6. No alteration or variation of the terms of this Agreement shall be valid unless made in writing and signed by the parties hereto, and no oral understanding or agreement not incorporated herein shall be binding on any of the parties hereto.
7. Additional terms and conditions identified in the **OTS Grant Program Manual, Volume II, Chapter 6, General Terms, Conditions, and Certifications (Exhibit 6-A)**, are incorporated herein by reference and made a part of this document.

We, the officials named below, hereby swear that we are duly authorized legally, to bind the contractor or grant recipient to the above described terms and conditions. Executed on the date and in the county below, and is made under penalty of perjury under the laws of the State of California.

OK [Signature]
PROJECT DIRECTOR'S NAME

Guadalupe Olivas, PhD

DATE EXECUTED 10/28/03

EXECUTED IN THE COUNTY OF

Santa Clara

PROJECT DIRECTOR'S SIGNATURE

TITLE

Director, Public Health Department

AUTHORIZING OFFICIAL'S NAME

Mr. Robert Sillen

DATE EXECUTED

EXECUTED IN THE COUNTY OF

Santa Clara

AUTHORIZING OFFICIAL'S SIGNATURE

TITLE

Executive Director, Santa Clara Valley Health & Hospital System

Approved as to Form and Legality

[Signature]
Deputy County Counsel

Date 10-24-03

SCHEDULE A

PROJECT NO: AL0455

PROJECT DESCRIPTION

PAGE 1

**County of Santa Clara Public Health Department
Traffic Safe Communities Network: Comprehensive DUI Crash Prevention**

BACKGROUND

A. GENERAL CHARACTERISTICS

Santa Clara County has the fourth-largest population in California with over 1.7 million people residing across 15 cities and encompassing 1,400 square miles. Among the social developments during the last century, the county's growing ethnic and cultural diversity is certainly one of the most dramatic.

Santa Clara County has reached a demographic milestone that the nation as a whole is not expected to achieve for at least another 50 years. For most of the century, whites of European descent dominated the population, and as recently as 1970, accounted for 80% of the residents. In 1996, Hispanics, African Americans, and Asian/Pacific Islanders, and other people of color comprised 48% of the county's population with 56% of those under the age of 15 being non-white. In 1999, the white population dipped below 50% for the first time, making every racial and ethnic group in the county a minority.

In a period marked by dramatic change, one thing has remained constant: people with their motor vehicles keep coming to Santa Clara County. In search of opportunity, they stream into Silicon Valley seeking work at the hub of a global technological revolution. A major destination point, 16,059 immigrants arrived in the county between 1990 and 1996 -- 7.8% of the state's total influx of new arrivals. For the most part, the newcomers are from Asia and Latin America. Over the next two decades, the county is expected to gain 231,000 new jobs and 261,400 new residents.

As the county forges ahead into a multicultural future, the dramatic pace of demographic change will continue to have profound consequences in virtually every realm of public life, particularly traffic safety and congestion. Already, the growth surge is forcing more motorists to commute longer distances to jobs, schools, and residences, as the local area housing stock becomes less available and less affordable.

B. STREETS AND HIGHWAYS

The Santa Clara County Department of Roads and Airports has responsibility for: 70 miles of expressway; 643 miles of rural and urban roadway; 168 bridges; 39 miles of car pool lanes; 180 signalized intersections, and 25,000 regulatory signs. Each of the 15 cities in the county has responsibility for its roads and signals.

C. OPERATING DEPARTMENTS

Santa Clara County Board of Supervisors

Santa Clara County Valley Health & Hospital Systems/Public Health Department

SCHEDULE A

PROJECT No: AL0455

PROJECT DESCRIPTION

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D. EXISTING SYSTEMS

There are a number of key systems and collaborative networks existing in Santa Clara County that will contribute to the overall success of this project, including:

Caltrans
 County Department of Alcohol and Drug Services
 County Probation Department
 County Office of Education
 County Superior Court
 County and Municipal Traffic Engineering Departments
 Department of Motor Vehicles
 District Attorney's Office
 Drinking Drivers Program Association
 Emergency Medical Services
 Metropolitan Transportation Commission
 Mothers Against Drunk Driving (MADD)
 NCADD Friday Night Live
 Police Chief's Association
 Public Defender's Office

PROBLEM STATEMENT

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

Collision Type	1999		1999		2000		2000		2001		2001	
	Collisions		Victims		Collisions		Victims		Collisions		Victims	
Fatal	93		103		98		103		104		113	
Injury	9,360		13,279		9,980		13,907		9,247		13,038	
	Fatal	Injury	Killed	Injured	Fatal	Injury	Killed	Injured	Fatal	Injury	Killed	Injured
Alcohol Involved	23	813	23	1,249	35	791	37	1,178	25	832	27	1,205
Speed Related	4	3,249	5	4,684	8	3,628	9	5,124	15	3,288	16	4,721
Pedestrians	22	557	22	582	33	593	32	620	21	529	22	563
Pedestrians <15	2	151	2	158	2	143	2	153	0	148	0	161
Bicyclists	5	781	5	792	3	711	3	715	6	692	5	697
Bicyclists <15	0	188	9	199	0	136	0	139	0	108	0	117

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Office of Traffic Safety countywide rankings for 2001 indicate:

Office of Traffic Safety Countywide Rankings for 2007

Ranking Category	Totals	Per 1000 Vehicle Miles Traveled (VMT)		Per 1000 Population	
Collisions		Statewide	Population Group	Statewide	Population Group
Fatal and Injury Collision Type					
Total Fatal and Injury Collisions	9,351	25	NA	42	NA
Alcohol-Involved Collisions	857	47	NA	55	NA
Speed Related	3,303	10	NA	22	NA
Nighttime (9:00 pm-2:59 am)	1,092	31	NA	45	NA
Hit and Run	887	13	NA	20	NA
HBD Driver <21	585	13	NA	17	NA
HBD Driver 21-34	702	9	NA	14	NA
Killed and Injured Victim Type					
Pedestrians	161	21	NA	26	NA
Pedestrians 65+	128	43	NA	48	NA
Pedestrians < 15	117	27	NA	34	NA
Bicyclists	702	14	NA	15	NA
Bicyclists < 15	350	40	NA	51	NA
DUI Arrests	7,119	NA	NA	DUI Arrests Per 100 Licensed Drivers	

Santa Clara County residents are more likely to die as a result of a motor vehicle crash than from drugs, poisoning, gun shots, drownings, and falls combined. Moreover, the City of San Jose experiences about the same rate of vehicle crashes as Los Angeles. Crashes are the leading cause of death for 15-19 year olds in the county with alcohol being the primary cause factor. After declining for more than a decade, an alarming 12% increase in crashes involving minors driving while under the influence occurred between 1998-2001. Also, in 2001, there were 1593 HBD driver collisions countywide – an 11% increase since 1999. Over 8% of all fatal and injury collisions involve alcohol and DUI remains the most frequently committed violent crime with over 40,000 arrests made countywide since 1997. In 2000, the Santa Clara County Adult Behavioral Risk Factor Survey (BRFS) was conducted by phone among 2,500 residents 8 years of age and older. 3.2% of the survey participants reported riding with a drunk driver and was reported most (5.6%) among young Hispanics.

The California Healthy Kids Survey (CHKS) was conducted among 16,911 middle and high school students in the county during 2000-2001. The survey incorporates specific questions to monitor priority health risks behaviors. A significantly higher proportion of Hispanic students (11.7%) did not perceive any harm in drinking alcohol than compared to other ethnic groups (8.4%). Over half of all respondents did not perceive any difficulty in obtaining alcohol. Almost 30% of all students and 39.2% of Hispanics reported having been drunk or riding in a vehicle with a drunk driver.

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The DUI problem is growing and resources are limited. However, there is increasing awareness that law enforcement alone can not solve the DUI problem, especially among young people. The full diversity of stakeholders and perspectives must work collaboratively to implement best practices within a comprehensive public health and traffic safety/injury control framework.

While the demographic "youthquake" is surging across the entire state, the trend is particularly pronounced in Santa Clara County where teenagers are increasingly at-risk for a range of alcohol-related problems, including excessive availability/easy access, binge drinking, and peer related DUI crashes. By 2005, there will be 37,000 more 15-19 year olds residing in the county -- representing a 40% increase since 2000. This explosive demographic trend presents serious challenges for parents, safety advocates, health practitioners, schools, law enforcement, courts, civic leaders, and youth serving organizations.

ATTEMPTS TO SOLVE THE PROBLEM

Historically, traffic safety, like violence prevention, has lacked significant public health and community-level involvement in developing a comprehensive approach. Despite fragmented efforts, improving traffic safety is not accorded the level of attention that the human and economic costs justify.

In December 2002, the Traffic Safe Communities Network (TSCN) in Santa Clara County completed its fifth year as a metropolitan area site using 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 fatalities and injuries as well as save health care costs and increase the quality of life.

During its first year, TSCN reviewed the available data and surveyed multiple jurisdictions and communities. An array of environmental factors were considered: physical, cultural and socio-economic conditions; individual and group behavior; public policy; technology; and professional and community roles. Several problem areas, gaps, and concerns were identified, including:

- Fragmented injury data collection and analysis
- Absence of an integrated and comprehensive injury control system
- Duplication of efforts and services
- An underdeveloped constituency for supporting the ongoing implementation of "best practices" and "spectrum of prevention" activities
- Lack of a collaborative infrastructure for promoting resource pooling, cross-disciplinary training, information sharing, action planning, marketing, and advocacy
- Policy development, evaluation, and funding limitations

Based on NHTSA's Best Practices of a Safe Community as well as ensuring that the complete scope of the traffic-related safety problem was defined, TSCN devised a data-driven action plan that recommended priority countermeasure and interventions constructed around the principles of

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effective primary prevention, including multi-faceted strategies for reducing alcohol/other drug impaired driving.

In January 1999, TSCN completed the formulation of its goals, objectives and countywide action plan. Five Work Groups were formed to implement countywide recommendations. Members and staff under the TSCN umbrella foster community involvement, ownership, diversity, and "collective intelligence" through ongoing participation.

Currently, TSCN consists of over 800 participating individuals, organizations and stakeholders, including traditional and non-traditional safety advocates. Although many members have been associated with the collaborative since its formation, new agencies, jurisdictions, and community groups have subsequently joined. Membership recruitment is furthered through the combination of mini-grants, resource sharing, coordinated activities and campaigns, training, school-community events, media coverage, advocacy, and TSCN's newsletter. Moreover, TSCN has become an acknowledged countywide forum for increasing dialogue, building bridges, problem-solving, and pooling diverse skills and knowledge.

Building on its progress TSCN will use OTS funding to advance a comprehensive and culturally competent DUI crash prevention program that includes youth empowerment, safety education, enforcement, intervention, public information, and media advocacy strategies, and includes the countywide participation of schools, the judiciary, public agencies, health providers, emergency medical services, and community-based organizations. Results will be achieved through: DUI Court in the Schools, "Reality Check" student press conferences, student ride-alongs, an Alcohol and Impaired Driving Work Group, student contests, generating news coverage, training, school-community linked alternative activities, and pooling resources.

Performance Measures:

Goals:

1. To decrease the number of persons killed in alcohol-involved collisions by 18.1 percent from the calendar year 2001 total of 27 to 22 by September 31, 2005.
2. To decrease the number of persons injured in alcohol-involved collisions 15.1 percent from the calendar year 2001 total of 1,205 to 1,023 by September 31, 2005.
3. To reduce Had Been Drinking (HBD) drivers under age 21 in fatal and injury collisions by 10% from the calendar 2001 base year total of 585 to 527 by September 31, 2005.

Objectives:

1. To provide web site access to the "DUI Court in the Schools: How to Guide" by November 15, 2003.
2. To conduct 2 "How to Establish a DUI Court in the Schools Program" workshops and provide technical assistance for interested individuals and groups from other counties by September 30, 2005.

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3. To conduct 5 "Realty Check" student press conferences involving journalism students in conjunction with high school DUI trials by June 15, 2004, and an additional 5 student press conferences by September 30, 2005.
4. To widely distribute and air the "DUI Court in the Schools" PSA and documentary video on local television stations and for schools by January 15, 2004.
5. To involve the participation of law enforcement agencies, counselors, health practitioners, the Coroner's Office, EMS personnel, crash survivors, Friday Night Live, Safe Rides, and community-based organizations as educational presenters and resource specialist at 20 high school DUI trials by September 30, 2005.
6. To coordinate and support the *Traffic Safe Communities Network's* Alcohol and Impaired Driving Work Group, comprised of diverse public and private sector members, to meet at least 20 times by September 30, 2005.
7. To promote year-round DUI ride-a-long patrol, sobriety checkpoint, and decoy sting participation opportunities for high school students in cooperation with the California High Patrol and other law enforcement agencies.
8. To meet and work closely with local Judges, District Attorneys and Public Defenders to inform them about the program, strengthen ongoing support, and obtain feedback.
9. To develop a contest to encourage high school teachers to assign students to write letters to the editor, generate news media coverage, call radio talk shows, or write essays on the "DUI Court in the Schools," DUI patrol ride-along, sobriety checkpoints, decoy stings, health alternatives and choices, or other DUI issues by September 15, 2005.
10. To educate the news media to report that "crashes aren't accidents" as part of every collision, traffic safety, and DUI-related event and subject.
11. To regularly invite civic leaders, law enforcement, criminal justice officials, community leaders, school administrators, the news media, youth advocates, and traffic safety activists to attend "DUI Court in the Schools" programs and other events.
12. To introduce and provide planning and technical assistance to a school-community group interested in conducting a "High School Seat Belt Challenge" at local area high schools by May 2005. The program will aim to increase seat belt use by creating an awareness campaign through friendly competition. Unannounced seat belt use surveys will be conducted before, during, and after the campaign as students enter the campus.
13. To e-mail or fax all press releases and media advisories/alerts to the Regional Coordinator for approval in advance of their release.
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"**
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.
16. To fax OTS at (916) 262-2960, at least one month in advance, submit a short description of any new traffic safety event or program to the OTS Public Information Officer and OTS Regional Coordinator.

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PROJECT DESCRIPTION

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METHOD OF PROCEDURE

Phase I – Program Preparation (October – December 2003)

Will develop responsibilities for each staff person funded by the OTS grant to coordinate and support activities required to meet the goals and objectives of the project as a component of the *Traffic Safe Communities Network* (TSCN).

Will meet with work group members and other stakeholders to review project goals and objectives and develop an action plan for implementation put in place by agency staff.

Will procure all materials and equipment.

Phase II – Implementation (October 15, 2003)

Implementation of the TSCN: Comprehensive DUI Crash Prevention Project will be accomplished by agency personnel, volunteers, and stakeholders. Results will be achieved through: DUI Court in the Schools, "Reality Check" student press conferences, student rid-a-longs, the Alcohol and Impaired Driving Work Group, a High School Seat Belt Challenge, student contests, generating news coverage, training, school-community linked alternative activities, and pooling resources.

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

Will provide coordination, planning, technical assistance, and training for building and strengthening relationships with diverse stakeholders, agencies, systems, and community groups.

Will provide public information through specially prepared media and promotional materials on traffic safety, DUI, and occupant protection.

Will coordinate news making events, presentations, media advocacy, marketing, traffic safety campaigns, and outreach designed to increase awareness, particularly among at-risk populations.

Will provide learning and leadership opportunities for students to develop youth-driven prevention activities, and for adults to increase their understanding of and skill level for advancing "best practices."

Will regularly invite officials, community leaders, school personnel, youth, law enforcement, and safety advocates to participate in news making events.

Will foster news coverage and engender community support for policies, norms, and countermeasures aimed at reducing underage drinking, DUI, and motor vehicle crash fatalities and injuries.

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PROJECT DESCRIPTION

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Will produce and distribute a public service announcement to promote community involvement in the project.

Will provide press release updates to coincide with the school trials as well as traffic safety campaigns.

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

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

Will regularly solicit issues of interest and evaluate feedback from students and adults. This information will be used for monitoring and planning project improvements.

Phase V – Final Report and Executive Summary (December 31, 2005)

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?

STATEMENT OF INTENT

We have considered the continuing operational costs of this project, and it is the intent of the Public Health Department to seek funding from the County's general budget as well as other sources of revenue to sustain some aspects of this project after the OTS grant completion date.

5/23/03

PROJECT NO: AL0455

BUDGET NARRATIVE

PAGE 1

PERSONNEL:

Health Education Specialist (1 FTE) will coordinate the day to day operation of the project, including: planning, problem solving marketing/media advocacy, implementing partnership activities, designing and acquiring educational materials, preparing reports and representing the agency at meetings and events. Also, will assist with budget management, monitoring performance, conduction workshops and resource development.

Office Clerk Specialist (.25 FTE) will support assignments required for the efficient management of the project. Also will be responsible for scheduling the trials, meetings, events and school-community linked activities, typing, ordering supplies and materials, record keeping, maintaining data-bases, assist with the design of multi-media/communication materials, and preparing and sending out mailings and correspondence.

Benefit rates for personnel:

Retirement	7%
Workers Compensation	0% (Self Insured)
Long-term Disability Insurance	0% (Employee Pays)
Uniform Allowance	0%
Health Insurance	21%
Life Insurance	2%
Total	30%

TRAVEL:

In state travel expenses for attendance at the annual OTS Summit, PTS conference and skill building workshops and Lifesavers conference in San Diego. Funds may be used to attend other OTS pre-approved training. Prior approvals will be obtained from OTS to send staff to other conferences, seminars or training not identified in Schedule B. All travel claimed will be at the County of Santa Clara's approved rate. Per Diem will not be claimed for meals provided at conferences where registration fees are paid with OTS grant funds.

OTHER DIRECT COSTS:

Office supplies - General office supplies and equipment

Printing/Video - Printing/duplication services will be utilized to produce and informational literature, educational brochures, pamphlets, posters, etc. to facilitate grant activities.

Education /Promotional - Funds will be used to purchase educational materials to facilitate grant activities.

Contest Incentives - Student essay, journalism, alternative activity, and media projects will be used to award prizes to students to enhance traffic safety awareness. The prizes will meet OTS criteria and will be pre-approved by the Regional Coordinator.

Promotional Items - Funds will be used to purchase promotional items that contain a traffic safety message directly relating to this project with appropriate logos (OTS, BT&H). The items purchased may include pens, cups, T-shirts, pins, stickers, etc.

INDIRECT COSTS: None

PROGRAM INCOME: There will be no income to the County as a result of this project.

j16/03

Detailed Budget EstimatePROJECT NO. ALO455

COST CATEGORY	FISCAL YEAR ESTIMATES				TOTAL COST TO PROJECT
	FY-1	FY-2	FY-3	FY-4	
D. NON-EXPENDABLE PROPERTY					
NONE	\$0.00	\$0.00			\$0.00
Category Sub-Total					\$0.00
E. OTHER DIRECT COST					
office supplies	\$1,200.00	\$1,200.00			\$2,400.00
printing/video	\$1,093.00	\$1,093.00			\$2,186.00
educational/promotional	\$1,000.00	\$1,000.00			\$2,000.00
contest incentives	\$2,000.00	\$2,000.00			\$4,000.00
Category Sub-Total	\$5,293.00	\$5,293.00			\$10,586.00
F. INDIRECT COSTS					
10% Salaries Only	\$0.00	\$0.00			
Category Sub-Total	\$0.00	\$0.00			\$0.00
Project Total					\$238,678.00

Detailed Budget EstimatePROJECT NO. ALO455

COST CATEGORY	FISCAL YEAR ESTIMATES				TOTAL COST TO PROJECT
	FY-1 10/1/03 9/30/04	FY-2 10/1/04 9/30/05	FY-3	FY-4	
A. PERSONNEL COSTS					
Positions and Salaries					
Health Education Spec (100%) 12 months @ \$35.90/hr	\$74,672.00	\$74,672.00			\$149,344.00
Office Specialist III .25% 12 months @ 22.12/hr	\$11,503.00	\$11,503.00			\$23,006.00
Employee Benefits@30%	\$25,871.00	\$25,871.00			\$51,742.00
Category Sub-Total	\$112,046.00	\$112,046.00			\$224,092.00
B. Travel Expense					
in state travel	\$2,000.00	\$2,000.00			
Category Sub-Total	\$2,000.00	\$2,000.00			\$4,000.00
C. Contractual Services					
	\$0.00	\$0.00			
Category Sub-Total	\$0.00	\$0.00			\$0.00

SCHEDULE A-1

Project No: AL0455

Project Description

ADMINISTRATIVE SUPPORT STATEMENT – Explain what type of priority this project has in your jurisdiction.

Administrative support for the project is demonstrated by the participation of Supervisor Beall and the County Health Officer Martin Fenstersheib, MD as the Co-chairs of TSCN. The Director of Public Health is also dedicated to reducing traffic collisions and intends to work towards achieving the goals of this project by in-kind contributions of staff, facilities and other operational supports.

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

The County of Santa Clara will provide personnel, services, equipment and supplies necessary for coordination, supervision and evaluation of this project for the 24 month period of this grant. The contributions are listed below:

CONTRIBUTED ITEM	%	FY 1	FY2	TOTAL
Salary and Benefits for:				
County Health Officer	5%	7,000	7,000	14,000
Office space				
Office Furniture		8,000	8,000	16,000
Phone	100%	300	300	600
Postage	50%			
Total Agency Contribution		\$15,300	\$15,300	\$30,600

15/03