

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

Comprehensive DUI Crash Prevention

Project Number AL0455

Executive Summary and Final Report

October 2003 – September 2005

Submitted January 30, 2006

by

Christine T. Oshinsky
TSCN Project Coordinator and Health Educator

PROJECT FINAL REPORT
No. AL0455
Traffic Safe Communities Network (TSCN) in Santa Clara County
Comprehensive DUI Crash Prevention
January 30, 2006

CREDITS AND DISCLAIMER

The Traffic Safe Communities Network (TSCN) in Santa Clara County is a coalition coordinated through the Santa Clara Valley Health & Hospital System/Public Health Department. This project is part of the California Traffic Safety Program and was made possible through the support of the State of California Office of Traffic Safety and the National Highway Traffic Safety Administration. The opinions, findings, and conclusions expressed in this publication are those of the authors and not necessarily those of the State of California or the National Highway and Safety Administration.

PROJECT PERSONNEL

The Health Education Specialist (1.0 FTE) was hired for the DUI Court in the Schools pilot project to coordinate the daily operations of the project. The Health Education Specialist responsibilities included planning, problem-solving, developing and maintaining partnerships with stakeholders, designing and acquiring educational materials, preparing reports, representing the agency at meetings and events, and managing the project budget.

The Advanced Clerk Typist (0.5 FTE) provided support for various assignments required for the efficient management of the project, including scheduling meetings and school-community activities, typing, ordering supplies and materials, record keeping, maintaining databases, assisting with the design of multi-media/communication materials, and sending out mailings and correspondence.

Traffic Safe Communities Network (TSCN) Program Manager provided additional administrative support. The Program Manager maintains direct supervision of the DUI Court in the Schools project staff.

GOALS AND OBJECTIVES

Overall Project Goal:

- 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.**
- 3. To conduct 5 "Reality 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, sobriety checkpoint, and decoy sting participation opportunities for high school students in cooperation with the California Highway 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 letter 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 a 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 for their release.
14. To use the following 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 & Housing Agency."*
15. To submit print clips by 9 a.m. to the 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 (916) 262-2960, at least one month in advance, a short description of any new traffic safety event or program to the OTS Public Information Officer and OTS Regional Coordinator.

METHODOLOGY AND IMPLEMENTATION

Program Preparation

- In October 2003, Traffic Safe Communities Network (TSCN) in Santa Clara County received a two-year grant from the California Office of Traffic Safety to develop a *Comprehensive DUI Crash Prevention Program*. TSCN staff arranged several meetings throughout the grant period with stakeholders to solicit interest and support for the program.
- To recruit schools for the project, the TSCN staff mailed surveys to all 55 public high schools in the county to assess the level of interest in hosting a DUI trial, a DUI panel discussion, and the High School Seat Belt Challenge. These surveys were mailed in the Fall of 2003 and 2004. TSCN received 5 to 10 responses from each mailing. Additional schools were recruited for the program through the local police departments. Schools interested in participating in grant projects were contacted to discuss planning and implementation, and were also provided with informational packets about each project.
- Educational materials for the DUI Court in the Schools program and High School Seat Belt Challenge Campaign were developed to increase awareness while reinforcing the drinking and driving, and safety belt usage prevention messages. Promotional items were also developed which included CD cases, stickers, highlighters, pens, and key chains.

Furthermore, the standard language required by the Office of Traffic Safety was included on all materials such as brochures, press releases, and letterheads.

- Throughout the grant period, TSCN provided technical assistance to police departments, prevention advocates, public health, attorneys, judges, and schools in other California counties interested in implementing a DUI Court in the Schools program and the High School Seat Belt Challenge Campaign in their area. Among these counties were Placer, San Mateo, Shasta, San Luis Obispo, San Joaquin Valley, Stanislaus and San Diego.

Implementation

Coordination of the DUI Court in the Schools Program

- During the school calendar year, TSCN staff met with schools on a waiting list and conducted presentations to orient each school to the program. The presentation included an explanation of the logistics and planning of the trial, as well as the roles and responsibilities of everyone involved in the coordination of the trial. Schools who hosted a trial were selected based on the following criteria:
 1. Demonstrate an ongoing interest and commitment to the project
 2. Facility accommodations (theater, lecture hall, or multi-purpose room) such as one that would accommodate up to 300 high school seniors enrolled in social studies classes
 3. Available dates that match those with the judge, attorneys, defendant, and arresting officer, and
 4. Set-up flexibility
- Schools selected to host a trial were provided with planning and educational materials in coordinating logistics with faculty and the school district. These materials included a set-up checklist, court set-up diagram, day of trial schedule, student handouts, and pre/post evaluations. The school staff responsible for the coordination of the trial would then forward the educational handouts to social studies faculty to distribute and review in the classrooms with students several weeks prior to the day of the trial. The staff was also responsible for ensuring that the school courtroom is set-up at least one day prior to the actual trial so that TSCN staff can ensure that the statutory requirements of a courtroom were met (i.e., tables, chairs, speaker sound system, flags, and signs). In addition, the TSCN staff provided technical assistance to school staff as needed via email, phone, or personal visits.
- Once a date was established with a school, the TSCN staff forwarded the information to the Public Defender's Office and the District Attorney's Office to discuss suitable defendants as well as scheduling, planning, and logistics of the school DUI trial. Other information provided to the court participants in preparation for the actual trial at the high school included a campus map, trial schedule, press releases and educational handouts regarding adult and minor DUI laws.
- Since the inception of the program in 2001, TSCN has successfully coordinated a total of 18 DUI trials in area high schools. Traffic Safe Communities Network continues to receive tremendous interest from local high schools where the trials have been previously conducted.

Currently, eight schools are on a waiting list to host a DUI trial for the 2005/2006-school calendar year.

Coordination of the High School Seat Belt Challenge Campaign

- Several meetings were held with the California Highway Patrol (CHP), local police departments, and members of the Alcohol & Impaired Driving Work Group to discuss planning and implementation for the "High School Seat Belt Challenge." A cover letter, interest survey, and newspaper article about seat belt usage were mailed to thirty-five Santa Clara county high schools to solicit interest in participating in the challenge. Members of the Alcohol and Impaired Driving Work Group developed an informational packet for participating schools. The packet was designed to assist schools in planning their activities for the campaign. TSCN modeled their packet based on the one developed by the DRIVE SMART Sacramento coalition. In addition, the local CHP volunteered to take the lead in the Challenge and designed the slogan "*Secure Your Future- Buckle Up.*" CHP designed the artwork and was displayed on incentive items, which were distributed to participating schools. TSCN conducted two campaigns during the grant cycle and were launched from February to March 2004, and January to March 2005. Winners of the campaign were announced at school assemblies one month after the completion of the campaign.

Implementation of Other Grant Activities

- "*Reality Check*" Student Press Conference: TSCN conducted two "Reality Check" student press conferences in conjunction with a school DUI trial. Journalism students were invited to attend a school DUI trial and encouraged to write an article in their school newspaper. Press packets were provided to students, which included a press release, program brochure, event program, county DUI statistics on underage and adult DUI information, and DUI fact sheets.
- *Student Traffic Safety Art Contest*: With the approval of the California Office of Traffic Safety, TSCN members decided to conduct a student traffic safety art contest instead of assigning students to write letters to the editor. The themes for the contest focused on five areas: Red Light Running, Safety Belt and Helmet Usage, Drinking and Driving, Bicycle, Pedestrian, and Walking for Health. The target audience included elementary, middle, and high school students. Schools who agreed to participate in TSCN grant projects were encouraged to submit artwork for contest. Winners of the contest received gift certificates to local merchant stores.

Community Involvement and Support

- The DUI Court in the School program has been well received and supported by the Superior Court, Office of the District Attorney and Public Defender, Alternate Defenders Office, Crime Lab of County of Santa Clara, and Santa Clara County Schools. The Court Outreach Committee of the Superior Court of Santa Clara County determined that the program be incorporated as part of the Court's Outreach Program under the direction of Judge Carrie Zepeda and Judge Teresa Guerrero-Daley. TSCN continues to coordinate the project between the schools and the court.
- A 13-minute promotional video of the DUI Court in the Schools program was completed in December 2003, and forwarded to five-community access stations throughout the county in

September 2005. The promotional video has also been used throughout the grant period as a tool for presentations, workshops, and recruitment of new schools for the program.

- All press releases announcing the grant projects were submitted via email and fax to OTS Regional Manager, OTS Public Information Officer, Public Health Information Officer, and Courts Special Projects Director for advance approval. Press releases are faxed to over twenty-five media outlets located throughout the Bay Area. The school DUI trials and high school seat belt challenge have generated tremendous media coverage from national, state, and local agencies. Among the media agencies that covered the school DUI trials and the High School Seat Belt Challenge included Gilroy Dispatch, Milpitas Post, Los Gatos Weekly, Almaden Resident, The Willow Glen Resident, Almaden Times, KLIV CNN 1590-San Jose News, and California Connected (News Magazine on PBS).
- TSCN staff was assigned to staff the Alcohol & Impaired Driving Work Group, which consists of diverse stakeholders representing law enforcement, public health, prevention advocates, and community organizers. The TSCN staff's role has been to organize monthly work group meetings, send out notices, track the progress of tasks, and provide resource information to members of the work group. The work group continues to meet on a monthly basis to discuss ways to support and implement program objectives.
- TSCN staff attended national, state, and local conferences on youth development, traffic safety, and alcohol prevention topics. Most notably, these conferences included the 2004 LifeSavers Conference in San Diego, 2004 Police Traffic Services Conference in Palm Desert, California and the 2004 American Public Health Association National Conference in Washington, D.C. TSCN staff also participated in monthly audio-teleconferences sponsored by OJJDP: National Seminars on Enforcing Underage Drinking and the Centers for Disease Control.
- In November 2004, TSCN staff and members of the Alcohol and Impaired Driving Work Group presented on the DUI Court in the Schools and High School Seat Belt Challenge Campaign at the 2004 American Public Health Association National Conference in Washington, D.C., and the Police Traffic Services Conference in Palm Desert, California.
- TSCN staff coordinated and/or participated in the following media events and programs throughout the grant period:
 - December 2003 - DUI Trial at Willow Glen High School
 - January 2004 - DUI Trial at Pioneer High School
 - March 2004 - DUI Trial at Lynbrook High School
 - April 2004 - Mayfair Improvement Initiative Event: *Uniting the Community Against Drugs and Alcohol*
 - May 2004 - DUI Trial at Fremont High School
 - May 2005 - DUI Trial at Milpitas High School

- Traffic Safe Communities Network secured additional funding from the Office of Traffic Safety to create “Countywide Services and Coordination Program.” The funding period for this two-year grant runs from October 2005 through September 2007, and funds will be used to staff a 2.5 FTE Health Educators and a FTE Office Specialist to implement the activities outlined in the grant proposal. The amount required to fund these positions over the grant period is approximately \$1,046,211. The funds will also be applied to various education programs and enforcement campaigns that address underage drinking and driving, seat belt usage among youth, and speed enforcement on county roadways.

Data Gathering and Analysis

- The TSCN staff submitted written reports on the grant objectives to OTS on a quarterly basis.
- *The High School Seat Belt Challenge Campaign:* Schools participating in the High School Seat Belt Challenge were required to conduct unannounced and announced observational surveys throughout the campaign to determine safety belt usage among students and faculty as they drive onto campus. The results were compared to the baseline data gathered prior to the kick-off of the campaign. Two campaigns were conducted during this grant cycle. Eight high schools participated in the first year, and an additional three schools were recruited for the second year. At the end of the first campaign, the overall safety belt usage among participating high schools increased 6.5%. When the second campaign was conducted, the overall safety belt compliance rate at baseline was 93.6% and increased only 1.1% (94.7%) at the end of the campaign. Student and teacher evaluations were also distributed and collected from participating high schools.
- *The DUI Court in the Schools Program:* Schools who agree to participate in the “DUI Court in the Schools” program are required to complete a pre/post evaluation of the program. The results are compared to the baseline information gathered prior to the DUI trial. The evaluation collects qualitative and quantitative information to assess changes in attitude and knowledge among students after participation in the DUI trials. The information collected was used to determine the extent to which teachers discuss and incorporate the classroom civic/DUI educational handout in their curriculum as well as findings of how the DUI trial affects the student’s attitude about drinking and driving. Over 800 surveys were collected from schools participating in the DUI trials. The following is a summary of the results obtained from conducting the school DUI trials:
 - 5.4% increase in the number of students who responded that they would never drive a car or vehicle after drinking alcohol,
 - 12.4% increase in the number of students who responded that they would never get into a car with a driver (friend/peer) if they knew he/she had been drinking alcohol,
 - 94.1% of students found the overall program somewhat useful to very useful, and
 - 85.3% would recommend the program to other students.
 Student Mock Jury and Teachers evaluations were also distributed and collected from participating high schools.

PROBLEMS/CHALLENGES ENCOUNTERED

- Identifying suitable defendants for the project:

A major challenge for the DUI Court in the Schools program is identifying suitable defendants for the program. In March 2005, TSCN hosted a lunch/planning meeting to discuss the future direction of the program. The Court Outreach Committee of the Superior Court of Santa Clara County assigned two judges to oversee the implementation of the program in order to provide consistent support and participation on behalf of the courts for the program. To alleviate the burden on the Public Defenders Office, the judges assigned to the program agreed to identify defendants for the project with the following conditions:

- Identify defendants during arraignment weeks
- Defendants who plea guilty will be recruited, and in exchange, the defendant will receive a reduction in the fine, jail time, or community service.
- A regular trial hearing will be held at the school with the understanding that it will be a “mock trial,” not an actual DUI trial.
- Once a defendant has been identified, the judge will determine if the “actual” sentencing will take place with the input from the student mock jury.

Although the format of the trial has changed from an actual DUI trial to a mock trial, local high schools have requested to host a trial because they feel that it continues to provide the same lessons as a real DUI trial.

- Court and School Staff Turnover:

Sustainability of a program is determined by the extent of staff support. Staff turnover in the courts, public defenders office and district attorneys office presents a constant challenge to the success of the program because relationships with those involved in the project need to be re-established. This is an issue that the Public Health Department must continually address when implementing long-term prevention programs.

- School Schedules:

A major challenge in scheduling trials at local high schools is their ability to be flexible in providing a date to host a trial. Holidays, vacation breaks, testing, and other school events limit the dates that a DUI trial can be conducted at a school. In many cases, schools were not able to host a trial because of an impacted schedule. To overcome this obstacle, the TSCN project coordinator meets with schools at the beginning of the calendar school year to improve communications with school representatives as well as increase the probability of having multiple options for hosting a trial. This strategy has been successful in maintaining strong relationships with the schools while still accommodating their scheduling needs.

RESULTS

To date, TSCN has achieved the following results:

- In November 2004, TSCN presented at the Police Traffic Services Conference held in Palm Desert, California on the High School Seat Belt Challenge – Secure Your Future, Buckle Up Campaign.
- In November 2004, TSCN presented at the American Public Health Association held in Washington, DC on the DUI Court in the Schools Program.
- Conducted 5 DUI trials in local high schools to help reduce underage drinking and impaired driving.
- Conducted the first countywide “High School Seat Belt Challenge Campaign” at 11 local high schools. The slogan for this campaign was “Secure Your Future, Buckle-Up.”
- Conducted a Student Traffic Safety Contest in local high schools participating in the DUI Court in the Schools program and the High School Seat Belt Challenge. Poster themes included Red Light Running, Safety Belt and Helmet Usage, Drinking and Driving, and Walking for Health.
- Distributed a 13-minute promotional video to six community access stations throughout Santa Clara County. The video is also used as a tool to promote the program at presentations, meetings, and trainings to gain interest and support for the program.
- Conducted a “Reality Check” student press conference in conjunction with a school DUI trial at Lynbrook High School. Lynbrook journalism students attended the trial and published an article in the school newspaper.
- Coordinated and supported 20 Alcohol and Impaired Driving Work Group meetings comprised of diverse public and private sector members.
- Provided technical assistance via email and phone to agencies from other counties interested in implementing a DUI Court in the Schools program. Program materials were also provided.
- Secured funding through the California Office of Traffic Safety to create a “Countywide Services and Coordination Program” from 2005 through 2007.

IMPLEMENTATION SCHEDULE

Phase I – Program Preparation (October 1, 2003 – December 30, 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 accompanied by agency personnel, volunteers, and stakeholders. Results will be achieved through: DUI Court in the Schools, “Reality Check” student press conferences, student ride-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 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.

- 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.

DOCUMENTATION

- None.

**STATE OF CALIFORNIA
BUSINESS, TRANSPORTATION AND HOUSING AGENCY**

OFFICE OF TRAFFIC SAFETY

7000 FRANKLIN BOULEVARD, SUITE 440
SACRAMENTO, CA 95823-1899

www.ots.ca.gov
(916) 262-0980
(800) 735-2929 (TT/TDD-Referral)
(916) 262-2980 (FAX)

cc: Joanne / K...
**ARNOLD SCHWARZENEGGER, GOVERNOR
SUNNE WRIGHT McPEAK, SECRETARY**



December 12, 2003

Project No. PS0423

RECEIVED
FBI
2003 DEC 17 PM 3:12

Guadalupe S. Olivas, PH. D.
Director of Public Health
County of Santa Clara
3003 Moorpark
San Jose, CA 95128

Dear Mr. Olivas:

The Office of Traffic Safety (OTS) has approved your traffic safety project as part of the California Traffic Safety Program.

Costs incurred must be in accordance with your project agreement, and recorded in your accounting system. No other costs can be allowed without prior OTS approval. Costs incurred prior to the starting date or subsequent to the closing date of this project are not reimbursable.

Enclosed are the appropriate forms for compliance with the program requirements. Preparation of the final report is a contractual obligation. Although a 60-day grace period is allowed for delivery of the final report to this office, no costs incidental to its preparation or delivery are allowable subsequent to your project agreement ending date.

Please refer to the above project number in all correspondence regarding this project. If you have any questions, please contact David Doucette, Regional Coordinator, at (916) 262-0957 or e-mail at ddoucette@ots.ca.gov.

Sincerely,

CHRISTOPHER J. MURPHY
Deputy Director

DD:aj

Enclosure

cc: Robert Sillen
Kim Roberts
Fiscal



State of California
Business, Transportation & Housing Agency

PROJECT NUMBER

OFFICE OF TRAFFIC SAFETY

PS0423

PAGE 1 (To be completed by applicant Agency)

1. PROJECT TITLE

Traffic Safe Communities Network: Comprehensive Pedestrian, Bicycle, And Intersection Safety

2. NAME OF APPLICANT AGENCY

County of Santa Clara

4. PROJECT PERIOD

Month - Day - Year

From: 10/1/03

To: 9/30/05

3. AGENCY UNIT TO HANDLE PROJECT

Public Health Department

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's Traffic Safe Communities Network is proposing a comprehensive and culturally competent pedestrian, bicycle and intersection safety program linked to increasing physical activity through community design, safety education, enforcement, engineering, public information and media advocacy strategies and includes the countywide participation of schools, the judiciary system, public agencies land use and transportation planners, health providers, emergency medical services, and community-based organizations.

6. FEDERAL FUNDS ALLOCATED UNDER THIS AGREEMENT SHALL NOT EXCEED \$300,000.00

7. APPROVAL SIGNATURES

A. PROJECT DIRECTOR

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

ADDRESS:
3003 MOORPARK
SAN JOSE, CA 95128

SIGNATURE Guadalupe S. Olivas DATE 10/2/03

TITLE: DIRECTOR OF PUBLIC
HEALTH

B. AUTHORIZING OFFICIAL OF APPLICANT AGENCY

NAME: ROBERT SILLEN PHONE: 408 885 4030

ADDRESS:
2220 MOORPARK
SAN JOSE, CA 95128

SIGNATURE Robert Sillen DATE 10/2/03

TITLE: EXECUTIVE DIRECTOR

C. FISCAL OR ACCOUNTING OFFICIAL

NAME: KIM ROBERTS PHONE: 408 885 6868

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

SIGNATURE Kim Roberts DATE 10-30-03

TITLE: CHIEF FINANCIAL OFFICER

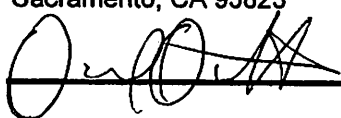
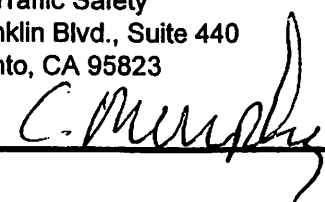
D. OFFICE AUTHORIZED TO RECEIVE PAYMENTS

NAME: KIM ROBERTS
ADDRESS: SCVH&HS SYSTEM
828 S BASCOM AVE
SAN JOSE, CA 95128

Approved as to Form and Legality

Deputy County Counsel

Date 10-24-03

EFFECTIVE DATE OF AGREEMENT: <u>10/1/2003</u>		GRANTEE <u>SANTA CLARA</u>		PROJECT NO. <u>PS0423</u>													
Action No. <u>1</u>	Date: <u>12/12/2003</u>	10. TYPE OF AGREEMENT		Initial <input checked="" type="checkbox"/>	Revision												
Revision No.	Date:	FUND <u>157</u>	PROGRAM <u>04-PS</u>	TASK NO. <u>2</u>	F.Y. <u>2004</u>												
9. Action Taken		11. FUNDING DISPOSITION & STATUS															
Initial approval 2004 HSP funds obligated. State FY 2003-04 2700-101-0890 (157/03) Federal Catalog No. 20.600		<table style="width:100%; border-collapse: collapse;"> <tr> <td style="text-align: center;">Fiscal Year</td> <td style="text-align: center;">Amount</td> </tr> <tr> <td style="text-align: center;"><u>2003-04</u></td> <td style="text-align: right;"><u>150,000.00</u></td> </tr> <tr> <td style="text-align: center;"><u>2004-05</u></td> <td style="text-align: right;"><u>150,000.00</u></td> </tr> <tr> <td style="text-align: center;"><u> </u></td> <td style="text-align: right;"><u> </u></td> </tr> <tr> <td style="text-align: center;"><u> </u></td> <td style="text-align: right;"><u> </u></td> </tr> <tr> <td style="text-align: center;">Total</td> <td style="text-align: right;">300,000.00</td> </tr> </table>				Fiscal Year	Amount	<u>2003-04</u>	<u>150,000.00</u>	<u>2004-05</u>	<u>150,000.00</u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>	Total	300,000.00
		Fiscal Year	Amount														
		<u>2003-04</u>	<u>150,000.00</u>														
		<u>2004-05</u>	<u>150,000.00</u>														
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Total	300,000.00																
Obligated This Action				150,000.00													
Previously Obligated				0.00													
Total Amount Obligated				150,000.00													
Amount Suspended				150,000.00													
TOTAL FUNDS PROGRAMMED				300,000.00													
12. BUDGET SUMMARY (From Schedule B Detail) - FISCAL YEAR GRANT PERIOD ENDING: <u>9/30/2004</u>																	
COST CATEGORY	2004 GRANT PERIOD	PRIOR GRANT	2003-04 TOTAL GRANT	TOTAL PROJECT BUDGET ESTIMATE													
A. Personnel Costs	134,062.00	0.00	134,062.00	268,124.00													
B. Travel Expenses	2,535.00	0.00	2,535.00	4,070.00													
C. Contractual Services	0.00	0.00	0.00	0.00													
D. Equipment	0.00	0.00	0.00	0.00													
E. Other Direct Costs	6,700.00	0.00	6,700.00	14,400.00													
F. Indirect Costs	6,703.00	0.00	6,703.00	13,406.00													
TOTAL FEDERAL FUNDS	150,000.00	0.00	150,000.00	300,000.00													
13. PROJECT APPROVAL & AUTHORIZATION TO EXPEND OBLIGATED FUNDS																	
A. APPROVAL RECOMMENDED BY			B. AGREEMENT & FUNDING AUTHORIZED BY														
NAME: DAVID DOUCETTE TITLE: Regional Coordinator PHONE: (916) 262-0957 E-MAIL: ddoucette@ots.ca.gov Office of Traffic Safety 7000 Franklin Blvd., Suite 440 Sacramento, CA 95823 Signature 			NAME: CHRISTOPHER J. MURPHY TITLE: Deputy Director Office of Traffic Safety 7000 Franklin Blvd., Suite 440 Sacramento, CA 95823 Signature 														

SCHEDULE A

PROJECT NO: PS0423

PROJECT DESCRIPTION

PAGE 1

County of Santa Clara Public Health Department
Traffic Safe Communities Network: Comprehensive Pedestrian, Bicycle, and Intersection Safety

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

SCHEDULE A

PROJECT No: PS0423

PROJECT DESCRIPTION

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

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 Chiefs Association
 Public Defenders Office

Problem Statement

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

Collision Type	1998		1998		1999		1999		2000		2000	
	Collisions		Victims		Collisions		Victims		Collisions		Victims	
Fatal	92		100		93		103		98		103	
Injury	9,731		13,806		9,360		13,279		9,980		13,907	
	Fatal	Injury	Killed	Injured	Fatal	Injury	Killed	Injured	Fatal	Injury	Killed	Injured
Alcohol Involved	18	879	20	1,225	23	813	23	1,249	35	791	37	1,178
Speed Related	12	3,446	15	5,071	4	3,249	5	4,684	NA	NA	NA	NA
Pedestrians	32	569	33	600	22	557	22	582	33	791	32	620
Pedestrians <15	2	139	3	149	2	151	2	158	NA	NA	NA	NA
Bicyclists	7	789	7	800	5	781	5	792	3	711	3	715
Bicyclists <15	1	172	1	177	0	188	9	199	NA	NA	NA	NA

SCHEDULE A

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Office of Traffic Safety countywide rankings for 2000 indicate:

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	10,078	15	NA	33	NA
Alcohol-Involved Collisions	826	48	NA	57	NA
Speed Related	3,636	7	NA	11	NA
Nighttime (9:00 pm-2:59 am)	1,159	23	NA	39	NA
Hit and Run	849	14	NA	15	NA
HBD Driver <21	113	41	NA	49	NA
HBD Driver 21-34	357	39	NA	49	NA
Killed and Injured Victim Type					
Pedestrians	652	13	NA	12	NA
Pedestrians 65+	77	9	NA	10	NA
Pedestrians < 15	155	27	NA	31	NA
Bicyclists	718	13	NA	17	NA
Bicyclists < 15	139	33	NA	37	NA
DUI Arrests	8,185	NA	0.7 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, or falls combined. The City of San Jose has about the same rate of vehicle crashes as Los Angeles. The September 2000 *San Jose Mercury News* article, "Walkers face peril in streets," reported that Santa Clara County is among the four most dangerous counties in California for pedestrians. In 2001, the county experienced 23,868 traffic collisions, causing 104 fatalities and 9,247 injuries. Motor vehicle crashes continue to be the county's leading cause of trauma deaths, including over 50% of childhood (0-19 years) deaths. Red light running is the leading cause of urban area intersection crashes. Between 1994 and 2001, motorists who ran red lights or stop signs killed 26 victims and injured 9,578 more countywide. And over the past 5-years, the number of fatal intersection crashes has jumped 19%. More than half of the deaths caused by red light runners are pedestrians, bicyclists, and occupants in other vehicles. Unfortunately, pedestrians and bicyclists have been largely ignored in land-use, traffic safety and transportation planning.

Seniors in the county have a special need for physical activity as a key component of maintaining health and independence -- and walking has become the primary mode of transportation for many. More than 60,000 people over age 65 live in the county and many have either voluntarily given up driving or stopped due to physical or financial limitations. Pedestrians over age 65 are five times more likely to die from injuries sustained in a collision than a younger adult or child. Collision patterns for older pedestrians are different than for the general population -- presenting special challenges, but also unique opportunities for pedestrian education, walking pools, infrastructure retrofits, and grass roots empowerment and advocacy.

PROJECT DESCRIPTION

ATTEMPTS TO SOLVE THE PROBLEM

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 problems were defined, TSCN devised a data-driven action plan that recommended priority countermeasure and interventions constructed around the principles of 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 Pedestrian, Bicycle and Intersection Safety program that includes youth empowerment,

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safety education, intervention, public information, and media advocacy strategies, and includes the countywide participation of schools, public agencies, health providers, emergency medical services, and community-based organizations.

Performance Measures:

Goals:

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

Objectives:

1. To create and maintain an interdisciplinary "Active Living" model partnership to link improving traffic safety with increasing access and availability to the health benefits of walking and bicycling by eliminating design and policy barriers that reduce choices.
 2. To distribute and properly fit 300 safety helmets to students and community members participating in bicycle rodeos and other events. The safety helmets will have a special sticker inside the helmet to distinguish OTS funded helmets.
 3. To conduct approximately 6 safety helmet inspections and adjustments at school and community-based bicycle rodeos and other events.
 4. To work with 200 schools to support community education and law enforcement crackdowns on school zone traffic violators during weeklong "Operation Safe Passage" campaigns.
 5. To conduct two OTS safety helmet usage surveys during each grant year.
 6. To develop a program to encourage teachers to assign students to write letters to the newspaper editor, letters to parents, or essays and to call radio talk shows on pedestrian and bicycle safety. Winners may be eligible to receive non-cash prizes.
 7. To meet with newspaper "editorial boards" to promote articles on pedestrian, bicycle and intersection safety and increasing physical activity such as walking and biking.
 8. To work with the media to report safety helmet usage as a part of every collision report.
 9. To implement a continuing public information campaign regarding pedestrian and bicycle safety and red light running issues as well as announcing increased enforcement and community education/outreach activities by January 15, 2004.
 10. To promote a "Bicycle, Pedestrian and Intersection Safety Priority" within local police agencies to include a commitment to enforce of all bicycle laws.
 11. To develop a bicycle safety and resource pamphlet for distribution to local bicycle clubs, public safety fairs, bicycle shops and other venues by March 15, 2004.
- To implement a red light compliance program at identified crash-prone intersections by installing rat boxes and warning signs, and increasing targeted enforcement and media coverage, including radio ads.

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13. To establish a group of "Survivors Advocates" as an alliance of individuals affected by a crash caused by a red light runner and working together to expand red light enforcement, education campaigns, mobilization, and countermeasures
14. To coordinate and maintain *Traffic Safe Communities Network's* Bike and Pedestrian Safety and Red Light Running work groups, comprised of diverse public and private sector members, by holding at least 20 meetings each by September 30, 2005.
15. To meet and work closely with local Traffic Commissioners, Judges, District Attorneys and Public Defenders to inform them about the program and gain their ongoing support and obtain feedback.
16. To educate the news media to report that "crashes aren't accidents" as part of every collision and traffic safety-related event and subject.
17. To e-mail or fax all press releases and media advisories/alerts to the Regional Coordinator for approval in advance of their release.
18. 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"**.
19. 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.
20. To fax OTS at (916) 262-2960, at least one month in advance, to submit a short description of any new traffic safety event or program to the OTS PIO and Regional Coordinator.

METHODS 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 ride-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.

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PROJECT DESCRIPTION

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Will provide public information through specially prepared media and promotional materials on Pedestrian, Bicycle and Intersection safety.

Will coordinate news making events, presentations, media advocacy, marketing, Pedestrian and Bicycle and Intersection 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 produce and distribute a public service announcement to promote community involvement in the project.

Will provide press release updates to coincide with the school outreach efforts.

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 cost 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 parts of this program after the OTS grant completion date.

10/16/03

SCHEDULE A-1

Project No: PS0423

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:				
Program Manager	25%	24,462	24,462	48,924
County Health Officer	5%	7,000	7,000	14,000
Office space				
Office Furniture				
Phone		300.00	300.00	600.00
Postage	50%	100.00	100.00	100.00
Total Agency Contribution		\$31,862	\$31,862	\$63,724

10/16/03

Detailed Budget EstimatePROJECT NO. PSO423

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% 12months @32.98/Hr	\$68,598.40	\$68,598.40			\$137,196.80
Office Specialist III .75% 12 mo.@ \$22.12/hr	\$34,507.00	\$34,507.00			\$69,014.00
Employee Benefits 36%	\$30,956.60	\$30,956.60			
Category Sub-Total	\$134,062.00	\$134,062.00			\$61,913.20
B. Travel Expense					\$268,124.00
In-state travel	\$2,535.00	\$1,535.00			
Category Sub-Total	\$2,535.00	\$1,535.00			
C. Contractual Services					\$4,070.00
NONE	\$0.00	\$0.00			
Category Sub-Total					\$0.00

Detailed Budget EstimatePROJECT NO. PSO423

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	\$3,000.00	\$2,000.00			\$5,000.00
educational/promotional	\$1,000.00	\$3,000.00			\$4,000.00
contest incentives	\$1,500.00	\$1,500.00			\$3,000.00
Category Sub-Total	\$6,700.00	\$7,700.00			\$14,400
F. INDIRECT COSTS					
10% Personnel (salaries only)	\$6,703.00	\$6,703.00			
Category Sub-Total	\$6,703.00	\$6,703.00			\$13,406.00
Project Total	\$150,000.00	\$150,000.00			\$300,000.00

10/16/03

SCHEDULE B-1

PROJECT No: PS0423

BUDGET NARRATIVE

PAGE 1

PERSONNEL:

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

Office Clerk Specialist (.75 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: At 10% of personnel salaries not to exceed 13,406.00 as stated.

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

10/16/03

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

APPLICANT AGENCY County of Santa Clara	OTS PROJECT NUMBER PS0423
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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.

PROJECT DIRECTOR'S NAME

Guadalupe Olivas, PhD

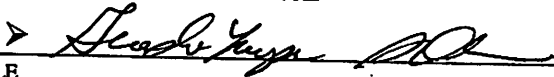
DATE EXECUTED

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

10/30/03

EXECUTED IN THE COUNTY OF

Santa Clara

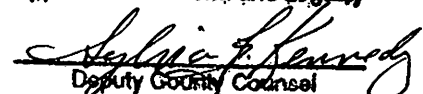
AUTHORIZING OFFICIAL'S SIGNATURE

> 

TITLE

Executive Director, Santa Clara Valley Health & Hospital System

Approved as to Form and Legality


Deputy County Counsel

Date

10-28-03

1. AGENCY:

PROJECT TITLE:

PROJECT DATES:

PROJECT NO.:

2. DATE OF RECEIPT	3. DESCRIPTION (Mfg., model, serial #)	4. TOTAL AMOUNT FEDERAL FUNDS	5. LOCATION OF EQUIPMENT	6. CURRENT FAIR MARKET VALUE

7. Describe method for determining current fair market value:

8. I hereby certify that the information above is complete and accurate to the best of my knowledge, and that all conditions set forth in Chapter 4, Volume II of the Grant Program Manual are being complied with.

FISCAL/ACCOUNTING OFFICIAL _____ SIGNATURE _____ DATE _____

PROJECT DIRECTOR _____ SIGNATURE _____ DATE _____

9. Final disposition at end of project: If property value listed above is less than \$5,000, no further information is required.

9. Final disposition at end of project: If property value listed above is less than \$5,000, no further information will be needed in the future. If property value is greater than \$5,000, what will property be used for? (check one box)

- ☐ Continuing with the same purpose though not federally sponsored. Explain how property will be used:
- ☐ OTS/Other Federal Project (Project # and Name) _____
- ☐ Property cannot be used on any Federal project but will be retained or sold by agency and current market value multiplied by the percentage originally funded will be refunded to OTS.
Amount to be refunded _____ (Contact OTS for instructions)
- ☐ Property will be returned to OTS for use on other OTS projects. (Contact OTS for instructions)

FISCAL/ACCOUNTING OFFICIAL _____ SIGNATURE _____ DATE _____
PROJECT DIRECTOR _____ SIGNATURE _____ DATE _____

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

PROJECT CLAIM INVOICE

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

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

Progress: ☐

Final: ☐

FROM:
Agency Name:
Mail Address:
Project Title:

Project No: _____

Claim No: _____

Total Project Costs Reported From (Project Start Date):

thru

COST CATEGORY

TOTAL COST
TO DATE

LESS PRIOR
CLAIMS

NET AMOUNT
CURRENT PERIOD

PERSONNEL COSTS

TRAVEL EXPENSE

CONTRACTUAL SERVICES

EQUIPMENT

OTHER DIRECT COSTS

INDIRECT COSTS

TOTAL REIMBURSABLE AGENCY COSTS

\$

\$

\$

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

SUBMITTED BY: _____

TITLE: _____

SIGNATURE: _____

DATED: _____

OTS OPERATIONAL REVIEW: _____

DATED: _____

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

PROJECT CLAIM DETAIL FOR CURRENT PERIOD

Agency _____ Project No. _____ Claim No. _____

Costs Incurred From _____ Thru _____

Personnel Costs:
(By Position Classification)

	Salary	Overtime	Benefits	Total
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
TOTAL COSTS	\$ _____	\$ _____	\$ _____	\$ _____

% Claimed: _____ Total Personnel Costs: \$ _____

Travel Expenses:

INSTATE: (List each trip for which costs are claimed and individuals traveling)

Total cost instate travel: _____

OUT-OF-STATE: (List each trip for which costs are claimed and individuals traveling)

Total cost out-of-state travel: _____

Total Travel Expenses: \$ _____

Contractual Services:

Contractor(s) _____

Total Invoiced - Attach Invoice(s) \$ _____

Percent Retention _____ Less Retention: \$ _____

Total Contractual Services: \$ _____

OFFICE OF TRAFFIC SAFETY

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GRANT PUBLICITY

Traffic safety is everyone's business. The more people who become involved and better informed, the more they can and will support efforts to reduce traffic crashes.

We believe that each and every traffic safety project, as part of the California Traffic Safety Program, will help to reduce traffic collisions in California. To further engage the community into traffic safety efforts, the Office of Traffic Safety (OTS) is requesting that grantees conduct media relations and community outreach activities in support of their programs. The OTS *Fundamentals of Media Relations and Community Outreach* resource guide will assist in conducting these activities. Please request one from your OTS Regional Coordinator. The resource guide contains the following elements:

- Developing a media relation's plan
- Working with the media to disseminate your message
- Media relation's tools (news release, media advisory, press conference/event etc.)
- Interview techniques
- Working with ethnic media
- Working with Community Based Organizations (CBOs)
- Promotional and collateral development
- Sample media materials

In addition, the following procedures must be followed regarding media activities:

- The following standard language must be included in all press materials: *Funding for this program was provided by a grant from the California Office of Traffic Safety, through the Business, Transportation and Housing Agency.*
- Submit print clips by 9 a.m. to your Regional Coordinator AND the Public Information Officer by e-mail at pio@ots.ca.gov or fax at (916) 262-2960 (e-mail preferred). All clips should include publication name and date the article was published.
- E-mail or fax all press releases or media advisories/alerts to your Regional Coordinator for review and approval.

If you require additional assistance, please contact your Regional Coordinator.