



HEALTH SERVICES AGENCY  
ADMINISTRATION

# County of Santa Cruz

## HEALTH SERVICES AGENCY

P.O. BOX 962, 1080 EMELINE AVENUE, SANTA CRUZ, CA 95061  
(831) 454-4066 FAX: (831) 454-4770 TDD: (831) 454-2123

July 12, 2001

AGENDA: August 7, 2001

BOARD OF SUPERVISORS  
Santa Cruz County  
701 Ocean Street  
Santa Cruz, CA 95060

Re: APPROVAL OF OFFICE OF TRAFFIC SAFETY GRANT APPLICATION

Dear Members of the Board:

The Health Services Agency (HSA) requests your Board's approval to apply to the California Office of Traffic Safety (OTS) for a two-year grant to develop and establish a Comprehensive Countywide Bike, Pedestrian, and Occupant Protection Education Program.

The County is eligible to receive a two-year grant award of \$234,882. Proposed activities will:

- Expand the Community Traffic Safety Coalition's current countywide bilingual Bicycle and Pedestrian Education Elementary School Program;
- Identify areas near schools that are dangerous to school-age pedestrians and bicyclists and expand safety outreach and education efforts in these areas;
- Establish a bicycle safety training program for adults to include the provision of rechargeable bike lights as incentives to program participants; and
- Develop and implement a Child Passenger Safety Program, including child safety education and training, expanding car seat distribution sites, car seat checkup events, and community outreach efforts.

HSA met with the Community Traffic Safety Coalition, the Public Works Department, and Bike to Work staff on July 11, 2001, to develop a Draft Project Agreement within the parameters suggested by OTS. A copy of the Draft Project Agreement is on file with the Clerk of the Board.


Establishment of a Comprehensive Countywide Bike, Pedestrian, and Occupant Protection Education Program will assist our community in the realization of its goal for a comprehensive

approach to traffic safety education and outreach. These new components will enhance on-going programs to improve the safety of road travel in Santa Cruz County.

It is therefore RECOMMENDED that your Board:

1. Authorize the submission of the funding application (on file with the Clerk of the Board) to the California Office of Traffic Safety for the Comprehensive Countywide Bike, Pedestrian, and Occupant Protection Education Program in the amount of \$234,882.

Sincerely,

  
 Rama Khalsa, Ph.D.,  
 Health Services Administrator

RECOMMENDED:

  
 Susan A. Mauriello  
 County Administrative Officer

Attachment: Community Traffic Safety Coalition Letter of Support

cc: County Administrative Office  
 Auditor-Controller  
 County Counsel  
 HSA Administration  
 Public Health Administration  
 Public Works Department  
 Community Traffic Safety Coalition  
 Bike to Work

# COMMUNITY TRAFFIC SAFETY COALITION

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Cheryl Schmitt, Co-Chair

July 17, 2001

Tom Bailey, Co-Chair

Santa Cruz County Board of Supervisors  
701 Ocean Street, Suite 500  
Santa Cruz, California 95060

Re: Office of Traffic Safety Grant

*Bicycle Trip  
Bike-o-Work  
California Bicycle Safety Network  
California Highway Patrol  
Caltrans District 5  
Capitola Police Department  
City of Watsonville  
Department of Motor Vehicles  
Family Cycling Center  
Health Services Agency:  
Child Health & Disability Program  
Emergency Medical Services  
Health Education Unit  
Pajaro Valley Transportation  
Management Association  
Salud Para La Gente  
Santa Cruz Area Transportation  
Management Association  
Santa Cruz City Public Works  
Santa Cruz County Cycling Club  
Santa Cruz County Parks  
Santa Cruz County Public Works  
Santa Cruz County Regional  
Transportation Commission  
Santa Cruz County Sheriff's Office  
Santa Cruz Fire Department  
Santa Cruz Metropolitan  
Transit District  
Santa Cruz Police Department  
Scott's Valley Employees  
for Less Traffic  
Scott's Valley Police Department  
The Spokesman Bicycles  
University of California  
Santa Cruz  
Watsonville Police Department*

Dear Chairperson Campos and Supervisors:

The Community Traffic Safety Coalition provides a valuable service to our community by educating children and adults about safe behavior in traffic, particularly as pedestrians and as bicyclists. Given the increase in traffic over recent years, as well as the increase in unsafe traffic behaviors including speeding, inattention, and road rage, providing our pedestrians and bicyclists the knowledge they need to deal with today's traffic environment is key to their personal safety.

We strongly support the Office of Traffic Safety grant allocations that will assist the Community Traffic Safety Coalition to carry out many various traffic safety education programs in our community. We applaud the fine staff and volunteers that spend the hours it takes to run these necessary programs.

Sincerely,

Cheryl Schmitt  
Co-Chair

Tom Bailey  
Co-Chair



0392

P O L I C E   D E P A R T M E N T  
155 Center Street, Santa Cruz, California 95060 • (831) 420-5800

July 17, 2001

Santa Cruz County Board of Supervisors  
701 Ocean Street, Room 500  
Santa Cruz, California 95060


Dear Board of Supervisors,

On behalf of the Santa Cruz Police Department, I would like to express our support of the Santa Cruz County Health Services Agency grant application to the California Office of Traffic Safety.

As you are well aware, the Health Services Agency supports and staffs the Community Traffic Safety Coalition, which will be one of the beneficiaries of these funds. Both the Health Services Agency and Community Traffic Safety Coalition provide vital educational programs, product support, and financial services throughout the county aimed at the reduction of traffic related injuries and promoting alternative modes of transportation, with an emphasis on bicycle and pedestrian safety. These services are extended to all roadway users, regardless of their age or method of transportation, including bicyclists and pedestrians.

By accepting this grant, the Health Services Agency and Community Traffic Safety Coalition will be able to continue providing these much needed programs throughout the county. The Santa Cruz Police Department continues to support and participate in the Community Traffic Safety Coalition, and will collaborate with the Health Services Agency to meet the grants goals and objectives.

Sincerely,

  
Steven R. Belcher  
Chief of Police