Pedestrian Safety Work Group
(A subcommittee of the RTC’s Elderly & Disabled Transportation Advisory Committee)

Santa Cruz Regional Transportation Commission
1523 Pacific Avenue, Santa Cruz, CA

Agenda – Thursday, May 24, 2018 @ 2:00 pm to 4:00 pm

1. Introductions
2. Additions or Deletions to the agenda
3. Review April 26, 2018 Meeting Notes
4. Pedestrian Hazard Reporting System
5. Safe Paths of Travel Report
6. Sidewalk Maintenance Report
7. Bicycle and Pedestrian Safety Programs
   - City of Santa Cruz
   - CTSC
   - City of Watsonville
   - EcoAct
   - RTC
   - Advocacy groups
8. Brochure Outreach
9. Next Meeting Date (July 26, 2018) & Topics
Attendees: Veronica Elsea (Chair), Grace Blakeslee, John Daugherty, Joanna Edmonds, Cara Lamb, Jon Bailiff

1. Introductions

2. Additions or deletions to the agenda

3. Received Notes from 3/20/18 meeting

   Jon Bailiff made a motion to amend minutes to reflect an action item deferring distribution of the bicycle pedestrian brochure. John Daugherty seconded the motion with the amendment to include time when called to order and when adjourned. Cara Lamb, John Daugherty, Jon Bailiff, and Veronica Elsea voted aye to carry motion.

4. Reviewed Pedestrian Hazard Reports

   Jon Bailiff made a motion that RTC staff explore possibilities for improving functionality (follow up and responsiveness of responsible agency) and accessibility of pedestrian and bicycle hazard reports short-term and long-term. Cara Lamb seconded the motion. Veronica Elsea, Cara Lamb, and Jon Bailiff voted aye to pass motion. John Daugherty was not present for this motion.

5. Discussed Pedestrian/Bicycle Brochure outreach

   Jon Bailiff made a motion to request that RTC staff bring information to the next meeting about what projects are currently underway that address bicycle and pedestrian safety in Santa Cruz County. John Daugherty seconded the motion. Cara Lamb, Veronica Elsea, Jon Bailiff, and John Daugherty voted aye to pass the motion.

6. Pedestrian Safety Workgroup Work Program

   Workgroup members discussed possible areas to focus on over the next year, such as the Safe Paths of Travel and Sidewalk Maintenance reports.

7. Reviewed Action items

   - Schedule meetings for remainder of 2018
   - Feedback about improvements to hazard reporting system
   - Information regarding the RTC’s bicycle and pedestrian safety efforts
   - Review Safe Paths of Travel and Sidewalk Maintenance reports

8. Next Meeting Dates & Topics
RTC Pedestrian and Bicycle Hazard Report Process

1. Member of the public (Reporting Party) submits Hazard Report via web-form (www.sccrtc.org/services/hazard-report) or paper form.

2. If Hazard Report is received via web-form and an email address for the Reporting Party was provided, an auto-reply from info@sccrtc.org is sent to Reporting Party with Hazard Report summary. Email message includes the following text:

   Thank you for submitting a Pedestrian Hazard Report to the Regional Transportation Commission. Your report will be forwarded to the responsible local agency for their consideration.

   Both the RTC and our local agency partners appreciate the time you took to bring this to our attention. Thank you for helping us improve the transportation system.

   Here is the full report you submitted:

   [Hazard Report details]

3. Hazard Report is added to Hazard Report spreadsheet that RTC Admin Staff maintains (Hazard Reports separated into Bicycle and Pedestrian categories).

4. RTC Admin Staff forwards Hazard Report to Responsible Agency (Department of Public Works, Caltrans, City of Santa Cruz, etc.), copies appropriate RTC Planning Staff (Pedestrian Program Manager or Bicycle Program Manager), and asks the Responsible Agency to reply all when replying directly to Reporting Party. Email message includes the following text (and highlighting):

   Please “reply all” when you respond with action taken on this hazard for RTC tracking purposes, and add the hazard submitter’s email to the Cc if supplied and has requested a response.

5. RTC Admin Staff updates Hazard Report spreadsheet to reflect which Responsible Agency (including contact information) the Hazard Report was forwarded to.

6. Responsible Agency replies directly to Reporting Party and cc’s RTC Staff on response.

7. RTC Admin Staff updates Hazard Report spreadsheet to reflect the response sent by Responsible Agency to Reporting Party.

8. RTC Admin Staff provides RTC Planning Staff with Hazard Report spreadsheet (which summarizes all reports and responses) to be reviewed by the RTC Elderly and Disabled Transportation Advisory Committee and RTC Bicycle Advisory Committee.
The mission of the Street Smarts public education campaign is to reduce the number of traffic-related crashes and injuries in the City of Santa Cruz.

Street Smarts is a traffic safety public education campaign launched in August 2017. The citywide campaign is modeled after the successful program produced by the City of San Jose and rolled out in various Northern California communities.

Street Smarts' mission is to reduce the number of traffic-related crashes and injuries in the City of Santa Cruz. The campaign is designed for drivers, bicyclists and pedestrians, and intends to improve the behavior of all three groups. Year one focus is twofold: elementary school outreach and the delivery of community-wide media messages that raise awareness of top traffic-related issues and our most vulnerable road-users.

Our Santa Cruz Police Department is delivering quarterly Street Smarts traffic safety presentations. Led by Traffic Sergeant Scott Garner, the first presentation last fall focused on Safe Commuting. The second presentation last March was titled Distracted Driving & Walking: Cause, Effect & Solutions. Coming in June will be a presentation on Family Traffic Safety. Please check back for details coming soon.

**Request a Bumper Sticker or Yard Sign / Solicite una Pegatina para Parachoques o Signo de Patio**

Bumper stickers and yard signs with traffic safety messages in English and Spanish are available free of charge to City of Santa Cruz residents. Follow the link above to see the various options. To pick up a bumper sticker or yard sign, visit the Public Works office (809 Center Street, Room 201), Monday through Friday from 7am-12pm and 1pm-3:30pm.

**Safety Tip of the Week / Consejo de Seguridad de la Semana**

Follow the link above for a weekly traffic safety tip.
Safety Videos / Videos de Seguridad

<table>
<thead>
<tr>
<th>English</th>
<th>Spanish</th>
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<tbody>
<tr>
<td><strong>Yield: Every Corner Is a Legal Crosswalk</strong></td>
<td><strong>Ceda el Paso: Toda esquina es por ley un paso de peatones</strong></td>
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<tr>
<td><strong>Stopping is part of driving</strong></td>
<td><strong>Hacer alto es parte de manejar</strong></td>
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<tr>
<td><strong>Walk Smart: Don't Cross Midblock</strong></td>
<td><strong>Camine con cuidado. No cruce a la mitad de la calle</strong></td>
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<tr>
<td><strong>Exercise Caution: Spandex Isn't Armor (Cyclists)</strong></td>
<td><strong>La lycra no es armadura. Tenga cuidado (Ciclistas)</strong></td>
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<tr>
<td><strong>Exercise Caution: Spandex Isn't Armor (Drivers)</strong></td>
<td><strong>La lycra no es armadura. Tenga cuidado (Conductores)</strong></td>
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<tr>
<td><strong>Put the Phone Down (Drivers)</strong></td>
<td><strong>Guarde el Celular (Conductores)</strong></td>
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<tr>
<td><strong>Put the Phone Down. Look Before You Cross</strong></td>
<td><strong>Guarde el celular. Mire antes de cruzar.</strong></td>
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<td><strong>If You See Kids, Slow Down (Youth)</strong></td>
<td><strong>Baje La Velocidad - Si Ve Niños</strong></td>
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<tr>
<td><strong>If You See Kids, Slow Down (Teens)</strong></td>
<td><strong>Baje La Velocidad - Si Ve Los Jóvenes</strong></td>
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School Assemblies

Through our partnerships with Santa Cruz City Schools and Santa Cruz County Health Services Agency we delivered nine Street Smarts elementary school assemblies with focus "Preventing Distractions on the Road and in the Car" in spring of 2018 to students in grades 1 through 5. Middle school students participating in the after-school "Street Smarts Club Live" program at Branciforte Middle School helped to create the assemblies and served as performers and technical crew. Assembly messages were reinforced with a colorful and interactive take-home "Street Smarts Family Policy" provided to all students.

Program Partners

We are tremendously grateful for the input and collaboration of numerous partner organizations and agencies who have assisted with development of the Street Smarts program. Follow the link above to learn more about our partner organizations.

Traffic Safety Tips for Drivers, Cyclists and Pedestrians

A safer Santa Cruz starts with being smart on the road. Follow the link above for safety tips for everyone, whether you walk, bike or drive.

Messages in Spanish / Mensajes en Español

Follow the link above to view Street Smarts traffic safety messages in Spanish.
Safety Tip of the Week

SLOW DOWN.
SAVE YOUR SPEED FOR THE GAME.

Unsafe speed has been the #1 cause of collisions in both Santa Cruz and Monterey counties over 5 years now. Little will ruin your day quicker than a fender bender, or worse, a serious collision.

You can prevent crashes by maintaining a consistent speed and keeping a buffer zone between your car and other vehicles.

Reducing your speed also helps other road users stay safe and could save someone’s life. A pedestrian who is hit by a car going 20 miles per hour has an 85 percent chance of survival. A collision at 40 miles per hour drops pedestrian survival to just 15 percent.

Make like Mav’Riks and save your speed for the game.
It’s the Street Smarts thing to do.

BAJE LA VELOCIDAD.
GUARDE SU VELOCIDAD PARA CUANDO JUEGUE.

Por cinco años, el exceso de velocidad ha sido la primera causa de choques en los condados de Santa Cruz y Monterey. Nadie puede arruinar el día más rápido que un golpe por un choque leve, o peor aún, un choque grave.

Evite choques manteniendo una velocidad constante y guardando distancia entre su coche y los demás vehículos.

Reducir la velocidad ayuda a proteger a los demás usuarios de la calle y podría salvar una vida. Cuando un peatón sufre la embestida de un coche a 20 millas por hora, sobrevive en el 85% de los casos. Cuando la colisión se produce a 40 millas por hora, la probabilidad de supervivencia del peatón cae a tan solo el 15%.

¡Sea como Mav’Riks y guarde su velocidad para cuando juegue! Así maneja la gente con Street Smarts.
THE IMPACT OF TRAFFIC VIOLENCE ON SANTA CRUZ COUNTY

Every 3 days, one pedestrian, cyclist, or motorist is severely injured in our county.

Many of our friends, neighbors, and loved ones have been impacted by traffic violence. From 2010-2014, an average of 13 people died on our roads each year and another 120 experienced life-altering injuries, costing the County $500 million in expenses and quality of life annually. In 2015 and 2016, the U.S. saw the biggest spikes in traffic deaths in 50 years—a tragic trend that continues here in Santa Cruz County, where a review of local media uncovers a staggering 24 deaths in the past 12 months:

<table>
<thead>
<tr>
<th>TRAFFIC DEATHS PER 12 MONTH PERIOD</th>
<th>FOR SANTA CRUZ COUNTY</th>
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<tbody>
<tr>
<td></td>
<td>13</td>
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<tr>
<td></td>
<td>24</td>
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<tr>
<td>Annual average 2010-2014</td>
<td>Past 12 Months</td>
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Cyclists
Pedestrians
Motorists

It doesn’t have to be this way.

Now is the time for Santa Cruz County to join the cities around the country and the world in creating Vision Zero policies, laying out plans to eliminate all traffic deaths and serious injuries.

SANTA CRUZ COUNTY REPORT CARD

Compared to all CA counties, we rank among the worst for these types of collisions:

- INJURIES & FATALITIES among bicyclists.
- INJURIES & FATALITIES among pedestrians under the age of 15
- HIT & RUN collisions

Source: OTS Rankings, 2014

Report made possible with funding from CA Office of Traffic Safety and the Santa Cruz County Regional Transportation Commission

Sources: 1 2010-2014 CHP SWITRS; 2 2010 NHTSA; 3 2017 NSC
More than half of these streets are in low income neighborhoods.

SANTA CRUZ COUNTY TRAVEL MODE VS. TRAFFIC DEATHS AND SERIOUS INJURIES

Most roads that we use today were designed with one thing in mind: getting motorists from Point A to Point B. While it is true that 79% of people in our community commute by car, the 8% who bike or walk experience 26% of the deaths and severe injuries that occur on our roadways. All road users in Santa Cruz County have the right to be safe using the transportation network we all depend on everyday—whether driving, biking, walking, or using public transit.

CRASHES! ACCIDENTS ON THE RISE IN SANTA CRUZ COUNTY

Traffic collisions are NOT random incidents that we have no control over. By using the words “crash” or “collision” rather than “accident”, we acknowledge that traffic deaths and severe injuries are preventable.

“
It’s time we stop viewing deaths on our roadways as acceptable, by-products of a modern transportation system. These are not “accidents” but preventable events that can be eliminated by designing a system and promoting a culture that makes safety the number one priority.

Supervisor Bruce McPherson
County of Santa Cruz, 5th District
He was riding his bike, wearing a helmet, following the rules of the road, and the driver just didn’t see him. Now he’s in the hospital with broken bones and a partially collapsed lung. My family is lucky; just like that I could have become a widow at 45, left to raise two kids alone on one salary.

-Wife of Santa Cruz County crash survivor

Vision Zero saves lives.
In New York City, one of 28 Vision Zero cities in the U.S., traffic deaths fell by 15% in three years following the launch of their Vision Zero initiative.

What is Vision Zero?
Vision Zero is a world-wide strategy to end all traffic deaths and serious injuries and make safety the number one priority.

What does it take to be a Vision Zero community?
The first step is for a city council or county board of supervisors to make a public commitment to preventing all roadway deaths and life-altering injuries.

Stakeholders from public works, transportation, law enforcement and public health prioritize safety when making decisions about policies, funding, roadway design, and community programs.

To learn more visit: visionzeronetwork.org

WHAT CAUSES CRASHES IN SANTA CRUZ COUNTY?

33% UNSAFE SPEED

30% IMPROPER TURNING & RIGHT OF WAY VIOLATIONS

11% DRUGS & ALCOHOL

Source: 2010-2014 CHP SWITRS Primary Collision Factors

DEATH DUE TO SPEED

A pedestrian is four times more likely to die when hit at 45 MPH than at 25 MPH.

Source: AAA Foundation for Traffic Safety
People will make mistakes and poor choices; Vision Zero says those mistakes don’t have to cost lives. Working together, we can eliminate deaths and serious injuries on our streets. The Community Traffic Safety Coalition of Santa Cruz County and its community partners are committed to promoting multifaceted traffic safety policies and strategies guided by the 6 E’s, a framework developed by the Safe Routes to School movement.

ENCOURAGEMENT
Promoting a culture that recognizes drivers, cyclists, and pedestrians as road users who all share the responsibility for safety.

EDUCATION
Equipping people with knowledge, skills, and confidence to use the roads safely and respectfully.

ENFORCEMENT
Ensuring that all road users understand and follow traffic laws and regulations.

EVALUATION
Using data to measure progress and plan for future success.

ENGINEERING
Designing and building a transportation system that creates safe, convenient, and comfortable places to drive, bike, and walk.

EQUITY
Prioritizing safety and access for communities who are most impacted by traffic violence.

JOIN US TO SAVE LIVES!
The Community Traffic Safety Coalition (a program of the Santa Cruz County Health Services Agency’s Public Health Department) promotes safe, accessible, and equitable transportation. We offer technical assistance to local jurisdictions and other community partners and can help develop Vision Zero policies and strategies, provide local data, identify funding sources, and conduct program evaluation. If you are interested in pursuing Vision Zero in your Santa Cruz County community, please contact us.

CTSC@santacruzcounty.us
www.sctrafficssafety.org
www.facebook.com/sctrafficssafety
831-454-4312
Watsonville envisions end to traffic deaths

Council adopts Vision Zero initiative

WATSONVILLE — After experiencing seven traffic fatalities over the past few years in the city, Watsonville has a new vision: to eliminate all fatalities and severe injuries on city streets by 2030.

The Watsonville City Council on Tuesday adopted Vision Zero, an initiative first implemented in Sweden in the 1990s that acknowledges that traffic fatalities are preventable while coming up with solutions to achieve a zero death goal. San Jose, San Francisco, Los Angeles and other cities have also adopted Vision Zero, and Watsonville is the first in Santa Cruz County to do so.
Watsonville Principal Engineer Murray Fontes said more than 40,000 people are killed on American streets annually.

“We’ve become desensitized because of their frequency,” he said. “Traffic deaths should not be considered an inevitable side effect of modern life.”

By adopting the initiative, representatives of various city departments, public agencies and community members will now develop a plan and bring it to the council within a year. The plan, which will gather data on traffic issues, will also include what is called the “six E’s”: encouragement, education, enforcement, evaluation, engineering and equity.

According to a report by the Community Traffic Safety Coalition, using data compiled from the California Office of Traffic Safety, Watsonville ranks the worst out of 105 cities in the state of similar size for injuries and fatalities among pedestrians under the age of 15.

About 30 percent of all fatal and injury crashes occur on the same 2.3 miles of city streets, mostly centered around Main Street, Airport Boulevard, East Lake Avenue and Riverside Drive.

Watsonville is already undergoing projects that complement Vision Zero, according to Fontes, thanks to a $2.3 million grant it recently received from the Santa Cruz County Regional Transportation Commission. Later this year, a section of Airport Boulevard from Westgate Drive to Hangar Way will receive new sidewalks as well as flashing beacons at pedestrian crosswalks.

Green bike lanes will also be installed at various locations within the city.

Councilman Oscar Rios said education is a key component of the plan. Many people in the city wear dark clothing while walking at night, he noted, which makes them difficult to see for drivers.

“If I wear all dark clothes while crossing the street, I’m taking a chance, compared to if I wear a bright shirt,” Rios said.

Councilwoman Nancy Bilicich also emphasized the need for traffic and pedestrian safety education.

“Just because you are in the crosswalk, doesn’t mean you are safe,” she said.

Theresa Rogerson of the Community Traffic Safety Coalition said the plan is to gather more data that includes stories about how people have been affected by traffic collisions.
“The people we lose in these traffic collisions are our brothers and sisters, our grandparents, our children, our coworkers,” she said.

The plan to be presented in a year will include ways to increase traffic safety through infrastructure improvements for all road users.
We are out in the community again today. Come say hi! Watsonville Earth Day, 12-4pm, Civic Center Plaza.