Safe, Healthy, Equitable Mobility for All

ITAC APRIL 20, 2023
ARNOLD SHIR
THERESIA ROGERSON
Best Practice Approaches:

- Vision Zero & Safe Systems Approach
- Equity & Outreach
- Data Driven & Evaluation
Safe Systems Approach

A cultural and systems-level shift to viewing our road safety system

SSA Principles:
- Death and Serious Injuries are Unacceptable
- Humans Make Mistakes.
- Humans Are Vulnerable
- Responsibility is Shared
- Safety is Proactive
- Redundancy is Crucial
Importance of a Standalone Vision Zero Action Plan

- More than a planning document
- Aims to create a culture shift
- Involves the community and partners outside transportation
- Creates internal jurisdiction efficiency/collaboration
- Opens opportunities for funding
- Utilizes proven countermeasures
Successful Examples from Local VZ Cities:

**Watsonville**
Engagement from multiple internal and external partners

**Fremont**
ADA input for Protected Intersections

**San Francisco**
Transparent protocols after fatal crashes
Vision Zero Jurisdictions

- The County and City of Scotts Valley passed VZ resolutions in August 2022
- County CDI received federal SS4A funding, along with City of Scotts Valley, to develop new VZ Action Plans
- City of Watsonville is also included in this SS4A grant to update their VZ Action Plan
- City of Santa Cruz will create a task force and has an opportunity to apply for the second round of SS4A funding to develop a VZ Action Plan
- City of Capitola and UCSC are interested in adopting VZ resolutions
VZ Impact on Health

- The Health Services Agency provides a public health and equity perspective for the VZ work conducted throughout the county.
- Motor vehicle collisions had a rate of 8.3 deaths per 100,000 population in Santa Cruz County.
- Compared to heroin overdose 4.5, homicide 4.2, and firearms 5.8.
- Encourage the use of active transportation to improve healthy behaviors and mitigate health disparities.
Non-infrastructure programs strengthen applications and outcomes

- **State Office of Traffic Safety Grants**
  - General Grants
  - Grants Made Easy (GME)

- **CalWalks & UC Berkeley SafeTREC**
  - Comunidades Activas y Seguras
  - Community Pedestrian & Bicycle Safety Training (CPBST)

- **AARP Community Challenge**
  - Flagship grant
  - Capacity Building Microgrant
  - Demonstration Grant

- **Federal Safe Streets & Roads for All (SS4A)**
  - Action Plan Development/Update
  - Implementation Funding
Data Sources for Quality of Life and Health Indicators:

- DataShare Santa Cruz County
- CA Dept of Education (FRPM)
- CA Breathing County Asthma Data Tool
- Transportation Injury Mapping System (TIMS)
- NHTSA FARS Data Visualization
- Obesity/Diabetes Related Data
- Bike Friendly Community Award
- Walk Friendly Community Award
County Public Health
Safe & Active Transportation (SAT) Programs

COMMUNITY TRAFFIC SAFETY COALITION (CTSC) – VISION ZERO

- Bike Helmet fitting and distribution of helmets, lights, reflective safety gear
- Ride n’ Stride bilingual elementary school bike/pedestrian education
- Community education and outreach, including walk audits and bike rides
- Bike Traffic School diversion program (fee for those cited, public welcome to attend at no charge)
- Child Passenger Safety program, including car seat distribution, checkup events, trainings/classes
- Partnering with Alcohol and Drug Program to reduce distracted and impaired driving
Bicycle and Pedestrian Safety

- Provide safety gear to community members to keep them safe when walking and biking
- Educate the community on best safety practices for walking and cycling
- Engage with community organizations to improve active transportation opportunities
Other Local SRTS and NI Programming Providers:

- Ecology Action
- Bike Santa Cruz County
- Community Bike Collective
- Bike Trip’s Bike Tech
- Local Bike Co-ops
Where are you on the Safe System Journey?

Traditional Approach

Prevent Crashes
Improve Human Behavior
Control Speeding
Individuals are Responsible
Efforts Based on Crash History

Safe Systems Approach

Prevent Death and Serious Injuries
Design for Human Mistakes/Limitations
Reduce System Kinetic Energy
Share Responsibility
Proactively Identify and Address Risks
Safe & Active Transportation Team

Theresia Rogerson
Senior Health Educator
Theresia.Rogerson@santacruzcounty.us

Arnold Shir
Health Educator
arnold.shir@santacruzcounty.us

Mary Mason
Program Coordinator (SUDS)
mary.mason@santacruzcounty.us

Daniel Mendoza
Health Program Specialist
daniel.mendoza@santacruzcounty.us

Claudia Espino
Health Program Specialist
claudia.espino@santacruzcounty.us
Questions?

Email: ctsc@santacruzcounty.us
Phone: 831-454-7551
Website: www.sctraffic safety.org
Facebook: www.facebook.com/sctraffic safety
Youtube: https://www.youtube.com/sctraffic safety
Links to Additional Resources:

- Federal Highway Administration's Proven Safety Countermeasures
  https://highways.dot.gov/safety/proven-safety-countermeasures
- THE SAFE SYSTEM (dot.gov)
- NSC Road to Zero Plan
- Doubling Down on What Works - National Safety Council (nsc.org)