



**Public Health**

ITAC APRIL 20, 2023

ARNOLD SHIR

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# Safe, Healthy, Equitable Mobility for All

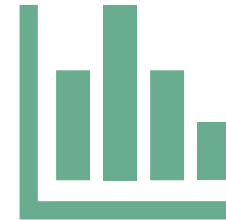
# Best Practice Approaches:



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





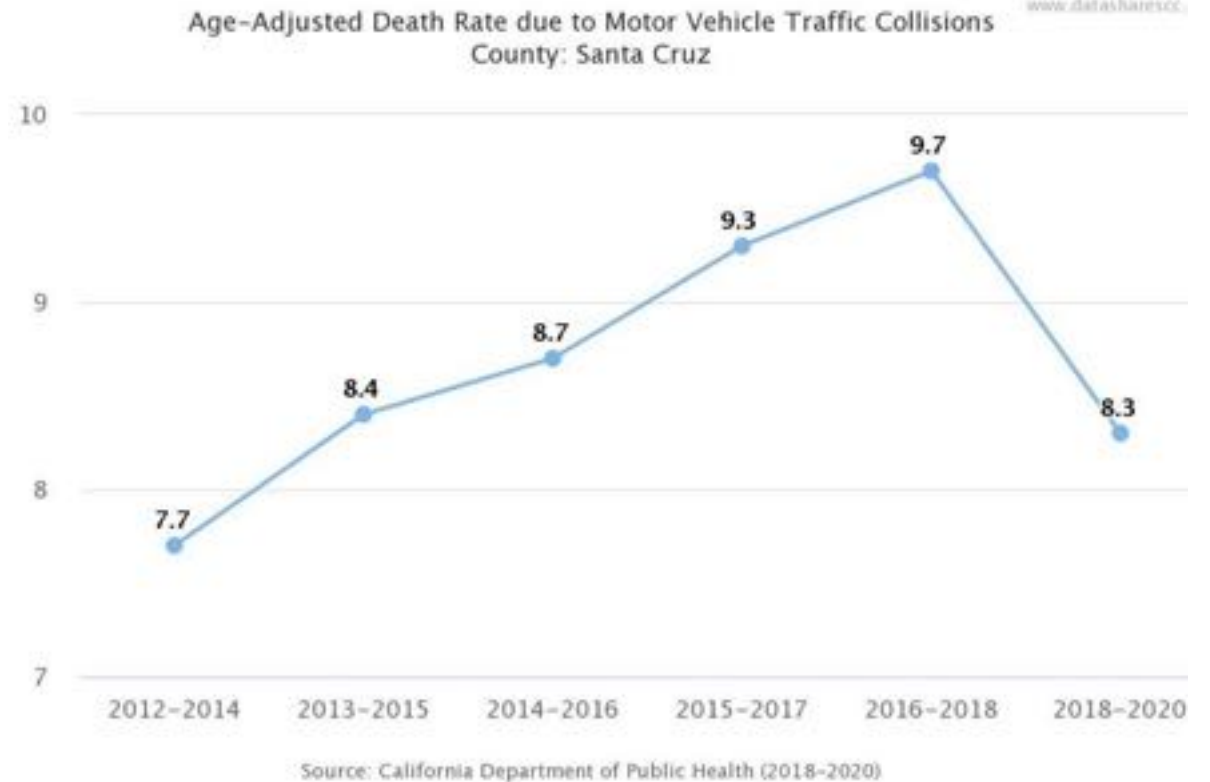
# Vision Zero Jurisdictions

- ▶ 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

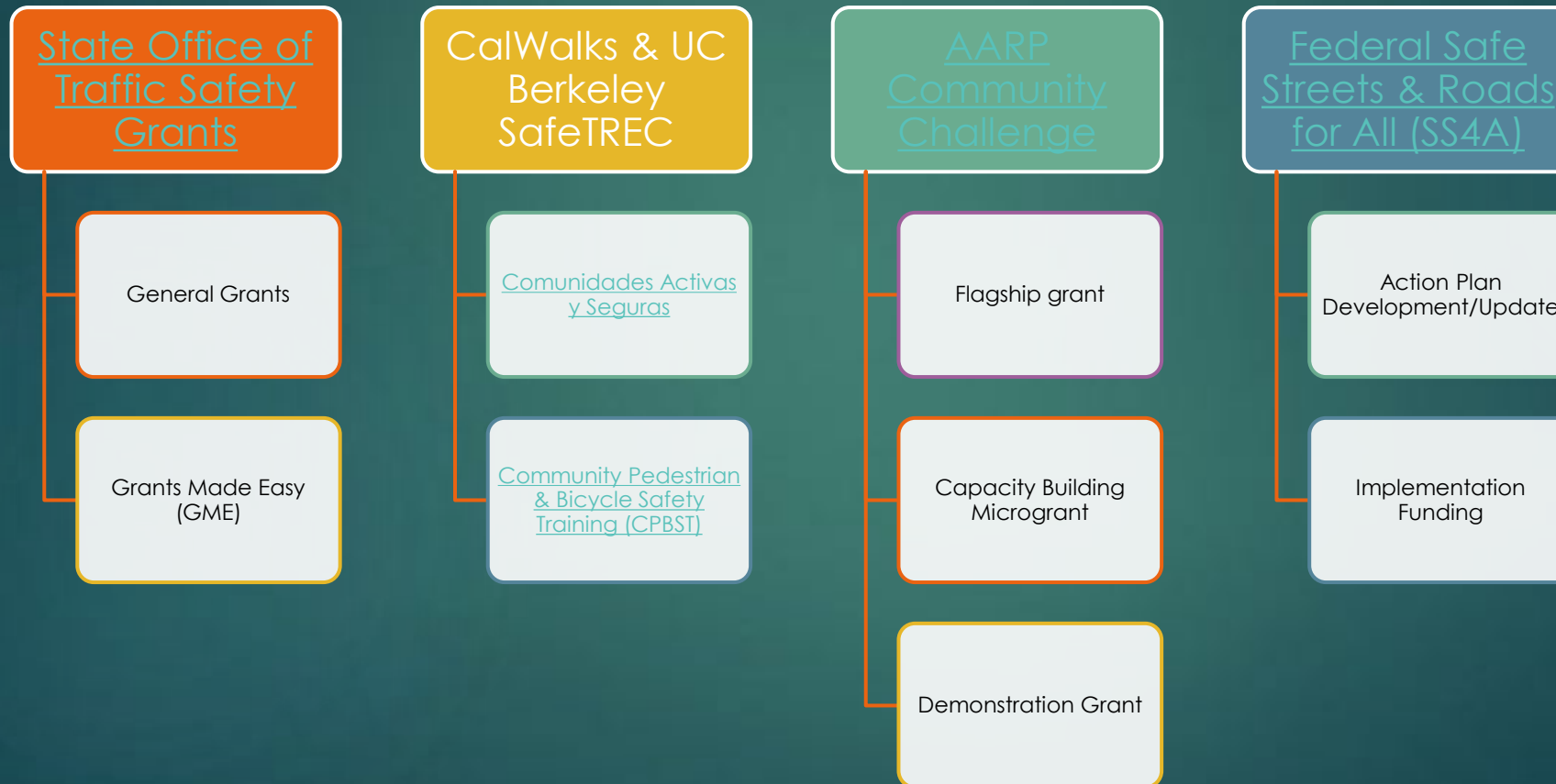


# VZ Impact on Health

- ▶ 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





# 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





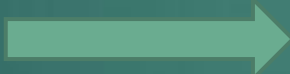
# Where are you on the Safe System Journey?

## Traditional Approach

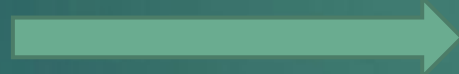
Prevent Crashes



Improve Human Behavior



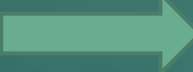
Control Speeding



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

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# Questions?

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- ▶ Facebook: [www.facebook.com/sctrafficsafety](https://www.facebook.com/sctrafficsafety)
- ▶ Youtube: <https://www.youtube.com/sctrafficsafety>

# 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 \(nsc.org\)](#)