

**BIANNUAL PROGRESS REPORT**  
**TRANSPORTATION DEVELOPMENT ACT FUNDS**

**SECOND BIANNUAL PERIOD**  
**January 1 – June 30, 2022**

**Project Title: Ride n' Stride Bicycle and Pedestrian Education Program**

**Agency:** Santa Cruz County Health Services Agency

**Project Contact:** Theresia Rogerson 831-454-4312

theresia.rogerson@santacruzcounty.us

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***Progress on FY 2021/22 Objectives and Activities during this biannual period:***

1. Conduct bicycle and pedestrian safety education sessions for at least 2,000 elementary school and pre-school students in Santa Cruz County school districts, including distribution of supplemental resources, such as activity packets/books.

In the six-month period from January through June 2022, Ride n' Stride (RnS) staff continued teaching some in-person, while still also offering virtual format, bicycle and pedestrian safety presentations for preschool and K-5<sup>th</sup> grade elementary school students. Staff also delivered the Walk Smart program jointly with Ecology Action targeting second grade students. During this second biannual period, students received a Ride n' Stride presentation combining both *bicycle and pedestrian* safety at **two** elementary schools reaching **94** students at Linscott and Gault schools. RnS staff also assisted in delivering a Walk Smart *pedestrian* safety presentation at **one** elementary school reaching **42** students at Live Oak school. A total of **3** elementary schools and **136** students were reached this biannual period. For FY 21-22, a total of **9** schools were served reaching **750** students with 30 classroom presentations. This is less than half the number of students the program reaches in a school year due to staffing shortage mentioned below.

2. Conduct at least 4 traffic safety presentations to parents and caregivers through schools, community agencies and neighborhood groups to promote safe bicycling and walking.

RnS staff conducted **two** virtual educational sessions this biannual period. One was for the Migrant Education Parent Action Committee on February 1<sup>st</sup> reaching **55** parents and caregivers using a Power Point presentation in Spanish to discuss bicycle safety and best practices when riding a bike. The other was a pedestrian safety presentation with Encompass Community Service's Head Start Program. Staff developed a bilingual pedestrian safety presentation for the group to provide guidance on best safety practices for pedestrians and presented virtually to the Head Start families on April 27<sup>th</sup> reaching **10** parents and caregivers. A total of **4** traffic safety presentations were conducted this year reaching **99** parents and caregivers.

3. Participate in at least 4 school or community events to provide traffic safety information and promote safe bicycling and walking.

RnS staff participated in the Nueva Vista Community Resource Center's series of Summer Fun Bike Rides (**two** rides), including a bicycle safety presentation as well as a demonstration on the correct way to wear a helmet, reaching **11** participants on June 16<sup>th</sup> and **11** participants on June 30<sup>th</sup>. Throughout the program year, the RnS team participated in a total of 6 community events reaching **280** community members.

4. Work with the Community Traffic Safety Coalition (CTSC) and community partners to coordinate distribution and proper fitting of at least 200 bike helmets to students and other community members.

On March 11<sup>th</sup>, RnS staff participated in the Save Souls Skate Bowls event at the Watsonville Youth Center, properly fitting and distributing helmets to **13** youth who received free custom skateboards. On April 13<sup>th</sup>, RnS staff prepared and distributed **15** helmets to a trained volunteer with the Harm Reduction coalition for unhoused populations throughout Santa Cruz County and distributed and properly fit **11** helmets for the first Nueva Vista Community Summer Fun ride and **9** helmets for the second ride. Over this biannual period, RnS staff also distributed a total of **88** helmets to the Bike Church Helmet Fit Site in Santa Cruz and **25** helmets to Ecology Action for university students as part of their bike program at UCSC. A total of **161** helmets were distributed this biannual period for a total of 347 over the program year.

5. Further develop, revise or procure multi-grade level bilingual curriculum in both online and virtual formats, student and teacher resources, and/or child-to-adult interventions for classroom presentations.

Through the Schools Virtual & In-Person Implementation Collaboration group within Public Health and collaborative discussions with Ecology Action program staff, RnS staff began developing ideas about refining the curriculum used, creating a guideline for presenters, and transitioning the evaluations to an online format. Once staffing is stable, work will begin on these ideas.

6. Participate in the fall and spring Bike/Walk to School/Work events, bike rodeos, walking field trips, and other bike/pedestrian safety activities, as staff time permits.

RnS staff developed social media posts to share on the Community Traffic Safety Coalition Facebook page for National Bicycle Safety Month throughout May. A total of **11** posts were developed and to date, the posts have reached **2,197** individuals, including 2 comments, 9 shares, 43 link clicks, and 22 likes and reactions. On May 19<sup>th</sup> RnS staff participated in Bike/Walk to School Day events at Live Oak and Del Mar Elementary Schools. Staff were able to reach 121 children at Live Oak and **60** children at Del Mar. On May 20<sup>th</sup> RnS staff assisted at a Bike/Walk to School Day event with Gault Elementary School reaching **71** children.

7. Participate in traffic safety meetings, such as CTSC, South County Bike/Pedestrian Work Group, Vision Zero, and planning grant meetings as staffing capacity and other program priorities allow.

RnS staff attended Community Traffic Safety Coalition (CTSC) meetings in February, April, and June. CTSC meeting agenda items included final review of the CTSC 2022-2024 Vision Zero Work Plan and providing an opportunity for community members to share news, voice their concerns on traffic safety issues, including roundabouts and bike share, and discuss recent traffic crashes. Ride n' Stride staff also attended Watsonville Vision Zero Task Force (WVZTF) meetings in January, March, and May covering progress on Vision Zero Action Plan priority projects, creating a draft Action Plan addendum, discussions about bicycle licensing and bikes on sidewalks, and member and guest announcements.

8. Develop online teacher program evaluations, continue conducting pre/post-testing of students online or in-person and continue reporting bike and pedestrian observational survey results among children and youth.

The RnS program has continued to focus on education and outreach to reach as many schools and community members as possible throughout this reporting period. Methods of evaluation administered virtually have not yet been implemented but will be developed further in the next biannual period. RnS staff did not participate in data collection this biannual period. With extra help staff, there has been an opportunity to review methods of teaching, curriculum, and evaluation methods.

**Plans for work to be done next TDA biannual period:**

The primary RnS staff person continued an extended leave so the program was short staffed throughout this biannual period. An extra help staff was brought on board part time to fill in for some duties until the permanent staff returns. Once staffing is more stable, the program will focus more time on the development of promotion and evaluation components as mentioned above, as well as conducting more classroom presentations.

*Please find the July 20, 2022 invoice and supporting documentation for TDA funds for the biannual period January - June 2022 attached.*

**BIANNUAL PROGRESS REPORT  
TRANSPORTATION DEVELOPMENT ACT FUNDS**

**FY 21-22 First BIENNIAL PERIOD  
Jan 1, 2022 – June 30, 2022**

**Project Title: Community Traffic Safety Coalition**  
**Agency: Santa Cruz County Health Services Agency**  
**Project Contact: Arnold Shir 831-454-5277 [arnold.shir@santacruzcounty.us](mailto:arnold.shir@santacruzcounty.us)**

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**Vision Zero Work Plan Activities Progress**

1) City of Watsonville

Continue assisting in Vision Zero Action Plan implementation.

- CTSC staff continued to assist with meeting minutes for the bi-monthly Watsonville Vision Zero Task Force (WVZTF) meetings. The team assisted with recording and finalizing minutes for the January 2022, March 2022, and May 2022 meetings.
- CTSC staff reviewed the WVZTF's 2022 Vision Zero Action Plan priority projects and provided feedback. This included review and incorporation of the recommendations made by the League of American Bicyclists from the City of Watsonville's recent Bronze-level Bike Friendly Community award process.
- CTSC staff presented the CTSC 2022-2024 Vision Zero Work Plan to the task force for review of the Watsonville-specific section. Comments from members were incorporated into the draft work plan.
- In March 2022, CTSC staff and WVZTF leadership joined a Vision Zero Peer Exchange for small and mid-sized cities in Northern California. Staff members brought back lessons learned and tips to the task force after attending the Peer Exchange sessions.
- CTSC staff shared new funding opportunities that could help fund Vision Zero activities with the WVZTF throughout this reporting period. Specific opportunities included the new Safe Streets and Roads for All (SS4A) grant opportunity through the Federal Highway Administration.
- CTSC staff helped create the Walk Friendly Community Application sub-committee that met from January to May 2022 to review application materials. The sub-committee determined that the WVZTF would be best suited to apply for the December 2022 deadline based on current availability of sub-committee members.
- CTSC staff worked with City of Watsonville staff members to begin planning for the World Day of Remembrance for Road Traffic Victims walk in November 2022.

## 2) City of Santa Cruz

Assist in community engagement, data collection, and developing a Santa Cruz Vision Zero Task Force and Action Plan.

- In February 2022, CTSC staff met with community advocates from the City of Santa Cruz to prepare for a meeting with the new City Manager of Santa Cruz, including preparing an agenda for the meeting and materials to be shared with the City Manager.
- In March 2022, CTSC staff and community members met with the City Manager, Matt Huffaker, to gain an understanding of where he prioritizes Vision Zero and to identify a city staff liaison in his office to develop a Vision Zero Task Force.
- CTSC staff shared media articles with City of Santa Cruz staff identifying safety improvements desired by the community, including the Santa Cruz Good Times article listed below.
- Throughout this reporting period, CTSC staff shared new funding opportunities that could help fund Vision Zero activities within the City of Santa Cruz, including the new federal SS4A grant program.
- CTSC staff attended the City of Santa Cruz Police Department's Charting the Future: Community Safety and SCPD Priorities event to understand the new Police Chief's priorities.
- In June 2022, CTSC staff and community members met with newly inducted Police Chief Bernie Escalante to discuss his priorities as the new chief, to gauge his understanding of Vision Zero, and to understand where Vision Zero fell on his priority list. The group requested that the Police Department be a part of the Santa Cruz Vision Zero Task Force as it is developed.
- CTSC staff and community members also held a meeting in June 2022 with the new Fire Chief Robert Oatey to discuss the same items as with the Police Chief above and ask that the fire department become a part of the Vision Zero Task Force once developed as well.

## 3) County of Santa Cruz, Capitola, Scotts Valley, UCSC

Advocate for Vision Zero policy adoption and implementation in each jurisdiction.

### County of Santa Cruz

- CTSC staff communicated with County Public Works staff about proposing adoption of a Vision Zero policy in the unincorporated area of the county.
- CTSC staff participated in a Vision Zero small and medium sized cities peer exchange for Northern California cities hosted by the Federal Highway Administration. CTSC staff shared the various challenges and successes that were experienced in Santa Cruz County, and learned from the other jurisdictions who attended the call. CTSC staff exchanged contact information with each of the attendees to continue supporting each other in improving traffic safety.

- In May 2022, CTSC staff met with the Director of the County of Santa Cruz's Community Development and Infrastructure (CDI) Department and their Senior Civil Engineer to propose a Vision Zero resolution to the Board of Supervisors as well as share information on new funding opportunities, including the new federal SS4A grant program.
- CTSC staff held two follow-up meetings in June 2022 with County CDI Department staff to begin required work to submit a federal SS4A grant application.

#### City of Capitola

- CTSC staff reached out to City of Capitola Public Works Department staff to involve them in planning meetings for the SS4A grant opportunity as a joint applicant with the County of Santa Cruz.

#### City of Scotts Valley

- CTSC staff contacted City of Scotts Valley Public Works staff to inquire about the process of applying for a stop sign within a neighborhood and were referred to the Traffic Safety Advisory Committee for further information.
- In February 2022, CTSC staff contacted Scotts Valley Traffic Sergeant Scott Garner to inquire about the City of Scotts Valley's Traffic Safety Advisory Committee. This call was held to gain further information on how to improve traffic safety with a community group concerned about traffic safety in their neighborhood.
- In April 2022, CTSC staff were contacted by a community member that attended the walk audit conducted in December 2021. They worked with the Traffic Sergeant and the Director of Public Works to conduct a formal MUTCD study that determined a 4-way stop sign was warranted Bluebonnet Road and Bean Creek Road. The project is expected to start in Fall 2022 or early 2023.

#### 4) Countywide

Develop and maintain countywide Vision Zero collaboration and implementation through Education, Engineering, Enforcement, Encouragement, Evaluation and Engagement with all efforts incorporating Equity.

#### Education

- CTSC staff researched various traffic safety resources from reputable sources such as the California Office of Traffic Safety and the National Highway Traffic Safety Administration to share with community members via the CTSC Facebook page throughout this reporting period.
- CTSC staff shared the City of Santa Cruz's Street Smarts videos as they became available via the CTSC Facebook page.

### Engineering

- CTSC staff actively participated in the planning process to develop the County's first Active Transportation Plan for the unincorporated areas of the county.

### Enforcement

- Local law enforcement agencies have been regularly invited to CTSC and WVZTF meetings to report traffic-related fatalities and injuries to the two groups.

### Encouragement

- In June 2022, CTSC staff attended the Seacliff Improvement Association's Meet and Greet to present information to the community about the CTSC activities, how to become involved in Vision Zero, and heard about traffic safety concerns within the area.

### Evaluation

- CTSC staff continue to track local traffic-related fatalities and severe injuries and discuss these incidents as part of each CTSC/WVZTF meeting.
- CTSC staff use Facebook to post messages that acknowledge losses to families of traffic violence victims.
- CTSC staff forward information on local crashes to the relevant law enforcement agency to get any follow-up information on the crash and victims when available.

### Engagement

- CTSC staff incorporated feedback from an interactive process with the coalition members at their December 2021 meeting into a draft CTSC FY 2022-2024 Vision Zero Work Plan. Members reviewed the draft during the February 2022 meeting. Comments and discussion from this session were noted and edits were incorporated as necessary. Specific projects and ideas that arose from the conversation were noted and documented for discussion at future meetings.
- The CTSC FY 2022-2024 Vision Zero Work Plan was submitted to the Regional Transportation Commission's Bicycle Advisory Committee in April 2022.

### **CTSC Media Coverage**

Santa Cruz Sentinel – 1/5/2022

#### **Watsonville task force analyzes bike safety report card**

[https://www.santacruzsentinel.com/2022/01/04/watsonville-task-force-analyzes-bike-safety-report-card/?utm\\_email=34F125F2845E045FA4AC3454A3&g2i\\_eui=euGqF1OXol8T%2bsB6CSFNfxs1CS5RVbimgHzhlu4Trp8%3d&g2i\\_source=newsletter&active=no&utm\\_source=litrak&utm\\_medium=email&utm\\_term=https%3a%2f%2fwww.santacruzsentinel.com%2f2022%2f01%2f04%2fwatsonville-task-force-analyzes-bike-safety-report-card%2f&utm\\_campaign=norcal-santa-cruz-morning-report&utm\\_content=curated](https://www.santacruzsentinel.com/2022/01/04/watsonville-task-force-analyzes-bike-safety-report-card/?utm_email=34F125F2845E045FA4AC3454A3&g2i_eui=euGqF1OXol8T%2bsB6CSFNfxs1CS5RVbimgHzhlu4Trp8%3d&g2i_source=newsletter&active=no&utm_source=litrak&utm_medium=email&utm_term=https%3a%2f%2fwww.santacruzsentinel.com%2f2022%2f01%2f04%2fwatsonville-task-force-analyzes-bike-safety-report-card%2f&utm_campaign=norcal-santa-cruz-morning-report&utm_content=curated)

This article by the Santa Cruz Sentinel covered the Watsonville Vision Zero Task Force meeting that reviewed feedback from the League of American Bicyclists' Bicycle Friendly Community Award. The article looked at areas of success and improvements for the City of Watsonville in regard to bicycle safety.

Santa Cruz Good Times – 4/6/22

**Fatal Cayuga Street Crash Reignites Push for Traffic Reform**

<https://www.goodtimes.sc/fatal-cayuga-street-crash-reignites-push-for-traffic-reform/>

This article shared in the Santa Cruz Good Times looked at the push for street safety improvements by community members in response to a fatal crash in the City of Santa Cruz. The article reviewed historical efforts to make street safety improvements in the local area and the game plan moving forward.

Monteville Mirror (Monteville local newsletter) – May 2022

**Update on Intersection of Bluebonnet Road and Bean Creek Road (page 3)**

<https://drive.google.com/file/d/1EjPsZ0PLQ-WuofGyJ7Gb3aRUCID3uBBf/view?usp=sharing>

The article provided an update on the intersection of Bluebonnet Road and Bean Creek Road in the City of Scotts Valley. CTSC staff conducted a walk audit with community members in this neighborhood and connected them to Scotts Valley Public Works staff. They worked with the staff and Traffic Sergeant to conduct an MUTCD review that led to a planned 4-way stop.

**CTSC Letters of Support**

- 1) January 24, 2022 – Letter to Santa Cruz County Regional Transportation Commission to support the Rail Trail Volunteer Maintenance program, Clean California Local Grant Program application.
- 2) May 11, 2022 – Letter to the State of California's Department of Transportation to support the Active Transportation Program Cycle 6 grant application for the Safe Routes for Watsonville School Families and Community non-infrastructure application.
- 3) May 11, 2022 – Letter to the State of California's Department of Transportation to support the Active Transportation Program Cycle 6 grant application for the Santa Cruz Rail Trail Segment 8 and 9 Construction project.
- 4) May 17, 2022 – Letter to the State of California's Department of Transportation to support the Active Transportation Program Cycle 6 grant application for the Safe Routes to Downtown Watsonville project.
- 5) June 8, 2022 – Two letters were submitted to the National Highway Traffic Safety Administration with public comments on the New Car Assessment Program. The letters addressed improvements that could be made to further improve safety of all road users, rather than just those within the vehicles. The first letter utilized a general template from the Families for Safe Streets Coalition and the second letter included a more tailored County of Santa Cruz perspective.



## **Webinars Attended**

### **February 4<sup>th</sup>, 2022 – What’s Next for Zero Traffic Deaths Campaign?**

Hosted by the National Safety Council to discuss the National Roadway Safety Strategy

### **March 17<sup>th</sup>, 2022 – Road to Zero Annual Meeting**

Hosted by the Road to Zero Coalition to review 2021 accomplishments and share plans to combat traffic fatalities moving forward into 2022.

### **May 2<sup>nd</sup>, 2022 – Getting Ready for the Safe Streets and Roads for All (SS4A) Program**

Hosted by the Road to Zero Coalition to review 2021 accomplishments and share plans to combat traffic fatalities moving forward into 2022.

## **Ongoing CTSC Programs**

**Bicycle Traffic School (BTS)** – BTS two-hour classes are now offered quarterly and are taught by CTSC staff’s League Cycling Instructor (LCI), which is a certification from the League of American Bicyclists (LAB). These classes are now taught virtually while COVID-19 mitigation limits in-person group gatherings. CTSC staff provides information about this diversion program to local law enforcement agencies regularly. In addition, the class is offered free to the public for those who want to feel safer and more confident riding on busy local streets.

**Traffic Calming Programs** - In an effort to slow traffic on residential streets, CTSC offers both a Trash Can Sticker and PACE Car stickers for community members to use when speeding is an issue in their neighborhood. The Trash Can Sticker says ‘Please Drive Slowly’ and was developed by CTSC members to be placed on curbside waste collection bins. This traffic calming program is currently operating in the City of Santa Cruz only. The PACE Car program also aims to reduce speeding in neighborhoods and has been ongoing for many years. Pace car community members sign a pledge to drive within the speed limit, stop for pedestrians, drive courteously, and display a Pace Car Sticker on their vehicles. Pace car drivers act as “mobile speed bumps,” slowing any speeding drivers behind them. The more Pace car drivers in a neighborhood, the more effectively the program works to slow traffic. Anyone interested in requesting these stickers may go to the Order/Comment Form of the CTSC website at [www.sctrafficsafety.org](http://www.sctrafficsafety.org)

**CTSC Website, Facebook Page and YouTube Channel** – CTSC maintains an active social media presence through its website, Facebook page, and YouTube channel. The Facebook page at [www.facebook.com/sctrafficsafety](http://www.facebook.com/sctrafficsafety) is used to share timely traffic safety related news and events, promote safe traffic behaviors, and air targeted PSAs. The YouTube channel at [www.youtube.com/sctrafficsafety](http://www.youtube.com/sctrafficsafety) includes video playlists for bike safety, distracted driving, and child passenger safety resources.

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