SANTA CLARA COUNTY/CITIES
TRAFFIC SAFE COMMUNITIES PROJECT

SUBMITTED TO:

Arthur Anderson, Director
Office of Traffic Safety
7000 Franklin Boulevard, Suite 140
Sacramento, CA 95823-1820

SUBMITTED BY:

Santa Clara Valley Health & Hospital System
Public Health Department

Guadalupe S. Olivas, Ph.D., Director, Public Health
Martin Fenstersheib, MD, MPH, Health Officer, Public Health

February 14, 1997

Table of Contents

	Title	Page
I.	Background	1
II.	Project Purpose and Goals	2
III.	Project Objectives For Development/Implementation	3
IV.	Program Implementation Objectives	4
V.	Proposed Solution	4
VI.	Time Table	7
VII.	Budget	8
VIII.	Budget Justification	9
IX.	Attachments	10

BOARD OF SUPERVISORS
COUNTY OF SANTA CLARA
COUNTY GOVERNMENT CENTER, EAST WING
70 WEST HEDDING STREET, SAN JOSE, CALIFORNIA 95110
TEL: (408) 299-3924 • FAX: (408) 299-2038

JAMES T. BEALL, JR.
CHAIRPERSON
SUPERVISOR FOURTH DISTRICT

February 10, 1997

Arthur Anderson, Director
Office of Traffic Safety
7000 Franklin Boulevard; Suite 140
Sacramento, CA 95823-1820

Dear Mr. Anderson,

Santa Clara County is fully supportive of the grant proposal being submitted by the Santa Clara Public Health Department on behalf of our community, " Santa Clara County/Cities Traffic Safe Community Project." I have agreed to serve as Co-Chair of this project's Steering Committee, and am looking forward to this role.

This project is consistent with priorities I have set forth in my recent "State of the County Address:" Traffic, Prevention, Partnerships, and Action Planning for the Injury/Violence problem in our community. I firmly believe that Traffic Safety in the county cannot be achieved unless there is a focus on prevention, and the many segments in county and cities' government structures work in partnership to develop some collaborative action plans to undertake together.

As Chair of the Board of Supervisors, I will work to engage the participation of key county government agencies; and will actively pursue the participation of the Cities in our county. This multi-agency, multi-disciplinary and multi-jurisdictional approach will be key to our success.

Grant support from the Office of Traffic Safety, National Highway Traffic Services Administration will assist us to take the next first steps as we focus on becoming a TRAFFIC SAFE COMMUNITY.

We look forward to entering into a partnership with the Office of Traffic Safety, and in our mutual efforts in addressing this significant public health problem. Thank You.

Sincerely,

James T. Beall, JR., Chair
Santa Clara County Board of Supervisors

Dedicated to the Health
of the Whole Community

SANTA CLARA
VALLEY
HEALTH & HOSPITAL SYSTEM

PUBLIC HEALTH
DEPARTMENT

Administration
2220 Moorpark Avenue
San Jose, California 95128
Tel. (408) 885-4202
Fax. (408) 885-4248

February 14, 1997

Arthur Anderson, Director
Office of Traffic Safety
7000 Franklin Boulevard, Suite 440
Sacramento, CA 95823-1820

Dear Mr. Anderson:

We are pleased to submit the enclosed memorandum proposal, "Santa Clara County/Cities Traffic Safe Community Project," in which we are requesting funding to implement NHTSA's Safe Community Model on a County-wide basis. Our interest in pursuing this grant funding is three-fold. First, funding would assist us to move forward in taking additional steps in addressing traffic safety in our County through a combined focus on prevention and a "Best Practices" perspective. Second, the model's emphasis on partnership and community involvement is consistent with our increased interest and commitment to this approach in addressing complex public health problems. Third, the model's use of assessment as a foundation for action is consistent with the public health approach to understanding the problem and exploring opportunities for action, and for evaluating progress periodically.

Whereas funding for this project will assist us, we firmly believe that the proposed project would also be quite beneficial to NHTSA and OTS as you both further evolve and promote the model. Accordingly, this proposal affords NHTSA and OTS with the opportunity to partner with us, and to mutually benefit from our experiences.

We thank you for the opportunity to submit this grant later than the due date per Mr. Crancer's communication with us. This additional time gave us the chance to meet with our partners, and to further refine our ideas together. The letters of support which are included in the grant are indicative of the broad level of interest and support for this project.

Because of our overall interest in collaborative work in traffic safety, we are also hopeful that this particular grant proposal does not jeopardize OTS funding allocation to individual cities or other County agencies that may have already submitted specific funding requests. Our intent with this grant is to facilitate coordination and to maximize efforts in a collaborative way.

Sincerely,

Guadalupe S. Olivas, Ph.D.
Director, Public Health Department
Project Director, Santa Clara County/Cities
Traffic Safe Community Project

Martin Fenstersheib, MD, MPH
Health Officer, Public Health Department
Co-Chair, Santa Clara County/Cities
Traffic Safe Community Project
Steering Committee

cc: Al Crancer, Regional Program Manager, NHTSA
Ray Biancalana, Deputy Director, California Office of Traffic Safety

SANTA CLARA COUNTY/CITIES
TRAFFIC SAFE COMMUNITY PROJECT
PROPOSAL

I. BACKGROUND

Key leaders in Santa Clara County have recognized that public health problems need to be addressed systematically and comprehensively through structures and processes which promote public and private sector partnership development and a purposeful focus on prevention. One of the critical public health problems which is currently being targeted is the spectrum of violence and injury, both intentional and unintentional; intentional injury refers to incidents in which there is intent to cause harm or injure or kill, as in assault, violent acts and homicides and suicides; unintentional refers to those injuries which result from a wide variety of "accidents" or unintended activity or event, as in falls, drownings or major vehicle crashes.

To bring attention to the spectrum and extent of the injury problem among children and youth in Santa Clara County, a Child Injury Prevention Conference was planned and convened through the partnership efforts of the Child Injury Prevention Network. Multiple sponsors included the Network, the Santa Clara Board of Supervisors and Chair James Beall, the Public Health Department's Maternal Child and Adolescent Health Division, Emergency Medical Services, the Violence Prevention Program, and many others delineated in Attachment 1. On January 9, 1997, 250 people from a wide variety of disciplines, sectors, and levels of government explored the extent of the injury problem among children and youth, learned about efforts which are underway in this and other communities, and began to identify the additional action that is needed to address this problem in the community through comprehensive prevention strategies and collaborative community partnerships.

This grant proposal represents another step forward by focusing on a select but critical aspect of the injury spectrum: motor vehicle related injuries. Motor vehicle injuries are the leading cause of all injury deaths and the leading cause of death for each age group from age 5 through 27 years; the vast majority of these are predictable and preventable. We believe that focusing on this particular cause of injury is a critical first step as traffic congestion in Santa Clara County worsens in a high-density population of 1.5 million, living and traveling to and from 15 cities in a land space encompassing 1,400 square miles.

The following statistics illustrate the magnitude of the problem and its many impacts on Santa Clara County and its cities:

- Six in ten injury deaths are due to unintentional injuries; motor vehicle crashes are the leading cause of injury, followed by homicides/assaults and self inflicted injuries. Refer to Attachment 2 (a).

- In 1995, there were 113 fatalities and 14,140 motor vehicle related injuries; 80 of these fatalities occurred in city roadways (44 in San Jose; 10 in Sunnyvale); while 33 fatalities occurred on unincorporated roadways.

- 13,133 of the injuries occurred in city roadways; while the other 1,007 injuries occurred in unincorporated roadways. Among the cities, San Jose experienced 7,796 injuries, followed by 861 in Sunnyvale; 857 in Santa Clara; 636 in Milpitas; 635 in Mountain View; 608 in Palo Alto; 448 in Cupertino and Campbell; 263 in Los Gatos; 198 in Gilroy; 178 in Los Altos; 159 in Morgan Hill; 153 in Saratoga; and 4 in Monte Sereno. See Attachment 2 (b) & 2 (c).

- Of the motor vehicle fatalities, the highest percentage (39%) are the driver, followed by the passenger (30%), then the pedestrian (27%). Of the motor vehicle injuries (non fatalities), the highest percentage (60%) are the driver injuries, followed by the passenger (30%) and the bicyclist (6%).

- Motor vehicle crashes are the most frequent (59%) cause of unintentional injury deaths for children from 0 to 21 years. In the three trauma centers in Santa Clara County, 71% of the children's admissions are for injuries received in a motor vehicle crash.

- Of motor vehicle and bicycle crashes admitted to Trauma Centers, 32% were not using a restraint or helmet when the injury occurred. While nearly three fourths of all children own a bicycle, only 29% of them wear a helmet.

- In 1995, the fatalities and injuries occurring in Santa Clara County's cities had an estimated cost impact of $510.3 million, $261 million for San Jose. Refer to Attachment 2 (d) for the wide range of factors included in these cost estimates: medical, funeral, insurance, workplace, legal, etc.

II. PROJECT PURPOSE AND GOALS

Clearly, the statistics delineated above illustrate that Santa Clara County could be a much better Traffic Safe Community; but improvements for the County as a whole cannot occur unless the County and its cities work together, and with their communities develop a plan to reduce, prevent and control motor vehicle related injuries. Accordingly, the overall purpose for this proposed project is to implement an adaptation of the National Highway Traffic Safety Administration's (NHTSA) TRAFFIC SAFE COMMUNITIES MODEL on a county-wide basis. This county-wide implementation of the NHTSA model represents an opportunity to promote NHTSA's vision in a cluster of communities (at least 8 of the 15 cities in Santa Clara County). The project goal is to reduce, prevent and control motor vehicle fatalities and injuries by engaging in a broad network of partnerships guided by a data-base, comprehensive and systematic planning process in which the primary focus will be on prevention and the creation of an integrated and comprehensive injury control system in Santa Clara County.

Prevention is defined as an active process of creating conditions and fostering personal attributes and behavior that will promote safety. A "Traffic Safe Community" is one that promotes injury prevention activities at the local level to solve local level traffic problems.

NHTSA's Traffic Safe Communities Model encompasses the identification of "Best Practices" which include the following elements::

- Alcohol and Impaired Driving
- Occupant Protection
- Aggressive Driving
- Pedestrian and Bicycle Safety
- Motorcycle Safety
- Youth Safety
- Traffic Engineering
- Program Self Sufficiency

Administrative "Best Practices" elements in the NHTSA model include:

- Broad Community Partnership/Network
- Comprehensive Local Level Data
- Commitment and Leadership of Top Community Officials
- Traffic Safety Plan
- Traffic Safety Events Calendar

These program and administrative elements have a spectrum of prevention activities: policy and legislation; organizational practices; coalition/networks and community information/education. To be effective, the program elements need to include these prevention activities. The intent of the model elements within the context of these prevention activities is twofold. First, communities can assess how their practices in Traffic Safety compare to the "Best Practices". Second, this comparison can be used to determine the "gaps" in "Best Practice" elements and/or along the spectrum of prevention activities.

III. PROJECT OBJECTIVES FOR DEVELOPMENT/IMPLEMENTATION

The project will be carried out in two phases:

Phase 1 (Year 1): Assessment & Action Planning Process

- Comprehensive and systematic action planning process based on data and information on the extent of the problem and a "Best Practices" Profile.

- Development of a Broad Network of Partnerships

    - Across County-Cities Boundaries
    - Public and Private Sectors
    - Multi disciplinary

The outcomes of the first year are: comprehensive assessment; "Best Practices" profile; and an Action Plan.

Phase 2 (Year 2): Plan Implementation

- Establishing Community Grants Program Based on Action Plan Priorities
- "Best Practices" Implementation
- Coordinate with Other Office of Traffic Safety Grants
- Promote Safe Community's Focus

The following project objectives "mirror" the NHTSA model and, therefore, purposefully aim to institute the model's administrative "Best Practices" elements:

1. Complete a comprehensive injury assessment of motor vehicle and other unintentional injuries in the Santa Clara County/Cities area.
2. Complete a Safe Community "Best Practices" assessment for each of the Santa Clara County cities in the project and the unincorporated county area.
3. Convene a County-wide Traffic Safe Community Network; establish ad hoc city task forces as needed.
4. Use assessment data to develop an Action Plan for promoting Traffic Safe Community objectives during the following year in Santa Clara County/Cities. This plan will include the California Plans and Year 2000 Health Objectives as a frame of reference.

IV. PROGRAM IMPLEMENTATION OBJECTIVES

1. Promote the implementation of at least four high priority "Best Practices" Objectives selected by the Safe Community Network through implementation activities.
2. Develop a community grants program in which the high priority "Best Practices" can be targeted by participating cities.
3. Promote the spread of the Best Practices activities through meetings and other communications, leading to the upgrading of model Safe Community programs in individual cities.
4. Coordinate with other OTS grants in Santa Clara County to maximize the impact and spread of the activity in Santa Clara County.
5. Promote interest of the project through a calendar of Traffic Safety Awareness activities and a bi-monthly newsletter to city and county participants and partners.
6. Administratively evaluate the project impact by establishing surveillance systems and reporting on the project activities on a quarterly basis.

V. PROPOSED SOLUTION

Given that the motor vehicle related injury problem is complex, the proposed approach to address the problem will be multi-faceted and will require the participation of a broad network of public and private sector partnerships at the county-wide level, and within cities in the project. This network will engage in a process of becoming aware of the full scope of the problem through the comprehensive injury assessment to be done for this project. In addition, the network will gain an understanding of the extent of the county's use of the NHTSA's "Best Practices" as well as the chance to identify other "Best Practices " in use.

SCHEDULE B
PAGE 1
DETAILED BUDGET ESTIMATE
PROJECT NO. SA9805

COST CATEGORY	FISCAL YEAR ESTIMATES				TOTAL COST TO PROJECT
A. PERSONNEL COSTS	FY-1 10-01-97 09-30-98	FY-2 10-01-98 9-30-99	FY-3	FY-4	
Positions and Salaries					
1.0 FTE Project Coordinator (Hlth Plan. Spec III)					
6 months @ $4014@100%	$24,086.00				$24,086.00
3 months @ $4135@100%	$12,404.00				$12,404.00
3 months @ $4135@100%		$12,404.00			$12,404.00
6 months @ $4342@100%		$26,052.00			$26,052.00
3 months @ $4472@100%		$13,416.00			$13,416.00
3 months @ $4472@100%			$13,416.00		$13,416.00
Employee Benefits @ 37%	$13,501.00	$19,193.00	$4,964.00		$37,658.00
1.0 FTE Project Assistant (Health Education Associate)					
6 months @ $3368 @ 50%	$10,105.00				$10,105.00
3 months @ $3469 @ 50%	$5,204.00				$5,204.00
3 months @ $3469 @ 50%		$5,204.00			$5,204.00
6 months @ $3469 @ 50%		$10,908.00			$10,908.00
3 months @ $3573 @50%		$5,617.00			$5,617.00
3 months @ $3573 @50%			$5,617.00		$5,617.00
Employee Benefits @ 39.5%	$6,047.00	$6,527.00	$2,219.00		$14,793.00
1.0 FTE Advanced Clerk Typist					
6 months @ $2364 @ 50%	$7,092.00				$7,092.00
3 months @ $2435 @ 50%	$3,653.00				$3,653.00
3 months @ $2435 @ 50%		$3,653.00			$3,653.00
6 months @ $2475 @ 50%		$11,489.00			$11,489.00
3 months @ $2548 @ 50%		$3,942.00			$3,942.00
3 months @ $2548 @ 50%			$3,942.00		$3,942.00
Employee Benefits @ 46.1%	$4,953.00	$8,798.00	$1,817.00		$15,569.00
Employee Benefits - see above					
Category Sub-Total	**$87,045.00**	**$127,203.00**	**$31,975.00**	**$0.00**	**$243,141.00**
B. TRAVEL EXPENSE					

SCHEDULE B
PAGE 2
DETAILED BUDGET ESTIMATE
PROJECT NO. SA9805

In-State	$2,500.00	$2,500.00			$5,000.00
Out-of-State	$1,000.00	$1,000.00			$2,000.00
Category Sub-Total	**$3,500.00**	**$3,500.00**	**$0.00**	**$0.00**	**$7,000.00**
C. CONTRACTUAL SERVICES					
Consultants/Data Analysis	$11,000.00	$10,000.00			$21,000.00
Community Grants		$180,000.00			$180,000.00
Category Sub-Total	**$11,000.00**	**$190,000.00**	**$0.00**	**$0.00**	**$201,000.00**
Category Sub-Total	**$0.00**	**$0.00**	**$0.00**	**$0.00**	**$0.00**
E. OTHER DIRECT COSTS					
Materials	$2,117.00	$1,000.00			$3,117.00
~~ting~~	$2,000.00	$1,000.00			$3,000.00
Postage	$1,000.00	$1,000.00			$2,000.00
Phone	$1,000.00	$1,000.00			$2,000.00
Office Expense	$2,378.00	$1,500.00			$3,878.00
Meeting Expense	$1,250.00	$1,031.00			$2,281.00
Computers and Printers	$7,500.00	$2,000.00			$9,500.00
Category Sub-Total	**$17,245.00**	**$8,531.00**	**$0.00**	**$0.00**	**$25,776.00**
F. INDIRECT COSTS					
N/A					$0.00
Category Sub-Total	**$0.00**	**$0.00**	**$0.00**	**$0.00**	**$0.00**
PROJECT TOTAL	**$118,790.00**	**$329,234.00**	**$31,975.00**	**$0.00**	**$480,000.00**

VII. BUDGET

SANTA CLARA COUNTY/CITIES
TRAFFIC SAFE COMMUNITY PROJECT
BUDGET

	YEAR 1	YEAR 2	TOTAL
PERSONNEL			
Project Directors/Co–Chairs/Staff Support @ 5 – 10% In–Kind *	~~$19,265~~	~~$19,265~~	~~$38,530~~
Project Coordinator (B01) With Plan Sp.	$46,769	$50,593	$97,362
Project Assistant (J27)	$39,241	$42,362	$81,603
Clerical Support (D36)	$27,543	$29,747	$57,290
Benefits @ 40%	$45,421	$49,081	$94,502
TRAVEL (includes mileage)			
In–State	$2,500	$2,500	$5,000
Out of State	$1,000	$1,000	$2,000
CONTRACTS			
Data Analysis/Collection/Assessment/Consultants	$50,000	$50,000	$100,000
Community Grants	None	$200,000	$200,000
OTHER DIRECT			
Materials	$10,000	$10,000	$20,000
Printing	$10,000	$4,000	$14,000
Computer and Printer (3)	$7,500	$1,000	$8,500
Postage	$3,000	$3,000	$6,000
Phone	$2,000	$2,000	$4,000
Office Expense	$15,000	$10,000	$25,000
Meeting Expense	$5,000	$5,000	$10,000
SUBTOTAL	$284,239	$479,548	$763,787
INDIRECT COSTS @ 10%	$28,424	$47,955	$76,379
TOTAL COSTS	$312,663	$527,503	$840,165
TOTAL REQUESTED FROM OTS	$291,471	$506,311	$797,783

480,000

264,000
53,000

Salaries for Year 1 are Step 3 (Basic Salary Plan 12/16/96). Salaries for Year 2 are Step 4 plus 3%.

In–Kind Support:
* Dr. Olivas, Project Director
Dr. Fenstersheib, Co–Chair, Traffic Safe Community Network
James Beall, BOS Chair, Co–Chair, Traffic Safe Community Network
Jennifer Simmons, BOS Chair Aide

2/13/97

VIII. BUDGET JUSTIFICATION

This budget includes in-kind support to be provided by Drs. Olivas (5%) and Fenstershieb (10%). It does not include the costing out of the Staff Support from Supervisor Beall's Office Aide, Jennifer Simmons, nor that of Steering Committee members. Each hour of time spent by each member in project related activity will accumulate into a large resource commitment from the wide range of partners.

This budget is estimated for implementation of a successful project with tight time lines and tasks. A full-time Project Coordinator is necessary to carry out the day-to-day operations of the proposed project. This will include the operational issues of setting up meetings, supporting the work of the broad network and its five committees and providing the bulk of "behind the scenes" preparation of all needed materials to carry out the ambitious time table that has been established. This work will include the development and implementation of the community grants program and working with the cities. Because of the complexity of the subject matter and the community planning and partnership development process, the level of staff which will be used is a Health Planning Specialist III. The Project Assistant will be a Health Educator; the focus of this work will be to identify social marketing strategy gaps, and to develop and implement appropriate strategies in partnership with the Outreach and Education Committee. Functions will also include the development and dissemination of the project newsletter and events calendar. Clerical Support Staff: Clerical Staff are critical support services for the efficient management of projects and the cost effective use of professional staff. Benefits are costed out at the Santa Clara County rate.

Travel

This line item anticipates travel for staff to participate in meetings at the State level, State and Out-of-state related meetings, and/or travel of staff to other locations to learn about other "Best Practices" sites, and/or to attend appropriate and related conferences.

Contracts

This line item is for consultant services for data collection and/or analysis services. The foundation of the Safe Communities Model is comprehensive assessment and Best Practices profile information upon which to take appropriate community action. In addition, to evaluate progress of any action taken, we will need on going data collection and analysis. The amount calculated is based on our experience at getting base line assessments by accessing available data and/or also conducting primary data collection and performing detailed analysis, and reporting of analysis in summary format with appropriate interpretation.

Community Mini-Grants

A Community Grants program will be established based on the "Best Practices" gaps and Action Plan. Whereas the parameters of such a program are yet to be developed, it is anticipated that this grants program will be modeled after the Tobacco Control Grants program. This will include obtaining advice and input from the Communities Grants Committee in developing a RFP, the amount of the grants, criteria for evaluation and awards.

Other Direct Costs

The line items delineated include our estimate of costs to carry out the project. The bulk of the costs are in computer equipment for the project staff; this equipment is necessary for them to carry out their functions effectively and efficiently. Materials include all aspects of office equipment and supplies to support project operations and the support of the projects committees and objectives, including newsletter development, calendar event development and distribution.

III. ATTACHMENTS

Attachment 1	January 9, 1997 Child Injury Prevention Conference Sponsors & Exhibitors
Attachment 2	Summary Statistics
	(a) Leading Causes of Injury Deaths & Hospitalized Injuries
	(b) Persons Killed & Injured by City, County & Road Classification
	(c) SC County & Cities Cost of Motor Vehicle Fatalities & Injuries, 1995 Summary Estimates
	(d) Santa Clara County & Cities Cost of Motor Vehicle Fatalities & Injuries, 1995 Detailed Estimates by City
Attachment 3	NHTSA Model Safe Communities Draft
Attachment 4	Traffic Safe Communities Network
Attachment 5	Summary of Safety Related Grants in Santa Clara County
Attachment 6	Letters of Support

ATTACHMENT 1

SPONSORS
January 9, 1997
SAFE KIDS...SAFE COMMUNITY
Child Injury & Violence Prevention Conference

AT&T
Safeway Stores
Santa Clara County Board of Supervisors
Santa Clara County Office of Education
Susan Ingemanson McNealy Foundation
Santa Clara Injury Prevention Network

EXHIBITORS

Emergency Medical Services for Children
California Highway Patrol
San Jose Fire Department
Safe Kids Coalition
Safe Moves, Inc.
Santa Clara Public Health, MACH. Division, Car Seat Program
Santa Clara County Poison Control
Santa Clara Childhood Lead Prevention Program
Sudden Infant Death Syndrome Program
VMC Pediatric rehabilitation Spinal & Head Injury Department
Family Education Foundation
Family Services Mid-Peninsula
Public Health Dept. Project HALT-VIOLENCE
Support Network for Battered Women
Center for Human Development
California State Child Drowning Prevention Coalition
California State Automobile Association AAA

Santa Clara County
Child Injury Prevention Network:

Supervisor Jim Beall, Santa Clara County
Mayor Susan Hammer, City of San Jose
Santa Clara Valley Health & Hospital System

Public Health Department:
- Administration
- Maternal, Child & Adolescent Health Division
- Adolescent Family Life Program
- Violence Prevention Program
- Child Abuse Program
- School Linked Services Program
- Emergency Medical Services

Valley Medical Center:
- Pediatric Department
- Traumatic Brain Injury and Spinal Injury Project

AT&T Community Relations
Berryessa Unified School District
California Highway Patrol
City of San Jose, Department of Streets & Traffic
City of San Jose, Mayor's Gang Task Force
Community Health Partnership of Santa Clara County
Eastside Union School District
Family Education Foundation
Gilroy Community Collaborative
Kids in Common: A Children & Families collaborative
Jim Mellama, MD, Pediatrics
Packard Children's Hospital
Safe Kids Coalition
Safe Moves Inc.
San Jose Fire Department
San Jose Police Department
San Jose Unified School District
Santa Clara County Department of Social Services
Sixth District PTA
Support Network for Battered Women
UJIMA Adult and Family Services

Leading Cause of Injury Deaths & Hospitalized Injuries Santa Clara County, CA 1991

Type of Injury	Injury Deaths	Hospitalized Nonfatal
Total Transport	145	1,639
Motor Veh Occ.	95	1,020
Motor Veh Ped	29	239
Motorcycle	11	251
Other Transport	10	129
Homicide/Assault	74	588
Suicide/Self Inflicted	157	714
Poisioning	41	632
Fall	28	3,182
Drowning	15	43
Fire	8	182
Struck by Object	2	315
Other	39	1,173
Total	511	8,535

Source: CA Dept of Health Services, EPIC Branch

TABLE 8A (Cont'd) PERSONS KILLED AND INJURED BY CITY, COUNTY AND ROAD CLASSIFICATION - 1995

INCORPORATED CITIES AND TYPES OF ROADWAY BY COUNTY	VICTIMS											
	TOTAL		Motor Vehicle Driver		Passenger		Pedestrian		Bicyclist		Motorcyclist*	
	Killed	Injured	Killed	Injured	Killed	Injured	Killed	Injured	Killed	Injured	Killed	Injured
SAN MATEO (cont'd)												
Uninc. State Highways	9	524	5	340	4	174	-	2	-	8	2	35
County Roadways	2	202	1	121	-	42	1	14	-	25	-	12
UNINC. ROADWAYS	11	726	6	461	4	216	1	16	-	33	2	47
COUNTY TOTAL	42	5,094	18	3,065	10	1,515	12	278	2	236	2	139
SANTA BARBARA												
Buellton	-	36	-	18	-	17	-	-	-	1	-	-
Carpenteria	-	38	-	21	-	8	-	3	-	6	-	2
Guadalupe	-	18	-	11	-	4	-	1	-	2	-	-
Lompoc	2	53	-	26	-	16	2	2	-	9	-	-
Santa Barbara	4	831	-	459	-	222	4	60	-	90	-	35
Santa Maria	4	634	3	325	-	212	1	44	-	53	1	16
Solvang	-	16	-	7	-	7	-	-	-	2	-	2
CITY ROADWAYS	10	1,626	3	867	-	486	7	110	-	163	1	55
Uninc. State Highways	28	670	18	407	10	246	-	7	-	10	-	18
County Roadways	5	574	4	321	-	161	-	29	1	63	1	39
UNINC. ROADWAYS	33	1,244	22	728	10	407	-	36	1	73	1	57
COUNTY TOTAL	43	2,870	25	1,595	10	893	7	146	1	236	2	112
SANTA CLARA												
Campbell	-	281	-	177	-	63	-	20	-	21	-	10
Cupertino	3	448	-	291	3	105	-	18	-	34		18
Gilroy	2	198	1	96	-	76	1	15	-	11	-	7
Los Altos	2	178	1	109	-	31	-	9	1	29	1	5
Los Altos Hills	-	60	-	46	-	11	-	1	-	2	-	-
Los Gatos	3	263	3	158	-	76	-	8	-	21	1	8
Milpitas	5	636	1	391	3	201	1	20	-	24	-	13
Monte Sereno	-	4	-	2	-	1	-	-	-	1	-	-
Morgan Hill	3	159	-	91	3	55	-	4	-	9	-	3
Mountain View	3	635	-	398	1	153	2	32	-	52	-	20
Palo Alto	3	604	2	341	-	132	1	30	-	101	1	16
San Jose	44	7,796	15	4,543	8	2,453	18	415	3	385	1	185
Santa Clara	2	857	-	555	-	218	2	41	-	43	-	23
Saratoga	-	153	-	94	-	46	-	4	-	9	-	10
Sunnyvale	10	861	5	569	1	195	4	37	-	60	1	25
CITY ROADWAYS	80	13,133	28	7,861	19	3,816	29	654	4	802	5	343
Uninc. State Highways	22	527	12	317	10	200	-	3	-	7	-	35
County Roadways	11	480	4	267	5	162	1	15	1	36	1	26
UNINC. ROADWAYS	33	1,007	16	584	15	362	1	18	1	43	1	61
COUNTY TOTAL	113	14,140	44	8,445	34	4,178	30	672	5	845	6	404
SANTA CRUZ												
Capitola	-	112	-	72	-	19	-	6	-	15	-	5
Santa Cruz	3	490	-	242	1	144	2	27	-	77	1	19
Scotts Valley	1	85	1	46	-	28	-	-	-	11	-	1
Watsonville	-	306	-	151	-	97	-	39	-	19	-	5

* *Motorcyclist included under Motor Vehicle Driver & Passenger categories.*

TABLE SN (Cont'd) PERSONS INJURED INDICATING SEAT BELT, HELMET, OR OTHER SAFETY EQUIPMENT USAGE BY CITY, COUNTY AND ROAD CLASSIFICATION - 1995

INCORPORATED CITIES AND TYPES OF ROADWAY BY COUNTY	VICTIMS INJURED								
	Vehicle Occupant[1]			Bicyclist			Motorcyclist		
	Total	Used	Not Used*	Total	Used	Not Used*	Total	Used	Not Used*
SAN MATEO (cont'd)									
Uninc. State Highways	465	409	56	8	7	1	35	34	1
County Roadways	149	135	14	25	13	12	12	11	1
UNINC. ROADWAYS	614	544	70	33	20	13	47	45	2
COUNTY TOTAL	4,356	3,720	636	236	47	189	139	111	28
SANTA BARBARA									
Buellton	35	29	6	1	-	1	-	-	-
Carpenteria	25	10	15	6	-	6	2	-	2
Guadalupe	15	11	4	2	-	2	-	-	-
Lompoc	40	37	3	9	2	7	-	-	-
Santa Barbara	619	456	163	90	7	83	35	21	14
Santa Maria	516	435	81	53	14	39	16	9	7
Solvang	12	10	2	2	1	1	2	2	-
CITY ROADWAYS	1,262	988	274	163	24	139	55	32	23
Uninc. State Highways	622	532	90	10	9	1	18	18	-
County Roadways	432	362	70	63	25	38	39	36	3
UNINC. ROADWAYS	1,054	894	160	73	34	39	57	54	3
COUNTY TOTAL	2,316	1,882	434	236	58	178	112	86	26
SANTA CLARA									
Campbell	225	206	19	21	4	17	10	6	4
Cupertino	372	329	43	34	15	19	18	15	3
Gilroy	158	107	51	11	-	11	7	2	5
Los Altos	135	128	7	29	19	10	5	5	-
Los Altos Hills	57	51	6	2	1	1	-	-	-
Los Gatos	223	202	21	21	10	11	8	8	-
Milpitas	567	490	77	24	9	15	13	10	3
Monte Sereno	3	2	1	1	-	1	-	-	-
Morgan Hill	142	100	42	9	-	9	3	1	2
Mountain View	519	472	47	52	14	38	20	17	3
Palo Alto	448	393	55	101	34	67	16	8	8
San Jose	6,679	4,684	1,995	385	20	365	185	90	95
Santa Clara	739	572	167	43	7	36	23	18	5
Saratoga	129	114	15	9	6	3	10	7	3
Sunnyvale	730	662	68	60	24	36	25	22	3
CITY ROADWAYS	11,126	8,512	2,614	802	163	639	343	209	134
Uninc. State Highways	456	392	64	7	5	2	35	35	-
County Roadways	387	316	71	36	24	12	26	22	4
UNINC. ROADWAYS	843	708	135	43	29	14	61	57	4
COUNTY TOTAL	11,969	9,220	2,749	845	192	653	404	266	138
SANTA CRUZ									
Capitola	86	79	7	15	1	14	5	4	1
Santa Cruz	363	326	37	77	25	52	19	15	4
Scotts Valley	72	64	8	11	8	3	1	1	-
Watsonville	240	195	45	19	3	16	5	2	3

[1] *See Glossary for definition.*
* *Safety equipment not stated is included.*

Santa Clara County & Cities
Cost of Motor Vehicle
Fatalities & Injuries
1995 Estimate

City	Fatalities	Injuries	Cost ($Millions)
Campbell	0	281	$8.2
Cupertino	3	448	15.2
Gilroy	2	198	7.7
Los Altos	2	178	4.7
Los Altos Hills	0	60	1.6
Los Gatos	3	263	8.6
Milpitas	5	636	22.6
Monte Sereno	0	4	.1
Morgan Hill	3	159	6.1
Mountain View	3	635	21.0
Palo Alto	3	604	20.2
San Jose	44	7,796	261.6
Santa Clara	2	857	26.1
Saratoga	0	153	4.1
Sunnyvale	10	861	32.7
Total County	113	14,140	$510.3

ATTACHMENT 2(c)

Santa Clara County & Cities
Cost of Motor Vehicle
Fatalities & Injuries
1995 Estimate

Source: CA SWITRS & NHTSA Crash Cost Program

Monte Sereno CA
Cost of Motor Vehicle
Fatalities & Injuries
1995 Estimate

Under the selected assumptions, the following economic costs are estimated to occur in CALIFORNIA during 1995:

	PDO	M-1	M-2	M-3	M-4	M-5	FATAL	TOTAL
Injury Components: ($-MIL)								
Medical		0.0	0.0	0.0	0.0	0.0	0.0	0.0
Premature Funeral							0.0	0.0
Emergency	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Voc. Rehab.		0.0	0.0	0.0	0.0	0.0		0.0
Market Prod.		0.0	0.0	0.0	0.0	0.0	0.0	0.0
HH Prod.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Insurance Adm.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wkplce Cost	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Legal/Court		0.0	0.0	0.0	0.0	0.0	0.0	0.0
Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Non-injury Components: ($-MIL)								
Travel Delay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Prop. Damage	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total ($-MIL)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1

Due to space limitations, costs are rounded to millions.
1995: 0 fatalities & 4 injuries

Morgan Hill CA
Cost of Motor Vehicle
Fatalities & Injuries
1995 Estimate

Under the selected assumptions, the following economic costs are estimated to occur in CALIFORNIA during 1995:

	PDO	M-1	M-2	M-3	M-4	M-5	FATAL	TOTAL
Injury Components: ($-MIL)								
Medical		0.2	0.2	0.1	0.1	0.0	0.0	0.5
Premature Funeral							0.0	0.0
Emergency	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Voc. Rehab.		0.0	0.0	0.0	0.0	0.0		0.0
Market Prod.		0.2	0.3	0.2	0.1	0.0	1.6	2.3
HH Prod.	0.0	0.1	0.1	0.1	0.0	0.0	0.3	0.6
Insurance Adm.	0.1	0.1	0.0	0.0	0.0	0.0	0.2	0.5
Wkplce Cost	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Legal/Court		0.1	0.1	0.1	0.0	0.0	0.2	0.5
Subtotal	0.2	0.6	0.6	0.6	0.2	0.0	2.4	4.6
Non-injury Components: ($-MIL)								
Travel Delay	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Prop. Damage	1.2	0.6	0.1	0.0	0.0	0.0	0.0	2.0
Subtotal	1.3	0.6	0.1	0.0	0.0	0.0	0.0	2.1
Total ($-MIL)	1.6	1.2	0.7	0.6	0.2	0.0	2.4	6.7

Due to space limitations, costs are rounded to millions.
1995: 3 fatalities & 159 injuries

Mountain View CA
Cost of Motor Vehicle
Fatalities & Injuries
1995 Estimate

Under the selected assumptions, the following economic costs are estimated to occur in CALIFORNIA during 1995:

	PDO	M-1	M-2	M-3	M-4	M-5	FATAL	TOTAL
Injury Components: ($-MIL)								
Medical		0.6	0.6	0.6	0.2	0.6	0.0	2.7
Premature Funeral							0.0	0.0
Emergency	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.3
Voc. Rehab.		0.0	0.0	0.0	0.0	0.0		0.0
Market Prod.		0.8	1.0	1.0	0.2	0.4	1.6	4.9
HH Prod.	0.1	0.3	0.3	0.3	0.0	0.1	0.3	1.4
Insurance Adm.	0.5	0.3	0.2	0.2	0.0	0.1	0.2	1.5
Wkplce Cost	0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.5
Legal/Court		0.2	0.2	0.3	0.1	0.2	0.2	1.3
Subtotal	0.9	2.5	2.4	2.5	0.5	1.4	2.4	12.6
Non-injury Components: ($-MIL)								
Travel Delay	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.6
Prop. Damage	4.9	2.3	0.3	0.2	0.0	0.0	0.0	7.7
Subtotal	5.3	2.5	0.3	0.2	0.0	0.0	0.0	8.3
Total ($-MIL)	6.2	5.0	2.7	2.7	0.6	1.4	2.4	21.0

Due to space limitations, costs are rounded to millions.
1995: 3 fatalities & 635 injuries

Palo Alto CA
Cost of Motor Vehicle
Fatalities & Injuries
1995 Estimate

Under the selected assumptions, the following economic costs are estimated to occur in CALIFORNIA during 1995:

	PDO	M-1	M-2	M-3	M-4	M-5	FATAL	TOTAL
Injury Components: ($-MIL)								
Medical		0.6	0.6	0.6	0.2	0.6	0.0	2.6
Premature Funeral							0.0	0.0
Emergency	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.3
Voc. Rehab.		0.0	0.0	0.0	0.0	0.0		0.0
Market Prod.		0.8	0.9	1.0	0.2	0.4	1.6	4.8
HH Prod.	0.1	0.2	0.3	0.3	0.0	0.1	0.3	1.4
Insurance Adm.	0.5	0.3	0.2	0.2	0.0	0.1	0.2	1.5
Wkplce Cost	0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.5
Legal/Court		0.2	0.2	0.3	0.1	0.2	0.2	1.2
Subtotal	0.9	2.4	2.2	2.4	0.5	1.4	2.4	12.2
Non-injury Components: ($-MIL)								
Travel Delay	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.6
Prop. Damage	4.6	2.2	0.3	0.2	0.0	0.0	0.0	7.3
Subtotal	5.0	2.3	0.3	0.2	0.0	0.0	0.0	7.9
Total ($-MIL)	5.9	4.8	2.5	2.6	0.6	1.4	2.4	20.2

Due to space limitations, costs are rounded to millions.
1995: 3 fatalities & 604 injuries

San Jose CA
Cost of Motor Vehicle
Fatalities & Injuries
1995 Estimate

Under the selected assumptions, the following economic costs are estimated to occur in CALIFORNIA during 1995:

	PDO	M-1	M-2	M-3	M-4	M-5	FATAL	TOTAL
Injury Components: ($-MIL)								
Medical		7.4	7.3	7.9	2.9	6.6	0.2	32.3
Premature Funeral							0.2	0.2
Emergency	1.2	1.3	0.4	0.2	0.0	0.0	0.0	3.2
Voc. Rehab.		0.1	0.1	0.1	0.0	0.0		0.3
Market Prod.		10.4	12.0	12.5	2.1	3.9	23.0	64.0
HH Prod.	1.8	3.2	3.3	3.3	0.6	1.0	5.1	18.3
Insurance Adm.	6.5	4.2	2.1	2.2	0.5	1.1	2.5	19.1
Wkplce Cost	1.5	1.5	1.4	1.0	0.1	0.1	0.3	6.1
Legal/Court		2.9	2.6	3.9	0.9	1.9	3.6	15.9
Subtotal	11.1	31.1	29.2	31.0	7.2	14.6	35.0	159.3
Non-injury Components: ($-MIL)								
Travel Delay	5.4	1.7	0.2	0.1	0.0	0.0	0.0	7.4
Prop. Damage	59.7	28.6	3.6	2.0	0.3	0.2	0.4	94.8
Subtotal	65.1	30.3	3.8	2.0	0.3	0.2	0.4	102.2
Total ($-MIL)	76.2	61.5	33.1	33.1	7.5	14.8	35.4	261.6

Due to space limitations, costs are rounded to millions.
1995: 44 fatalities & 7,796 injuries

Santa Clara CA
Cost of Motor Vehicle
Fatalities & Injuries
1995 Estimate

Under the selected assumptions, the following economic costs are estimated to occur in CALIFORNIA during 1995:

	PDO	M-1	M-2	M-3	M-4	M-5	FATAL	TOTAL
Injury Components: ($-MIL)								
Medical		0.8	0.8	0.8	0.3	0.6	0.0	3.4
Premature Funeral							0.0	0.0
Emergency	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.4
Voc. Rehab.		0.0	0.0	0.0	0.0	0.0		0.0
Market Prod.		1.1	1.3	1.3	0.2	0.4	1.0	5.4
HH Prod.	0.2	0.4	0.4	0.4	0.1	0.1	0.2	1.6
Insurance Adm.	0.7	0.5	0.2	0.2	0.1	0.1	0.1	1.9
Wkplce Cost	0.2	0.2	0.2	0.1	0.0	0.0	0.0	0.6
Legal/Court		0.3	0.3	0.4	0.1	0.2	0.2	1.5
Subtotal	1.2	3.4	3.2	3.3	0.7	1.4	1.6	14.9
Non-injury Components: ($-MIL)								
Travel Delay	0.6	0.2	0.0	0.0	0.0	0.0	0.0	0.8
Prop. Damage	6.5	3.1	0.4	0.2	0.0	0.0	0.0	10.4
Subtotal	7.1	3.3	0.4	0.2	0.0	0.0	0.0	11.2
Total ($-MIL)	8.3	6.7	3.6	3.6	0.8	1.4	1.6	26.1

Due to space limitations, costs are rounded to millions.
1995: 2 fatalities & 857 injuries

Saratoga CA
Cost of Motor Vehicle
Fatalities & Injuries
1995 Estimate

Under the selected assumptions, the following economic costs are estimated to occur in CALIFORNIA during 1995:

	PDO	M-1	M-2	M-3	M-4	M-5	FATAL	TOTAL
Injury Components: ($-MIL)								
Medical		0.1	0.1	0.1	0.1	0.0	0.0	0.5
Premature Funeral							0.0	0.0
Emergency	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Voc. Rehab.		0.0	0.0	0.0	0.0	0.0		0.0
Market Prod.		0.2	0.2	0.2	0.1	0.0	0.0	0.7
HH Prod.	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.2
Insurance Adm.	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.3
Wkplce Cost	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Legal/Court		0.1	0.0	0.1	0.0	0.0	0.0	0.2
Subtotal	0.2	0.6	0.6	0.6	0.2	0.0	0.0	2.1
Non-injury Components: ($-MIL)								
Travel Delay	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Prop. Damage	1.2	0.6	0.1	0.0	0.0	0.0	0.0	1.8
Subtotal	1.3	0.6	0.1	0.0	0.0	0.0	0.0	2.0
Total ($-MIL)	1.5	1.2	0.6	0.6	0.2	0.0	0.0	4.1

Due to space limitations, costs are rounded to millions.
1995: 0 fatalities & 153 injuries.

Sunnyvale CA
Cost of Motor Vehicle
Fatalities & Injuries
1995 Estimate

Under the selected assumptions, the following economic costs are estimated to occur in CALIFORNIA during 1995:

	PDO	M-1	M-2	M-3	M-4	M-5	FATAL	TOTAL
Injury Components:	($-MIL)							
Medical		0.8	0.8	0.8	0.3	0.6	0.0	3.4
Premature Funeral							0.0	0.0
Emergency	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.4
Voc. Rehab.		0.0	0.0	0.0	0.0	0.0		0.0
Market Prod.		1.2	1.3	1.3	0.2	0.4	5.2	9.6
HH Prod.	0.2	0.4	0.4	0.4	0.1	0.1	1.2	2.6
Insurance Adm.	0.7	0.5	0.2	0.2	0.1	0.1	0.6	2.4
Wkplce Cost	0.2	0.2	0.2	0.1	0.0	0.0	0.1	0.7
Legal/Court		0.3	0.3	0.4	0.1	0.2	0.8	2.1
Subtotal	1.2	3.4	3.2	3.3	0.7	1.4	7.9	21.3
Non-injury Components:	($-MIL)							
Travel Delay	0.6	0.2	0.0	0.0	0.0	0.0	0.0	0.8
Prop. Damage	6.6	3.2	0.4	0.2	0.0	0.0	0.1	10.5
Subtotal	7.2	3.4	0.4	0.2	0.0	0.0	0.1	11.4
Total ($-MIL)	8.5	6.8	3.6	3.6	0.8	1.4	8.0	32.7

Due to space limitations, costs are rounded to millions.
1995: 10 fatalities & 861 injuries.

Santa Clara County CA
Cost of Motor Vehicle
Fatalities & Injuries
1995 Estimate

Under the selected assumptions, the following economic costs are estimated to occur in CALIFORNIA during 1995:

	PDO	M-1	M-2	M-3	M-4	M-5	FATAL	TOTAL
Injury Components: ($-MIL)								
Medical		13.4	13.3	14.2	5.3	12.0	0.5	58.7
Premature Funeral							0.4	0.4
Emergency	2.3	2.4	0.7	0.3	0.1	0.0	0.1	5.9
Voc. Rehab.		0.2	0.2	0.1	0.0	0.0		0.6
Market Prod.		18.9	21.8	22.7	3.8	7.1	59.2	133.5
HH Prod.	3.3	5.8	5.9	6.0	1.0	1.8	13.1	37.0
Insurance Adm.	11.9	7.6	3.8	4.0	1.0	2.0	6.3	36.5
Wkplce Cost	2.8	2.8	2.6	1.8	0.2	0.2	0.9	11.3
Legal/Court		5.3	4.7	7.1	1.7	3.4	9.3	31.5
Subtotal	20.3	56.5	53.0	56.2	13.1	26.5	89.8	315.3
Non-injury Components: ($-MIL)								
Travel Delay	9.9	3.1	0.4	0.1	0.0	0.0	0.0	13.5
Prop. Damage	108.5	51.9	6.6	3.6	0.6	0.3	1.1	172.5
Subtotal	118.3	55.0	6.9	3.7	0.6	0.3	1.1	186.0
Total ($-MIL)	138.6	111.5	59.9	59.9	13.8	26.8	90.9	501.3

Due to space limitations, costs are rounded to millions.
1995: 113 fatalities & 14,140 injuries.

Campbell CA
Cost of Motor Vehicle
Fatalities & Injuries
1995 Estimate

Under the selected assumptions, the following economic costs are estimated to occur in CALIFORNIA during 1995:

	PDO	M-1	M-2	M-3	M-4	M-5	FATAL	TOTAL
Injury Components: ($-MIL)								
Medical		0.3	0.3	0.3	0.1	0.3	0.0	1.2
Premature Funeral							0.0	0.0
Emergency	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Voc. Rehab.		0.0	0.0	0.0	0.0	0.0		0.0
Market Prod.		0.4	0.4	0.4	0.1	0.2	0.0	1.5
HH Prod.	0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.5
Insurance Adm.	0.2	0.2	0.1	0.1	0.0	0.1	0.0	0.6
Wkplce Cost	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.2
Legal/Court		0.1	0.1	0.1	0.0	0.1	0.0	0.5
Subtotal	0.4	1.1	1.1	1.1	0.2	0.7	0.0	4.6
Non-injury Components: ($-MIL)								
Travel Delay	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.3
Prop. Damage	2.1	1.0	0.1	0.1	0.0	0.0	0.0	3.4
Subtotal	2.3	1.1	0.1	0.1	0.0	0.0	0.0	3.7
Total ($-MIL)	2.7	2.2	1.2	1.2	0.2	0.7	0.0	8.2

Due to space limitations, costs are rounded to millions.
1995:0 fatalities & 281 injuries

Cupertino CA
Cost of Motor Vehicle
Fatalities & Injuries
1995 Estimate

Under the selected assumptions, the following economic costs are estimated to occur in CALIFORNIA during 1995:

	PDO	M-1	M-2	M-3	M-4	M-5	FATAL	TOTAL
Injury Components: ($-MIL)								
Medical		0.4	0.4	0.4	0.1	0.3	0.0	1.8
Premature Funeral							0.0	0.0
Emergency	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.2
Voc. Rehab.		0.0	0.0	0.0	0.0	0.0		0.0
Market Prod.		0.6	0.7	0.7	0.1	0.2	1.6	3.9
HH Prod.	0.1	0.2	0.2	0.2	0.0	0.0	0.3	1.1
Insurance Adm.	0.4	0.2	0.1	0.1	0.0	0.1	0.2	1.1
Wkplce Cost	0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.3
Legal/Court		0.2	0.1	0.2	0.0	0.1	0.2	0.9
Subtotal	0.6	1.8	1.7	1.8	0.4	0.7	2.4	9.3
Non-injury Components: ($-MIL)								
Travel Delay	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.4
Prop. Damage	3.4	1.6	0.2	0.1	0.0	0.0	0.0	5.4
Subtotal	3.7	1.7	0.2	0.1	0.0	0.0	0.0	5.9
Total ($-MIL)	4.4	3.5	1.9	1.9	0.4	0.7	2.4	15.2

Due to space limitations, costs are rounded to millions.
1995: 3 fatalities & 448 injuries

Gilroy CA
Cost of Motor Vehicle
Fatalities & Injuries
1995 Estimate

Under the selected assumptions, the following economic costs are estimated to occur in CALIFORNIA during 1995:

	PDO	M-1	M-2	M-3	M-4	M-5	FATAL	TOTAL
Injury Components:	($-MIL)							
Medical		0.2	0.2	0.2	0.1	0.3	0.0	1.0
Premature Funeral							0.0	0.0
Emergency	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Voc. Rehab.		0.0	0.0	0.0	0.0	0.0		0.0
Market Prod.		0.3	0.3	0.3	0.1	0.2	1.0	2.2
HH Prod.	0.0	0.1	0.1	0.1	0.0	0.0	0.2	0.6
Insurance Adm.	0.2	0.1	0.1	0.1	0.0	0.1	0.1	0.6
Wkplce Cost	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Legal/Court		0.1	0.1	0.1	0.0	0.1	0.2	0.5
Subtotal	0.3	0.8	0.7	0.8	0.2	0.7	1.6	5.1
Non-injury Components:	($-MIL)							
Travel Delay	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Prop. Damage	1.5	0.7	0.1	0.1	0.0	0.0	0.0	2.4
Subtotal	1.7	0.8	0.1	0.1	0.0	0.0	0.0	2.6
Total ($-MIL)	1.9	1.6	0.8	0.9	0.2	0.7	1.6	7.7

Due to space limitations, costs are rounded to millions.

1995: 2 fatalities & 198 injuries

Los Altos CA
Cost of Motor Vehicle
Fatalities & Injuries
1995 Estimate

Under the selected assumptions, the following economic costs are estimated to occur in CALIFORNIA during 1995:

	PDO	M-1	M-2	M-3	M-4	M-5	FATAL	TOTAL
Injury Components: ($-MIL)								
Medical		0.2	0.2	0.2	0.1	0.0	0.0	0.6
Premature Funeral							0.0	0.0
Emergency	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Voc. Rehab.		0.0	0.0	0.0	0.0	0.0		0.0
Market Prod.		0.2	0.3	0.3	0.1	0.0	1.0	1.9
HH Prod.	0.0	0.1	0.1	0.1	0.0	0.0	0.2	0.5
Insurance Adm.	0.0	0.1	0.0	0.1	0.0	0.0	0.1	0.3
Wkplce Cost	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Legal/Court		0.1	0.1	0.1	0.0	0.0	0.2	0.4
Subtotal	0.0	0.7	0.7	0.7	0.2	0.0	1.5	3.9
Non-injury Components: ($-MIL)								
Travel Delay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Prop. Damage	0.0	0.7	0.1	0.0	0.0	0.0	0.0	0.8
Subtotal	0.0	0.7	0.1	0.0	0.0	0.0	0.0	0.9
Total ($-MIL)	0.0	1.4	0.8	0.8	0.2	0.0	1.6	4.7

Due to space limitations, costs are rounded to millions.
1995: 2 fatalities & 178 injuries

Los Altos Hills CA
Cost of Motor Vehicle
Fatalities & Injuries
1995 Estimate

Under the selected assumptions, the following economic costs are estimated to occur in CALIFORNIA during 1995:

	PDO	M-1	M-2	M-3	M-4	M-5	FATAL	TOTAL
Injury Components: ($-MIL)								
Medical		0.1	0.1	0.1	0.0	0.0	0.0	0.2
Premature Funeral							0.0	0.0
Emergency	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Voc. Rehab.		0.0	0.0	0.0	0.0	0.0		0.0
Market Prod.		0.1	0.1	0.1	0.0	0.0	0.0	0.3
HH Prod.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Insurance Adm.	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Wkplce Cost	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Legal/Court		0.0	0.0	0.0	0.0	0.0	0.0	0.1
Subtotal	0.1	0.3	0.2	0.2	0.0	0.0	0.0	0.8
Non-injury Components: ($-MIL)								
Travel Delay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Prop. Damage	0.5	0.2	0.0	0.0	0.0	0.0	0.0	0.8
Subtotal	0.5	0.3	0.0	0.0	0.0	0.0	0.0	0.8
Total ($-MIL)	0.6	0.5	0.3	0.2	0.0	0.0	0.0	1.6

Due to space limitations, costs are rounded to millions.
1995: 0 fatalities & 60 injuries

Los Gatos CA
Cost of Motor Vehicle
Fatalities & Injuries
1995 Estimate

Under the selected assumptions, the following economic costs are estimated to occur in CALIFORNIA during 1995:

	PDO	M-1	M-2	M-3	M-4	M-5	FATAL	TOTAL
Injury Components: ($-MIL)								
Medical		0.3	0.3	0.3	0.1	0.3	0.0	1.2
Premature Funeral							0.0	0.0
Emergency	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Voc. Rehab.		0.0	0.0	0.0	0.0	0.0		0.0
Market Prod.		0.4	0.4	0.4	0.1	0.2	1.6	3.0
HH Prod.	0.0	0.1	0.1	0.1	0.0	0.0	0.3	0.8
Insurance Adm.	0.1	0.1	0.1	0.1	0.0	0.1	0.2	0.6
Wkplce Cost	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.2
Legal/Court		0.1	0.1	0.1	0.0	0.1	0.2	0.7
Subtotal	0.1	1.1	1.0	1.1	0.2	0.7	2.4	6.5
Non-injury Components: ($-MIL)								
Travel Delay	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.1
Prop. Damage	0.7	1.0	0.1	0.1	0.0	0.0	0.0	1.9
Subtotal	0.7	1.0	0.1	0.1	0.0	0.0	0.0	2.0
Total ($-MIL)	0.9	2.1	1.1	1.2	0.2	0.7	2.4	8.6

Due to space limitations, costs are rounded to millions.
1995: 3 fatalities & 263 injuries

Milpitas CA
Cost of Motor Vehicle
Fatalities & Injuries
1995 Estimate

Under the selected assumptions, the following economic costs are estimated to occur in CALIFORNIA during 1995:

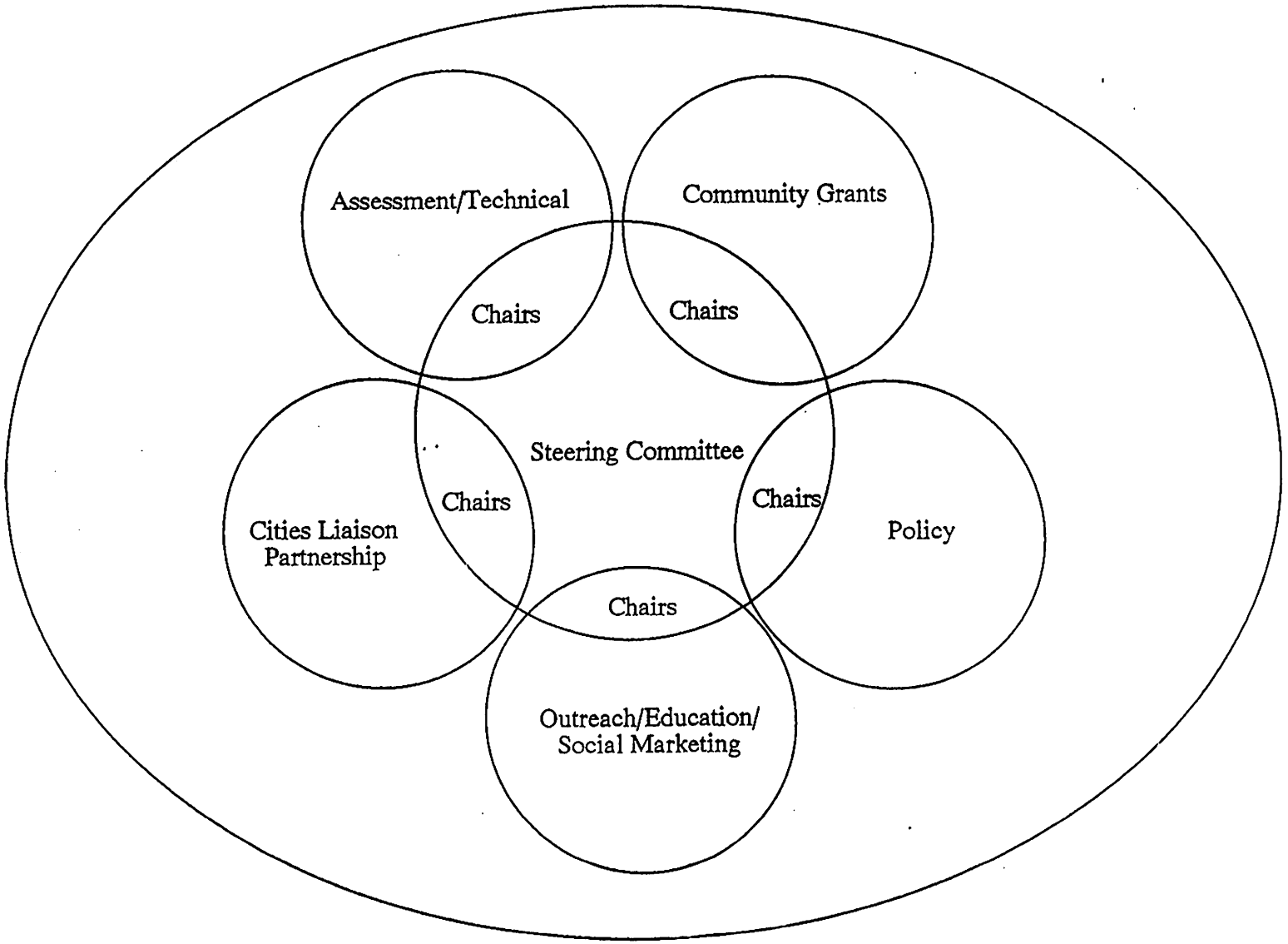
	PDO	M-1	M-2	M-3	M-4	M-5	FATAL	TOTAL
Injury Components: ($-MIL)								
Medical		0.6	0.6	0.6	0.2	0.6	0.0	2.7
Premature Funeral							0.0	0.0
Emergency	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.3
Voc. Rehab.		0.0	0.0	0.0	0.0	0.0		0.0
Market Prod.		0.9	1.0	1.0	0.2	0.4	2.6	6.0
HH Prod.	0.1	0.3	0.3	0.3	0.0	0.1	0.6	1.7
Insurance Adm.	0.5	0.3	0.2	0.2	0.0	0.1	0.3	1.6
Wkplce Cost	0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.5
Legal/Court		0.2	0.2	0.3	0.1	0.2	0.4	1.4
Subtotal	0.9	2.5	2.4	2.5	0.5	1.4	4.0	14.2
Non-injury Components: ($-MIL)								
Travel Delay	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.6
Prop. Damage	4.9	2.3	0.3	0.2	0.0	0.0	0.0	7.8
Subtotal	5.3	2.5	0.3	0.2	0.0	0.0	0.0	8.4
Total ($-MIL)	6.2	5.0	2.7	2.7	0.6	1.4	4.0	22.6

Due to space limitations, costs are rounded to millions.

1995: 5 fatalities & 636 injuries

ATTACHMENT 4

Traffic Safe Community's Network



gecos20/traffic
02/13/97

adway Safety STATUS: Active COORD: M. Bertacchi

PROJECT NO. HD9303 TITLE:

APPLICANT AGENCY: County of Santa Clara CODE: 4300

PROJECT PERIOD: 3/1/93 to 12/31/96 TOTAL FUNDS: $149,000.00

PROJECT DIRECTOR: Masoud Akbarzadeh
Senior Civil engineer

County of Santa Clara
1505 Schallenberger Road
San Jose, CA 95131
(408) 299-2372 Ext:

SCCTA Road Operations, Traffic Operations Section will develop and implement a data base management program consisting of a Traffic Control Device Inventory and and Electronic Pin Map. A consultant will be hired to develop the program, purchase the work stations complete with necessary hardware and software. extra help personnel will be hired to gather data and input it into the system. the project will be administered and coordinated by County staff and evaluated on a quarterly basis. The program will be on-going after the completion of the project.

lice Traffic Services

STATUS: Active **COORD:** A. Trotter

PROJECT NO. PT9501 **TITLE:**

APPLICANT AGENCY: City of Morgan Hill **CODE:** 4310

PROJECT PERIOD: 10/ 1/94 to 12/31/96 **TOTAL FUNDS:** $235,396.00

PROJECT DIRECTOR:
Steven L. Schwab
Chief of Police
Morgan Hill Police Department
City of Morgan Hill
17605 Monterey Road
Morgan Hills, CA 95037
(408) 776-7316 **Ext:**

The Morgan Hill Police Department will develop and implement a comprhensive Community Traffic Safety Program focusing on education and enforcement. The objective of the program is to obtain voluntary compliance, encourage safe driving habit and obedience to laws while reducing the number of fatal and injury traffic collisions as well as the incidence of driving under the influence. To accomplish these objectives two dedicated traffic officers will establish a variety of preventive traffic safety programs and make concerted efforts to increase hazardous citations, increase drunk driving arrests, and increase the number of seatbelt/child restraint and helmet law citations.

adway Safety

STATUS: Active **COORD:** M. Bertacchi

PROJECT NO. HD9704 **TITLE:**

APPLICANT AGENCY: County of Santa Clara **CODE:** 4314

PROJECT PERIOD: 10/ 1/96 to 9/30/97 **TOTAL FUNDS:** $114,000.00

PROJECT DIRECTOR:

Masoud Akbarzadeh
Senior Civil Engineer
Roads and Airports - Traffic Engineering
County of Santa Clara
1505 Schallenberger Road
San Jose, CA 95131
(408) 299-2372 **Ext:**

This proposed project (TDMP, Phase II): deals with three specific tasks: (i) striping and pavement marking, (ii) traffic signal inventory management, (iii) traffic volume information management and any refinement of County basemap. A consultant will be hired to evaluate existing software, develop the program and to purchase necessary hardware and software. Extra help will be hired to gather and input data into the system. The project will be administered and coordinated by County staff and evaluated on a quarterly basis. The program will be on-going after the completion of the project, serving as the County's safety anagement program.

lice Traffic Services

STATUS: Active **COORD:** A. Trotter

PROJECT NO. PT9509 **TITLE:**

APPLICANT AGENCY: City of Sunnyvale **CODE:** 4316

PROJECT PERIOD: 10/ 1/94 **to** 12/31/96 **TOTAL FUNDS:** $94,170.00

PROJECT DIRECTOR:
Simon Lemus
Lieutenant
Department of Public Safety
City of Sunnyvale
P.O. Box 3707
Sunnyvale, CA 94088
(408) 730-7142 **Ext:**

Sunnyvale will develop and implement a Comprehensive Traffic Safety Program focusing on education, community assistance and enforcement in order to reduce fatal and injury traffic collisions. Public Education opportunities will be provided by conducting informational seat belt and child safety seat checkpoints, community traffic safety events and presentations, and by utilizing a nonenforcement radar speed monitoring and display trailer. Qualified local residents will be offered assistance in obtaining child safety seats and bicycle helmets to increase compliance rates. An intensified enforcement effort focusing on ~at belt, child safety seat, bicycle helmet and speed law compliance will be conducted. All efforts will be actively coordinated ~ the local media.

. .cohol & Other Drugs STATUS: Completed COORD: S. O'Connell

PROJECT NO. AL9504 TITLE:

APPLICANT AGENCY: County of Santa Clara CODE: 4300

PROJECT PERIOD: 11/1/94 to 9/30/96 TOTAL FUNDS: $150,042.00

PROJECT DIRECTOR: Charles P. Gillingham
Sheriff

County of Santa Clara
55 West Younger Avenue
San Jose, CA 95010
(408) 299-2104 Ext:

To enhance the 1994 and 1995 Santa Clara conty "Sober Graduation" and "Avoid the 13" Programs through increased public education and heightened public awareness. The "Sober Graduation" program will target all Santa Clara County seniors through school presentations, "Reality Check" DUI arrest simulation, and Sober Graduation events designed increase awareness of the problem of and Sober Graduation events designed increase awareness of the problem of drinking and driving: especially during the transition period during and after graduation. The "Avoid the 13" campaign is designed to stimulate the media to focus on the problem of drinking and driving and to publicized the combined DUI enforcment efforts of all law enforcement agencies in the county.

JAN 23 P3

'cohol & Other Drugs STATUS: Closed COORD: S. O'Connell

PROJECT NO. AL9513 **TITLE:**

APPLICANT AGENCY: County of Santa Clara **CODE:** 4300

PROJECT PERIOD: 3/1/95 **to** 9/30/96 **TOTAL FUNDS:** $20,000.00

PROJECT DIRECTOR: Lily Alvarez
Prevention Coordinator

Santa Clara County
595 Millich Drive, Suite 100
Campbell, CA 95008
(408) 378-6805 **Ext:**

Friday Night Live (FNL) of Santa Clara County will provide eight county-wide substance free events by 9/30/96 and will establish ten chapter affiliations to involve communities in providing the first series of alternative activities for local youth. From the ten FNL chapter affiliates, there will be twenty community events that will take place. All events will be evaluated by participants and the project coordinator.

VI. ATTACHMENTS
LETTERS OF SUPPORT

SACRAMENTO OFFICE
STATE CAPITOL
ROOM 2054
SACRAMENTO, CA 95814
(916) 445-6747
(916) 323-4529 FAX

CHIEF OF STAFF
KIP LIPPER

DISTRICT OFFICES
260 MAIN STREET
SUITE 201
REDWOOD CITY, CA 94063
(415) 364-2080
(415) 364-2102 FAX

5589 WINFIELD BOULEVARD
SUITE 102
SAN JOSE, CA 95123
(408) 226-2992
(408) 226-2996 FAX

FIELD COORDINATOR
BETSY BLAIS SHOTWELL

E-MAIL ADDRESS
SENATOR.SHER@SEN.CA.GOV

California State Senate

SENATOR
BYRON D. SHER
ELEVENTH SENATORIAL DISTRICT

COMMITTEES

CHAIRMAN
ENVIRONMENTAL QUALITY
HEADWATERS TASK FORCE

MEMBER
BUDGET & FISCAL REVIEW
SUBCOMMITTEE NO. 2
CONSTITUTIONAL
AMENDMENTS
EDUCATION
INSURANCE
JUDICIARY
NATURAL RESOURCES
& WILDLIFE

February 12, 1997

Arthur Anderson, Director
Office of Traffic Safety
7000 Franklin Blvd., Suite 440
Sacramento, CA 95823-1820

Dear Mr. Anderson,

I am writing in support of the grant proposal submitted by the County of Santa Clara to develop the "Santa Clara County/Cities Traffic Safe Community Project." The overall purpose of this proposal is to implement an adaptation of the National Highway Traffic Safety Administration's (NHTSA) Safe Communities Model on a countywide basis. The goal is to reduce, prevent and control motor vehicle fatalities and injuries by engaging in a broad network of multi-disciplinary partnerships to create an integrated and comprehensive injury control system across jurisdictional boundaries.

Many cities and not-for profit agencies have pledged to be an active member in the project's proposed network, and to participate in the collective and comprehensive assessment of the motor vehicle related injury problem and its impact in Santa Clara County and its cities. The project will encompass the "Best Practices" as developed by NHSTA and will help identify which practices are already in use in Santa Clara County and which need to be developed. I have been informed that upon completion, this profile will assist the multiple partners in gaining a collective understanding of the full scope of the problem and current focus in addressing traffic safety. This project will also assist in the dissemination of current successful programs and their replication in other cities in the County.

This project will be an example of how multiple local governments can use scarce resources and make a difference for the entire community. The partnership between local government agencies and not-for profits can be a model used by other counties statewide.

Thank you very much for your consideration of the Santa Clara County/Cities Traffic Safe Community Project.

Sincerely,

Byron D. Sher

Byron D. Sher
State Senator
11th District

BDS:bbs

STATE CAPITOL
P.O. BOX 942849
SACRAMENTO, CA 94249-0001
(916) 445-8305
Mail: Jim.Cunneen@assembly.ca.gov

DISTRICT OFFICE
901 CAMPISI WAY, SUITE 300
CAMPBELL, CA 95008
(408) 369-8170

Assembly
California Legislature

JIM CUNNEEN

ASSEMBLYMEMBER, TWENTY-FOURTH DISTRICT

Representing the communities of Campbell, Cupertino, Los Altos, Los Gatos, Monte Sereno, San Jose, Saratoga, and Sunnyvale

COMMITTEES
BANKING AND FINANCE
INSURANCE, Vice Chair
REVENUE AND TAXATION
HIGHER EDUCATION
BUDGET
SUBCOMMITTEE ON
INFORMATION TECHNOLOGY, Chairman
SELECT COMMITTEE
ON HIGH TECHNOLOGY, Chairman

February 12, 1997

Arthur Anderson, Director
Office of Traffic Safety
7000 Franklin Blvd. #440
Sacramento, CA 95823

Dear Mr. Anderson:

I write in strong support of the grant proposal submitted by the County of Santa Clara to develop the "Santa Clara County/Cities Traffic Safe Community Project." The overall purpose of this proposal is to implement an adaptation of the National Highway Traffic Safety Administration's (NHTSA) Safe Communities Model on a countywide basis. The goal is to reduce, prevent and control motor vehicle fatalities and injuries by engaging in a comprehensive injury control system across jurisdictional boundaries.

Many cities and not-for profit agencies have pledged to be active members in the project's proposed network, and to participate in the collective and comprehensive assessment of the motor vehicle related injury problem and its impact in Santa Clara County and its cities. The project will encompass the "Best Practices" as developed by NHSTA and will help identify which need to be developed. Upon completion, this profile will assist the multiple partners in gaining a collective understanding of the full scope of the problem and current focus in addressing traffic safety. This project will also assist in the dissemination of current successful programs and lead to their replication in other cities in the County.

I am confident this project will be an example of how multiple local governments can leverage scarce resources and make a difference for the entire community. The partnership between local government agencies and not-for-profits can be a model used by other counties statewide.

I enthusiastically support this project and request that the Office of Traffic Safety give every appropriate consideration to the Santa Clara County/Cities Traffic Safe Community Project. Thank you.

Sincerely,

JIM CUNNEEN
Assemblymember
24th District

Printed on Recycled Paper

STATE CAPITOL
P.O. BOX 942849
SACRAMENTO, CA 94249-0001

Assembly
California Legislature

ELAINE ALQUIST
ASSEMBLYWOMAN, TWENTY-SECOND DISTRICT

February 12, 1997

Arthur Anderson
Director
Office of Traffic Safety
700 Franklin Blvd
Suite 440
Sacramento, CA 95823-1820

Dear Mr. Anderson:

This letter is written in support of the grant proposal submitted by the County of Santa Clara to develop the Santa Clara County/Cities Traffic Safe Community Project. The County proposes to implement an adaptation of the National Highway Traffic Safety Administration's (NHTSA) Safe Communities Model on a countywide basis. This proposal is designed to reduce and prevent motor vehicle injuries and fatalities.

Many cities and non-profit organizations will be active members of the project's proposed network, and will participate in assessing the impact of motor vehicle related injuries on Santa Clara County and its cities. The project will encompass the 'Best Practices' as developed by NHTSA and will help identify which practices are already used in Santa Clara and which need to be developed. This profile will assist in gaining an understanding of the full scope of the problem and the current focus in addressing traffic safety. It will also assist in the replication of current successful programs in other cities in the County.

This project will be an example of how local governments can leverage scarce resources to have a positive impact on the entire community. The partnership will serve as a model that could be used by other counties statewide proposal.

Thank you for your consideration of the Santa Clara County/Cities Traffic Safe Community Project.

Sincerely,

Elaine White Alquist

Elaine White Alquist

EWA:tj

Printed on Recycled Paper

Santa Clara/ San Mateo
SAFE KIDS
Coalition

LEAD AGENCY:
Lucile Salter Packard
Children's Hospital
at Stanford
725 Welch Road,
Palo Alto, CA 94304
Attn: Ellen Corman,
Safe Kids Coordinator
(415) 497-8163

PARTICIPATING AGENCIES:

American Academy of Pediatrics

Community Coordinated Child Development Council, Inc.

Community Association for Rehabilitation, Inc.

Consumer Products Safety Commission

Kaiser Permanente – South Bay

Menlo Park Kiwanis Club

Mills-Peninsula Hospitals

SafetyBeltSafe, USA

San Mateo Health Services Agency

Santa Clara Valley Health & Hospital Systems – TBI-SCI Project, CHDP, Maternal Child Health Program, Ambulatory Care

Stanford University Hospital

Arthur Anderson, Director
Office of Traffic Safety
7000 Franklin Boulevard, Suite 440
Sacramento, CA 95823-1820

Dear Mr. Anderson:

I am writing to support the *Santa Clara County/Cities Traffic Safe Community Project* proposal which is being submitted to the Office of Traffic Safety, National Highway Traffic Safety Administration (NHTSA). The overall purpose of this proposal is to implement an adaptation of the NHTSA's Safe Communities Model on a county-wide basis in Santa Clara County. The goal is to reduce, prevent and control motor vehicle fatalities and injuries by engaging in a broad network of multi-disciplinary partnerships to create an integrated and comprehensive injury control system across jurisdictional boundaries.

The Santa Clara/San Mateo SAFE KIDS Coalition has been active in efforts to reduce unintentional injuries from motor vehicle-related incidents. Our efforts in the area of child passenger safety have included child seat inspections, car seat distribution and public relations in regards to car seats, air bags and seat belt usage. Our coalition looks forward to being an active member in the project's proposed network, and to participate in the collective and comprehensive assessment of the motor vehicle-related injury problem and impact in Santa Clara County.

The proposed project will look at the "Best Practices" as developed by NHTSA and will help identify which practices are already in use in Santa Clara County and which need to be developed. Upon completion, this profile will assist multiple partners to gain a collective understanding of the full scope of the problem and the current focus in addressing traffic safety.

The Santa Clara/San Mateo SAFE KIDS Coalition looks forward to working together to examine existing programs and develop a process for replicating those most beneficial, resulting in a safer Santa Clara County. This partnership between local government agencies, non-profit organizations and existing coalitions can be a model used by other counties throughout California.

Sincerely,

Ellen Corman

Ellen Corman, Coordinator
Santa Clara/San Mateo SAFE KIDS

TRAUMATIC BRAIN AND SPINAL CORD INJURY PROJECT

950 S. Bascom Avenue, Suite 2011, San Jose, CA 95128
Tel(408) 295-9896 FAX (408) 295-9913
email - TBISCIProj@aol.com

Santa Clara Valley Medical Center
Peter C. Werner, M.D.
SCI Project Director

Medical Staff Corporation
Karyl M. Hall, Ed.D.
Projects Co-Director

Santa Clara Valley Medical Center
Jeffrey Englander, M.D.
TBI Project Director

February 12, 1997

Arthur Anderson, Director
Office of Traffic Safety
7000 Franklin Blvd.
Sacramento, CA 95823

Dear Mr. Anderson:

We are writing to endorse and support the "Santa Clara County/Cities Traffic Safe Community Project" memorandum proposal which is being submitted to the Office of Traffic Safety, National Highway Traffic Safety Administration (NHTSA). The overall purpose of this proposal is to implement an adaptation of the NHTSA's Safe Communities Model on a county-wide basis. The goal is to reduce, prevent and control motor vehicle fatalities and injuries by engaging in a broad network of multi-disciplinary partnerships to create an integrated and comprehensive injury control system across jurisdictional boundaries.

As you know, the number one cause of traumatic brain injuries (TBI) and spinal cord injuries (SCI) are motor vehicle crashes. As designated Model Systems of Care for TBI and SCI we seek opportunities to collaborate with existing agencies to educate high risk populations about these catastrophic injuries. Our agency pledges to be an active member of the project's proposed network and to participate in the collective and comprehensive assessment of motor vehicle related injury problem and impact in Santa Clara and its cities. We believe that the strategy of identifying how Santa Clara and its cities compare to the "Best Practices" that have been identified to be effective by NHTSA. This profile will assist the multiple partners to gain a collective understanding of the full scope of the problem and our current focus in addressing traffic safety.

We look forward to participating in this partnership effort and in the creation of an improved traffic safe Santa Clara County.

Sincerely,

Pat O'Hare, BS, COTA
Community Programs Coordinator
TBI/SCI Projects



LUCILE SALTER PACKARD
CHILDREN'S HOSPITAL AT STANFORD

February 10, 1997

Arthur Anderson, Director
Office of Traffic Safety
7000 Franklin Blvd., Suite 440
Sacramento, CA 95823-1820

Dear Mr Anderson:

I write in support of the grant proposal submitted by the County of Santa Clara to develop the "Santa Clara County/Cities Traffic Safe Community Project." The overall purpose of this proposal is to implement an adaptation of the National Highway Traffic Safety Administration's (NHTSA) Safe Communities Model on a countywide basis. The goal is to reduce, prevent and control motor vehicle fatalities and injuries by engaging in a broad network of multi disciplinary partnerships to create an integrated and comprehensive injury control system across jurisdictional boundaries.

Lucile Salter Packard Children's Hospital (LPCH) has pledged to be an active member in the project's proposed network, and to participate in the collective and comprehensive assessment of the motor vehicle related injury problem and its impact in Santa Clara County and its cities. LPCH has a long history of working with government entities and other not-for-profit organizations to improve the quality of life for children in our community.

This project will encompass the "Best Practices" as developed by NHSTA and will help identify which practices are already in use in Santa Clara County and which need to be developed. Upon completion, this profile will assist the multiple partners in gaining a collective understanding of the full scope of the problem and current focus in addressing traffic safety. This project will also assist in the dissemination of current successful programs and their replication in other cities in the County.

Through this project we will be able to inventory not only the seriousness and number of motor vehicle injuries and fatalities, but what governments and organizations are already doing to reduce these numbers. Together we can examine existing programs and develop a process for replicating those most beneficial. The result of these efforts will be the creation of a safer Santa Clara County. The partnership between local government agencies and not-for profits can be a model used by other counties statewide.

Thank you for your consideration of the Santa Clara County/Cities Traffic Safe Community Project. Please fell free to contact me if you have questions about this project.

Sincerely,

Sherri R. Sager
Director of Government Relations

Gilroy Community Collaborative

A Partnership of Families, Agencies, Schools, Businesses, and Community Members

February 13, 1997

Arthur Anderson, Director
Office of Traffic Safety
7000 Franklin Boulevard, Suite 440
Sacramento, CA 95823-1820

Dear Mr. Anderson;

We are writing to endorse and support the "Santa Clara County/Cities Traffic Safe Community Project" memorandum proposal that is being submitted to the Office of Traffic Safety, National Highway Traffic Safety Administration (NHTSA). The overall purpose of this proposal is to implement an adaptation of the NHTSA's Safe Communities Model on a county-wide basis. The goal is to reduce, prevent and control motor vehicle fatalities and injuries by engaging in a broad network of multi-disciplinary partnerships to create an integrated and comprehensive injury control system across jurisdictional boundaries.

Healthy Start/Gilroy Community Collaborative, pledges to be an active member of the project's proposed network, and to participate in the collective and comprehensive assessment of the motor vehicle related injury problem and impact in Santa Clara County and its cities. We believe that the strategy of identifying how Santa Clara County and its cities compare to the "Best Practices" that have been identified to be effective by NHTSA. This profile will assist that multiple partners to gain a collective understanding of the full scope of the problem and our current focus in addressing traffic safety.

We look forward to participating in this partnership effort and in the creation of an improved traffic safe Santa Clara County.

Sincerely,

Annie M. Tomasello
Healthy Start Program Manager
Gilroy Community Collaborative
Executive Council Chair

Gilroy Community Collaborative

A Partnership of Families, Agencies, Schools, Businesses, and Community Members

Jerry Rodrigues P.D.
Odd Fellows Rebekah
Children's Home
290 Tout Ave
Gilroy, Ca. 95020

Lisa De Silva
Community Solutions
P.O. Box 516
Morgan Hill, Ca 95038

Chamberlain's

City of Gilroy

7351 Rosanna Street
GILROY, CALIFORNIA
95020-6141

Telephone (408) 848-0400
Fax (408) 842-2409

DONALD F. GAGE
MAYOR

February 12, 1997

Arthur Anderson, Director
Office of Traffic Safety
7000 Frankin Boulevard, Suite 440
Sacramento, CA 95823-1820

Dear Mr. Anderson:

We are writing to endorse and support the "Santa Clara County/Cities Traffic Safe Community Project" memorandum proposal which is being submitted to the Office of Traffic Safety, National Highway Traffic Safety Administration (NHTSA). The overall purpose of this proposal is to implement an adaptation of the NHTSA's Safe Communities Model on a county-wide basis. The goal is to reduce, prevent and control motor vehicle fatalities and injuries by engaging in a broad network of multi-disciplinary partnerships to create an integrated and comprehensive injury control system across jurisdictional boundaries.

The City of Gilroy pledges to be an active member of the project's proposed network, and to participate in the collective and comprehensive assessment of the motor vehicle related injury problem and impact in Santa Clara County and its cities. This profile will assist the multiple partners to gain a collective understanding of the full scope of the problem and our current focus in addressing traffic safety.

We look forward to participating in this partnership effort and in the creation of an improved traffic safe Santa Clara County.

Sincerely,

Donald F. Gage
Mayor

DFG:rp

CITY OF MOUNTAIN VIEW

Office of the Mayor and City Council • 500 Castro Street • Post Office Box 7540 • Mountain View, California 94039-7540
415-903-6305 • FAX 415-903-6039

February 12, 1997

Mr. Arthur Anderson, Director
Office of Traffic Safety
7000 Franklin Boulevard, Suite 400
Sacramento, CA 95823-1820

Dear Mr. Anderson:

I am pleased to endorse and support the "Santa Clara County/Cities Traffic Safe Community Project" memorandum proposal to be submitted to the National Highway Traffic Safety Administration (NHTSA). The overall purpose of the proposal is to implement an adaptation of the NHTSA's Safe Communities Model on a countywide basis. The goal is to reduce, prevent and control motor vehicle fatalities and injuries by engaging in a broad network of multi-disciplinary partnerships to create an integrated and comprehensive injury control system across jurisdictional boundaries.

The City of Mountain View looks forward to working actively as a member of the project's network and to participate in the assessment of the motor vehicle related injury problem and its impact on our city as well as the entire county. We believe that the strategy to identify how Santa Clara County and its cities compare to the "Best Practices" standards identified by NHTSA.

The City of Mountain View has also requested funds from the State Office of Traffic Safety to perform a pedestrian/bicycle safety program that utilizes the services of the firm of Safe Moves. The proposed program will be comprehensive in its education effort to reach all age groups, including school children, seniors and the City at large. We believe that our safety proposal is a perfect fit with the NHTSA proposal and look forward to both efforts. The City will make every effort to coordinate with other City departments as well as the County.

We are pleased to support the County's application and to work with the County and other cities in this partnership to improve traffic safety in Santa Clara County.

Sincerely,

Joseph S. Kleitman
Mayor

cc: Ms. Guadalupe Olivas, Santa Clara County Public Health Department
CM, ACM, PWD, DPWD-JF, TE, TP, F/c

CITY of SARATOGA
13777 FRUITVALE AVENUE • SARATOGA, CALIFORNIA 95070 • (408) 868-1200

COUNCIL MEMBERS:
Stan Boopsian
Paul E. Jacobs
Gillian Moran
Jim Shaw
Donald L. Wolfe

February 12, 1997

Arthur Anderson, Director
Office of Traffic Safety
7000 Frankin Boulevard, Suite 440
Sacramento, CA 95823-1820

Dear Mr. Anderson:

We are writing to endorse and support the "Santa Clara County/Cities Traffic Safe Community Project" memorandum proposal which is being submitted to the Office of Traffic Safety, National Highway Traffic Safety Administration (NHTSA). The overall purpose of this proposal is to implement an adaptation of the NHTSA's Safe Communities Model on a county-wide basis. The goal is to reduce, prevent and control motor vehicle fatalities and injuries by engaging in a broad network of multi disciplinary partnerships to create an integrated and comprehensive injury control system across jurisdictional boundaries.

Our city pledges to be an active member of the project's proposed network, and to participate in the collective and comprehensive assessment of the motor vehicle related injury problem and impact in Santa Clara County and its cities. We believe that the strategy of identifying how Santa Clara County and its cities compare to the "Best Practices" that have been identified to be effective by NHTSA. This profile will assist the multiple partners to gain a collective understanding of the full scope of the problem and our current focus in addressing traffic safety.

We look forward to participating in this partnership effort and in the creation of an improved traffic safe Santa Clara County.

Sincerely,

Gillian Moran

Gillian Moran
Mayor

Printed on recycled paper

CITY OF MORGAN HILL

17555 PEAK AVENUE MORGAN HILL CALIFORNIA 95037

February 13, 1997

Arthur Anderson, Director
Office of Traffic Safety
7000 Franklin Blvd., Suite 440
Sacramento, CA 95823-1820

Dear Mr. Anderson:

I am writing to express this office's endorsement and support in concept of the "Santa Clara County/Cities Traffic Safe Community Project" memorandum proposal, which is being submitted to the Office of Traffic Safety, National Highway Traffic Administration (NHTSA). The overall purpose of this proposal is to implement an adaptation of the NHTSA's Safe Communities Model on a county-wide basis. The goal is to reduce, prevent and control motor vehicle fatalities and injuries by engaging in a broad network of multi-disciplinary partnerships to create an integrated and comprehensive injury control system across jurisdictional boundaries.

The City of Morgan Hill will be an active member of the project's proposed "Safe Communities Network", and will participate in the collective and comprehensive assessment of the motor vehicle related injury problem. I believe that the strategy of assessing how Santa Clara County and its cities compare to the "Best Practices" identified by NHTSA will create an effective safety profile. This profile will assist the multiple partners in gaining a collective understanding of the full scope of the problem and enhance our current focus in addressing the problem.

I look forward to participating in this partnership effort and in the creation of improved traffic safety in Santa Clara County. The goals of this application are consistent with adopted policy of the Morgan Hill City Council.

Sincerely,

DAVID M. JINKENS
City Manager

DMJ:dp

PUBLIC HEALTH DEPARTMENT
Emergency Medical Services Agency
645 South Bascom Avenue, San Jose, California 95128
Tel (408) 885-4250
Fax (408) 885-4264

SANTA CLARA VALLEY
HEALTH & HOSPITAL SYSTEM

February 11, 1997

Arthur Anderson, Director
Office of Traffic Safety
7000 Franklin Blvd., Suite 440
Sacramento, CA, 95823-1820

Dear Mr. Anderson

Santa Clara County's Emergency Medical Services (EMS) Agency endorses and supports the "Santa Clara County/Cities Traffic Safe Community Project" memorandum proposal, which is being submitted to the Office of Traffic Safety, National Highway Traffic Administration (NHTSA). The overall purpose of this proposal is to implement an adaptation of the NHTSA's Safe Communities Model on a county-wide basis. The goal is to reduce, prevent and control motor vehicle fatalities and injuries by engaging in a broad network of multi-disciplinary partnerships to create an integrated and comprehensive injury control system across jurisdictional boundaries.

Our agency has an active prevention component in our EMS for Children program including participation in the Child Injury Prevention Conference, which helped spawn the present proposal. EMS proposes to be an active member of the project's proposed "Safe Communities Network", and to participate in the collective and comprehensive assessment of the motor vehicle related injury problem. Use of the Trauma Registry can be most helpful in this endeavor. We believe that the strategy of assessing how Santa Clara County and its cities compare to the "Best Practices" identified by NHTSA will create an effective safety profile. This profile will assist the multiple partners in gaining a collective understanding of the full scope of the problem and enhance our current focus in addressing the problem.

We look forward to participating in this partnership effort and in the creation of improved traffic safety in Santa Clara County.

Sincerely,

Robert Heilig
Acting EMS Administrator

Dedicated to the Health
of the Whole Community

SANTA CLARA
VALLEY
HEALTH & HOSPITAL SYSTEM

ALCOHOL & DRUG
SERVICES DEPARTMENT

Administration
976 Lenzen Avenue
San Jose, California 95126
Tel (408) 299-6141
Fax (408) 299-1843

February 11, 1997

Arthur Anderson, Director
Office of Traffic Safety
7000 Franklin Boulevard, Suite 440
Sacramento, CA 95823-1820

Dear Mr. Anderson:

We are writing to endorse and support the "Santa Clara County/Cities Traffic Safety Community Project" memorandum proposal which is being submitted to the Office of Traffic Safety, National Highway Traffic Safety Administration (NHTSA). The overall purpose of this proposal is to implement an adaptation of the NHTSA's Safe Communities Model on a county-wide basis. the goal is to reduce, prevent and control motor vehicle fatalities and injuries by engaging in a broad network of multi disciplinary partnerships to create an integrated and comprehensive injury control system across jurisdictional boundaries.

Our agency, Santa Clara County Department of Alcohol and Drug Services, pledges to be an active member of the project's proposed network, and to participate in the collective and comprehensive assessment of the motor vehicle related injury problem and impact in Santa Clara County and its cities. We believe that the strategy of identifying how Santa Clara county and its cities compare to the "Best Practices" that have been identified to be effective by NHTSA. This profile will assist the multiple partners to gain a collective understanding of the full scope of the problem and our current focus in addressing traffic safety.

We are especially committed to helping the Community Project address the issue of substance abuse, and particularly alcohol, as a contributing factor to motor vehicle fatalities and injuries. It is clear that until we come to grips with this issue, our ability to reduce motor vehicle fatalities and injuries will have only limited success. I feel that we have a great deal of expertise and information to provide assistance in this area.

We look forward to participating in this partnership effort and in the creation of an improved traffic safe Santa Clara County.

Sincerely,

Robert Garner

Robert Garner
Director