

## Mid-Year Board Meeting Highlights

The District 6 Board and 21 District 6 members, including International President Tim Harpst, International Vice President Rich Romer, and various Committee and LAC chairs, met on January 28, 2005, at the Hilton near the



*Dalene Whitlock,  
Secretary-Treasurer*

Ontario, California, airport. President Zaki Mustafa called the meeting to order at 9:05 a.m. The day's ambitious agenda included reports from all of the District 6 and International officers as well as the District Administrator, *WesternITE* Managing Editor and a number of the Committee Chairs. Following are highlights of the issues discussed and actions taken.

- President Zaki Mustafa noted that he has had an opportunity to recognize a number of members for their contributions and encouraged other District and Section leaders to look for opportunities to bring to light the many important and valuable contributions of our members.
- Vice President Ken Ackeret reported that for the 2003-2004 Fiscal Year, the District had \$117,265 in expenses versus

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## San Jose Gets Street Smarts

*by Linda Crabill, City of San Jose Department of Transportation*

San Jose, California, is the 11<sup>th</sup>-largest city in the nation and for the last four years has been rated as the safest big city in the U.S (for 500,000+ population). The quality of life is a major reason why businesses and families continue to locate and grow in San Jose, Capital of Silicon Valley. And although San Jose has one of the safest transportation systems of any metropolitan

region in the country, the goal is to have zero fatalities and to minimize injuries on city streets by coordinating use of the "3 Es" - Engineering, Enforcement and Education.

In November 2002, the City of San Jose Department of Transportation (DOT) launched Street Smarts, a public education program targeted toward changing driver, pedestrian and bicyclist behavior, to address growing safety issues on city streets.

Education is increasingly becoming

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*Sample billboard from the Street Smarts program.*

## Welcome to Kalispell, Montana!

On behalf of the Local Arrangements Committee and the Montana Chapter, I invite you to attend the 2005 District 6 Annual Meeting to be held July 10-13, 2005 in Kalispell, Montana.

Old West charm and breathtaking scenery—Kalispell is located in northwest Montana at the north end of Flathead Lake, the largest natural freshwater lake west of the Mississippi. Just minutes from the west entrance to Glacier National Park, Kalispell is a haven for outdoor recreation, including hiking, mountain biking, horseback riding, whitewater rafting, and golf on some of America's most spectacular courses.

The 2005 District 6 Annual Meeting will be held at the WestCoast Outlaw

Hotel, located just minutes from Glacier National Park and Flathead Lake. The Outlaw Hotel has a fitness center, tennis courts, two indoor pools, four whirlpools and a sauna. Fine dining is available within the hotel at Hennessey's Steakhouse, a Kalispell tradition for over 50 years.

The meeting will officially begin Sunday evening with an opportunity to see old friends and meet new ones at



*Michael Sanderson,  
LAC Chair*

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## San Jose Gets Street Smarts

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recognized by traffic safety professionals as an effective tool to improve safety, reduce injuries and save lives. Toward that goal, the Street Smarts program was developed to focus on behavior change using education, because engineering and enforcement alone are not enough to address problems with what is often the root cause: driver, pedestrian and bicyclist behavior.

During the past five years, over half of children who died in Santa Clara County were killed by traffic-related crashes, most of which were caused by human behavior. Trend analysis by the San Jose Police Department showed that behavior-related crashes were on the rise, and while San Jose has the second-lowest pedestrian fatality rate for cities over 750,000 population, there is a strong commitment to work harder as a city to reduce those numbers further. In the words of Transportation Director James Helmer, "One fatality is one too many."

Street Smarts was developed with the assistance of traffic safety professionals and other community stakeholders, including the San Jose Police Department, the American Automobile Association (AAA), Walk San Jose, the Metropolitan Transportation Commission, the San Jose Unified School District, the Valley Transportation Agency, the California Highway Patrol, Caltrans, the Santa Clara County Traffic Safe Communities

### About the Author:

**Linda Crabill** serves as Community Relations Manager with the City of San Jose Department of Transportation, where she developed the Street Smarts Public Education Program. Ms. Crabill is Immediate Past President of the California Association of Public Information Officials (CAPIO), and has chaired that association's statewide conference, in addition to developing CAPIO's PIO Institute, a professional certificate program for public information officials. Ms. Crabill serves on several non-profit boards and assists with their marketing communications and fundraising efforts. Her passion is showing dogs and she has raised, trained and exhibited over 20 Lhasa Apso champions, including a multiple Best in Show winner.



Network, the City of San Jose Bicycle and Pedestrian Advisory Committee, Safe Moves, Inc., and the cities of San Francisco and Santa Clara.

Targeted behaviors for Street Smarts were identified from citation data and accident reports, and represent the top causes of accidents and the most vulnerable populations (school children and pedestrians) in San Jose. These five behaviors are red-light running, stop sign violations, speeding, school-zone violations, and crosswalk safety and compliance.

The general target audience for Street Smarts was determined to be drivers, pedestrians and bicyclists of all ages, with a primary target audience being male drivers, ages 18-25. This primary audience was determined based on San Jose crash data which identified the age and gender of drivers involved in the highest number of crashes.

Street Smarts is multi-lingual in approach (English, Spanish, and Vietnamese) and uses two major components—media and community relations—to influence attitudes and change behavior. The media was used initially to raise community awareness about the issues and the program, followed by a "grass roots" approach to effectively target schools and neighborhoods to influence attitudes and eventually change behavior.

The community relations effort consists of interactive presentations to schools, neighborhoods, businesses and community groups, along with educational materials that each can utilize to further the safety messages of the Street Smarts program. To date, over 180 schools are participating in the program and 16 neighborhoods have adopted Street Smarts. Additionally, corporate sponsorships and regional partnerships help to integrate community support for the program throughout the broader San Francisco Bay Area region.

### School Participation

Street Smarts conducted a "Best Practices" Back-to-School Traffic Safety committee with various City departments, school districts and partners, such as AAA, to improve collaboration and use resources more effectively, as well as to perform a gap analysis to determine where safety improvements were needed as children returned to school. This effort included a partnership with the San Jose Police Department to begin enforcement in school zones on the first day of school (as requested by school districts) and was launched with a press conference during

the first week of school.

Over 120,000 school safety flyers were distributed in three languages to all San Jose students to encourage safe walking, biking and driving (for parents) behaviors as they returned to school and also to notify parents about enforcement efforts beginning on the first day of school. In partnership with AAA, 5,000 pedestrian safety posters for classrooms and 180 school safety fence banners were developed and distributed to all elementary and middle schools, eight "pedestrian and bike rodeos" were held at schools citywide to teach safe practices, and parent education seminars are being conducted on an ongoing basis to encourage safety in school zones.

Through a recent \$230,000 grant from the California Office of Traffic Safety, the San Jose DOT has started a new element of Street Smarts, a school safety education program that teaches children in grades K-8 age-appropriate safety principles such as how to cross the street safely and the proper way to wear a bike helmet and ride a bike. Once a school is scheduled for the program, the instructor reviews the pick-up and drop-off patterns of each school prior to teaching the course, and customizes the presentation to address specific safety issues and challenges at that school. The program is taught to classes and student assemblies and is expected to be presented to an estimated 50,000 students each year. It is scheduled to reach all San Jose elementary and middle school students over the course of two years.

Though new, this program is considered a key service of the Department, as it strives to teach safety practices to the youngest and most vulnerable members of the community. This new component of Street Smarts is also used as an educational tool to bring to schools located where injury accidents involving children have occurred.

### Neighborhood Involvement

Each neighborhood that adopts the Street Smarts program receives approximately three hours of driver, pedestrian and bicycle behavior education.

Street Smarts received the 2004 Pedestrian Project Award for Safety (awarded by ITE and the Partnership for a Walkable America) and the "Tranny" Award from the California Transportation Foundation, in the area of community awareness.

Following the presentation, a volunteer from the neighborhood is recruited to coordinate neighbors to watch a video which discusses the impacts of behavior and other issues related to traffic safety. Afterward, residents participate in a discussion about what steps they might take to improve their own driver, pedestrian and bicyclist behaviors. Neighborhood Kits containing lawn signs, safety tips, driving quizzes, bumper stickers, and other educational materials are distributed to reinforce the Street Smarts messages through family participation or discussion.

*Regional Partnerships*

Because drivers do not change behaviors as they cross city boundaries, materials were designed with regional participation in mind. Street Smarts is a turn-key program that any public agency can adopt to calm traffic. Therefore, any community throughout the U.S. can participate in the Street Smarts program and utilize market-tested, professionally designed messages and materials—representing an estimated investment of \$250,000 in public dollars—for as little as \$2,500. The California cities of Cupertino, Napa, Danville and San Ramon, along with Contra Costa County, have joined the Street Smarts partnership by rolling the program out in their communities, and numerous others nationwide are currently exploring this option.

Perhaps the greatest benefit of the Street Smarts Program is that education provides enhanced coordination between all of the tools available—engineering, enforcement and education—to calm traffic more effectively. For example, San Jose revised its Traffic Calming Toolkit to reflect the use of education, along with engineering and enforcement, to improve safety on city streets. Education is now included as a basic tool, and often is used as the first approach to resolving neighborhood traffic concerns prior to employing more costly engineering solutions.

*Sample handout from the Street Smarts program.*

Education is not only the most cost-effective tool in the toolbox, but the Street Smarts Program can also help to set the stage with residents by first discussing with them the role of behavior in traffic safety. This approach can help to manage the expectations of residents who may expect engineering improvements to resolve all of their traffic issues. As city budgets continue to shrink, more agencies can look to educational programs such as Street Smarts

to provide a cost-effective means to assist in calming traffic.

*For more information about the City of San Jose Street Smarts Program, visit [www.GetStreetSmarts.org](http://www.GetStreetSmarts.org) or contact Linda Crabill with the City of San Jose Department of Transportation, via email at: [linda.crabill@sanjoseca.gov](mailto:linda.crabill@sanjoseca.gov) or (408) 277-4499.*

## Sign of the Times

“When I said this traffic really bites, this wasn’t what I had in mind!”

*Submitted by Massoud Saberian and Xavier Falconi; spotted near Vancouver Lake, in Washington State*

