

# Safe Kids Sonoma County

## *Bicycle and Pedestrian Safety 4- year Strategic Plan*

2006 – 2010

**Goal-** To decrease bicycle and pedestrian injuries to children under 18 years old through community education, helmet distribution, and policy advocacy.

**Injury Indicator-** # of deaths and hospitalizations due to bicycle and pedestrian injuries for children under 18 years old

**Local Injury Indicator-** # of deaths and hospitalizations due to bicycle and pedestrian injuries for children under 18 years old in Sonoma County

Objective	Activities	Indicators	Timeline	Member Org. Involved
Safe Kids complements other bike and pedestrian coalitions and networks	<ul style="list-style-type: none"> <li>Create a list/ flow chart of all bike and ped coalitions and groups in Sonoma County</li> <li>- Create list with input from all groups with missions and activities</li> <li>- Distribute to all groups to promote collaboration</li> <li>- Give resource list to other agencies (Pediatricians; Parks and Recreation; Police and Fire Depts.)</li> </ul>		Ongoing	<ul style="list-style-type: none"> <li>Air Quality group, Street Smarts, SCBC</li> <li>- Sonoma County bike coalition</li> <li>- State Farm</li> <li>- AAA</li> </ul>
Partner with BPAC and Sonoma County Bike coalition to establish a Safe Routes to Schools program in Sonoma County.	<ul style="list-style-type: none"> <li>Assist with start-up.</li> <li>Safe Routes To School Program to Involve: kids, parents, teachers</li> </ul>		<ul style="list-style-type: none"> <li>2006-07</li> <li>2007-08</li> </ul>	
<ul style="list-style-type: none"> <li>Work with judges to enforce citations / penalization</li> <li>Work with law enforcement to enforce the helmet law</li> </ul>	<ul style="list-style-type: none"> <li>Patrol briefings with law enforcement</li> <li>- Create redi-ref card with helmet law</li> <li>- Present at patrol briefings with information about violator program</li> </ul>		Ongoing	<ul style="list-style-type: none"> <li>- BPACS in Santa Rosa and Sebastopol</li> <li>CHP, SRPD, SCBC, SRCC</li> <li>Petaluma, Rohnert Park Fire Dept</li> </ul>
Maintain Bicycle Rodeo Kit	<ul style="list-style-type: none"> <li>-Advertise rodeo kit</li> <li>- Bicycle action team meets at least 6x/yr to respond to requests</li> <li>- Update kit to ensure quality of equipment</li> <li>- Create second bike rodeo kit</li> </ul>		<ul style="list-style-type: none"> <li>Ongoing</li> <li>Ongoing</li> <li>Ongoing</li> <li>2007</li> </ul>	<ul style="list-style-type: none"> <li>Action Team, schools</li> <li>Norcal Bike Sport, SCBC, Pet BPAC</li> </ul>

<b>Objective</b>	<b>Activities</b>	<b>Indicators</b>	<b>Timeline</b>	<b>Member Org. Involved</b>
Maintain bicycle helmet bank with the capacity to provide helmets to organizations serving students from low-income families	<ul style="list-style-type: none"> <li>- Bicycle action team meets at least 6 times/ year to review applications</li> <li>- More urgent applications reviewed via e-mail correspondence</li> </ul>		Ongoing	Action Team, schools Pediatricians; Parks and Recreation; Police; Fire Dept.
	fundraising for the helmet bank <ul style="list-style-type: none"> <li>- Review funding opportunities</li> <li>- Write applications or present</li> </ul> Advertise helmet bank		Ongoing  2007	State Farm, AAA, Farmers Insurance, SRCC, SCBC, SRPD, Rotary Clubs
Support Walk and Roll to School Events	Promote event and help with funding		Ongoing	SCBC, legislators, media
Provide training to bike rodeo volunteers	Schedule train the trainer program for all bike rodeo champions <ul style="list-style-type: none"> <li>- Create list of all bike rodeo set-up volunteers</li> <li>- Develop training and implement</li> </ul>		Ongoing	Norcal Bike Sport, SCBC  - State Farm - AAA
One on one education between volunteers and parents and children at bike rodeos and safety events	Fit every helmet to ensure that recipients have adequate knowledge to use correctly <ul style="list-style-type: none"> <li>- Provide every recipient with helmet fitting instructions and bike safety education.</li> </ul>		Ongoing	Schools, SCBC
Provide bike safety skills classes to kids  Education of parents/ children			07-08	
Work with bike and ped groups to create walkable communities	<ul style="list-style-type: none"> <li>- Attend general planning meetings in each city</li> <li>- partner with FANTF (Family Activity and Nutrition Task Force)</li> <li>- Talk to coalition about success</li> </ul>		2009	JC Neighborhood Association, BPACs, American Lung Assoc., Transit Dept Park and Recreation, HEAL Partnership, Boys and Girls Club

Objective	Activities	Indicators	Timeline	Member Org. Involved
Ensure that city and county general plans include language for complete streets and walkable communities			2009	<ul style="list-style-type: none"> <li>- Schools, FANTF</li> <li>- Martin Clinton</li> <li>- City Planners, City Councils, Developers, Hospitals, Law Enforcement</li> </ul>
Revise current laws in Santa Rosa and Sebastopol to allow kids with cycles with training wheels to ride on sidewalk with an adult			2010	<ul style="list-style-type: none"> <li>- BPACS in Santa Rosa and Sebastopol</li> <li>- Sonoma County bike coalition</li> </ul>