



**COUNTY OF SAN MATEO**  
Inter-Departmental Correspondence  
County Manager's Office



**Date:** March 12, 2015  
**Board Meeting Date:** April 14, 2015  
**Special Notice / Hearing:** None  
**Vote Required:** Majority

**To:** Honorable Board of Supervisors

**From:** Jim Eggemeyer, Director, Office of Sustainability

**Subject:** Resolution authorizing application to the California State Transportation Agency Office of Traffic Safety Grant Program for \$382,160

**RECOMMENDATION:**

Adopt a resolution authorizing the Director of the Office of Sustainability, or his designee, to submit an application for a \$382,160 grant to the California State Transportation Agency Office of Traffic Safety grant program.

**BACKGROUND:**

In December 2014, the California State Transportation Agency (CalSTA) released a Call for Projects to all California jurisdictions for funding from the Office of Traffic Safety (OTS) to conduct local programs aimed at improving traffic safety and reducing injuries and fatalities caused by traffic collisions. Responses to the Call for Projects were to be submitted by January 31, 2015. The County submitted an application prior to the January 31, 2015 deadline. OTS requires governing board resolutions showing local support for project applications. Resolutions are not subject to the same deadline as the Call for Projects.

OTS grants have been used to fund a wide variety of education, data collection and evaluation, and enforcement emphasis programs in cities and counties throughout the Bay Area. San Mateo County has not previously received OTS grant funds for bicycle and pedestrian safety.

**DISCUSSION:**

After careful review of the priorities articulated in the OTS program and considering the needs of San Mateo County as it strives to improve pedestrian and bicyclist mobility while ensuring safety for all roadway users, the Office of Sustainability, recommends that the County adopt a Resolution in support of the grant application for the "Safe Sustainable Transportation Encouragement Program (SSTEP)" for OTS grant funding.

SSTEP will improve data collection and analysis to refine the County's understanding of the causes of pedestrian-vehicle and bicycle-vehicle collisions; focusing, in particular, on collisions involving senior citizens. Based on this analysis, the project will select up to three target geographic areas in which to implement educational outreach strategies to both encourage walking and cycling (i.e., active transportation) and reduce the rate of collisions between vehicles and pedestrians and bicyclists. A public awareness campaign will increase driver awareness of safety around people walking and cycling. The project will implement innovative measurements to evaluate awareness and behavior changes.

SSTEP focuses on senior walking safety because OTS rankings show that San Mateo County has the second highest number of seniors injured or killed as pedestrians in California. SSTEP implements a proven strategy of community-wide education and outreach, based on strategies and messaging developed in San Jose's "Street Smarts" and "It's Up to All of Us" programs.

SSTEP will be managed by the Office of Sustainability's Active Transportation Coordinator and will fund contracted consultant work for data collection and analysis, mobile application development, and community education.

The total grant request for OTS funds is \$382,160. There is no local match requirement.

County Counsel has reviewed and approved the resolution as to form.

Approval of this Resolution contributes to the Shared Vision 2025 outcomes of a livable and healthy community by reducing injuries from traffic collisions and by increasing rates of walking transportation. SSTEP also contributes to the Shared Vision 2025 outcome of an environmentally conscious community because up to 20% of automobile trips can be shifted to walking or bicycling thereby reducing pollution and greenhouse gas emissions.

**FISCAL IMPACT:**

There will be no Net County Cost as a result of applying for this grant.