

Bicycle and Pedestrian Safety

New Grant Helps Promote Awareness

Sunnyvale residents promote walking and cycling with programs like the National Highway Traffic Safety Administration's (NHTSA) *Safe Routes to School*; the Center for Disease Control's (CDC) *Communities Putting Prevention to Work*, which tackles obesity through increased activity; and a growing number of local cycling, walking and running clubs. At the same time, Sunnyvale Public Safety officers responded to a combined 101 bicycle and pedestrian accidents in our city during Fiscal Year 2012/13, and issued 161 citations for jaywalking, 69 citations for minors cycling without helmets, and 17 citations for not being visible at night by cycling without lights or reflective gear.

Recognizing the need for greater public education on people-powered transportation, the California Office of Traffic Safety (OTS), through the NHTSA, just awarded Sunnyvale a \$50,000 grant to conduct public outreach on bicycle and pedestrian safety. Our City was one of only ten in California to receive the grant. We made our case by

demonstrating not only the need for the education but the support of the community for public safety initiatives.

This OTS grant will be used for bicycle and pedestrian safety in the form of public outreach, education and increased patrol presence in higher incident areas over the next year. Some programs will provide opportunities for minors to

receive free safety helmets and education on how to properly fit and wear helmets. Other initiatives planned include a bicycle rodeo with stunt cyclists, demonstrations and hands-on workshops. Public Safety also plans to produce locally-focused, multilingual public service announcements to air on radio, television and online.

Working together with residents, schools, nonprofits and volunteers, we hope that Sunnyvale will stay a bicycle and pedestrian friendly community. To that end, the next page includes the proper way to fit helmets and some common issues that our officers see every day. ☺

Safe Routes to School Program

Safe Routes Begin with Safer Roads

Parents need to know that their children can walk and bike on safe streets and sidewalks; that crossing intersections isn't a scary notion; and each child reaches school and home every day without a hitch. Doing that takes an entire community and Sunnyvale has stepped up to the challenge with help from the *Safe Routes to School* program.

A collaborative effort between cities, schools, parents and volunteers, *Safe Routes* encourages students and parents to give up driving to and from schools in the morning for alternative, people-powered transportation. Yet, it's more than just a school program. *Safe Routes* involves infrastructure updates through Public Works;

safety education for parents and children through Public Safety; encouragement of healthy, outdoor activity through the school district and Community Services; and alternative transportation programs to help reduce Sunnyvale's carbon footprint.

Two years ago, when Sunnyvale first received county

funding for the program, the first step was to assess a baseline for how safe it would be for children to travel under their own power to school and back. Volunteers and staff from the countywide Traffic Safe Communities Network coalition observed school transportation modes, adherence to safety rules and common safety issues in school zones. Then, parents, school staff, district staff, Public Works representatives and Public Safety Officers held meetings at area elementary and middle schools to hear the findings about alternative transportation safety concerns and where streets, sidewalks, lights, and signs might need to be improved before encouraging more students to use self-powered transportation methods.

After the assessment, Sunnyvale concentrated on improving the roads and sidewalks in areas where students are more likely to bike or walk to school. Since then,

county, state and federal funds were combined with other City projects to:

- install in-road flashing warning lights at Fairwood Drive between Sandia Drive and Prescott Drive, the intersection of Wright Avenue and The Dalles Avenue, the intersection of Remington Drive and Spinesa Drive, and the intersection of Fremont Avenue and Sydney Drive;
- put in new sidewalks along Cascade Avenue, which is across from a school, and gives students and residents a safe, alternative path before crossing the street;
- replace 17 pedestrian countdown signals citywide, including major intersections at Fair Oaks and Olive Avenue, Wolfe Road and Evelyn Avenue, and Fremont Avenue and Rembrandt Drive; and
- add and update voice warning devices at several pedestrian crossings around known school routes. ☺



Crossing guard Nancy Landford helps kids at Stockton Elementary and puts a high-five as each student crosses.



Bike Helmets

Helmet Hair is Healthy Hair

Sunnyvale's Public Safety Officers responded to 67 bicycle accidents over the past fiscal year. And despite the numerous studies showing that helmets prevent fatal head injuries and permanent head trauma, fear of helmet hair or *galea-chaeto-phobia* (yes, we just made that up), likely prevents both children and adults from using one of the most effective safety devices to reduce serious injury or death from bicycle crashes.

A cool helmet gets used

Pick something that you want to be seen in and show it off by wearing it every time. If buying for children, let them pick it out so they will want to wear it.

Keep a level head

Helmets are ultimately about protection. So, when you do wear your new, cool helmet, make sure that it is level on your head and not tipped backward or forward. Most helmets come

with extra foam padding, which should be used around the sides and back of the helmet where impact is more likely to occur in an accident. Where a fitting ring is used for the one-size-fits-all helmets, tighten the ring until it is snug and touches the head evenly all around.

comfortably snug. If a helmet has a rear stabilizer, adjust that last.

Now shake!

The best way to test your helmet is shake your head to make sure that it doesn't shift or move. If it does, readjust. You should also make sure that the helmet won't slide back, so push up on the front edge to make sure that it won't give and expose the forehead.

Check out a video on how to properly fit helmets from the NHTSA at BikeSafety.inSunnyvale.com.

How 'bout them ears (and chin)?

Adjust the rear (nape) straps, then the front straps to where they form a Y just under the ears on each side. Then adjust the chin strap so that it is

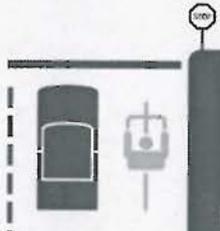


An older student from a nearby school is stopped for not wearing a helmet, being on the wrong side of the street, going through a stop sign without stopping, not signaling at the turn and talking on his cell while cycling. The younger onlooker properly demonstrated how minors should be cycling.

Bike Safety

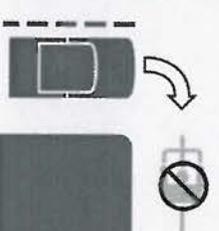
Some Do's and Don'ts

DO



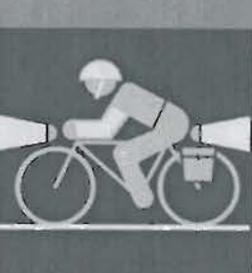
Obey All Traffic Signs and Signals
Bicyclists are entitled to share the road with vehicles and must obey all traffic signals and stop signs

DON'T



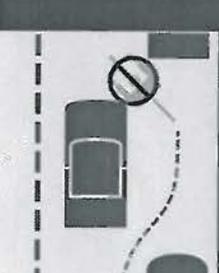
Never Ride Against Traffic
Motorists are not looking for bicyclists riding against traffic on the wrong side of the road.

DO



Be Seen So You Can Be Avoided
Use a strong headlight and rear reflector or taillight at night or when visibility is poor. Wear light-colored clothes with reflective tape for extra protection. Reflective tag bands are also effective.

DON'T



Don't Get Too Close
To ensure drivers can see you, stay out of their blind spots and don't weave between vehicles. Ride far enough behind for the driver to see you, and far enough from the sides to avoid falling under a vehicle.