



CONTRA COSTA
HEALTH

Proposed Bicycle & Pedestrian Safety Education Project

Transportation Development Act Article 3

Fiscal Year 2025 - 2026

**Submitted by:
Contra Costa Health
Building Healthy Communities Program
December 2, 2024**

**For Review by:
Countywide Bicycle Advisory Committee**



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CONTRA COSTA
HEALTH

2500 Bates Ave, Suite 200 | Concord, CA 94520 | cchealth.org

December 2, 2024

Jerry Fahy
Division Manager
Transportation Engineering
Contra Costa County Public Works Department
255 Glacier Drive
Martinez, CA 94553

Dear Mr. Fahy,

I am delighted to submit for review by the County Bicycle Advisory Committee, the Contra Costa Health (CCH) draft application for fiscal year 2025-2026 TDA Article 3 funding. TDA Article 3 has provided generous funding to CCH since 1999. With continued support, CCH will maintain and expand delivery of quality bicyclist and pedestrian safety education initiatives at schools and in community settings across Contra Costa County.

In the past year, we participated in 7 community events where we reached hundreds of families with bicyclist and pedestrian safety education programming. Additionally, we coordinated with local community-based organizations (CBO) to distribute 121 helmets to children who needed them and provided training to CBO staff on proper helmet fitting. We continue to partner with internal and external stakeholders to increase safe walking, biking, and rolling throughout the county. These activities provide county residents, especially those living in equity priority communities, with comprehensive bicycle and pedestrian safety education programs, as well as engaging and safe active transportation promotion events.

The attached description details the proposed activities. The total requested budget for these activities is \$50,000. A line-item budget is attached.

Please do not hesitate to contact me if you have any questions. Thank you for your consideration.

Sincerely,

Emily Warming, MPH, MSW
Program Manager, Building Healthy Communities
2500 Bates Ave, Suite B
Concord, CA 94553
(925)608-5240
emily.warming@cchealth.org

Attachment B

TDA Article 3 Project Application Form

1. Agency	Contra Costa Health (CCH)		
2. Primary Contact	Emily Warming, MPH, MSW Program Manager, Building Healthy Communities		
3. Mailing Address	2500 Bates Ave, Suite B, Concord, CA 94520		
4. Email Address	emily.warming@cchealth.org	5. Phone Number	(925)608-5240
6. Secondary Contact (in the event primary is not available)	Davis Okonkwo Senior Health Education Specialist Building Healthy Communities Program		
7. Mailing address (if different) N/A <input checked="" type="checkbox"/>			
8. Email Address	davis.okonkwo@cchealth.org	9. Phone Number	(925)440-7010
10. Send allocation instructions to (if different from above):	N/A		
11. Project Title	Contra Costa Health Bicycle & Pedestrian Safety Education Project		
12. Amount requested	\$50,000	13. Fiscal Year of Claim	2025-2026

14. Description of Overall Project:

To advance bicyclist and pedestrian safety education in Contra Costa, CCH will provide bicyclist and pedestrian safety education and events, family bicycling and walking events, campus safety meetings, helmet distribution, community safety outposts, resource sharing, and expanded local jurisdiction active transportation partnerships.

15. Project Scope Proposed for Funding: (Project level environmental, preliminary planning, and ROW are ineligible uses of TDA funds.)

Non-infrastructure community and youth bicyclist and pedestrian safety education offered countywide, with emphasis on residents living in equity priority communities, PDAs, and TOCs.

16. Project Location: A map of the project location is attached or a link to a online map of the project location is provided below:

Throughout Contra Costa County, with a special focus on Equity Priority Communities, PDAs, and TOCs located within the county.

- 1) https://mtc.ca.gov/sites/default/files/Equity_Priority_Communities.pdf
- 2) <https://opendata.mtc.ca.gov/datasets/priority-development-areas-plan-bay-area-2050/explore?location=37.982349%2C-122.084129%2C11.00>
- 3) <https://experience.arcgis.com/experience/01311260043f4bd689907c9df577bfff>

Project Relation to Regional Policies (for information only)

17. Is the project in an Equity Priority Community? Yes No
18. Is this project in a Priority Development Area or a Transit-Oriented Community? Yes No

19. Project Budget and Schedule

Project Phase	TDA 3	Other Funds	Total Cost	Estimated Completion (month/year)
Bike/Ped Plan				
ENV				
PA&ED				
PS&E				
ROW				
CON				
Total Cost	50,000		50,000	

Project Eligibility

- A. Has the project been reviewed by the Bicycle and Pedestrian Advisory Committee? Yes No
 If "YES," identify the date and provide a copy or link to the agenda.
 If "NO," provide an explanation). **CBAC will review in December 2024**
- B. Has the project been approved by the claimant's governing body? Yes No
 If "NO," provide expected date: 1/14/2025
- C. Has this project previously received TDA Article 3 funding? Yes No
 (If "YES," provide an explanation on a separate page)
- D. For "bikeways," does the project meet Caltrans minimum safety design criteria pursuant to Chapter 1000 of the California Highway Design Manual? N/A Yes No
- E. 1. Is the project categorically exempt from CEQA, pursuant to CCR Section 15301(c), Existing Facility? Yes No
2. If "NO" above, is the project is exempt from CEQA for another reason? Yes No
 Cite the basis for the exemption. N/A
 If the project is not exempt, please check "NO," and provide environmental documentation, as appropriate.
- F. Estimated Completion Date of project (month and year): 06/2029
- G. Have provisions been made by the claimant to maintain the project or facility, or has the claimant arranged for such maintenance by another agency? (If an agency other than the Claimant is to maintain the facility, please identify below and provide the agreement. Yes No

H. Is a Complete Streets Checklist required for this project ?

Yes

No

If the amount requested is over \$250,000 or if the total project phase or construction phase is over \$250,000, a Complete Streets checklist is likely required. Please attach the Complete Streets checklist or record of review, as applicable. More information and the form may be found here: <https://mtc.ca.gov/planning/transportation/complete-streets>



CONTRA COSTA HEALTH

PROJECT NARRATIVE

PROPOSED BICYCLE & PEDESTRIAN SAFETY EDUCATION PROJECT Fiscal Year 2025 - 2026

PROJECT SUMMARY:

The proposed Contra Costa Health (CCH) Building Healthy Communities Program TDA Article 3 Bicycle & Pedestrian Safety Education Project for Fiscal Year (FY) 2025 - 2026 will include several bicycle and pedestrian safety strategies that CCH will conduct primarily in school and community settings. These include:

- School bike/ped safety education and events,
- Parent and guardian bike/ped safety meetings,
- Family bicycling and walking events,
- Bicycle helmet fitting and distribution,
- Community helmet safety outposts,
- Bike trailer resource sharing for bike rodeos,
- Deepened local jurisdiction partnerships for safe active transportation infrastructure.

With the generous support of TDA Article 3 funding since 1999, the CCH Bicycle & Pedestrian Safety Education Project has grown from a narrow focus on classroom traffic safety education to broad, collaborative school- and community-wide programming, planned in partnership with local jurisdictions, transportation engineers, land use planners, community-based organizations (CBOs), school communities, and more. Please find enclosed the "Contra Costa Health TDA Highlights, FY 2023 - 2024" for detail on our successes in implementing the program in the previous fiscal year.

In FY 2025 - 2026, CCH proposes to continue providing the Bicycle & Pedestrian Safety Education Project across Contra Costa County through a collaborative, community-focused approach to reach a wide range of community members including parents/guardians, school-aged children, school staff, residents living in equity priority communities, and agency partners. In recent years, CCH has focused on developing the capacity of community organizations to train staff and stakeholders in safe walking and biking to broaden and deepen the reach of the project. Project activities are described in detail below.

SCHOOL EDUCATION AND EVENTS

In FY 2025 - 2026, CCH will provide 1-2 bicycle and pedestrian safety presentations or events in school and after-school settings to reach at least 50 students throughout Contra Costa County. CCH staff will distribute small safety incentives at these events, such as reflective armbands and bike lights. CCH bases presentation content on an array of bicyclist and pedestrian safety resources from national experts and partners in the field. The presentations engage students in learning and practicing safe walking and rolling. Presentations will also include a demonstration of correct bicycle helmet fitting. CCH will add information on safety practices for other micro-mobility modes such as scooting and e-biking, as appropriate. Classroom education will include either post-tests to assess student knowledge or informal evaluation measures such as hand-raising tallies reflecting intention to implement bike/ped safety strategies. In addition, CCH will maintain ongoing communication with school site staff to identify emerging needs.

PARENT AND GUARDIAN SAFETY MEETINGS

In FY 2025 - 2026, CCH will plan and deliver 1-2 parent/guardian-focused bicycle and pedestrian safety presentations. These sessions have the overarching goals of 1) empowering parents and guardians to advocate for safer active transportation school-zones, and 2) providing a forum for parents and guardians to learn, practice, and increase their knowledge of bicyclist and pedestrian safety measures.

In the realm of active transportation, the built environment plays a crucial role in ensuring safety. Physical infrastructure, such as well-maintained sidewalks, protected bike lanes, and comfortable pedestrian crossings provide the opportunity for individuals to engage in active transportation safely. The presentations will invite parents and guardians to identify bicyclist and pedestrian roadway safety issues in their school zones and brainstorm strategies to address these concerns. The presentations will include provision of customized safety materials and technical assistance to improve school zone safety (e.g. walking school buses, crossing guards, safety patrols, safe drop-off processes, and more). All solutions proposed at these presentations are implemented in accordance with existing school district and local jurisdiction policies. Additionally, in implementing these efforts, CCH will leverage partnerships with transportation engineers, land use planners, city employees, parents/guardians, school staff, and school district administrators.

FAMILY BICYCLING AND WALKING EVENTS

In FY 2025 - 2026, CCH will continue to promote active transportation safety and physical activity encouragement across the county by coordinating and conducting at least 1 large-scale, community-wide, safe bicycling or walking event in a school or community setting. Event activities may include bike helmet fitting and distribution, bike valet, or LCI-instructor led energizer stations for families to receive active transportation safety encouragement. In recent years, CCH has collaborated with Monument Crisis Center, Muslim Community Center East Bay, Mount Diablo Unified School District, East County Community Partners, Verde Elementary in North Richmond, The Watershed Project, Bike East Bay, Rich City Rides, and Bike Concord to

distribute resources and encourage bike and pedestrian safety. To ensure that students practice safe walking and bicycling, CCH provides parents, guardians, school staff, and agency partners with active transportation safety and helmet fitting fliers during these events. CCH staff also distribute small safety incentives at these events, such as reflective armbands and bike lights.

BICYCLE HELMET FITTING AND DISTRIBUTION

For FY 2025 - 2026, CCH will fit and distribute helmets, provide educational materials about helmet use, and inform participants of California helmet laws. CCH will provide approximately 100 helmets to Contra Costa families living in disinvested communities, working in partnership with community-based organizations, law enforcement, and key stakeholder groups. CCH staff or CCH-trained volunteers will fit helmets to each child. CCH will provide all volunteers with a helmet-fitting training and demonstration prior to the event to ensure appropriate fittings. Helmet distribution is supplemented by one-on-one education and take-home materials about correct helmet use.

COMMUNITY HELMET SAFETY OUTPOSTS

In FY 2025 - 2026, CCH will continue to build the capacity of at least 2 CBOs to stock and maintain community safety outposts dedicated to the distribution and proper fitting of bicycle helmets. CCH staff will train CBO staff on bicycle helmet laws, how to properly fit bicycle helmets, support inventory planning, and coordinate helmets delivery, as supplies last. In FY 2025 - 2026, CCH will also update its helmet request form and internal process for selecting organizations for helmet distribution.

BIKE TRAILER RESOURCE SHARING FOR BIKE RODEOS

In FY 2025 - 2026, CCH will loan, free of charge, the Safe Moves Bicycle Trailer to at least 2 community organizations, schools, or law-enforcement agencies to support them in conducting their own bicycle rodeo events. CCH staff will also be available to provide on-site technical assistance for partner-led bike rodeos, as requested. Additionally, in FY 2025 - 2026, CCH will update its bike trailer request form and internal process for selecting organizations for bike trailer loans. CCH staff will provide the borrowing organization with technical assistance, equipment, and materials to successfully conduct the event. This includes use of the Safe Moves equipment (bicycles, cones, mock roadway signage, chalk, bike repair tools, and more), helmets, and printed safety flyers. CCH staff will maintain the equipment and the trailer in good working order throughout the year.

DEEPENED LOCAL JURISDICTION PARTNERSHIPS FOR SAFE ACTIVE TRANSPORTATION INFRASTRUCTURE

In FY 2025 - 2026, CCH staff will serve as a member of at least 1 active transportation working group to provide a public health injury prevention perspective and ensure bicyclist and pedestrian safety are prioritized. CCH is dedicated to developing collaborative partnerships with local jurisdiction staff and elected officials to advance shared goals of improved traffic safety,

health, and active transportation. CCH has been an active collaborative partner in the countywide Vision Zero working group, Contra Costa Vision Zero Action Plan implementation team, the county Planning Integration Team for Community Health (PITCH), and various active transportation and safe routes planning committees (including those coordinated by CCTA, WCCTAC, City of El Cerrito, City of Pinole, City of Lafayette, City of San Pablo, and City of Pittsburg). At these collaborative tables, CCH provides input on bicyclist and pedestrian built environment countermeasures to ensure safety, health, and equity are integrated into local plans and infrastructure.

PROJECT BUDGET

The proposed budget request for these activities is \$50,000. Please see attached the line-item budget and budget justification.

CONTRA COSTA HEALTH



TDA HIGHLIGHTS FY 23-24

- Parent and Guardian Safety Presentation
- Helmet and Bike Distribution
- Public Health Nutrition Coalition: Families CAN Presentation
- West County Youth and Young Adult Career Fair Events
- Bike Rodeo Trailer Loans: Pinole and Brentwood Police Departments
- Local Jurisdiction Partnerships and Collaboration

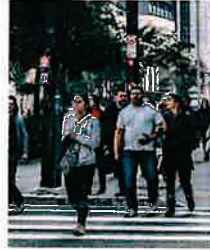


Parent/Guardian Bike and Ped Safety Presentation

Location: Virtual (West County)

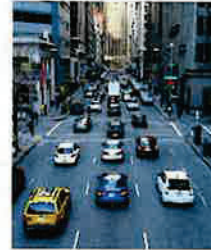
Date: 11/15/23

Description: To empower parents/guardians to advocate for safer, active transportation around school-zone environments, CCH staff developed and delivered a virtual safety presentation workshop for 16 participants in the WCCUSD Adult Ed/ESL program.



PEDESTRIANS

People walking on sidewalks, crosswalks, and pathways



TRAFFIC

The movement of vehicles, pedestrians and others on roads, streets or pathways



ACTIVE TRANSPORTATION

Getting around by walking, cycling, rolling, or using a wheelchair



CONTRA COSTA HEALTH
 cchealth.org

Safety Tips for Bicyclists

1. Hand signals

2. Helmets

3. Use proper bike lanes

4. Visibility & clothing

Bicycle Safety
 Make sure you and your bike are equipped to keep you safe during your ride.





Helmet and Bike Distribution

Location: Countywide

Date: 7/1/23 - 6/30/2024

Description: As a resource-sharing provider, CCH coordinated with several local agencies and community-based organizations to provide bike and pedestrian safety materials for low-income families and children, including technical and material support for establishing an accessible community safety outpost. CCH distributed 121 helmets, refurbished bikes (provided through another funding source), and bilingual safety flyers in collaboration with Bike East Bay, EHSD Family & Child Services, MDUSD, and the Muslim Community Center.



EMPLOYMENT & HUMAN SERVICES



County Nutrition Action Plan: Families CAN Coalition Presentation

Location: Virtual

Date: 5/13/2024

Description: CCH presented to the County Nutrition Action Plan (CNAP) coalition, Families CAN, on current and future county health-led active transportation projects, including recent built environment advancements at the county level.



NUTRITION



Good nutrition is the gateway to good health.

Apply for CalFresh

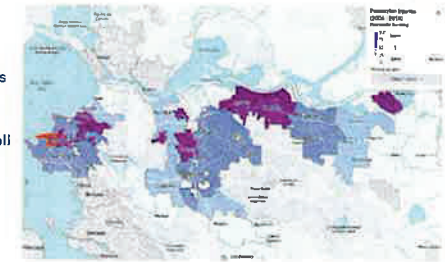
The Nutrition, Food Security and Physical Activity program helps foods and water, reduce overweight/obesity and **SEE COUNTY/LOCAL COMMUNITY CONTRIBUTIONS**. We accomplish these goals

- Implement a County Nutrition Action Plan (CNAP) to



Inequities in Outcomes

- Pedestrian serious injuries and deaths concentrated in disinvested communities
- Ranked percentiles by city/town compared to all of Contra Costa
- Highest 3 Percentiles:
 - North Richmond
 - Pittsburg
 - Bay Point





Youth and Young Adult Career Fair Engagements at Richmond City Hall & Contra Costa College
Location: West County
Date: 12/19/23 & 3/8/2024
Description: CCH staff tabled and engaged with students and youth residents at career fairs and workforce development events to connect students, youth, and community residents with job opportunities, career development resources, and training programs tailored to their needs.

YOUTH & YOUNG ADULT CAREER FAIR

Are you looking for a job or career?
Come to our Youth & Young Adult Career Fair!

Receive help with resumes, job applications, and interview skills. Meet with employers, explore job opportunities, and learn about training programs.

FRIDAY, MAY 24, 2024
11:00 AM - 5:00 PM
Richmond Memorial Auditorium
403 Civic Center Plaza, Richmond, CA 94804

Registration is Required
Scan QR Code

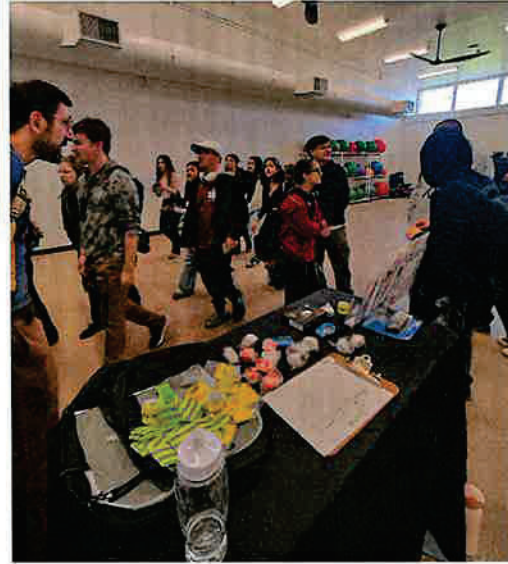
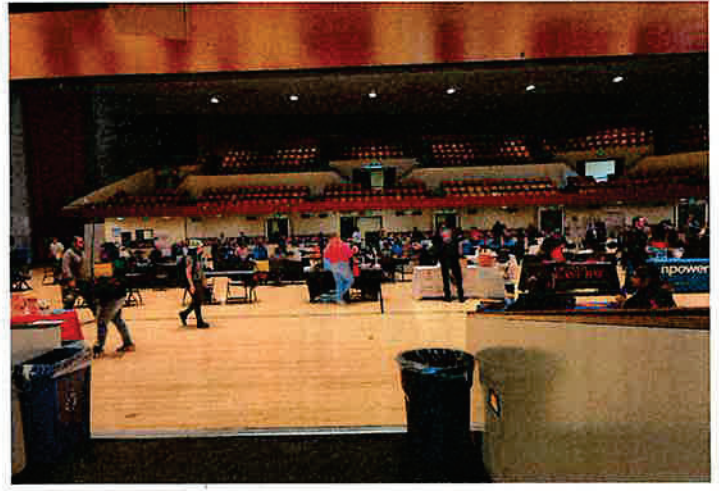
No Cost to Participate

Log In

CAREER

Richmond **YOUTH & YOUNG ADULT CAREER FAIR** **RICHMOND PARADISE**

MORE INFORMATION
510-412-2044





Bike Rodeo Trailer Loans: Pinole and Brentwood Police Departments

Location: East and West County

Date: 04/26/24 & 5/26/2024

Description: CCH loaned its bike rodeo trailer and pedestrian safety equipment to the City of Pinole police department for their annual bike and pedestrian safety promotion event at Collins Elementary. CCH also provided support to The City of Brentwood police department by lending the Safe Moves Bike Rodeo Trailer, strengthening community partnerships with local jurisdictions.



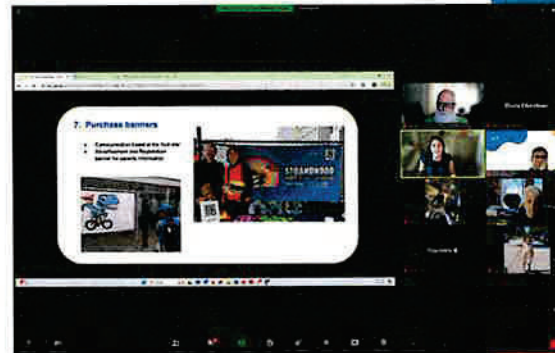


Local Jurisdiction Partnerships and Collaboration

Location: East Bay/Virtual

Date: 10/17/23 - 5/21/24

Description: CCH continues cultivating and deepening its ties with existing partners and other active transportation advocacy groups integral to achieving its deliverables. BHC is an active participant of the Bike Concord Contra Costa County Advocacy group that focuses on advancing traffic and active transportation safety improvements in central Contra Costa. CCH staff also attended the Biketopia bike and pedestrian celebration event hosted by Bike East Bay.



CONTRA COSTA COUNTY BICYCLE ADVOCACY MEETING

TUESDAY
APRIL 16, 6-8PM
SIDEGATE BREWERY
CONCORD





Budget Proposal
Transportation Development Act Article 3 (TDA)
Bicycle & Pedestrian Safety Education Project
FY 2025 - 2026

PERSONNEL	FTE	Salary	Budget Request
Senior Health Education Specialist	0.30	\$ 100,406.65	\$ 30,122.00
TOTAL SALARY			\$ 30,122.00
Fringe Benefit (55%)			\$ 16,567.10
TOTAL PERSONNEL			\$ 46,689.09
NON-PERSONNEL EXPENSES			
Fees and Services: Bike Storage, Annual Bike Maintenance, and Vehicle Rentals			\$ 2,000.00
Bike Helmets			\$ 1,000.00
Bike/Ped Safety Items			\$ 310.91
TOTAL NON-PERSONNEL EXPENSES			\$ 3,310.91
TOTAL PROJECT EXPENSES			\$ 50,000.00

Budget Justification
Salary: Senior Health Education Specialist provides project coordination and implementation; salary reflects FY 25-26 COLA
Benefits: County benefits calculated at 55%
Fees and Services: Bike trailer County Fleet Services fees and insurance (~\$720/year) and annual bike fleet maintenance (~\$1,280/year)
Bike Helmets: Estimated cost of approximately 100 helmets at \$10 each.
Bike/Ped Safety Items: Estimated cost of approximately 77 small bike/ped safety incentives at ~\$4 per item.