County of Santa Cruz

HEALTH SERVICES AGENCY
Public Health Division

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Press Release

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STATE FUNDING FOR TRAFFIC SAFETY PROGRAMS AWARDED TO COUNTY PUBLIC HEALTH DIVISION

Santa Cruz County, Calif. –The County of Santa Cruz Health Services Agency is pleased to announce that our Public Health Division has been awarded three competitive state grants totaling $555,000 from the California Office of Traffic Safety (OTS) that will prioritize impaired driving prevention, as well as the safety of bicyclists, pedestrians, and child passengers. Each grant will be used for a variety of community-focused activities that include:

Bicycle and Pedestrian Safety ($205,000)

- Delivering classroom presentations on bicycle and pedestrian safety in schools.
- Distributing bicycle helmets, light sets, and reflective safety items to low-income community members.
- Conducting walking field trips and on-bike safety trainings for youth and adults.
- Engaging in community outreach activities to increase public awareness of bicycle and pedestrian safety, including e-bike safety, responsible riding practices and shared roadway awareness.

Alcohol Impaired Driving Education and Resources ($240,000)

- Educating alcohol merchants about best practices for responsible beverage service and limiting youth access to alcohol through bilingual Responsible Beverage Service trainings offered at no cost to servers and managers.
- Conducting Driving Under the Influence (DUI) place of last drink surveys to gather information on the circumstances surrounding DUIs in Santa Cruz County.
- Offering bilingual/bicultural impaired driving and traffic safety education for high-risk adults and youth.
- Collaborating with local partners on operating the DUI Impaired Driving Resource Center that offers resources, including restricted drivers' licenses, high-risk driver auto insurance, interlock devices and referrals for DUI classes.

- Distributing bilingual safe driving educational information to youth and adults through a sticker shock campaign at local retailers, mailers, community events, and presentations.

Child Passenger Safety ($110,000)

- Collaborating with local partners to conduct car seat checkup events and education sessions.
- Providing booster seat education and resources to schools.
- Distributing child safety seats to low-income parents and caregivers, including car seat inspections and education.
- Collaborating with law enforcement and other stakeholders to increase public knowledge of child passenger safety.

"This funding will help save lives in Santa Cruz County by raising public awareness and ensuring that everyone who uses our roads has access to the resources and information they need to travel safely" said Dr. Lisa B. Hernandez, Public Health Officer for Santa Cruz County.

The grant programs run through September 30, 2027. Funding for these programs was provided by grants from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration.

For more information on the County's traffic safety programs and resources, visit the Public Health Division's Safe and Active Transportation webpage.

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