



Press Release

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Alameda County Transportation Commission Receives Grant for Bicycle and Pedestrian Rail Safety Education Program

ALAMEDA COUNTY, Calif. The safety of people who use roadways to walk or ride their bike is the focus of a bicycle and pedestrian safety education program in partnership with the Alameda County Transportation Commission (Alameda CTC).

A \$200,000 grant from the California Office of Traffic Safety (OTS) will fund a year-long program that addresses the safety of pedestrians and bicyclist near active roadway and rail crossings and includes a variety of educational activities like classroom presentations and community events aimed at teaching youth and adults about traffic rules, rights and responsibilities as pedestrians and bicyclists, and raises awareness about trespassing on active railroad rights-of-way.

Alameda CTC Chair Richard Valle, Alameda County District 2 Supervisor noted, "Alameda CTC is pleased to advance critical rail safety education in Alameda County with the support of this important OTS grant. We are implementing rail safety education training in elementary, middle and high schools in Alameda County, integrating the training into our Countywide Safe Routes to Schools Program. Our hands on, in-class room training will be at 25 schools in the coming year, and we look to expand the program in the following years so all our students in Alameda County can receive the important safety education and awareness around rail."

Bicycle and pedestrian deaths account for 29 percent of all roadway deaths in California, and the number of people killed on foot or on a bicycle is growing at an alarming rate. Data from the National Highway Traffic Safety Administration shows 1,014 bicyclists and pedestrians across the state were killed in 2016, a nearly 30 percent increase from 2012. This equates to nearly three bicycle and pedestrian deaths in California every day.

Educational efforts funded by the OTS grant will be implemented via Alameda CTC's Safe Routes to Schools Program. The goal of the educational efforts are to promote safe behaviors by pedestrians, bicyclists and drivers, including avoiding distractions like cell phones, looking for parked cars that may be pulling out or opening a door, and making yourself visible by wearing bright clothing during the day and reflective materials at night. Educational

components on bicycle and pedestrian safety will be especially geared toward children and older adults.

“Bicycle and pedestrian safety responsibilities go both ways,” OTS Director Rhonda Craft said. “Understanding the rules of the road behind the wheel, on foot or on two wheels helps all roadway users get where they need to go safely.”

Funding for this bicycle and pedestrian safety education program was provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration.

About the Alameda County Transportation Commission

Alameda CTC coordinates countywide transportation planning and delivers essential, voter-supported transportation improvements in every city throughout Alameda County. Alameda CTC administers the county's Safe Routes to Schools Program and provides most of its funding through the voter approved transportation sales tax Measures B and BB, which were approved by 81.5 percent of county voters in 2000, and more than 70 percent of voters in 2014, respectively. Visit www.alamedactc.org to learn more, and follow Alameda CTC on Facebook and Twitter.

About Alameda County Safe Routes to Schools

Safe Routes to Schools is a comprehensive, proven approach to getting more kids walking and biking safely to school. It provides kids and their parents with skills, encouragement and inspiration through a range of activities, events and lessons, while also addressing local pedestrian, bicycle and personal safety concerns. Operating since 2006, the Alameda County Safe Routes to Schools Program is funded in part by Alameda CTC with Alameda County's local Measure B and Measure BB sales taxes, and regional, state, and federal funds, serving more than 200 schools throughout the county. Visit www.alamedacountysr2s.org to learn more.



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