



City of Culver City

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Staff Report

File #: 22-454, **Version:** 1

Item #: P-6.

Receive a Presentation of Video Samples Recently Produced for the Public Works Department's School Traffic Safety Education Program.

Meeting Date: October 26, 2021

Contact Person: Heba El-Guindy, Mobility & Traffic Engineering Division Manager

Phone Number: (310) 253-5600

Action Item: Yes [] No [X]

Attachments: Yes [] No [X]

Fiscal Impact: Yes [] No [X]

General Fund: Yes [] No [X]

Public Notice: E-Mail via GovDelivery: (10/22/21)
Meetings and Agendas - Mobility, Traffic & Parking Subcommittee
Notify Me - Construction, Street Maintenance and Closures
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Street Maintenance and Closures

Dept Approval: Yanni Demitri, Public Works Director/City Engineer (10/21/2021)

BACKGROUND/DISCUSSION

A School Traffic Safety Education Program produced by Walk n Roller Inc has been sponsored for the past three years by Culver City's Public Works Department and the Culver City Unified School District. This program was expanded in 2021 and will continue to be sustained as expanded using additional funds from grants awarded to the Public Works Department by the State Office of Traffic Safety (OTS). The safety education materials produced include brochures, newsletters, banners, announcements on the City's web site and social media outreach, as well as videos.

The expanded program now also covers traffic safety education customized to seniors, working adults, and unhoused community members. Public Works is currently planning multi-modal traffic safety videos for older adults in Culver City.

In the meantime, we are benefitting from the use of videos recently produced by OTS and Walk n Roller Inc. Staff will share samples of these videos used in the Culver City schools. The videos are intended to enhance pedestrian safety and educate youth on maintaining their bicycles and on the importance of using and properly fitting helmets when cycling or scooting.

Video Samples:

1. Look 4 Ways Always (Safe Walking Practices)
2. Prepping Your Ride (ABC Quick Check)
3. Your Head is Like a Watermelon (Helmet Safety)

FISCAL ANALYSIS

None

ATTACHMENTS

None