

# Traffic Safety in the City: Centering Equity and Access

Orange, Riverside, and San Bernardino Counties

July 15, 2021

11:00 am – 12:30 p.m.

[www.scag.ca.gov](http://www.scag.ca.gov)

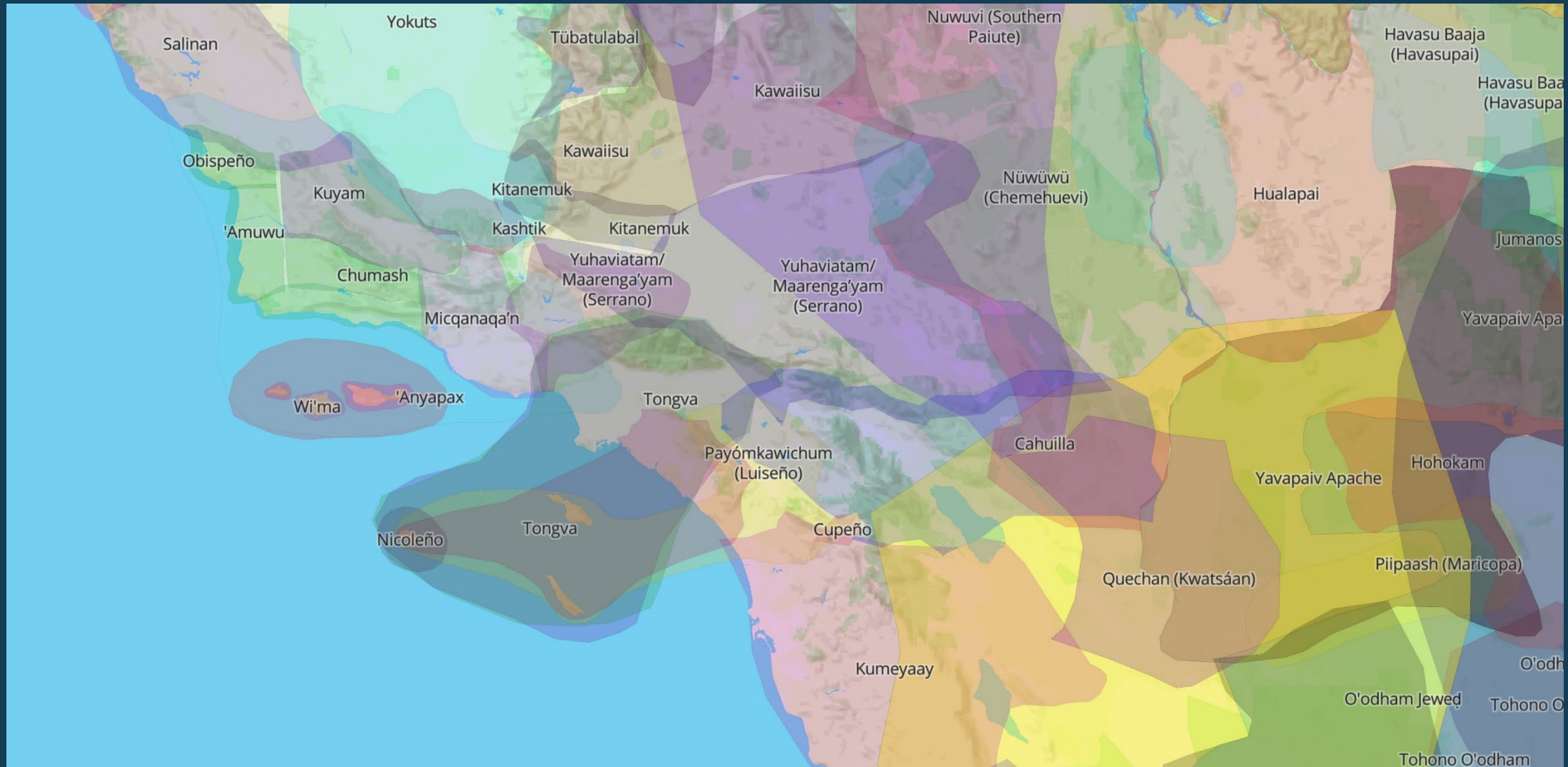


# Meeting Logistics



1. Webinar length: approximately 1.5 hours
2. Please take care to mute your audio/phones
3. At the end of the presentations, there will be a panel Q&A session followed by a facilitated group discussion
4. If you have a question during a presentation, type it into the chat box, or raise your hand and we will call on you after the presentation is finished
5. Think of something later? Email [aguirre@scag.ca.gov](mailto:aguirre@scag.ca.gov) or the presenter
6. All presentations will be emailed to those who registered to participate in today's webinar

# Land Acknowledgement



# Presentations



## **Presentation #1: Overview of Regional Conditions, *Go Human* Campaign**

*Anikka Van Eyl (she/her/hers) SCAG*

## **Presentation #2: Immersion Into Community: Make it Personal**

*Mark Friis (he/him/his), San Bernardino County Public Health*

## **Presentation #3: Traffic Safety and Equity in Riverside**

*Nathan Mustafa (he/him/his), City of Riverside*

## **Presentation #4: Moving the Needle Forward Toward Equity and Active Transportation**

*Michelle Martinez (ella/she/her), California Transportation Commission*

# Overview of Regional Conditions & *Go Human* Campaign

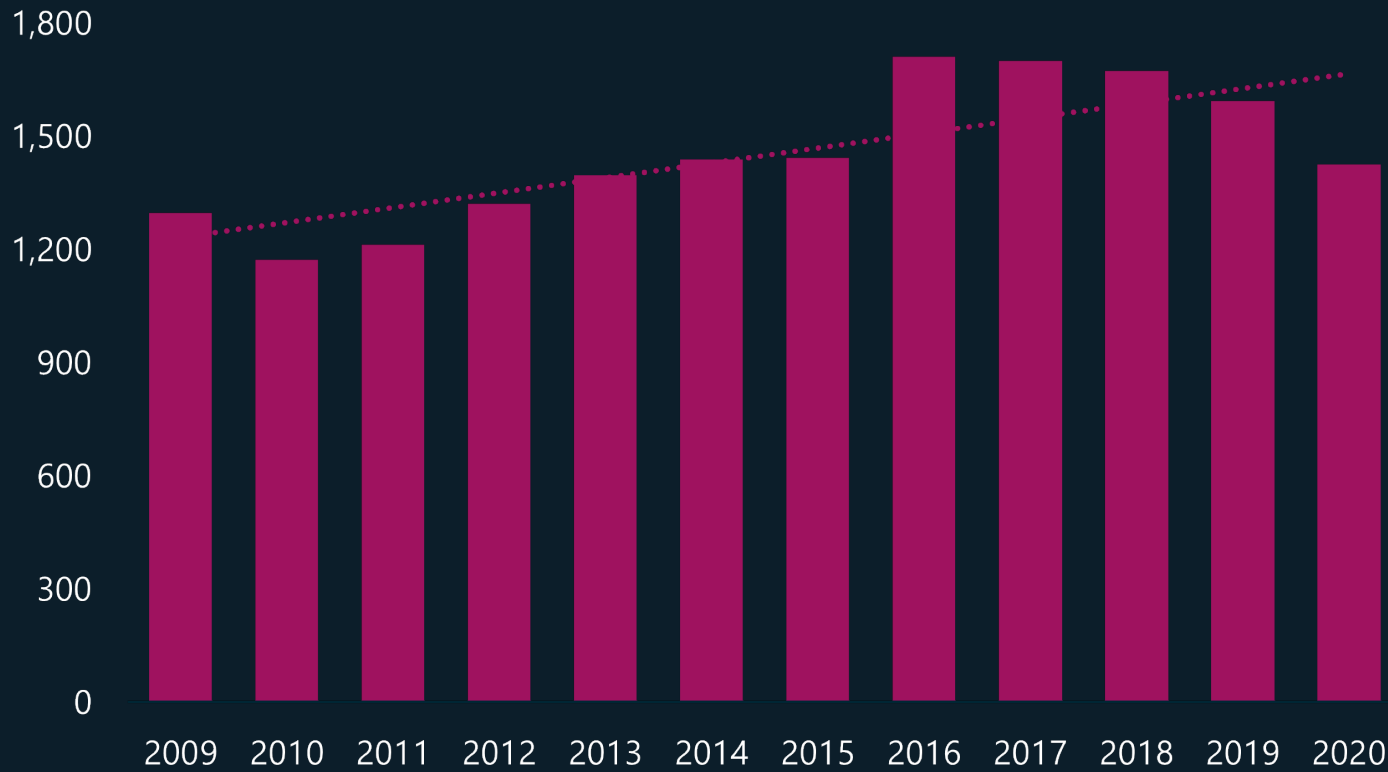
Summer 2021

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# What are the overall trends?

## SCAG Region Total Number of Fatal Victims



**1,450**  
PEOPLE DIE EVERY YEAR FROM COLLISIONS

**5,500**  
PEOPLE SUSTAIN SERIOUS INJURIES EVERY YEAR FROM COLLISIONS

**77%**  
OF ALL COLLISIONS OCCUR IN URBAN AREAS

### Why are collisions occurring?

One of the top contributing factors of all collisions is unsafe speed.

Speed is the critical factor in the severity of collisions.

**HIT BY A VEHICLE TRAVELING AT 25 MPH**  
89% chance of survival.

**HIT BY A VEHICLE TRAVELING AT 35 MPH**  
68% chance of survival.

**HIT BY A VEHICLE TRAVELING AT 40 MPH**  
35% chance of survival.

# Arriving Home Safe

The State of Transportation Safety in the Southern California Region

Southern California Association of Governments | June 8, 2021

Visit [scag.ca.gov/transportation-safety](https://scag.ca.gov/transportation-safety) for all county-specific factsheets, a Story Map, the Transportation Safety Regional Existing Conditions Report, and more.



# Go Human Active Transportation Safety & Encouragement Campaign



## Co-Branding & Regional Advertising Campaign



## Temporary Safety Demonstrations & Programming (Kit of Parts)



## Safety Workshops, Webinars, and Technical Assistance





# SCAG's *Go Human* Traffic Safety Peer Exchanges



## Traffic Safety Peer Exchanges Events



### **Tuesday, July 13, 1 p.m.**

Human-Centered Safety in Rural Communities  
(Imperial, Riverside, & San Bernardino Counties)

### **Thursday, July 15, 11 a.m.**

Traffic Safety in the City: Centering Equity & Access  
(Orange, Riverside, & San Bernardino County)

### **Tuesday, July 20, 1 p.m.**

Traffic Safety in Suburbia: Serving All Ages  
(Ventura & Los Angeles Counties)

### **Friday, July 23, 1:15 p.m.**

Reimagining Community Safety

### **Thursday, July 29, 1 p.m.**

Traffic Safety in Suburbia: Serving All Ages  
(Orange, Riverside, & San Bernardino Counties)

### **Tuesday, August 3, 11 a.m.**

Human-Centered Safety in Rural Communities  
(Ventura & Los Angeles Counties)

### **Tuesday, August 10, 1 p.m.**

Traffic Safety in the City: Centering Equity and Access  
(Los Angeles County)



**Visit [gohumansocal.org](https://gohumansocal.org) to register and sign up for the *Go Human* newsletter**

**Follow *Go Human* on socials @GoHumanSoCal**

- ❖ **Do you live, work, or play in Orange, Riverside, or San Bernardino County?**
  
- ❖ **Is grass-roots led engagement a key part of the work you do?**

# IMMERSION INTO COMMUNITY: MAKE IT PERSONAL

Addressing Conflict Behavior  
in an Autocentric Environment

MARK FRIIS  
Mark.friis@dph.sbcounty.gov



## RELEVANT BACKGROUND

- 33 years in Management
- Founded Inland Empire Biking Alliance
- SBC Active Transportation Network
- 7 years of independent study in Behavioral Sciences

ADDRESSING THE COMMUNITY AS A PARTNER and ADVOCATE

COMMUNICATE IN REALITY (including expectations)

PERSONAL INVOLVEMENT

TOOLS for COOPERATION



# ADDRESSING THE COMMUNITY AS A PARTNER and ADVOCATE



# COMMUNICATE IN REALITY (including expectations)

## Taller Comunitario Para la Seguridad Peatonal y Ciclista ¡Creando calles más seguras para caminar y andar en bicicleta!



Miercoles, 22 de Mayo del 2019 9:00 AM - 12:30 PM  
Escuela Primaria Vermont  
3695 Vermont St, San Bernardino, CA 92407  
Regístrate en <http://bit.ly/MuscoyTaller> o (714) 742-0741

### Programa del Taller



Caminata Comunitaria



Actividad Educativa



Planificación de acción

### Servicios Disponibles



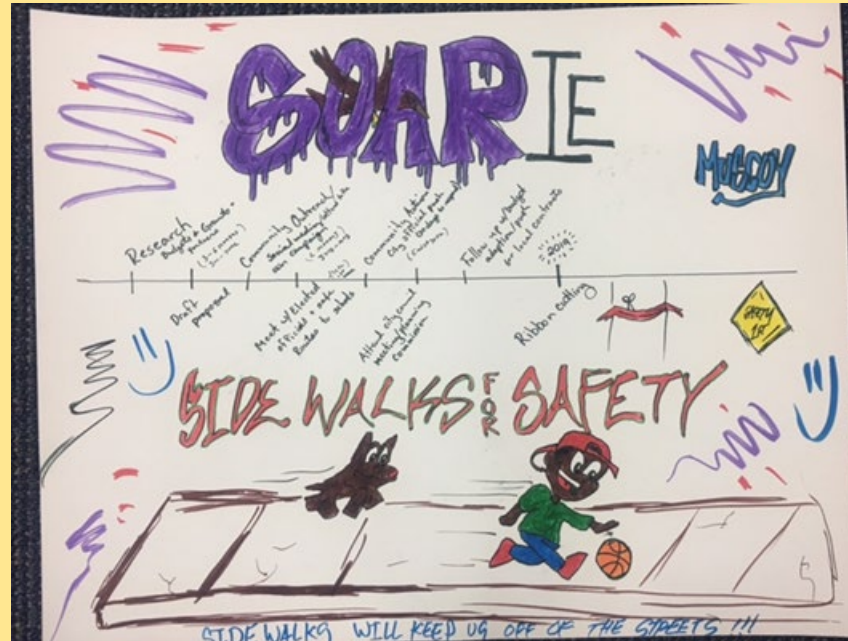
Facilitación en Español



Cafe y Comida



Refrigerios fueron generosamente patrocinados por el Automobile Club del Sur de CA.



Fondos para este programa fueron provistos por la Oficina de Seguridad de Tráfico de California, a través de la Administración Nacional de Seguridad de Tráfico para Carreteras

# PERSONAL INVOLVEMENT



# TOOLS for COOPERATION

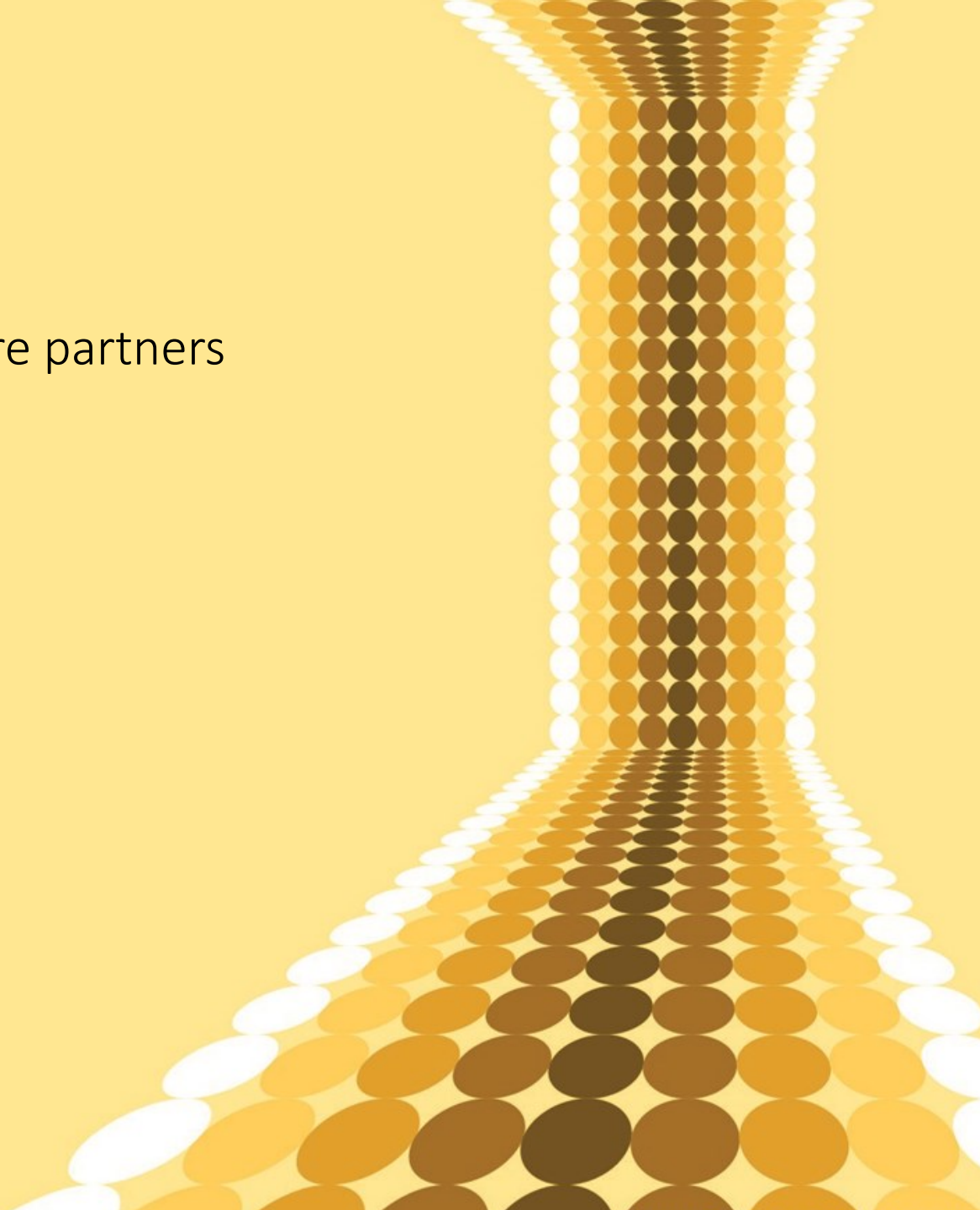
Creating larger community and interest with more partners

Know your limitations

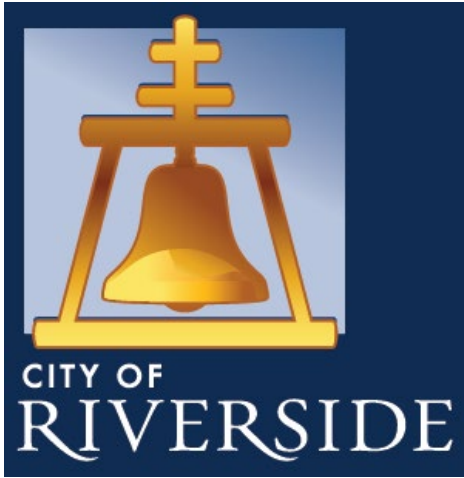
Understand larger issues

Address behavior in the built environment

Take time to enjoy







# Traffic Safety & Equity in Riverside

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## Public Works Department

Nathan Mustafa, Deputy Public Works Director

# What We Do

Plan ahead:

- a. Host Transportation Planning Events
- b. Grant Development & Submittal
- c. Active Transportation Master Plan
- d. Pedestrian Target Hardening Plan
- e. Complete Streets Ordinance
- f. GP Circulation Element
- g. Assist in development of other City Plans
- h. Review CEQA documentation and site plans



# What We Do

## Review, Design & Deploy:

- a. Prepare traffic signal, signing and striping plans
- b. Review private development plans
- c. Signal communications
- d. Administer grant project design & construction
- e. Railroad safety projects

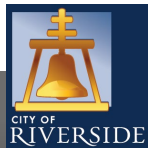
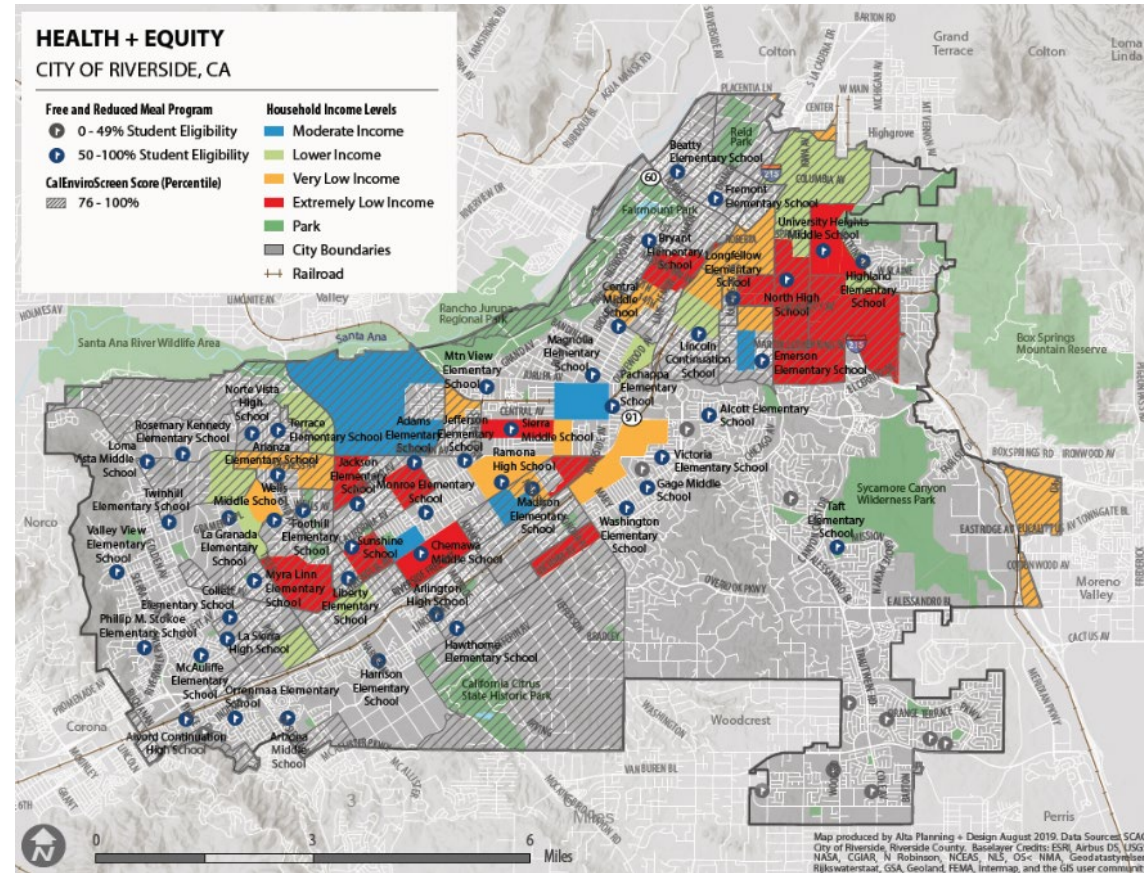
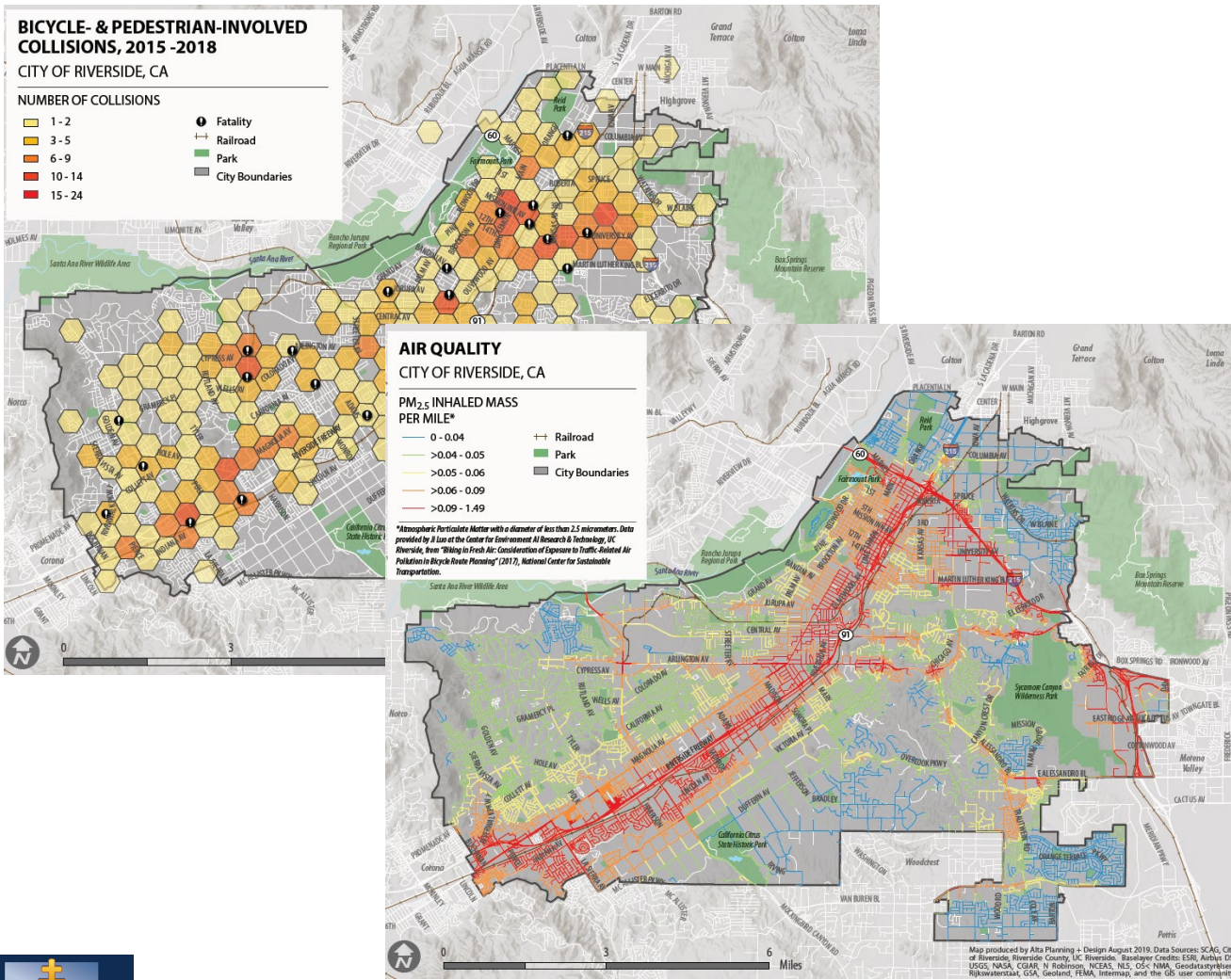


# What We Do

1. Operate and Maintain:
  - a. Neighborhood Traffic Management Program
  - b. Shared Mobility Services
  - c. Traffic Management Center
  - d. Signal Maintenance
  - e. Speed Zones
  - f. School Circulation
  - g. Pilot Programs
  - h. Special Event Traffic Control

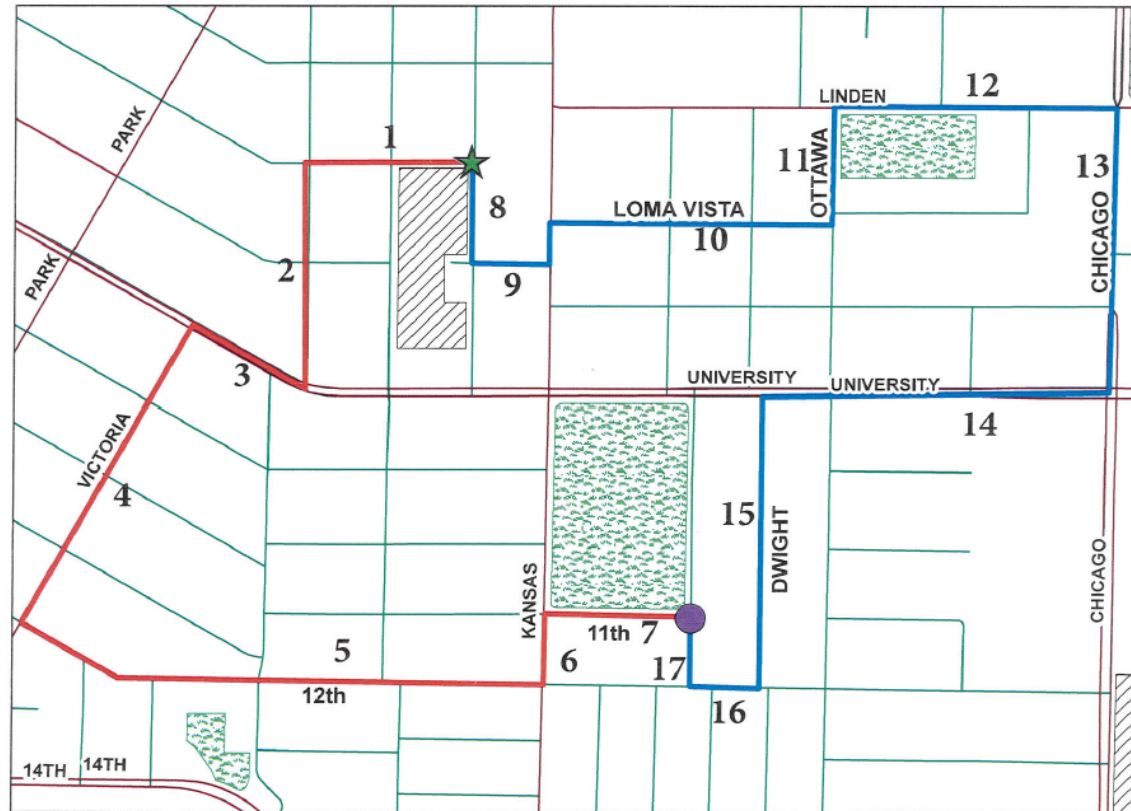


# Safety & Equity In Planning



# Neighborhood Improvements in Eastside Riverside

EASTSIDE NEIGHBORHOOD WALKING AUDIT



### Legend

- ★ Start
- End
- Blue Team Route
- Red Team Route

### COMODIDAD Y APARIENCIA

Complete una hoja por cada calle equipada con acera dentro de su área de caminata.

Calle observada: \_\_\_\_\_ entre \_\_\_\_\_ y \_\_\_\_\_  
Nombre de la calle                      Nombre de Cruce 1                      Nombre de Cruce 2

Día y Fecha de la semana: \_\_\_\_\_

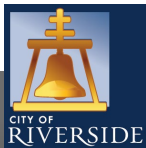
Inicio de observaciones: \_\_\_\_\_ AM | PM      final de observaciones \_\_\_\_\_ AM | PM

- INSTRUCCIONES: Coloque una ✓ en los elementos que sean un problema para los peatones; considerando:
- ¿Qué podría ser especialmente problemático para un niño, adulto mayor o persona con discapacidades?
  - ¿Cuál es la ubicación exacta de cada problema? Tomando un punto de referencia o lado de la calle (Norte, Sur, Este u Oeste) en la línea a la derecha de cada artículo que marque.

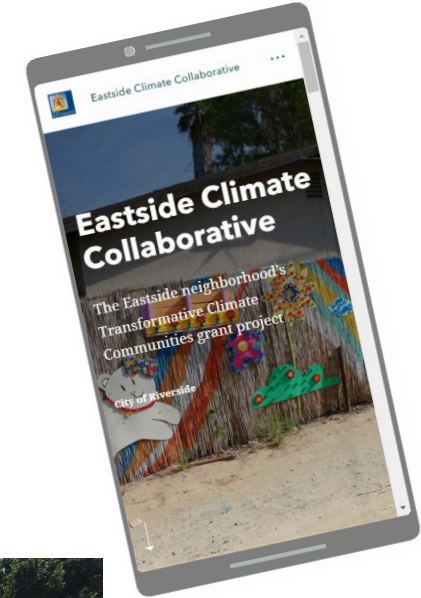
PROBLEMAS PARA PEATONES	UBICACIÓN
<i>La gente no se siente segura caminando aquí</i>	
• La calle necesita árboles de sombra	11
• La calle necesita pasto, flores y jardinería	10, 11
• La calle necesita bancos y lugares para descansar	11
• El césped y / o el paisajismo necesita mantenimiento	
• No hay fuentes de agua y / o baños	
• Se necesita una banqueta para la parada del autobús	
• La parada de autobús no proporciona refugio	
• La parada de autobús no tiene iluminación adecuada	9, 12
• Hay graffitti o edificios vacíos o deteriorados	8, 12
• Hay demasiada basura o vienen a tirar basura	12
• Otros problemas y observaciones:	
<i>En linden la calle se ve bien sucia como que no para la barrera y esta muy oscura necesita mas iluminación La 9 necesita mas iluminación y linden.</i>	

Calificación general de los cruces de calles en el área de la encuesta:

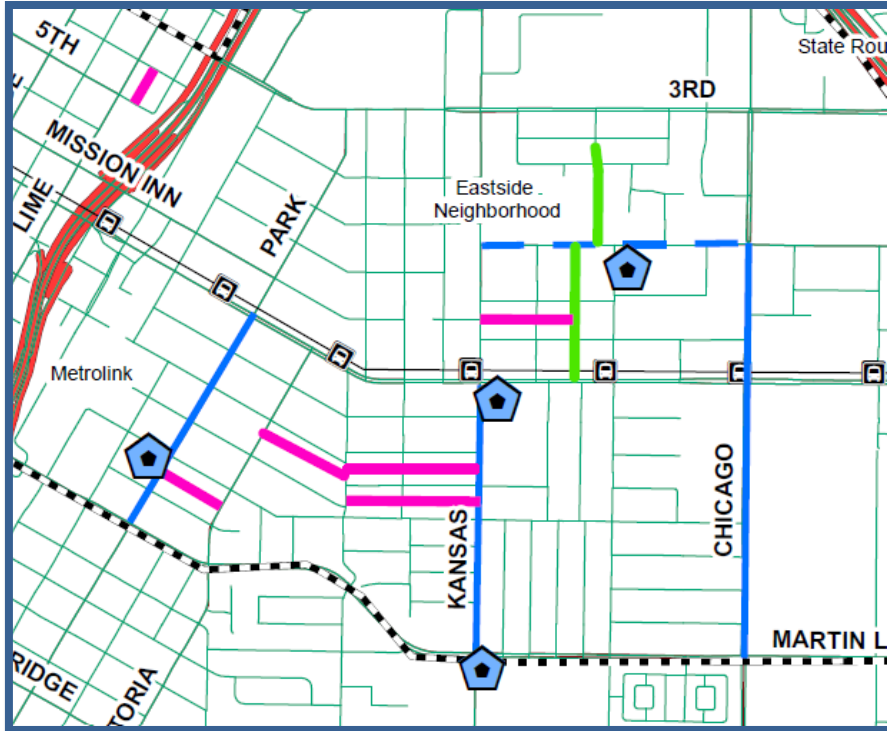
Excelente  Buena  Regular  Mala



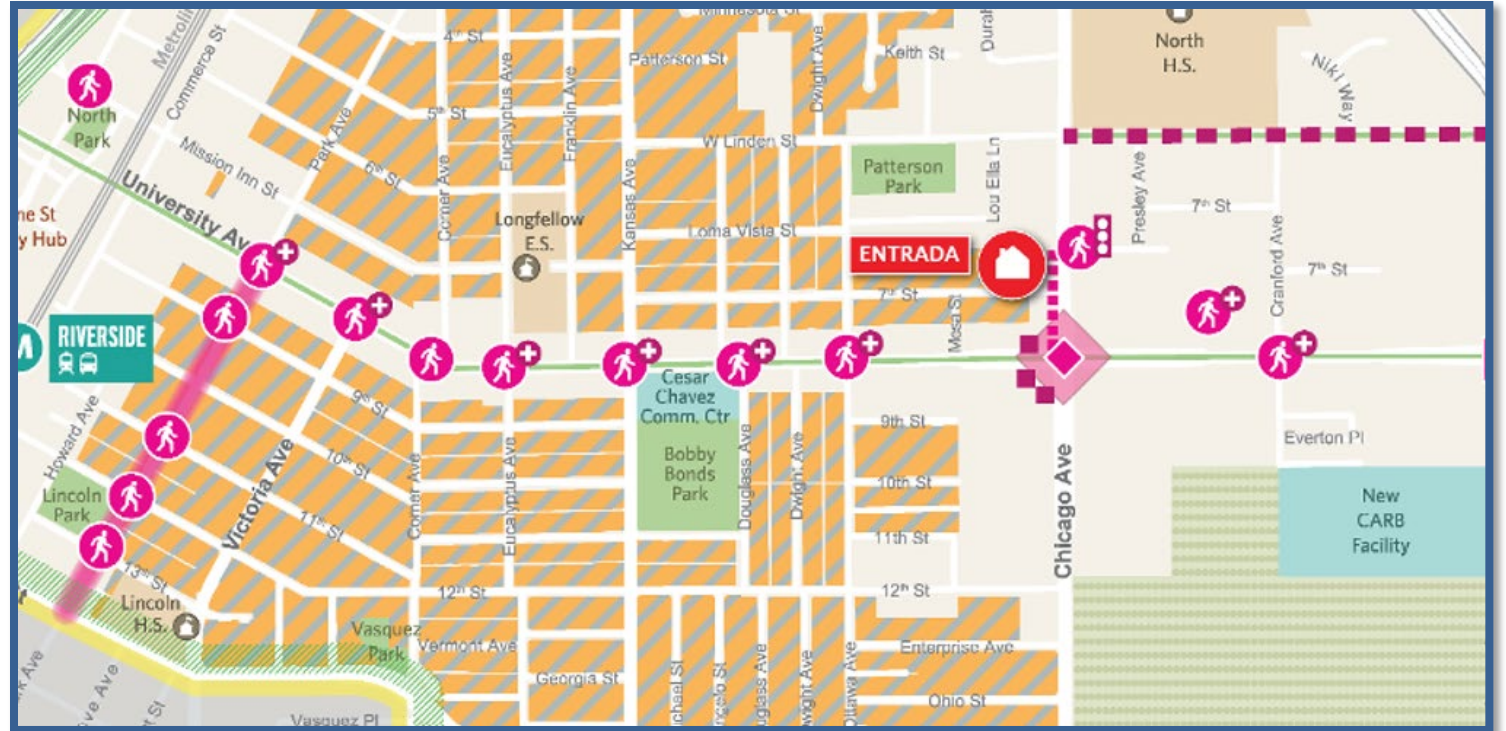
# Neighborhood Improvements in Eastside



# Awarded Grants: Upcoming Projects



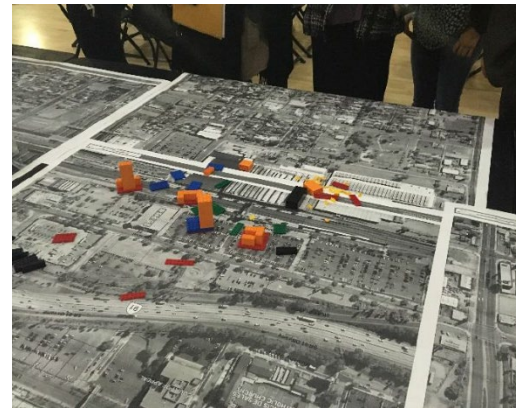
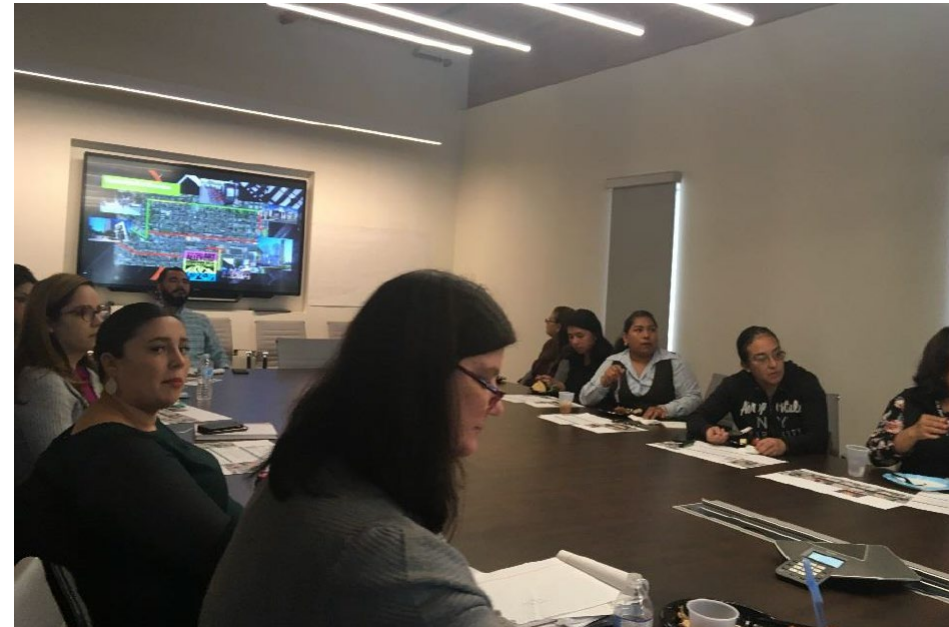
EASTSIDE MODE SHIFT: BIKE INFRASTRUCTURE & ART ALLEYWAYS



EASTSIDE CLIMATE COLLABORATIVE: PEDESTRIAN INFRASTRUCTURE, CLASS IV BIKE LANE, COMPLETE STREETS



# Neighborhood Traffic Circles



# Neighborhood Traffic Circles



But will a bus fit through it?

# Neighborhood Traffic Circles

- Include advance signage
- Flagged signs
- Rolled curb
- Room for art



# Traffic Circles: Education & Resident Support



- Follow-up with community
- Online engagement
- Neighborhood groups are “adopting” circles

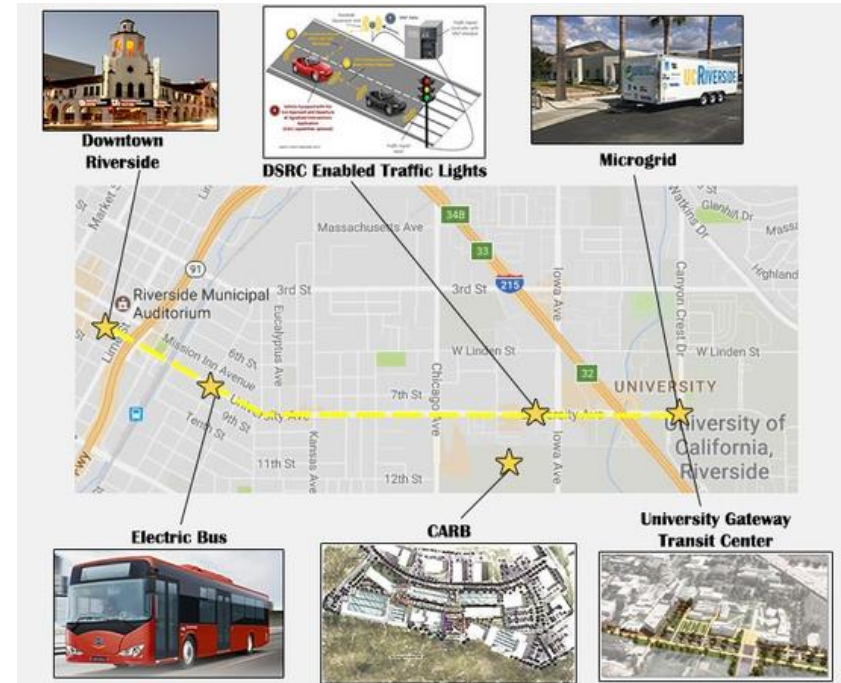
# Other fun projects



Tunnel of Heroes  
(In Caltrans Right of Way)



Watkins Dr. Cycle Track  
(2 Way)



Innovation  
Corridor

# Iowa Avenue Class IV Bike Lane & Signal



# Thank you!



# Moving the Needle Forward on Equity and Active Transportation

Click to add text



CALIFORNIA  
TRANSPORTATION  
COMMISSION

Commissioner Michele Martinez  
July 14, 2021





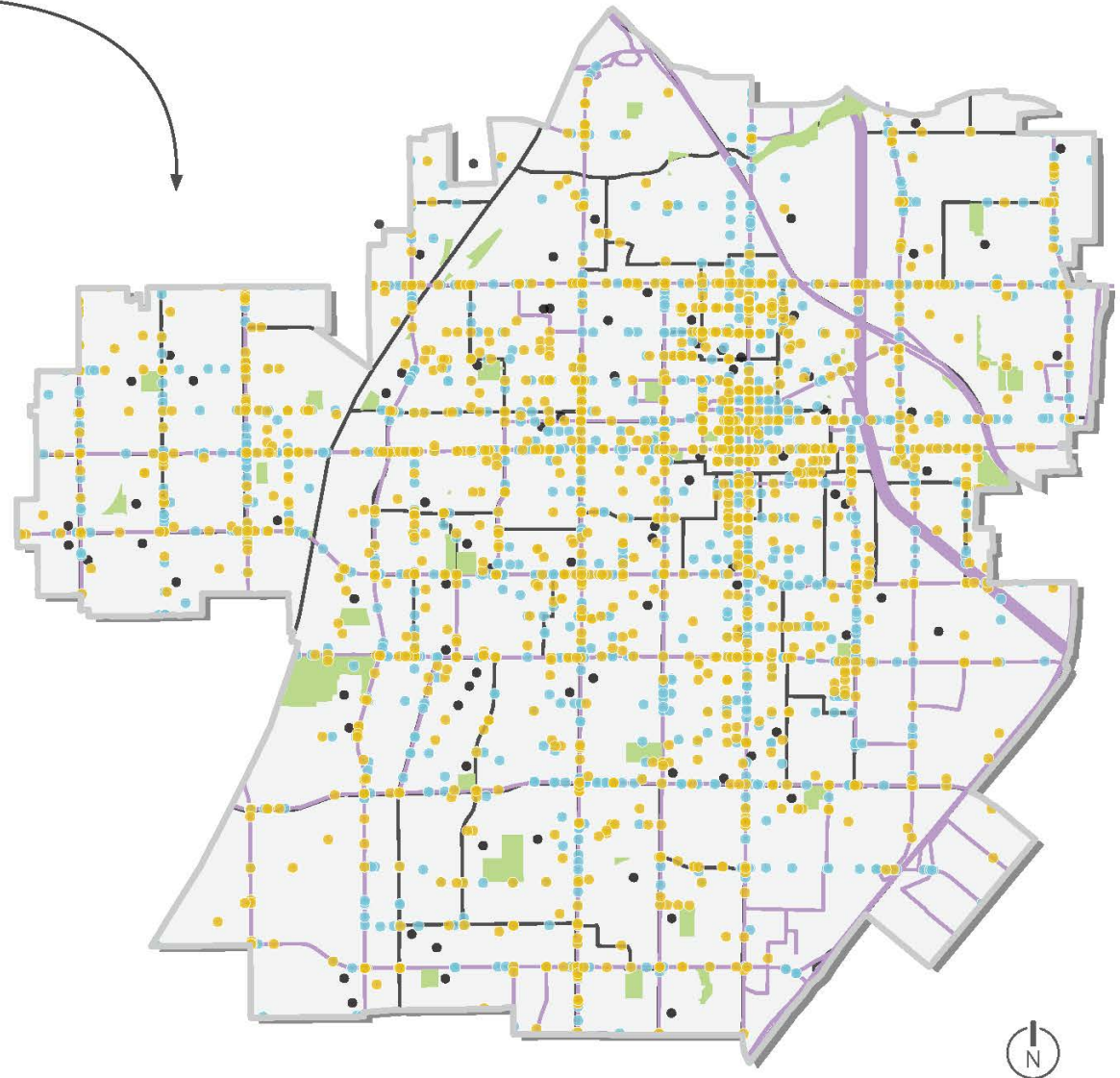
# Safe Mobility Santa Ana Plan 2016

## THE APPROACH

Safe Mobility Santa Ana responds to persistent transportation safety problems that impact all residents. The plan uses a detailed collision analysis to identify specific hot spot locations and citywide collision trends. Local and specific safety problems are linked with appropriate solutions to create a safe network of roadways, educational campaigns, and enforcement strategies so people can make transportation decisions and unanticipated mistakes without risk of severe injury or death.

### COLLISIONS AND KEY DESTINATIONS

-  Pedestrian Collisions
-  Bicyclist Collisions
-  Transit Line
-  Schools
-  Parks



# Commission Equity Initiatives 2020-21



- Completed/In Progress
  - Racial Equity Statement
  - Equity Advisory Roundtable
  - Staff Training
- Upcoming
  - Community Listening Sessions
  - Public Engagement Guide



# 2021 Active Transportation Program Engagement Summary



MARCH 2021

## 2021 ACTIVE TRANSPORTATION PROGRAM

Engagement Summary



California Transportation Commission

Figure 1 – Workshop Locations in the 2019 Cycle vs. 2021 Cycle.

### 2019 Cycle



### 2021 Cycle



Blue Pins = Branch Workshops  
 Red Pins = Central/Traditional Workshops



# 2021 Active Transportation Program Equity Summary



- Disadvantaged communities
  - 98% of funds directly benefit
  - State law requires at least 25%

## Safe Routes to School

- 55 projects

# 2021 Active Transportation Program Funding Needs



## Substantial Funding Shortfall

- Requests = \$2.3 billion
- Available = \$0.5 billion

CTC Requested \$2 billion  
Augmentation in State Budget

- \$500 million pending final approval

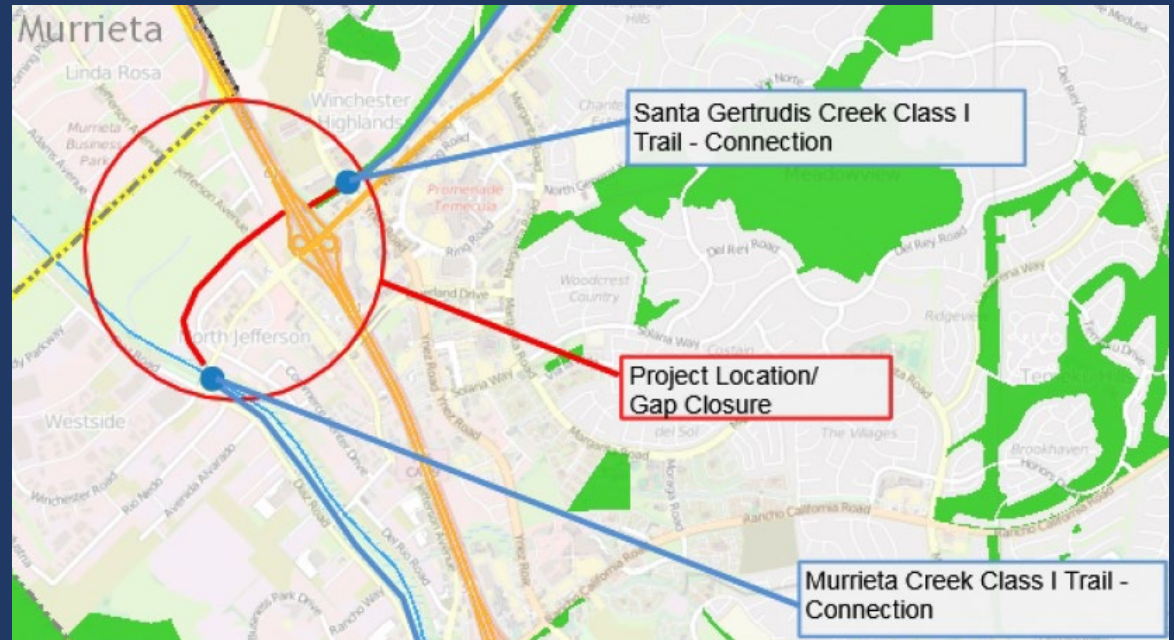


# Active Transportation Program

## Example Project in Southern California

City of Temecula: Santa Gertrudis Creek Pedestrian & Bicycle Trail Extension & Interconnect Project

- 1.04 mile missing-link trail segment between two existing Class I pedestrian/bike trails
- Access to schools, employment centers and recreational activities





CALIFORNIA  
TRANSPORTATION  
COMMISSION

[www.catc.ca.gov](http://www.catc.ca.gov)

email: [ctc@catc.ca.gov](mailto:ctc@catc.ca.gov)



@California\_CTC



@CATransportationCommission

# Facilitated Group Discussion

1. What did you hear today that resonates with your experience in your community?
2. What are some of the obstacles that are preventing equitable improvements to traffic safety in your community and/or in other communities?
3. What did you learn or hear today that will help you improve how traffic safety is currently addressed in your region?



*SCAG's Go Human Traffic Safety Peer Exchanges Evaluation Survey:*

<https://bit.ly/SCAGExchangeSurvey>

Sign up for another!

<https://scag.ca.gov/traffic-safety-peer-exchange-events>

We will be posting recordings here:

<https://scag.ca.gov/go-human-safety-resources>

# Upcoming Events



Date	Time	Topic
7/20	1:00 p.m.	Traffic Safety in Suburbia: Serving All Ages (Ventura and Los Angeles Counties)
7/23	1:15 p.m.	Reimagining Community Safety
7/29	1:00 p.m.	Traffic Safety in Suburbia: Serving All Ages (Orange, Riverside, and San Bernardino Counties)
8/3	11:00 a.m.	Human - Centered Safety in Rural Communities (Ventura and Los Angeles Counties)
8/10	1:00 p.m.	Traffic Safety in the City: Centering Equity and Access (Los Angeles County)

# Contact the Project Team

## SCAG

Courtney Aguirre

[aguirre@scag.ca.gov](mailto:aguirre@scag.ca.gov)

## Cambridge Systematics

Jon Overman

[joverman@camsys.com](mailto:joverman@camsys.com)

## For more information

<https://scag.ca.gov/go-human>

[www.scag.ca.gov](http://www.scag.ca.gov)

