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

August 10, 2021
1:00 pm – 2:30 p.m.

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 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 or the presenter
6. All presentations will be emailed to those who registered to participate in today’s webinar
Presentation #1: Overview of Regional Conditions, Go Human Campaign

Courtney Aguirre, SCAG

Presentation #2: Safe Streets and Equity in Long Beach

Rachel Junken and Carl Hickman, City of Long Beach

Presentation #3: Centering Equity and Access in City of Los Angeles

Margot Rogers-Ocañas, Los Angeles Department of Transportation

Presentation #4: Infusing Equity into Street Safety in Los Angeles

Carolyn “Caro” Vera, LA Metro
Overview of Regional Conditions &
Go Human Campaign

Summer 2021

www.scag.ca.gov
What are the overall trends?

SCAG Region Total Number of Fatal Victims

Why are collisions occurring?

One of the top contributing factor 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.

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.
Visit 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
Zoom Poll Questions

1. Do you live or work in Los Angeles County (Y/N)?

2. Has equity been a consideration in your planning work (Y/N)?
Safe Streets and Equity in Long Beach
August 10, 2021
Carl Hickman, P.E., T.E., City Traffic Engineer/Acting City Engineer
Rachel Junken, Transportation Planner III
Safe Streets and Equity in Long Beach

Background

• Safe Streets Long Beach is the City’s Vision Zero initiative

• In 2016, Long Beach’s City Council approved a Vision Zero policy with the goal of eliminating traffic fatalities and serious injuries among all road users by 2026

• Safe Streets Action Plan Adopted in 2020

• Traffic fatalities and serious injuries are increasing each year and claimed more lives in Long Beach than homicides in 2020

Figure 2. All Traffic Collisions Compared to Fatal and Serious Injury Collisions

A high percentage of fatal and serious injury crash victims are bicyclists, pedestrians, and motorcyclists (65%) compared to the percentage of all traffic collisions in which these road users were involved (14%).

People Walking, Biking and Riding Motorcycles are More Likely to be Killed or Seriously Injured
Street Types

- Long Beach has 4x more miles of local streets than minor arterials
  - However, minor arterials have 40 percent more serious traffic collisions than local streets
- Speeding was most frequent motor vehicle violation
  - 2021 speed limit modifications

Figure 3. City of Long Beach Fatal and Serious Injury Collisions by Mode and Type of Street (2013 - 2017)

Pedestrians and motorists (including both drivers and passengers) are the roadway users most frequently involved in fatal and serious injury collisions. There were 190 severe collisions among both modes respectively in the past 5 years.
Keystone Actions

1. Dedicate Resources to the Safe Streets LB effort
2. Address Speeding
3. Build Best Practice Street Design
4. More Safety Education about Walking and Biking
5. Collect Better Data to Make Better Decisions
6. Prioritize Road Safety Investments through an Equity Lens
7. Partner with Local, Regional and State Stakeholders to Support Safe Streets Efforts
Safe Streets and Equity in Long Beach

Where are collisions happening?

• 5-year collision analysis - high-injury corridors and intersections separated by mode
• Concentration of high-injury corridors in Central/Downtown Long Beach
• Most serious collisions happen on minor or principal arterials - Anaheim, PCH, Long Beach Blvd
• 73% of high-injury corridors and 83% of intersections are in disadvantaged communities
Vision Zero Projects

- Caltrans ATP Cycle 5
  - Downtown Walkable Corners
  - Pacific Avenue Cycle Track
- Metro MAT Program
  - 6th Street Cycle Track
- Metro Call for Projects
  - Artesia Great Boulevard
  - Long Beach Pedestrian Improvements
- Hwy Safety Improvement Program (HSIP)
  - Anaheim Pedestrian Improvements
Safe Streets Long Beach - Outreach

Pop Ups and Listening Sessions

SAFE STREETS
LONG BEACH
Story Bench Pop-Ups

10/26 Council District CD-2 Fourth Fridays
10/27 CD 7 Green Prize Festival
10/28 CD 3 Peace, Dog, Howl/OoEen Parade
10/30 CD 4 Los Altos Community Meeting
11/3 CD 6 Community Wellness Resource Fair
11/9 CD 1 Downtown Farmers Market
11/10 CD 9 Veterans Day Parade & Celebration
11/15 CD 8 Kitty Kicks Farmers Market
11/17 CD 5 Parade of Flight

9 Community Pop-ups
650+ Participants
35 Stories

New community pop-ups were conducted in October and November 2018, to engage the Long Beach community about the Safe Streets Plan.

The pop-ups consisted of an information board that provided an interactive question and answer space regarding pedestrian and bicyclist safety, a place to take the Safe Streets Pledge, and the Safe Streets Story Bench where participants could record a personal story relating to traffic violence.

The pop-ups were held at existing community events throughout each of the nine Long Beach Council Districts and locations, left.

Key Takeaways
- People would feel safer walking and biking in Long Beach if women were less detected and would know them.
- The City of Long Beach should adopt bike-friendly street design to improve traffic safety.

SCAG Go Human Traffic Safety Peer Exchange
Safe Streets Long Beach – Technical Advisory Committee

- **City of Long Beach**
  - Long Beach Police Department
  - Long Beach Fire Department
  - Long Beach Department of Health and Human Services
  - Long Beach Department of Development Services
  - Long Beach Department of Economic Development
  - Port of Long Beach

- **External Agencies**
  - Long Beach Transit
  - Long Beach Unified School District
  - Los Angeles County Metropolitan Transportation Authority

- **Advocacy and Non-Profit Groups**
  - Long Beach Gray Panthers
  - Walk Long Beach
  - Walk Bike Long Beach
  - Bikeable Communities
Safety Education and Events

- Free yard signs
- Bike Month (May)
  - Bike to Work Day
  - Bike to School Day
  - Community rides
- Annual bike counts (October)
- Bike light giveaways
- Helmet fittings (Health Dept)
- Year-round safety campaigns
UPLAN Engagement

- Best practice planning engagement and capacity building
- Neighborhood Empowerment Workshops
- Bilingual communication and project team
- CBOs on project team
- Emerging Leaders Workshop with Jordan HS students
- Open House (virtual due to COVID)
Safe Streets and Equity in Long Beach

Citywide Equity Initiatives

• Language Access Policy (2014)
• Equity Toolkit (2019)
• Framework for Racial Reconciliation (2020)
  • Departmental racial equity plans
  • Mandatory staff training
• Digital Inclusion Roadmap (2021)
Thank you

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Traffic Safety in the City
Centering Equity & Access City of Los Angeles

SCAG Traffic Safety Peer Exchanges Speaker Toolkit, August 10, 2021

To learn more about SRTS, please visit http://saferoutes.lacity.org/
Safety and Health Imperative

Crashes are the leading cause of death for children between the ages of 5 - 14.

50% of the fatal and severe injury collisions involving youth occur within a ¼ mile of schools.

Young people walking or bicycling are more likely to be killed or severely injured in traffic crashes during school pick-up and drop-off times.
The Urban Dilemmas

Constituent Complexity → Prioritizations
- SRTS Schools
- Vision Zero
- Crossing Guard Deployment

Near-Term Needs, Long-Term Mechanisms → The 3 P’s
- Pop Ups
- Phase I
- Pilots

It’s Personal → Partnerships
Prioritization: SRTS Schools

Ranking Methodology

• **Leverage best practices** to inform weighted indicators

• **Equity integrated** in baseline approach (FRPM – Free and Reduced Price Meal)

• **Foundation** for “culture shift”

• **Transparent, blueprint** for planning and funding: of 835 public schools, top 50 community-centric planning and implementation

![Pie chart showing the distribution of prioritization criteria: Bike & Ped Collisions (40%), Student Proximity (40%), Previous SRTS Funding (10%), Free Reduced Priced Meals (FRPM) (10%).]
Prioritization: SRTS Schools

Re-visiting the Methodology

- Climate resilience
- COVID impacts

LA County Dept of Public Health

USC Earth Sciences

To learn more about SRTS, please visit http://saferoutes.lacity.org/
Prioritization: Vision Zero

High Injury Network (HIN) and Priority Corridors

- 65% of all pedestrian and bicyclist Killed/Severely Injured (KSI) crashes occur 6% of 7,500 miles of street.

- Overlay of Priority Corridors with neighborhood network

100% of the fifty schools prioritized for safety improvements lie along or fall within one-quarter mile of the High-Injury Network.

To learn more about SRTS, please visit http://saferoutes.lacity.org/
Prioritization: Crossing Guard Deployment

Previous methodology informed by previous crashes, and other influencers.

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<th>Crossings with Guards</th>
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Prioritization: Crossing Guard Deployment

Engineering methodology rank orders crossings by highest risk/exposure potential. Assesses control type and conditions that produce challenging maneuvers for drivers, impacting their visibility to and awareness of youth.
The 3 Ps: Pop Ups, Phase I and Pilots

Pop Up: Little Street Redesign (Esperanza Elementary)
The 3 Ps: Pop Ups, Phase I and Pilots

Pop Up: Little Street Redesign (Esperanza Elementary)
The 3 Ps: Pop Ups, Phase I and Pilots

Pop Up: 11th St & Westmoreland Ave Intersection Redesign (Leo Politi Elementary)
The 3 Ps: Pop Ups, Phase I and Pilots

Pop Up: Orchard Ave Redesign (Magnolia Ave Elementary)
The 3 Ps: Pop Ups, Phase I and Pilots

Phase I Treatments

11th St & Elden Ave

7th St & Catalina St

To learn more about SRTS, please visit http://saferoutes.lacity.org/
The 3 Ps: Pop Ups, Phase I and Pilots

Phase I Quick Build

Shatto Place Redesign

To learn more about SRTS, please visit http://saferoutes.lacity.org/
The 3 Ps: Pop Ups, Phase I and Pilots

Pilots: School Streets

Dayton Heights Elementary School Street

Dayton Heights Elementary Early Education Center

School bus stop
AM drop-off / PM pick-up Safety Valet
The 3 Ps: Pop Ups, Phase I and Pilots

Pilots: Student Safety Patrol

Ocean Charter Safety Patrol Program Pilot
Safe Routes & Safe Passages
Partnerships to provide holistic solutions

Stakeholders

- LAUSD (District, Division, Local)
- City
- CBOs

Policies

- Ordinances
- Executive Directives (Mayor) / Resolutions (LAUSD Board)
- Long Range Plans
- Action Plans
Thank you

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Los Angeles Department of Transportation
Infusing Equity into Street Safety
In Los Angeles
Agenda

- Defining Equity
- Equitable Approaches to Traffic Safety
- Infusing Equity into Our Practice
  - Equity Tools
- Forthcoming Street Safety Policy
Metro’s Definition of Equity

Equity is both an **outcome and a process** to address racial, socio-economic and gender disparities, to ensure fair and just access – with respect to where one begins and the capacity to improve from that starting point – to opportunities, including jobs, housing, education, mobility options and healthier communities.

*Equity is achieved when one’s outcomes in life are not predetermined, in a statistical or experiential sense*, on their racial, economic or social identities; and it requires community-informed and needs-based provision, implementation and impact of services, programs and policies that reduce and ultimately prevent disparities.
Equitable Approaches to Traffic Safety

1. Center communities most impacted by traffic violence
2. Cater engagement strategies to marginalized and vulnerable communities
3. Ground truth collision data
4. Incorporate community feedback into proposed improvements
5. Go where there is highest need, not highest will
Center Communities **Most Impacted** by Traffic Violence

- Identify populations disproportionately impacted by collisions in your project area
  - In LA:
    - Seniors
    - Children
    - BIPOC
Cater Engagement Strategies to Marginalized and Vulnerable Communities

- Develop engagement events/campaigns that cater to these populations:
  - Culturally relevant engagement events, ie) Eloteros for Vision Zero, Zumba at the Park
  - Identify organizations that work with these populations in project area
  - Partner with local schools
  - Hire a street team with members of target communities in project area
Ground Truth Collision Data

• Ask community where they have experienced near-misses or collisions
• Ask community what streets feel unsafe
• **Incorporate** those datapoints into data and proposed improvements
Go Where There is **Highest Need, Not Highest Will**

- City of LA Vision Zero Inception
- Data can tell us where our roads are impacting the quality of life of our residents
- Prioritize safety improvements by the most dangerous roads

HIN AND EQUITY

Los Angeles is a city with great health disparities that vary greatly depending on your income, education, race, where you live, and other social determinants. Many of the areas with the poorest health outcomes also have a disproportionate amount of severe and fatal injuries from traffic collisions. We can begin to address these inequities by prioritizing interventions to improve health outcomes in these areas of the City with most need.

Areas in blue are those identified by the Plan for a Healthy Los Angeles’ Community Health and Equity Index to be the most disadvantaged in terms of health outcomes.

healthyplan.la
LA Metro’s Office of Equity and Race

• Equity Tool
• Rapid Equity Tool
• MBEAT
• CBO Partnering Strategy
Metro’s Street Safety Policy

• Regional Street Safety Policy
• Create a countywide data collection program
• Assess internal risk and liability to safety of all Metro-provided public transportation services
Thanks!
SCAG’s Go Human Traffic Safety Peer Exchanges Evaluation Survey:  

View past presentations and recordings!  
https://scag.ca.gov/traffic-safety-peer-exchange-events

We will be posting recordings here:  
https://scag.ca.gov/go-human-safety-resources
Stay Tuned for More Updates

- Coming soon - updated *Go Human* traffic safety pledge

- September is Pedestrian Safety Month and October is “Walktober”
Contact the Project Team

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For more information
https://scag.ca.gov/go-human

www.scag.ca.gov