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
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 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
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

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
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 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.sbccounty.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)
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
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

RiversideCA.gov
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
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
- Bicycle 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

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

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
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<tr>
<th>Date</th>
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<th>Topic</th>
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<tr>
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Contact the Project Team

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

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