

The Essential Elements of Traffic Safety

SCAG Traffic Safety Workshop

www.scag.ca.gov



Four E's of Traffic Safety

Engineering

**Education +
Encouragement**

Enforcement

Evaluation

Equity

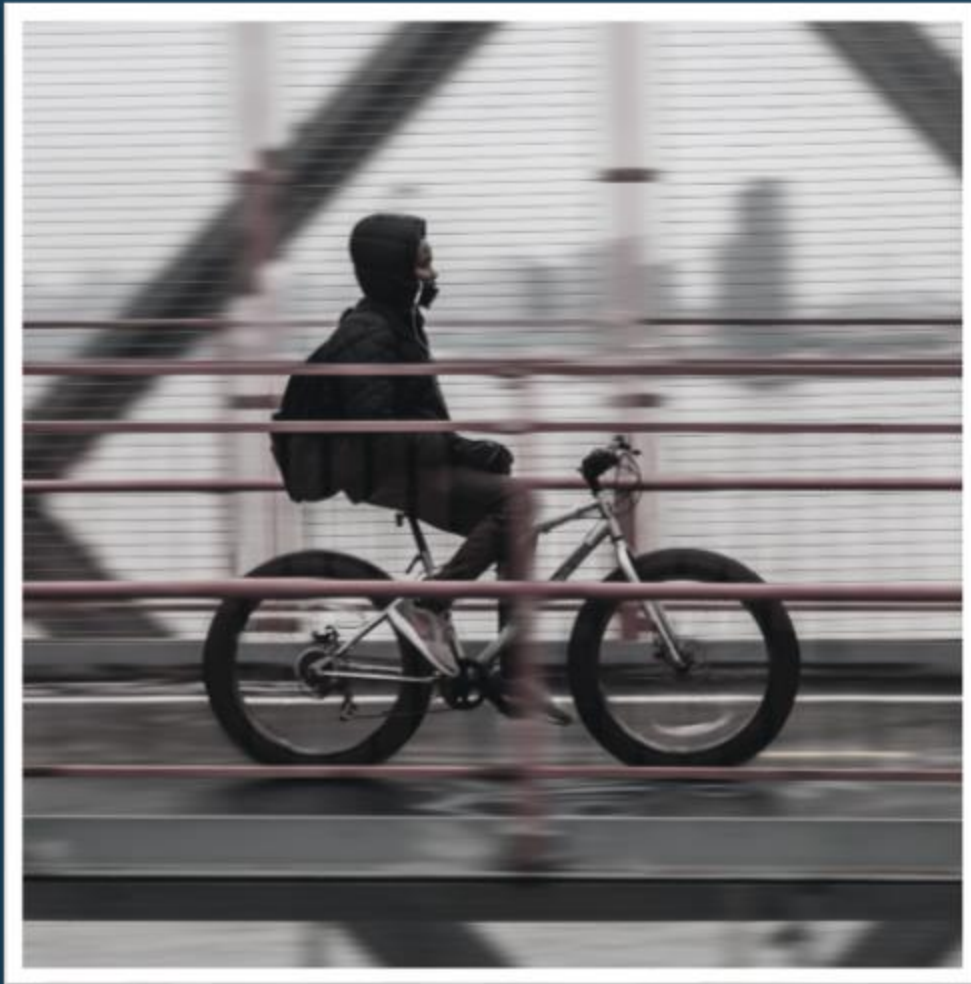
Defining Equity



Equity recognizes that **different people have different barriers to living healthy, fulfilled lives**. In order to allow people to get to the same outcome, we need to understand the different barriers and opportunities that affect different groups, and craft our policies, programs, and overall approaches with those various challenges and needs in mind. Equity addresses the power imbalances and the lived differences that all too often generate disparate health, educational, and career outcomes for different people – **effects that often emerge along lines of race, ethnicity, class, gender, sexual orientation, and disability**.

– *Safe Routes to Schools Blog*

Implementing Equity as Transportation Practitioners



- Increase staff diversity at all levels of leadership and decision-making
- Provide regular training on cultural competency and disability sensitivity
- Use equity lens to examine processes by which transportation investments are made
- Set goals for equitable transportation outcomes and change processes to meet those goals

- U.S. DOT, Federal Highway Administration, 2016 White Paper

1. Engineering

www.scag.ca.gov



Engineering

- Design, build, operation, and maintenance of **infrastructure**
 - E.g. sidewalks, crosswalks, bike lanes, protected bikeways, traffic signals, and signs
- Primary factor that helps **shape the built environment**
- Physical improvements for **greater safety**
 - Bicycle signals
 - Raised crosswalks and tactile paving
 - Bus boarding islands and protected bikeways

– *ChangeLab Solutions, A guide to Building Healthy Streets*



Bicycle Signal
Source: NACTO



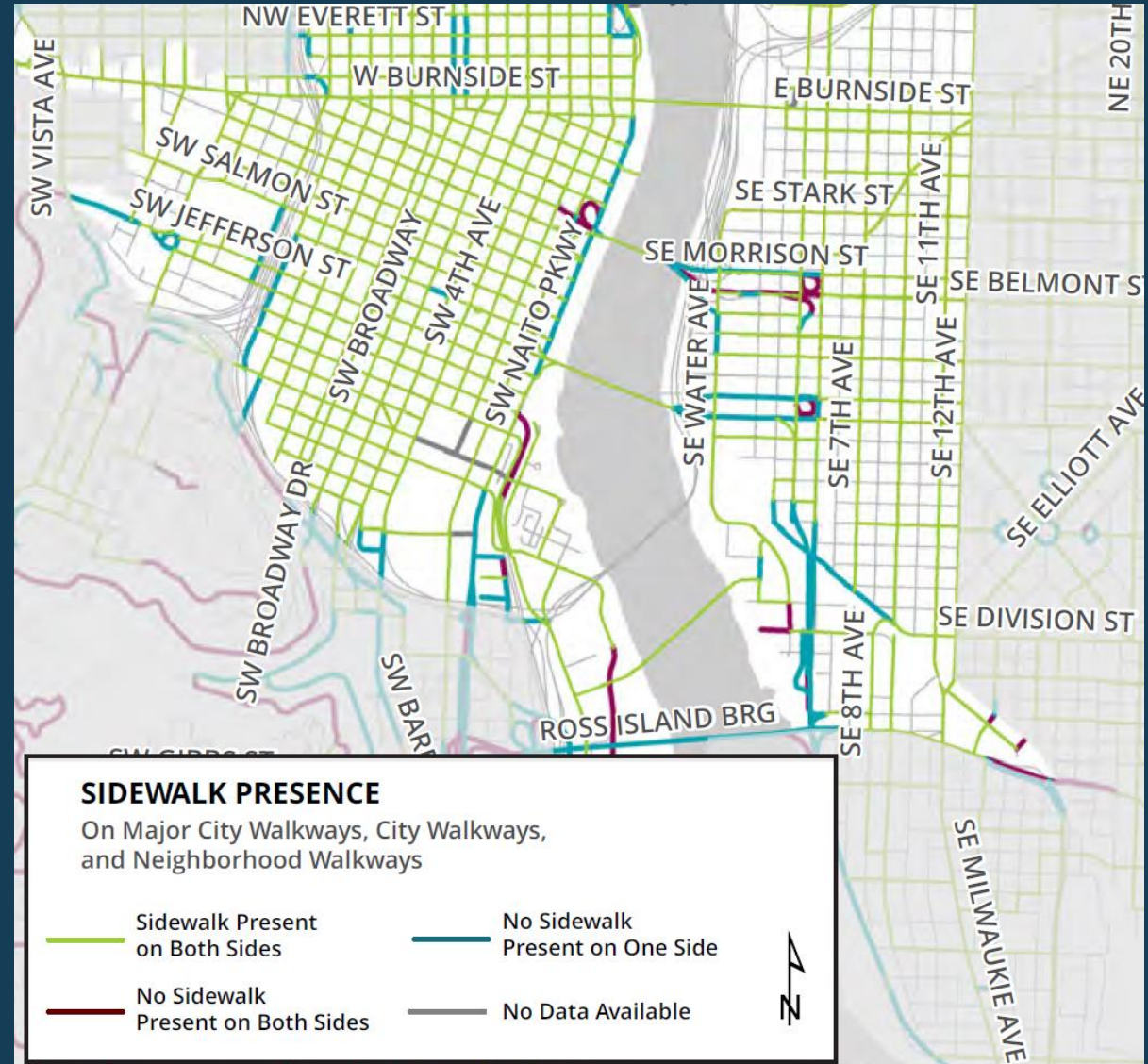
Driggs Ave at Newel St, Brooklyn
Source: NYC DOT



“Bus Stop on the Dunsmuir-Separated Bike Lane” by Paul Krueger/
CC BY-NC-ND 2.0

PedPDX: Portland's Citywide Pedestrian Plan

- Proactively engage disproportionately impacted residents
- Use data to prioritize citywide pedestrian investments and identify high-need areas
- Apply innovative pedestrian designs and policies



2. Education + Encouragement

www.scag.ca.gov



Education and Encouragement



Ciclovía, Bogotá, Colombia. Photo by Eliza Barclay, Vox



Vision San Pablo Go Human event, Palm Desert, CA
Photo by Greg Peterson, Luminescence Photo

- Teach people about the benefits of complete streets and **road safety skills**
- **Learn** about the needs of the community being served
- **Generate excitement** and interest in walking and biking through special events and fun activities, such as open streets events and group bike rides

Education Services

- Recipients should reflect the larger demographic pattern in the region
- Engaging content and lessons in multiple languages

Encouragement Activities

- Made available to low-income people and people of color
- Designed for people of different ages and abilities to enjoy

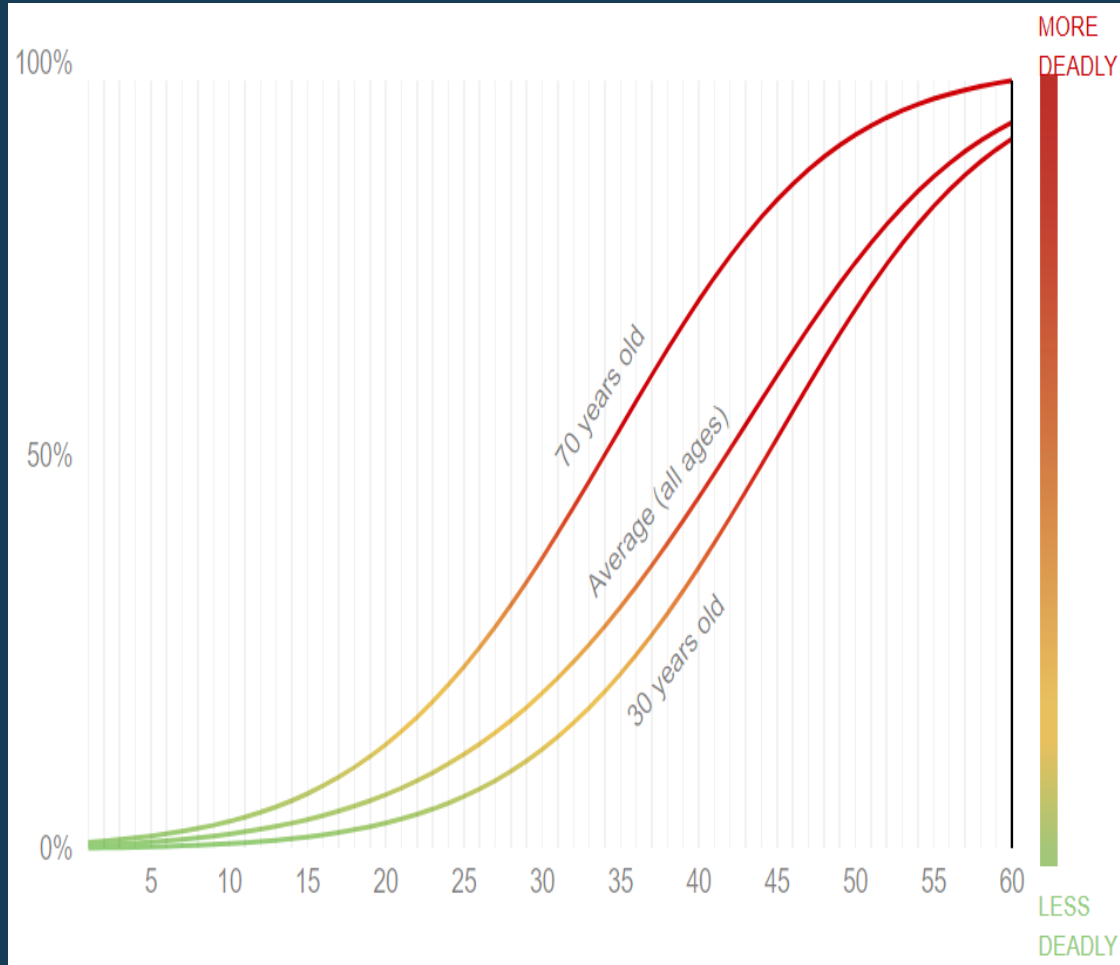


3. Enforcement

www.scag.ca.gov



Partnering with law enforcement to ensure traffic laws are obeyed



Automobile Speed

Source: ProPublica, AAA Foundation

Statewide – Zero Traffic Fatalities Task Force

- Current law mandates speed limits set based on how fast people currently drive
- A.B. 2363 created a task force to discuss this process and recommend alternatives

San Francisco – Focus on the Five

- Officers prioritize enforcing the five most common causes of collisions and injuries
- Speeding, violating pedestrian right-of-way in a crosswalk, running red lights, running stop signs, and failing to yield while turning

Equity in Enforcement

Portland, OR – PedPDX

- Expand automated enforcement of traffic rules, which increases safety without the presence of a police officer
- End regressive fine structures and implement income-based or other, more just, citation policy
- Support partnerships between community empowerment groups and law enforcement



4. Evaluation

www.scag.ca.gov





- Monitoring and documenting outcomes, attitudes, and trends via data collection
 - E.g. surveys, walk and bike audits / counts and gathering demographic information
- Evaluating street safety before and after safety measures

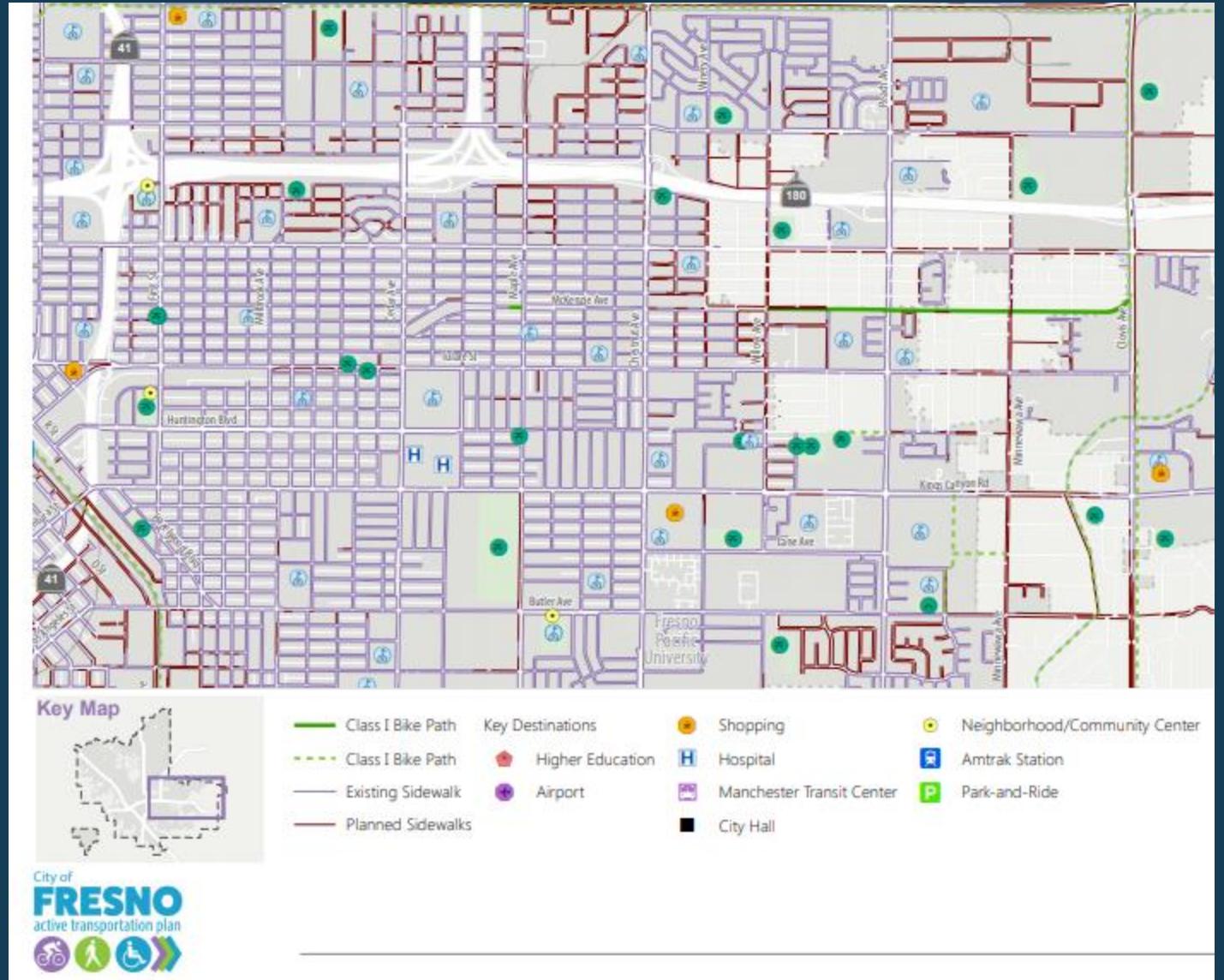
Equity Considerations

- Ensure that a program/initiative in decreasing health disparities and increasing equity
- Identify unintended consequences or opportunities to improve the effectiveness of an approach for a given community

Equity in Evaluation

Fresno, CA

- Fresno's Active Transportation Plan, adopted in 2017, prioritizes improvements based on several criteria
 - Household income
 - Vehicle ownership
 - CalEnviroScreen score
 - Proximity to schools serving low-income students



Four E's of Traffic Safety

Engineering

**Education +
Encouragement**

Enforcement

Evaluation

Equity