

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

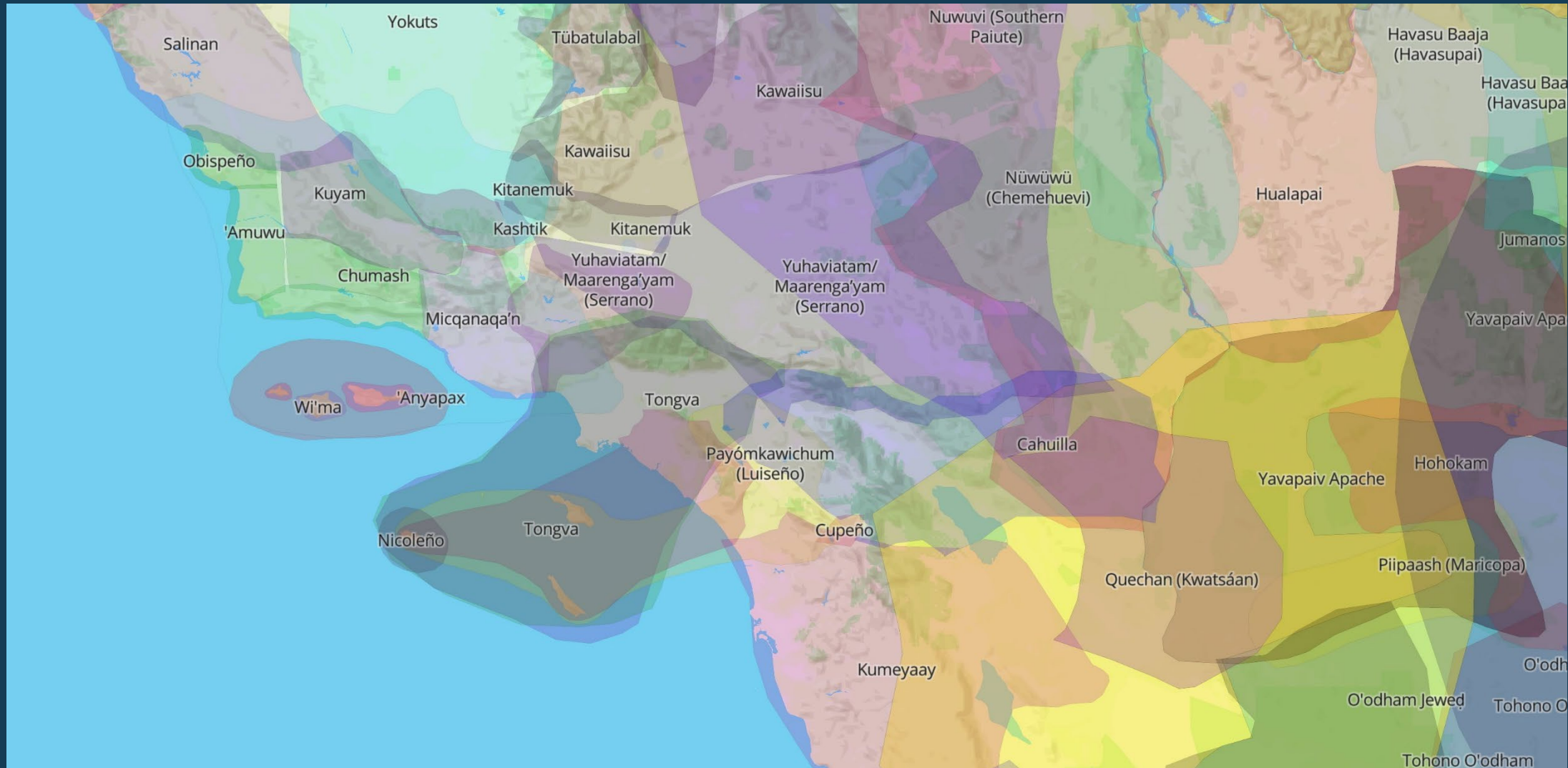


# Meeting Logistics



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 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**

*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

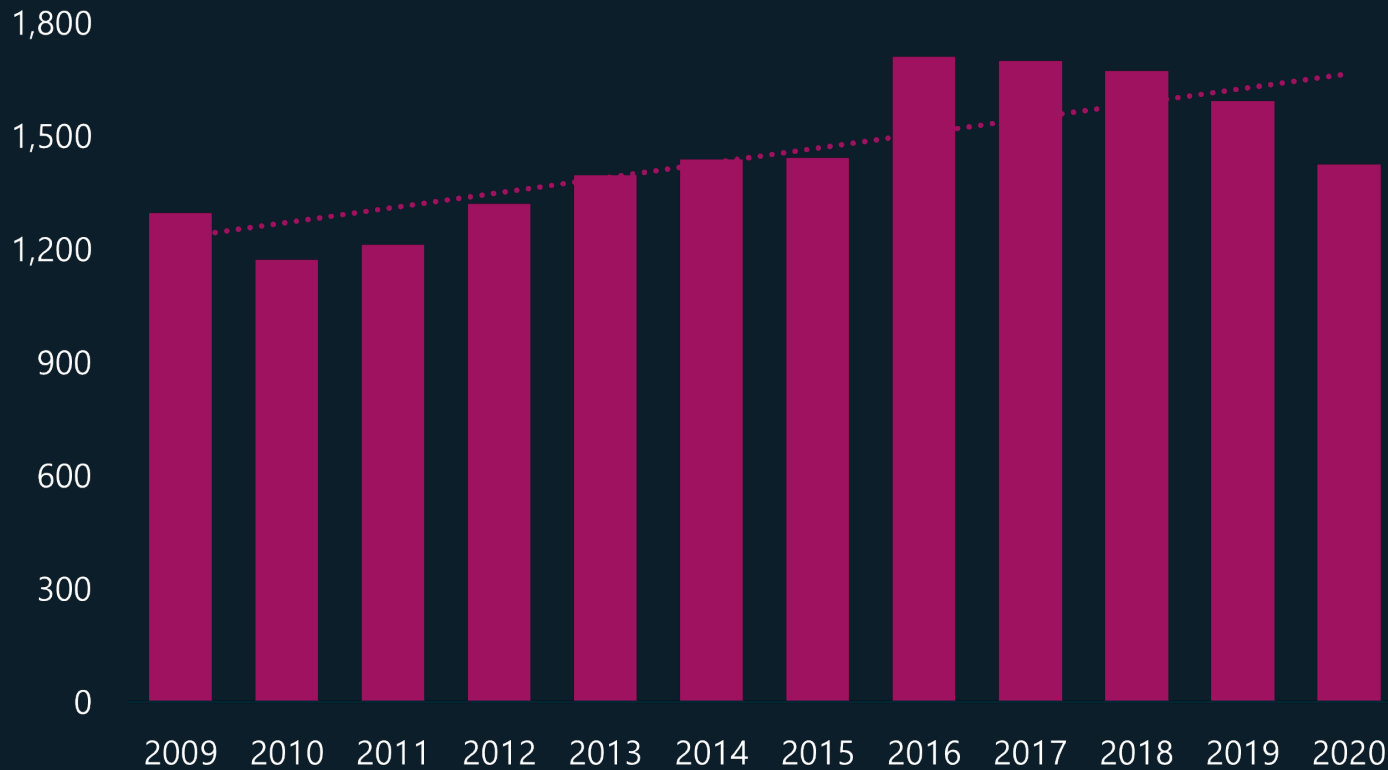
Summer 2021

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



# 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 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.

# 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





## 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

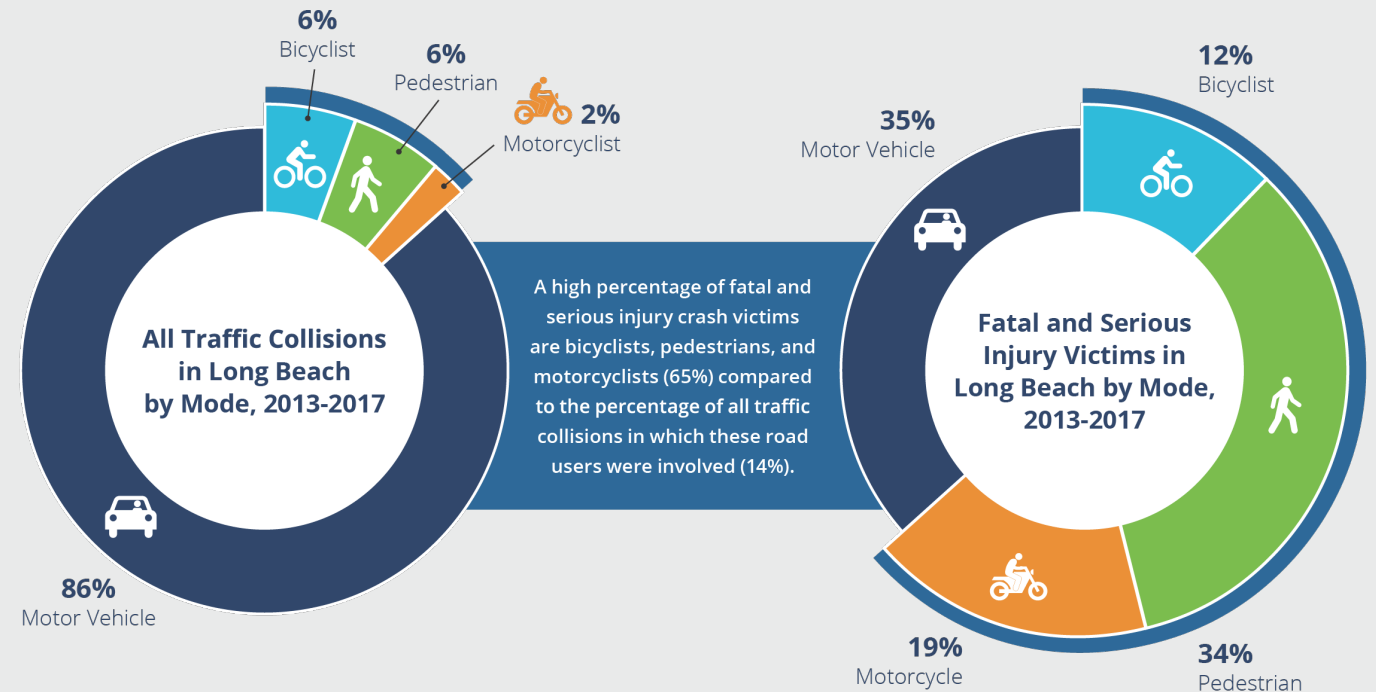
Rachel Junken, Transportation Planner III

# 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



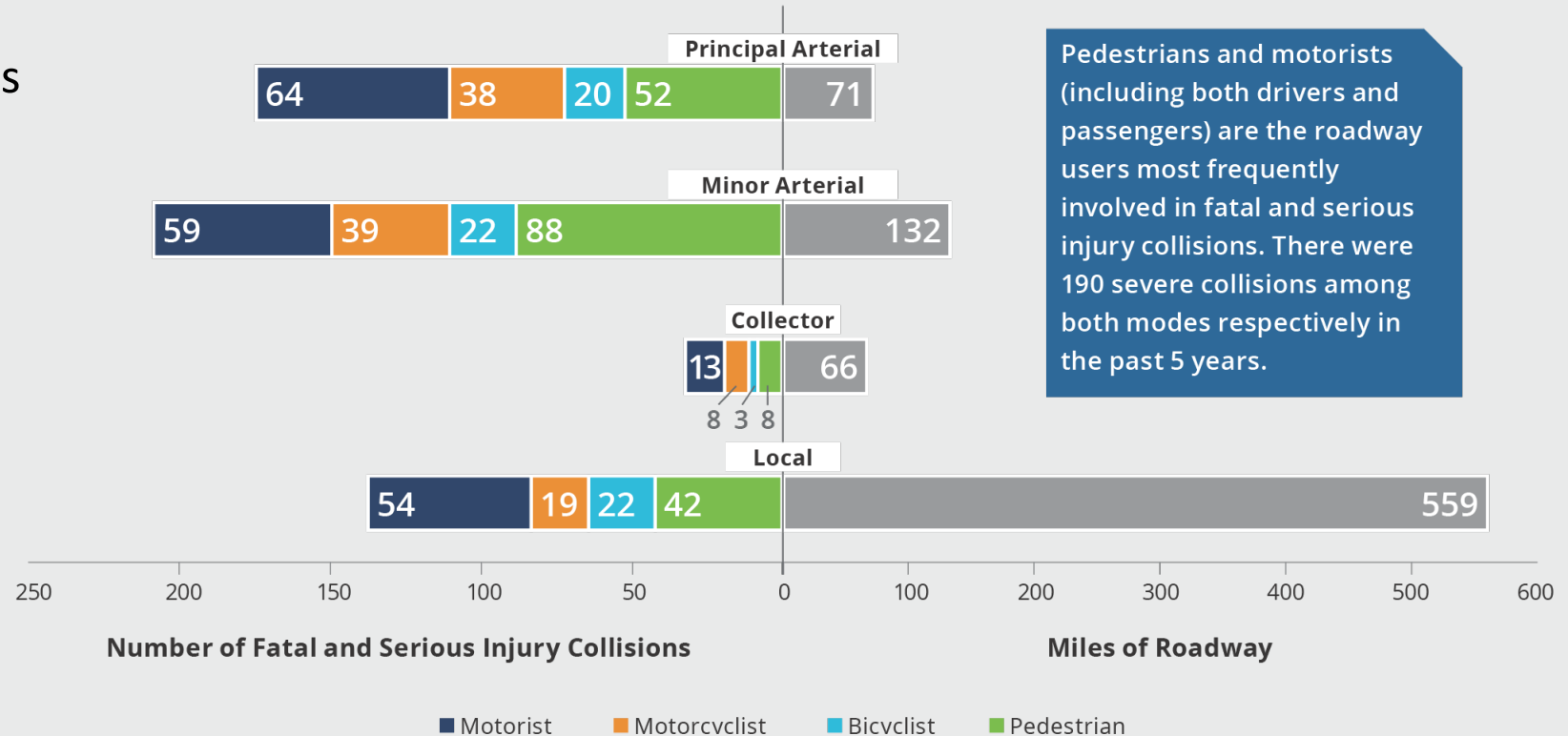
**People Walking, Biking and Riding Motorcycles are More Likely to be Killed or Seriously Injured**

# Safe Streets and Equity in Long Beach

## 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)



# Safe Streets and Equity in Long Beach

## 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



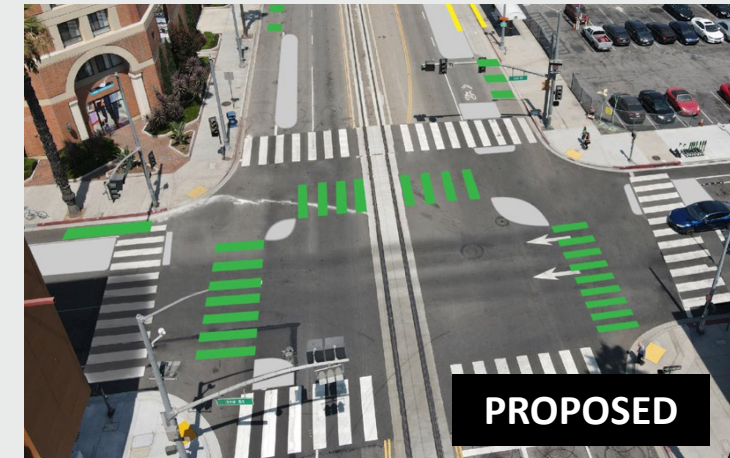
## Where are collisions happening?

- 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

# Safe Streets and Equity in Long Beach

## 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  
A Vision Zero Project

# 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 Haute Dog Howl'oween 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 Bixby Knolls Farmers Market
- 11/17 ▶ CD 5 Festival of Flight

**9** Community Pop-ups

**650+** Participants

**35** Stories

Nine 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 overview of the project; 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 (dates and locations, left).

### Key Takeaways

- ▶ People would feel safer walking and biking in Long Beach if drivers were less distracted and would slow down
- ▶ The City of Long Beach should prioritize better street design to improve traffic safety

CITY OF LONG BEACH  
TOOLE DESIGN Here LA



# 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



WALK LONG BEACH



# Safe Streets and Equity in Long Beach

## Safety Education and Events

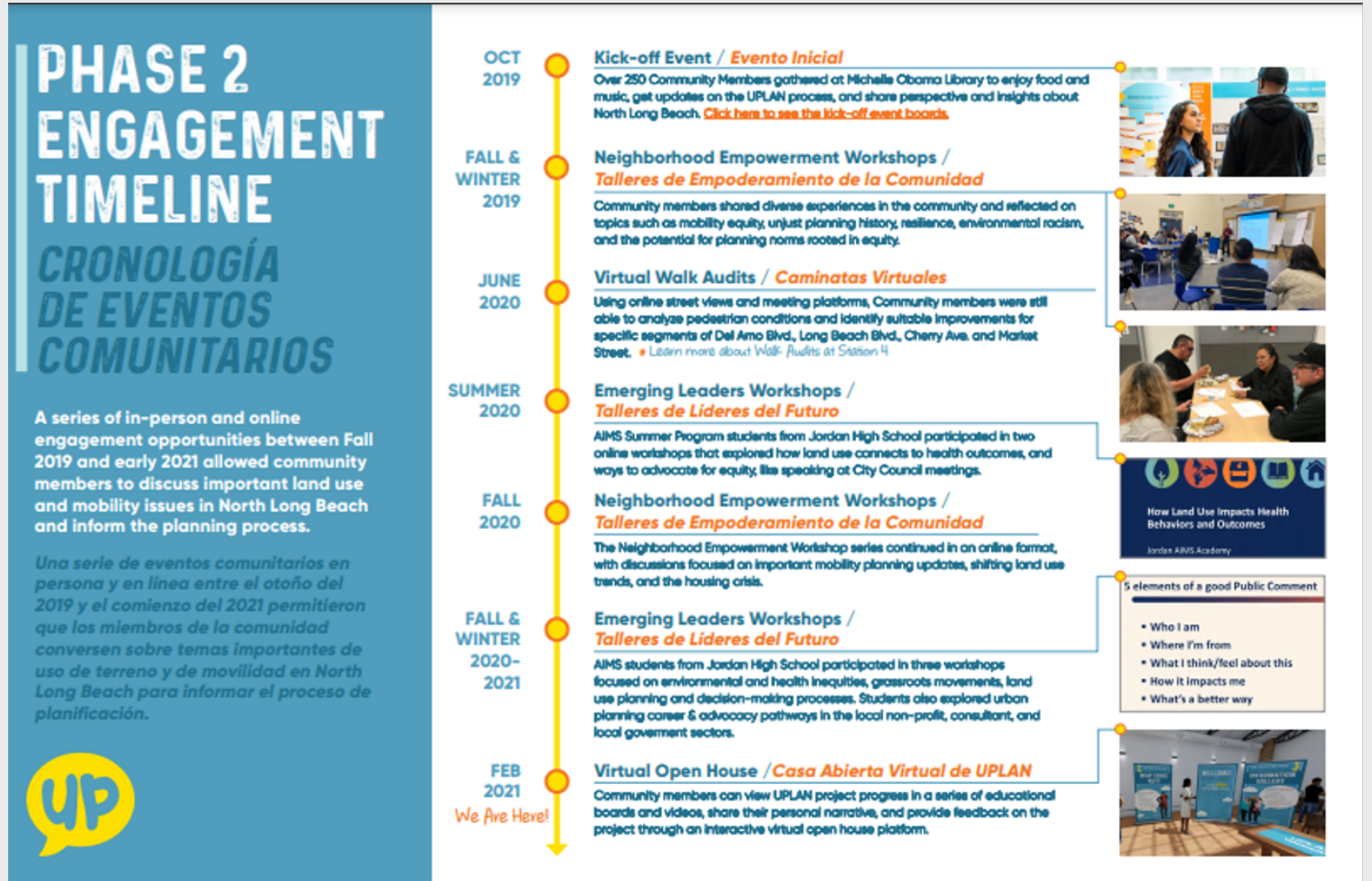
- Free yard signs
- Bike Month (May)
  - Bike to Work Day
  - Bike to School Day
  - Community rides
- Annual bike counts (October)
- Bike light giveaways
- Helmet fittings (Health Dept)
- Year-round safety campaigns



# Safe Streets and Equity in Long Beach

## UPLAN Engagement

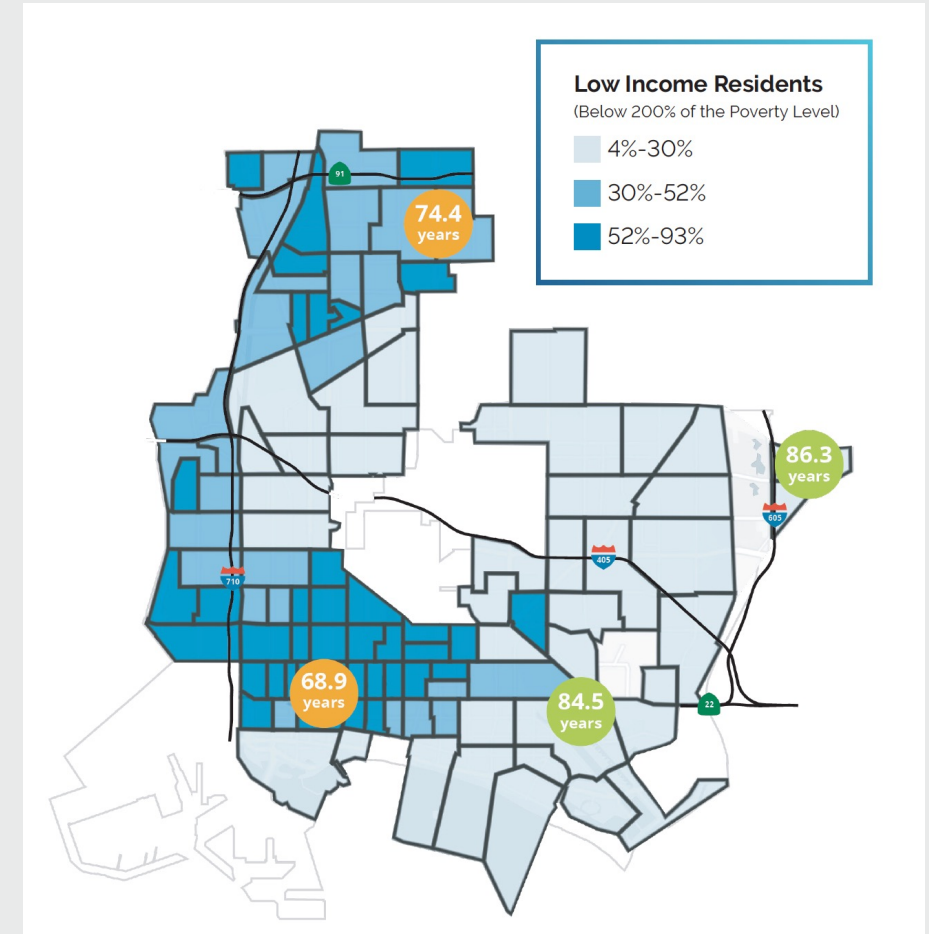
- Best practice planning engagement and capacity building
- Neighborhood Empowerment Workshops
- Bilingual communication and project team
- CBOs on project team
- Emerging Leaders Workshop with Jordan HS students
- Open House (virtual due to COVID)



# 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**

**Carl Hickman, P.E., T.E.**

**City Traffic Engineer/Acting City Engineer**

[carl.hickman@longbeach.gov](mailto:carl.hickman@longbeach.gov)

**Rachel Junken**

**Transportation Planner III**

[rachel.junken@longbeach.gov](mailto:rachel.junken@longbeach.gov)



# Traffic Safety in the City

## Centering Equity & Access City of Los Angeles



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



4/04/19

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  $\frac{1}{4}$  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

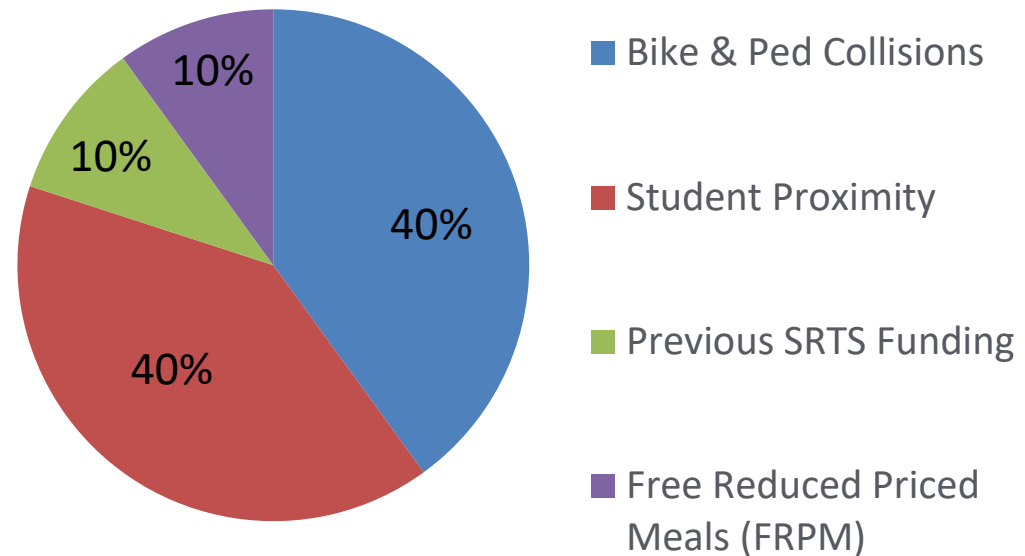
## It's Personal → Partnerships



# Prioritization: SRTS Schools

## Ranking Methodology

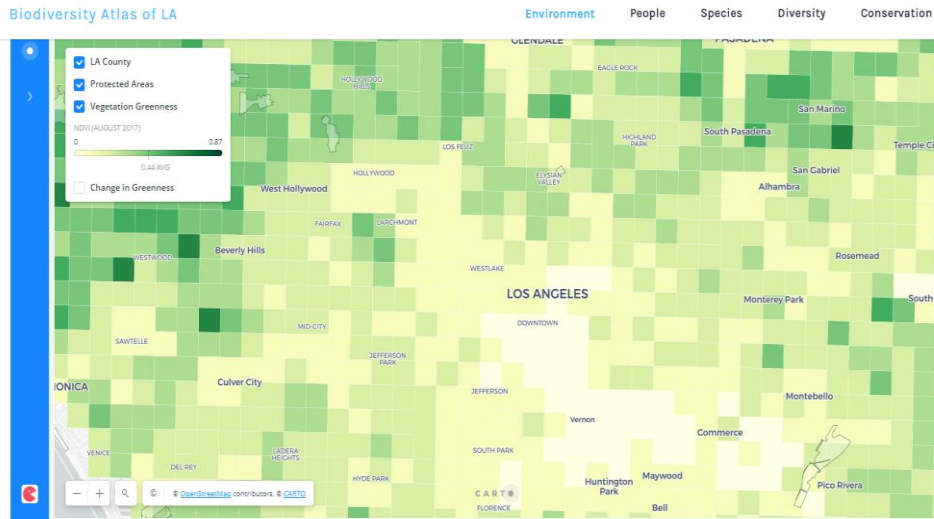
- Leverage best practices to inform weighted indicators
- Equity integrated in baseline approach (FRPM – Free and Reduced Price Meal)
- Foundation for “culture shift”
- Transparent, blueprint for planning and funding: of 835 public schools, top 50 community-centric planning and implementation



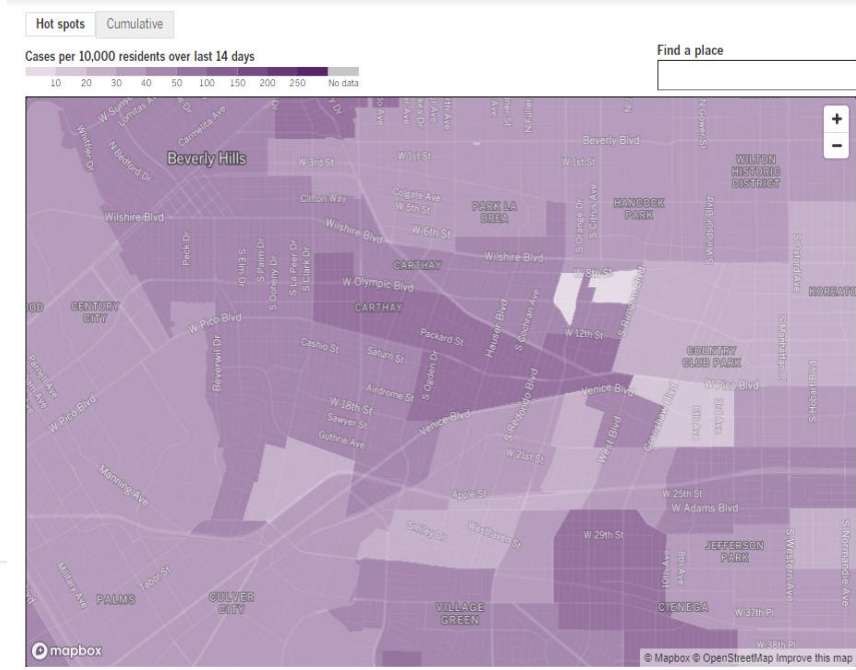
# Prioritization: SRTS Schools

## Re-visiting the Methodology

- Climate resilience
- COVID impacts



USC Earth Sciences



LA County Dept of Public Health

# Prioritization: Vision Zero

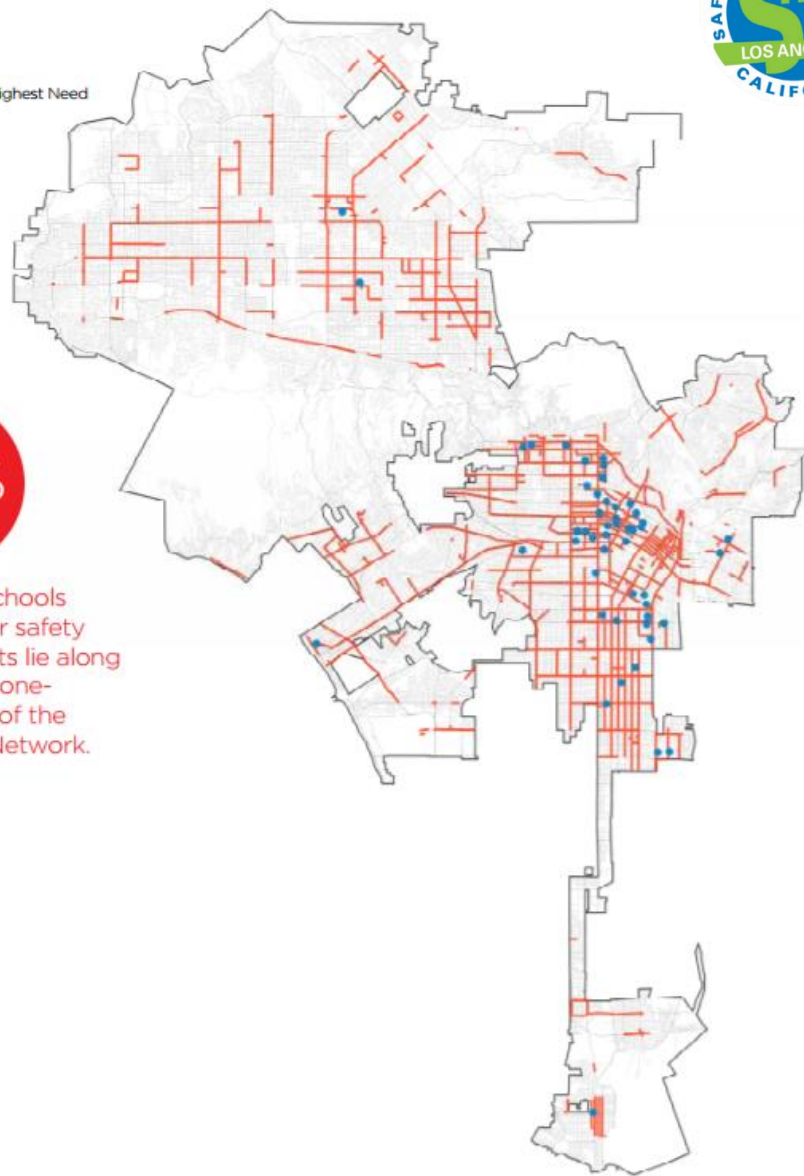
## High Injury Network (HIN) and Priority Corridors

- 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

● Schools with Highest Need

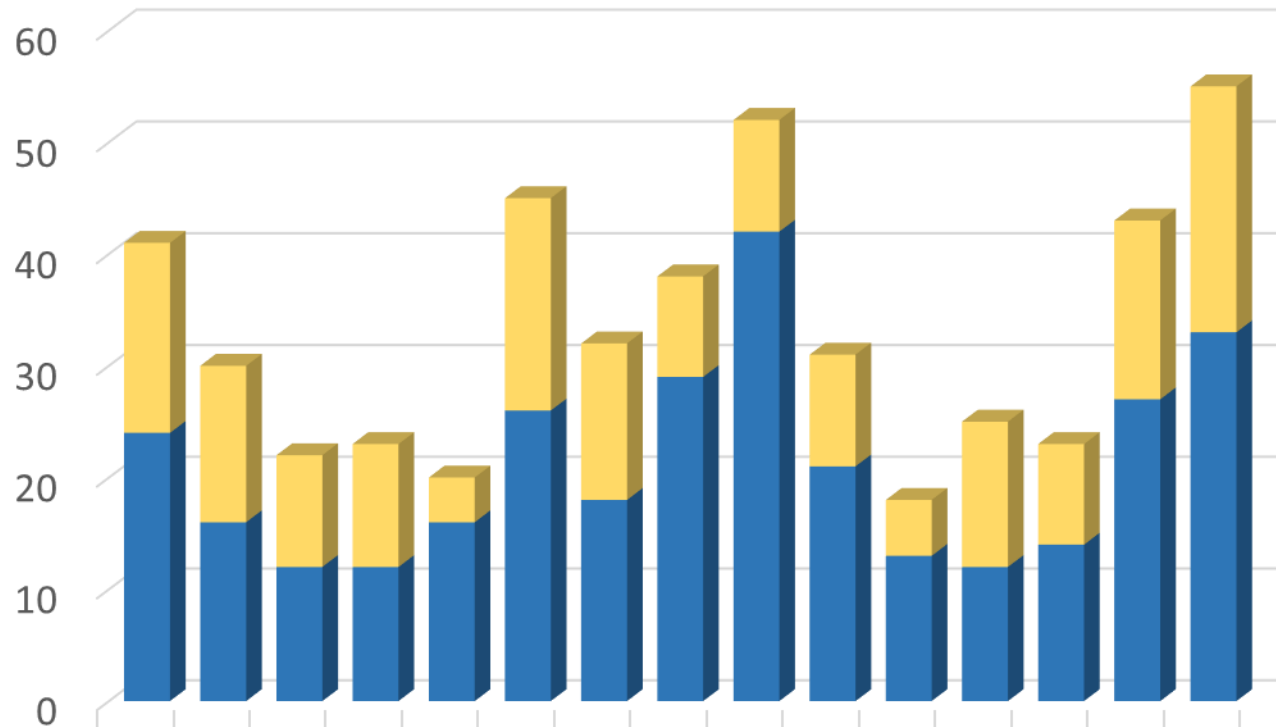
100%

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



# Prioritization: Crossing Guard Deployment

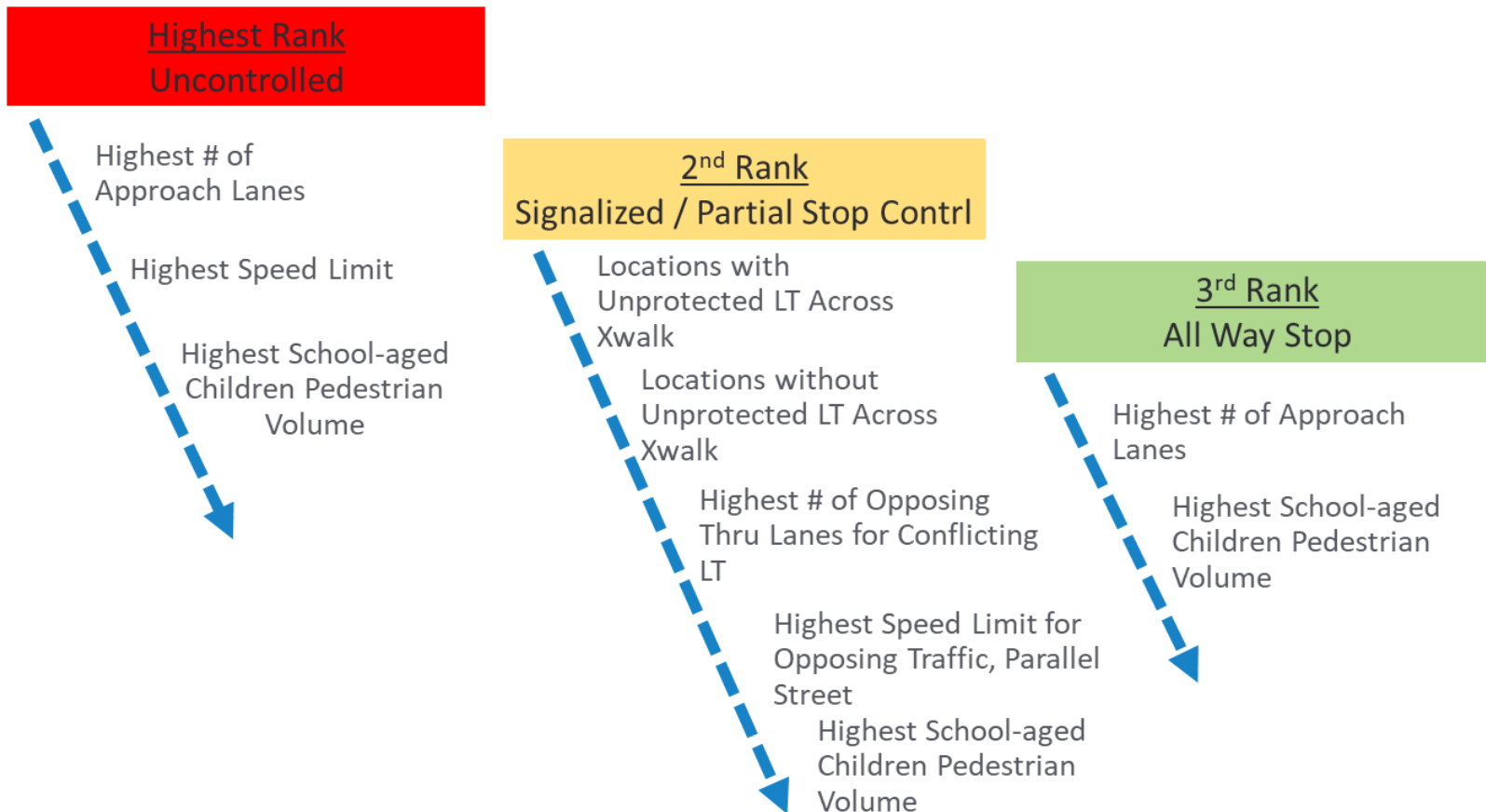
Previous methodology informed by previous crashes, and other influencers.



Council District #	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
■ Crossings without Guards	17	14	10	11	4	19	14	9	10	10	5	13	9	16	22
■ Crossings with Guards	24	16	12	12	16	26	18	29	42	21	13	12	14	27	33

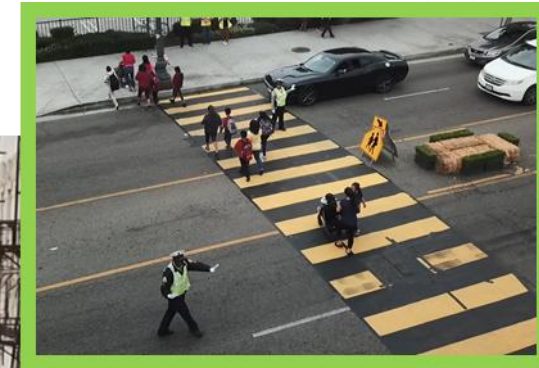
# Prioritization: Crossing Guard Deployment

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.



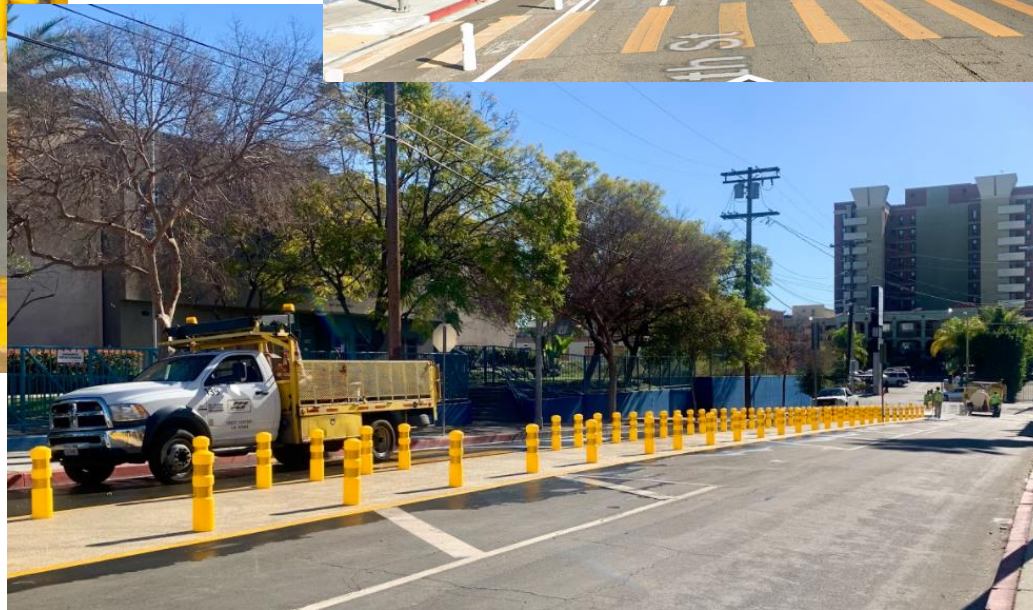
# The 3 Ps: Pop Ups, Phase I and Pilots

## 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: 11<sup>th</sup> 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

### 11<sup>th</sup> St & Elden Ave



### 7<sup>th</sup> St & Catalina St



# The 3 Ps: Pop Ups, Phase I and Pilots

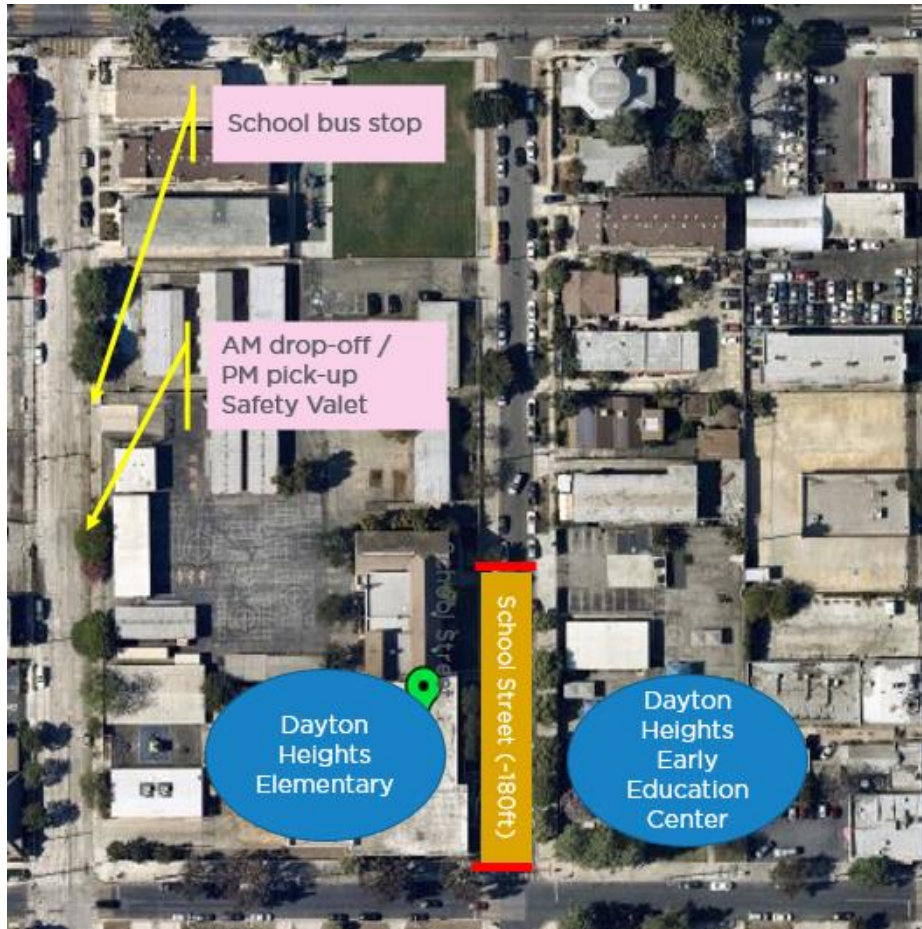
## Phase I Quick Build



## Shatto Place Redesign

# The 3 Ps: Pop Ups, Phase I and Pilots

## Pilots: School Streets



Dayton Heights Elementary School Street

# The 3 Ps: Pop Ups, Phase I and Pilots

## Pilots: Student Safety Patrol



Ocean Charter Safety Patrol Program Pilot

# Safe Routes & Safe Passages

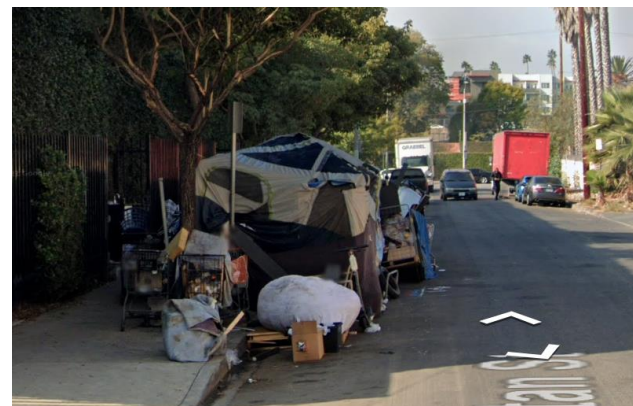
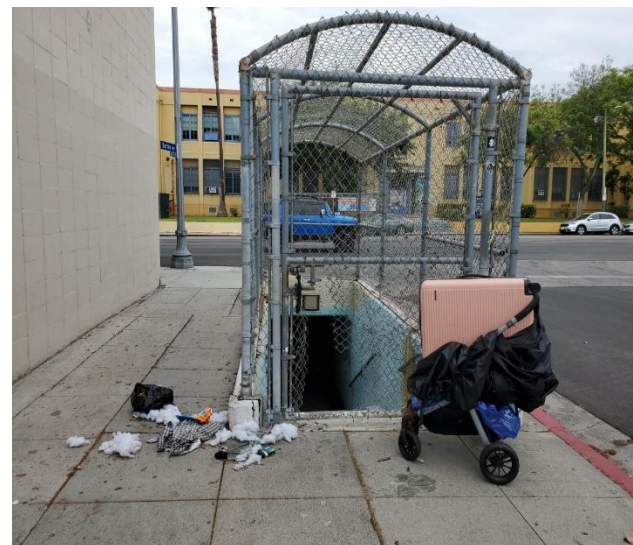
Partnerships to provide holistic solutions

## Stakeholders

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

## Policies

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





# Thank you

**Margot Rogers-Ocañas**

**Director, Safe Routes to School LA**

**[margot.Ocanas@lacity.org](mailto:margot.Ocanas@lacity.org)**

**Los Angeles Department of Transportation**



# Infusing Equity into Street Safety In Los Angeles



SCAG Traffic Safety Peer Exchange  
August 10, 2021

CHIEF EXECUTIVE OFFICE

Caro Vera, Principal Transportation Planner  
Office of Equity and Race



# 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



Metro

CHIEF EXECUTIVE OFFICE

# 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



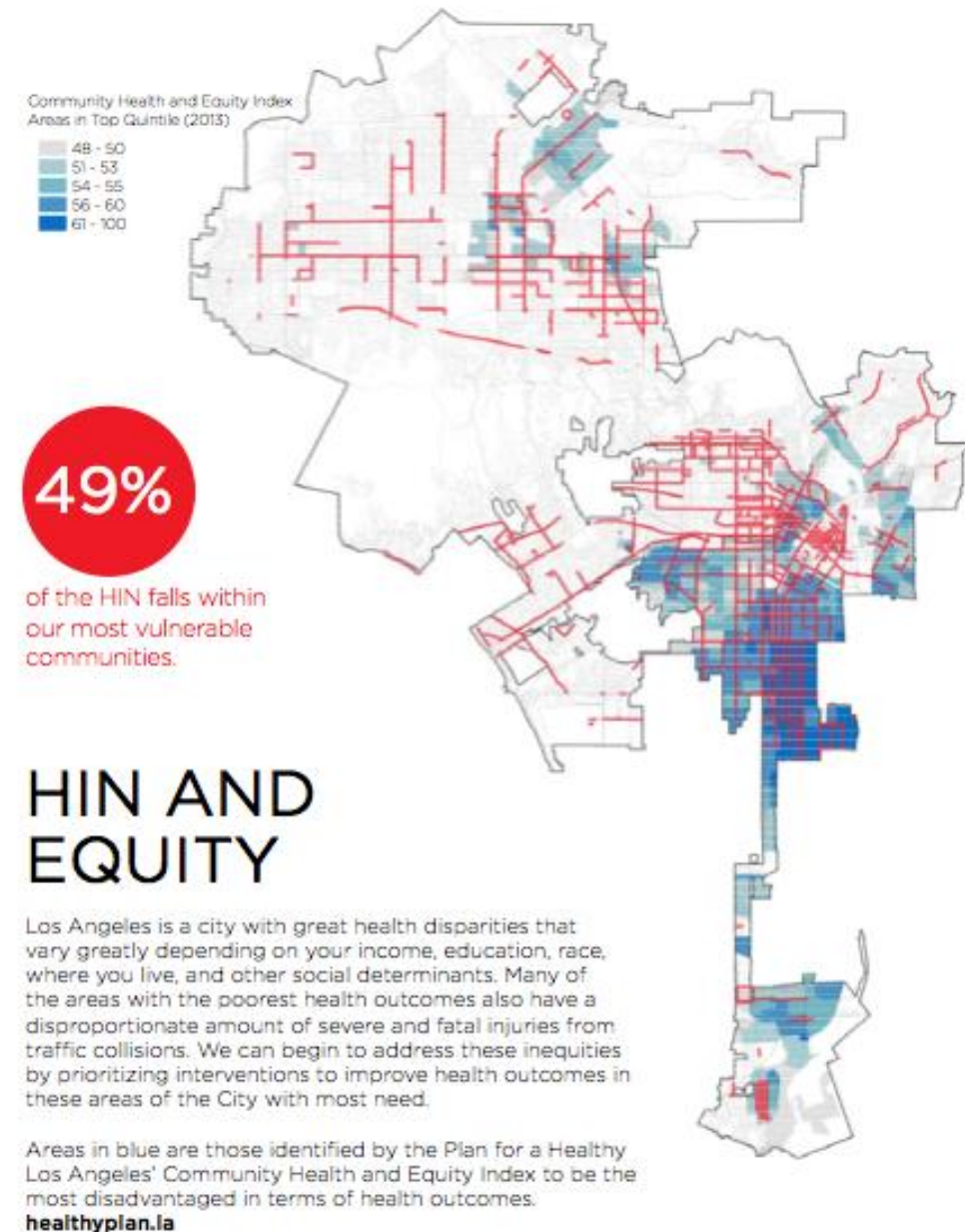
# Ground Truth Collision Data

- 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

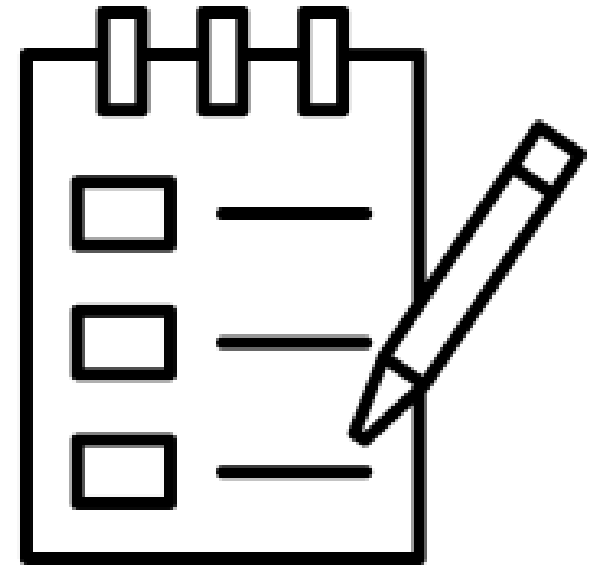


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# LA Metro's Office of Equity and Race

- 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

Metro  
Los Angeles County  
Metropolitan Transportation  
Authority  
One Gateway Plaza  
3rd Floor Board Room  
Los Angeles, CA

 Metro **Board Report**

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File #: 2020-0928, File Type: Motion / Motion Response Agenda Number: 55.

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**REGULAR BOARD MEETING  
JANUARY 28, 2021**

**Motion by:**  
**DIRECTORS GARCETTI, SOLIS, MITCHELL, AND BONIN**  
Metro Street Safety Policy

Street safety is a growing concern for communities across the globe. L.A. County vehicle crashes injured more than 91,000 people and killed 860 people in 2017. Traffic crashes are the leading cause of death for children ages 5-14 and the fourth-leading cause of premature death overall. In low-income communities and communities of color, impacts of vehicle crashes are often more severe because of inadequate infrastructure and higher vehicular speeds resulting from decades of inequitable transportation investments. To address street safety, L.A. County and many cities within the county have adopted street safety policies.

Metro's Vision 2028 Strategic Plan includes initiative 1.2.E to improve safety on the transit system and reduce roadway collisions and injuries. This initiative will be of increasing importance as the agency recovers from the COVID-19 pandemic. Safety and perception of safety will influence mode choice as people return to more daily travel. Street users need to feel safe accessing the Metro system. The risk of increasing Vehicle Miles Traveled during COVID-19 recovery is a pending threat to meeting the aggressive climate goals dictated by SB 375. Metro will benefit from working with state and local efforts to make streets safer.

Metro does not regulate local streets but can support safer streets within L.A. County through:

- Interfacing with the local public right-of-way, especially through Metro Bus Rapid Transit, Active Transportation Corridors, First/Last Mile projects, and Highway projects
- Funding priorities for local projects
- Transportation operations, Transportation Demand Management, and public outreach and engagement
- State and federal advocacy

**SUBJECT: METRO STREET SAFETY POLICY**

**RECOMMENDATION**

# Thanks!



Metro<sup>®</sup>

CHIEF EXECUTIVE OFFICE

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

<https://bit.ly/SCAGExchangeSurvey>

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”

The screenshot shows the SCAG website with a dark teal header containing the SCAG logo and navigation links: CONNECT SOCIAL, RHNA, TRANSLATE, and a search icon. Below the header is a light teal navigation bar with links: ABOUT US, MEETINGS, OUR WORK, DATA & TOOLS, GET INVOLVED, and NEWS & EVENTS. The main content area features a left sidebar with a menu under 'OUR WORK' including: Connect SoCal (+), Inclusion, Diversity, Equity & Awareness, Programs & Projects (+), Local Resources (-), Go Human (-), Get Involved (+), Walk, Bike, Scoot, Drive with Care, Safety Resources (+), Events (+), Blog, Sustainable Communities Program (+), Toolbox Tuesday (+), 100 Hours (+), Government to University Initiative, Earthquake Preparedness Initiative, and Funding & Resources (-). The main content area is titled 'GO HUMAN' and features a large blue banner with a yellow diamond-shaped sign that reads '3 FEET IT'S THE LAW'. The sign shows a cyclist and a car with a green arrow indicating the car should move into the adjacent lane. To the right of the sign, the text reads 'Give even more room. Switch lanes to pass safely.' The SCAG logo is in the bottom right of the banner. Below the banner is a section titled 'Community Outreach and Advertising' with a paragraph: 'Go Human is a community outreach and advertising campaign with the goals of reducing traffic collisions in Southern California and encouraging people to walk and bike more. We hope to create safer and healthier cities through education, advocacy, information sharing and events that help residents re-envision their neighborhoods. Go Human is funded by grants from the California Office of Traffic Safety, the California Active Living & Transportation...' To the right of the banner is a small image of a person on a bicycle. Below this image is a green box with the text 'TAKE THE SCAG SAFETY PLEDGE' and a paragraph: 'Commit to safety and sign the SCAG Safety Pledge to design and build safer streets that promote walking, biking and community connections.' At the bottom right is a pink box titled 'SIGN UP FOR GO HUMAN UPDATES' with three input fields for 'First Name', 'Last Name', and 'Email'.

# Contact the Project Team

## SCAG

Courtney Aguirre

aguirre@scag.ca.gov

## Cambridge Systematics

Jon Overman

joverman@camsys.com

## For more information

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

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

