Traffic Safety Workshop

Traffic Safety Pledge is a step toward improving safety for people in your jurisdiction.

Cities can participate in the Safety Pledge by committing to a variety of actions that are aimed at improving safety.
Purpose of Traffic Safety Pledge

Goal: To support cities to reduce traffic fatalities through the 4 E’s of building safer streets (Education, Enforcement, Engineering, and Evaluation)

Purpose of the Workshop:

• To provide cities with best practices information and technical assistance.

• Attendees will walk away with a draft work plan of next steps in planning/implementing the menu of activities (under the 4 E’s) outlined in the SCAG safety pledge.
Regional Statistics

1,500 people die every year from collisions.

136,000 people sustain injuries every year from collisions.

270 collisions occur per day on the streets. That is roughly 99,000 per year.
• About 30 people are killed in collisions every year

• About 60 percent collisions occur in rural areas

• 39 percent victims are between age group 18-34
Los Angeles County Statistics

**Los Angeles County by the Numbers**

- **Population:** 10 million
- **All Fatalities per 100,000 Residents:** 6
- **All Serious Injuries per 100,000 Residents:** 27
- **More than 690 People die every year from collisions**
- **2,800 People sustain serious injuries every year from collisions**
- **80,000 People sustain injuries every year from collisions**
- **150 Collisions occur per day on the streets, that is roughly 54,000 per year**
- **34% of all deaths involve people walking or bicycling**
- **43% of all traffic collision victims are people 18-34**
- **90% of all collisions occur in urban areas**
- **70% of all collisions occur on local roads**
- **20% of all collisions occur on highways**

**Key Statistics:**

- **About 150 collisions per day**
- **90% percent occur in urban areas**
- **43% percent victims are between age group 18 - 34**
Orange County Statistics

• About 40 collisions per day

• 97 percent occur in urban areas

• 40 percent victims are between age group 18 - 34
San Bernardino County Statistics

- **About 26 collisions per day**
- **80 percent occur in urban areas**
- **42 percent victims are between age group 18 - 34**
Riverside County Statistics

- About 24 collisions per day
- 80 percent occur in urban areas
- 41 percent victims are between age group 18 - 34
Ventura County Statistics

**VENTURA COUNTY BY THE NUMBERS**

- **Population:** 850,000
- **All fatalities per 100,000 residents:** 6
- **All serious injuries per 100,000 residents:** 26
- **66 people die every year from collisions**
- **260 people sustain serious injuries every year from collisions**
- **5,400 people sustain injuries every year from collisions**
- **10 collisions occur per day on the streets, that is roughly 3,800 per year**
- **20% of all deaths involve people walking or bicycling**
- **3.26 all serious injuries per 100M VMT**
- **0.79 all fatalities per 100M VMT**
- **8,300 annual vehicle miles traveled per capita**
- **36% of all traffic collision victims are people 18-34**
- **80% of all collisions occur in urban areas**
- **60% of all collisions occur on local roads**
- **27% of all collisions occur on highways**

- **About 10 collisions per day**
- **80 percent occur in urban areas**
- **38 percent victims are between age group 18 - 34**
Menu of Activities

SAFETY PLEDGE

Sample Menu of Activities

Education and Outreach

Activities (Choose one or more):
- Share Go Human materials (lawn signs, banners, postcards, etc.)
- Launch an advertising and/or PR campaign
- Host a temporary demonstration project to gather feedback
- Partner with a local school, senior center or community-based organization to share safety messaging
- Convene a "Traffic Safety Town Hall" to provide information and gather input on safety efforts
- Reach out to local businesses to gauge interest in parklets, mid-block crossings, and other interventions that improve and encourage walkability, as well as the feasibility of establishing a bicycle-friendly business district to promote biking
- Facilitate educational safety programming (in conjunction with existing community event) utilizing SCAGs Go Human challenge module.
- Other: __________________________

Equity Component
- Ensure all materials are accessible for everyone in the community (e.g., multiple languages and formats)
- Target efforts on underserved or disadvantaged communities
- Work with community-based organizations representing underserved communities, including black and indigenous people of color, people with disabilities, people experiencing homelessness, and the LGBTQIA+ community

SCAG Resources
- Utilize co-branded safety materials provided by SCAG through the Office of Traffic Safety, including lawn signs, billboards, banners, bus shelter ads, etc. SCAG will design, co-brand, print and ship outreach materials (while resources last)
- Utilize the Go Human Challenge, inclusive of five different interactive, educational modules. This tool provides deeper education and engagement opportunities through trivia and games. To be used as supplemental activities at an existing community event
- Utilize SCAG’s Kit of Parts, comprised of five different temporary infrastructure elements to showcase safer street designs. The Kit of Parts also includes seating, shade, educational signage and a feedback tool to conduct community outreach.

Enforcement

Activities (Choose one or more):
- Provide training for local police officers on pedestrian/bicycle laws
- Hire and train civilian crossing guards to manage interactions with high pedestrian activity
- Develop driver education materials to distribute at traffic stops
- Evaluate speed limits on local streets
- Institute a diversion program for non-motorized traffic violations, which allow violators to avoid paying a fine by completing a traffic safety education program
- Train police officers in bicycle safety and or training courses organized by a community-based organization to help them understand the hazards that cyclists face
- Other: __________________________

Equity Component
- Include an equity component in officer training sessions
- Distribute materials or conduct outreach in communities traditionally underserved by safety efforts, including black and indigenous people of color, people with disabilities, people experiencing homelessness, and the LGBTQIA+ community
- Work with local organizations representing underserved communities, including black and indigenous people of color, people with disabilities, people experiencing homelessness, and the LGBTQIA+ community

SCAG Resources
- Utilize co-branded safety materials provided by SCAG through the Office of Traffic Safety, including postcards with safety education messaging to distribute at traffic stops. SCAG will design, co-brand, print and ship outreach materials (while resources last).
Resources Available

Funding related
- SCAG Sustainable Communities Grant Program
- Go Human materials cities can order from SCAG to kick start safety efforts

Tools available
- High Injury Network Training for cities
- Webinar series
- Connect SoCal - Transportation Safety Report
- Regional Existing Conditions Factsheets for cities

Please reach out to Hina Chanchlani for materials request form, chanchlani@scag.ca.gov
Thank You for Joining Us Today

Please reach out to Hina Chanchlani for further information on Traffic Safety, chanchlani@scag.ca.gov

www.scag.ca.gov