



Date: May 6, 2019
To: Patrick H. West, City Manager *T.M.*
From: Craig A. Beck, Director of Public Works *CB*
For: Mayor and Members of the City Council
Subject: Safe Streets Long Beach Draft Plan

At its May 24, 2016 meeting, the City Council adopted the goal of Vision Zero to eliminate traffic fatalities and serious injuries among all road users by 2026. Vision Zero is a data-driven initiative that works across departments to achieve these safety goals.

Background

Last year, the Department of Public Works hired a consultant to assist staff with the Vision Zero Action Plan. A Technical Advisory Committee (TAC) made up of representatives from various city departments and external stakeholders met to discuss data, outreach, and draft recommendations. Based on feedback from the TAC, the effort was rebranded as "Safe Streets Long Beach, a Vision Zero Project," to make clear what the focus of the work effort would be. The Safe Streets Long Beach draft plan is attached and available for review.

Next Steps

Staff will be conducting community outreach to share the draft plan and seek input. Once feedback is received from stakeholders, the draft plan will be updated and finalized. It is anticipated that Public Works will bring this item before City Council for review and adoption in Summer 2019.

If you have any questions regarding this matter, please call Eric Widstrand at (562) 570-6537.

ATTACHMENT

CC: CHARLES PARKIN, CITY ATTORNEY
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MONIQUE DE LA GARZA, CITY CLERK (REF FILE #16-0496)



DRAFT Safe Streets Long Beach

A Vision Zero Project



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"I was at the corner of 7th and Park, waiting for the light to cross the street after school. A car ran the red light and another car started going. The car clipped the tail end and spun and hit me and 6 other people. They had to call an ambulance. One of the girls ended up breaking her leg and I had a huge bruise on my back."

- Long Beach Community Member

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Community Members Killed in Traffic Collisions January 2018–December 2018

The Safe Streets Long Beach Action Plan is dedicated to those who were killed or seriously injured on Long Beach streets, and all who have been impacted by the loss of family members, friends, and loved ones. The list below contains the names of all the people who lost their lives due to traffic collisions in 2018. These people were husbands and wives, mothers and fathers, brothers and sisters, sons and daughters, cousins, grandparents, and members of our community. The loss of their lives represents a tremendous loss to their families and to our community.

Table 1. Long Beach Community Members Killed in Traffic Collisions, Jan 2018 – Dec 2018

Collision Date	Name	Age	Travel Mode	Closest Intersection to Collision
Jan. 11 2018	Janna Willabel Cameron	32	Auto Passenger	Carson Street at California Avenue
Jan. 19 2018	Jaslyn Ouch	20	Auto Passenger	Long Beach Blvd at Spring Street
Jan. 27 2018	Bridget Mary Ingam	49	Auto Driver	8th Street at Euclid Avenue
Feb. 5 2018	Rita Felix	52	Walking	Santa Fe Avenue at 19th Street
Feb. 11 2018	Brian Emanuel Orozco Torres	26	Motorcyclist	Ocean Boulevard at I-710
Feb. 16 2018	Anthony Ramon Melendez	21	Auto Driver	Shoreline Drive at 7th Street
Feb. 17 2018	Wilbur Loza	27	Auto Driver	Atlantic Avenue at Atlantic Place
Mar. 8 2018	Jack Ferguson	58	Walking	Atlantic Avenue at Wardlow Road
Mar. 16 2018	Joseph Nicholas Testone, Jr.	42	Auto Passenger	Los Coyotes Diagonal at Outer Traffic Circle Drive
Mar. 16 2018	Chris Lee Walker	54	Auto Driver	Los Coyotes Diagonal at Outer Traffic Circle Drive
Mar. 23 2018	Mario Armando Reyes	24	Auto Driver	Pacific Coast Highway at Judson
Mar. 26 2018	Walter Darocha	63	Auto Driver	Outer Traffic Circle Drive at Los Coyotes Diagonal
Apr. 29 2018	John Doe		Auto Driver	Bellflower Boulevard at Atherton Street
Apr. 30 2018	Julio Lopez	31	Motorcyclist	Pacific Coast Highway at Loynes
May 2 2018	Miguel Vasquez	39	Auto Driver	Shoreline Drive at 7th Street
Jun. 11 2018	Francis O'Brian	70	Auto Driver	Long Beach Blvd at 27th Street
Jun. 11 2018	Victor Cardenas	57	Walking	7th Street at Channel Drive
Jun. 18 2018	Jane Doe		Walking	Wardlow Road at Magnolia Avenue
Jun. 25 2018	Dashaynee Williams	25	Auto Driver	Cherry Avenue at Artesia Boulevard
Jul. 21 2018	Juan Serrano	23	Auto Driver	Studebaker Road at Driscoll Street
Jul. 24 2018	Travell Nicolas Watson	26	Motorcyclist	Pacific Coast Highway at Lemon Avenue
Jul. 27 2018	John Doe		Walking	Pacific Avenue at 14th Street
Aug. 2 2018	Ben Rael	35	Bicyclist	7th Street at Martin Luther King, Jr. Avenue
Aug. 18 2018	Tatiana Flores	31	Auto Driver	Cherry Avenue at Del Amo Blvd

continued on next page

Collision Date	Name	Age	Travel Mode	Closest Intersection to Collision
Sep. 10 2018	Victor Herrera	40	Walking	Orange Avenue at Market Street
Sep. 27 2018	Michael McIntyre	38	Bicyclist	Orange Avenue at 52nd Street
Oct. 14 2018	Arturo Jesus Perez	25	Motorcyclist	Gerald Desmond Bridge
Oct. 23 2018	Isaac Jetmore	17	Motorcyclist	Wardlow Road at Gondar Avenue
Oct. 28 2018	Alena Rey Gretencord	22	Walking	2nd Street at Tivoli Avenue
Nov. 7 2018	Bryan Lembke	39	Bicyclist	Spring Street at El Dorado Park
Dec. 4 2018	Pete Liva Save	55	Walking	Long Beach Boulevard at Artesia Boulevard



"Ghost Bike" memorial where a bicyclist was killed in a traffic collision..

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CITY OF
LONG BEACH

**Safe Streets
Long Beach**

A Vision Zero Project



City of Long Beach's Contact Information

This information is available in alternative format by request at [562.570.6711](tel:562.570.6711)

For an electronic version of this document, visit our website at www.longbeach.gov

Crash data sources: City of Long Beach and California Highway Patrol's Statewide Integrated Traffic Records System, 2013-2017.

Photograph Credits: Allan Crawford unless otherwise specified.

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“My friend and I were riding bikes. This car was in a rush and tried to go in front of us. The car ran into my friend’s back wheel. She ended up skidding on the road and her whole arm got messed up. It was bleeding and we had to call the ambulance. The driver just left.”

- Long Beach Community Member

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The Need for Safe Streets in Long Beach



What is Safe Streets Long Beach

Safe Streets Long Beach is an initiative to reduce traffic-related fatalities and serious injuries to zero by 2026. It is informed by Vision Zero, a road safety philosophy which states that no loss of life due to traffic collisions is acceptable. Originally from Sweden, the Vision Zero philosophy has been adopted and implemented in many countries and cities around the world with much success. Vision Zero views human life and health as paramount to all else and should be the first and foremost consideration when designing a street network. Vision Zero recognizes that humans make mistakes when traveling in the roadway; however, no one should die or be seriously injured as a result of these mistakes.

Vision Zero vs. Conventional Approach to Street Design

Conventional Approach	Vision Zero Approach
Traffic deaths are inevitable	Traffic deaths are preventable
Prevent all crashes	Prevent fatal and severe injury crashes
People should be perfect	People make mistakes
Safety relies on individual road user	Safety is a shared responsibility, starting with system designers
Safety is one priority	Safety is <u>the</u> priority

Since 2014, more than 30 U.S. cities have committed to Vision Zero. As of January 2019 11 California communities have adopted a Vision Zero plan or strategy.¹ 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. The Safe Streets Long Beach initiative brings Vision Zero to the forefront of the City's priorities and sets Long Beach on a clear path to eradicating traffic-related deaths and serious injuries by 2026.

Safe Streets Long Beach takes a data-driven approach to unify infrastructure design, public education, and enforcement efforts around the goal of zero traffic fatalities or severe injuries, while increasing safe and healthy mobility for all community members.

Why Safe Streets Matter

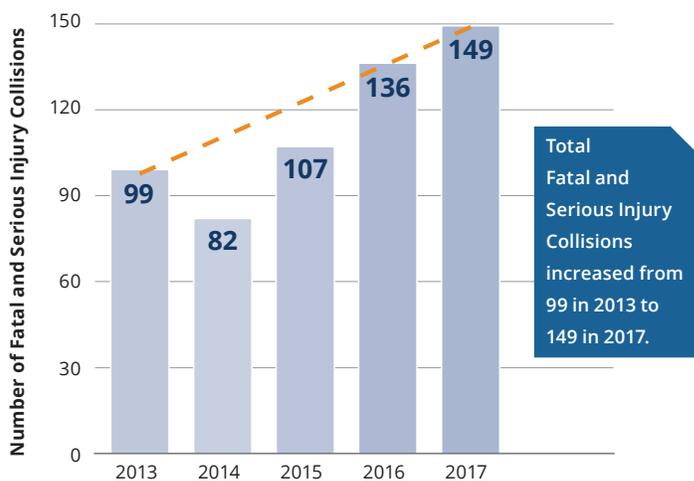
In 2018 there were: **31 Traffic Deaths, 30 Homicides**

Every fatal or serious collision comes at a human cost—it is not a statistic or a number, but a real person. That person has family and friends who are deeply affected by their tragic death or debilitating injury. We are grateful to

those willing to share their story of how unsafe streets have personally affected them with the Long Beach community. By putting a face and a name to these life-changing events, we are able to recognize the reality of traffic safety in Long Beach—and that we all have an important role to play in creating safer streets in Long Beach.

Figure 1 shows that the number of fatal and serious injury traffic collisions is on the rise. This trend constitutes a public health crisis that city and community resources should go toward preventing. Beyond the human costs of traffic

Figure 1. Total Fatal and Serious Injury Collisions in Long Beach (2013 - 2017)



¹ Vision Zero Network, "Vision Zero Cities." Accessed 01/021/2019. <https://visionzeronetwork.org/resources/vision-zero-cities/>.

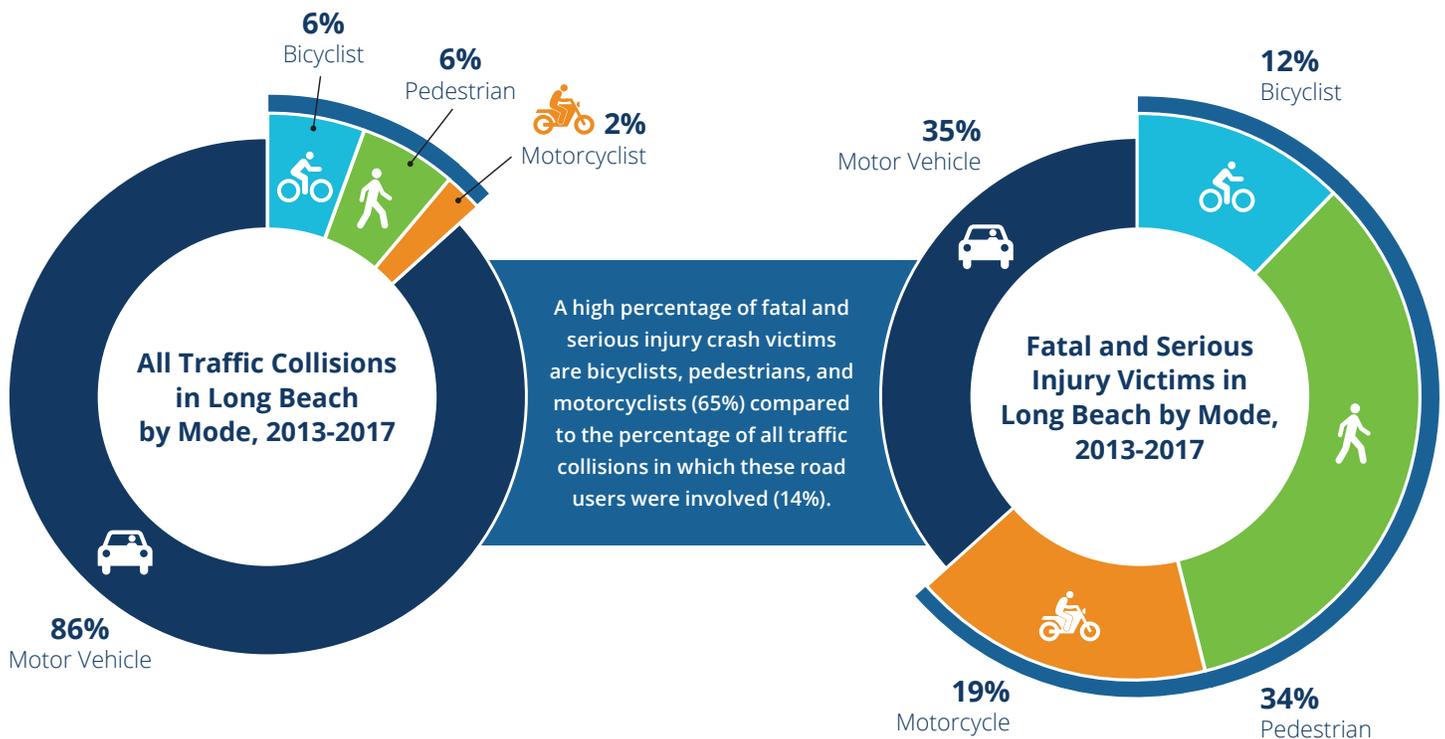
fatalities and serious injuries, there are also significant economic costs. **Between 2013 and 2017, traffic collisions in Long Beach cost \$1.46 billion in losses associated with medical care, emergency services, property damage, and lost productivity.**² A “business as usual” approach will not get us to zero fatalities and serious injuries by 2026. We must reassess our values as a community and make the necessary adjustments, including resource allocations to effectively respond to this crisis.

A serious (or severe) injury involves broken or fractured bones; dislocated limbs; severe lacerations; skull, spinal or abdominal injuries; unconsciousness; or severe burns.

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

Pedestrians, bicyclists, and motorcyclists are especially vulnerable when involved in collisions because they are less protected. **Together, these three travel modes account for only 14 percent of collisions but represent 65 percent of all traffic deaths and serious injuries in Long Beach.** The lower number of people walking, bicycling, and riding motorcycles compared to driving cars further underscores the need to focus on making streets safer for these vulnerable users and accommodating the transportation needs of people of all ages and abilities. Streets should be designed with these road users in mind.

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



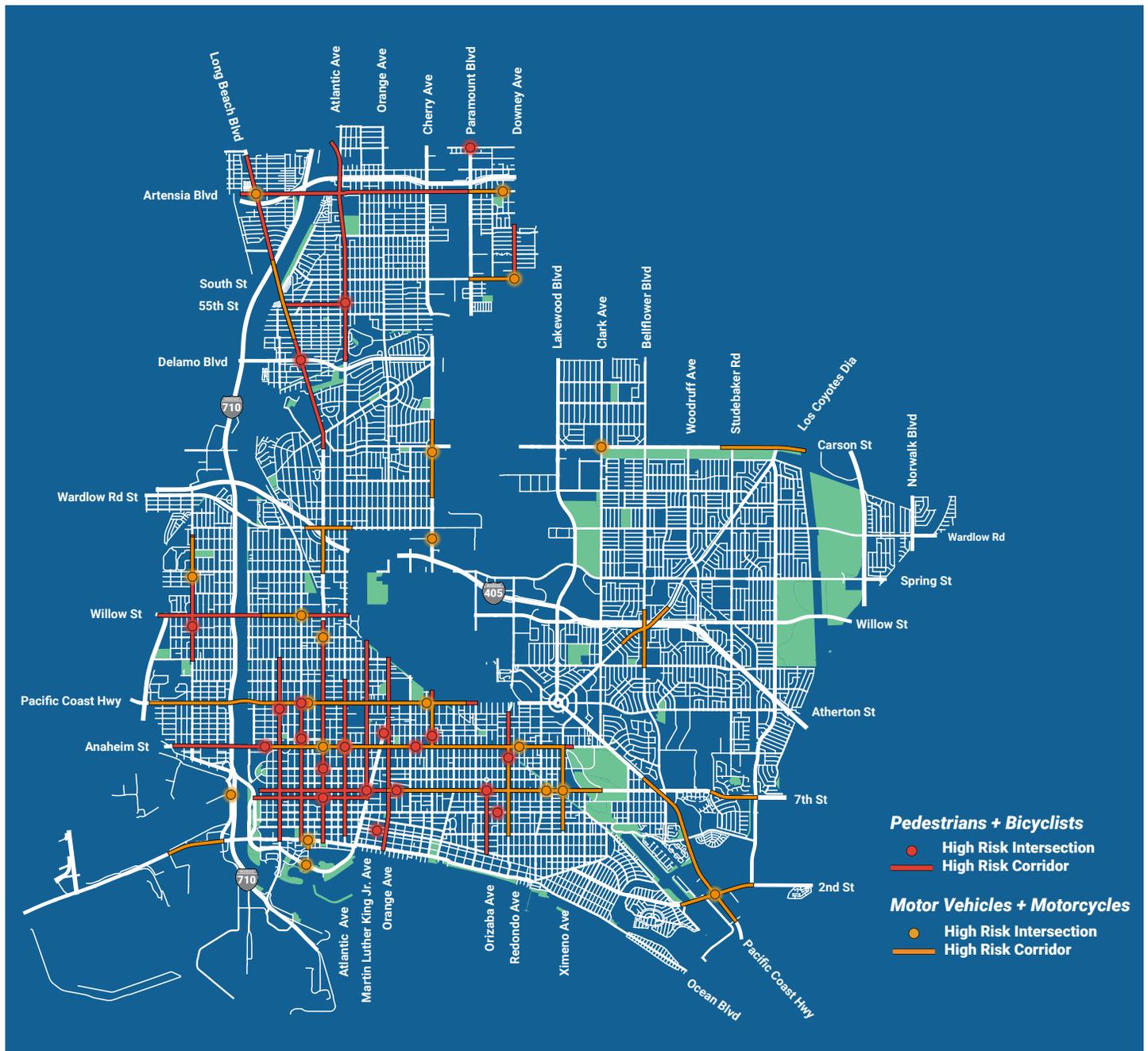
² Calculated based on costs presented in “The Economic and Societal Impact of Motor Vehicle Crashes,” National Highway Traffic Safety Administration, 2015.

Where are Collisions Happening?

Collisions are occurring on all of our streets, but certain streets see higher numbers of collisions, or more severe collisions, than others. Map 1 shows high risk corridors and intersections based on the number and severity of collisions that have occurred (according to collision data collected from 2013 to 2017). Many streets that pose higher risk to people driving also pose a risk to people riding a motorcycle, biking, or walking. There is a concentration of high risk

corridors and intersections in central Long Beach (i.e., in and around downtown), which is not surprising given the higher concentration of land uses which generate more walking, biking and driving activity. West Long Beach has more high risk corridors and intersections than east Long Beach. A list of these high risk corridors and intersections can be found in Appendix A.

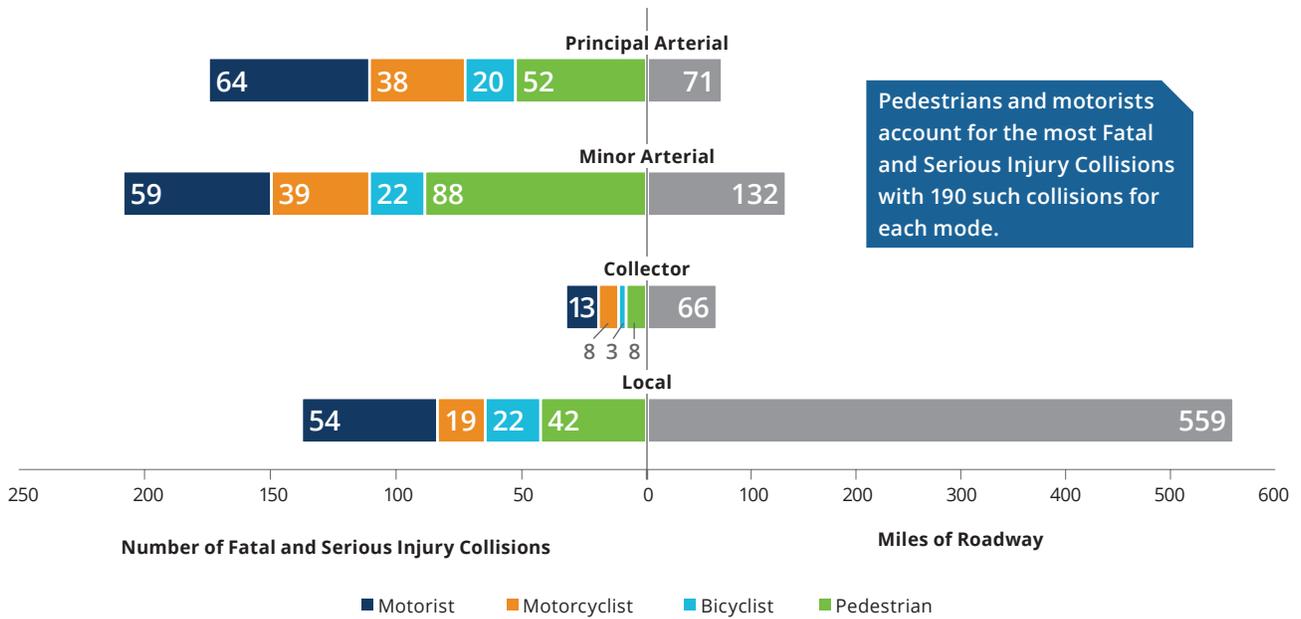
Map 1. High Risk Corridors and Intersections Map



Principal and minor arterials are among our largest and busiest streets. Many of these streets are designed to prioritize the efficient movement of motor vehicles, often at the expense of the comfort and safety of other users in these corridors. Pacific Coast Highway, Long Beach Boulevard, and 7th Street are examples of principal arterials. Among all roadway types, minor arterials, such as Anaheim

Street, Pacific Avenue, Orange Avenue, and Atlantic Avenue have the most traffic collisions resulting in pedestrians being killed or seriously injury. **Minor arterials have 40 percent more traffic collisions resulting in a death or a serious injury compared to smaller local streets, of which there are over four times as many more roadway miles than minor arterials.**

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

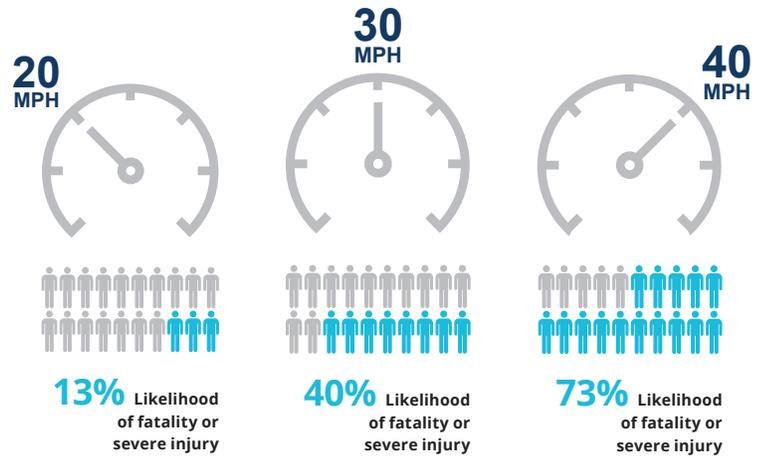


Long Beach has many wide streets that encourage fast vehicle speeds.

Speed

Long Beach collision data shows that the most frequent violation by motorists and motorcyclists that contributes to collisions is driving “too fast for conditions.” Reducing the speed at which motorists travel is essential to meeting our Vision Zero goal. Higher speeds increase both the risk of a collision and the likelihood of serious injury or death. The human body cannot withstand high speed collisions with vehicles. The dangers of high speeds are most pronounced for pedestrians, whose chances of dying from impact by a vehicle greatly increases as vehicle speed increases (Figure 4). **If a pedestrian is struck by a car traveling 40 mph, they have a 73 percent chance of dying or sustaining a life-altering injury.**

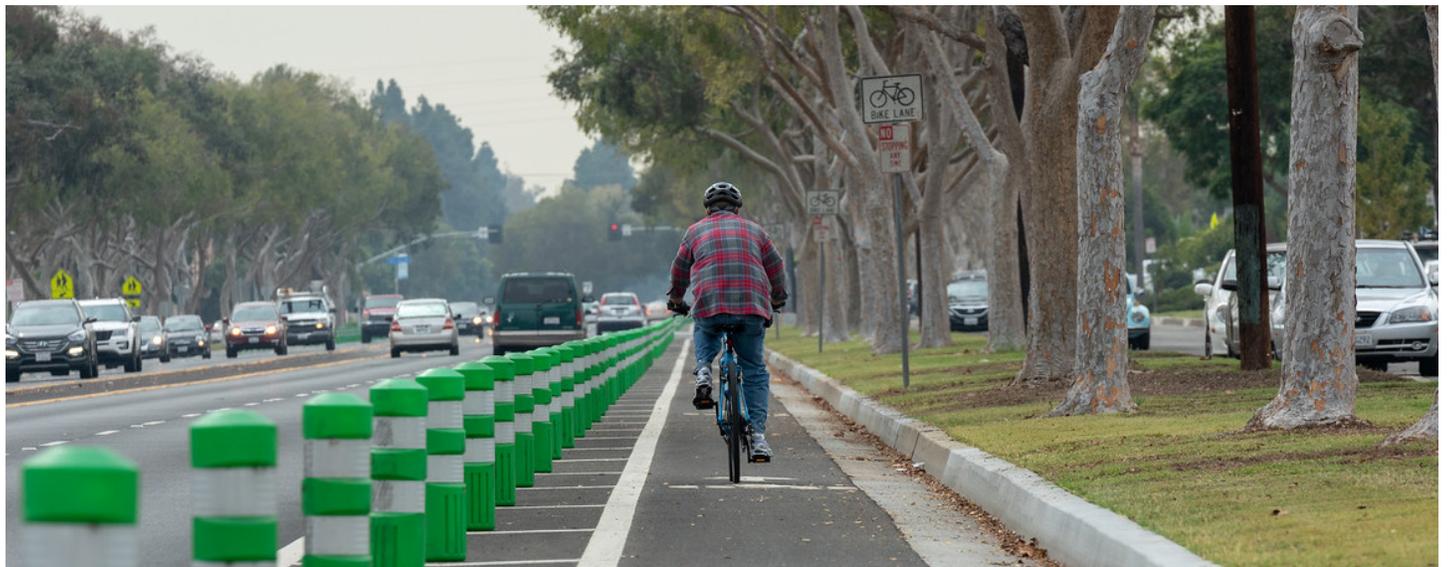
Figure 4. How Speed Kills - Relation of Motor Vehicle Speed to Pedestrian Fatalities and Serious Injuries



Source: Tefft, Brian C. Impact speed and a pedestrian's risk of severe injury or death. Accident Analysis & Prevention. 50. 2013.

“I am very concerned of the speeding traffic that’s going to and from Longfellow and Hughes Schools. There have been a lot of near misses. No one follows the 25 mph speed limit. No one is going to pay attention until someone gets killed or seriously injured.”
 - Long Beach Community Member

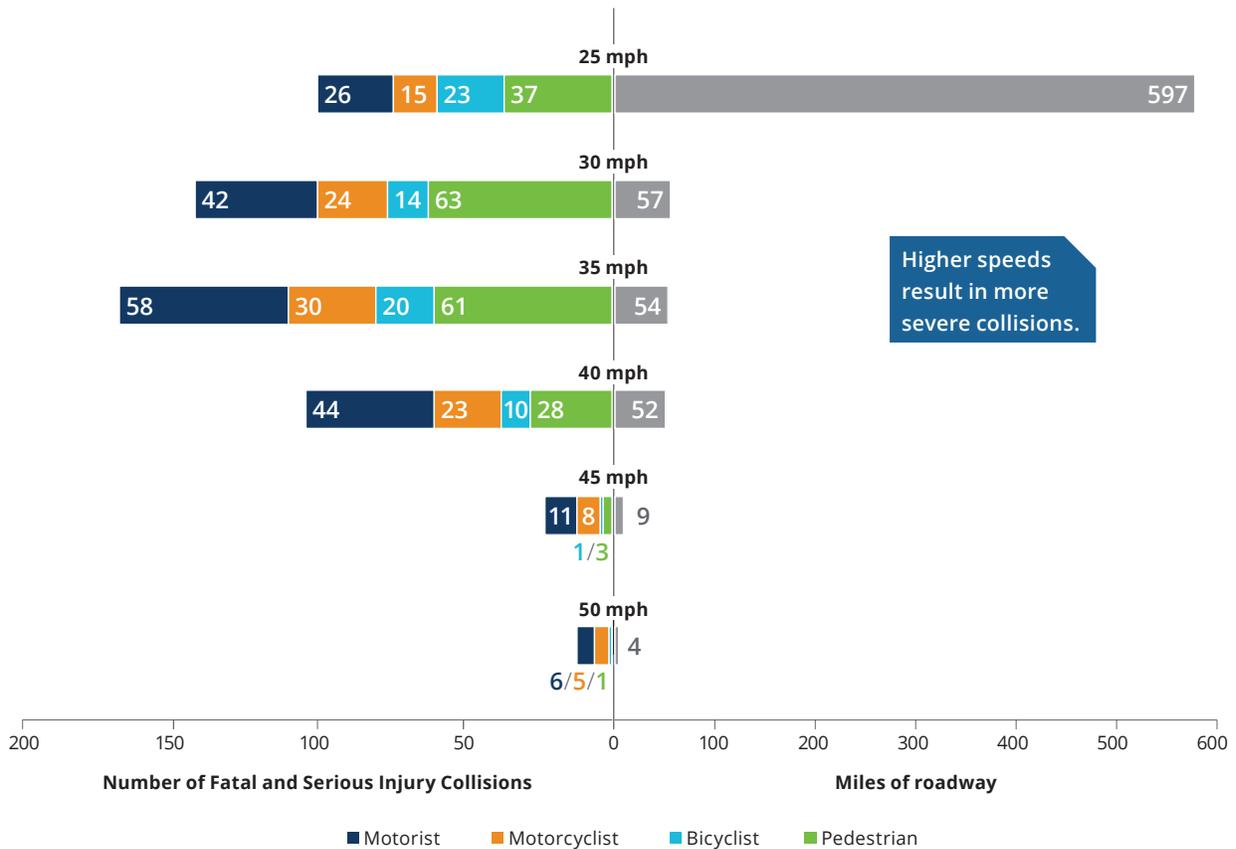
Most of our arterial streets are designed to maximize efficient movement of motor vehicles during morning and afternoon commutes, which often means they accommodate higher-vehicle speeds and have multiple travel lanes in each direction. The streets responsible for the greatest portion of fatalities in Long Beach, such as East Pacific Coast Highway and West Anaheim Street, tend to have higher speed limits and multiple lanes of traffic in each direction. In Long Beach nearly 25 percent of all motor vehicle collisions and 15 percent of motorcycle collisions were related to driving too fast for conditions city-wide. Collision data also shows a clear



correlation between higher speed limits and higher numbers of fatal and serious collisions (Figure 5). **Only 8 percent of our streets have posted speed limits of 40 mph or greater, and it is on these streets where the highest number of motorist and motorcyclist fatal and serious**

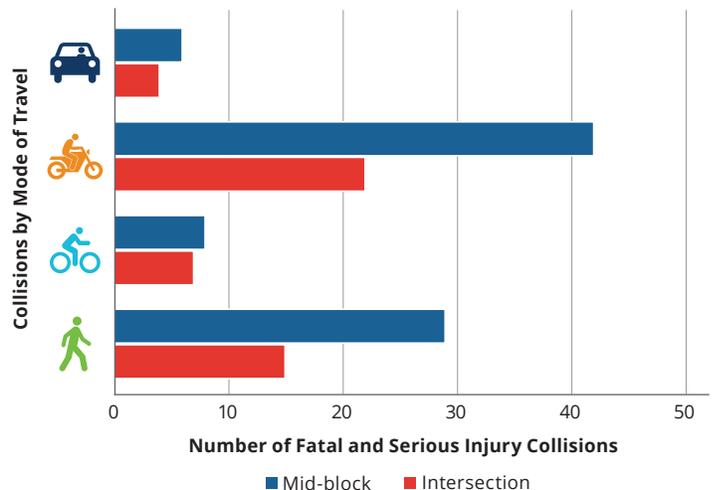
injury collisions are occurring. On these same streets there are fewer pedestrian and bicyclist fatal and serious injury collisions. This is likely because there are fewer people who are comfortable walking or biking along these corridors.

Figure 5. City of Long Beach Fatal and Serious Injury Collisions by Posted Speed Limit and Travel Mode (2013 - 2017)



Long Beach collision data also shows that fatalities and serious injuries are more likely to happen at mid-block segments (i.e., away from intersections) (Figure 6). For motorcyclists and pedestrians, collisions resulting in a fatality or serious injury are two times more likely along segments than at intersections. This is likely due to the fact that, when compared to intersections, there are fewer anticipated conflicts in mid-block sections, which might encourage motorists and motorcyclists to travel at faster speeds and to pay less attention. In addition to reducing vehicles speeds, these findings also point to the need for more opportunities for people walking to safely cross the street.

Figure 6. Mid-block vs. Intersection Collisions (2013 - 2017)



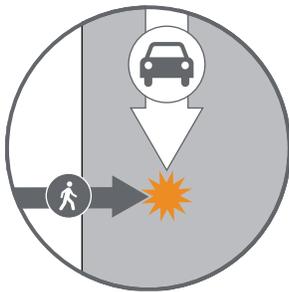
Common Traffic Collision Types Leading to Injury and Death in Long Beach

In our analysis of crash reports, we found that the majority of collisions leading to fatalities and serious injuries occur in the following ways.

“While I was riding my bike a car came out of nowhere and turned into me pretty hard. I flew and did a cartwheel over the front. My hand broke the mirror and I still have a scar.”
 - Long Beach Community Member

Figure 7. Common collision types involving pedestrians and motorists

Pedestrian crossing at a location with no marked crosswalk and a motorist proceeding straight;



▶ 37% of fatal and serious injury collisions involving pedestrians

Pedestrian crossing in a marked crosswalk and a motorist proceeding straight;



▶ 19% of fatal and serious injury collisions involving pedestrians

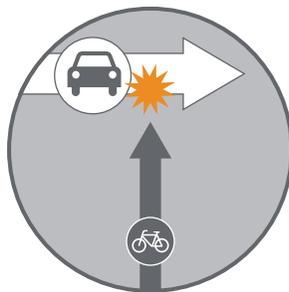
Pedestrian walking along the road and hit by a motorist proceeding straight;



▶ resulted in 13% of fatal and serious injury collisions

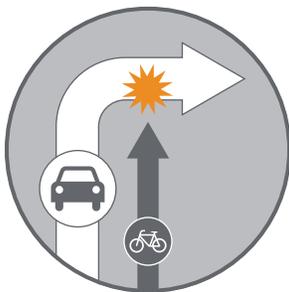
Figure 8. Common collision types involving bicyclists and motorists

Bicyclist proceeding straight and motorist proceeding straight includes both broadside and hit from behind (i.e., rear-end over-taking);



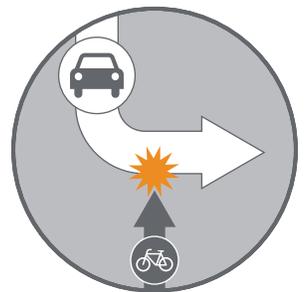
▶ 29% of reported bicyclist collisions and 41% of fatal and serious injury collisions involving bicyclists

Bicyclist proceeding straight at an intersection and motorist turning right;



▶ 20% of reported bicyclist collisions

Bicyclist proceeding straight at an intersection and on-coming motorist turning left;



▶ 1.3% of reported bicyclist collisions

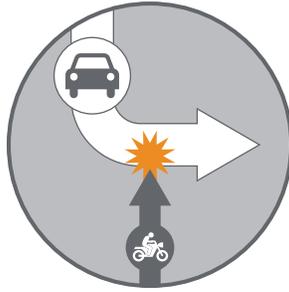
Figure 9. Common collision types involving automobiles or motorcycles

Unsafe speed as a primary contributing factor



- ▶ 21% of fatal and serious injury collisions involving motorcycles
- ▶ 19% of fatal and serious injury collisions involving only autos

Broadside and turning related collisions



- ▶ 57% of fatal and serious injury collisions involving motorcycles
- ▶ 45% of fatal and serious injury collisions involving only autos

Rear-end collisions



- ▶ 17% of reported fatal and serious injury collisions involving motorcycles
- ▶ 15% of reported fatal and serious injury collisions involving only autos



What Factors are Contributing to Collisions?

Traffic collisions often occur because of a combination of contributing factors that may be related to street design and operations, environmental conditions (e.g. weather, glare), equipment failure, inexperience or disability, and human behaviors, including distraction, impairment, and not complying with traffic laws. Unfortunately, available collision data can be vague in terms of human behaviors. For example, nearly 55 percent of pedestrian collisions are related to a “pedestrian violation” or “pedestrian right of way,” with another 21 percent coded as “unknown.” These broad categories make it difficult to understand the specific actions leading up to the collision. Beyond “pedestrian violation,” unsafe speed (of motorist), improper turning (by motorist), and traffic signal- or sign-related violations contribute to the most serious pedestrian collisions.

The top reported violation by bicyclists—27 percent of bicyclist collisions—are coded as “unknown.” The next three highest reported violations contributing to bicyclist collisions are “automobile right of way,” “wrong side of road,” and traffic signal- and sign-related. The high percentage of fatal and serious injury collisions associated with traffic signals and signs may indicate a need for more responsive signals or other crossing enhancements that can allow a bicyclist to cross an otherwise busy thoroughfare without inordinate delay. Similarly, the large share of crashes resulting from the bicyclist traveling on the wrong side of the road may indicate that there are not enough safe crossing opportunities along major streets. In these situations, bicyclists may feel safer, or just find it more convenient to ride along the wrong side of the road than they do crossing multiple lanes of traffic multiple times.

Driving too fast for conditions is the most frequent violation by motorists contributing to fatal and serious injury collisions in Long Beach. Other frequent violations contributing to collisions include disregarding traffic signals, failing to yield while making a turn and making inappropriate turns. Driving



Photo: Toole Design

under the influence was cited in 6 percent of motor vehicle collisions and 9 percent of all fatal and severe motor vehicle collisions. While most motor collisions occur during daylight hours, collisions occurring at night where street lights are not present or functioning tend to be more severe.

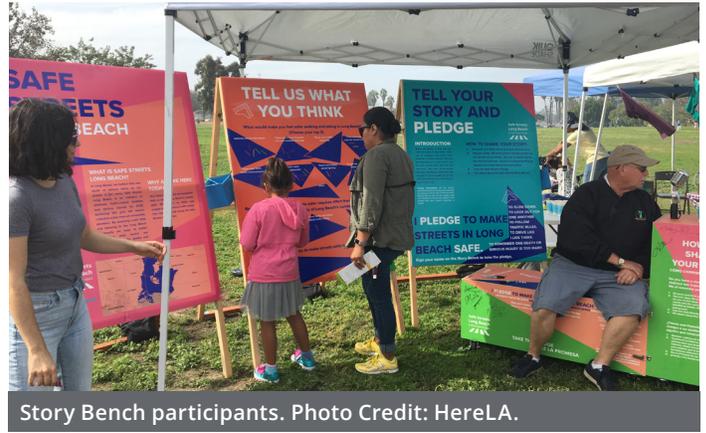
The Need for Better Data

The high number of collisions coded as “unknown” and broad categories used in collision reports points to the need for better data collection. Furthermore, transportation professionals and community members alike understand that distraction is a problem. While the surge in smartphone usage appears to coincide with a rise in traffic fatalities nationally, there is a lack of evidence to establish a definitive link.¹ Better data helps with making better decisions, including selection of the most effective solutions and prioritization of safety improvements.

¹ Governors Highway Safety Association, Pedestrian Traffic Fatalities by State, 2018 Preliminary Data.

What We Can Do

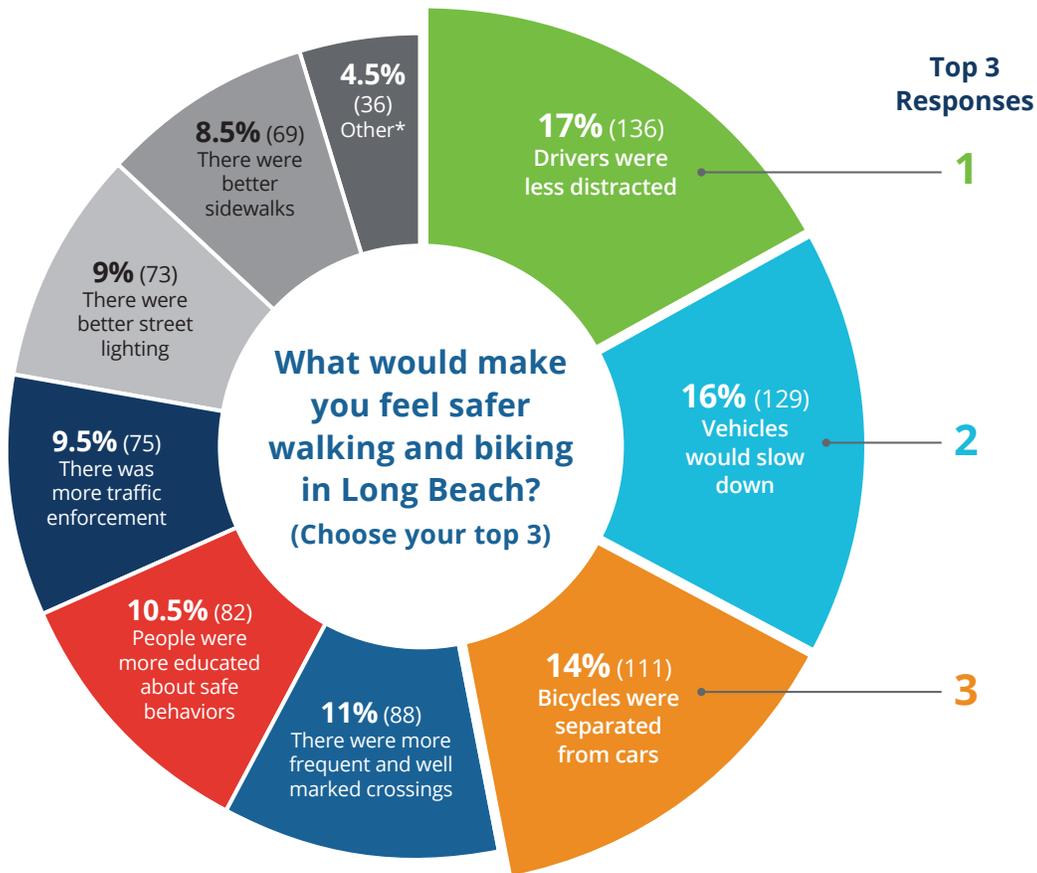
We listened to community members tell us about their experiences traveling in Long Beach and what they think the City's priorities should be for improving traffic safety. Over 650 community members came to "pop-up" events all over the city, and [35 people shared their personal stories](#) about how they have been impacted by unsafe roadway conditions or user behaviors, or more tragically, a traffic-related serious injury or fatality. The people of Long Beach made it very clear that their safety while traveling on our streets is a major concern and that they want to see action.



Story Bench participants. Photo Credit: HereLA.

We asked community members at the events what the City should do to make streets safer, and what they will do. Better street design, less distracted driving, slower vehicles, and more education for all roadway users came out as the top themes for safe streets.

Figure 10. Community Feedback Results



What do you think should be the City of Long Beach's number one priority?

"Other" responses that received more than one vote were (in order of popularity): better visibility, people obeyed traffic laws, less homelessness, better roundabouts / traffic circles, more alternative modes of travel, less litter, more parking, more walking paths for seniors.



We have made some progress in moving towards Vision Zero by implementing street safety projects, integrating Vision Zero elements into planning efforts³ and projects,^{4,5} and securing grant funding for educational programming. Recent street safety projects include protected bike lanes on Orange Avenue and Bellflower Boulevard and crossing improvements at Alamitos and Walnut Avenues, among other projects on 7th Street, Anaheim Street, and Atlantic Avenue. In 2017, the City of Long Beach was awarded two Vision Zero-focused grants from the State of California's Office of Traffic Safety to expand bicyclists and pedestrian safety education.

While we have begun to work towards Vision Zero, there is still much work to be done to meet our 2026 goal. In 2017, the most recent year for which collision data is available, there were 149 traffic fatalities and serious injuries in Long Beach. Of those, 58 were either a driver or occupant of a motor vehicle, 44 were pedestrians, 35 were motorcyclists, and 11 were bicyclists. **Fatalities and serious injuries have been increasing in recent years, a trend we must reverse.**

Achieving the ambitious Vision Zero goal—the elimination of fatal and serious traffic collisions by 2026—is a serious challenge for the City of Long Beach and everyone who uses the roadways here. Meeting that challenge, however, will generate enormous benefits for the Long Beach community and its neighborhoods, schools, economy, and overall quality of life. Success means saving lives.

While Vision Zero leads with better street design that promotes safer interactions among road users, it also relies on those same users following the law and make smart choices. Looking at cell phones while driving and driving drunk or high are unacceptable behaviors that must stop. Other behaviors such as disregarding traffic signals or stop signs, failing to yield the right-of-way when turning, or driving or riding the wrong way also cause many of the collisions that occur here. These seemingly small choices can have big consequences. We urge each Long Beach community member and visitor to help the City meet its Vision Zero goal by walking, riding, and driving with the understanding that collective road safety depends on the individual choices we all make.



Protected bike lanes on Orange Avenue improve safety for all road users.



All direction crosswalks at Alamitos and Walnut Avenues make crossing the street easier and safer.

3 Vision Zero is a recommended implementation tactic from the City's CX3 Pedestrian Plan.

4 The City has already begun to implement safety improvements along Anaheim St., 7th St., Pacific Ave., Atlantic Ave., Alamitos Ave., and the Pacific Coast Highway.

5 City of Long Beach, CX3 Pedestrian Plan. October, 2016. Pg. 181. <http://www.longbeach.gov/globalassets/health/media-library/documents/healthy-living/individual/nutrition-and-physical-activity/cx3-pedestrianplan>.

ORANGE AVE MULTIMODAL SAFETY IMPROVEMENTS

What:

Safety improvements for pedestrians, motorists and bicyclists in North Long Beach. Completed in 2017.

Where:

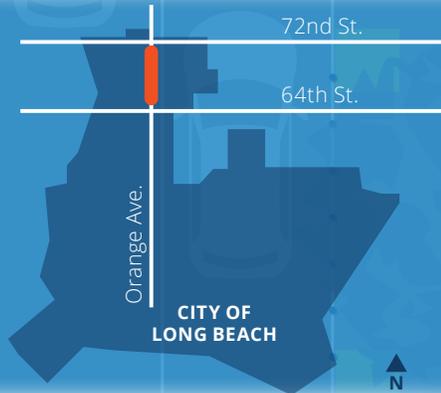
Orange Ave, between 64th St and 72nd St (1 mile).

Goals Achieved:

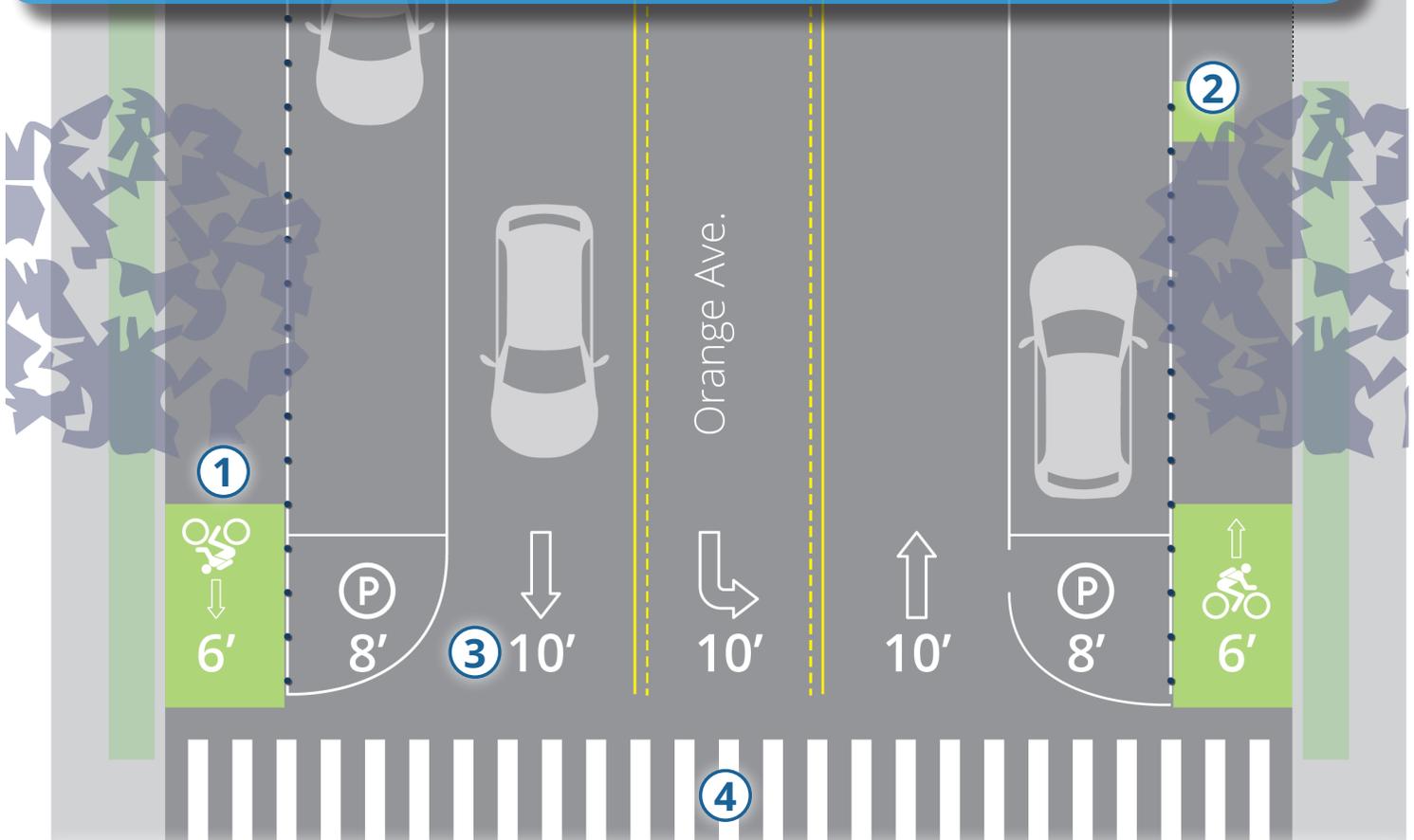
- 1 Increased bicyclist safety with protected bike lanes on both sides of the street
- 2 Increased motorist awareness and bicyclist visibility at conflict zones (intersections and driveways) with green markings in the protected bike lane
- 3 Increased safety by reducing vehicle speeds with reduced travel lane widths
- 4 Improved pedestrian visibility at intersections with continental crosswalks



Continental crosswalk & protected bike lane



Location of project in Long Beach



Plan view showing new street layout

6TH ST

BICYCLE BOULEVARD

What:

Traffic calming, safety improvements at 14 intersections, and street beautification that improves safety and comfort for people walking, biking and driving. Completed in 2017.

Where:

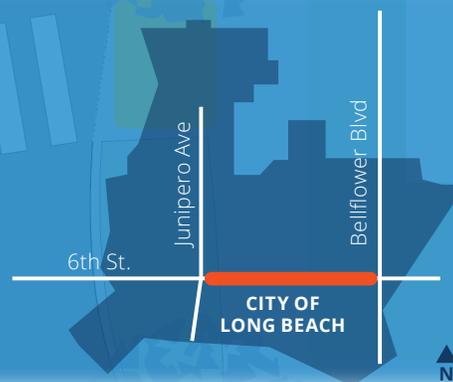
6th St, from Junipero Ave to the west and Bellflower Blvd to the east (2.5 miles).

Goals Achieved:

- 1 Reduced collision possibilities with roundabout and traffic circles
- 2 Prioritized bicyclist and pedestrian travel with signage and pavement markings
- 3 Increased bicyclist and pedestrian safety by improving visibility and reducing vehicle speeds with corner bulbouts
- 4 Improved pedestrian safety with reduced crossing distance and continental crosswalks



Bicyclist ride around 6th St & Park Ave roundabout

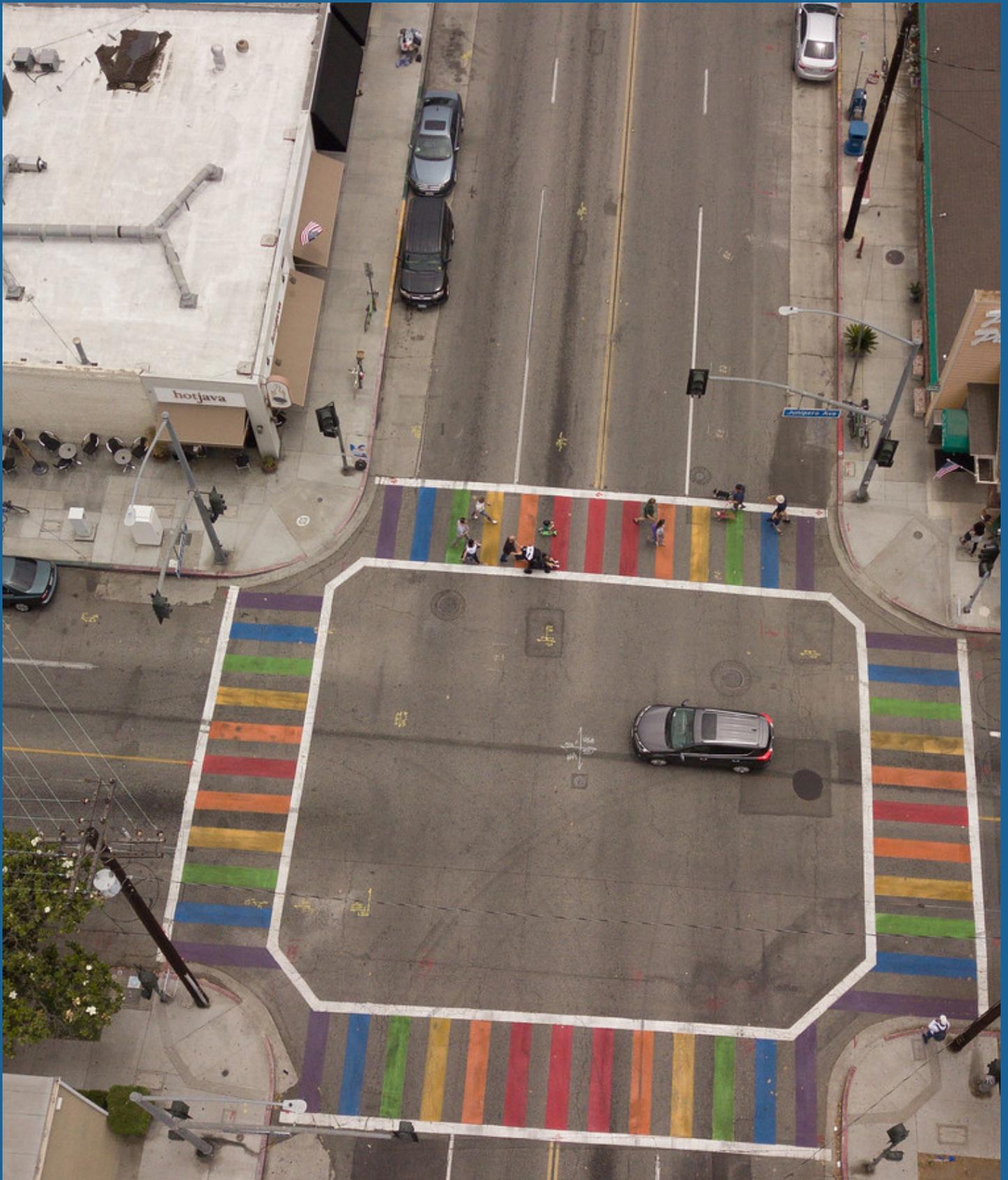


Location of project in Long Beach



Plan view showing new street layout

Actions for Safe Streets



Taking Action

Achieving zero traffic fatalities and serious injuries requires a concerted effort by everyone. We all must take responsibility for how we use the transportation system. Based on what we heard from the public and stakeholders and what the collision data tells us, we will prioritize actions that focus on the following:



Dedicating Resources to Vision Zero Actions

Human life is priceless, however there are real costs associated with traffic fatalities and serious injuries. **Between 2013 and 2017, traffic collisions in Long Beach cost \$1.46 billion in losses associated with medical care, emergency services, property damage, and lost productivity.**¹ The cost of collisions is directly borne by individuals and their families in the form of foregone wages, medical bills, damage to property, and emotional trauma. There are also significant societal costs, including time and resources spent responding to traffic collisions, lost time and productivity due to congestion caused by collisions, unpaid medical bills, and lost economic activity. Allocating additional City resources to eliminate fatal and serious collisions will save human lives, and it makes financial sense.



Building Safe Streets

We know that humans make mistakes. Paramount to achieving Long Beach's Vision Zero goal is designing streets that promote safe interactions between all people and minimize the severity of collisions when they do occur. The City of Long Beach is committed to designing and operating streets that are safe for all—regardless of age, ability, or mode of transportation.



Promoting a Safety Culture

Even a transportation system designed to optimize safety requires that people use the system in a lawful and respectful manner. We must all partake in a safety culture; one that values human life over expediency and empathy over self-interest. Everyone must think about their role in contributing to a safe transportation system. This means following the law, looking out for one another, and using good judgment.



Improving Data and Transparency

Understanding where collisions happen, what factors contribute to collisions, and who was involved is critical to identifying the appropriate design and enforcement solutions. Collision data has informed the actions in this plan and will continue to play an important role in crafting effective strategies to eliminate traffic fatalities and serious injuries. The more complete and accurate the data is, the better we can respond, track and communicate our progress.



Enhancing Processes and Partnerships

Our transportation system is complex. There are many entities that affect and are impacted by the system. This complexity demands a coordinated approach to ensure that all voices and interests are considered and that we are fully leveraging partnerships and funding opportunities that can help to advance our Vision Zero goal. The City of Long Beach will continue its partnerships with local and regional organizations and agencies as well as forge new ones to advance its Vision Zero goal. It will also reexamine its own processes and identify needed changes for a more coordinated and effective approach to road safety.



Equity

The transportation system must work for everyone. We will prioritize investments in safe infrastructure in disadvantaged communities or where people are disproportionately impacted by traffic collisions. Furthermore, we will ensure that enforcement efforts, which are an important component of Vision Zero, do not have unintended consequences for disadvantaged communities.

¹ Calculated based on costs presented in "The Economic and Societal Impact of Motor Vehicle Crashes," National Highway Traffic Safety Administration, 2015.

Keystone Actions

The following “keystone actions” have been determined to be critically important for moving Long Beach towards zero traffic deaths and serious injuries; they are based on stakeholder input, data analysis, and a review of what has proven effective in other cities. While we will concentrate our efforts on these keystone actions, there are many more things we can do to make our streets safer. We have identified other “supporting actions” that will help advance our goals. We will work closely with our partners to continue to examine how best to advance these supporting actions.

Ease of Implementation Key

-  low effort, requires no or few additional resources
-  moderate effort, requires some additional resources
-  high effort, requires significant additional resources



Dedicating Resources to Vision Zero Actions

While we can continue to make progress toward safe streets by maintaining current staffing and funding levels, meeting the goal of eliminating traffic fatalities and serious injuries by 2026 will require additional dedicated resources in the form of staffing and capital funding.

Keystone Action #1: Dedicate Resources to Vision Zero

While we are already doing many things to advance traffic safety in the City of Long Beach, we need to do more. Doing more means reorienting our project development process for streets, as well as enforcement and education efforts, to ensure they are in alignment with our Vision Zero goal and optimized for promoting safer streets and travel behaviors. Doing more also means strategically leveraging new development to contribute to safe infrastructure and enhancing and forging new partnerships with organizations and agencies with aligned goals. Appointing a dedicated Vision Zero Coordinator would allow the City to more effectively plan for and implement the action steps outlined in this plan. In addition, establishing the appropriate level of staff resources in Public Works’ Transportation and Mobility Bureau and the Police Department’s Traffic Enforcement Division in particular is an essential step for creating safer streets.

Table 1. Dedicating Resources to Vision Zero Actions

Action	Timeframe	Annual Measure	Responsibility	Ease of Implementation
1.1 Identify staffing and funding needs for effective coordination and implementation of Vision Zero. At a minimum, hire one full-time equivalent (FTE) to coordinate all Vision Zero efforts across departments.	Within one year	Develop budget with FTE needs identified; hire FTE coordinator	City Council, Mayor, Police, Public Works	
1.2 Allocate additional funding for traffic enforcement, which would allow for more targeted enforcement to address impairment, speeding and distraction, as well as be more routinely present around schools not only for traffic enforcement, but also to help educate youth and adults about safe travel behaviors.	Complete within 3 years	Transportation and Mobility Bureau and Police Dept. Traffic Division FTE, and number of targeted enforcement campaign and school events attended	City Council, Mayor’s Office, Police	
1.3 Allocate additional funding to educate youth and adults about safe travel behaviors.	Complete within 3 years	Number of educational workshops conducted per year	Public Works, Health	



Building Safe Streets

People’s travel behaviors are heavily influenced by how our streets are designed. For example, a person may choose to cross the street mid-block because the nearest designated crosswalk would require them to walk significantly out of their way. Another example is a bicyclist riding on the wrong side of the street because crossing to the correct side may feel unsafe or difficult, or the rider is bicycling on a one-way street and the nearest bicycle facility going in the direction he or she wants to go is several blocks away. Encouraging safer travel behaviors starts with building streets that meet people’s needs, particularly the more vulnerable users of our streets such as people walking and biking, disabled persons, older adults, and children. Education and enforcement also have a role to play, but they are only effective when streets are designed to meet all people’s needs, regardless of their age or ability.

Keystone Action #2: Lower Vehicle Speeds

Wide streets with multiple vehicle lanes and low traffic levels encourage people to drive fast and often exceed the posted speed limit. Long Beach has many of these streets, and not surprisingly, it is on these streets where we have our most severe traffic collisions, particularly among the most vulnerable users: people walking, biking, and riding motorcycles. When people drive fast it takes them longer to react to anyone entering their path of travel and greatly increases the severity of collisions. Slowing motorists down has other notable benefits including making streets more inviting for people walking and biking, which contributes to neighborhood livability and economic vitality.

Many of Long Beach's major streets were built to accommodate the peak commute hours. During these times slower vehicle speeds are more or less dictated by higher levels of traffic. During off-peak times these streets have little traffic in relation to the amount of lane capacity available, which conveys a perception of openness and encourages people to drive faster, many unaware of how fast they are going in relation to the speed limit.

Table 2. Lower Vehicle Speeds Actions

Action	Timeframe	Annual Measure	Responsibility	Ease of Implementation
2.1 Take an engineering first approach to reducing speeds. Target identified high risk corridors and intersections for lane reductions and other speed management strategies.	Ongoing action	Number of projects implemented	Public Works, City Council, City Manager	
2.2 Lower speed limits on neighborhood streets to 15-20 mph based on radar surveys.	Complete within 3 years	Percentage of identified centerline roadway miles lowered to 20 mph	Public Works	
2.3 Participate in policy reform efforts at the state level to enable automated speed enforcement and provide more control to municipalities over the setting of speed limits using alternative FHWA-endorsed methods that focus more on context and presence of more vulnerable roadway users.	Ongoing action until reforms enacted	Number of bills or initiatives supported by the City	Mayor’s Office, Public Works	



Keystone Action #3: Implement Best Practice Street Design

How streets are built is a product of a city's policies and engineering standards. Currently, the City of Long Beach's transportation vision and enacting policies are presented in the [Mobility Element](#) of the General Plan as well as in its [bicycle](#) and pedestrian (e.g., [CX3](#), [downtown](#)) plans. The Public Works Department's Standard Plans and Specifications provide guidance to engineers, contractors, and developers constructing facilities and infrastructure improvements under the jurisdiction of the City of Long Beach. The Mobility Element presents a context-sensitive street classification system and basic design criteria such as number of travel lanes and lane width, and it identifies modal priorities on designated streets. However, it does not clearly articulate how streets are to be designed to meet policy objectives, and in particular, how we will improve safety for all roadway users.

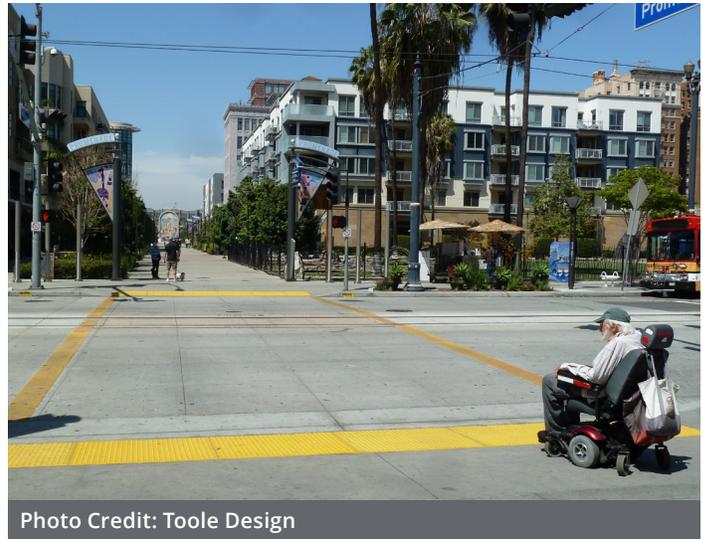


Table 3. Implement Best Practice Street Design Actions

Action	Timeframe	Annual Measure	Responsibility	Ease of Implementation
3.1 Develop a street design policy and manual that integrates guidance and recommendations from existing modal plans and the Mobility and Urban Design Elements of the General Plan, and clearly articulates the City's vision, priorities and practices around providing a multimodal transportation system that is safe and inviting for all ages and abilities, equitable, and supportive of other community livability goals. Engage all relevant departments in this effort and provide training to relevant engineers once adopted.	Within 2 years	Complete of document	Public Works, Development Services, Fire	
3.2 Update the City's standard plans and development standards that dictate how streets get built to align with and support recommended approaches from the Safe Streets Action Plan.	Within 2 years	Complete review of standard plans for relevancy	Public Works, Development Services	
3.3 Institute a coordinated approach in the street project development process to meet safety goals by engaging the Fire and Police Departments and Long Beach Transit early in the process.	Ongoing	Number of major roadway modification routed to each affected agency.	Police, Fire, Public Works, Transit	
3.4 Use both qualitative and quantitative data to identify high priority locations for safety projects within school zones and along routes to schools, parks and other youth, or older adult-serving facilities, as well as transit corridors.	Ongoing	Number of safety projects implemented in high priority locations.	Health, Public Works	
3.5 Develop and implement policies and manual on construction detours that fully accommodate people with disabilities, pedestrians, and bicycles.	Complete within 1 year	Completion of document.	Public Works, Development Services	



Promoting a Safety Culture

Safety and consideration of other users while walking, bicycling, taking transit, or driving in Long Beach must become embedded in our culture if we are to eliminate fatalities and serious injuries by 2026.

While safe street design and enforcement help to reinforce safe behaviors, education and empathy are also needed. The City cannot promote a safety culture on its own. Partners from homeowner associations, the local media, schools and colleges, business districts, and faith-based organizations should share the safety messages with the communities that they serve. Together, we can focus our attention on traffic safety, change our culture and save lives.

Keystone Action #4: Expand Multimodal Safety Education Campaign

When we asked community members “What would make you feel safer walking and biking in Long Beach?” less distracted driving was one of the top responses. While we lack data on the number of collisions caused by distracted driving, we know it is a significant problem and suspect that there is a correlation between the increase in collisions in recent years and the prevalence of distraction associated with the use of cellphones and other mobile devices. Distracted driving, riding, and walking must stop. Other unsafe behaviors such as speeding and a general lack of education around safe behavior were also identified as top concerns.

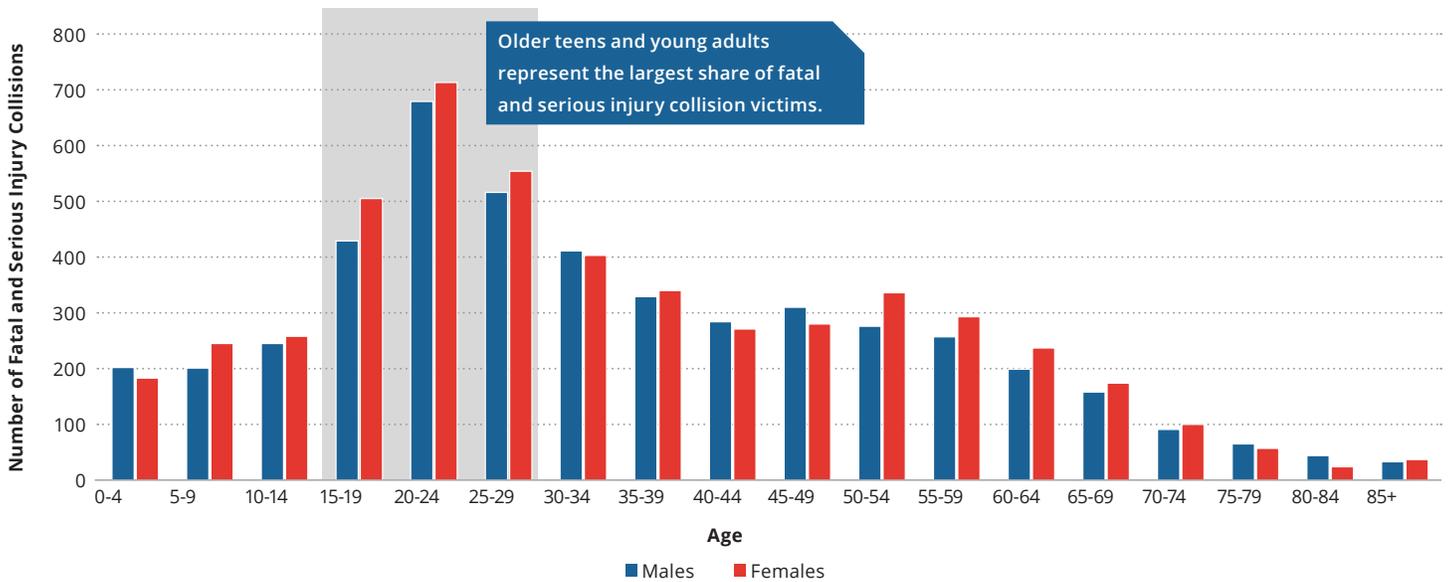
We also heard from community members that enforcement should be among the City’s priorities for making streets safer. In addition to increasing staffing resources for the Long Beach Police Department Traffic Enforcement Division, we must add additional tools such as automated enforcement and increase communication efforts around focused enforcement campaigns to leverage our enforcement efforts.

Table 4. Increase Multimodal Safety Education Campaign Actions

Action	Timeframe	Annual Measure	Responsibility	Ease of Implementation
4.1 Create and expand existing multimodal safety education campaigns for all covering safe interactions among road users and employing multiple communication methods with culturally sensitive messaging. Highlight the prevalence and impact of distracted and impaired driving and the benefits of seat belt, car seat, and helmet use. Coordinate City, Regional, and Statewide messaging for maximum impact.	Complete within 3 years	Number of safety education campaigns and events held; and estimated number of event participants	Mayor’s Office, Police, Health, Public Works, Parks, Communications, Community Partners	
4.2 Expand use and distribution of SCAG’s Go Human campaign that was tailored for Long Beach with an emphasis on locations near parks and schools.	Ongoing action	Number of Go Human campaign events held in Long Beach	Health, Parks, Communications	
4.3 Use open streets events in Long Beach to promote understanding and empathy among roadway users and provide community members an opportunity to talk with City staff and provide continuous feedback.	Ongoing action	Number of open street events with safety components held, and estimated number of event participants	Mayor’s Office, Health, Public Works, Special Events, Walk Long Beach, Other community partners, Community Members	
4.4 Create a Street Safety Ambassador program that focuses on promoting safe walking and use of micro-mobility devices (e.g. scooters, e-skateboards, etc) at community events, schools, parks, transit corridors and within areas with known safety challenges.	Complete within 3 years	Number of walking and micromobility ambassadors, and number of events attended by ambassadors	Health, Public Works, Micro-Mobility Vendors, Advocacy Community	



Figure 1. Total Fatal and Serious Injury Collisions by Age and Gender in the City of Long Beach (2013 - 2017)



Interventions and education programs must be data-driven and focused on the most at-risk populations, as we know that travel behavior can vary by age and other factors. The content and messaging of education and enforcement initiatives must take this into account. For example, our collision data shows that older teens and young adults represent a disproportionate share of those killed or seriously injured by traffic collisions. As in other aspects of life, the reality is that people in this age group may engage in more risky behaviors. The values and attitudes of this age group should be reflected in any educational efforts encouraging safe travel behaviors.





Improving Data and Transparency

Vision Zero relies on good data for identifying solutions that will make the greatest positive impact in reducing traffic collisions and saving lives. The more complete and accurate data is, the more effective the City of Long Beach and our partners can be in our efforts to improve safety. Data is also critically important to helping us to understand our progress towards achieving our Vision Zero goal.

Keystone Action #5: Collect Better Data to Make Better Decisions

We rely on collision report data to understand the circumstances of traffic collisions and who is involved. We also routinely collect motor vehicle speed and traffic volume data. We have work to do to improve the types of data we collect and the quality of this data so we can make better decisions about where to allocate limited resources to achieve the greatest safety benefits.

Table 5. Use Better Data to Make Better Decisions Keystone Actions

Action	Timeframe	Annual Measure	Responsibility	Ease of Implementation
<p>5.1 Expand the collection of walking and biking volume data through the installation of permanent counters and integration of bikeshare and micro-mobility trip data, and transit passenger boarding data.</p>	Ongoing action	1 eco-totem installed per year; Permanent counters installed with each new separated bikeway; Monthly data provided by micro-mobility vendors.	Public Works, Transit, Technology and Innovation	
<p>5.2 Continue to work through the California City Transportation Initiative to update California Highway Patrol's Form 555 to include additional fields related to vehicle type/user and contributing factors such as speeding-related (i.e., too fast for conditions), distracted driving, micro-mobility, vehicle for hire, bicyclist location at time of collision, and bicycle impact point. Further, as the Police Department moves toward changing its record management system and using handheld electronic devices for incident reporting there may be an opportunity to incorporate additional collision-related factors to supplement Form 555, which would allow the City to more accurately analyze contributing factors and identify engineering, education, and enforcement actions to improve safety.</p>	Within 2 years	Annual interface with local state legislators regarding update of Form.	Police, Public Works	
<p>5.3 Enhance the Police Department's training on collision detail and site evidence recording so that more accurate information on collision-related factors are recorded, particularly as they relate to bicyclist/micro-mobility user location at time of collision and impact point.</p>	Within 1 year	Hold 1 workshop per year	Police, Public Works	



Action	Timeframe	Annual Measure	Responsibility	Ease of Implementation
<p>5.4 Develop and implement a speed data collection program for new traffic calming projects. Publish speed data collection results, including data collected before and after speed-reducing design changes are made.</p>	Within 2 years, then ongoing	Number of locations at which speed data is collected	Public Works	
<p>5.5 Develop a dashboard that provides updates on the City's progress towards implementing the Safe Streets Action Plan, including traffic-related fatalities and serious injuries, speed data, number of safety projects implemented, and equity measures. This dashboard might also track other related efforts such as Measure A projects, the Bicycle Master Plan, Downtown & TOD Plan, and CX3 Pedestrian Plan.</p>	Within 2 years	Monthly updates to dashboard	Health, Public Works, Technology and Innovation	

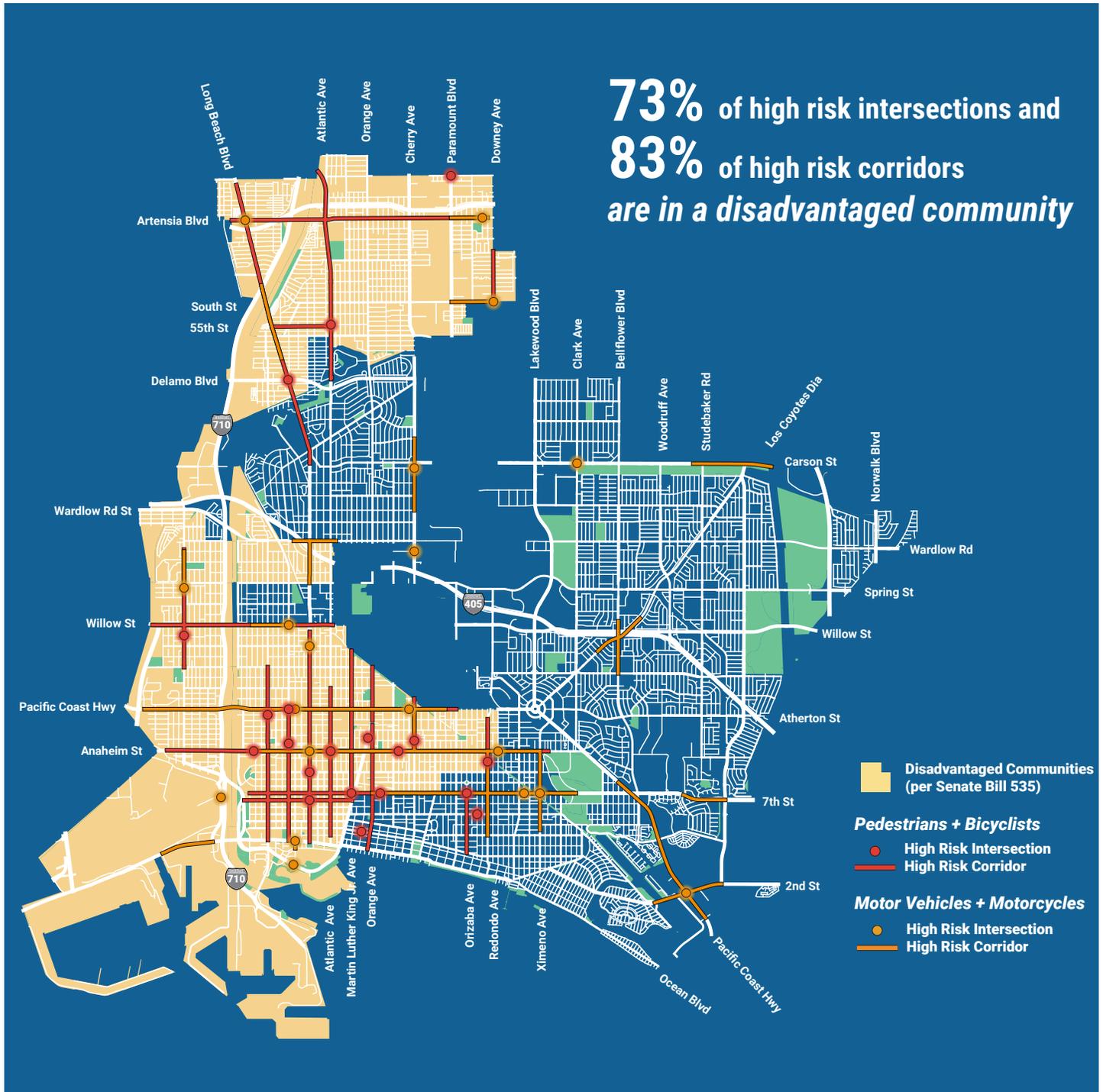




Equity

Equity is an overarching theme that has informed the research, outreach and development of the action items that make up the Safe Streets Long Beach plan. The City's Office of Equity works cross-departmentally to address equity in policy and planning decisions and will play a key role ensuring that this plan's actions contribute to equitable outcomes.

Map 2. High Risk Corridors and Intersections





Keystone Action #6: Prioritize Road Safety Investments through an Equity Lens

While the damage done by traffic collisions affects everyone, it has disproportionately affected low-income communities of color. Map 2 (previous page) shows that low-income communities of color bear a disproportionate number of severe traffic collisions compared to other Long Beach neighborhoods. We need to make streets safe for everyone by prioritizing investments in neighborhoods that have been historically underserved. We also need to ensure that our streets are safe for people with disabilities, as well as older adults and children whose physical and cognitive abilities require special consideration in street design and operations.

Equity is embedded throughout the Keystone and supporting actions. The following list of actions directly address equity. Each action is repeated under the appropriate focus area where timeframes for implementation, annual measures, responsibilities and ease of implementation are also specified.

- ▶ Focusing on street design changes that reduce vehicle speeds, provide more opportunities to safely cross the street, and better balance the needs of people walking and biking - often because they don't have access to a car - with those driving to improve compliance of laws rather than increasing in-person enforcement.
- ▶ Using the results of collision data analyses and public health and equity indicators to make data-driven and equitable decisions around what engineering treatments should be prioritized and where those treatments should be implemented first.
- ▶ Ensuring that demographics and equity are considered in all enforcement-related actions in this Plan included as part of the Long Beach Police Department's racial bias training to avoid disproportionate impacts to minority populations.
- ▶ Implementing a diversion program for people ticketed for a violation while riding a bicycle. The diversion program should offer ticketed bicyclists an option to take a bicycle safety class in-lieu of paying fine.
- ▶ Deploying automated enforcement to reduce red-light running, and support efforts to make speed cameras legal in California as a means to increase safety enforcement in an unbiased way.
- ▶ Continuing to convene regular meetings of the Safe Streets Long Beach Technical Advisory Committee to facilitate interdepartmental coordination, review data and ongoing traffic safety performance, and determine strategies for improvement. Invite community members to attend and provide input with an emphasis on representation of historically underserved populations.

Enforcement is a critical component of Vision Zero initiatives around the world, yet increasing traffic enforcement—especially in disadvantaged communities—could exacerbate injustices of the past and inadvertently increase distrust in the very communities the program seeks to serve.



Enhancing Processes and Partnerships to Support Safety

We need to make foundational changes to institutionalize the Safe Streets Long Beach approach. Though the City regularly coordinates with local and regional partners on transportation projects and safety initiatives as a matter of practice, existing processes, programs, and laws do not explicitly address the loss of life on our streets in a proactive, data-driven manner. While dedicating resources to the Safe Streets Long Beach effort is important, we also need to closely examine our processes and partnerships and realign them for maximum impact.

Keystone Action #7: Examine City Processes and Forge Partnerships at the Local, Regional and State Level to Support Safe Streets Implementation.

Local

There are numerous local organizations for the City to partner with on community outreach, education, and evaluation efforts. The Long Beach Unified School District, Walk Bike Long Beach, AARP, Bikeable Communities, and the Gray Panthers are just a few of the great local partners that the City can work with to achieve our vision for zero traffic fatalities and serious injuries.

Measure A is a Long Beach ballot initiative approved by voters in 2016 as a ten-year sales tax to fund public infrastructure and public safety services. While this local funding source is being used to fund projects and programs that support safe streets, efforts could be made to better align this or similar funding sources in the future to meet the City's Vision Zero goal.

Regional

At the regional level, the Southern California Association of Government (SCAG) and Los Angeles County have identified strategies and program goals focused on reducing traffic fatalities and serious injuries. While neither SCAG nor the County have specifically adopted a Vision Zero goal (i.e. zero fatalities and serious injuries by a certain date), both agencies are currently funding programs that support Vision Zero initiatives.

- ▶ In November 2017, the state awarded SCAG a \$1,500,000 grant to continue its Go Human active transportation safety and encouragement campaign. The state's support will allow SCAG to continue the program's print and radio advertisement campaigns, open streets events, and demonstration projects, and to re-vamp the materials

to better align with regional Towards Zero Deaths (TZD) efforts.⁶

- ▶ Additionally, the Gateway Cities Council of Governments recently completed the I-710 Freeway Improvement Project to support Complete Streets and multimodal safety improvements within the I-710 corridor.⁷
- ▶ The City should work with the Gateway Cities Council of Governments to identify opportunities to connect to and expand the I-710 safety improvements.

State

The California Department of Transportation (CalTrans) adopted a Towards Zero Death (TZD) goal as part of the state's 2015 Strategic Highway Safety Plan (SHSP).⁸ CalTrans continues to support its Towards Zero Death goal through internal plans, data collection initiatives, and grant programs.

- ▶ The City will work with CalTrans to identify how safety improvements along its facilities, including Pacific Coast Highway and the Traffic Circle, and where freeways interface with the local street system, can help the state to reach its TZD goal.
- ▶ The City will use findings from its systemic safety analysis to apply for funding through the Highway Safety Improvement Program (HSIP) and Office of Traffic Safety (OTS).
- ▶ The City will leverage its bicycle and pedestrian plans to pursue state funding through the Active Transportation Program.

6 Southern California County of Governments, "SCAG's Go Human Campaign Receives Grant for Addressing Pedestrian and Bicycle Safety." November, 2017. https://www.scag.ca.gov/Documents/2018_OTG_Grant_Kickoff_SCAG_FINAL.pdf

7 Gateway Cities Council of Governments, "What is the I-710 Livability Initiative." <http://www.gatewaycog.org/initiatives-and-projects/710-livability>. Site accessed on 01/24/2019.

8 CalTrans' 2015 SHSP outlined performance measures and strategies for achieving the state's TZD goal, including a statewide 3 percent annual reduction in the number and rate of traffic related deaths, and a 1.5 percent annual reduction in the number and rate of traffic related serious injuries.

**Table 6. Enhancing Processes and Partnerships Actions**

Action	Timeframe	Annual Measure	Responsibility	Ease of Implementation
6.1 Continue convening regular meetings of the Safe Streets Technical Advisory Committee to facilitate interdepartmental coordination, review data and ongoing traffic safety performance and determine strategies for improvement. Invite community members to participate with an emphasis on historically underserved populations. Rotate meetings throughout the city.	Ongoing action	Number of meetings held in disadvantaged communities, and percentage of participants who represent a historically underserved population	Police, Fire, Health, Public Works, Development Services, Transit, Economic Development, Communications, community liaisons.	
6.2 Convene quarterly meetings of executive-level departmental representatives to coordinate Safe Streets efforts.	Initiate within 1 year	Number of meetings held	City Manager, Police, Fire, Health, Public Works, Development Services	
6.3 Launch a mandatory safety training program focused on City fleet and private vehicle fleet operators. The training should make operators aware of laws pertaining to pedestrian and bicyclist safety and operations and contributing factors to be aware of related to vulnerable road user safety. Consider also offering incentives to City fleet drivers to encourage participation.	Initiate within 3 years	Number of trainings held, and number of training participants	Public Works, Water, Energy Services, Harbor, utility and service vendors operating within Long Beach	
6.4 Adopt new safety requirements for installing side guards, cross-over mirrors, cameras, and blind-spot awareness decals on Class 3 (10,000 pounds or more) trucks in the City's fleet. Evaluate options for requiring other large vehicles operating within Long Beach, including those contracted by the City, to comply with truck side guard and other safety requirements.	Initiate within 3 years	Pass local ordinance implementing these requirements. Number of City fleet vehicles retrofitted.	Public Works, Fleet Services, Water, Energy Services, Harbor, utility and service vendors operating within Long Beach	
6.5 Coordinate with Long Beach's neighboring jurisdictions to ensure safe, Complete Streets connections to destinations outside of the city that many Long Beach residents frequent such as Signal Hill, Lakewood, Carson, Los Alamitos, Paramount, etc.	Ongoing	Annual meeting with each jurisdiction.	Public Works	
6.6 Institute LB Transit operator bicycle training program, which includes on-bike experience.	Initiate with 2 years	Public Works Include as part of regular training protocols.	LB Transit	

Supporting Actions

While the keystone actions will be the immediate focus of the City of Long Beach and our partners, there are other supporting actions that will be explored and pursued as resources are available. These supporting actions are presented in the table below.

Table 7. Supporting Actions

Action	Timeframe	Annual Measure	Responsibility	Ease of Implementation
Build Safe Streets				
7.1 Expand pedestrian priority areas identified in the Mobility Element to include high risk locations identified by the systemic safety analysis.	Complete within 1 year	Review annually	Public Works, Development Services	
7.2 Modify private development standards and construction detours/access, requirements and incentives to support implementation of safety measures in pedestrian, transit, and bicyclist priority areas.	Complete within 2 years	Identify modifications year 1, implement by end of year 2	Public Works, Development Services, Transit	
7.3 Continue to expand the City's backbone bikeway networks identified in the Bicycle Master Plan.	Complete within 10 years	Complete Orange Ave by 2023; Complete Spring St by 2028	Public Works	
7.4 Continue to implement "Gap Closure" projects identified in the Bicycle Master Plan	Complete within 5 years	Complete 3 miles per year	Public Works	
7.5 Continue to use demonstration projects to evaluate and educate roadway users about new engineering solutions. Collect and report public feedback.	Ongoing	One per year	Public Works	
7.6 Create implementation schedule for CX3 Pedestrian Plan infrastructure projects.	Complete within 2 years	Complete schedule	Public Works, Health	
Promote a Safety Culture				
7.7 Develop school route travel plans with community partners and safe drop zones that reduce congestion and conflicts between vehicles and people walking and biking during pick-up and drop-off times. Coordinate with Safe Routes to School efforts.	Ongoing action (5 travel plans per year)	Percentage of local schools with developed and implemented school route travel plans and drop zones	Health, Public Works, Long Beach Unified School District, Private and Charter Schools	
7.8 Expand youth-focused pedestrian and bicycle safety education programs in schools and at school events such as Bike to School Day and Walk to School Week throughout Long Beach.	Ongoing action	Percentage of local schools participating in Back to School Day and Walk to School Week	Health, Long Beach Unified School District, Private and Charter Schools, Police	

Action	Timeframe	Annual Measure	Responsibility	Ease of Implementation
7.9 Engage students and community partners in developing creative messaging and educational campaigns focused on safe travel behaviors.	Ongoing action	Number of student-developed campaigns launched	Health, Long Beach Unified School District, Private and Charter Schools	
7.10 Develop along with community partners walking school bus and bike train programs.	Initiate within 1 year	Number of schools engaged.	Health, Long Beach Unified School District, Private and Charter Schools	
7.11 Pair major infrastructure changes and enforcement activities with messaging to communicate why traffic safety is important.	Initiate action year 1, then ongoing action	Percentage of major infrastructure changes and enforcement activities paired with messaging campaigns	Public Works, Communications	
7.12 Develop standard language regarding the Safe Streets and traffic safety in general for use by all City partner agencies when interacting with the media and with the public directly. Include language that avoids victim-blaming and work with the media to more accurately report traffic collisions using the standard language.	Initiate action year 1, then ongoing action	Development and delivery of the standard language. Number of media outreach engagements held	Health, Public Works, Police Communications, LBTV	
7.13 Deploy automated technology to enforce Vehicle Code violations and support efforts to make such technology legal in California as a means to increase safety enforcement in an unbiased manner.	Complete within 6 years	Number of intersections with automated enforcement. State law passed allowing local jurisdictions to use automated enforcement.	City Council, Mayor's Office, Police, City Attorney, City Prosecutor	
7.14 Routinely deploy traffic enforcement officers in school zones to both reinforce safe behaviors and enforce motorists' speed and yielding.	Ongoing action	Percentage of local schools regularly served by traffic enforcement officers during morning drop off and afternoon pick up times	Police	
7.15 Analyze collision data, as well as speed and other data to make data-driven enforcement decisions.	Ongoing action	Integrate collision and speed data into enforcement decision processes	Police	
7.16 Update Long Beach Police Department officer trainings to reflect new data-driven safety priorities, new laws, and behaviors that contribute most to serious and fatal collisions.	Ongoing action	Percentage of police officers who have received the updated trainings on behaviors that contribute most to serious and fatal collisions	Police, Public Works	

Action	Timeframe	Annual Measure	Responsibility	Ease of Implementation
7.17 Actively conduct meaningful community engagement prior to, during, and after targeted enforcement campaigns to ensure that such campaigns do not result in unintended consequences and that they are appropriate for the community.	Ongoing action	Percentage of targeted enforcement campaigns with meaningful community engagement efforts before, during, and after the campaigns	Police, Communications, Health - Office of Equity	
7.18 Ensure that demographics and equity are considered in all the enforcement-related actions in this Plan included as part of the Long Beach Police Department's implicit bias training to avoid disproportionate impacts to minority populations.	Ongoing action	NA	Police, Health - Office of Equity	
7.19 Implement a diversion program for people ticketed for a violation while riding a bicycle. The diversion program should offer ticketed bicyclists an option to take a bicycle safety class in lieu of paying fine.	Complete within 6 years	Number of bicycle safety class participants	City Attorney, City Prosecutor, LA County Courts, Police	
Improve Data and Transparency				
7.20 Modernize collision database to improve analysis of collision data.	Update database within 1 year	Annual quality control review	Public Works, Police, Technology and Innovation	
7.21 Develop metrics to support evaluation of safety projects, including leading indicators such as operating speed and yielding behavior. Collect and geocode data before and after projects are completed.	Within 2 years	Number of before/after evaluations	Public Works	
7.22 Develop a regularly updated, shared traffic collision database that is easily accessible to staff from multiple departments. Incorporate data from Police, Fire, and Transit and other sources, as available. Integrate data collected through the Electronic Patient Tracking Report, which would include contributing factor information on collisions not involving another vehicle.	Within 3 years, then ongoing	Establish database	Police, Fire, Transit	
Enhance Processes and Partnerships to Support Safety				
7.23 Align the Capital Improvement Program by reorienting the "mobility" program area to "mobility and safety" to underscore the City's focus on improving road safety. Incorporate safety as a heavily weighted criterion in the CIP prioritization process.	Within 1 year	Number of CIP projects funded per year that address safety issues	Public Works	
7.24 Incorporate identified safety projects during resurfacing projects by identifying these opportunities early when the resurfacing list is being prepared, projects are being scoped, and if applicable, the public is being engaged.	Ongoing	Number of safety projects implemented with resurfacing projects.	Public Works	

Safe Streets Require Action from Everyone



What You Can Do

The number of Long Beach community members losing their lives or becoming seriously injured as a result of traffic collisions has reached epidemic proportions. We must change our approach on all levels: from street design to how we behave as individuals and interact with one another. It's going to take nothing less than a shift in culture and how we think about the relationship between mobility, safety, and the value of our family members' and neighbors' lives.



Eliminating all traffic deaths and serious injuries in Long Beach will take collective action from all of us. By looking out for one another and making safe decisions when we are driving, biking, walking, riding a motorcycle, or scooting, we can create a safer Long Beach for our families, friends, and neighbors.

Start Today

Safe Streets Long Beach can begin today with your commitment to the following action steps. These steps represent the starting line to fostering a safety-focused culture in Long Beach.

- ❑ Take the Safe Streets Long Beach Pledge on the following pages, and post the Pledge in your home, workplace, or community gathering space.
- ❑ Be aware of your surroundings. Whether walking, bicycling, riding a motorcycle or scooter, taking transit, or driving remember that the everyone's safety depends on you. Follow the rules of the road, observe speed limits, and yield to pedestrians and bicyclists at intersections and mid-block crossings.
- ❑ Stay alert and be visible. If walking, bicycling, or riding a motorcycle, wear high visibility clothing and use lights. If driving, always use your vehicle lights and scan for other roadway users, especially at dusk and dawn. Avoid distracting behaviors—including texting—when walking, bicycling, riding a motorcycle, or driving.
- ❑ Complete a driver education class, such as those offered by a car insurance company or AARP.
- ❑ Install anti-texting-and-driving software on your mobile phone, and put your phone in the glove box of your car to avoid temptation.
- ❑ Take a pledge with your family, friends, and neighbors not to text while walking, bicycling, or driving. Check out AT&T's "[It Can Wait](#)" campaign and the American Association of Orthopedic Surgeons' [DecidedtoDrive.org](#).

Stay Involved

Share the Action Plan within your community, and share why safe streets matter to you using the hashtag [#safestreetsLB](#).



Take the Safe Streets Pledge

All community members are encouraged to sign and share the Safe Streets Long Beach pledge by visiting www.longbeach.gov/pw/projects/lb-safe-streets. Post the Pledge in your home, community meeting spot, and work place to encourage others to join the Safe Streets Long Beach initiative.

Safe Streets Long Beach Pledge

To support Safe Streets Long Beach:

- » I will drive at safe speeds.
- » I will not drink alcohol or use drugs and drive, ride a motorcycle, bicycle, or scooter.
- » I will follow the rules of the road, and yield to slower traffic at crossings and on paths and trails.
- » I will not be distracted by devices while walking, bicycling, scooting or driving.
- » I will not use scooters on sidewalks.
- » I will bicycle at a walking pace when on sidewalks.
- » I will look out for others and be considerate.
- » I will share this pledge with my family, friends, and neighbors.

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CITY OF LONG BEACH

Safe Streets Long Beach

A Vision Zero Project



City of Long Beach's Contact Information

This information is available in alternative format by request at
[562.570.6711](tel:562.570.6711)

For an electronic version of this document, visit our website at
www.longbeach.gov

Crash data sources: City of Long Beach and California Highway Patrol's Statewide Integrated Traffic Records System, 2013-2017.

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