Safe Streets Long Beach

A Vision Zero Action Plan

JULY 2020 | FINAL

CITY OF LONG BEACH

“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 six 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 Resident

Safe Streets Long Beach

A Vision Zero Action Plan

Call to Action

Mayor Robert Garcia

City Manager
Thomas B. Modica

Dear Friends,

In 2016, the Long Beach City Council committed to a Vision Zero goal to eliminate traffic deaths and serious injuries by 2026. This commitment became the **Safe Streets Long Beach Action Plan**, which puts forth a series of data-driven actions and sets a clear path forward to achieve this ambitious, but necessary goal.

Every serious injury or loss of life on our roadways is an unacceptable tragedy that impacts families, neighborhoods, and our community as a whole. Vision Zero cities across the world have proven that serious collisions are ultimately preventable if communities work in earnest to make streets safer. **The collective safety of our roadways depends on the individual choices we all make.**

We developed the Safe Streets Action Plan in response to our community's clear message that traffic safety is a growing concern, especially for our more vulnerable road users such as pedestrians, bicyclists, children, and older adults. We listened as residents across the City told us of the changes needed in how we use our streets, build our infrastructure, enforce traffic laws, and educate road users.

The City cannot make these changes on its own. From following posted speed limits to eliminating distractions while traveling, we encourage you to think about what you can do to contribute to a culture of safety. Please sign the Safe Streets Long Beach Pledge, which is featured at the end of the Action Plan and share it with your family and neighbors to gain their commitment as well.

Together we will save lives and create a safer, more livable Long Beach for everyone.

Safe Streets
Long Beach
A Vision Zero Action Plan

ROBERT GARCIA
MAYOR

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CITY MANAGER

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CITY OF LONG BEACH

Safe Streets Long Beach

A Vision Zero Action Plan

City of Long Beach's Contact Information

This information is available in alternative format by request at **562.570.6332**

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.

“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 Resident

Safe Streets Long Beach

A Vision Zero Action Plan

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 guided 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.

Conventional vs. Vision Zero 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 users	Safety is a shared responsibility, starting with system designers
Safety is one priority	Safety is the priority

Since 2014, more than 30 U.S. cities have committed to a Vision Zero policy. 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.

Safe Streets Long Beach takes a data-driven approach to focus 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.

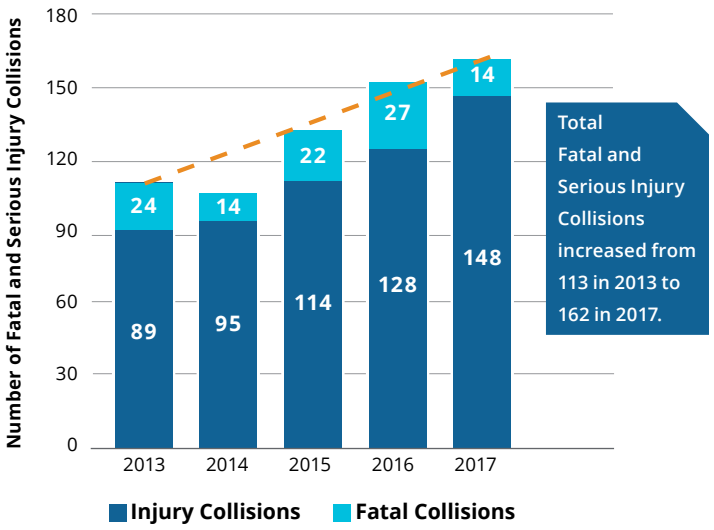
Why Safe Streets Matter

In 2019 there were:
30 Traffic Deaths, 34 Homicides

Every fatal or serious collision comes at a human cost — not a statistic or a number, but a real person. Each victim has family and friends who are deeply affected by their tragic death or debilitating injury. We are grateful to those who shared their stories of how traffic collisions have personally affected their lives. By humanizing 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. Included in Appendix A is a dedication to those we lost in traffic fatalties in 2019.

Figure 1 shows that the number of fatal and serious injury traffic collisions is on the rise. This trend indicates a growing public health crisis that can only be addressed through a concerted effort from all of us.

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/.

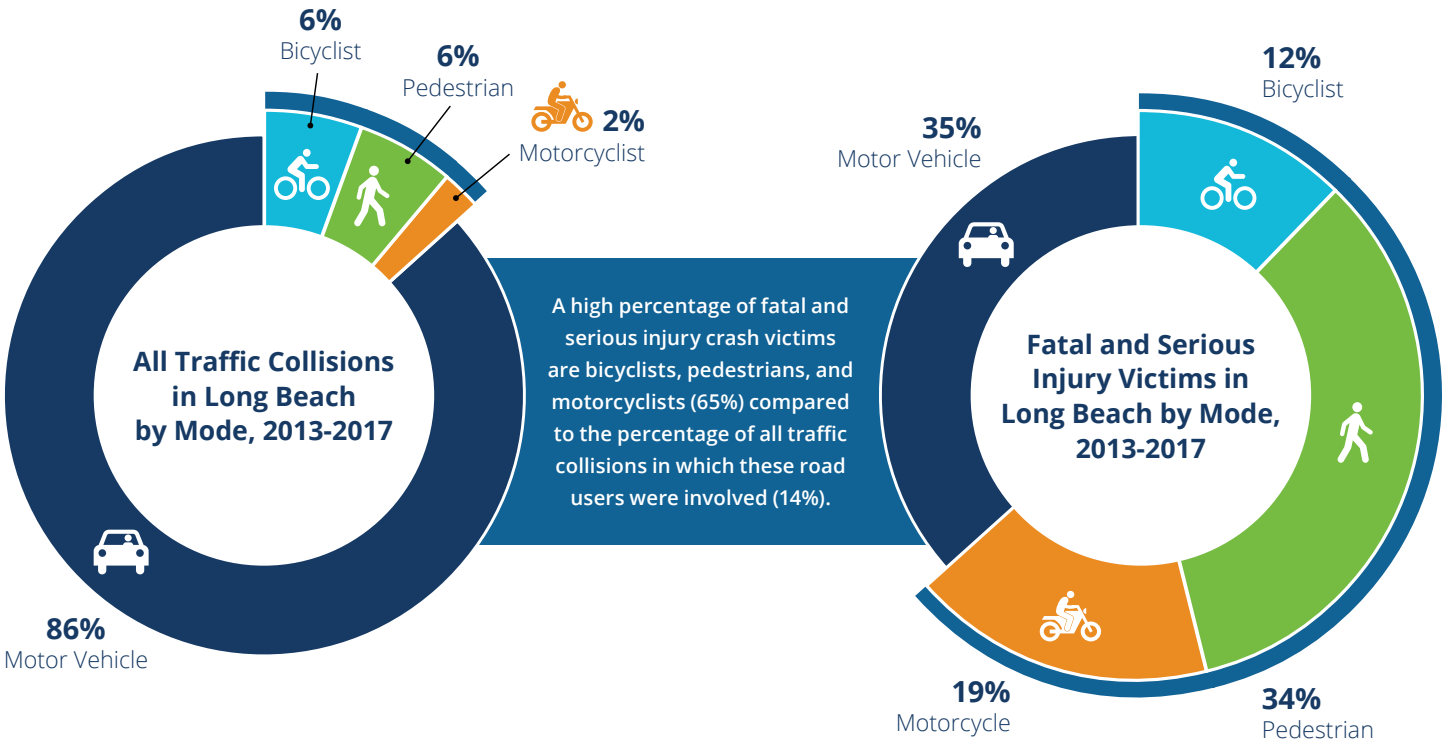
Beyond the human costs of severe collisions, there are also significant economic costs. **Between 2013 and 2017, traffic collisions in Long Beach cost $1.46 billion in losses associated with medical care, emergency services, property damage, and lost productivity.**[2] A "business as usual" approach will not get us to zero fatalities and serious injuries by 2026. We must take decisive action to effectively respond to this crisis by allocating resources and prioritizing projects that are proven to reduce injury collisions.

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

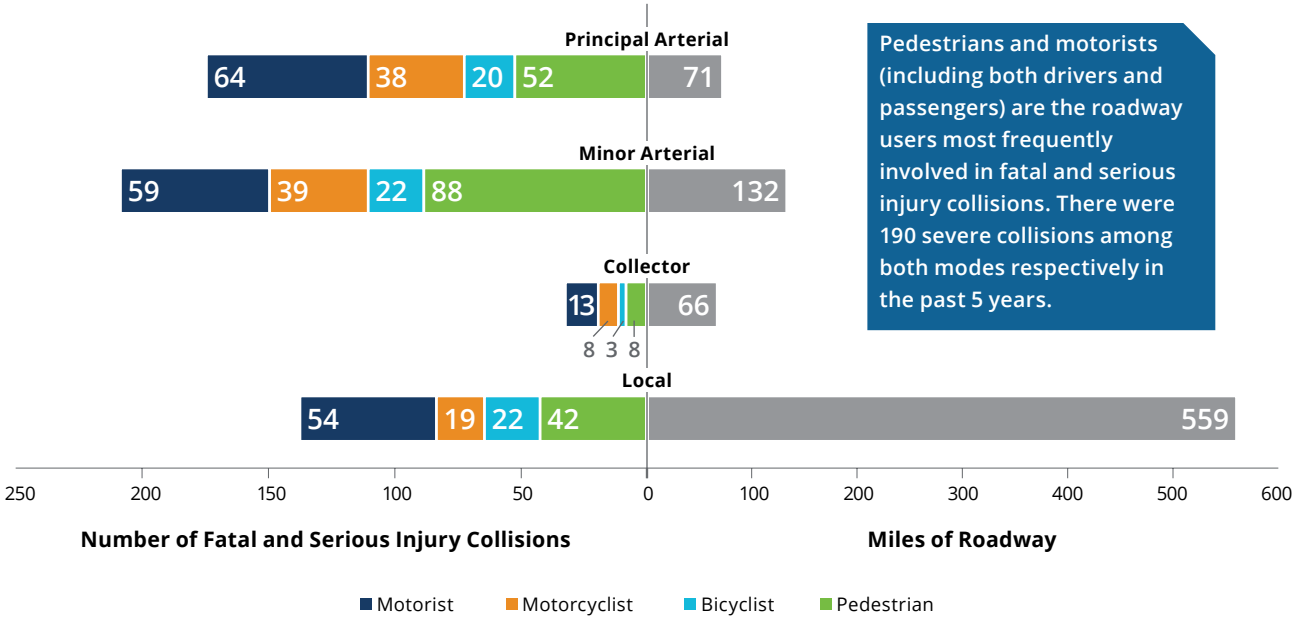
Pedestrians, bicyclists, and motorcyclists are especially vulnerable when involved in collisions because they are less protected. **Together, these three travel modes account for only 14 percent of collisions but represent 65 percent of all traffic deaths and serious injuries in Long Beach.** The disproportionate impact on people walking, bicycling, and riding motorcycles further underscores the need to improve traffic safety for our most vulnerable groups, which also include older adults, children, and people with disabilities.

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.

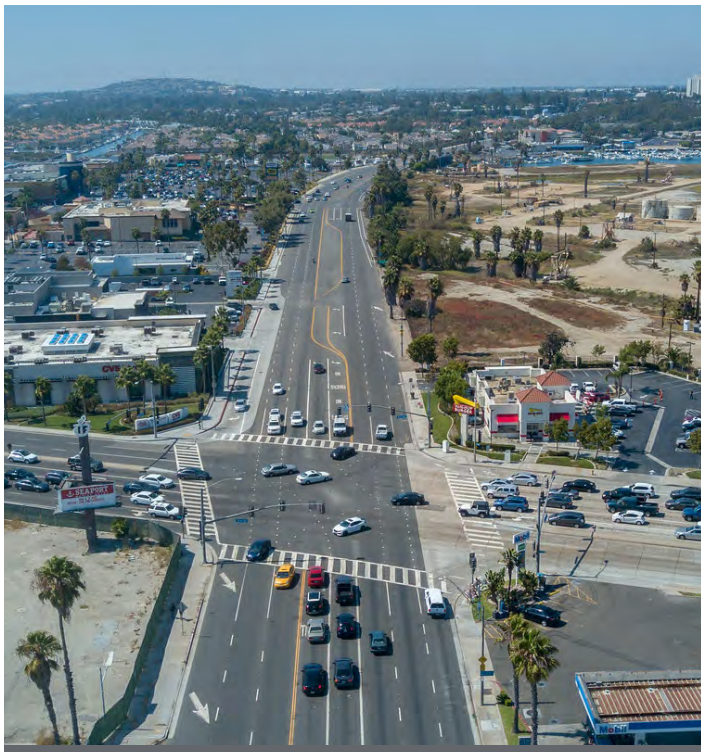
Figure 3. City of Long Beach Fatal and Serious Injury Collisions by Mode and Type of Street (2013 - 2017)



Pedestrians and motorists (including both drivers and passengers) are the roadway users most frequently involved in fatal and serious injury collisions. There were 190 severe collisions among both modes respectively in the past 5 years.

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, but often reduce the comfort of those biking or walking. 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 injured. **The Long Beach roadway network has four times more miles of local streets than miles of minor arterials. However, minor arterials have 40 percent more traffic collisions resulting in a death or a serious injury.**

Our 5-year crash analysis not only determined where fatal and serious collisions most frequently occur (Map 1 & Appendix B), but also identified roadway conditions and street types where crashes are likely to occur in the future - most notably on higher speed arterials. We can reduce the risk of collisions on many multi-lane arterials that encourage higher vehicle speeds through roadway reconfigurations, as was done on Broadway, Bellflower Boulevard, and Alamitos Avenue. Many of these arterial streets are also identified in the City's Mobility Element as "opportunity[ies] for street character change" to better support surrounding land uses and a more multimodal transportation system. Multimodal street transformations also align with the City's Climate Action and Adaptation Plan. Because transportation is the city's number one source of greenhouse gas emissions, efforts to make it safer and more convenient to walk, bike, carpool, or take transit are essential to meeting our greenhouse gas reduction goals.



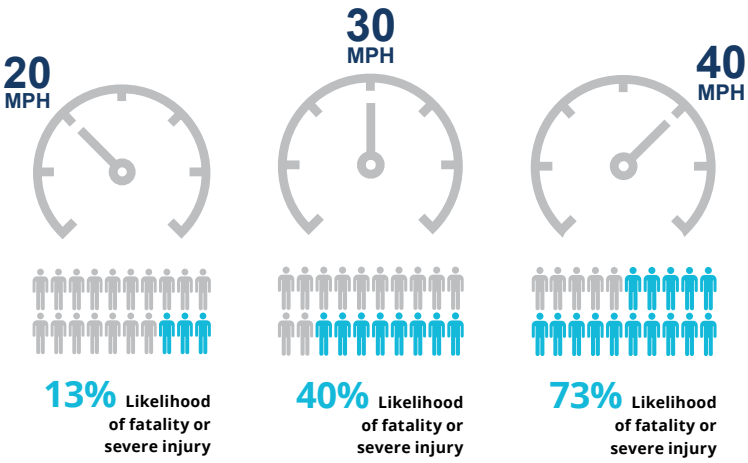
Long Beach has many wide streets that encourage fast vehicle speeds.

Speed

According to Long Beach collision data, the most frequent behavior by motorists and motorcyclists that leads to collisions is driving "too fast for conditions." Reducing the speed at which motorists travel is essential to meet our Vision Zero goal. Higher speeds increase both the risk of a collision and the likelihood of serious injury or death. 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 stuck by a car traveling 40 mph, they have a 73 percent chance of dying or sustaining a life-altering injury.**

> **"I am very concerned of the speeding traffic that's going to and from our schools. There have been a lot of near misses...No one is going to pay attention until someone gets killed or seriously injured."**
> - Long Beach Resident

Figure 4. How Speed Kills - Relationship between Motor Vehicle Speed to Pedestrian Fatalities and Serious Injuries



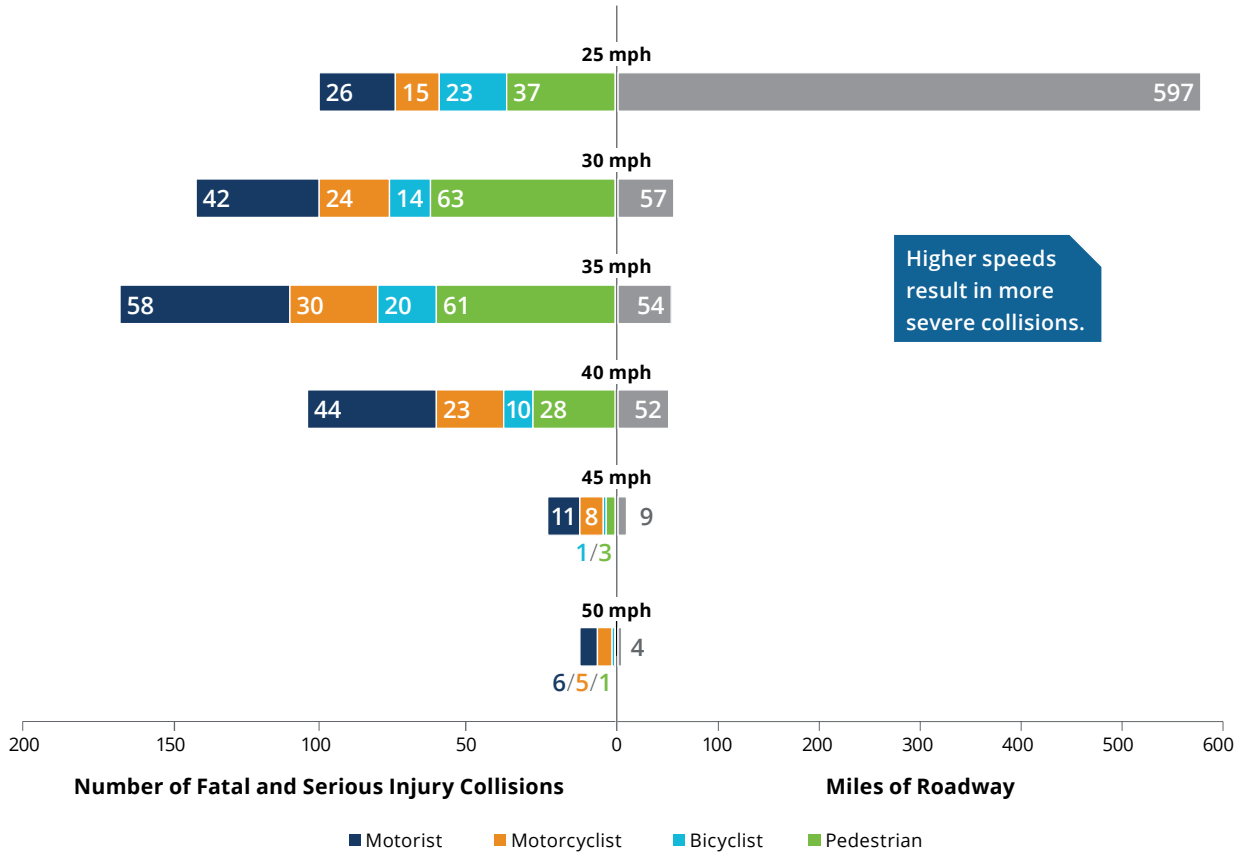
Source: Tefft, Brian C. Impact speed and a pedestrian's risk of severe injury or death. Accident Analysis & Prevention. 50. 2013.

Most of our arterial streets are designed to maximize the flow 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 with the greatest portion of fatalities in Long Beach, including Pacific Coast Highway and 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; yet, it is on these streets where the highest number of motorist and motorcyclist fatal and serious injury collisions occur.**

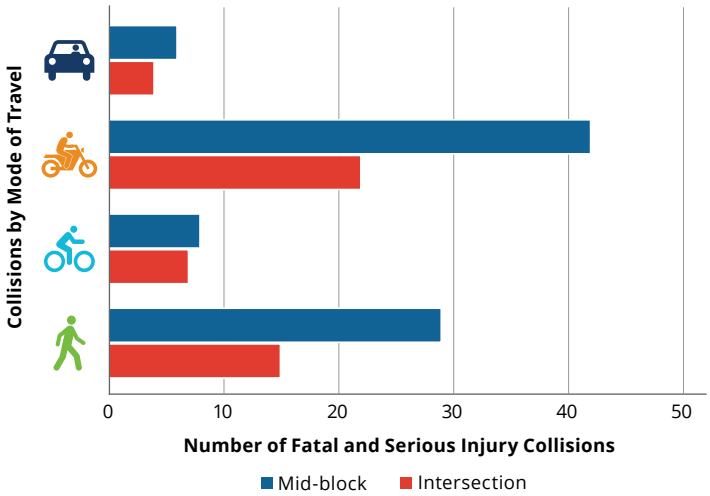
Overall, there are fewer pedestrian and bicyclist fatal and serious injury collisions on 40 mph roadways likely because fewer people are comfortable walking or biking near fast moving vehicle traffic.

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 mid-block (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 motorists and motorcyclists expect fewer conflicts along mid-block segments, which might encourage them to travel at faster speeds and to pay less attention between intersections. In addition to vehicle speeds, the data suggests that motorists illegally failing to yield to pedestrians also contributes to mid-block collisions. However, by identifying our high-injury corridors we can ensure improvements are prioritized where these issues most frequently persist.

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



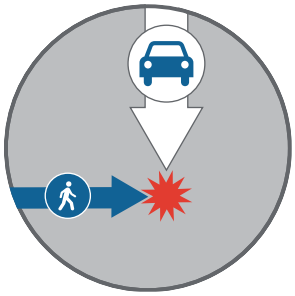
Common Traffic Collision Types Leading to Injury and Death in Long Beach

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 Resident

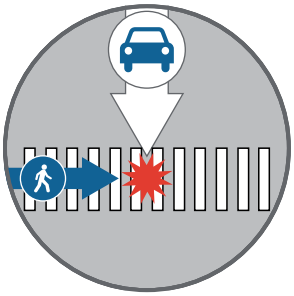
Figure 7. Common Collision Types Involving Pedestrians and Motorists

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



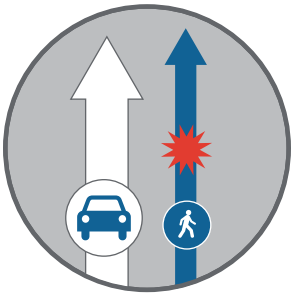
- 37% of fatal and serious injury collisions involving pedestrians

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



- 19% of fatal and serious injury collisions involving pedestrians

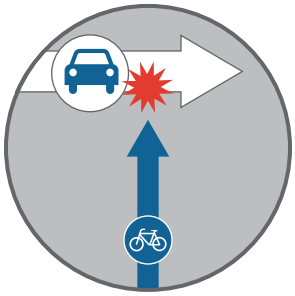
Pedestrian walking along the road and hit by a motorist proceeding straight;



- 13% of fatal and serious injury collisions

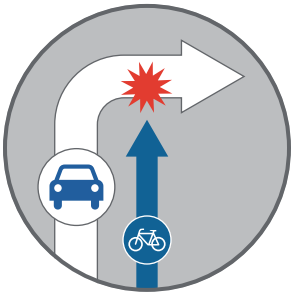
Figure 8. Common Collision Types Involving Bicyclists and Motorists

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



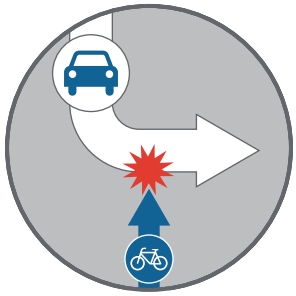
- 29% of reported bicyclist collisions and 41% of fatal and serious injury collisions involving bicyclists

Bicyclist proceeding straight at an intersection and motorist turning right;



- 20% of reported bicyclist collisions

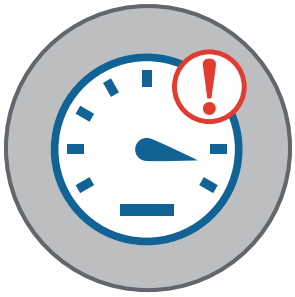
Bicyclist proceeding straight at an intersection and on-coming motorist turning left;



- 1.3% of reported bicyclist collisions

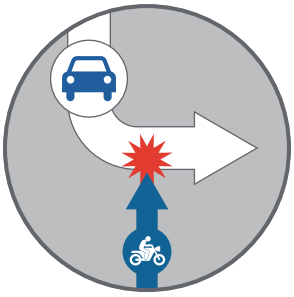
Figure 9. Common Collision Types Involving Motorists or Motorcyclist

Unsafe speed as a primary contributing factor



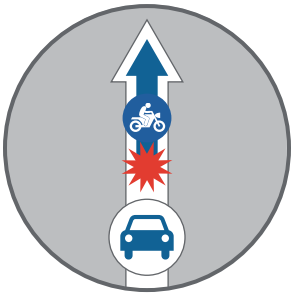
- 21% of fatal and serious injury collisions involving motorcycles
- 19% of fatal and serious injury collisions involving only autos

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 related to excessive speed, roadway conditions, equipment failure, inexperience, environmental conditions (e.g. weather, glare), 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.

Driving too fast for conditions is the most frequent violation by motorists contributing to fatal and serious injury collisions in Long Beach.

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. Crossing enhancements that can allow a bicyclist to cross an otherwise busy thoroughfare without inordinate delay could potentially reduce collisions. Similarly, the large share of crashes resulting from a 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.

Photo: Toole Design

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 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 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 make better decisions, including selection of the most effective solutions and prioritization of the highest need locations.

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

Where are Collisions Happening?

Collisions are occurring on all of our streets, but certain streets have higher numbers of collisions, or more severe collisions, than others. Map 1 shows the top 20 high-injury corridors and intersections for pedestrians and bicyclists, and the top 20 for motorists and motorcycle riders. This map is based on both the frequency and severity of reported collisions that occurred on City roadways from 2013 to 2017. There is a concentration of high-injury corridors and intersections in Downtown and Central Long Beach, which is likely related to the higher concentration of land uses which generate more walking, biking and driving activity. Also, North and West Long Beach have more high-injury corridors and intersections than East Long Beach. It's important to note that many streets that pose a higher risk to people driving pose an even greater risk to people riding a motorcycle, biking, or walking. A complete list of these high-injury corridors and intersections can be found in Appendix B.

Map 1. High-Injury Corridors and Intersections Map

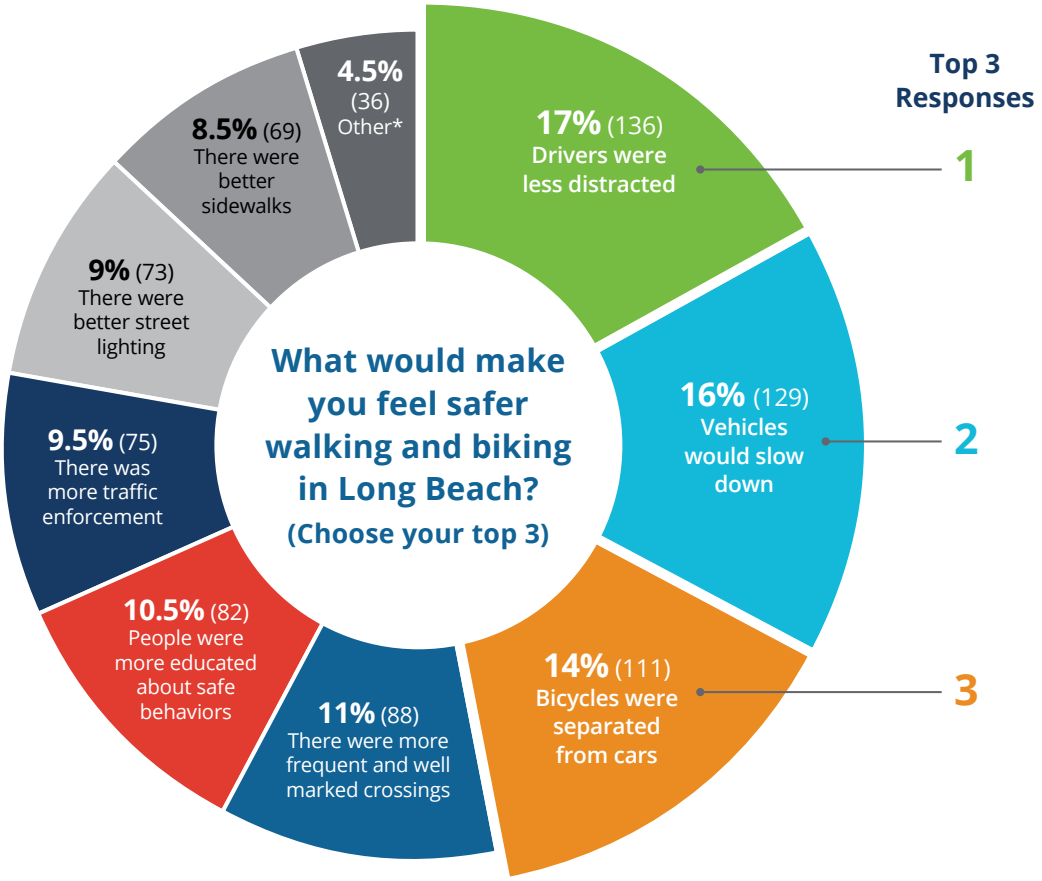
What We Can Do

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 traffic collisions, unsafe travel behaviors, or more tragically, a traffic-related serious injury or fatality. Long Beach residents made it very clear that their safety while traveling on our streets is a major concern that requires immediate action.

Story Bench participants. Photo Credit: HereLA.

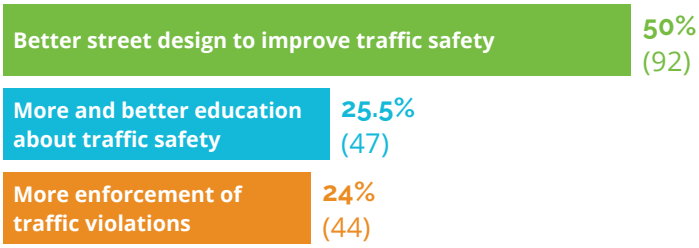
When asked what should be done to make our streets safer, community members most frequently mentioned improved street design, less distracted driving, slowing down vehicles, and more education for all roadway users.

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, and more walking paths for seniors.



We have begun to make progress toward Vision Zero by incorporating best practice street safety elements into planning efforts,[3] projects,[4,5] and educational programming. Recent street safety projects include a pedestrian scramble crossing at Alamitos and Walnut Avenues as well as protected bike lanes on Broadway, Orange Avenue, and Bellflower Boulevard (see photos at right). Additional safety projects were recently implemented 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 bicycle and pedestrian safety education.

While we have begun to work towards Vision Zero, there is still so much that needs to be done to meet our 2026 goal. In 2017, the most recent year for which collision data is available, there were 162 fatal or serious traffic collisions in Long Beach. Of those, 66 of the victims were either a driver or occupant of a motor vehicle, 47 were pedestrians, 37 were motorcyclists, and 12 were bicyclists. **Fatalities and serious injuries have been increasing in recent years, a trend we must reverse.**

The ambitious goal to eliminate fatal and serious traffic collisions by 2026 will be a challenge for the City of Long Beach and everyone who uses the roadways. However, meeting that goal will generate enormous benefits for the Long Beach community and our neighborhoods, schools, economy, and overall quality of life. Success means saving lives.

While Vision Zero leads with street design that promotes safer interactions among road users, it also relies on those same individuals to follow the law and make safe choices. Driving while intoxicated or distracted by cell phones 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 riding the wrong way also cause many of the collisions that occur in Long Beach. These seemingly small choices can have big consequences. **We urge each Long Beach community member 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.

A pedestrian scramble crossing at Alamitos and Walnut Avenues makes crossing the street easier and safer.

ORANGE AVENUE MULTIMODAL SAFETY IMPROVEMENTS

What:

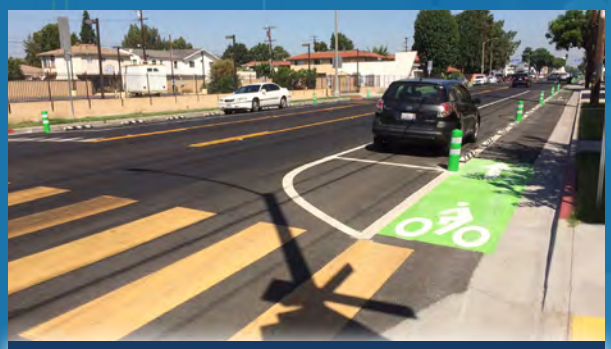
Safety improvements for pedestrians, motorists, and bicyclists in North Long Beach. Completed in 2017.

Where:

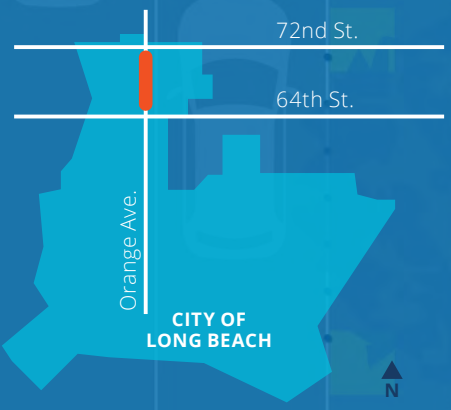
Orange Avenue between 64th Street and 72nd Street (1 mile).

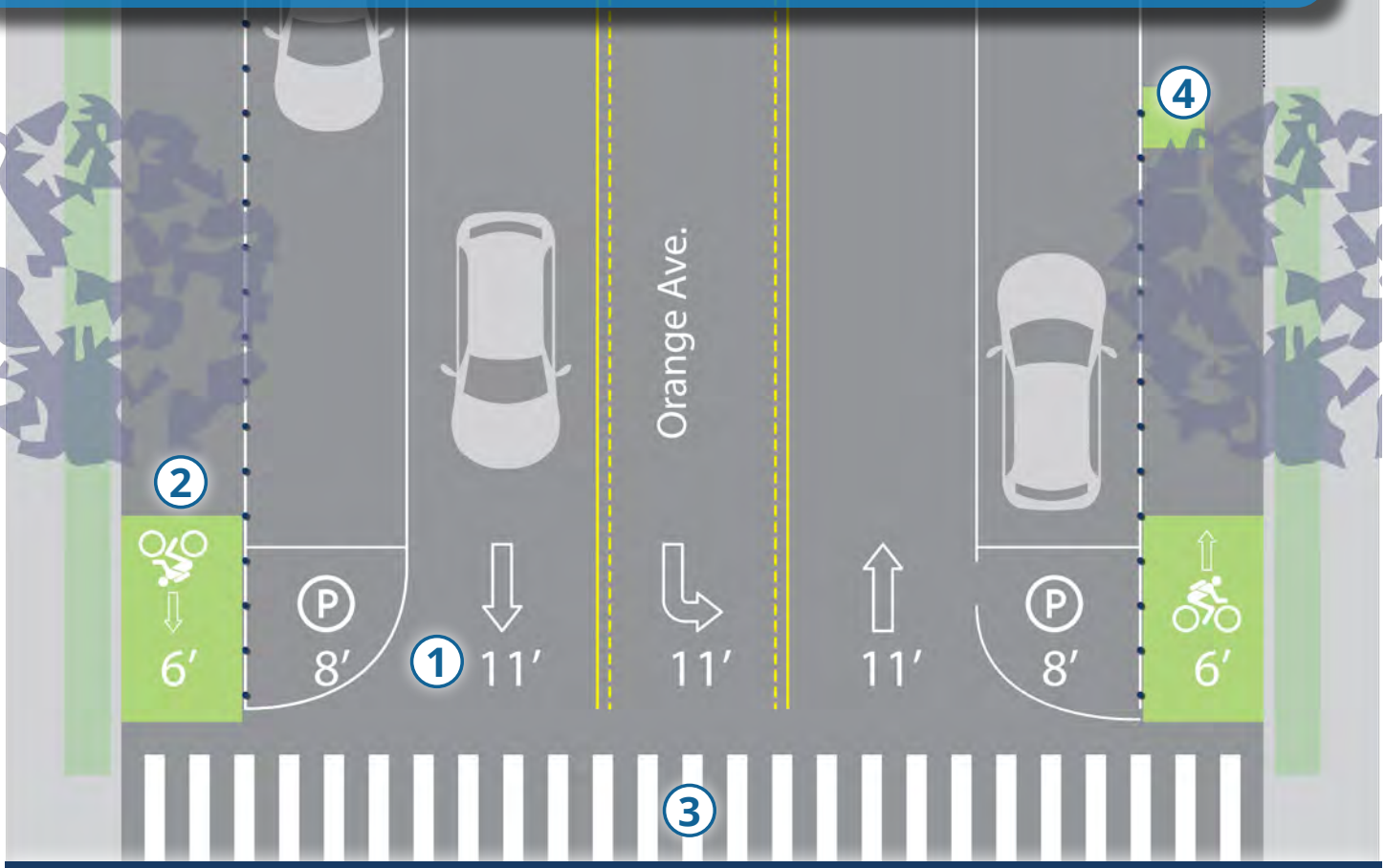
Goals Achieved:

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



Continental crosswalk & protected bike lane





Plan view showing new street layout

6TH STREET 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.

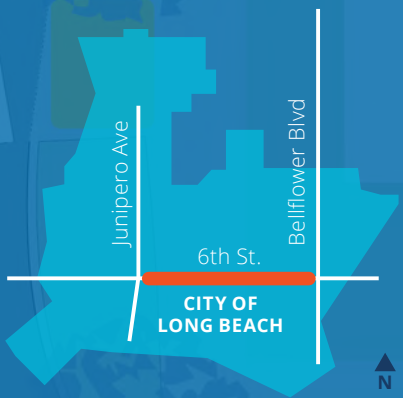
Where:

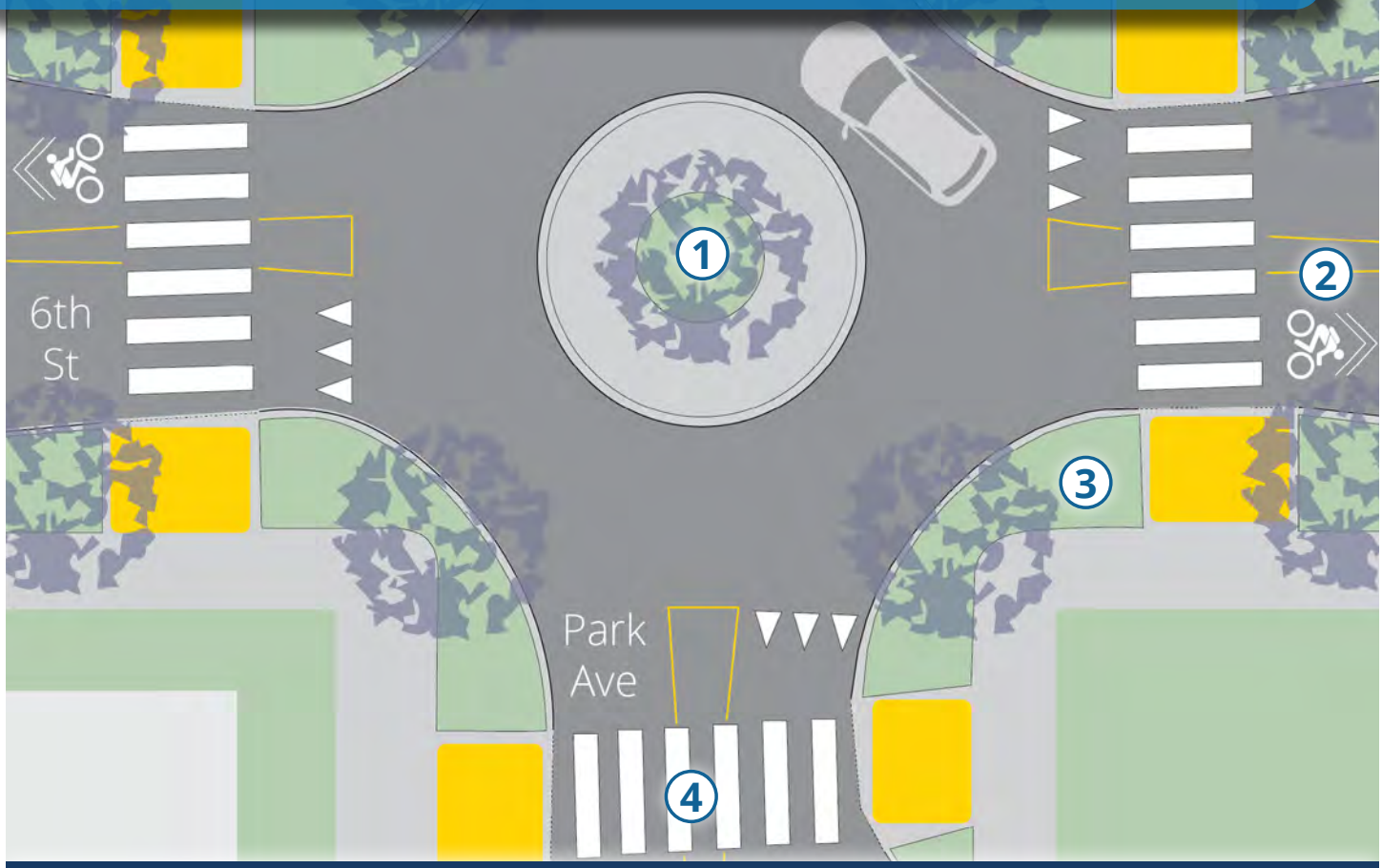
6th Street from Junipero Avenue to the west and Bellflower Boulevard to the east (2.5 miles).

Goals Achieved:

1. Reduced potential for severe collisions 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

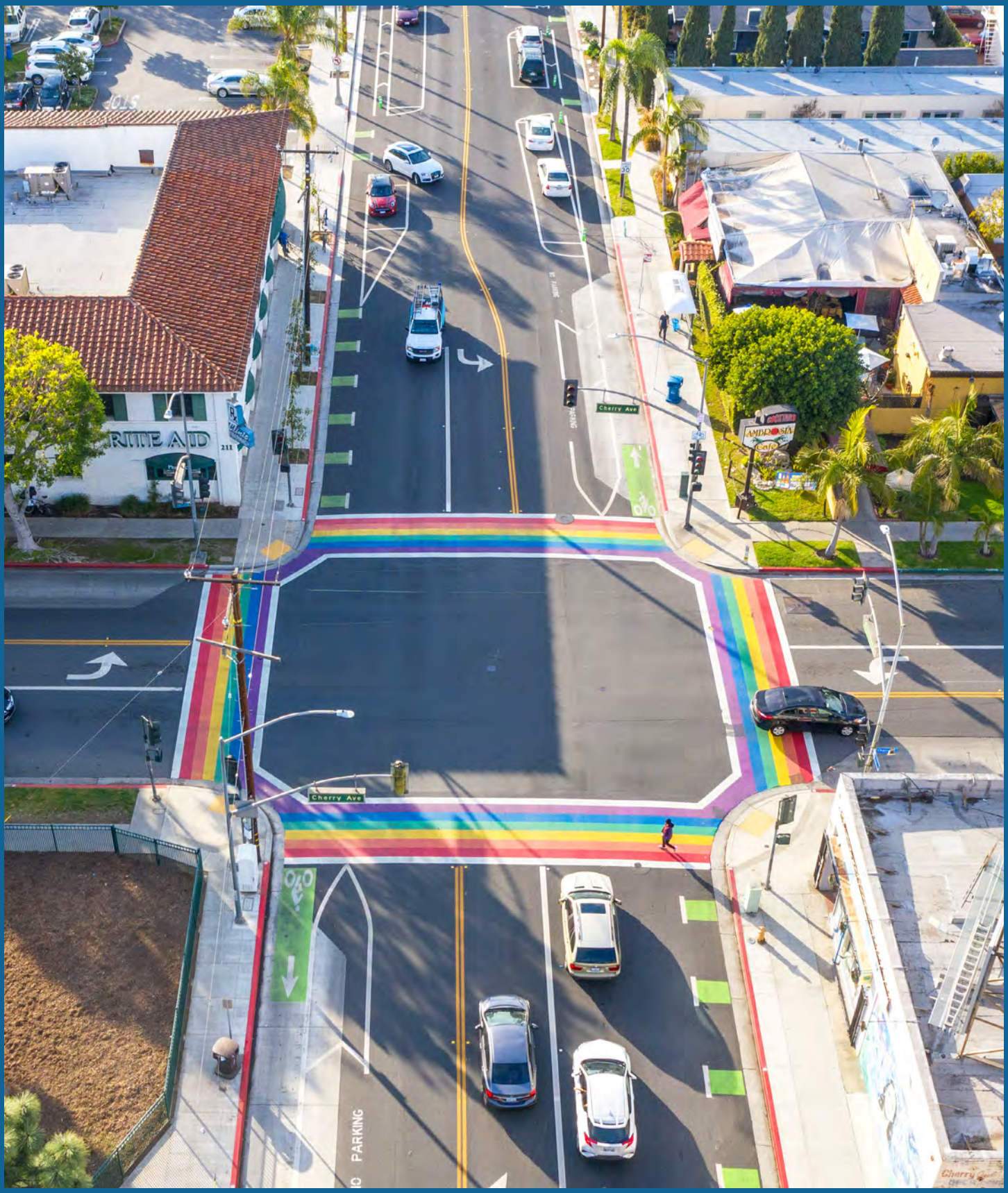
Bicyclists ride around the 6th St & Park Ave roundabout





Plan view showing new street layout

Actions for Safe Streets



Taking Action

Eliminating 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, which burden individuals and their families in the form of lost wages, medical bills, damage to property, and emotional trauma. Implementation of this Action Plan must include a dedication of resources to reduce this emotional and financial burden. Additional staff will ensure the City's day-to-day work aligns with the Action Plan's goals, while increased capital and grant funding can help fastrack safety projects and programs identified by the community. Allocating additional City resources to prevent fatal and serious collisions will save human lives and makes financial sense.

Building Safe Streets

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

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 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.

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 contribute to a safety culture 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 knowing and following the law, looking out for one another, and using good judgment.

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. The City 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 infrastructure investments in disadvantaged communities and 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 in low income communities or communities of color.

Keystone Actions

The following "keystone actions" are critical to move Long Beach toward zero traffic deaths and serious injuries. These recommendations 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, including the "supporting actions" listed in the following section. The City will work closely with its partners to continue to examine how best to advance both the keystone and 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 strive toward safer streets by maintaining current staffing and funding levels, meeting the goal of zero traffic fatalities and serious injuries by 2026 will require additional dedicated resources.

Keystone Action #1: Dedicate Resources to Vision Zero

While we are already taking measures to advance traffic safety in the City of Long Beach, we need to do more. Doing more means reorienting our street improvement priorities, as well as enforcement and education efforts, to ensure they are aligned with our Vision Zero goal and optimized for promoting safer travel behaviors. Doing more also means leveraging new developments to contribute to safer infrastructure and enhancing and forging new partnerships with organizations and agencies with aligned goals. Creating a Vision Zero Coordinator position would allow the City to more effectively plan for and implement the actions outlined in this plan. In addition, increasing resources and staffing in Public Works' Transportation and Mobility Bureau and the Police Department's Traffic Enforcement Division is an essential next step toward Vision Zero.

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 VZ coordinator	City Manger, 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	Police Dept. Traffic Division FTE and number of targeted enforcement campaign and school events attended	City Manager, City Council, Mayor's Office, Police	◑
1.3 Seek and 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

Travel behavior is heavily influenced by how our streets are designed. For example, a person may choose to cross the street in the middle of the block because the distance to the nearest intersection requires them to walk significantly out of their way. Further, a bicyclist may choose to ride on the wrong side of the street because crossing to the correct side may feel unsafe or difficult, or the bicyclist is on a one-way street and the nearest bikeway going in the direction they are traveling is several blocks away. Encouraging safer travel behaviors starts with building streets that meet people's needs. This is especially important for the more vulnerable users of our streets such as people walking and bicycling, people with disabilities, older adults, and children. That said, education and enforcement also have important roles to play in modifying irresponsible behavior.

Keystone Action #2: Lower Vehicle Speeds

Traditional arterial roadway design, which often creates wide, multi-lane roadways, can encourage unlawful motorist speeding, especially during off-peak hours. 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 groups: 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 may encourage people to illegally drive faster.

Table 2. Lower Vehicle Speeds Actions

Action	Timeframe	Annual Measure	Responsibility	Ease of Implementation
2.1 Use traffic engineering solutions to help improve motorist behavior and help reduce illegal speeding. Target identified high injury 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, including FHWA-endorsed methods that focus more on context and presence of 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 Street Design Standards

Both state and local engineering standards determine how our roadways are built. Currently, the City of Long Beach's transportation goals and policies are presented in the Mobility Element of the General Plan as well as in the Bicycle Master Plan and pedestrian (e.g., CX3, downtown) plans. The Mobility Element identifies a context-sensitive street classification system, basic design criteria such as number of travel lanes and lane widths, and modal priorities on designated streets. The Public Works Department's Standard Plans and Specifications document provides guidance to engineers, contractors, and developers constructing facilities and infrastructure improvements within the City of Long Beach. Moving forward, the City will continue to work internally and with Caltrans to update existing design standards to reduce roadway injuries and fatalities.

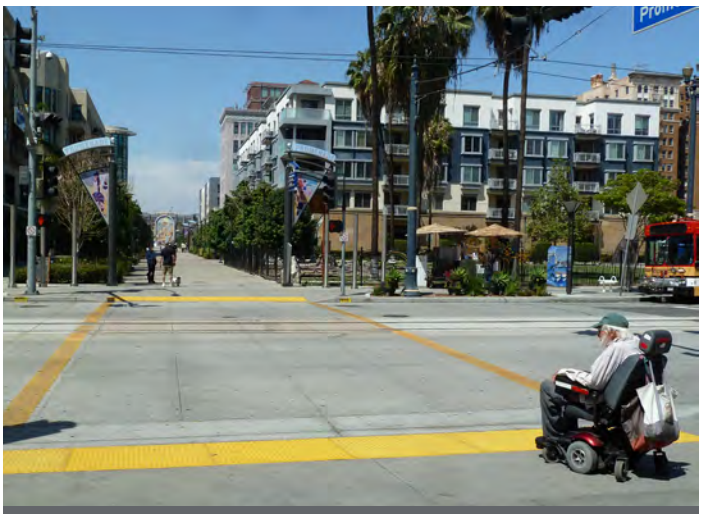


Photo Credit: Toole Design

Table 3. Implement Street Design Standards

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, equitable, and inviting for people of all ages and abilities. Engage all relevant departments in this effort and provide training to relevant engineers once adopted.	Within 2 years	Completion of document	Public Works, Development Services, Fire	◑
3.2 Update the City's standard plans and development standards that dictate how streets are built to better align with 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 improvement prioritization 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, LB Transit	○
3.4 Use both qualitative and quantitative data to identify high priority locations for safety projects near school zones, routes to schools, transit corridors, parks, and other youth-serving or older adult-serving facilities.	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 others 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 safer street design and enforcement help reinforce safe behaviors, education and empathy are also needed. The City cannot promote a safety culture on its own. Partners from neighborhood 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

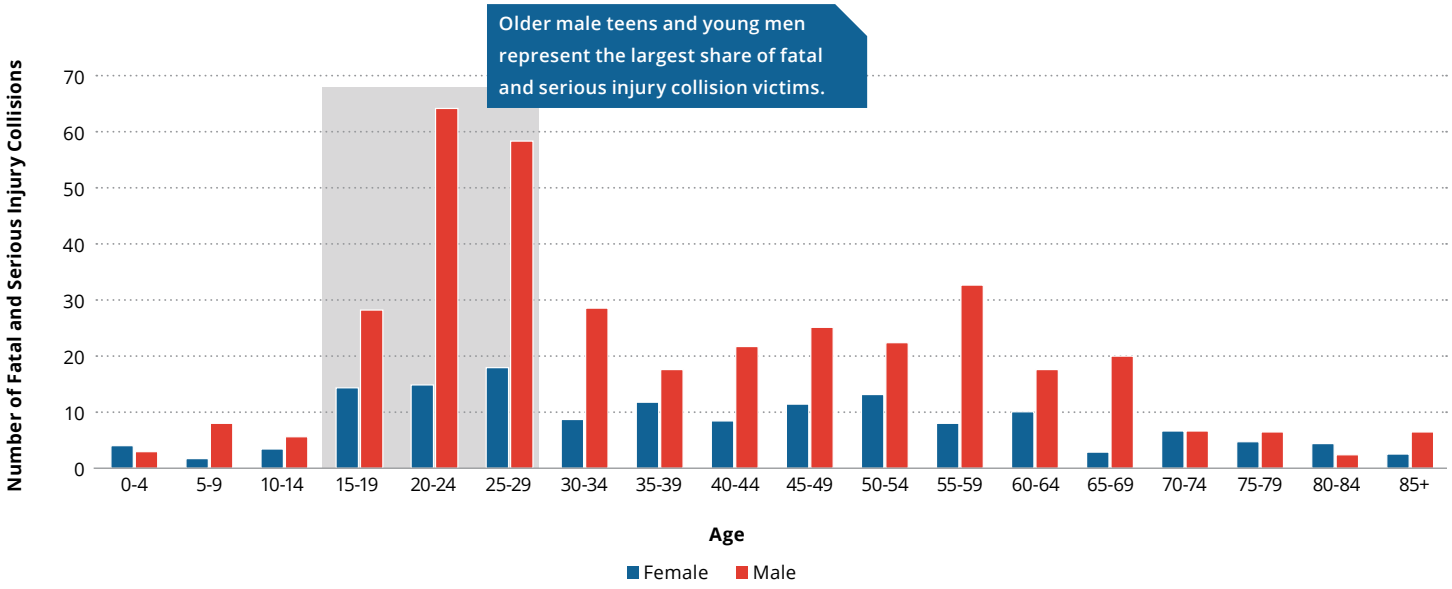
When we asked community members "What would make you feel safer walking and biking in Long Beach?," less distracted driving was one of the top responses. While we lack the data to determine the number of collisions caused by distracted driving, we know it is a significant problem and suspect that there 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, biking, 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 top priorities to make streets safer. In addition to increasing staffing resources for the Long Beach Police Department's Traffic Enforcement Division, we must add additional tools such as automated enforcement and increased awareness around focused enforcement campaigns.

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 to encourage safe interactions among road users and employ 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 events held and materials distributed	Health, Parks, Communications	○
4.3 Use open streets events in Long Beach to promote understanding and empathy among roadway users and provide community members with an opportunity to talk with City staff and provide ongoing 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, Pubic Works, Micro-Mobility Vendors, Advocacy Community	◐

Figure 11. 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. The content and messaging of education and enforcement initiatives must take into account that travel behavior can vary by age and other factors. For example, our collision data shows that primarily male 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 men in this age group may engage in more risky behaviors. The values and attitudes of this population should be reflected in any educational efforts encouraging safe travel behaviors.

Improving Data and Transparency

Vision Zero relies on good data to identify solutions that will make the greatest positive impact in reducing traffic collisions and saving lives. The more complete and accurate the 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 help us 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 vehicle speed and traffic volume data. However, we must collect additional data sets and improve 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
5.1 Expand the collection of walking, biking, and transit volume data through the installation of permanent counters, integration of bikeshare and micro-mobility trip data, and collection of transit passenger boarding data to better understand the needs of non-motorized road users.	Ongoing action	1 eco-totem installed per year; Permanent counters installed with each new separated bikeway; MDS data provided by all micro-mobility vendors	Public Works, LB Transit, Technology and Innovation	◐
5.2 Continue to advocate 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.	Within 2 years	Annual interface with local state legislators regarding update of Form	Police, Public Works	○
5.3 Enhance training for all relevant City departments to address any inadequacies in collision data collection.	Within 1 year	Hold 1 workshop per year	Police, Public Works	○

Action	Timeframe	Annual Measure	Responsibility	Ease of Implementation
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.	Within 2 years, then ongoing	Number of locations at which speed data is collected	Public Works	
5.5 Develop an online tool 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.	Within 2 years	Monthly updates to dashboard	Health, Public Works, Technology and Innovation	

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 to realign them for maximum impact.

Keystone Action #6: 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 collective 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. There is an opportunity to better align street improvement projects funded through Measure A with many of our Keystone Actions to help realize 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 educational 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 Livability Study to support complete streets and multimodal safety improvements within the I-710 corridor.[7]
- Lastly, the City will work with Metro and the Gateway Cities Council of Governments to identify complete streets funding opportunities.

State

The California Department of Transportation (Caltrans) adopted a Towards Zero Deaths (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 safety improvements along its facilities, including Pacific Coast Highway and the Traffic Circle, and where freeways interface with the local street system, to help the state 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_OTS_Grant_Kickoff_SCAG_FINAL.pdf.

7 Gateway Cities Council of Governments, "What is the I-170 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, LB 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 Incorporate mandatory safety training focused on vulnerable road users into existing City fleet operator guidance. 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 Resources, Harbor, utility and service vendors operating on behalf of the City	◑
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 Resources, Harbor, utility and service vendors operating on behalf of the City	◑
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	Include as part of regular training protocols	LB Transit	○

Equity

Equity has informed the research, outreach, and development of the actions that make up the Safe Streets Long Beach Action Plan. The City's Office of Equity works across all departments 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 Injury Corridors and Intersections

Keystone Action #7: Prioritize Road Safety Investments through an Equity Lens

While the damage done by traffic collisions affects everyone, it disproportionately affects low-income communities and communities of color. Map 2 (previous page) shows that 73% of Long Beach's high-injury intersections and 83% of high-injury corridors are in disadvantaged communities (as defined by the State of California in SB 535). These communities experience a disproportionate number of severe traffic collisions compared to other Long Beach neighborhoods. We need to improve the level of safety for everyone by prioritizing investments in neighborhoods that have been historically underserved. We also need to ensure that our streets accommodate people with disabilities, as well as older adults and children whose physical and cognitive abilities require special consideration in street design and operations.

While equity is embedded throughout the keystone and supporting actions, the following list identifies those actions that most 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.

- Keystone Action 3.1 - Develop a street design policy and manual that...clearly articulates the City's vision, priorities and practices around providing a multimodal transportation system that is safe, equitable, and inviting for people of all ages and abilities.
- Keystone Action 3.5 - Develop and implement policies and manual on construction detours that fully accommodate people with disabilities, pedestrians, and bicycles.
- Keystone Action 4.1 - Create and expand existing multimodal safety education campaigns to encourage safe interactions among road users and employ multiple communication methods with culturally sensitive messaging.
- Keystone Action 5.1 - Expand the collection of walking, biking, and transit volume data through the installation of permanent counters, integration of bikeshare and micro-mobility trip data, and collection of transit passenger boarding data to better understand the needs of non-motorized road users.
- Keystone Action 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.
- Keystone Action 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.
- Keystone Action 6.6 - Institute LB Transit operator bicycle training program, which includes on-bike experience.
- Supporting Action S.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.
- Supporting Action S.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.
- Supporting Action S.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.
- Supporting Action S.18 - Ensure that demographics and equity are considered in all actions in this Plan to avoid disproportionate impacts to communities of color.
- Supporting Action S.19 - Implement a diversion program for people cited for a violation while riding a bicycle. The diversion program should offer cited bicyclists an option to take a bicycle safety class in lieu of paying fine.

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

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				
S.1 Expand pedestrian priority areas identified in the Mobility Element to include high injury locations identified by the systemic safety analysis.	Complete within 1 year	Review annually	Public Works, Development Services	◐
S.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 in year 1, implement by end of year 2	Public Works, Development Services, LB Transit	○
S.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; Fund Spring St by 2028	Public Works	◐
S.4 Continue to implement "Gap Closure" projects identified in the Bicycle Master Plan	Complete within 5 years	Complete 3 miles per year	Public Works	◐
S.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	○
S.6 Create implementation schedule for CX3 Pedestrian Plan infrastructure projects.	Complete within 2 years	Complete schedule	Public Works, Health	○
Promote a Safety Culture				
S.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	◐
S.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
S.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	◐
S.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	◐
S.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	○
S.12 Develop standard language regarding traffic safety 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	◐
S.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	●
S.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	◐
S.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	○
S.16 Update City's trainings to reflect new data-driven safety priorities, new laws, and behaviors that may contribute 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
S.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	○
S.18 Ensure that demographics and equity are considered in all actions in this Plan to avoid disproportionate impacts to communities of color.	Ongoing action	Annual assesment of traffic citations and safety investments by sociodemographics	Police, Health - Office of Equity	◑
S.19 Implement a diversion program for people cited for a violation while riding a bicycle. The diversion program should offer cited 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				
S.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	◑
S.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	○
S.22 Develop a regularly updated, shared traffic collision database that is easily accessible to staff from multiple departments. Incorporate data from Police, Fire, LB 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, LB Transit	◑
Enhance Processes and Partnerships to Support Safety				
S.23 Incorporate safety as a heavily weighted criterion with ADA in the CIP prioritization process and rename the "mobility" section in the CIP budget to "mobility and safety".	Within 1 year	Number of CIP projects funded per year that address safety issues	Public Works	○
S.24 Incorporate potential safety projects into 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 is a critical concern. We must change our approach on all levels: from infrastructure considerations to how we behave as individuals and interact with one another. It's going to take nothing less than a major shift to change how we think about the relationship between mobility and safety.

Photo: Toole Design

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, walking, or riding a motorcycle, bicycle or scooter, we can create a safer Long Beach for our families, friends, and neighbors.

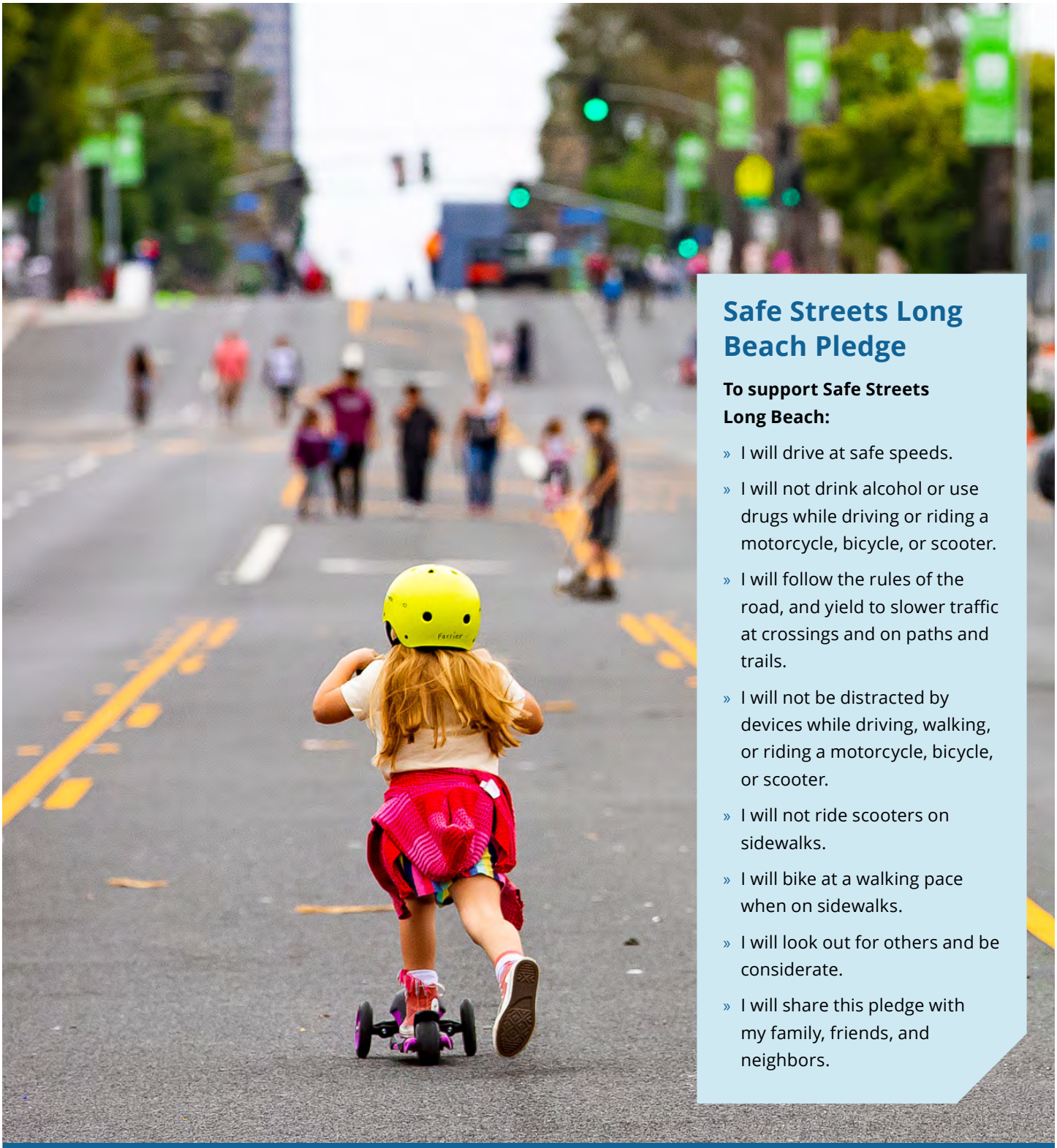
Start Today

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

- ❑ Take the Safe Streets Long Beach Pledge on the following page, and post the Pledge in your home, workplace, or community gathering space.
- ❑ Be aware of your surroundings. Whether walking, driving, riding a motorcycle, bicycle, or scooter, remember that everyone's safety depends on you. Follow the laws and rules of the road, observe speed limits, and yield to pedestrians and bicyclists at marked and unmarked crossings.
- ❑ If walking or riding a bicycle or scooter, stay alert, be visible, and make eye contact with other road users. If driving, always use your vehicle lights and scan for other roadway users, especially at dusk and dawn. Avoid distracting behaviors—including texting—when driving, walking, or riding a motorcycle, bicycle or scooter.
- ❑ 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**.



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 while driving or riding 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 driving, walking, or riding a motorcycle, bicycle, or scooter.
- I will not ride scooters on sidewalks.
- I will bike 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.

Take the Safe Streets Pledge

All community members are encouraged to sign and share the Safe Streets Long Beach pledge by visiting www.bit.ly/lbsafestreets. Post the Pledge in your home, community meeting spot, and work place to encourage others to join the Safe Streets Long Beach initiative.

Acknowledgments

Long Beach City Council

Honorable Mayor Robert Garcia
Mary Zendejas, Councilwoman, 1st District
Jeannine Pearce, Councilmember, 2nd District
Suzie Price, Councilwoman, 3rd District
Daryl Supernaw, Councilman, 4th District
Stacy Mungo, Councilwoman, 5th District
Dee Andrews, Vice Mayor, Councilman, 6th District
Roberto Uranga, Councilmember, 7th District
Al Austin II, Councilmember, 8th District
Rex Richardson, Councilmember, 9th District

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Lee Burner, Long Beach Transit
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CITY OF
LONG BEACH

Safe Streets Long Beach

A Vision Zero Action Plan

City of Long Beach's Contact Information

This information is available in alternative format by request at **562.570.6332**

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.

Appendix A: 2019 Traffic Fatalities in Long Beach

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Dedication

The Safe Streets Long Beach Action Plan is dedicated to those who were killed or seriously injured on Long Beach streets as well as those who have been impacted by the loss of family members, friends, and loved ones. Included on the following page is a list of those who lost their lives due to traffic collisions in 2019. They were husbands and wives, mothers and fathers, brothers and sisters, sons and daughters, cousins, grandparents, and members of our community. Each fatal collision represents a tremendous loss to families and to our community.

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

Community Members Killed in Traffic Collisions - January 2019 to December 2019

Date	Victim	Travel Mode	Closest Intersection to Collision
January 2019	Woman, 64	Bicyclist	Willow St and Golden Ave
January 2019	Man, 25	Motorcyclist	Willow St and Lakewood Ave
January 2019	Man, 79	Pedestrian	Paramount Blvd and South St
January 2019	Man, 36	Auto Driver	Broadway and Obispo Ave
January 2019	Woman, 58	Pedestrian	Pacific Coast Highway and I-710
January 2019	Man, 62	Bicyclist	Los Coyotes Diagonal and Palo Verde Ave
February 2019	Man, 68	Pedestrian	Pacific Ave at Burnett St
March 2019	Man, 25	Auto Driver	2nd St and Marina Dr
March 2019	Man, 63	Pedestrian	Anaheim St and Chestnut Ave
March 2019	Man, 29	Pedestrian	Harvey Way and Bellflower Blvd
April 2019	Man, 35	Pedestrian	Willow St and L.A. River Overpass
May 2019	Woman, 41	Auto Driver	Third St and Temple Ave
May 2019	Man, 60	Pedestrian	Pacific Ave and 16th St
May 2019	Woman, 44	Pedestrian	Pacific Ave and 25th St
June 2019	Man, 51	Pedestrian	Santa Fe Ave and 16th St
June 2019	Woman, 49	Auto Driver	Del Amo Blvd and Orange Ave
June 2019	Woman, 30	Pedestrian	Pacific Ave and Burnett St
June 2019	Man, 91	Auto Passenger	Long Beach Blvd and 44th St
August 2019	Woman, 21	Auto Passenger	Pacific Coast Highway and Grand Ave
September 2019	Man, 82	Bicyclist	Los Coyotes Diagonal and Stearns St
September 2019	Man, 90	Pedestrian	Willow St and La Vere Dr
September 2019	Man, 59	Bicyclist	Redondo Ave and 11th St
September 2019	Man, 55	Pedestrian	Anaheim St and Santa Fe Ave
October 2019	Man, 59	Pedestrian	Magnolia Ave and Cowles St
October 2019	Man, 35	Auto Passenger	Ocean Blvd and I-710
October 2019	Man, 24	Pedestrian	Del Amo Blvd and Cherry Ave
October 2019	Man, 30	Pedestrian	Los Cerritos Pl and Country Club Dr
October 2019	Woman, 32	Pedestrian	Los Cerritos Pl and Country Club Dr
October 2019	Boy, 3	Pedestrian	Los Cerritos Pl and Country Club Dr
December 2019	Man, 32	Pedestrian	Del Amo Blvd and Gardenia Ave

Appendix B: High-Injury Corridors and Intersections

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High-Injury Corridors and Intersections (2013 - 2017)

About

The intersections and corridors listed in the following tables and mapped on pages 4 and 26 are those with highest occurrences of fatal and serious injury crashes within the City of Long Beach based on five years of available crash data from January 1, 2013 through December 31, 2017. The rankings account for both the frequency and severity of crashes at a given location and are divided into two sets: 1) pedestrian and/or bicyclist-involved crashes and 2) motorized vehicle-only crashes (including motorcycles), which did not involve a pedestrian or bicyclist. Many of the identified corridors and intersections are concentrated in Downtown, Central and North Long Beach. These streets are generally principal or minor arterials with high rates of multimodal traffic, situated adjacent to higher density land uses, and often have posted speed limits in excess of 30 mph.

Top 20 High-Injury Pedestrian and Bicycle Intersections

Rank	Intersection	# of Pedestrian Crashes	# of Bicycle Crashes	# of Killed or Seriously Injured
1	Anaheim St and Atlantic Ave	14	8	5
2	7th St and Almond Ave	1	7	3
3	Pacific Coast Hwy and Pacific Ave	7	9	4
4	Anaheim St and Oregon Ave	4	3	4
5	Redondo Ave and 11th St	13	4	2
6	Long Beach Blvd and Del Amo Blvd	10	3	3
7	25th St and Santa Fe Ave	3	5	2
8	14th St and Cherry Ave	3	2	2
9	Broadway and Cerritos Ave	2	2	2
10	Obispo Ave and 4th St	4	0	2
11	Martin Luther King Jr Ave and 7th St	2	2	2
12	Atlantic Ave and Market St	3	2	2
13	New York St and Alamitos Ave	3	0	2
14	14th St and Pacific Ave	5	1	3
15	Orizaba Ave and 7th St	2	0	2
16	Paramount Blvd and 70th St	1	1	2
17	Gaviota Ave and Anaheim St	2	0	2
18	Esther St and Magnolia Ave	2	0	2
19	Long Beach Blvd and 6th St	5	3	3
20	Long Beach Blvd and 10th St	3	5	3

Top 20 High-Injury Pedestrian and Bicycle Corridors

Rank	Corridor	Start	End	Length (Miles)	Ped/Bike Crashes	Killed or Seriously Injured Crashes
1	Cherry Ave	Anaheim St	19th St	0.62	43	8
2	Pacific Coast Hwy	Pacific Ave	Temple Ave	2.0	150	18
3	Anaheim St	Hayes Ave	Ximeno Ave	4.56	300	24
4	Pacific Ave	Ocean Blvd	Pacific Coast Hwy	1.57	75	10
5	7th St	Federation Dr	W Shoreline Dr	3.86	206	20
6	Redondo Ave	17th St	7th St	0.88	52	4
7	6th St	Alamitos Ave	Golden Ave	1.29	36	9
8	Santa Fe Ave	Hill St	33rd St	1.4	40	7
9	Atlantic Ave	1st St	20th St	1.75	102	8
10	Long Beach Blvd	Ocean Blvd	Vernon St	2.5	126	11
11	Orizaba Ave	Broadway	E 7th St	0.71	8	3
12	Martin Luther King Jr. Ave	7th St	23rd St	1.7	69	7
13	Magnolia Ave	Hill St	Ocean Blvd	2.06	75	9
14	Orange Ave	Hill St	Ocean Blvd	2.11	76	8
15	Atlantic Ave	Atlantic Pl	Pleasant St	2.5	79	9
16	Willow St	Atlantic Ave	Western City Limit	2.15	85	8
17	Downey Ave	South St	Poppy St	0.6	8	2
18	Market St	Long Beach Blvd	Linden Ave	0.65	5	3
19	Long Beach Blvd	Randolph Pl	69th Way	3.43	99	14
20	Artesia Blvd	Gale Ave	Indiana Ave	3.0	78	12

Top 20 High-Injury Motor Vehicle and Motorcycle Intersections

Rank	Intersection	# of Motor Vehicle Crashes	# of Motorcycle Crashes	# of Killed or Seriously Injured
1	Ocean Blvd and Pine Ave	43	3	6
2	Ximeno Ave and 7th St	70	5	6
3	Pacific Coast Hwy and 2nd St	127	3	3
4	South St and Downey Ave	69	1	3
5	Gardenia Ave and Pacific Coast Hwy	39	2	3
6	Loma Ave and Anaheim St	20	3	2
7	Shoreline Dr and Pine Ave	37	4	3
8	Pacific Coast Hwy and Pine Ave	38	1	4
9	Long Beach Blvd and Burnett St	34	0	3
10	Carson St and Clark Ave	47	0	3
11	33rd St and Cherry Ave	12	0	2
12	Indiana Ave and Artesia Blvd	10	0	2
13	7th St and Belmont Ave	14	1	2
14	Artesia Blvd and Long Beach Blvd	78	3	2
15	Pier C St and Pico Ave	9	0	2
16	Canton St and Santa Fe Ave	8	0	2
17	Marshall Pl and Cherry Ave	9	0	2
18	Anaheim St and Atlantic Ave	113	1	1
19	Willow St and Pacific Ave	102	0	1
20	Long Beach Blvd and Anaheim St	104	2	2

Top 20 High-Injury Motor Vehicle and Motorcycle Corridors

Rank	Corridor	Start	End	Length (Miles)	Motorcycle/ Vehicle Crashes	Killed or Seriously Injured Crashes
1	Pacific Coast Hwy	Terminal Island Fwy Ramps	Molino Ave	3.6	344	21
2	Anaheim St	Oregon Ave	Ximeno Ave	3.41	319	18
3	7th St	Orange Ave	Federation Dr	2.43	260	18
4	Pacific Coast Hwy	Studebaker Rd	8th St	1.96	94	10
5	Redondo Ave	3rd St	Anaheim St	1.0	73	7
6	Carson St	Carfax Ave	San Gabriel River	0.93	34	6
7	Cherry Ave	37th St	Tehachapi Dr	0.85	38	6
8	2nd St	Appian Way	Studebaker Rd	0.83	46	6
9	South St	Paramount Blvd	Downey Ave	0.5	49	5
10	Long Beach Blvd	Spring St	Wardlow Rd	0.5	60	4
11	Bellflower Blvd	Stearns St	27th St	0.62	35	6
12	Pine Ave	Seaside Way	Ocean Blvd	0.09	29	6
13	Santa Fe Ave	29th St	33rd St	0.46	30	4
14	Ximeno Ave	Massachusetts St	Anaheim St	0.94	53	4
15	Long Beach Blvd	52nd St	I-710 Ramps	0.9	44	4
16	Los Coyotes Diagonal	Stearnlee Ave	Deborah St	0.65	25	5
17	Willow St	Oregon Ave	Pine Ave	0.5	74	2
18	Wardlow Rd	Pine Ave	Lime Ave	0.5	47	3
19	7th St	Margo Ave	Studebaker Rd	0.51	28	4
20	Ocean Blvd	Pier D Ave	Pico Ave	0.62	29	3

CITY OF LONG BEACH

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