



# Safe Streets Long Beach Action Plan

July 14, 2020

# Safe Streets Long Beach - Background

## Background

- Safe Streets Long Beach is the City's Vision Zero initiative
- In September 2016, Council approved a Vision Zero policy with the goal of eliminating traffic fatalities and serious injuries among all road users by 2026
- Vision Zero is a data-driven effort
  - In-depth five-year collision analysis revealed who is at risk, where severe collisions are happening, and what crash types are most common
- Recommendations include infrastructure changes, public education, and enforcement efforts
- Since 2014, 11 cities in California and more than 40 U.S. cities have committed to a Vision Zero policy

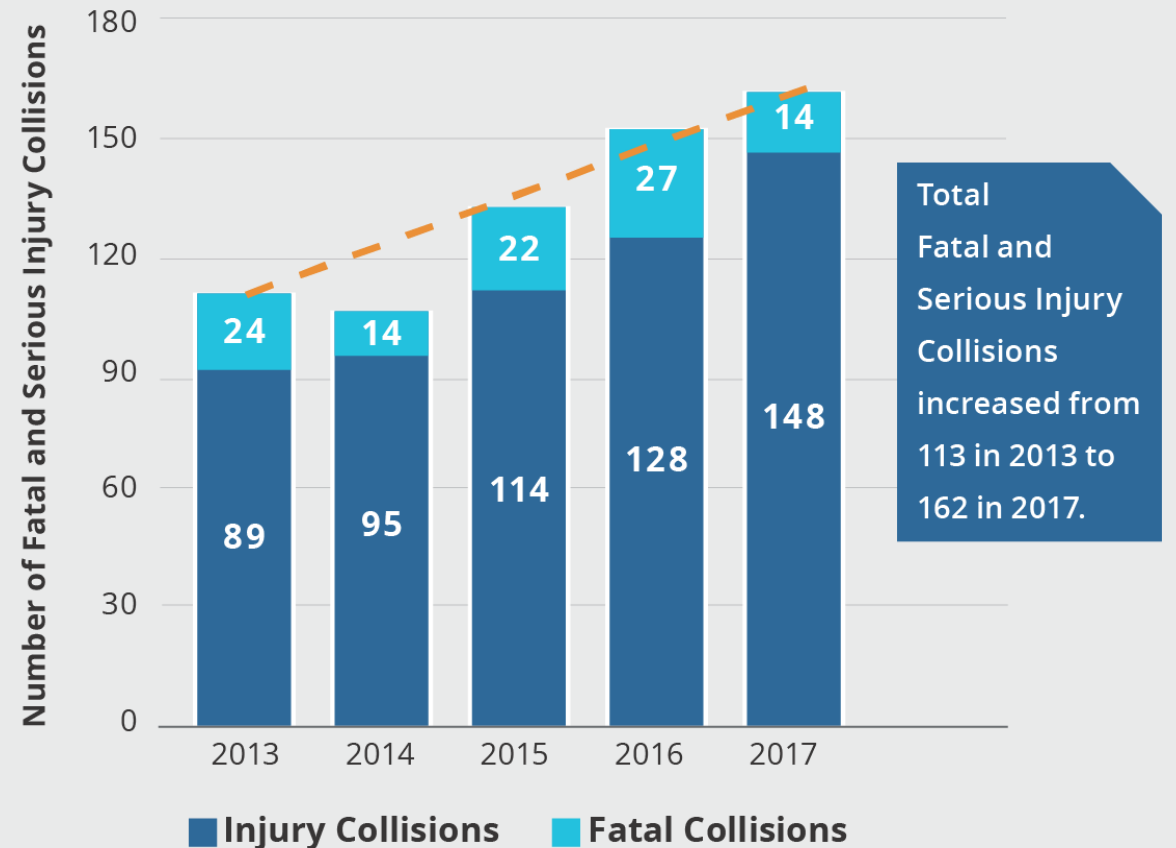


# Safe Streets Long Beach - Background

## A Growing Problem

- Vision Zero is a road safety philosophy that states that no loss of life due to traffic conditions is acceptable
- Traffic fatalities claim nearly as many lives in Long Beach as do homicides
  - There were 30 traffic fatalities in Long Beach in 2019 and 34 homicides
- Beyond the loss of life, 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

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



# Safe Streets Long Beach - Outreach

## Community Input

### Engagement and Community Meetings

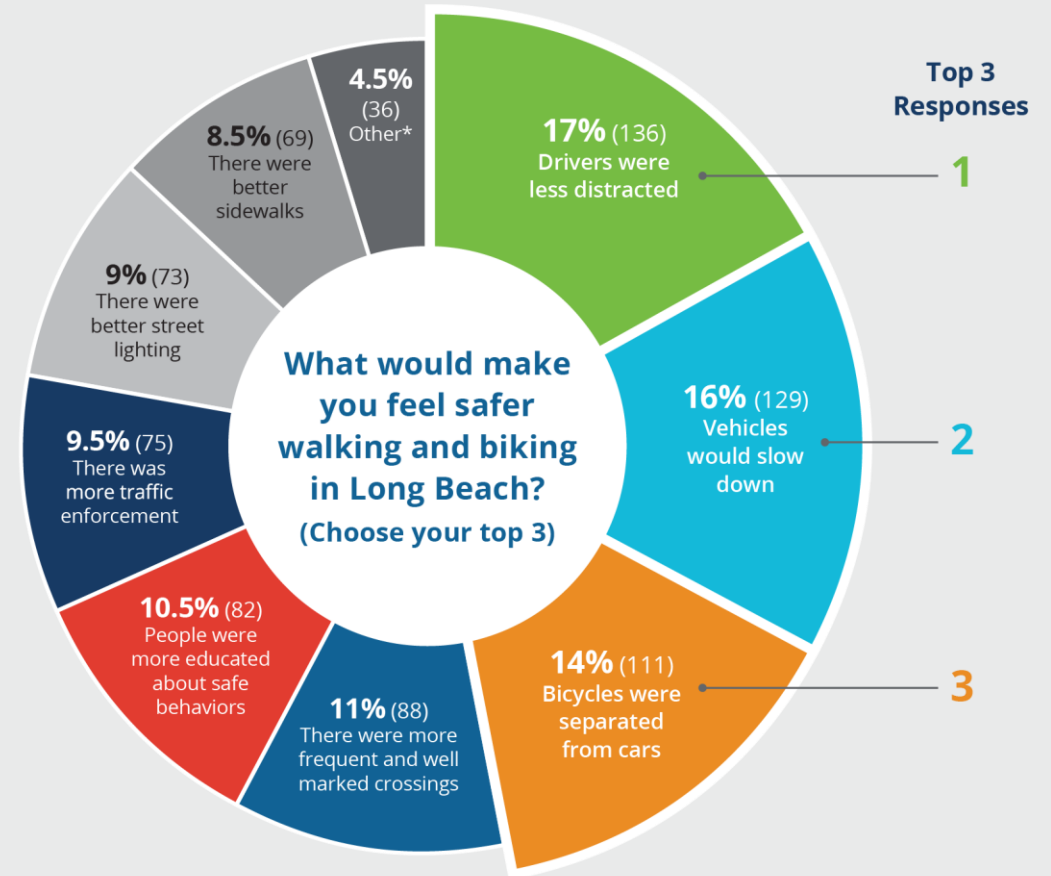
- 9 Community Event Pop Ups (Fall 2018)
- 4 Stakeholder Listening Sessions (Fall 2018)
- 7 Neighborhood Meetings (Summer/Fall 2019)

### Top 3 Concerns

- Distracted driving
- Vehicle speeds
- Separated bike lanes



Figure 10. Community Feedback Results





# Safe Streets Long Beach - Outreach

## Technical Advisory Committee Members

### City of Long Beach

- Police Department
- Fire Department
- Health and Human Services Department
- Development Services Department
- Economic Development Department
- Port of Long Beach

### External Agencies

- Long Beach Transit
- Long Beach Unified School District
- Los Angeles County Metropolitan Transportation Authority

### Advocacy and Nonprofit Groups

- Long Beach Gray Panthers
- Walk Long Beach
- Walk Bike Long Beach
- Bikeable Communities



WALK LONG BEACH



BIKEABLE COMMUNITIES



Metro

# Safe Streets Long Beach – Ongoing Traffic Safety Efforts

## Health and Human Services Dept. - Safety Education and Encouragement

- Free Bike and Pedestrian Safety Education Workshops
- Bike and Pedestrian Safety Rodeos
- Bike and Pedestrian Safety “Pop-Ups”
- Bike and Pedestrian Safety Equipment (helmets, lights, and reflective gear)
- Local awareness and encouragement campaign efforts: *Long Beach Walk to School Week, Long Beach Bike to School Week, and Safe Driver Awareness Week*
- The newly branded Drive Safe Long Beach program includes drug impaired driving prevention and distracted driving prevention



# Safe Streets Long Beach - Findings

## Main Factors Causing Collisions

- **Speeding** - Most frequent motor vehicle violation
- **Traffic signals and signs** - Lack of compliance with traffic signal and signs
- **Wrong side of road** - Bicyclist traveling on the wrong side due to limited safe crossing opportunities
- Various other unknown factors

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



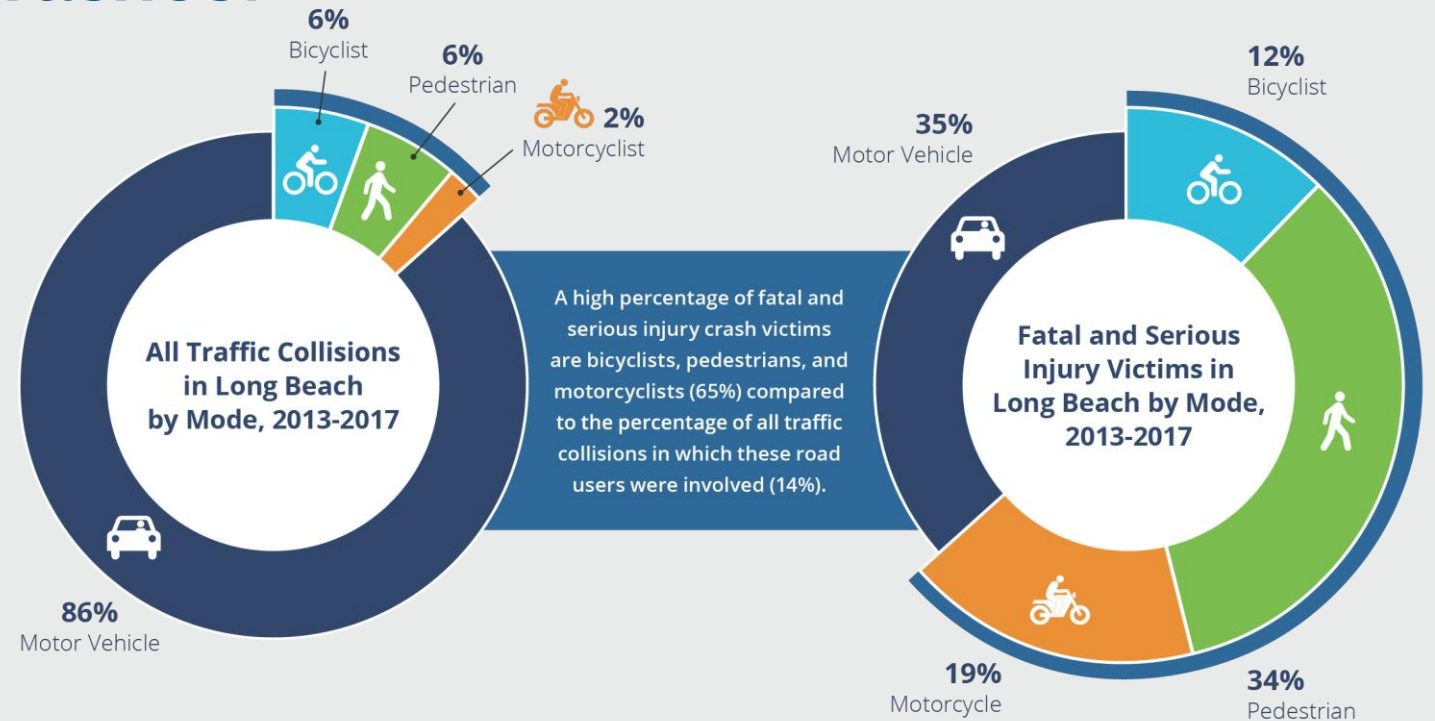
**Pedestrians struck by car at 40 mph or higher 73% likely to have fatal or severe injury**

# Safe Streets Long Beach - Findings

## Who is involved in severe crashes?

- The Action Plan looks at what can be done to better protect vulnerable road users
- Bicyclists, pedestrians, and motorcyclists make up 14% of all collisions but 65% of severe collisions
- Equity concerns: Many of those who walk or bike for transportation do so because of economic reasons or a disability

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



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

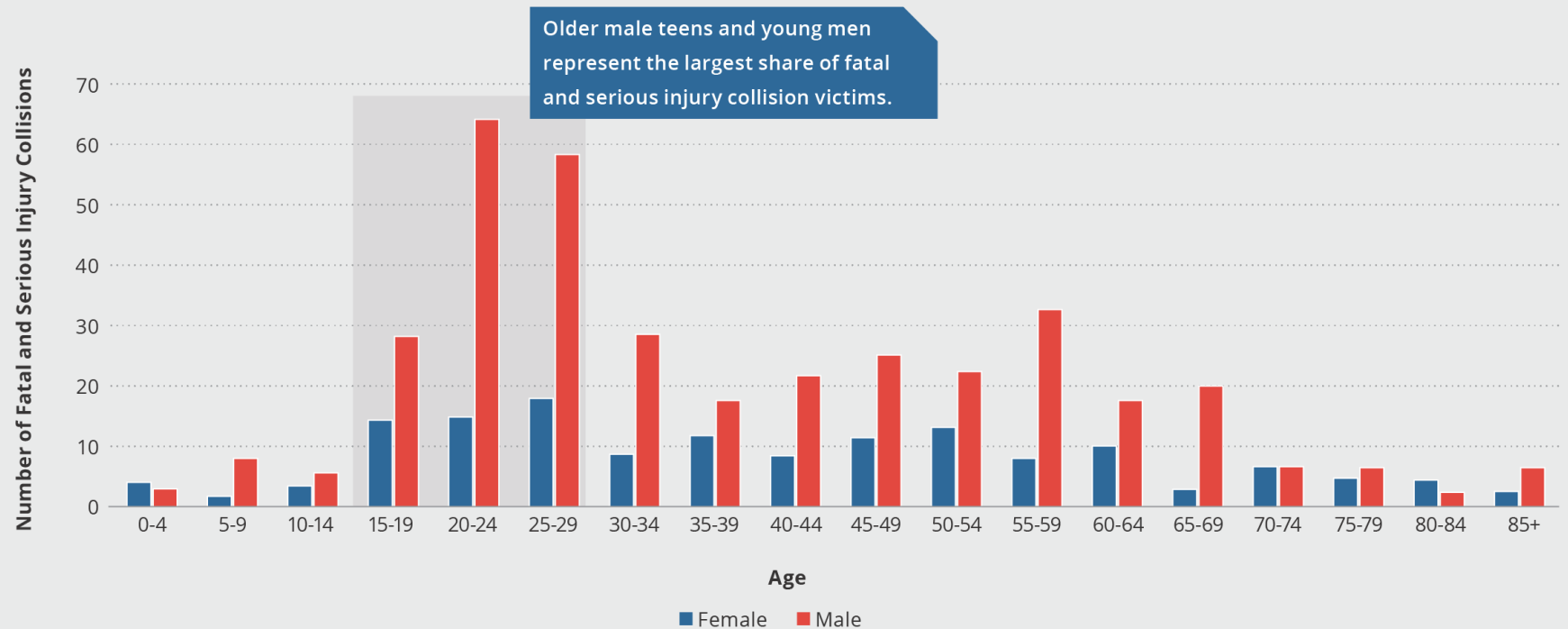


# Safe Streets Long Beach - Findings

## Who is involved in severe crashes?

- Men and young adults are much more likely to be killed or seriously injured
- Education campaigns can be targeted toward higher-risk user groups and prevention of common crash factors like speeding and yielding compliance

Figure 11. Total Fatal and Serious Injury Collisions by Age and Gender in the City of Long Beach (2013 - 2017)



# Safe Streets Long Beach - Findings



## Where are collisions happening?

- Concentration of high-injury corridors in Central/Downtown Long Beach
- Most serious collisions happen on minor or principal arterials - Anaheim, PCH, Long Beach Blvd.
- 73% of high-injury corridors and 83% of intersections are in disadvantaged communities

# Safe Streets Long Beach - Recommendations

## 7 Keystone Actions (1-4)

1. Dedicate Resources to the Safe Streets LB effort
  - Increase staffing and funding for traffic safety programs and projects
2. Address Speeding
  - Arterial road design
  - Speed enforcement
  - Posted speed limits
3. Build Best Practice Street Design
  - Reduce conflicts at intersection
  - Network of comfortable bicycle infrastructure
  - Shorter, more frequent, and more visible pedestrian crossings
4. More Safety Education about Walking and Biking
  - Large scale education campaigns
  - Targeted outreach to drivers, pedestrians, bicyclists
  - Education efforts tied to street reconfiguration projects





# Safe Streets Long Beach - Recommendations

## 7 Keystone Actions (5-7)

### 5. Collect Better Data to Make Better Decisions

- Collect more robust before-and-after project data of all modes (speed, collision, volume, etc.)
- Improve dissemination and public understanding of before-and-after data
- Work with PD to improve collision report data

### 6. Partner with Local, Regional and State Stakeholders to Support Safe Streets Efforts

- Aggressively seek funding for safety projects from local and state sources
- Work with state partners to increase local control over speed setting and automated enforcement

### 7. Prioritize Road Safety Investments through an Equity Lens

- Emphasis on automated enforcement; work to overturn speed camera prohibition at the State level
- Increase community engagement for transportation projects
- Diversion programs for bicycle citations in lieu of citation fines





# Safe Streets Long Beach - Next Steps

## Next Steps

- Plan Adoption
- Evaluate Resources and Priorities to Implement Keystone Actions
- Encourage LB Community to Sign Safe Streets Pledge
- Safety Education Campaigns (PW, HHS)
- Continue TAC Meetings
- Annual Progress Reporting





**Thank you**

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