

Date: October 19, 2021

To: Honorable Mayor Garcia and Members of the City Council

From: Councilwoman Suely Saro, Sixth District
Councilwoman Mary Zendejas, First District
Councilwoman Suzie Price, Third District

Subject: Recognize October as National Pedestrian Safety Month

RECOMMENDATION:

Receive and file a Pedestrian Safety presentation from Department of Public Works, Long Beach Fire and Police Department. Request the City Attorney to prepare a resolution to recognize October as National Pedestrian Safety Month.

DISCUSSION

The National Pedestrian Safety Month aims to increase awareness around pedestrian safety and advocates for a safer environment for all roadway users. The month recognizes that transport is important to society and that travel should be safe for all road users. National Pedestrian Safety Month reminds us that pedestrian collisions, like all road traffic crashes, should not be accepted as inevitable.

In 2016, the Long Beach City Council committed to a Vision Zero goal to eliminate traffic deaths and serious injuries by 2026. In July 2020, the Safe Streets Long Beach Action Plan was adopted and outlined a plan to eliminate traffic-related deaths and serious injuries Citywide. According to the Safe Streets LB Action Plan, 35% of serious injury crash victims are pedestrians. The Public Safety Committee has also received a presentation from Public Works, the Long Beach Police Department and the Long Beach Fire Department regarding pedestrian safety on October 1st, 2021 .

In order to protect pedestrians and promote safe walking, there must be awareness of the dangers of roadways. Pedestrian safety measures improve walking environments

and contribute to urban renewal, local economic growth, social cohesion, improved air quality and reduction of traffic noise. By supporting National Pedestrian Safety Month, the City of Long Beach will continue to ensure its commitment to the Vision Zero goal set in 2016.

This matter was reviewed by Budget Manager Grace H. Yoon on October 7, 2021

FISCAL IMPACT

This recommendation requests the City Attorney to prepare a resolution to recognize October as National Pedestrian Safety Month. This recommendation is anticipated to require a minimal level of staff hours beyond the budgeted scope of duties and a minimal impact on existing City Council priorities. There is local job impact associated with this recommendation.

SUGGESTED ACTION

Approve Recommendation.