

Traffic Safety Workshop

www.scag.ca.gov



SCAG Traffic Safety Pledge



- SCAG introduced Traffic Safety Pledge on May 1st, 2019
- Traffic Safety Pledge is a step toward improving safety for people in your jurisdiction
- Cities can participate in the Safety Pledge by committing to a variety of actions that are aimed at improving safety



Purpose of Traffic Safety Pledge

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

Purpose of the Workshop:

- To provide cities with best practices information and technical assistance.
- Attendees will walk away with a draft work plan of next steps in planning/implementing the menu of activities (under the 4 E's) outlined in the SCAG safety pledge

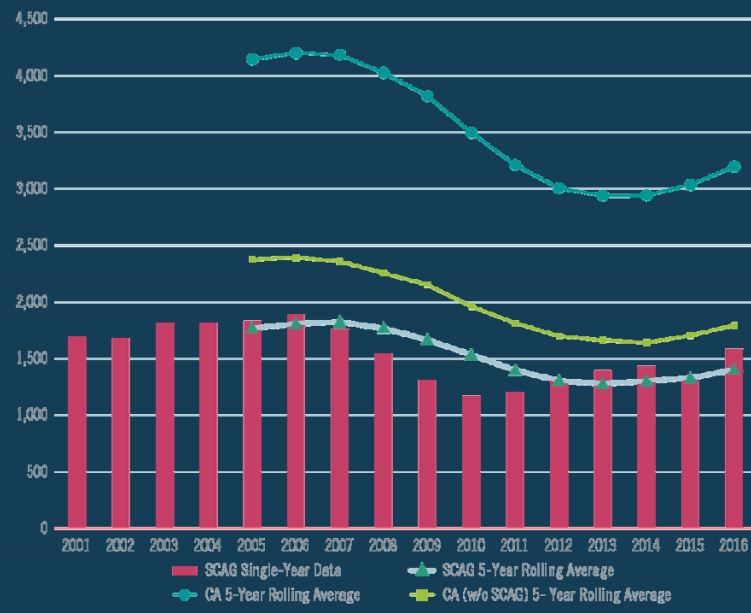
Regional Statistics



1,500 PEOPLE DIE EVERY YEAR FROM COLLISIONS

136,000

PEOPLE SUSTAIN INJURIES EVERY YEAR FROM COLLISIONS



270 COLLISIONS OCCUR PER DAY ON THE STREETS
 THAT IS ROUGHLY **99,000** PER YEAR



Imperial County Statistics

IMPERIAL COUNTY BY THE NUMBERS

 POPULATION: **180** THOUSAND

 ALL FATALITIES
PER 100,000 RESIDENTS: **18**

 ALL SERIOUS INJURIES
PER 100,000 RESIDENTS: **36**

 **30** PEOPLE DIE EVERY
YEAR FROM COLLISIONS

 **80** PEOPLE SUSTAIN
SERIOUS INJURIES EVERY
YEAR FROM COLLISIONS

 **900** PEOPLE SUSTAIN
INJURIES EVERY YEAR
FROM COLLISIONS

 **1-2** COLLISIONS OCCUR PER
DAY ON THE STREETS, THAT IS
ROUGHLY **600** PER YEAR

 **10%** OF ALL DEATHS
INVOLVE PEOPLE WALKING
OR BICYCLING

 **39%** OF ALL TRAFFIC
COLLISION VICTIMS ARE
PEOPLE 18-34

 THOUGH A LITTLE
MORE THAN HALF
60% OF ALL COLLISIONS
OCCUR IN RURAL AREAS
NEARLY ALL FATAL
AND SERIOUS INJURY
COLLISIONS OCCUR IN
RURAL AREAS

 **NEARLY ALL** COLLISIONS OCCUR
ON LOCAL ROADS

2% OF ALL COLLISIONS OCCUR
ON HIGHWAYS

 **12,000** ANNUAL
VEHICLE MILES TRAVELED
PER CAPITA

 **1.44** ALL FATALITIES
PER 100M VMT

2.88 ALL SERIOUS INJURIES
PER 100M VMT

- About 30 people are killed in collisions every year
- About 60 percent collisions occur in rural areas
- 39 percent victims are between age group 18 - 34

Los Angeles County Statistics



LOS ANGELES COUNTY BY THE NUMBERS

POPULATION: **10** MILLION

43% OF ALL TRAFFIC COLLISION VICTIMS ARE PEOPLE 18-34

ALL FATALITIES PER 100,000 RESIDENTS: **6**

ALL SERIOUS INJURIES PER 100,000 RESIDENTS: **27**

90% OF ALL COLLISIONS OCCUR IN URBAN AREAS

MORE THAN **690** PEOPLE DIE EVERY YEAR FROM COLLISIONS

70% OF ALL COLLISIONS OCCUR ON LOCAL ROADS

2,800 PEOPLE SUSTAIN SERIOUS INJURIES EVERY YEAR FROM COLLISIONS

20% OF ALL COLLISIONS OCCUR ON HIGHWAYS

80,000 PEOPLE SUSTAIN INJURIES EVERY YEAR FROM COLLISIONS

8,000 ANNUAL VEHICLE MILES TRAVELED PER CAPITA

150 COLLISIONS OCCUR PER DAY ON THE STREETS, THAT IS ROUGHLY **54,000** PER YEAR

0.82 ALL FATALITIES PER 100M VMT
3.40 ALL SERIOUS INJURIES PER 100M VMT

34% OF ALL DEATHS INVOLVE PEOPLE WALKING OR BICYCLING

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

Orange County Statistics

ORANGE COUNTY BY THE NUMBERS



POPULATION: **3** MILLION



40% OF ALL TRAFFIC COLLISION VICTIMS ARE PEOPLE 18-34



ALL FATALITIES PER 100,000 RESIDENTS: **5**



ALL SERIOUS INJURIES PER 100,000 RESIDENTS: **23**



97% OF ALL COLLISIONS OCCUR IN URBAN AREAS



170 PEOPLE DIE EVERY YEAR FROM COLLISIONS



65% OF ALL COLLISIONS OCCUR ON LOCAL ROADS



700 PEOPLE SUSTAIN SERIOUS INJURIES EVERY YEAR FROM COLLISIONS

27% OF ALL COLLISIONS OCCUR ON HIGHWAYS



20,000 PEOPLE SUSTAIN INJURIES EVERY YEAR FROM COLLISIONS



8,900 ANNUAL VEHICLE MILES TRAVELED PER CAPITA



40 COLLISIONS OCCUR PER DAY ON THE STREETS, THAT IS ROUGHLY **14,000** PER YEAR



0.63 ALL FATALITIES PER 100M VMT

2.69 ALL SERIOUS INJURIES PER 100M VMT




33% OF ALL DEATHS INVOLVE PEOPLE WALKING OR BICYCLING

- About 40 collisions per day
- 97 percent occur in urban areas
- 40 percent victims are between age group 18 - 34

San Bernardino County Statistics

SAN BERNARDINO COUNTY BY THE NUMBERS

 POPULATION: **2.1** MILLION

 **42%** OF ALL TRAFFIC COLLISION VICTIMS ARE PEOPLE 18-34

 ALL FATALITIES PER 100,000 RESIDENTS: **12**

 ALL SERIOUS INJURIES PER 100,000 RESIDENTS: **31**

 **80%** OF ALL COLLISIONS OCCUR IN URBAN AREAS

 **300** PEOPLE DIE EVERY YEAR FROM COLLISIONS


 **57%** OF ALL COLLISIONS OCCUR ON LOCAL ROADS

 **740** PEOPLE SUSTAIN SERIOUS INJURIES EVERY YEAR FROM COLLISIONS

 **30%** OF ALL COLLISIONS OCCUR ON HIGHWAYS

 **14,000** PEOPLE SUSTAIN INJURIES EVERY YEAR FROM COLLISIONS

 **10,700** ANNUAL VEHICLE MILES TRAVELED PER CAPITA

 **26** COLLISIONS OCCUR PER DAY ON THE STREETS, THAT IS ROUGHLY **9,300** PER YEAR

 **1.16** ALL FATALITIES PER 100M VMT
2.92 ALL SERIOUS INJURIES PER 100M VMT

 **20%** OF ALL DEATHS INVOLVE PEOPLE WALKING OR BICYCLING

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

Riverside County Statistics

RIVERSIDE COUNTY BY THE NUMBERS



POPULATION: **2.3** MILLION



41% OF ALL TRAFFIC COLLISION VICTIMS ARE PEOPLE 18-34



ALL FATALITIES PER 100,000 RESIDENTS: **10**



ALL SERIOUS INJURIES PER 100,000 RESIDENTS: **28**



80% OF ALL COLLISIONS OCCUR IN URBAN AREAS



260 PEOPLE DIE EVERY YEAR FROM COLLISIONS



60% OF ALL COLLISIONS OCCUR ON LOCAL ROADS



700 PEOPLE SUSTAIN SERIOUS INJURIES EVERY YEAR FROM COLLISIONS

29% OF ALL COLLISIONS OCCUR ON HIGHWAYS



13,000 PEOPLE SUSTAIN INJURIES EVERY YEAR FROM COLLISIONS



9,400 ANNUAL VEHICLE MILES TRAVELED PER CAPITA



24 COLLISIONS OCCUR PER DAY ON THE STREETS, THAT IS ROUGHLY **9,000** PER YEAR



1.12 ALL FATALITIES PER 100M VMT



20% OF ALL DEATHS INVOLVE PEOPLE WALKING OR BICYCLING

3.14 ALL SERIOUS INJURIES PER 100M VMT

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

Ventura County Statistics

VENTURA COUNTY BY THE NUMBERS



POPULATION: **850** THOUSAND



38% OF ALL TRAFFIC COLLISION VICTIMS ARE PEOPLE 18-34



ALL FATALITIES PER 100,000 RESIDENTS: **6**



ALL SERIOUS INJURIES PER 100,000 RESIDENTS: **26**



80% OF ALL COLLISIONS OCCUR IN URBAN AREAS



65 PEOPLE DIE EVERY YEAR FROM COLLISIONS



60% OF ALL COLLISIONS OCCUR ON LOCAL ROADS



260 PEOPLE SUSTAIN SERIOUS INJURIES EVERY YEAR FROM COLLISIONS

27% OF ALL COLLISIONS OCCUR ON HIGHWAYS



5,400 PEOPLE SUSTAIN INJURIES EVERY YEAR FROM COLLISIONS



8,300 ANNUAL VEHICLE MILES TRAVELED PER CAPITA



10 COLLISIONS OCCUR PER DAY ON THE STREETS, THAT IS ROUGHLY **3,800** PER YEAR



0.79 ALL FATALITIES PER 100M VMT

3.26 ALL SERIOUS INJURIES PER 100M VMT



20% OF ALL DEATHS INVOLVE PEOPLE WALKING OR BICYCLING

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

Menu of Activities



SAFETY PLEDGE



Sample Menu of Activities Education and Outreach

Activities (Choose one or more):

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

Equity Component

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

SCAG Resources

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

Funding provided by
California Office of Traffic Safety



SAFETY PLEDGE



Enforcement

Activities (Choose one or more):

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

Equity Component

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

SCAG Resources

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

Funding provided by
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Resources Available



MATERIALS REQUEST FORM



If you are interested in receiving *Go Human* materials to distribute, please submit a completed form to Lindsey Hansen at hansen@scag.ca.gov, along with:

- A high-resolution, vector logo file (if co-branding is desired)
- A description of how materials will be distributed
- Any helpful logistical information not included on this form

We will do our best to fulfill all requests, but depending on cost of the request and available budget, only a portion of the request may be able to be fulfilled by *Go Human*. In those cases, we will happily provide print ready files. Please note that these budget restrictions do not apply to postcards, digital ads, or social media graphics.

Partner City or Agency: Primary Contact Name:
 Phone Number: Email:
 Delivery Address:

Please reference the materials and creative options on the following page to complete the necessary request detail fields below.

SAMPLE REQUEST: Materials [Number 1-5] Creative [Letter A-H] Quantity [e.g., 50] Language [English or Spanish]

REQUEST 1:	Materials	Creative	Quantity	Language
REQUEST 2:	Materials	Creative	Quantity	Language
REQUEST 3:	Materials	Creative	Quantity	Language
REQUEST 4:	Materials	Creative	Quantity	Language
REQUEST 5:	Materials	Creative	Quantity	Language

- Due Date (minimum 3-week turnaround)
- Estimated Impressions If possible, please provide the estimated number of people who will see the materials

Funding related

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

Tools available

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

Please reach out to Hina Chanchlani for materials request form, chanchlani@scag.ca.gov

Thank You for Joining Us Today

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

