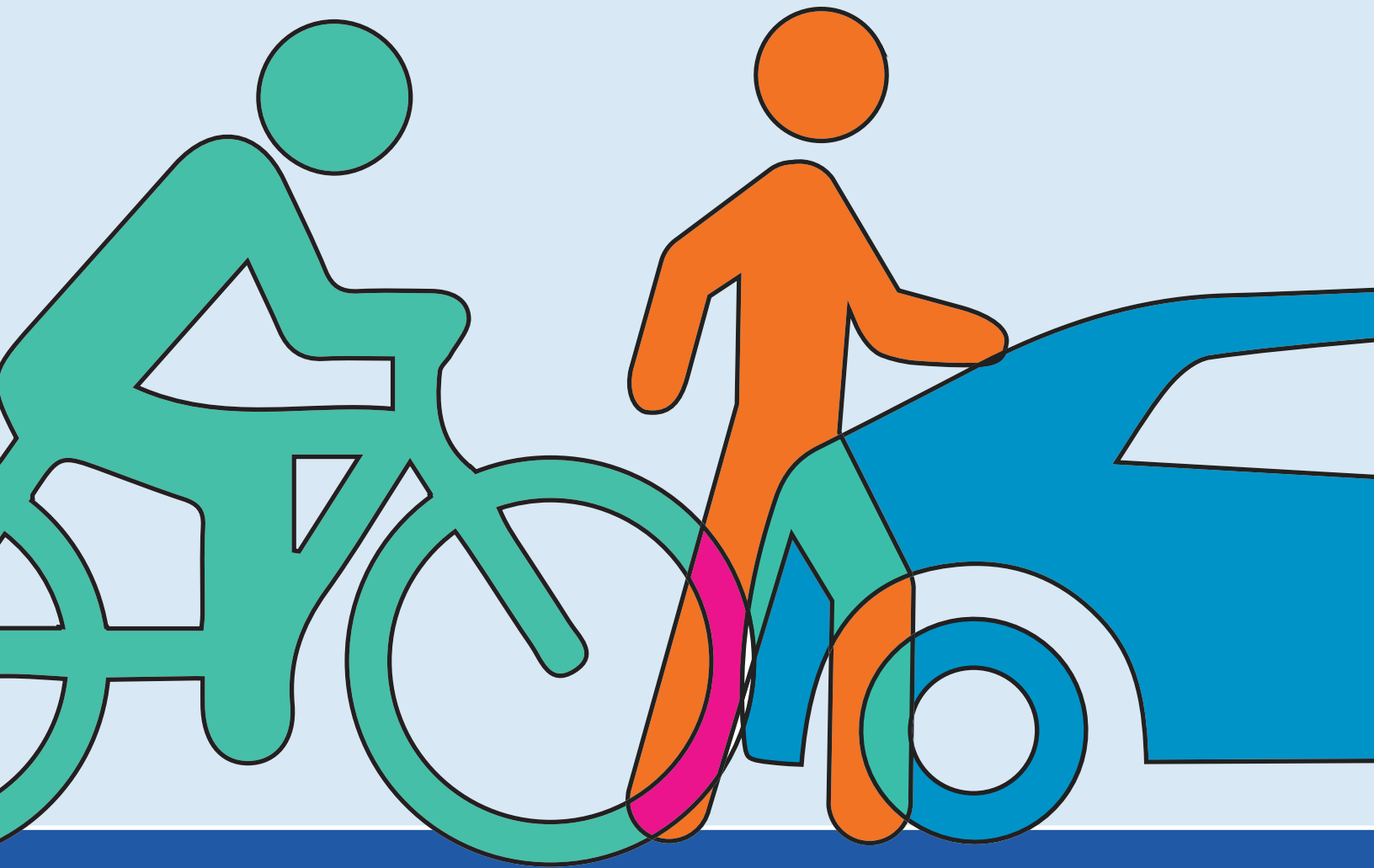


REGIONAL SAFETY PLAN



DECEMBER 2021

A. REGIONAL
SAFETY STEERING
COMMITTEE
MEETING
AGENDAS AND
MATERIALS

Dec 16, 2020

Project# 25631

Meeting Location: Fresno COG Regional Transportation Safety Improvement Plan
Safety Steering Committee Meeting #1
December 16, 2020 from 10:00 am to 11:30 am
Zoom Meeting
Join Zoom Meeting
<https://us02web.zoom.us/j/83532636458?pwd=UzBKVllxaGxlc3plNnZweGwvd3UyQT09>
Meeting ID: 835 3263 6458
Passcode: 023815

Topic: Safety Steering Committee Meeting #1

Meeting Objectives:

1. Welcome & Introductions (10 minutes)
2. Purpose of the RTSIP, Overview of Project Scope, and Role of the SSC (20 minutes)
3. Data and Information Request Overview (5 minutes)
4. Existing and/or Recent Safety Related Activities and Efforts (20 minutes)
 - a. Opportunity for each SSC member to share what their organization has been involved in as it relates to roadway safety
5. Interests and Concerns from the SSC for Technical Team's Considerations (20 minutes)
 - a. Opportunity for each SSC member to share:
 - i. Safety concerns or observations
 - ii. Thoughts related to safety goals, related policies at the regional level
6. Upcoming SSC Meetings Topics, Decision Points, and Dates (10 minutes)
7. Next Steps & Adjourn (5 minutes)

REGIONAL
TRANSPORTATION SAFETY
IMPROVEMENT PLAN

Safety Steering Committee

MEETING #1

DECEMBER 16, 2020



Fresno Council
of Governments

SSC Meeting #1

Meeting Agenda

- Introductions
- Project Purpose, Scope, and SSC Role
- Data and Information Request
- Existing/Recent Safety-Related Efforts
 - What have you done recently?
- Interests and Concerns
 - Safety concerns or observations
 - Thoughts for safety goals and policies at the regional level
- Upcoming Meetings
- Next Steps

Introductions

- SSC Members
 - Fresno Council of Governments
 - Fresno County
 - City of Fresno
 - City of Clovis
 - City of Kerman
 - City of Reedley
 - Kittelson & Associates, Inc.
 - Toole Design Group
 - Caltrans
 - California Highway Patrol
 - City of Fresno Disability Advisory Commission
 - Fresno County Bicycle Coalition
 - West Hills College – Coalinga
 - Fresno County Rural Transit Agency

Project and SSC Overview

1. Purpose of RTSIP
2. Overview of Project Scope
3. Role of SSC

Purpose of RTSIP

- Create a regional safety plan for all 16 local jurisdictions
- Inform future safety targets
- Reduce fatalities and serious injuries
- Achieve a safer transportation system in the region

Role of SSC

- Engage multidisciplinary partners in the Plan's development
- Create holistic, inclusive, and implementable set of roadway safety strategies



Project Scope

- Task 1 – Safety Steering Committee
 - Key Deliverables: Roster for Safety Steering Committee, facilitate six meetings
- Task 2 – Existing Conditions Report
 - Key Deliverables: Comprehensive crash database, Existing Conditions Report
- Task 3 – Identify Countermeasures and Implementation Strategies
 - Key Deliverables: Countermeasures Toolbox, Safety Strategies Memorandum, Safety Improvement Projects Memo
- Task 4 – Public Outreach
 - Key Deliverables: Public Engagement Strategy, Virtual Engagement with translated materials

Project Scope

- Task 5 – Transportation Safety Education Program
 - Key Deliverables: Interviews with key stakeholders, Slide deck of Best Practices, Safety Education Program, Evaluation Design Memorandum
- Task 6 – Funding for Implementation Strategies
 - Key Deliverables: Funding Strategies Approach
- Task 7 – Plan Document
 - Key Deliverables: Regional Transportation Safety Implementation Plan Report and Presentation

Draft Public Engagement Strategy

Engagement Phase	Timeframe	Anticipated Activities
Phase 1: Imagine	December 2020 – March 2021	<ul style="list-style-type: none">• Safety Steering Committee meeting #1 and #2• Partner with a Community-Based Organization• Launch project webpage• Launch and promote interactive, online map and survey• Conduct digital and traditional media outreach• Report on progress towards engagement goals

We are here

Draft Public Engagement Strategy

Engagement Phase	Timeframe	Anticipated Activities
Phase 2: Iterate	April – July 2021	<ul style="list-style-type: none">• Continued promotion of online map and survey, updated with recommendations• Continued digital and traditional media engagement• Safety Steering Committee meeting #3 and #4• Workshops with public safety representatives and the school district and schools• Focus group meetings led by CBO
Phase 3: Implement	August – December 2021	<ul style="list-style-type: none">• Safety Steering Committee meeting #5 and #6• Reconnect with participants from Phase 1 and 2• Public feedback on Draft Plan

Data

1. Data and Information Request Overview

- Data Requested
 - Crash Data and Reports
 - Roadway Data
 - Contextual Data
 - Local Plans and Designs
- Next Steps
 - Follow-up, as needed to confirm data availability or questions on data provided
 - Develop regional safety database
 - Begin analysis

Safety Related Activities and Efforts

1. Existing Safety Activities and Efforts
2. Recent Safety Activities and Efforts

- What safety activities has your organization undertaken?
 - Examples include:
 - Safety improvement projects
 - Plans or programs
 - Policies
- Are there other recent safety efforts or activities you are aware of in the Fresno region?

Interests and Concerns

1. Technical Team's Considerations

1. Safety concerns or observations
2. Safety Goals and Related Policies at Regional Level

- What safety concerns or observations would you like to share with the project team?
- Are there safety-related goals or policies you would like to see moved forward at the regional level?

Future Meetings

1. Upcoming SSC Meeting Topics
2. Decision Points
3. Meeting Dates

- **Meeting #1 [Today]:** Plan's Purpose, SSC Role, and Existing Safety Activities
- **Meeting #2:** Draft Existing Conditions Findings and Initial Safety Strategies
- **Meeting #3:** Draft Safety Strategies and Initial Safety Education Program
- **Meeting #4:** Draft Safety Education Program and Initial Funding Strategies
- **Meeting #5:** Draft Funding Strategies and Plan Format Discussion
- **Meeting #6:** Draft Plan and Feedback

Project Schedule

Task	2020		2021												2022		
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	
0 Project Management																	
1 Safety Steering Committee																	
2 Develop an Existing Condition Report																	
3 Identify Countermeasures and Implementation Strategies																	
4 Public Outreach																	
5 Transportation Safety Education Program																	
6 Funding for Implementation Strategies																	
7 Plan Document																	

LEGEND

- Consultant Team Activity
- Kickoff Meeting
- Biweekly Conference Call
- Steering Committee Meeting
- Draft Presentation Materials to TTC, PAC and Policy Board
- Final Presentation Materials to TTC, PAC and Policy Board
- Draft Deliverable
- Final Deliverable

Next Steps

- Action Items
 - Follow-ups on data requests
 - Send any additional safety concerns, observations, activities, or ideas for regional safety goals/policies
- Next Meeting Date
 - February or March 2021

REGIONAL TRANSPORTATION SAFETY IMPROVEMENT PLAN

Questions or Comments?

CONTACT:
ERIN FERGUSON –
EFERGUSON@KITTELSON.COM



Fresno Council
of Governments

March 25, 2021

Project# 25631

Meeting Location: Fresno COG Regional Safety Plan
Regional Safety Steering Committee Meeting #2
March 25, 2021 from 10:00 am to 11:30 am
Zoom Meeting
<https://us02web.zoom.us/j/84879034414>
Meeting ID: 848 7903 4414
One tap mobile
+16699009128,,84879034414# US (San Jose)

Topic: Regional Safety Steering Committee Meeting #2

Meeting Objectives:

1. Roll Call and Meeting Overview (5 minutes)
2. Relationship to the Recently Started Multijurisdictional Local Road Safety Plan (MLRSP) (5 minutes)
3. Existing Conditions Report Findings (35 minutes)
 - a. Overview of Findings
 - b. Group Discussion
 - i. How do the findings compare to your own experiences working and living in these communities?
 - ii. What are your thoughts on the areas of focus identified for the region?
4. Upcoming Work: Priority Locations and Identifying Countermeasures (40 minutes)
 - a. Approach to Identifying Priority Locations
 - i. Informed by past safety performance
 - ii. Integrating equity, as well – Group discussion regarding the options for how this is achieved
5. Next Steps & Adjourn (5 minutes)

REGIONAL
TRANSPORTATION SAFETY
IMPROVEMENT PLAN

Regional Safety Steering Committee

MEETING #2

MARCH 25, 2021



Fresno Council
of Governments

SSC Meeting #2

Meeting Agenda

- Self Introductions
- Relationship to Multijurisdictional Local Road Safety Plan
- Existing Conditions Report Findings
 - Overview of Findings
 - Discussion
- Upcoming Work
 - Identifying Priority Locations
 - Identifying Countermeasures
- Next Steps

Roll Call

- RSSC Members
 - Fresno Council of Governments
 - Fresno County
 - City of Fresno
 - City of Clovis
 - City of Kerman
 - City of Reedley
 - Caltrans
 - California Highway Patrol
 - City of Fresno Disability Advisory Commission
 - Fresno County Bicycle Coalition
 - West Hills College – Coalinga
 - Fresno County Rural Transit Agency

Relationship to MLRSP

Multijurisdictional Local Road Safety Plan (MLRSP)

- Create a local road safety plan (LRSP) for 10 jurisdictions
- Having an LRSP is required for local agencies to apply for HSIP Cycle 11 (April 2022)
- The MLRSP is going another level of detail to address cover local agency specific needs

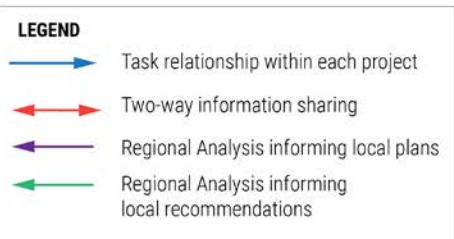
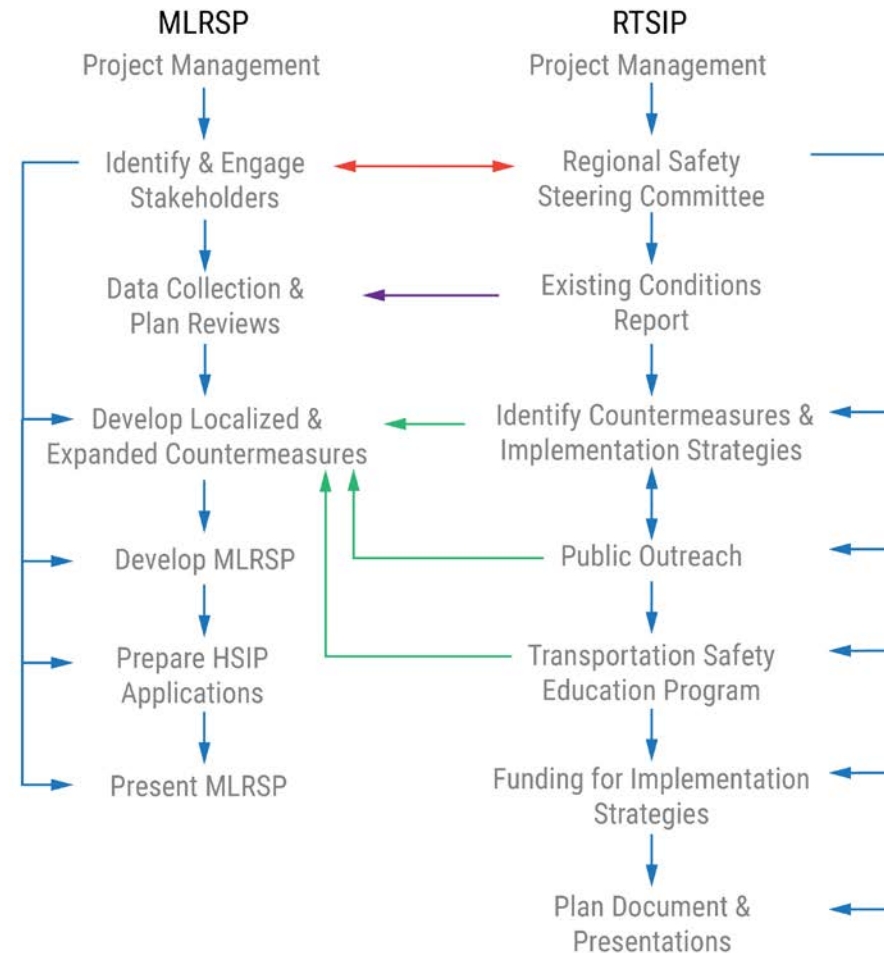
Relationship to MLRSP

Multijurisdictional Local Road Safety Plan (MLRSP)

- Jurisdictions involved in the MLRSP:
 - Unincorporated Fresno County
 - Coalinga
 - Clovis
 - Huron
 - Firebaugh
 - San Joaquin
 - Orange Cove
 - Kerman
 - Mendota
 - Selma

Relationship between MLRSP and RTSIP

Relationship to MLRSP



Existing Conditions Report Findings

1. Overview of Findings
2. Group Discussion

- Overview of Findings
 - Crash Data and Trends
 - Overview of Network Screening
- Discussion
 - How do the findings compare to your own experiences?
 - What are your thoughts on the areas of focus identified?

Regional Data Overview

- 39,054 reported collisions between 1/1/2015 and 12/31/2019
- 6% of reported collisions resulted in death or severe injury

Road Users Involved	Fatal (% of column)	Severe Injury (% of column)	Visible Injury (% of column)	Complaint of Pain (% of column)	Property Damage Only (% of column)	Total (% of column)
Pedestrian Involved	138 (23%)	195 (14%)	388 (9%)	350 (4%)	142 (1%)	1,213 (3%)
Bicycle Involved	31 (5%)	78 (6%)	290 (7%)	299 (4%)	148 (1%)	846 (2%)
Vehicle Only or Vehicle-Fixed Object	424 (72%)	1,150 (81%)	3,699(84%)	8,039 (93%)	23,748 (99%)	39,107 (95%)
Reported Collisions (% of total)	592 (2%)	1,412 (4%)	4,358 (11%)	8,666 (22%)	24,026 (62%)	39,054 (100%)

Jurisdiction Data Overview (Clovis – Kingsburg)

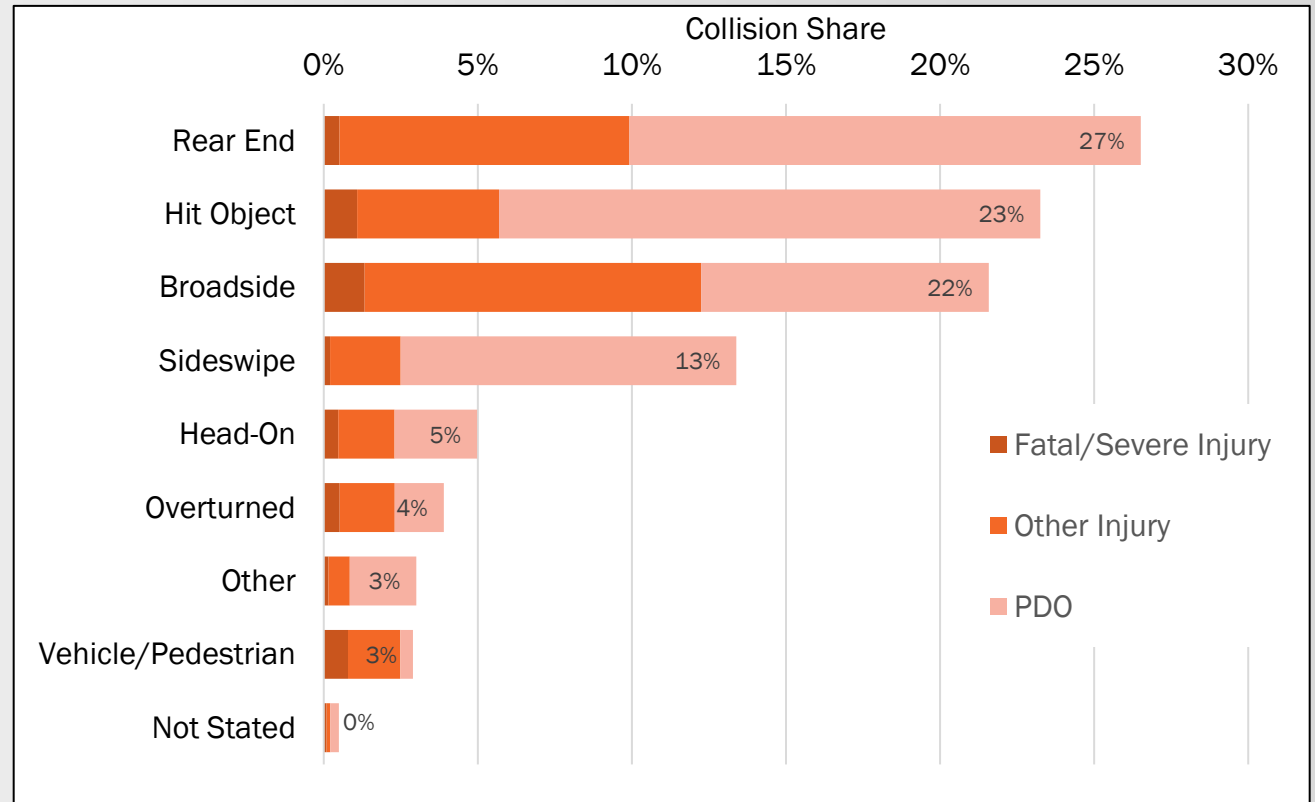
Jurisdiction	Severity Level	Number of Reported collisions	Pedestrian Share of Collisions	Bicycle Share of Collisions	Motorcycle share	Vehicle Only or Vehicle-Fixed Object
Clovis	All Severities	3,507	3%	3%	3%	91%
	Fatal/Severe Injury	56	27%	9%	21%	45%
Coalinga	All Severities	378	4%	1%	2%	93%
	Fatal/Severe Injury	9	22%	0%	11%	67%
Firebaugh	All Severities	130	5%	1%	0%	94%
	Fatal/Severe Injury	6	50%	0%	0%	50%
Fowler	All Severities	368	1%	1%	1%	97%
	Fatal/Severe Injury	11	9%	9%	9%	73%
Fresno	All Severities	12,982	6%	4%	2%	88%
	Fatal/Severe Injury	599	36%	10%	8%	48%
Huron	All Severities	18	11%	0%	0%	89%
	Fatal/Severe Injury	1	0%	0%	0%	100%
Kerman	All Severities	200	6%	2%	1%	92%
	Fatal/Severe Injury	5	40%	0%	0%	60%
Kingsburg	All Severities	270	5%	1%	0%	94%
	Fatal/Severe Injury	7	14%	0%	0%	86%
Countywide	All Severities	39,053	3%	2%	2%	92%
	Fatal/Severe Injury	2,004	17%	5%	13%	65%

Jurisdiction Data Overview (Orange Cove – Unincorporated County)

Jurisdiction	Severity Level	Number of Reported collisions	Pedestrian Share of Collisions	Bicycle Share of Collisions	Motorcycle share	Vehicle Only or Vehicle-Fixed Object
Orange Cove	All Severities	3	0%	0%	0%	100%
	Fatal/Severe Injury	2	0%	0%	0%	100%
Parlier	All Severities	196	9%	1%	1%	90%
	Fatal/Severe Injury	6	50%	0%	0%	50%
Reedley	All Severities	921	3%	3%	1%	93%
	Fatal/Severe Injury	9	22%	33%	0%	44%
San Joaquin	All Severities	2	0%	0%	0%	100%
	Fatal/Severe Injury	-	-	-	-	-
Sanger	All Severities	787	3%	4%	2%	92%
	Fatal/Severe Injury	17	24%	12%	6%	59%
Selma	All Severities	629	5%	5%	1%	90%
	Fatal/Severe Injury	21	29%	19%	0%	52%
Unincorporated	All Severities	18,314	1%	1%	3%	96%
	Fatal/Severe Injury	1,249	6%	3%	15%	76%
Countywide	All Severities	39,053	3%	2%	2%	92%
	Fatal/Severe Injury	2,004	17%	5%	13%	65%

Collisions by Crash Type

- Top 3 collision types overall – 71% of collisions
 - Rear-end – 26%
 - Hit Object – 23%
 - Broadside – 22%
- Top 3 collision types resulting in fatal and severe collisions
 - Broadside – 26%
 - Hit Object – 21%
 - Vehicle-Pedestrian – 15%

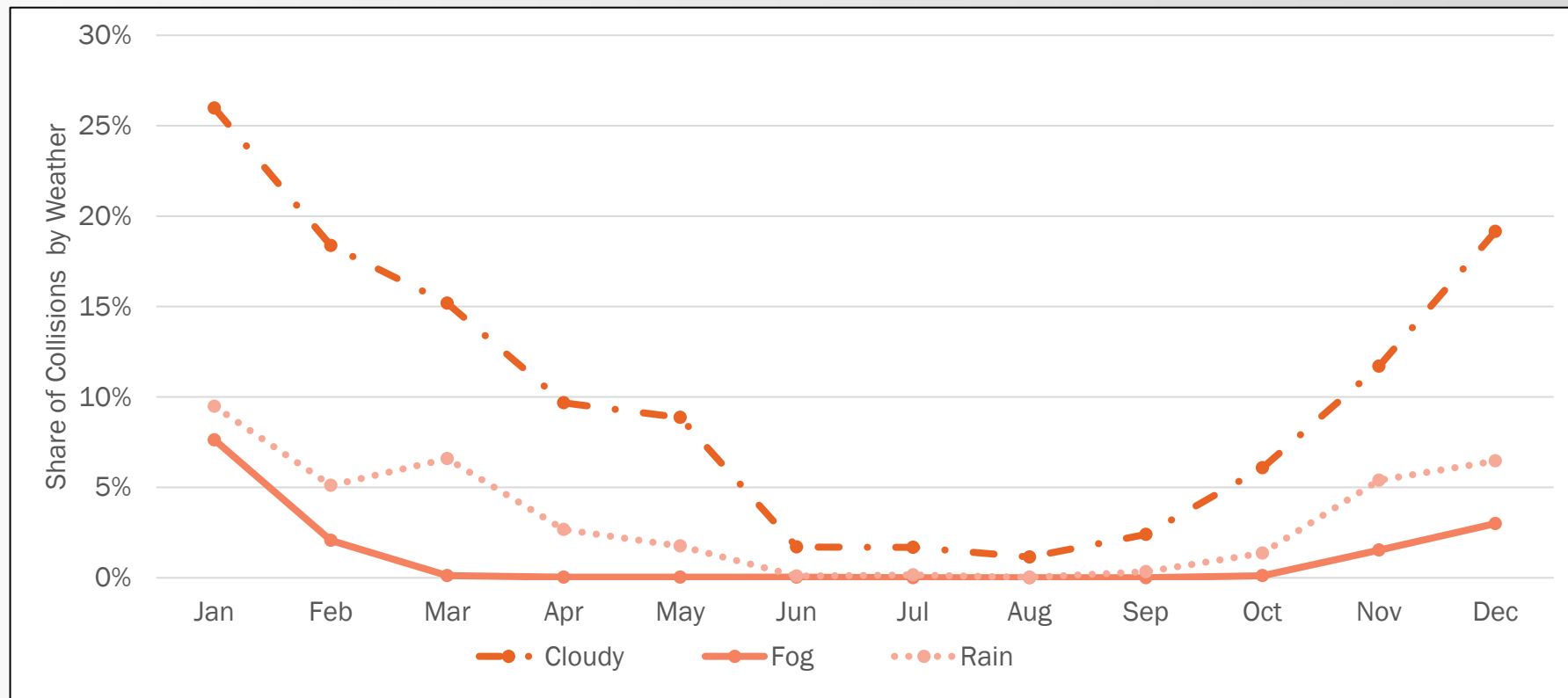


Collisions by Primary Collision Factor

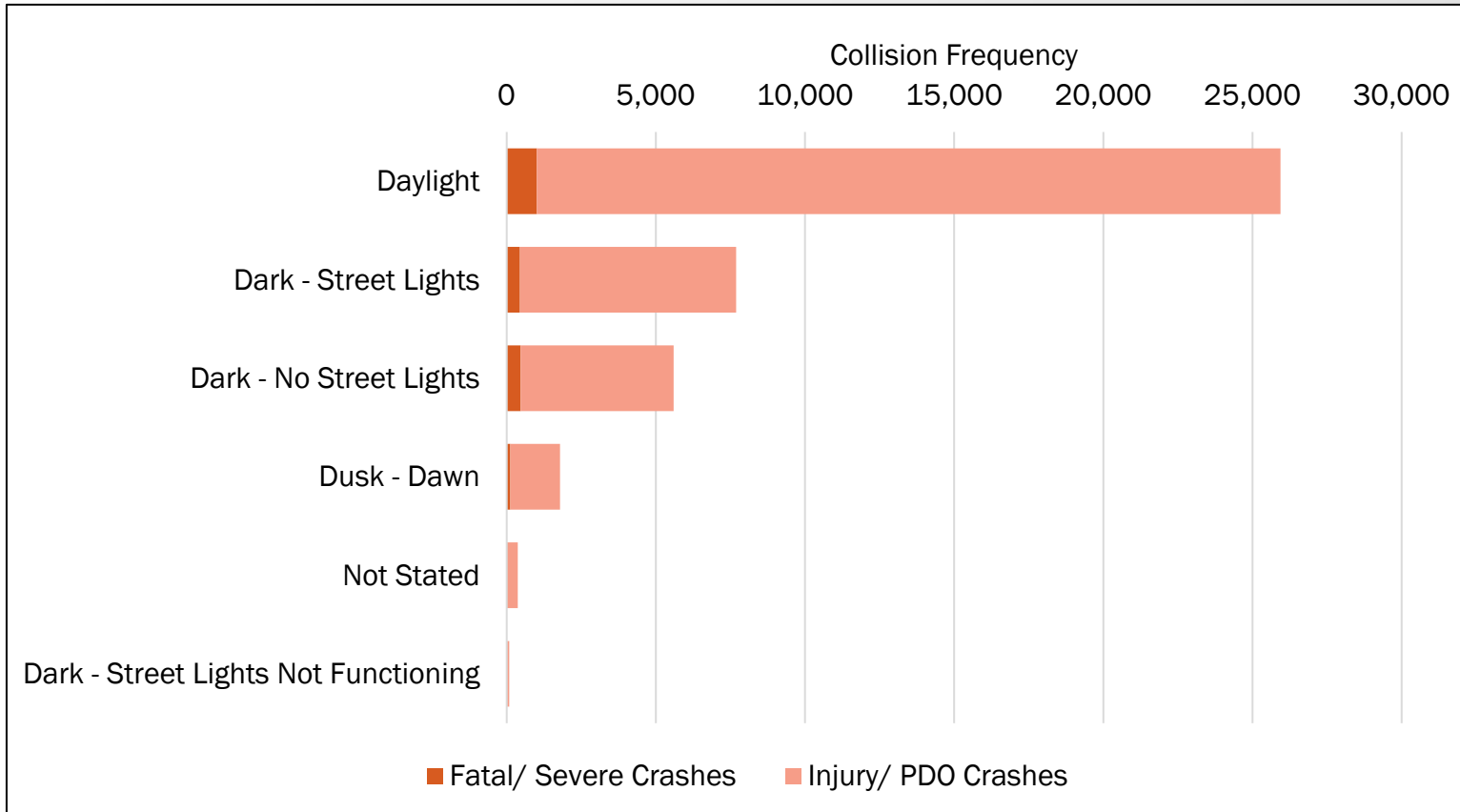
- Top 3 Collision Factors Overall
 - Unsafe Speeding – 24%
 - Improper Turning – 21%
 - Automobile Right of Way – 14%
- Top 3 Collision Factors for Fatal and Severe Collisions
 - Improper turning – 23%
 - Unsafe speed – 23%
 - Automobile Right of Way – 14%

Collisions by Weather

- Collisions reported in fog, cloudy, or rainy conditions increased from October to March



Collisions by Lighting



- 32% of collisions occurred in the dark
 - 44% of fatal and severe collisions occurred in the dark
- 318 fatal collisions occurred in the dark
 - 168 of fatal collisions occurred where there were no streetlights

Pedestrian Collisions

- 1,123 reported pedestrian collisions
 - 11% resulted in death or severe injury
- 40% of fatal and severe injury collisions occurred when pedestrian was not in crosswalk
- 113 (82%) reported fatal pedestrian collisions occurred in the dark
 - 45 (39%) collisions occurred where there was no streetlights

Bicycle Collisions

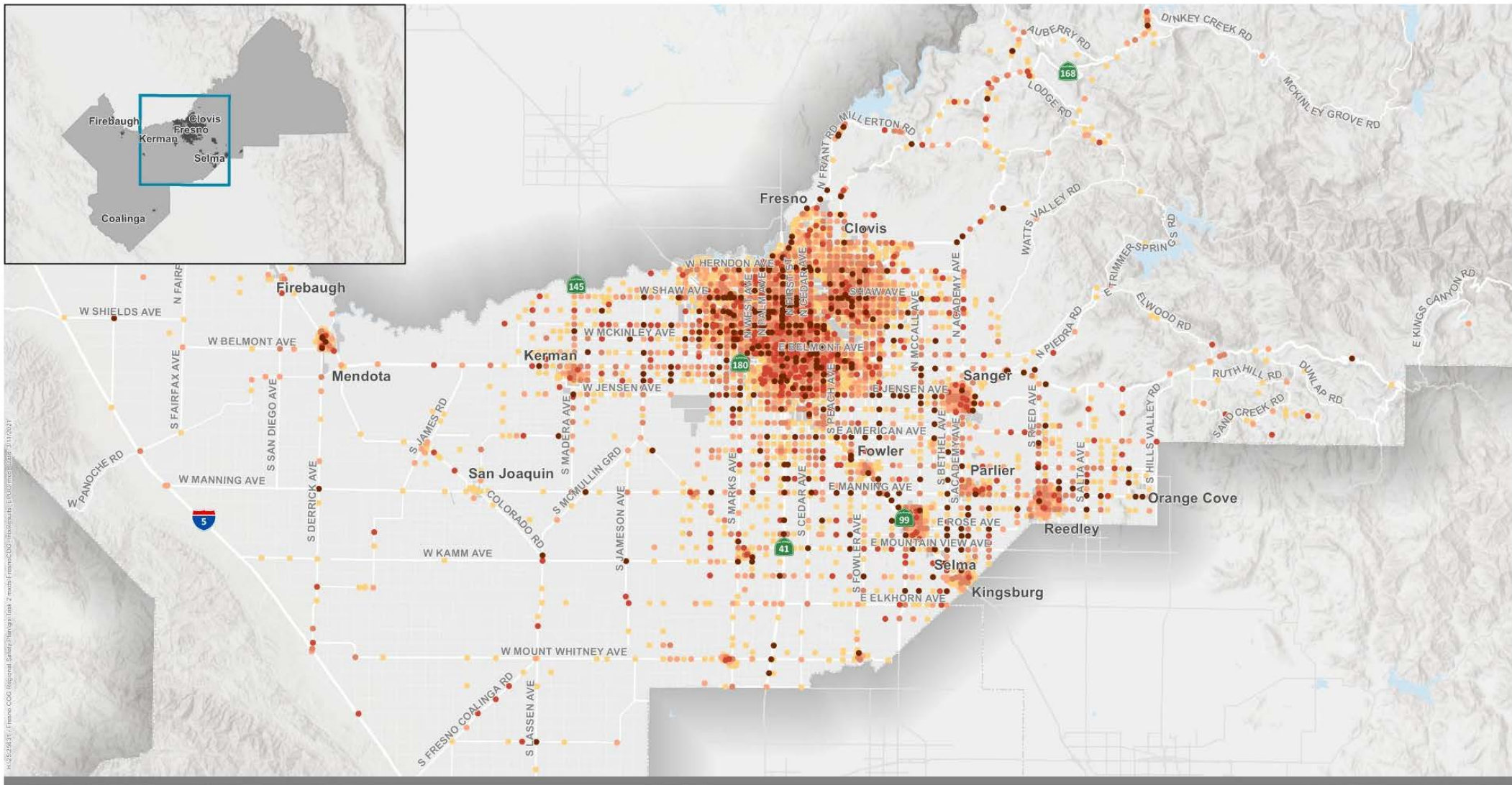
- 846 reported bicycle collisions
 - 4% resulted in death or severe injury
- Top reported collision type among bicyclist collisions was broadside collisions (36%)
- Top reported PCF among bicyclist collisions was wrong side of road driving/riding (21%)
 - Data does not indicate whether drivers or bicyclists were on the wrong side of the road

Network Screening

- Developed a regional roadway network consisting of:
 - Linearly referenced roadways
 - Intersection nodes (with traffic control)
- Evaluated safety performance for the entire roadway regional roadway network using two metrics:
 - Equivalent Property Damage Only Score – measures crash frequency and severity
 - Excess Predicted Average Crash Frequency Using Method of Moments – evaluates crash frequency based on average crash frequency for similar sites
- Locations grouped based on functional classification, urban/rural status, and traffic control.

Network Screening

- Excess Predicted Average Crash Frequency is calculated as a binary (above or below average)
- EPDO Scores Ranges:
 - Intersections: 0 (no crashes) – 201.09 (approximately one fatal crash per year)
 - Roadway Segments: 0 (no crashes) – 191.03 (approximately one fatal crash per year)



- Collision Severity Scores**
- 95-100th Percentile
 - 75-90th Percentile
 - 50-75th Percentile
 - 90-95th Percentile
 - 0-50th Percentile
- City Limits
 - County Boundary

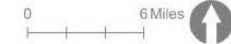
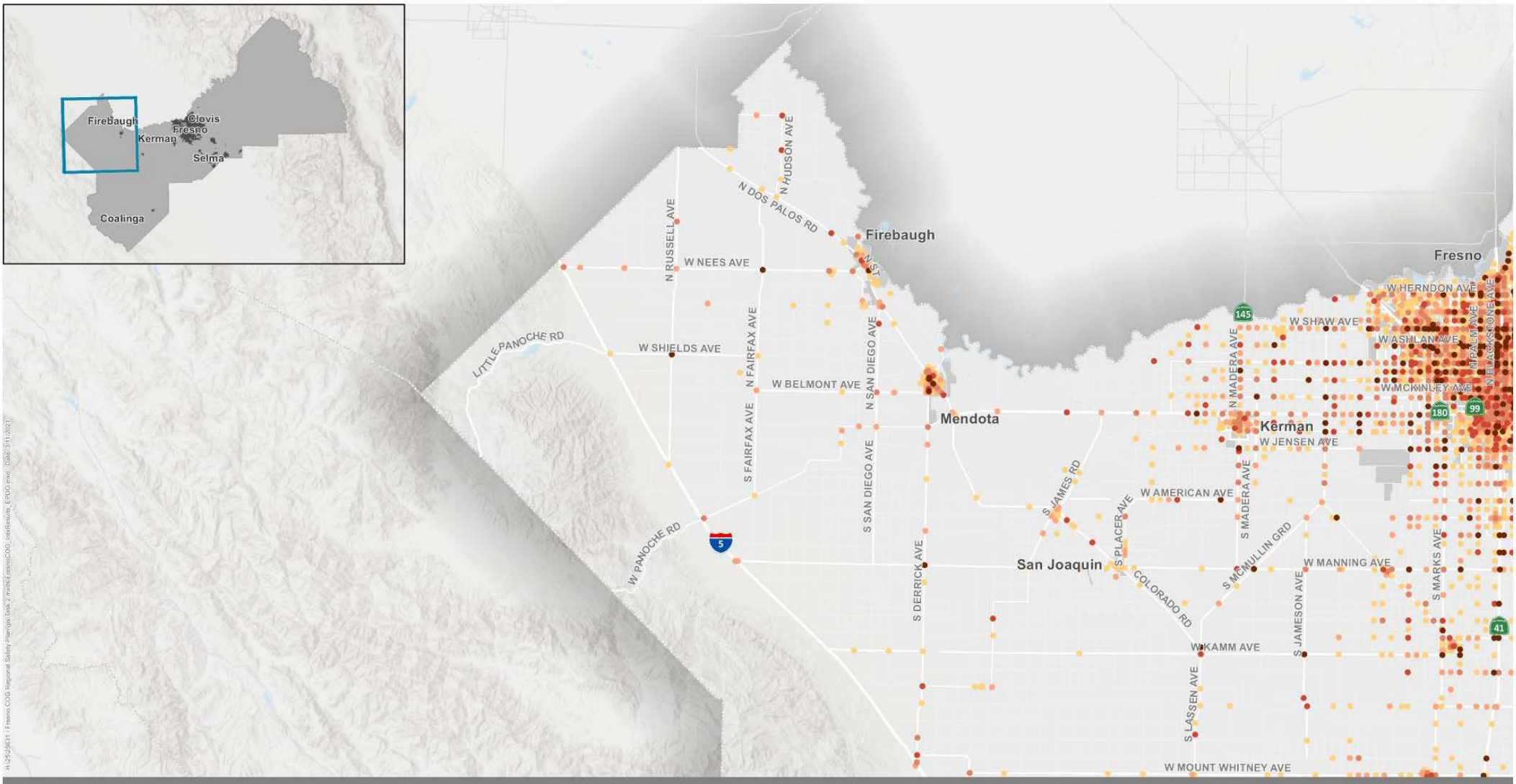


Figure 15.6

**Intersection Collision Severity Scores
Regional Results
Fresno Council of Governments**





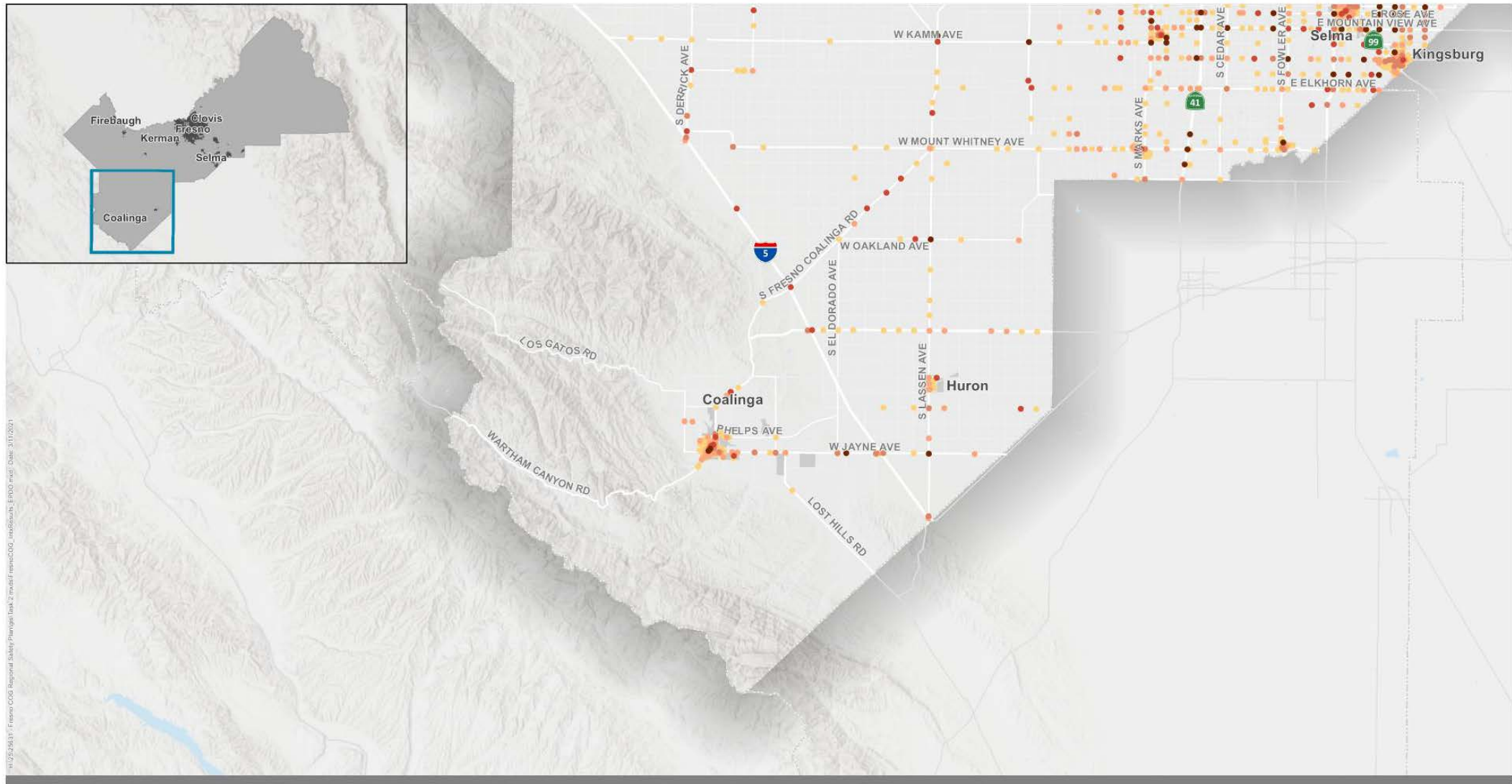
- Collision Severity Scores**
- 95-100th Percentile
 - 75-90th Percentile
 - 50-75th Percentile
 - 0-50th Percentile
- City Limits
 County Boundary



Figure 15.7

**Intersection Collision Severity Scores
Regional Results
Fresno Council of Governments**





Collision Severity Scores

- 95-100th Percentile
- 90-95th Percentile
- 75-90th Percentile
- 50-75th Percentile
- 0-50th Percentile
- City Limits
- County Boundary



Figure 15.4

**Intersection Collision Severity Scores
Regional Results
Fresno Council of Governments**



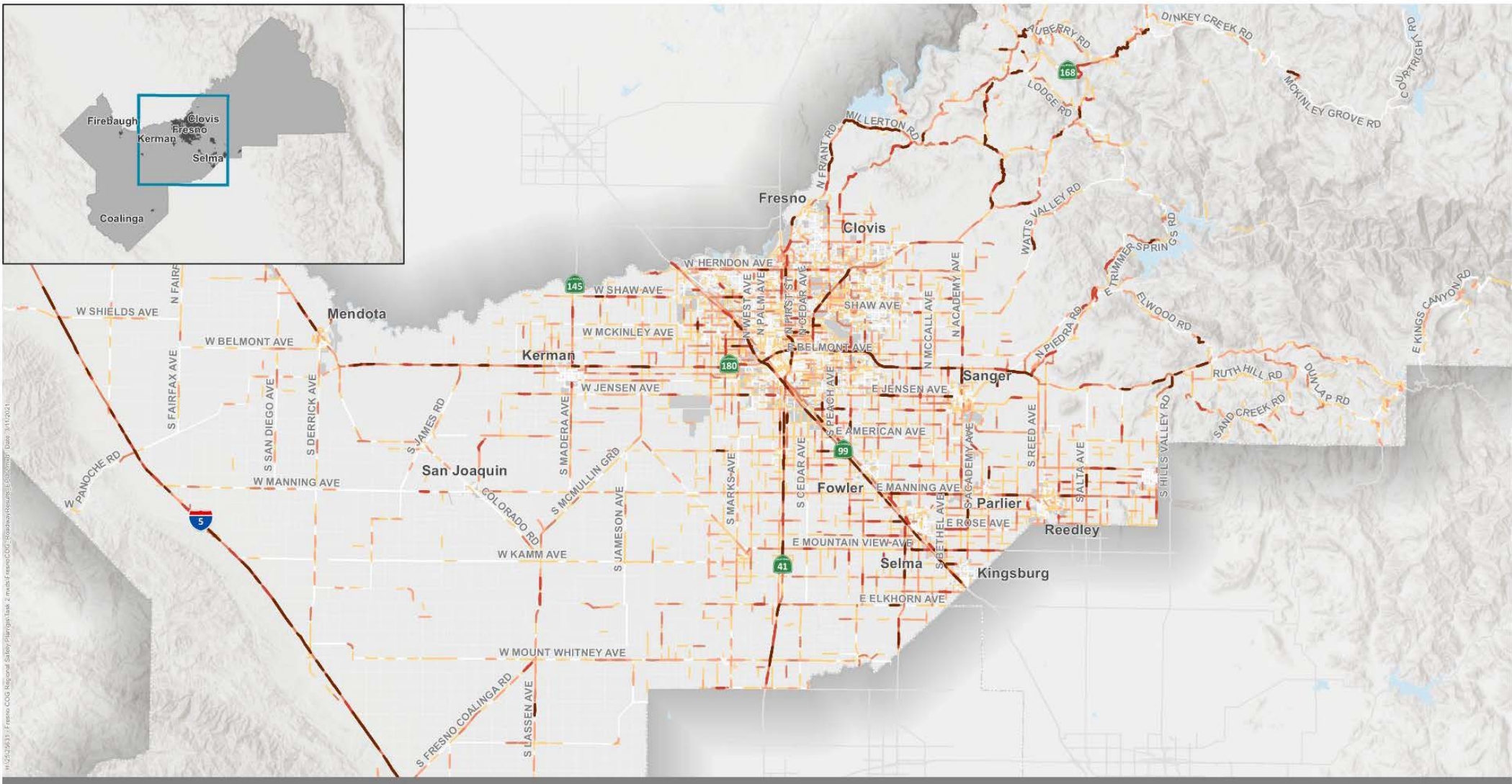


Figure 17.6

**Roadway Collision Severity Scores
Regional Results
Fresno Council of Governments**





Collision Severity Scores

- 75-90th Percentile
- 95-100th Percentile
- 90-95th Percentile
- 50-75th Percentile
- 0-50th Percentile

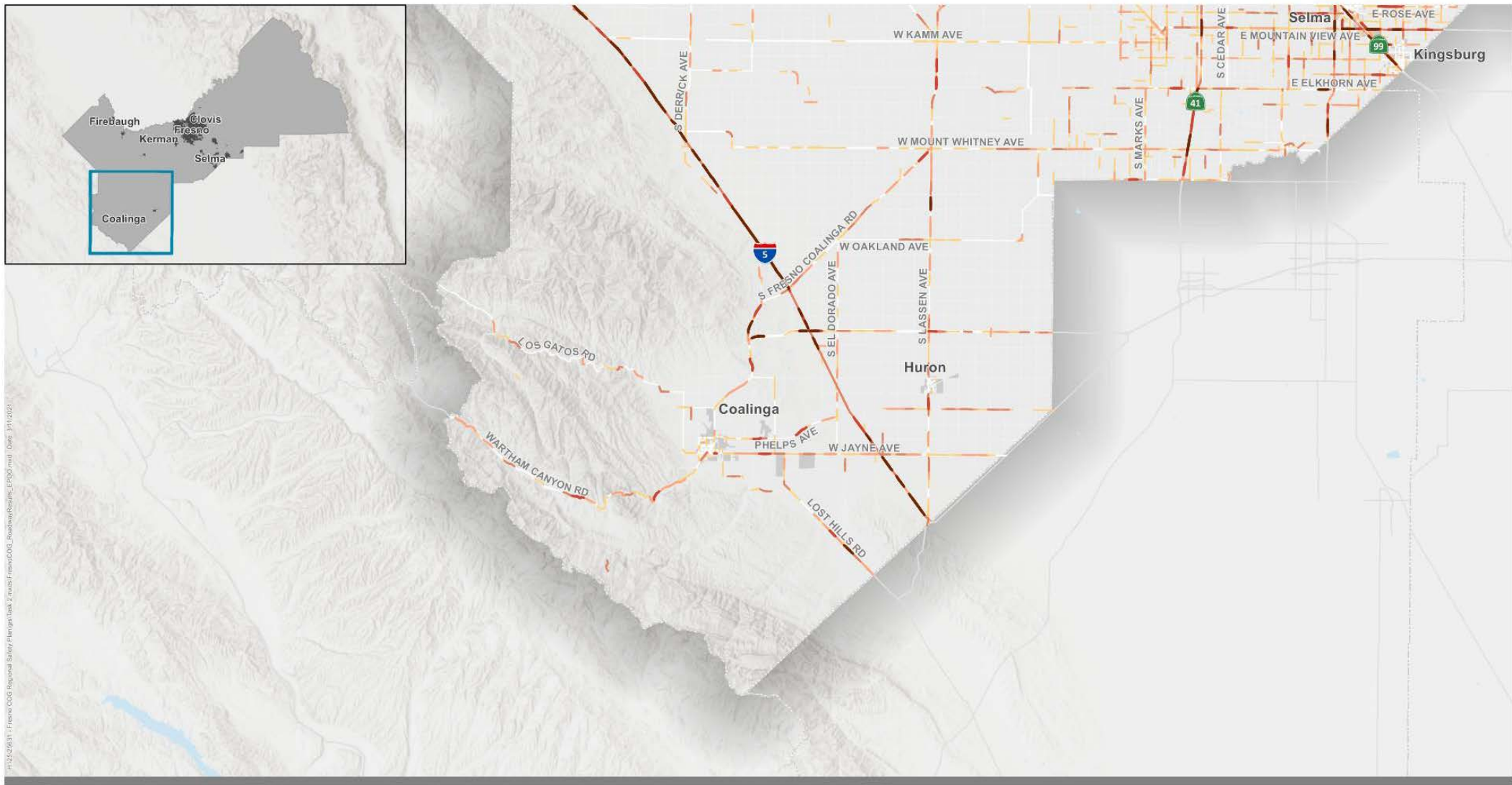
City Limits
 County Boundary



Figure 17.7

**Roadway Collision Severity Scores
Regional Results
Fresno Council of Governments**





#13536811 Fresno COG Regional Safety Planning Task - Fresno/FresnoCOG_Schedule/Coalinga_EPD0.mxd Date: 1/11/2021

Collision Severity Scores
 — 95-100th Percentile — 75-90th Percentile — 50-75th Percentile — 0-50th Percentile
 — 90-95th Percentile — 0-50th Percentile

City Limits
 County Boundary



Figure 17.4

**Roadway Collision Severity Scores
 Regional Results
 Fresno Council of Governments**



Crash Severity Scores – Highest Scoring

- Highest 10 Intersections:

- Lac Jac Ave & Dinuba Ave
- Frankwood Ave & Central Ave
- Academy Ave & Adams Ave
- Bethel Ave & Dinuba Ave
- Auberry Rd & Frazier Rd
- Kearney Blvd & Cornelia Ave & Madison Ave
- Clovis Ave & Mountain View Ave
- Bethel Ave & Rose Ave
- Clovis Ave & Nebraska Ave
- Marks Ave & Jensen Ave

- All of the Top Ten are rural unsignalized intersections in the unincorporated county.
- Note: these will not necessarily become the 20 priority locations identified for safety project opportunities but serves as a starting point.

- Highest 10 Urban/Signal Intersections:

- Sierra Ave & Blackstone Ave - Fresno
- Blackstone Ave & Garland Ave - Fresno
- Temperance Ave & Jensen Ave – County (Rural)
- Cedar Ave & Fountain Way - Fresno
- Palm Ave & Ashlan Ave – County (Urban)
- Shields Ave & Chestnut Ave – Fresno/County
- McCall Ave & Kings Canyon Rd - County
- Palm Ave & Belmont Ave - Fresno
- Olive Ave & Maple Ave - Fresno
- Gettysburg Ave & First St – County

Crash Severity Scores – Highest Scoring

- Highest 5 Intersections - Clovis:

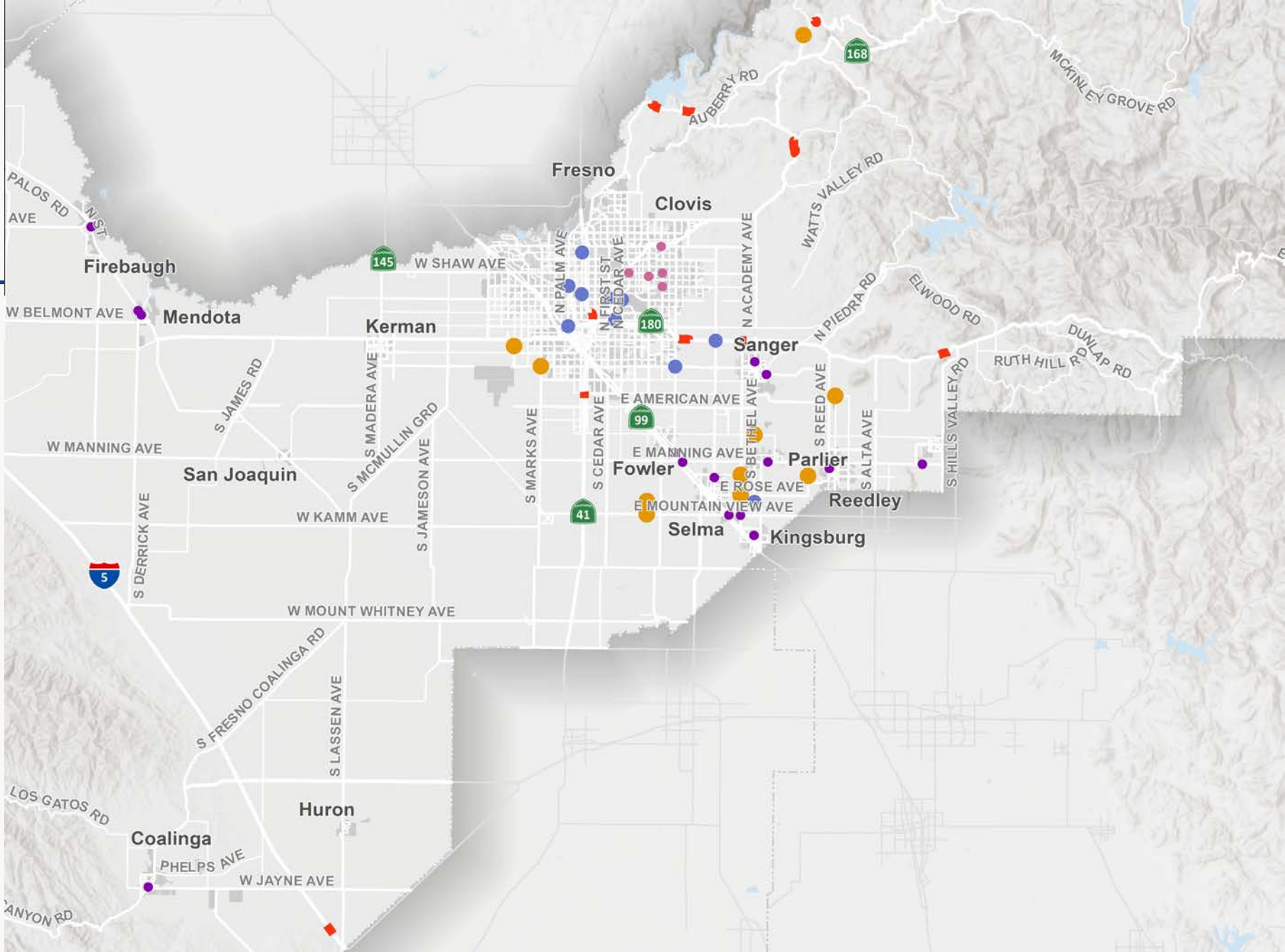
- Fowler Ave & Shaw Ave
- Herndon Ave & Fowler Ave
- Willow Ave & Shaw Ave
- Ashlan Ave & Fowler Ave
- Clovis Ave & Santa Ana Ave

- Highest 15 Intersections – Other Jurisdictions

- McCall Ave & Goldridge St - Selma
- Temperance Ave & Golden State Blvd - Fowler
- Bethel Ave & Mountain View Ave - Kingsburg
- Academy Ave & Church Ave - Sanger
- Golden State Blvd & Mountain View Ave - Selma
- Monson Ave & Manning Ave – Orange Cove
- San Antonio Dr & Golden State Blvd - Fowler
- Fifth St & Oller St – Mendota
- Academy Ave & Stroud Ave - Kingsburg
- Elm Ave & Seventh Ave - Coalinga
- Eighth St & I St - Reedley
- Newmark Ave & Annadale Ave - Sanger
- Manning Ave & Madsen Ave - Parlier
- Derrick Ave & Naples St - Mendota
- N St & Saipan Ave - Firebaugh

Crash Severity Scores – Highest Scoring

- Highest 10 Segments:
 - State Route 180: Temperance Ave to De Wolf Ave
 - Interstate 5: Jayne Ave to Lassen Ave (SR 269)
 - Millerton Rd: Winchell Cove Rd to Sky Harbour Rd
 - Auberry Rd: Powerhouse Rd to Mountain Ranch Rd
 - State Route 180: Bethel Ave to Academy Ave
 - State Route 180: Cove Ave to Hills Valley Rd (SR 63)
 - Millerton Rd: Road 206 to Millerton Lake Entrance Rd
 - State Route 41: State Route 180 to McKinley Ave
 - State Route 41: North Ave to American Ave
 - State Route 168: Tool house Road to Sample Rd
- All of the Top Ten are rural unsignalized intersections in the unincorporated county.
- Note: these will not necessarily become the 20 priority locations identified for safety project opportunities but serves as a starting point.



Upcoming Work

1. Priority Locations
2. Identifying Countermeasures

- Priority Locations
 - Informed by past safety performance
 - Integrating Equity:
 - How do we want to define equity?
 - What are our options to achieve equity in our recommendations?
- Identifying Countermeasures
 - Identifying systemic treatments
 - Connecting systemic treatments to the priority locations

Upcoming Work

1. Priority Locations

- Locations will be prioritized by crash severity scores and equity considerations
- Consistent with typical funding sources, the EPDO Score will be used for evaluating crash history
- There are several ways we can measure equity...

Upcoming Work

1. Priority Locations

- Transportation Disadvantaged Index:
 - Calculated index value based on Census data
 - Intentionally double-counting
 - Factors considered:
 - Elderly + Youth populations
 - Minority status
 - Low-income
 - Limited English proficiency
 - No access to a vehicle
 - People with a disability
- Federal Environmental Justice Populations:
 - Minority
 - Low-Income
- CalEPA CalEnviroScreen 3.0 (or similar indices)

Upcoming Work

1. Priority Locations

- Fresno COG Environmental Justice “Vulnerable Communities” criteria:
 - Elderly
 - No vehicle availability
 - Single parent household
 - Housing cost burden (>30% household income)
 - Educational attainment (>25 years old without a high school diploma)
 - Linguistic isolation
 - Persons with disabilities
- What communities or individuals seem to be inadvertently missed?
- What are the most important sociodemographic factors to consider?
- How should we weight equity vs. crash history?
- How important is geographic equity?

Upcoming Work

2. Identifying Countermeasures

- Identify Systemic Treatments
 - Most effective at addressing the recurring crash trends and contributing factors identified in the existing conditions report
 - Organized and presented to address considerations related to implementation, such as:
 - Where it is most effective?
 - Types of road users that benefit the most
 - Potential trade offs to consider in implementation
 - Planning level cost estimates
 - Degree of effectiveness in reducing crashes

Upcoming Work

2. Identifying Countermeasures

- Connecting systemic treatments to priority locations
 - Identify how the treatments can be applied to improve roadway safety at the priority locations
 - Also, identify additional recommendations that may be unique to those priority locations to further enhance roadway safety
 - Serve as an example of how the systemic treatments can be applied to locations across the region

Next Steps

- Action Items
 - Select 20 priority locations across the region for safety project opportunities
 - Identify strategies to address recurring collision trends and patterns
 - Updates on MLRSP
- Next SSC Meeting – end of April/early May 2021
 - Discuss draft 20 priority locations
 - Review draft systemic treatments and strategies
 - Discuss safety education program

REGIONAL TRANSPORTATION SAFETY IMPROVEMENT PLAN

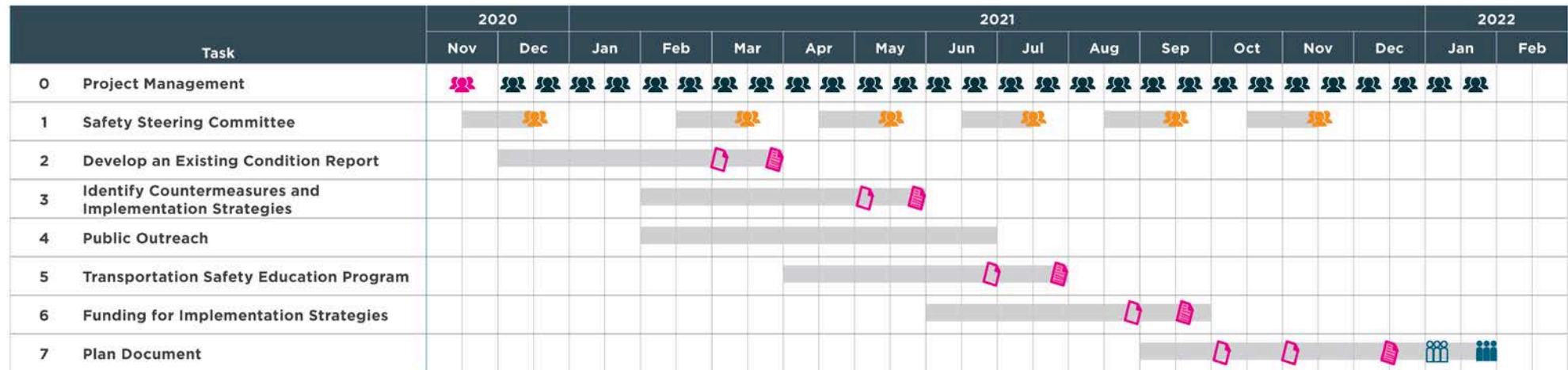
Questions or Comments?

CONTACT:
ERIN FERGUSON –
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Fresno Council
of Governments

Project Schedule



LEGEND

- Consultant Team Activity
- Kickoff Meeting
- Biweekly Conference Call
- Steering Committee Meeting
- Draft Presentation Materials to TTC, PAC and Policy Board
- Final Presentation Materials to TTC, PAC and Policy Board
- Draft Deliverable
- Final Deliverable

May 4, 2021

Project# 25631

Meeting Location: Fresno COG Regional Safety Plan
Regional Safety Steering Committee Meeting #3
May 20, 2021 from 1:00 pm to 2:30 pm
Join Zoom Meeting
<https://us02web.zoom.us/j/83850631604?pwd=UzB1ZExaMmlQUVJsdIcrMU pZOFN6Zz09>
Meeting ID: 838 5063 1604
Passcode: 287723
One tap mobile
+16699009128,,83850631604#,,,,*287723# US (San Jose)

Topic: Regional Safety Steering Committee Meeting #3

Meeting Objectives:

1. Roll Call and Meeting Overview (5 minutes)
2. Priority Locations Integrating Equity (50 minutes)
 - a. Motivation for Integrating Equity
 - b. Approach to Integrate Equity and Different Scenarios Analyzed
 - c. Results of Different Scenarios
 - d. Recommended 20 locations for safety concepts
3. Draft Countermeasures (20 minutes)
 - a. Approach to Identifying Priority Locations
 - i. Informed by past safety performance
 - ii. Integrating equity, as well – Group discussion regarding the options for how this is achieved
4. Upcoming Work (10 minutes)
 - a. Safety concepts for 20 locations
 - b. Transportation Safety Education Program
5. Next Steps & Adjourn (5 minutes)

REGIONAL
TRANSPORTATION SAFETY
IMPROVEMENT PLAN

Regional Safety Steering Committee

MEETING #3

MAY 20, 2021



Fresno Council
of Governments

SSC Meeting #3

Meeting Agenda

- Roll Call & Meeting Overview
- Priority Locations Integrating Equity
 - Motivation and Approach
 - Results of Equity Scenarios
 - Recommendations for 20 locations
- Draft Countermeasures
- Upcoming Work
 - Safety Concepts for 20 locations
 - Transportation Safety Education Program
- Next Steps

Roll Call

- RSSC Members
 - Fresno Council of Governments
 - Fresno County
 - City of Fresno
 - City of Clovis
 - City of Kerman
 - City of Reedley
 - Caltrans
 - California Highway Patrol
 - City of Fresno Disability Advisory Commission
 - Fresno County Bicycle Coalition
 - West Hills College – Coalinga
 - Fresno County Rural Transit Agency

Priority Locations

- Overview of Approach
 - Focus on top 1% of locations based on crash severity and frequency
 - Integrate social equity
 - Geographic equity by local jurisdiction is not automatically integrated into this approach
Limited number of jurisdictions with locations in the top 1% based on crash severity and frequency

Highest Ranked by Crash Severity for Each Jurisdiction

Local Jurisdiction	Highest Ranked Location	Regional Rank	Collision Severity Score	Total Number of Crashes
Fresno County	Lac Jac Avenue & Dinuba Avenue	1	201.09	15
Fresno	Sierra Avenue & Blackstone Avenue	16	121.69	40
Clovis	Clovis Trfy & Santa Ana Avenue	39	90.35	28
Selma	McCall Avenue & Goldridge Street	95	77.51	4
Fowler	Temperance Avenue & Golden State Boulevard	97	77.29	8
Kingsburg	Bethel Avenue & Mountain View Avenue	129	67.51	21
Sanger	Academy Avenue & Church Avenue	193	49.10	17
Orange Cove	Monson Avenue & Manning Avenue	219	45.68	5
Mendota	Fifth Street & Oller Street	221	45.56	9
Coalinga	Elm Avenue & Seventh Avenue	251	44.02	11
Reedley	Eighth Street & I Street	254	44.00	16
Parlier	Manning Avenue & Madsen Avenue	274	43.31	7
Firebaugh	N Street & Saipan Avenue	276	43.12	7
Huron	Palmer Avenue & Giffin Avenue	636	38.05	1
Kerman	First Street & C Street	636	38.05	1
San Joaquin	Elm Avenue & Placer Avenue	1,985	2.74	4

Priority Locations Integrating Equity

1. Motivation for Integrating Equity
2. Approach to Integrate Equity and Different Scenarios Analyzed
3. Sample Results of Different Scenarios
4. Recommended 20 locations for safety concepts

Motivation for Integrating Equity

- Respond to disproportionate risk faced by some residents
 - Vulnerable populations (e.g., elderly, disabled populations)
 - Historical disinvestment in transportation
- Inform funding opportunities for improvements

Priority Locations Integrating Equity

1. Motivation for Integrating Equity
2. **Approach to Integrate Equity and Different Scenarios Analyzed**
3. Sample Results of Different Scenarios
4. Recommended 20 locations for safety concepts

Approach to Integrate Equity

- Safety Project Prioritization:
 - Developed four prioritization scenarios
 - Incorporate crash history and social equity
 - Use scenarios for project development
- Prioritization Inputs
 - Crash History
 - Number and severity of crashes
 - More severe crashes are given greater weight
 - Social Equity Index
 - Concentration of people with characteristics of an environmental justice or vulnerable community
 - No value given for grade-separated highways

Priority Locations Integrating Equity

1. Motivation for Integrating Equity
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Social Equity Index

- FCOG Social Equity Indicators Identified in 2018 Regional Transportation Plan
 - Black or African American, Hispanic or Latino, American Indian or Alaska Native, Asian, or Native Hawaiian or Other Pacific Islander
 - Low Income
 - Housing Cost Burdened
 - Single-Parent households
 - Elderly
 - Less than a high school education
 - Linguistic isolation
 - Populations with a disability

Priority Locations Integrating Equity

1. Motivation for Integrating Equity
2. **Approach to Integrate Equity and Different Scenarios Analyzed**
3. Sample Results of Different Scenarios
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Different Scenarios Analyzed

- **Scenario 1: Crash History Score**
 - Order sites based on crash history score
- **Scenario 2: Crash History with Social Equity Sorting**
 - Select top sites by crash history score
 - Order sites by social equity score
- **Scenario 3: Equity Focused**
 - Select only sites in 75th percentile social equity score
 - Order by crash history score
- **Scenario 4: Composite Crash History and Social Equity Score**
 - Select top sites by crash history score
 - Score based on 50% crash history Score and 50% social equity score

Priority Locations Integrating Equity

1. Motivation for Integrating Equity
2. **Approach to Integrate Equity and Different Scenarios Analyzed**
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Notes

- Grade-separated highways are not scored for social equity
- Scenario 3 includes sites that are outside of the top crash history score locations

Priority Locations Integrating Equity

1. Motivation for Integrating Equity
2. Approach to Integrate Equity and Different Scenarios Analyzed
3. **Sample Results of Different Scenarios**
4. Recommended 20 locations for safety concepts

Sample Results

Intersections

Location	Scenario 1	Scenario 2	Scenario 3	Scenario 4
Lac Jac Ave & Dinuba Ave Unincorporated County	1	54	NA	3
Frankwood Ave & Central Ave Unincorporated County	2	63	NA	20
Academy Ave & Adams Ave Unincorporated County	3	22	NA	5
Bethel Ave & Dinuba Ave Unincorporated County	4	7	1	1
Auberry Rd & Frazier Rd Unincorporated County	5	73	NA	43
Kearney Blvd & Cornelia Ave & Madison Ave Unincorporated County	6	19	NA	8

Priority Locations Integrating Equity

1. Motivation for Integrating Equity
2. Approach to Integrate Equity and Different Scenarios Analyzed
3. **Sample Results of Different Scenarios**
4. Recommended 20 locations for safety concepts

Sample Results

Intersections

Location	Scenario 1	Scenario 2	Scenario 3	Scenario 4
Cedar Ave & Fountain Way Fresno	20	3	2	4
Hill Ave & South Ave Unincorporated County	21	4	3	6
Olive Ave & Maple Ave Fresno	26	1	4	2
Crawford Ave & Manning Ave Unincorporated County	31	4	5	7
Mendocino Ave and Dinuba Ave Unincorporated County	37	7	6	10

Priority Locations Integrating Equity

1. Motivation for Integrating Equity
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3. **Sample Results of Different Scenarios**
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Sample Results

Roadway Segments

Location	Scenario 1	Scenario 2	Scenario 3	Scenario 4
SR-180 Temperance to De Wolf	1	NA	NA	NA
I-5 N. of Lassen to S. of Jayne	2	NA	NA	NA
Millerton Rd W. of Marina to Sky Harbor	3	14	NA	10
Auberry Rd E. of Powerhouse Rd to W. of Old Auberry Rd	4	20	NA	16
Kings Canyon Rd W. of Bethel Ave to E. of Bethel Ave	5	NA	NA	43
Kings Canyon Rd W. Of Hills Valley Rd to Hills Valley Rd	6	13	NA	8

Priority Locations Integrating Equity

1. Motivation for Integrating Equity
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Sample Results

Roadway Segments

Location	Scenario 1	Scenario 2	Scenario 3	Scenario 4
Newmark Ave American Ave - South of Goodfellow Ave	25	6	NA	6
SR 41 Clayton Ave - South of Adams Ave	26	8	NA	8
Clinton Ave Millbrook Ave - Cedar Ave	27	2	NA	3
Whitesbridge Ave James Rd - Yuba Ave	28	7	1	7
Dos Palos Rd North of Lozano St - South of SHaw Ave	29	1	NA	1
Golden State Blvd Chestnut Ave - Maple Ave	30	3	NA	5

Priority Locations Integrating Equity

1. Motivation for Integrating Equity
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Top 20 Locations

Intersections

Location	Scenario 1	Scenario 2	Scenario 3	Scenario 4
Lac Jac Ave & Dinuba Ave Fresno County	1	54	NA	3
Frankwood Ave & Central Ave Fresno County	2	63	NA	20
Bethel Ave & Dinuba Ave Fresno County	4	7	1	1
Auberry Rd & Frazier Rd Fresno County	5	73	NA	43
Kearney Blvd & Cornelia Ave & Madison Ave Fresno County	6	19	NA	8
Clovis Ave & Mountain View Ave Fresno County	7	41	NA	15
Bethel Ave & Rose Ave Fresno County	8	29	NA	9
Clovis Ave & Nebraska Ave Fresno County	9	41	NA	22

Priority Locations Integrating Equity

1. Motivation for Integrating Equity
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Top 20 Locations

Intersections

Location	Scenario 1	Scenario 2	Scenario 3	Scenario 4
Hill Ave & South Ave Fresno County	21	4	3	6
Olive Ave & Maple Ave Fresno	26	1	4	2
Crawford Ave & Manning Ave Fresno County	31	4	5	7
Mendocino Ave & Dinuba Ave Fresno County	37	7	6	10
Zediker Ave & Dinuba Ave Fresno County	57	7	9	19
Lassen Ave & Jayne Ave Fresno County	60	2	10	11
Hill Ave & Adams Ave Fresno County	67	4	12	16

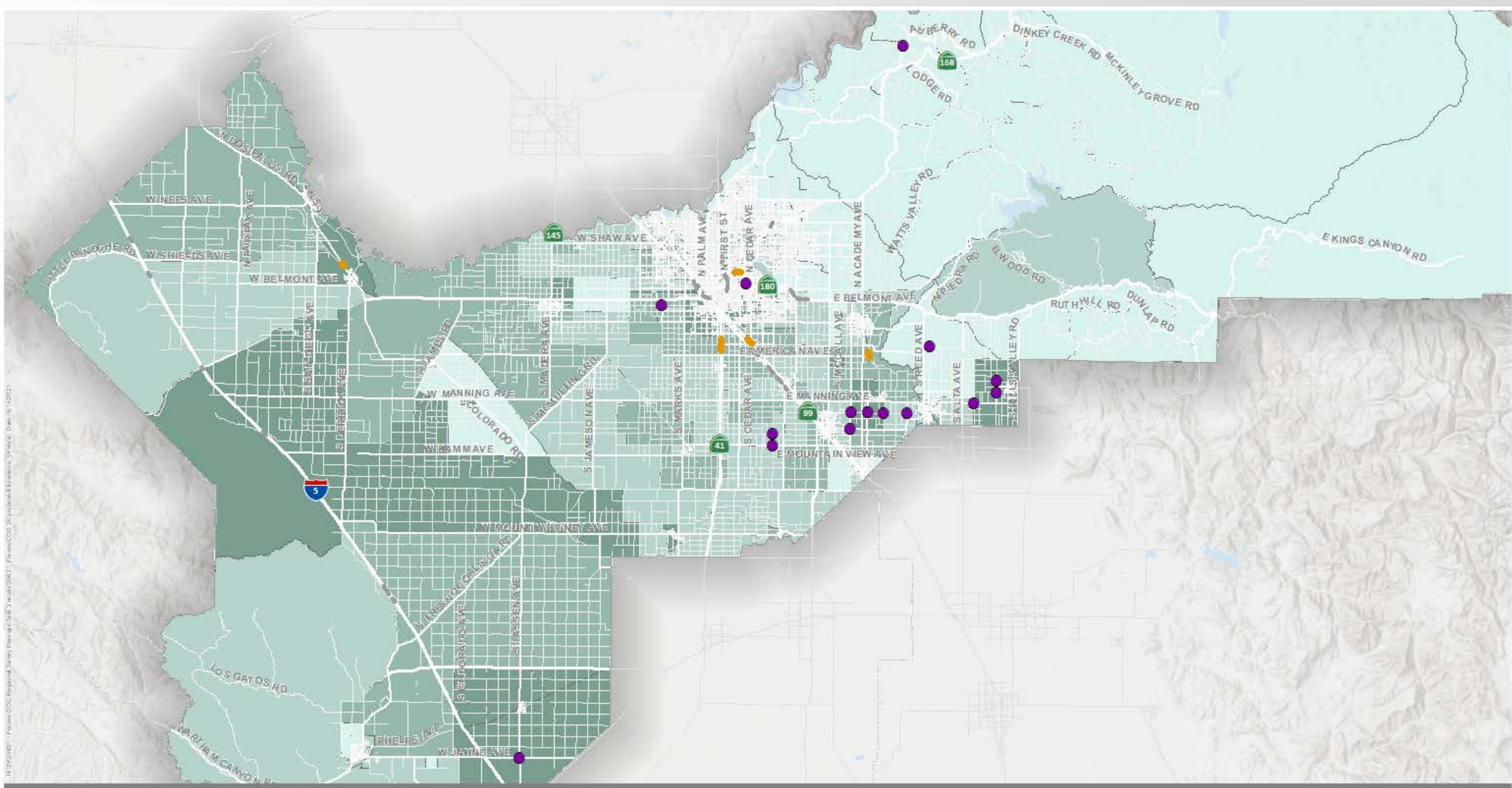
Priority Locations Integrating Equity

1. Motivation for Integrating Equity
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Top 20 Locations

Segments

Location	Scenario 1	Scenario 2	Scenario 3	Scenario 4
<i>SR 41 (S. of North Ave – S. of Central Ave)</i> Fresno County	9	5	NA	2
<i>Newmark Ave (American Ave – S. of Goodfellow Ave)</i> Fresno County	25	6	NA	6
<i>Clinton Ave (Millbrook Ave – Cedar Ave)</i> Fresno	27	2	NA	3
<i>Dos Palos Rd (N. of Lozano St – S. of Shaw Ave)</i> Fresno County	29	1	1	1
<i>Golden State Blvd (Chestnut Ave – Maple Ave)</i> Fresno County	30	3	NA	5



Equity Percentile

- 0 to 25th Percentile
- 25 to 50th Percentile
- 50 to 75th Percentile
- 75 to 100th Percentile

Proposed Priority Locations

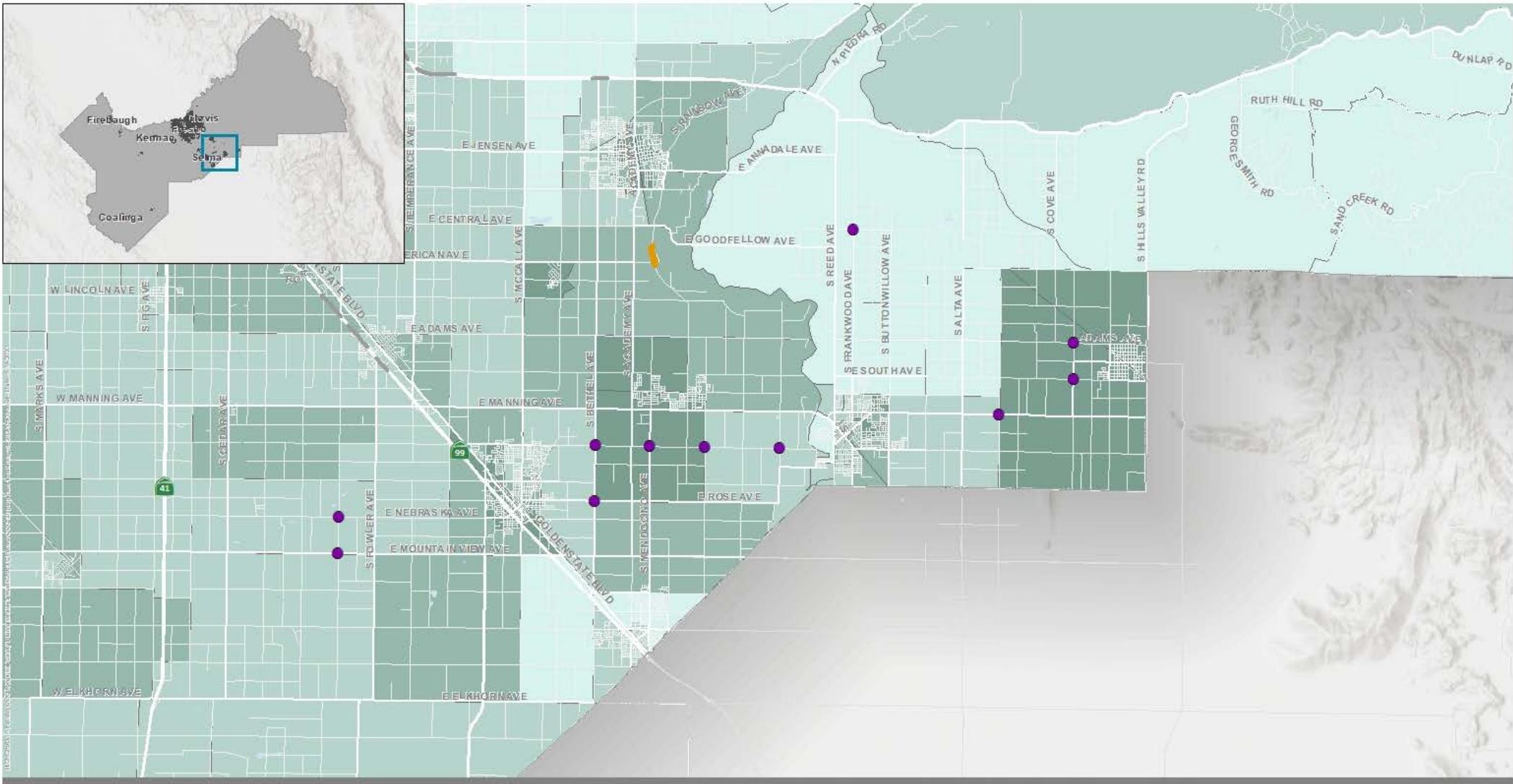
- Proposed Intersections
- Proposed Segments



Proposed Locations Page 4



**Proposed Locations
Regional Safety Screening
Fresno Council of Governments**



Equity Percentile

- 0 to 25th Percentile
- 25 to 50th Percentile
- 50 to 75th Percentile
- 75 to 100th Percentile

Proposed Priority Locations

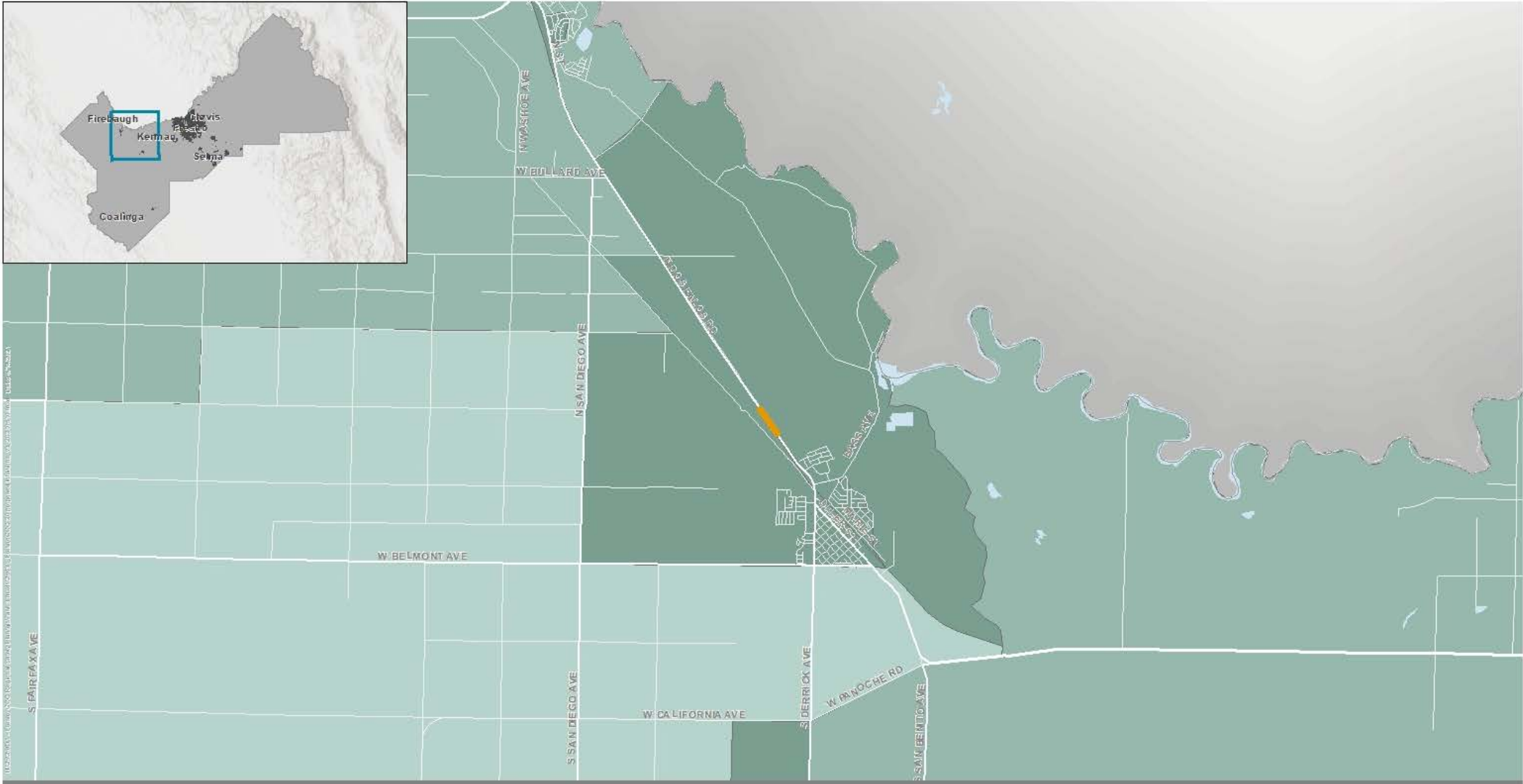
- Proposed Intersections
- Proposed Segments



Proposed Locations Page 3



Proposed Locations
Regional Safety Screening
Fresno Council of Governments



Equity Percentile

- 0 to 25th Percentile
- 25 to 50th Percentile
- 50 to 75th Percentile
- 75 to 100th Percentile

Proposed Priority Locations

- Proposed Intersections
- Proposed Segments



Proposed Locations Page 2



**Proposed Locations
Regional Safety Screening
Fresno Council of Governments**

Priority Locations Integrating Equity

1. Motivation for Integrating Equity
2. Approach to Integrate Equity and Different Scenarios Analyzed
3. Results of Different Scenarios
4. **Recommended 20 locations for safety concepts**

- Questions?
- Comments?

Draft Countermeasures

1. Approach to Identifying Countermeasures
2. Proposed Countermeasures



Approach to Identifying Countermeasures

- Informed by past safety performance
- Connect treatments to priority locations
 - Identify how the treatments can be applied to improve roadway safety at the priority locations
 - Also, identify additional recommendations that may be unique to those priority locations to further enhance roadway safety
 - Serve as an example of how the systemic treatments can be applied to locations across the region

Proposed Countermeasures

- **Engineering Strategies.** Treatments that can reduce severe collisions and collision risk.
 - Can be systemic or location-specific treatments
 - Prioritize countermeasures that are eligible for funding (e.g., HSIP funding)
- **Non-Engineering Strategies.** Education, enforcement, and emergency service strategies
 - **Education.** Strategies to help inform bicyclists, pedestrians, and drivers of traffic laws and road user behavior
 - **Enforcement.** Strategies to help road users be aware of traffic laws (e.g., speed trailers)
 - **Emergency.** Strategies to help regionwide response times and sharing of information to improve coordination

Proposed Countermeasures – Intersections

<p>Treatment</p> <p>Crash Reduction Factor</p> <p>Eligible for Funding</p>	<p>Install/Upgrade Stop Signs or Intersection Warning Signs</p>	<p>Upgrade Intersection Pavement Markings</p>
	<p>15%</p>	<p>25%</p>
	<p>Yes (100%)</p>	<p>Yes (100%)</p>
		

Proposed Countermeasures – Intersections

Treatment

Crash Reduction Factor

Eligible for Funding

Advanced Dilemma-Zone Detection

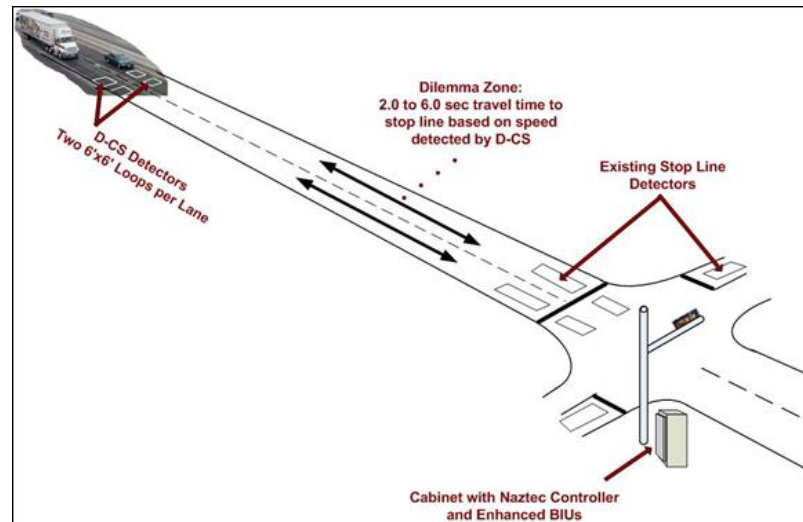
Install Flashing Beacons as Advanced Warning

40%



30%

Yes (100%)



Yes (100%)




Proposed Countermeasures – Intersections

<p>Treatment</p> <p>Crash Reduction Factor</p> <p>Eligible for Funding</p>	<p>Add Intersection Lighting at Intersections</p>	<p>Improve Signal Hardware – Lenses, Backplates, Mounting Size, Number</p>
	<p>40%</p>	<p>15%</p>
	<p>Yes (100%)</p>	<p>Yes (100%)</p>
		



Proposed Countermeasures – Roadways

Treatment	Install Centerline Rumble Strips/Stripes	Install Edgeline Rumble Strips/Stripes
Crash Reduction Factor	20%	15%
Eligible for Funding	Yes (100%)	Yes (100%)
		



Proposed Countermeasures – Roadways

Treatment	Improve Pavement Friction	Install Guardrails
Crash Reduction Factor	55%	25%
Eligible for Funding	Yes (100%)	Yes (100%)
		


Proposed Countermeasures – Roadways

Treatment	Street Lighting	Install/Upgrade Signs with Fluorescent Sheeting
Crash Reduction Factor	35%	15%
Eligible for Funding	Yes (100%)	Yes (100%)
		

Proposed Countermeasures – Pedestrian and Bicycle Treatments

Treatment	Install/Upgrade Pedestrian Crossing at Uncontrolled Locations	Install Raised Medians
Crash Reduction Factor	35%	45%
Eligible for Funding	Yes (100%)	Yes (90%)
		

Proposed Countermeasures – Pedestrian and Bicycle Treatments

Treatment	Install Bike Lanes	Bike Lane Extensions Through Intersections
Crash Reduction Factor	35%	39%
Eligible for Funding	Yes (90%)	No
		

Upcoming Work

1. Safety concepts for 20 locations
2. Transportation Safety Education Program
3. Funding Strategies

- Safety Concepts
- Transportation Safety Education Program
- Funding Strategies to Support Implementation

Next Meeting

- Next SSC Meeting
 - Mid to late July 2021
 - Topics:
 - Transportation Safety Education Program
 - Funding Strategies

REGIONAL TRANSPORTATION SAFETY IMPROVEMENT PLAN

Questions or Comments?

CONTACT:
ERIN FERGUSON –
EFERGUSON@KITTELSON.COM



Fresno Council
of Governments

August 4, 2021

Project# 25631

Meeting Location: Fresno COG Regional Safety Plan
Regional Safety Steering Committee Meeting #
August 4, 2021 from 1:30 pm to 3:00 pm
Join Zoom Meeting
Join Zoom Meeting
<https://us02web.zoom.us/j/83910874772?pwd=MWJYS3U4bG54M0xtZTNzYkdQbmVjZz09>
Meeting ID: 839 1087 4772
Passcode: 052734
One tap mobile
+16699009128,,83910874772#,,,,*052734# US (San Jose)

Topic: Regional Safety Steering Committee Meeting #4

Meeting Objectives:

1. Roll Call and Meeting Overview (5 minutes)
2. Update on 20 Selected Locations and Next Steps (40 minutes)
 - a. Updated List of Locations
 - b. Approach and Reasons for the Updated List
 - c. Next Steps for those Locations
3. Update on Engagement Activities and Input Received (15 minutes)
 - a. Engagement Activities – Virtual and In-Person
 - b. Input Received
4. Update on Transportation Safety Education Program (20 minutes)
5. Upcoming Activities (5 minutes)
 - a. Technical Work
 - i. Concepts for Selected Locations
 - ii. Completing Transportation Safety Education Program
 - iii. Preparing Draft Plan
 - b. Two Remaining RSSC meetings
6. Next Steps & Adjourn (5 minutes)

REGIONAL
TRANSPORTATION SAFETY
IMPROVEMENT PLAN

Regional Safety Steering Committee

MEETING #4

AUGUST 4, 2021



Fresno Council
of Governments

SSC Meeting #4

Meeting Agenda

- Roll Call & Meeting Overview
- 20 Selected Locations
 - Updated List of Locations
 - Approach and Reasons for the Updated List
 - Next Steps for those Locations
- Engagement
 - Engagement Activities – Virtual and In-Person
 - Input Received
- Transportation Safety Education Program
- Upcoming Work
 - Technical Work
 - Concepts for Selected Locations
 - Completing Transportation Safety Education Program
 - Preparing Draft Plan
 - Two Remaining RSSC meetings
- Next Steps

Roll Call

- RSSC Members
 - Fresno Council of Governments
 - Fresno County
 - City of Fresno
 - City of Clovis
 - City of Kerman
 - City of Reedley
 - Caltrans
 - California Highway Patrol
 - City of Fresno Disability Advisory Commission
 - Fresno County Bicycle Coalition
 - West Hills College – Coalinga
 - Fresno County Rural Transit Agency

20 Selected Locations

1. Updated Locations
2. Reason for the Update
3. Approach to Updating the List
4. Next Steps

- Updated List of 20 Locations

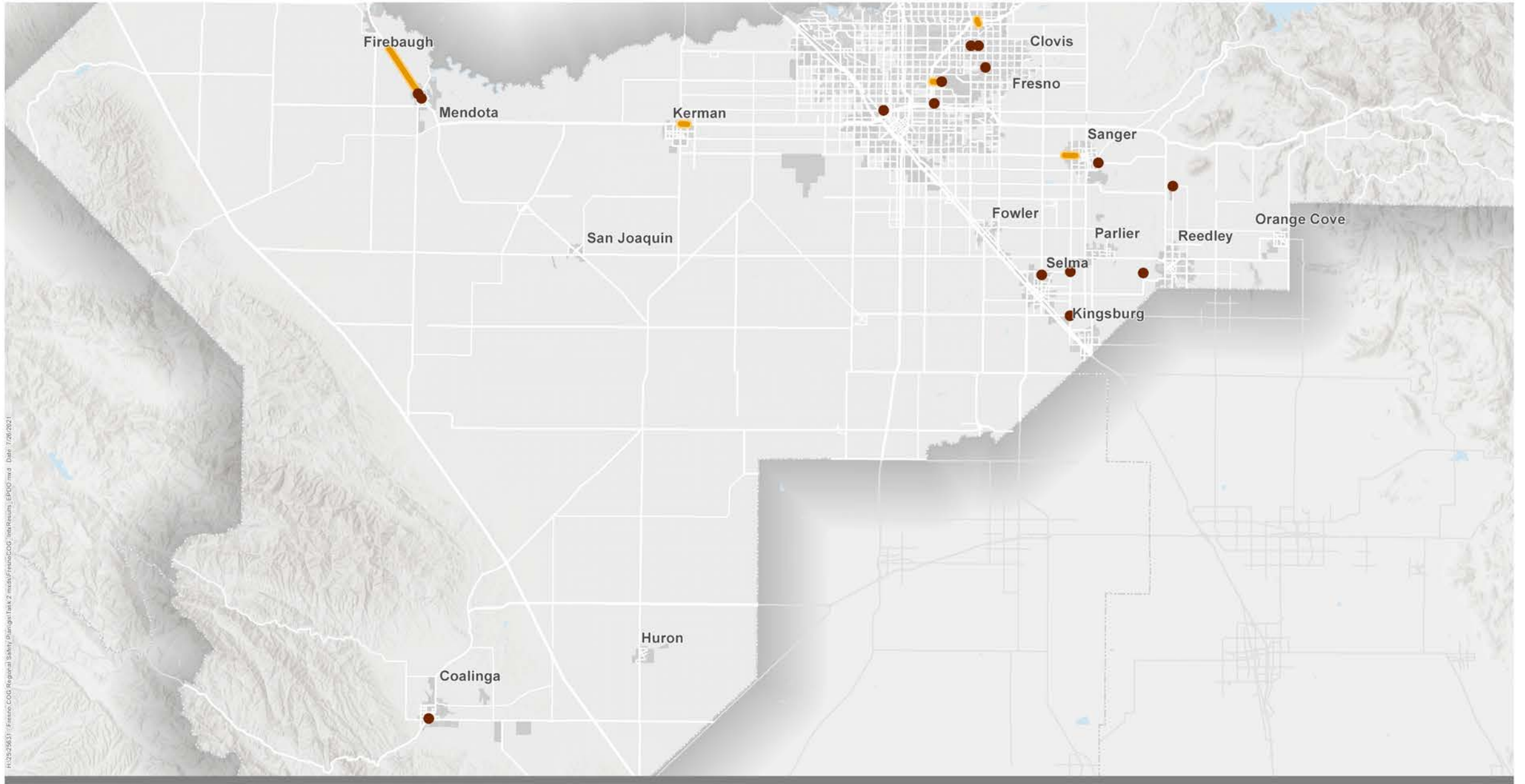
Location Name	Location Type	Jurisdiction	Total Crashes	Crash Severity Score	Crash Severity Percentile	Equity Index Score	Site Notes
BETHEL AVE & DINUBA AVE	Unsignalized	Unincorporated	49	157.25	1.00	2.96	Unincorporated Site #1
AUBERRY RD & FRAZIER RD	Unsignalized	Unincorporated	8	154.92	1.00	0.75	Unincorporated Site #2
KEARNEY BLVD & CORNELIA AVE & MADISON AVE	Unsignalized	Unincorporated	29	139.01	1.00	2.29	Unincorporated Site #3
SHIELDS AVE & CHESTNUT AVE	Signalized	Fresno	31	114.07	1.00	2.36	Fresno Site #1
PALM AVE & BELMONT AVE	Signalized	Fresno	24	108.60	1.00	2.07	Fresno Site #2
OLIVE AVE & MAPLE AVE	Signalized	Fresno	19	107.69	1.00	3.56	Fresno Site #3
ASHLAN AVE & FOWLER AVE	Signalized	Clovis	37	68.03	0.98	1.01	Clovis Site #1
BETHEL AVE & MOUNTAIN VIEW AVE	Signalized	Kingsburg	21	67.51	0.98	1.50	East Side #1
CLOVIS AVE & BARSTOW AVE	Signalized	Clovis	26	64.63	0.98	2.11	Clovis Site #2
BARSTOW AVE & SUNNYSIDE AVE	Signalized	Clovis	18	59.06	0.98	1.96	Clovis Site #2
ELM AVE & SEVENTH ST	Unsignalized	Coalinga	11	44.02	0.97	1.97	West Side #1
EIGHTH ST & I ST	Unsignalized	Reedley	16	44.00	0.97	2.47	East Side #2
NEWMARK AVE & ANNADALE AVE	Unsignalized	Sanger	11	43.92	0.97	2.60	East Side #3
DERRICK AVE & NAPLES ST	Unsignalized	Mendota	7	43.31	0.96	3.34	West Side #2
N ST & SAIPAN AVE	Unsignalized	Firebaugh	7	43.12	0.96	3.16	West Side #3

20 Selected Locations

1. Updated Locations
2. Reason for the Update
3. Approach to Updating the List
4. Next Steps

- Updated List of 20 Locations

Roadway	Segment Limits	Agency	Crash Severity Score	Crash Severity Percentile	Equity Index Score	Site Note:
State Route 33	W Shaw Ave to Lozano St	Unincorporated	99.2	0.99	3.52	Unincorporated
Sheilds Ave	State 168 NB Ramp Terminal to Chestnut Ave	Fresno	69.42	0.98	3.12	Fresno
Jensen Ave	Indianola Ave to Lyon Ave	Sanger	42.34	0.96	2.09	East Side
Whitesbidge Ave (SR 180)	Madera Ave to Vineland Ave	Kerman	41.37	0.96	2.67	West Side
Sunnyside Ave	Birch Ave to Herndon Ave	Clovis	33.13	0.86	0.96	Clovis



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20 Selected Locations

1. Updated Locations
- 2. Reason for the Update**
3. Approach to Updating the List
4. Next Steps

- Reasons for the Update
 - Desire for more geographic equity in the list of locations
 - Motivation to be sure safety performance given appropriate level of emphasis and priority in selecting the locations
 - Confirmation that selected locations do not already have planned improvements scheduled for them

20 Selected Locations

1. Updated Locations
2. Reason for the Update
3. Approach to Updating the List
4. Next Steps

- Approach to Updating the List
 1. Ranked by **Crash Severity Score** to prioritize the highest potential for safety improvement
 2. Top three sites selected for each of five geographic areas:
 1. Fresno
 2. Clovis
 3. Unincorporated Fresno County
 4. East Side Cities
 5. West Side Cities
 3. **Equity Index Score** was used as a tie-breaker for site selection.

20 Selected Locations

1. Updated Locations
2. Reason for the Update
3. Approach to Updating the List
4. Next Steps

- Next Steps for the 20 Locations
 - Develop concepts illustrating how countermeasures from the RSP Countermeasures Toolbox can be applied
 - Concepts can be used by local agencies to advance improvements at those locations or used as a general reference/example of applying the countermeasure toolbox
 - One version of a concept for each location will be prepared
- Additional Comments or Questions?

Engagement

- Report back on completed events

Engagement Activities (June 2021)

- A online survey open to all Fresno County communities, provided in English, Spanish, Hmong, & Punjabi
- Focus groups with school and public safety stakeholders
- Place-based engagement targeting destinations and events that served hard-to-reach community members

Survey Response Demographics

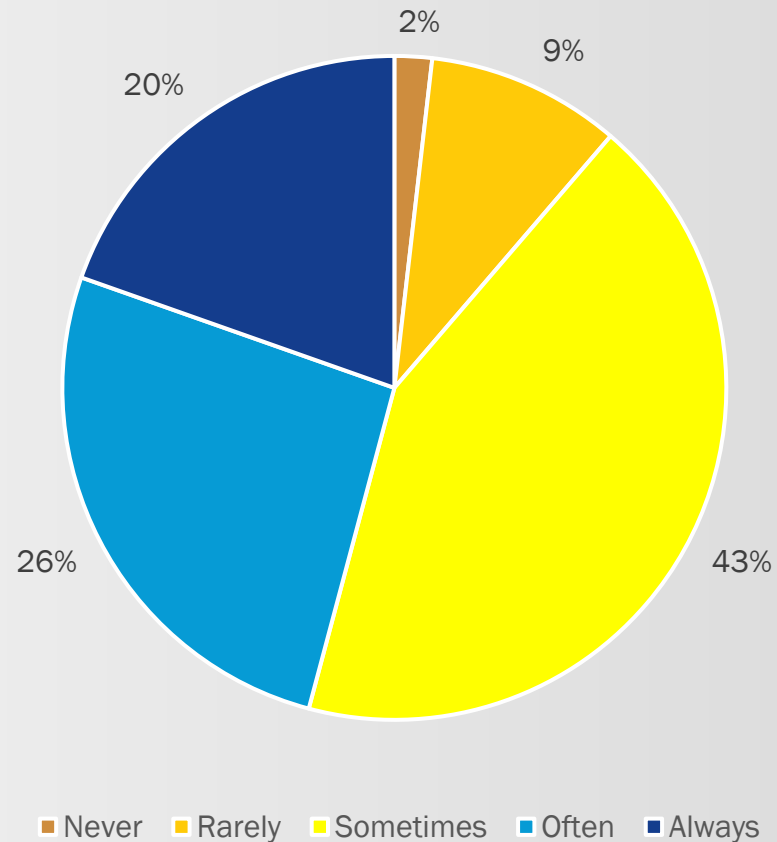
- 690 complete surveys
- 152 partial surveys
- 93% completed in English, 6% in Spanish, less than 1% in Punjabi (none in Hmong)
- 20% of respondents identified as Hispanic/Latino/x

Over-Represented Demographics

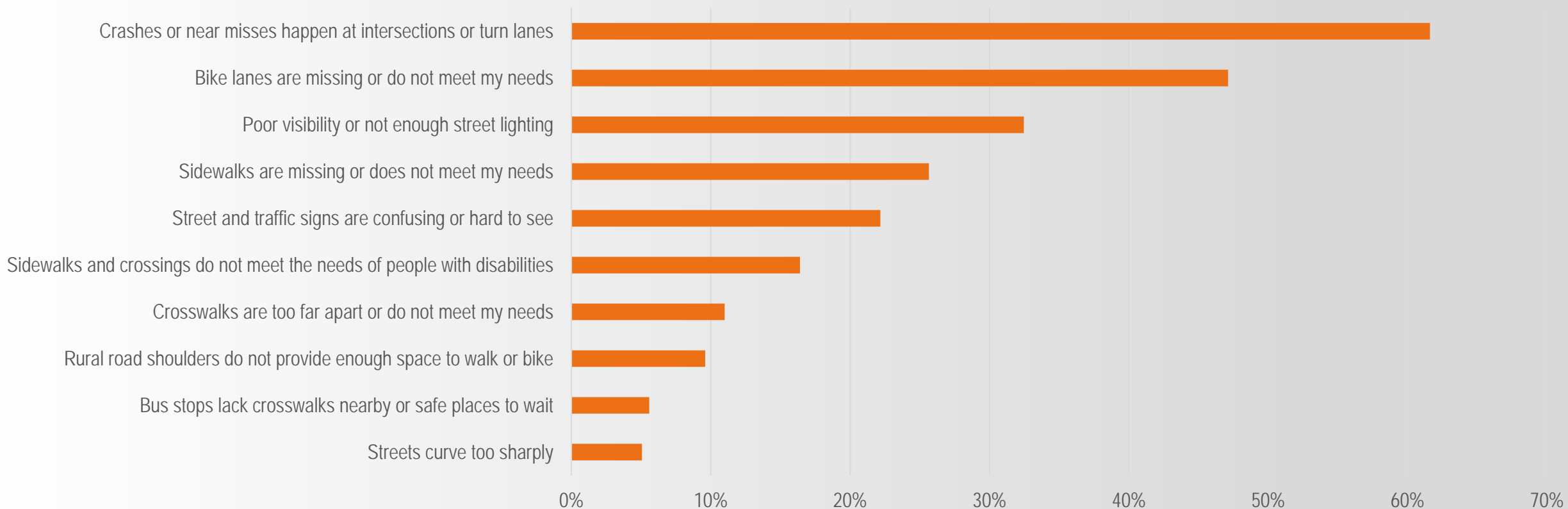
- People living in Fresno/Clovis
- People ages 50+
- People with household incomes above the county median (\$54K)
- White, non-Latino/x respondents

Frequency of Road and Traffic Safety Concerns While Traveling in Fresno County

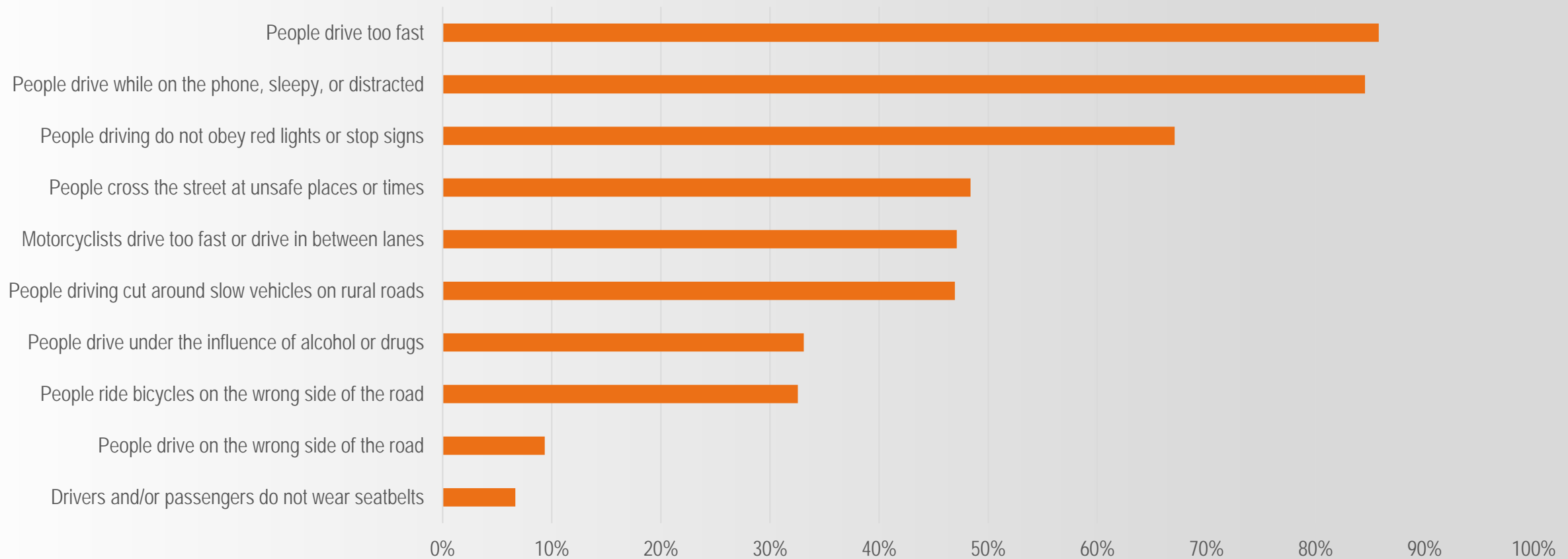
Nearly half of respondents often or always have safety concerns



Infrastructure Safety Concerns



Perceptions of Common Unsafe Behaviors



Focus Groups

1. School Stakeholders
2. Public Safety and First Responders

Major themes:

- Insufficient ped and bike infrastructure in two mile radius around schools (the no schoolbus service area)
- Aggressive, unsafe, and illegal driving near school sites
- Failure to yield to school buses (confusion plays a role)
- Challenge of capturing student and family attention with safety messaging

Focus Groups

1. School Stakeholders
2. Public Safety and First Responders

Major themes:

- Increase in crashes involving DUIs or intoxicated pedestrians
- Differences in collision factors for cities vs. unincorporated areas
 - Large trucks parked just outside cities
 - Noncompliance at rural traffic controls
- Need for more midblock crossings, separated bike lanes, and retiming signals to reduce ped wait time
- Challenge of capturing public attention with safety messaging

Tabling-In-Place Events

- Clinica Sierra Vista
- Cherry Auction Swap Meet
- Riverdale Swap Meet



Travel Needs and Safety Concerns Among Spanish Speakers (Survey, Tabling Events)

- Less likely to drive as their mode of travel
- Errands are the #1 reason for traveling, not work
- More likely to raise concerns about ped infrastructure and safety
- Concerns regarding law enforcement contact

Transportation Safety Education Program

1. Best practice review – completed
2. Program development – underway & seeking your input today
3. Program evaluation – to be developed fall 2021

Best Practice Review – who we looked at



Southern California Association of Governments: Go Human Campaign

- Open streets & demonstration events
- Go Human branding toolbox and toolkit



North Carolina DOT: Watch for Me

- County or local-jurisdiction-led, although the materials are produced at state-level
- Pre-made consistent materials



Metropolitan Washington Council of Government: Street Smart

- Wide variety of branded materials – billboards, videos, testimonial wall, etc.
- In-person events – virtual reality challenges, enforcement activations



Ohio DOT: Your Move

- Bought and social media, along with a kit of parts
- Partnered with the Ohio Department of Health for implementation



Colorado Office of Suicide Prevention: Man Therapy

- Highly-designed website with additional functionality – quizzes, links, videos, etc.
- Targeted outreach at specific events

Best Practice Review – what we learned



Southern California Association of Governments: Go Human Campaign

- If you want the community to lead, you need to provide the resources (funding!)
- Events at future transportation project sites allow feedback opportunities



North Carolina DOT: Watch for Me

- State-wide messages often don't land with local communities
- If dependent on partnerships, you need to be proactive in creating the connection(s)



Metropolitan Washington Council of Government: Street Smart

- Different strategies work in different places – bus shelters in urban areas, gas station toppers in more suburban areas
- Provocative advertisements are the ones people remember



Ohio DOT: Your Move

- Take advantage of the reach of social media
- Look for the “choir,” in this case bike shops, and get them on board from the start



Colorado Office of Suicide Prevention: Man Therapy

- Humor brought people to the campaign and kept them around long enough to learn/get resources
- A single character used throughout the campaign created continuity and relatability

Transportation Safety Education Program

1. Best practice review – completed
2. Program development -- underway

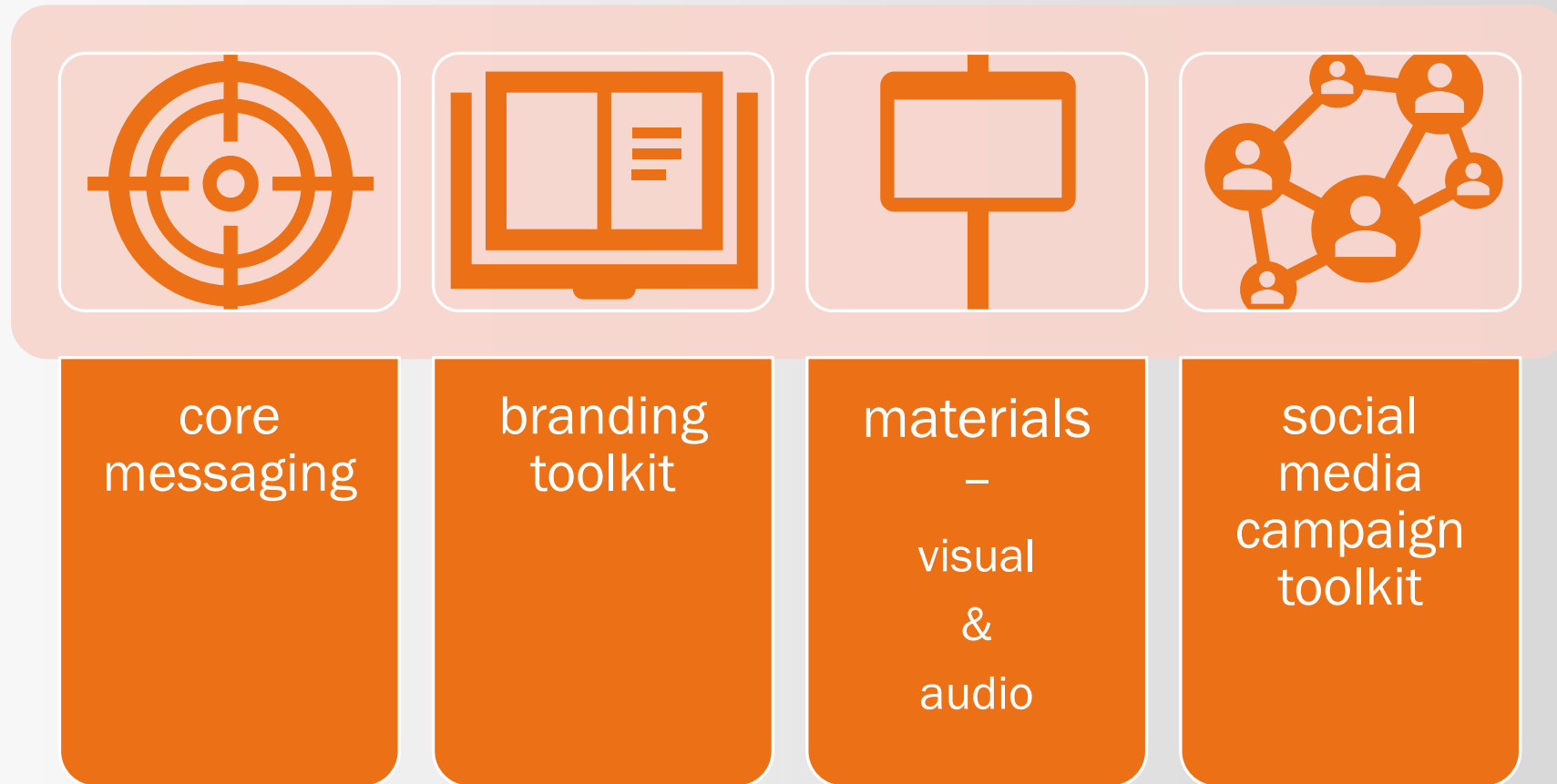
Audiences

- Drivers
- People who walk and bike
- Fresno County residents ages 13+
- Rural and urban residents

Safety Campaign Strategy

- Create a consistent brand that leaves an impression
- Take advantage of social media
- Cater to interests and demographics
- Earned media has a bigger bang than paid media (or use paid to get earned)
- (side note) Evaluation is challenging, and nearly impossible to directly connect a campaign to safety outcomes.

Safety Campaign Framework



Transportation Safety Education Program

Safe Streets Save Lives

Core safety issues to address:

- Unsafe speeds
- Awareness of all users at intersections
- Pedestrian safety, especially when crossing
- Distracted driving
- Driving under the influence

Multilingual campaign

Designed for longevity

Transportation Safety Education Program

Materials

- Social media strategy
 - Graphics
 - Text with engagement ask
 - 12-month post release schedule
- Print materials to share with the public
 - Safety tip card
 - Informational flyer
 - Stickers/bumper stickers
- Multimedia resources
 - Script for 15-second radio spot
 - Storyboard for potential future video
 - Electronic display boards

Transportation Safety Education Program

Questions for you today:

- How do you hope to use this program and toolkit?
- Messaging – what resonates in your communities?
- What materials would be most useful to you?
- How will you judge if the program is making a positive difference?

Safety Campaign – Next Steps



Upcoming Activities

1. Technical Work
2. Two Remaining RSSC meetings

- Concepts for Selected Locations
- Completing Transportation Safety Education Program
- Preparing Draft Plan
 - Includes identifying funding strategies

Upcoming Activities

1. Technical Work
2. Two Remaining RSSC meetings

- Regional Safety Steering Committee Meeting #5
 - October 2021
 - Topics
 - Safety Education Program Recommendations
 - Draft Regional Safety Plan
- Regional Safety Steering Committee Meeting #6
 - Early December 2021
 - Topics
 - Final Regional Safety Plan

Adjourn

- Any additional questions or comments?

REGIONAL TRANSPORTATION SAFETY IMPROVEMENT PLAN

Questions or Comments?

CONTACT:
ERIN FERGUSON –
EFERGUSON@KITTELSON.COM



Fresno Council
of Governments

