

Alameda

Vision Zero Action Plan

APPENDIX G. ACTION PROGRESS TRACKING TABLE

PUBLIC DRAFT



GOAL 1: EQUITY

Goal 1	Lead	Progress
Short-term Actions		
1.1¹ Use the City's most current Socially Vulnerable Populations map (or other disadvantageded community indicators) to prioritize investments, while also engaging with disadvantageded communities or community-based organizations (CBOs) representing disadvantageded groups. (Ongoing)	Transportation Planning, Public Works	Whether Socially Vulnerable populations map was used for prioritization (see performances measures)
1.2 Continue to use the Vision Zero Task Force as an implementation body, meeting 2-3 times/year. Ensure that the Task Force includes membership and participation from a variety of stakeholder groups, including people of different demographic or socio-economic backgrounds and people who use different modes of transportation. Provide compensation to community members who need it in order to participate. (Ongoing)	Transportation Planning, Vision Zero Task Force	Annually, whether Vision Zero Task Force includes membership from a variety of stakeholders and demographic groups
1.3 Ensure that community engagement efforts include tailored messages for vulnerable road users and target all the travel modes people use (walking, biking, wheeling, driving, etc.). (Ongoing)	Transportation Planning, Public Engagement Officer	Annually, whether community engagement efforts included tailored messaging
1.4 Present annual Vision Zero Status Reports to groups representing disadvantageded communities. Solicit feedback on the Report's equity analysis, including equity of enforcement-related actions. (Ongoing)	Transportation Planning, Vision Zero Task Force	Annually, number of presentations to community groups and Commissions representing disadvantageded communities
1.5 Through the City Council's legislative agenda, advocate for an income-based graduated traffic fine structure at the state level, so they do not disproportionately impact people with lower incomes. Evaluate whether the City can play a role making sure that Alameda County's program discounting traffic citation fines for people with low incomes is working for Alamedans. (Ongoing)	Transportation Planning, City Manager's Office	Whether City acted on this item.

¹ Actions are numbered for tracking purposes, but the numbers do not reflect levels of importance.

Goal 1		Lead	Progress
Medium-term Actions			
1.6	With every five-year Action Plan update, use focus groups to develop a nuanced understanding of Alamedans' roadway safety trends and determine whether trends or safety concerns vary across groups, particularly disadvantaged communities and vulnerable road users. If budget is available, consider using polling as well. (Ongoing)	Transportation Planning, Vision Zero Task Force	With each 5-year Plan update, whether focus groups that included a diversity of participants were included
1.7	Revive the citation diversion program for traffic safety violations for bicyclists and consider extending it to pedestrians.	Transportation Planning	Whether citation diversion program was reinstated and extended to include pedestrians

GOAL 2: INSTITUTIONAL COMMITMENT

Goal 2		Lead	Progress
Short-term Actions			
2.1	Through the City Council budget process, propose ongoing, dedicated funding and staffing for Vision Zero implementation and coordination. (Ongoing)	City Manager's Office	Annually, amount of dedicated staffing and funding for Vision Zero implementation
2.2	Continue holding internal, multi-departmental Vision Zero Implementation Team meetings to implement the Vision Zero Action Plan, and coordinate and prioritize traffic safety efforts. (Ongoing)	Transportation Planning	Annually, whether Vision Zero Implementation Team met regularly
2.3	Inform City staff and elected officials about Vision Zero and preferred language about crashes (e.g., "crash" instead of "accident"). Create a one-pager for new City Councilmembers. (Ongoing)	City Manager's Office, Transportation Planning	Quantity of presentations or other efforts to inform City staff and elected officials.
2.4	Provide educational and discussion sessions on Vision Zero concepts and best practices to staff who review, design, and implement projects and programs, to integrate Vision Zero principles into their work. (Ongoing)	Public Works, Transportation Planning	Annually, number of educational or discussion sessions held
2.5	Update existing Vehicle and Equipment Use Maintenance Policy to include City driver behavior expectations related to Vision Zero traffic safety.	Human Resources/Safety	Whether the Vehicle and Equipment Use Maintenance and Policy has been updated to include driver behavior expectations related to Vision Zero traffic safety
2.6	Require Alameda Police officers to participate in the NHTSA's pedestrian training for law enforcement and consider integrating Vision Zero into APD's training for new officers. (Ongoing)	Police	Annually, quantity of officers who participated in NHTSA's pedestrian training for law enforcement

Goal 2		Lead	Progress
2.7	Require staff who drive for work to review the Vehicle and Equipment Use Maintenance Policy before driving a City vehicle or driving on City business for the first time. Create a flyer highlighting the safe driving elements of this policy and require departments to post it near vehicle sign-out sheets. (Ongoing)	Transportation Planning, Human Resources/Safety	Number of crashes involving staff driving City vehicles.
2.8	Integrate Vision Zero traffic safety into existing trainings for commercial drivers. (Ongoing)	Human Resources/Safety	Whether Commercial driver training includes Vision Zero traffic safety
2.9	Design and place Vision Zero bumper stickers on all City vehicles that spread safety messages. (Ongoing)	Public Information Officer, Transportation Planning	Whether most City vehicles have Vision Zero bumper sticker
Medium-term Actions			
2.10	Integrate Vision Zero traffic safety awareness and education into process of contracting with vendors who provide city services and drive on Alameda's streets regularly, e.g., maintenance, etc. (Ongoing)	Public Works	Whether Vision Zero traffic safety awareness and education were integrated into vendor contracting process
2.11	Establish a policy calling for safety features on new City vehicles, as well as phased retrofits to existing vehicles, as feasible. This could include pedestrian/obstacle detection and speed tracking in vehicles of all sizes, as well as large vehicle designs or features that reduce risk of death in collisions with pedestrians and bicyclists.	Fleet Manager, Transportation Planning	Whether policy calling for safety features on new City vehicles was adopted

Goal 2		Lead	Progress
2.12	Develop a network of City staff who pledge to support Vision Zero through the dissemination of safety and educational information to their colleagues. (Ongoing)	Transportation Planning	Annually, number of City departments with active Vision Zero proponents
Long-term Actions			
2.13	Update the Vision Zero Action Plan every five years. Revise actions to reflect current collision trends, integrate technological advancements and changes in best practices as needed. (Ongoing)	Transportation Planning	Whether Vision Zero Action Plan is updated on a five-year schedule

GOAL 3: COMMUNITY SUPPORT

Goal 3	Lead	Progress
Short-term Actions		
<p>3.1 Develop a citywide safety campaign, based on the City’s collision data, to share information with the community about traffic safety for all modes and to increase awareness about Vision Zero. Use social media, yard signs, billboards, PSAs, and giveaways to promote safe roadway behavior. Target messaging (such as billboards, signs, or murals) at access points into Alameda from Oakland. Partner with entities like large employers, the Transportation Management Association, and College of Alameda for distribution of materials to employees and students.</p> <p>Focus messaging on the top dangerous behaviors to avoid based on crash data. Include messaging that communicates an individual and shared responsibility to keep Alameda’s roadways safe. (Ongoing)</p>	<p>Transportation Planning, Public Information Officer</p>	<p>Whether citywide safety campaign was conducted as described</p>
<p>3.2 Develop and distribute educational materials and/or videos demonstrating how to navigate and interact with newer active transportation facilities (e.g. bike boxes, Pedestrian Hybrid Beacons, separated bike lanes, etc.) Include information about the purpose and goals of this infrastructure. (Ongoing)</p>	<p>Transportation Planning</p>	<p>Annually, whether education materials were developed and distributed</p>
<p>3.3 In addition to safety campaigns, conduct communications explaining the City’s Vision Zero program, prioritization, data, plans, and progress. Maintain a City webpage and a Vision Zero mailing list. Send periodic updates to the mailing list. (Ongoing)</p>	<p>Transportation Planning</p>	<p>1) Annually, whether webpage was maintained; 2) Annually, number of Vision Zero mailings and size of mailing list</p>
<p>3.4 Share preferred language usage for crashes (e.g., “crash” instead of “accident”), with media outlets active in Alameda to encourage balanced reporting of crash situations. (Ongoing)</p>	<p>Vision Zero Task Force</p>	<p>Whether language was shared</p>

Goal 3		Lead	Progress
3.5	Develop and follow a crash communications protocol to provide transparent public communications about fatal and severe injury crashes and to provide guidance on language usage (e.g., “crash” instead of “accident”). Assess protocol’s effectiveness as part of the annual Vision Zero Status Report and change as needed. (Ongoing)	Transportation Planning	Whether protocol was developed, and public communications were transparent
3.6	Encourage the Alameda Unified School District to adopt a policy that supports incorporating traffic safety education into curriculum and the implementation of Safe Routes to Schools-supportive infrastructure.	Vision Zero Task Force, Alameda Unified School District	Whether Alameda Unified School District adopted policy as described
Medium-term Actions			
3.7	Incorporate roadway safety education activities into city-sponsored events, as appropriate. (Ongoing)	Transportation Planning	Annually, number of city-sponsored events with roadway safety education (e.g., presentation, activity, flyer, or table)
3.8	Develop campaign materials regarding impaired driving for distribution at Alameda’s bars and its wineries, distilleries, and breweries that offer tastings. Work with businesses and business districts to develop.	Public Information Officer	Annually, whether materials were created and distributed to bars, wineries, distilleries, and breweries
3.9	Hold an annual Traffic Safety Open House that includes presentations from City staff and time for public comment and discussion. Consider aligning this with the annual Vision Zero Status Report. Optionally, hold an additional two to three virtual town halls to update public on traffic safety activities. (Ongoing)	Vision Zero Task Force	Annually, whether Traffic Safety Open House and virtual town halls were held, and approximate attendance/reach
3.10	Provide a comprehensive pedestrian safety program to all public and private schools, targeted to appropriate grade level. (Ongoing)	Alameda Unified School District, Transportation Planning	Annually, number of students who received educational pedestrian safety program

Goal 3		Lead	Progress
3.11	Provide a comprehensive bicycle safety education program to all public and private schools, targeted to 5 th graders. (Ongoing)	Alameda Unified School District, Transportation Planning	Annually, number of students who received bicycle safety education program
Long-term Actions			
3.12	Partner with local organizations to create a neighborhood safety ambassador program, traffic safety education kit, and other tools that community groups, schools, business groups, and others can use to promote road safety awareness and Vision Zero. (Ongoing)	Transportation Planning Unit, Public Information Officer	Whether neighborhood safety ambassador program, traffic safety education kit, or other tools were created and distributed

GOAL 4: DECREASE SPEEDS AND CRASHES

Goal 4		Lead	Progress
Short-term Actions			
4.1	Prioritize street safety investments on high injury corridors. Treatment locations should be guided by findings from crash analyses and supplemented by community feedback. (Ongoing)	Public Works, Transportation Planning	Whether high injury corridors were used for prioritization (see performance measures)
4.2	Create traffic engineering project checklists to use during design, review, and/or implementation that include specific safety and equity considerations.	Public Works, Transportation Planning	Annually, whether checklists were created and used regularly
4.3	Use Federal Highway Administration crash reduction factors to decide on best engineering interventions at locations chosen for improvements. (Ongoing)	Public Works, Transportation Planning	Annually, whether FHWA crash reduction factors (CRFs) were used to determine engineering interventions.
4.4	Focus enforcement on dangerous moving violations, including speeding, reckless driving, failure to yield, and any other moving violations associated with severe crashes as identified through crash analysis. (Ongoing)	Police	Whether this was implemented (see performance measures)
4.5	Conduct targeted enforcement actions along high injury corridors and in school zones. (Ongoing)	Police	1) Annually, whether enforcement actions were conducted in school zones; 2) number of Alameda schools that received this enforcement action
4.6	Conduct citywide intersection study to determine suitability for roundabouts to increase safety by slowing vehicles, eliminating broadside crashes, and decreasing conflicts.	Transportation Planning	Whether citywide intersection study was completed

Goal 4		Lead	Progress
4.7	Deploy speed reader trailers and use other messaging devices to discourage speeding and increase traffic law compliance along high injury corridors and other arterials. Use speed reader trailers or other tools to track motor vehicle travel speeds, including along high injury corridors. (Ongoing)	Police	Annually, weeks that speed reader trailers or other speed messaging devices were posted on high injury corridors
4.8	Aid Alameda Unified School District and other schools in developing and implementing plans to organize and standardize drop-off/pick-up at all public and private schools.	Alameda Unified School District, Transportation Planning, Public Works	Annually, number of schools that have standardized student drop-offs/pick-ups
Medium-term Actions			
4.9	Utilize the high injury corridors analysis in project selection for the City's transportation infrastructure maintenance, project development and implementation.	Public Works, Transportation Planning	Annually, whether high injury corridors analysis was used in project selection (see performance measures)
4.10	Conduct a best practice scan for guidance on infrastructure rapid response programs that respond to fatal and severe injury crash locations with infrastructure recommendations, and create a program reflecting best practices.	Transportation Planning Unit	Annually, whether best practice scan was completed and program is created (if applicable)
4.11	Through the City Council legislative agenda, support state legislation to allow the use of automated enforcement cameras for speed violations.	City Manager's Office, Transportation Planning	Whether actions were taken to support state legislation
4.12	Conduct studies at signalized intersections along high injury corridors to assess whether signalization strategies such as protected phasing and leading pedestrian/bicycle intervals could be accommodated.	Public Works	Whether studies were conducted of signalized intersections along high injury corridors
4.13	Create a program to improve bicycle and pedestrian crossings of arterials and include guidance and thresholds for crossing improvements at unsignalized and signalized crossings.	Public Works, Transportation Planning	Whether the program is developed. (See performance measures)
4.14	Implement School Zone program with 15 or 20 mph speed limits on as many streets as possible per the provisions of CVC 22358.4.	Public Works, Transportation Planning Unit	Annually, number of schools with 15-20 mph speed limits

Goal 4		Lead	Progress
Long-term Actions			
4.15	Conduct school safety assessments at all public and private schools, develop implementation plans for improvements up to one quarter mile from the schools. Implement the plans focusing first on the improvements within 600 feet of the schools. (Ongoing)	Alameda County Safe Routes to School, Transportation Planning, Public Works	Annually, number of school safety assessments completed (See performance measures, as well)
4.16	Prioritize high injury corridors and other arterials for lighting improvements, such as added lighting at signalized and unsignalized crossings, in addition to along roadway corridors. (Ongoing)	Public Works	Annually, whether high injury corridors were prioritized
4.17	Through the City Council legislative agenda, support state legislation to develop a new approach to setting speed limits, including that which would provide more control for local jurisdictions and allow for greater flexibility of speed limit setting in urban areas.	City Manager's Office, Transportation Planning	Annually, whether efforts were completed to support state legislation

GOAL 5: DATA

Goal 5		Lead	Progress
Short-term Actions			
5.1	Provide an annual Vision Zero Status Report to the Transportation Commission, City Council, and the public. (Ongoing)	Transportation Planning	Annually, whether a Vision Zero Status Report was published
5.2	Update Police Department crash data database configuration to allow Public Works and Transportation Planning to run up-to-date crash reports.	Police, Transportation Planning	Annually, whether Public Works and Transportation Planning can run up-to-date crash reports
Medium-term Actions			
5.3	Document the impacts of Vision Zero actions and infrastructure projects on roadway behaviors. Conduct before-and-after studies of Vision Zero actions, including safety projects installed along high injury corridors. (Ongoing)	Public Works, Transportation Planning	Annually, number of before-and-after studies conducted of Vision Zero actions and safety projects installed along high injury corridors
5.4	Create staffing roles to ensure ongoing updates, additions, and improvements to the spatial databases of street design features and traffic safety projects. Integrate traffic volume and speed data into the spatial databases as available.	Public Works	Annually, whether staff roles were created, and traffic volume and speed data are integrated into roadway spatial databases
5.5	Develop methods to easily and equitably collect data on unreported collisions and near-misses, to the extent feasible.	Transportation Planning	Annually, whether data was collected on collisions not reported in state or city police datasets
5.6	Encourage Alameda County Public Health to create a crash database that builds upon compiled state data (SWITRS) with data from hospital and emergency medical services. Support this effort by also providing up-to-date police-reported crash data to avoid the SWITRS time lag.	Transportation Planning, Alameda County Public Health	Whether Alameda County Public Health created a crash database that combines state data with hospital and emergency medical services data