



Alameda Vision Zero Task Force
Meeting 4
March 9, 2021



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Agenda

1. Re-introductions and icebreaker
2. Update from City Vision Zero Implementation Team
3. Committee on Police Reform & Racial Justice
4. Review and prioritize actions
5. *Break*
6. Performance measures overview
7. Review Action Plan outline
8. Wrap-up and next steps

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Re-Introductions and Icebreaker

- Name
- Role in the community, City, or project team
- *What are you most excited to do in spring?*



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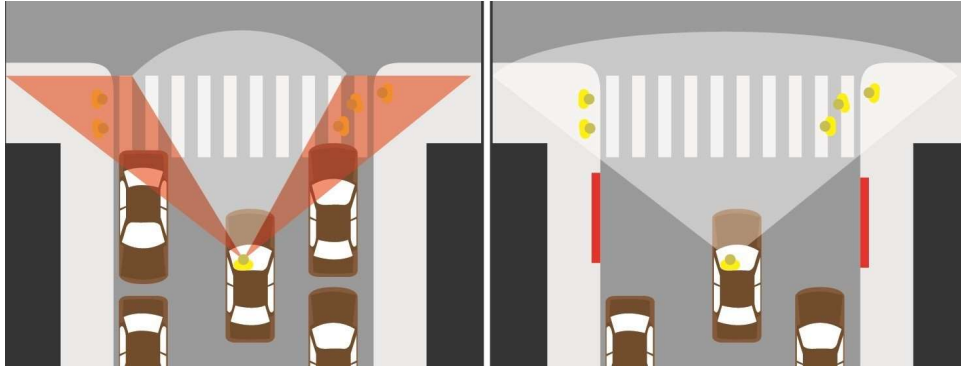
Who's "in the room?"

- | | |
|-----------------|---------------------|
| ▪ Donya Amiri | ▪ Belinda Judelman |
| ▪ Gerry Beaudin | ▪ Beth Kenny |
| ▪ David Berman | ▪ Blanche Kim |
| ▪ Matt Beyers | ▪ Joao Sousa |
| ▪ Josh Crossley | ▪ Betty Stouffer |
| ▪ Susan Davis | ▪ Andrew Thomas |
| ▪ Lisa Foster | ▪ Rochelle Wheeler |
| ▪ Amanda Gehrke | ▪ Victoria Williams |
| ▪ Lucy Gigli | ▪ Tina Yuen |
| ▪ Justin Hearn | ▪ Jessica Zdeb |
| ▪ Sarah Henry | |

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Update from City Vision Zero Implementation Team



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Police-Reform Committee Update

- *Traffic enforcement recommendations*
- *Equity and racial justice in traffic safety recommendations*



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Action Prioritization Workshop

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Actions Update

- Revised list of actions
- Refined list of agency partners and lead agencies
- Drafted timeframes to prioritize actions

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Actions -- Workshop

- Task Force input needed
 - Any concerns related to the new or removed actions?
 - Are we still missing any actions?
 - Do the timeframes need to be adjusted?
 - How should we prioritize the short-term actions?

- This is not your only opportunity for feedback: you'll have 1 week following this meeting to send additional thoughts



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Timeframes

- Short term (1 - 2 years)
- Medium term (3 - 5 years)
- Long term (5+ years)
- Ongoing (no defined endpoint)

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Mentimeter Basics

- Use Mentimeter to prioritize actions for each goal
- When prompted, log onto www.menti.com via your phone or computer
- Input the code: **92 74 44 9**
- Questions appear automatically; rank the actions and hit submit

 **Mentimeter**

Please enter the code

Submit

The code is found on the screen in front of you

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Goal I: Equity

- Ensure that the Vision Zero Policy and Action Plan are implemented equitably and fairly for all people



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Goal I: Equity Short-term Actions

- 1.1 - Use the City's most current Socially Vulnerable Populations map to prioritize investments, while also engaging with disadvantaged communities or community-based organizations (CBOs) representing disadvantaged groups.*
- 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. Seek funding to compensate community members for their participation.*
- 1.3 - Ensure that community engagement efforts include tailored messages for vulnerable road users and target all the travel modes people use (walking, biking, driving, etc.).*
- 1.4 - Present annual Vision Zero Status Reports to groups representing disadvantaged communities. Solicit feedback on the Report's equity analysis, including equity of enforcement-related actions.*
- 1.5 - Advocate for state program adjusting traffic-related fines based on income, 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. [\[new\]](#)



* Denotes ongoing action

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Goal I: Equity Medium-term Actions

- 1.6 - With every five-year Action Plan update, use focus groups to develop a nuanced understanding of Alamedans' roadway safety and security 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.*
- 1.7 - Revive the citation diversion program for traffic safety violations for bicyclists and consider extending it to pedestrians.

Check In

Goal II: Institutional Commitment

- Create an institutional commitment to Vision Zero throughout City government

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Goal II: Institutional Commitment Short-term Actions

- 2.1 - Establish ongoing, dedicated funding and staffing for Vision Zero implementation and coordination.*
- 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.* [\[new\]](#)
- 2.3 - Ensure that all City staff and elected officials know what Vision Zero is and are familiar with preferred language about crashes (e.g., “crash” instead of “accident”), per the Crash Communications Protocol.*
- 2.4 - Develop a network of City staff who pledge to support Vision Zero through the dissemination of safety and educational information to their colleagues.*
- 2.5 - Provide educational and discussion sessions on Vision Zero concepts and best practices to staff who review, design, and implement projects and programs integrate Vision Zero principles into their work.*

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Goal II: Institutional Commitment

Short-term Actions

- 2.6 - Update existing Vehicle and Equipment Use Maintenance Policy to include City driver behavior expectations related to Vision Zero traffic safety.
- 2.7 - 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.*
- 2.8 - 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.*
- 2.9 - Integrate Vision Zero traffic safety into existing trainings for Commercial drivers.*
- 2.10 - Design and place Vision Zero bumper stickers on all City vehicles that spread safety messages.*

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Goal II: Institutional Commitment

Medium-term Actions

- 2.11 - 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.*
- 2.12 - 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.
- 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.*

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Goal III: Community

- Foster community support and responsibility for the safety of people traveling within Alameda



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Goal III: Community Short-term Actions

- 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, and 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.*
- 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.*

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.



* Denotes ongoing action

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Goal III: Community Short-term Actions

- 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.*
- 3.4 - Share preferred language usage for crashes (e.g., "crash" instead of "accident"), as defined by the Crash Communications Protocol, with media outlets active in Alameda to encourage balanced reporting of crash situations.*
- 3.5 - Provide transparent public communications about fatal and severe injury crashes, per the City's Crash Communications Protocol, to ensure accurate reporting. Assess protocol's effectiveness as part of the annual Vision Zero Status Report and change as needed.*

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Goal III: Community Medium-term Actions

- 3.6 - Incorporate roadway safety education activities into city-sponsored events, as appropriate.*
- 3.7 - 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.
- 3.8 - 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 2-3 virtual town halls to update public on traffic safety activities.*
- 3.9 - 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.
- 3.10 - Provide a comprehensive, pedestrian safety program to all public and private schools, targeted to appropriate grade levels.*
- 3.11 - Provide a comprehensive bicycle safety education program to all public and private schools, targeted to 5th graders.*

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Goal III: Community 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.*

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Goal IV: Crash Severity and Incidence

- Reduce motor vehicle speeds and decrease collisions between people driving, riding a motorcycle, biking, walking, or wheeling

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Goal IV: Crash Severity and Incidence Short-term Actions

- 4.1 - Prioritize traffic calming investments on high injury corridors. Treatment locations should be guided by findings from crash analyses and supplemented by community feedback.*
- 4.2 - Create traffic engineering project checklists to use during design, review, and/or implementation that include specific safety and equity considerations.* [new]
- 4.3 - Use Federal Highway Administration crash reduction factors to decide on best engineering interventions at locations chosen for improvements.*
- 4.4 - Focus enforcement on high injury corridors and against dangerous moving violations.*
- 4.5 - Include a high injury corridors map in contractor specifications for work on or near city streets. Consider requiring additional precautions for work happening on high injury corridors.*

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Goal IV: Crash Severity and Incidence Short-term Actions

- 4.6 - Conduct targeted enforcement actions in school zones at start of school year that focus on dangerous behaviors.*
- 4.7 - Conduct citywide intersection study to determine suitability for roundabouts to increase safety by slowing vehicles, eliminating broadside crashes, and decreasing conflicts.
- 4.8 - 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.*
- 4.9 - Create a traffic signal operations policy that creates consistency for pedestrian and bicyclists crossing signalized intersections throughout the city.
- 4.10 - Aid AUSD and other schools in developing and implementing plans to organize and standardize drop-off/pick-up at all public and private schools.

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Goal IV: Crash Severity and Incidence

Medium-term Actions

- 4.11 - Utilize the high injury corridors analysis in project selection for the City's transportation infrastructure maintenance, project development and implementation.
- 4.12 - Conduct a best practice scan for guidance on infrastructure rapid response programs that respond to fatal and serious injury crash locations with infrastructure recommendations, and create a program reflecting best practices.
- 4.13 - Conduct studies at signalized intersections along high injury corridors to assess whether signalization strategies such as protected phasing and leading pedestrian/bicycle could be accommodated.
- 4.14 - 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.*
- 4.15 - Create a program to improve bicycle and pedestrian crossings of arterials and include guidance and thresholds for crossing improvements at unsignalized and signalized crossings.
- 4.16 - Implement School Zone program with 15 or 20 mph speed limits on as many streets as possible per the provisions of CVC 22358.4.

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Goal IV: Crash Severity and Incidence

Long-term Actions

- 4.17 - 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.*
- 4.18 - Support state legislation to allow the use of automated enforcement cameras for speed violations.
- 4.19 - 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.

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Goal V: Improve Data

- Improve the use, collection, and organization of data to allow for evaluation and reporting that fosters transparency and creates trust with all stakeholders and residents



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Goal V: Improve Data Short-term Actions

- 5.1 - Provide an annual Vision Zero Status Report to the Transportation Commission, City Council, and the public.*
- 5.2 - Update Police Department crash data database configuration to allow Public Works and Transportation Planning to run up-to-date crash reports.



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Goal V: Improve Data Medium-term Actions

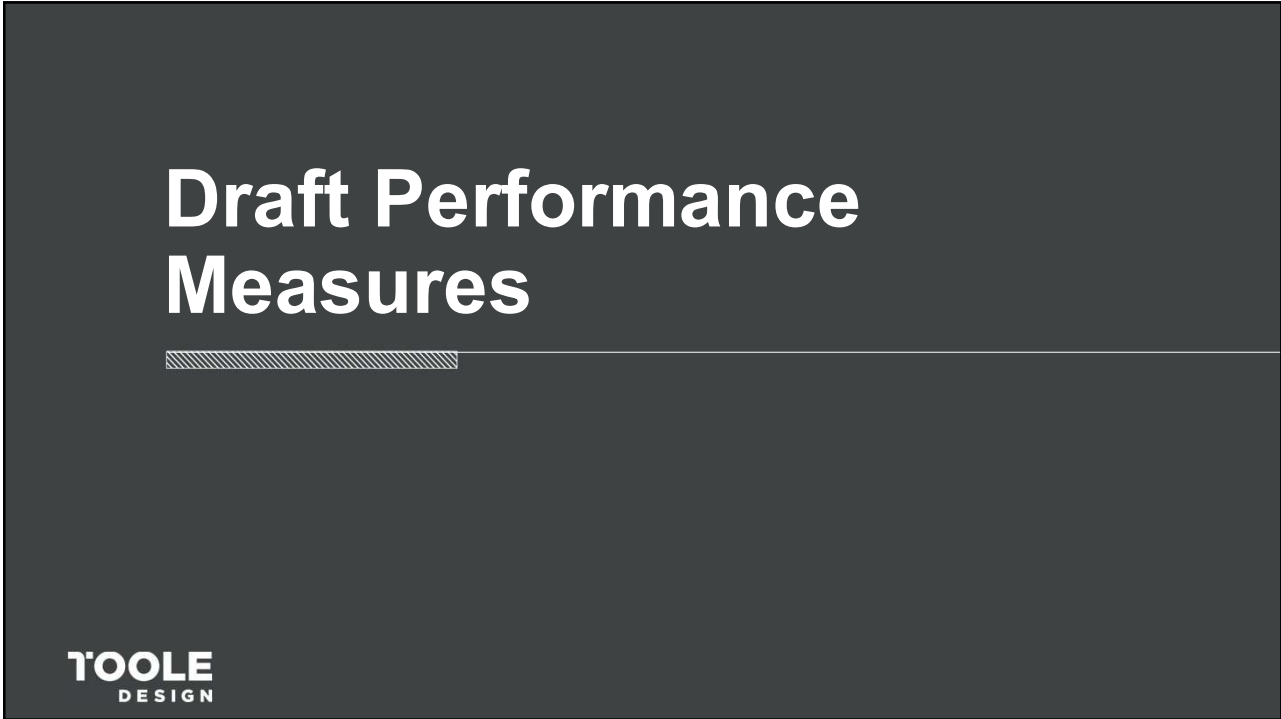
- 5.3 – Document the impacts of Vision Zero actions and infrastructure projects on roadway behaviors. Conduct before-and-after studies of Vision Zero actions, including safety projects installed along high injury corridors.*
- 5.4 – Create staffing roles to ensure ongoing updates, additions, and improvements to the spatial databases of street design features and traffic safety projects. Integrate traffic volume and speed data into the spatial databases as available.

Goal V: Improve Data Long-term Actions

- 5.5 – Develop methods to easily and equitably collect data on unreported collisions and near-misses, to the extent feasible.
- 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.



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Performance Measures

- Each action has one performance measure to help track progress over time
- Example performance measures
- This is not your only opportunity for feedback: you'll have 1 week following this meeting to send additional thoughts

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Action Plan Outline

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Action Plan Outline

- Front matter: acknowledgements, signed pledge or letter from Mayor/City Council
- Introduction
- Vision Zero in Alameda
- Traffic Safety in Alameda
- Making Our Streets Safer
- Appendices



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Wrap-up and Next Steps



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Next steps

- Finalize timeframes
- Finalize performance measures
- Draft Action Plan
- Next VZ Task Force meeting May 2021
- Steps to finish action plan



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Thank you

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