

COLLISIONS WITH SOMEONE KILLED OR SEVERELY INJURED, 2009-2018

- KSI Collisions
- High Injury Network

A CALL TO ACTION

Between 2009 and 2018, sixty-six (66) lost their lives while traveling on Salinas streets. Included in these fatalities were people walking and biking. These individuals are from all neighborhoods of Salinas, and they cross geographic and demographic boundaries. These deaths have resulted in tragic personal loss for family and friends and significantly impact the Salinas community.

Tragedies caused by car collisions can be prevented by taking a proactive approach that prioritizes traffic safety. The loss of life extends beyond personal loss to deep community impacts, it includes personal economic costs and emotional trauma to those suffering; and significant taxpayer spending on emergency response and long-term healthcare costs. In addition, due to fear of safety on our streets, there is no true freedom of mobility, and as a result we compromise our public health with increasing sedentary diseases and higher carbon emissions.

Traditionally traffic deaths and severe injuries have been considered inevitable. Culturally we often hear of traffic deaths and severe injuries which have resulted from a traffic "accidents", seeming to suggest that these occurrences are an inevitability for which no preventable solutions exist. However, car collisions are often the result of individual decisions, driver behavior or the physical environment and the reality is that many of the incidents are preventable and are not inevitable.



WHY VISION ZERO?

The City of Salinas is willing to do what is necessary to work towards the goal of eliminating traffic deaths and serious injuries. Only by changing the approach to transportation safety with bold interventions can the City improve one of its largest preventable public health crises.

The City of Salinas is constantly working to increase the availability of safe and comfortable multi-modal transportation choices, reduce carbon emissions, improve public health through increased physical activity, and improve quality of life for all. The adoption of the Vision Zero policy and Action Plan makes safe travels along City streets for all transportation modes the primary focus for the City.

**VISION
ZERO**
Safe Streets for Salinas



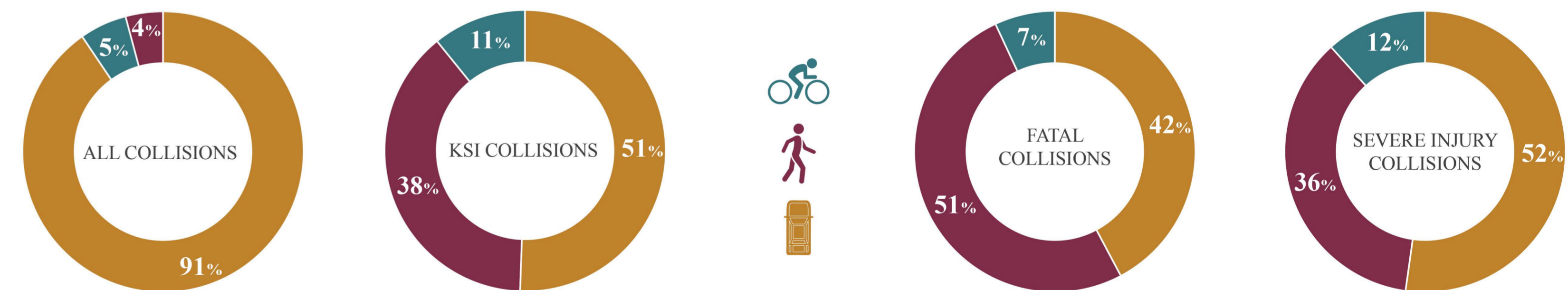
WHAT IS VISION ZERO?

Vision Zero is a strategy to eliminate all traffic fatalities and severe injuries while increasing safe, healthy, equitable mobility for all. It is a policy that acknowledges that traffic deaths are preventable. A Vision Zero Action Plan sets a goal of eliminating them with clear measurable strategies. The strategy is a multidisciplinary approach that brings together a diverse set of stakeholders to address the complex problem of traffic safety and to achieve the shared goal of zero fatalities and serious injuries.

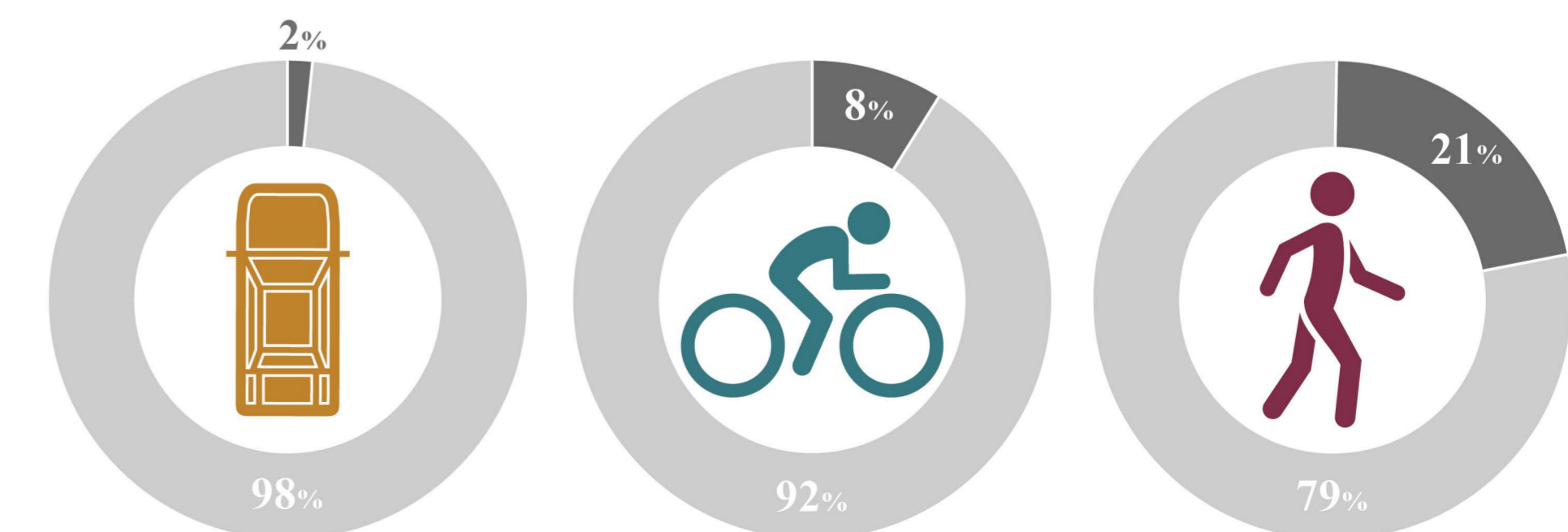
Vision Zero is a significant departure from the traditional approach to traffic safety in two major ways:

1. Vision Zero recognizes that people will sometimes make mistakes and integrates human failing in its approach. Traffic safety becomes the priority over other transportation considerations to ensure those mistakes do not result in severe injuries or fatalities.
2. Vision Zero is a multidisciplinary approach, bringing together different stakeholders to address the complex problem of traffic safety. Vision Zero acknowledges that many factors contribute to safe mobility including roadway design, traffic speeds, behaviors, technology, and policies. Vision Zero sets clear goals to achieve the shared goal of zero fatalities and severe injuries.

TRAVEL AND COLLISION BY MODE



SHARE OF VICTIMS WHO WERE KILLED OR SEVERELY INJURED BY MODE



■ Killed or Seriously Injured
■ Not Killed or Seriously Injured

COLLISION PROFILES & COUNTERMEASURES TOOLBOX

The City developed ten collision profiles to represent the top patterns of KSI collisions occurring throughout the City of Salinas over a ten-year period (2009-2018). These collision profiles represent different types of collision characteristics, such as speed related, location of pedestrian at collision, broadside involvement with bicycle, or alcohol involved related collisions.

In the following pages the ten collision profiles are presented with details and key countermeasures. There are three key countermeasures per collision profile directed to address the trend and minimize its effect on collisions.

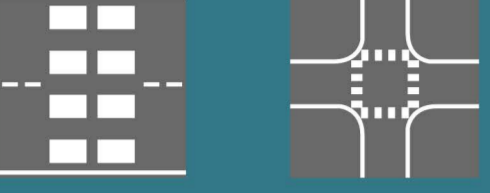
Collision Profile	% of All KSI (# of All KSI)	% of Auto KSI (# of Auto KSI)	% of Bicycle KSI (# of Bicycle KSI)	% of Pedestrian KSI (# of Pedestrian KSI)
Pedestrian Action	38.63% (129)			100% (129)
Broadside	27.55% (92)	40.25% (68)	55.56% (20)	3.11% (4)
Alcohol Involved	23.06% (77)	25.45% (43)	13.89% (5)	22.49% (29)
Pedestrian Violation	19.77% (66)			51.17% (66)
Auto R/W Violation	17.67% (59)	27.23% (46)	25% (9)	3.11% (4)
Head-On	12.28% (41)	19.53% (33)	2.78% (1)	5.43% (7)
Unsafe Speed	9.29% (31)	15.39% (26)	5.56% (2)	2.33% (3)
Rear-End	8.09% (27)	14.22% (24)	5.56% (2)	0.78% (1)
Improper Turning	8.09% (27)	11.85% (20)	13.89% (5)	1.56% (2)
Broadside Involved with Bicycle	5.99% (20)		55.56% (20)	
Total of KSI Collisions	334	169	36	129

PROFILE 1: Pedestrian Action

FACTORS



»Pedestrian collisions



»Definition: Collisions occurred midblock or intersections at unmarked or marked crosswalks

STATS

129 KSI Collisions

»Accounts for **39%** of all KSI Collisions

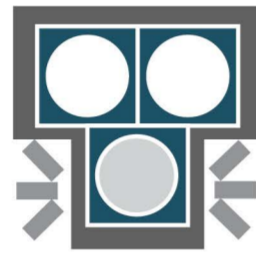
Pedestrian-Activated Crosswalk Warning Beacon



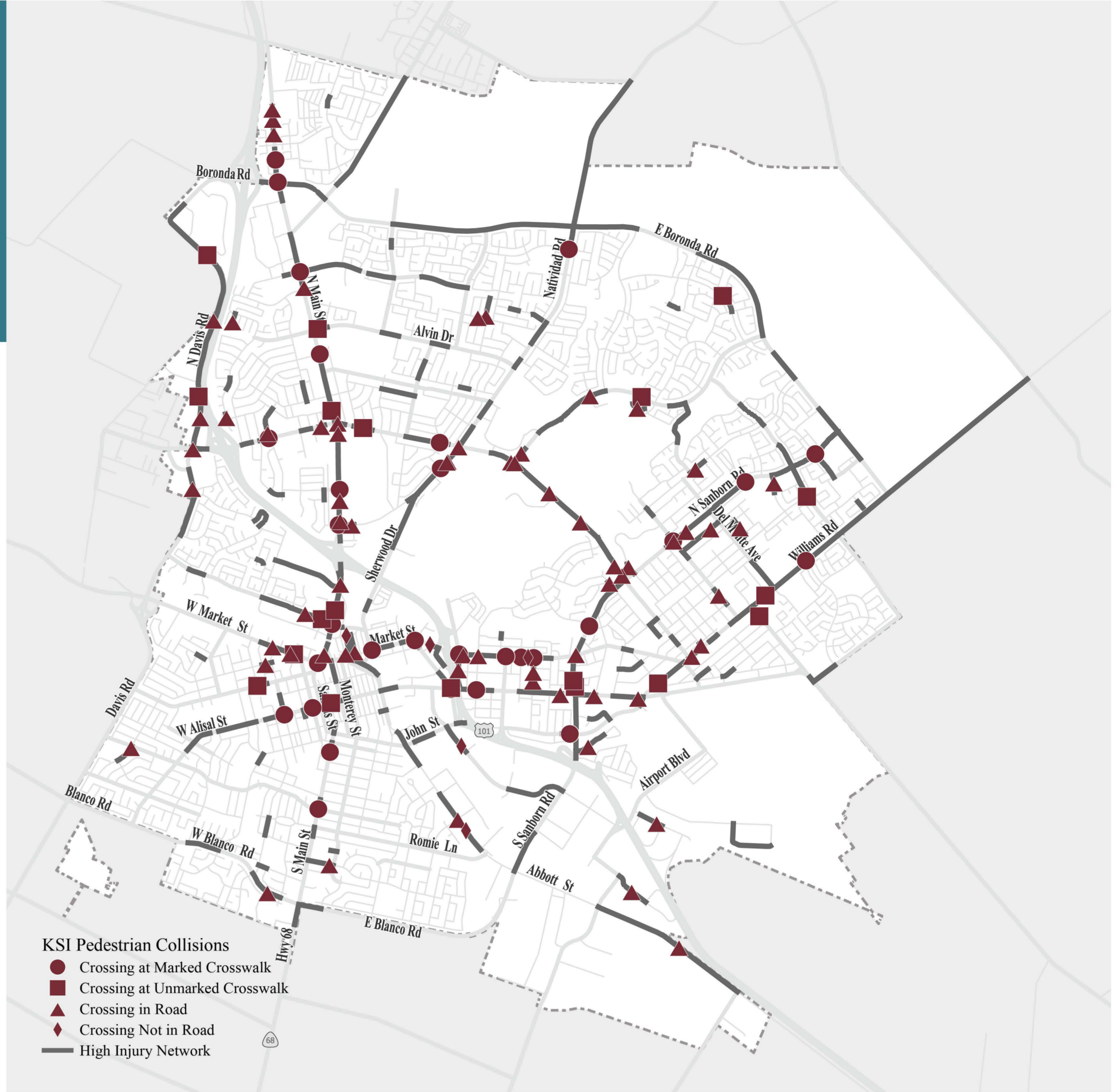
High Visibility Crosswalks



Pedestrian Hybrid Beacon



COUNTERMEASURES



PROFILE 2: Broadside Collisions

FACTORS



»Collision Type was reported as "Broadside"

»Definition: When one motor vehicle impacts another vehicle or bicycle close to an angle of 90 degrees

STATS

92 KSI Collisions

»Accounts for **28%** of all KSI Collisions

»**30%** of these collisions occurred at a signalized intersection

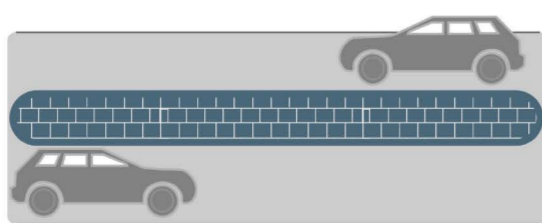
Reduce Parking at Intersections



Intersection Control



Raised Median



COUNTERMEASURES



PROFILE 3: Alcohol Involved Collisions

FACTORS



»Sobriety as reported by officer included HBD(Had Been Drinking)



STATS

77 KSI Collisions
»Accounts for **23%** of all KSI collisions and **22%** of KSI pedestrian collisions

Traffic Education and Outreach



Enforcement



COUNTERMEASURES



PROFILE 7: Unsafe Speed Collisions

FACTORS



»Cause was reported as "Unsafe Speed"



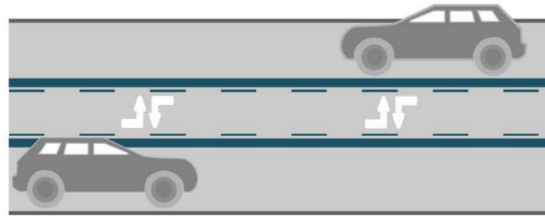
STATS

31 KSI Collisions
»Accounts for **9%** of all KSI Collisions

Vehicle Speed Feedback Sign



Lane Reduction



Enforcement



COUNTERMEASURES



HIGH COLLISION CORRIDORS

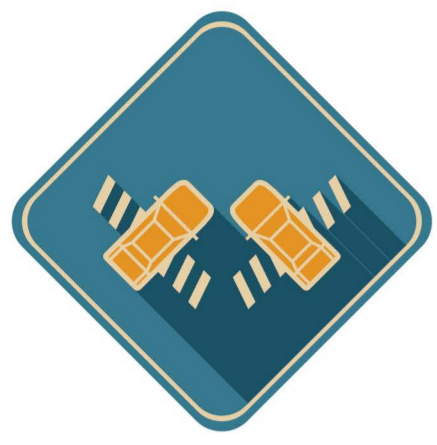
1. East Market Street
2. Williams Road
3. East Laurel Drive
4. Boronda Road
5. East Alisal Street
6. North Main Street
7. West Laurel Drive
8. North Sanborn Road
9. East Laurel Drive
10. Sanborn Road



COLLISION CORRIDORS

East Market Street, from Sherwood Drive to North Sanborn Road: 2009-2018

NOTABLE PRIMARY COLLISION FACTORS



AUTO R/W VIOLATION
28%



UNSAFE SPEED
19%

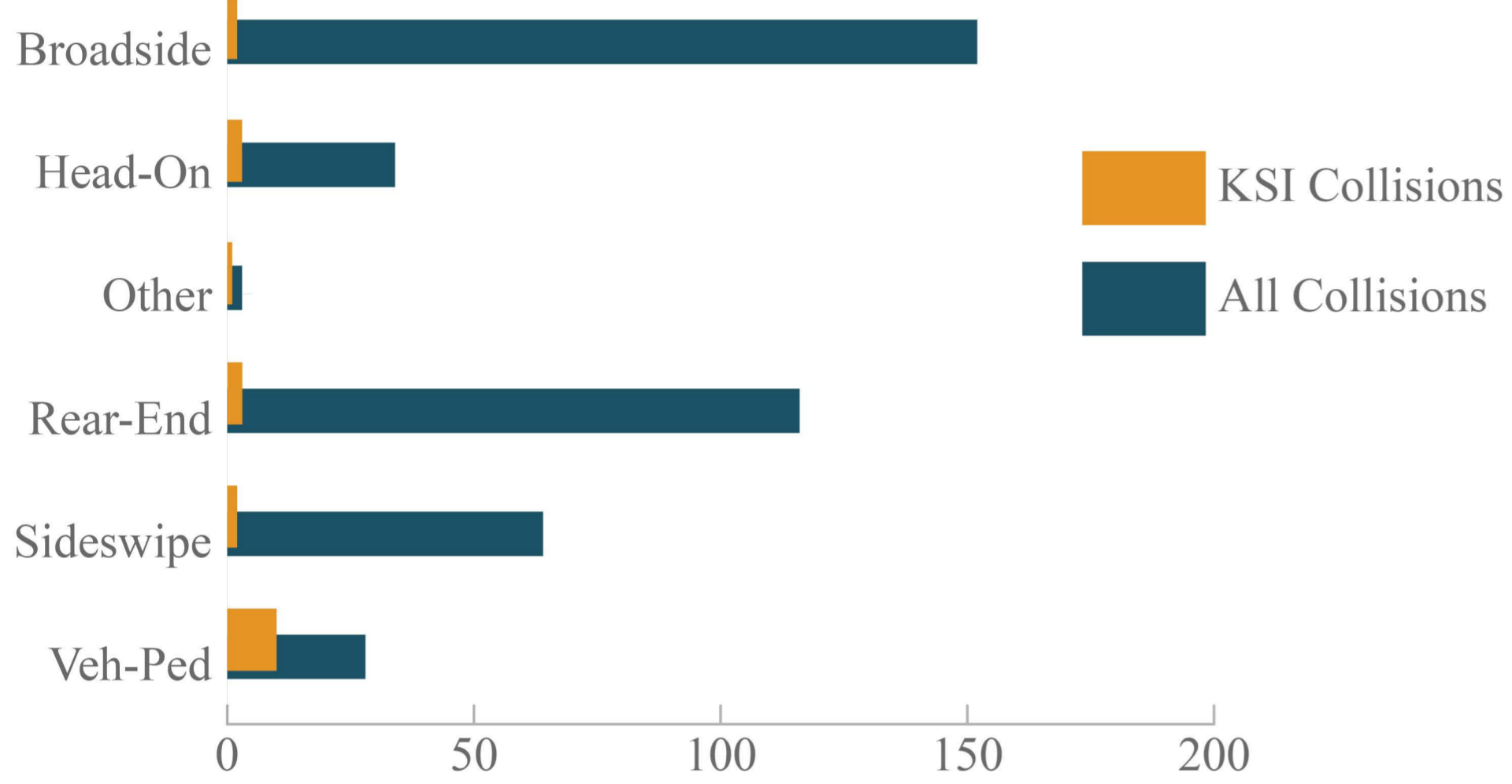


IMPROPER TURNING
11%



DUI
10%

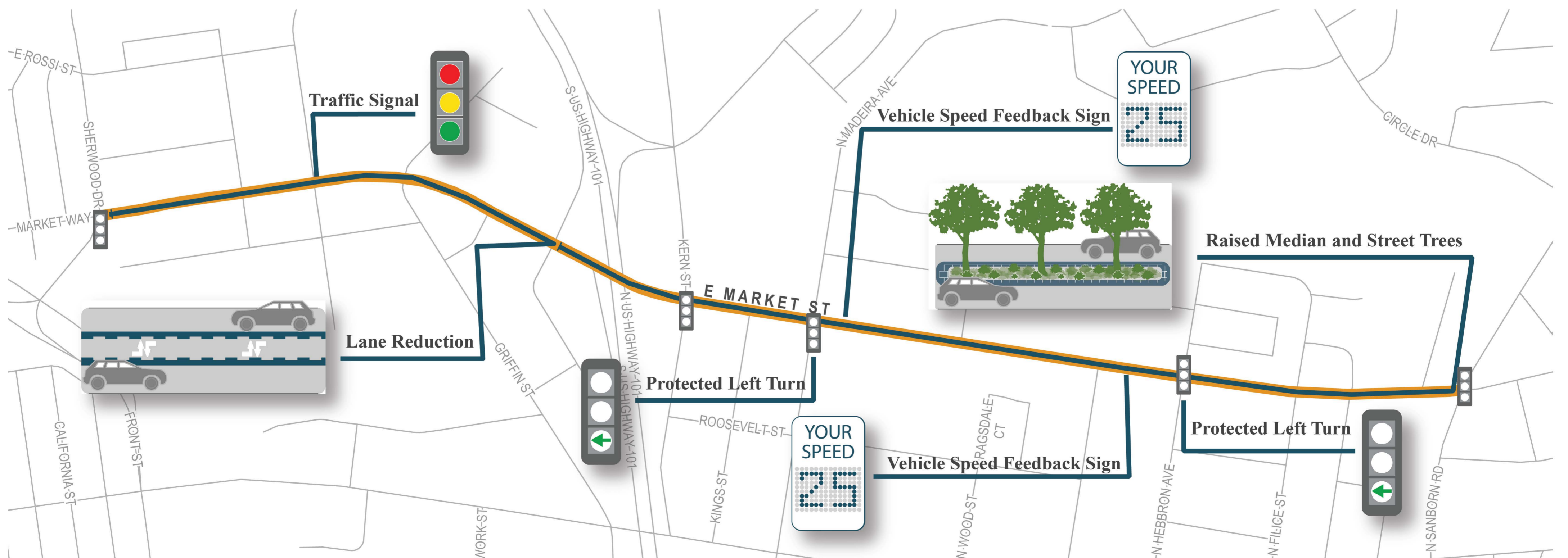
NOTABLE COLLISION TYPES



COLLISION CORRIDORS RECOMMENDATIONS

East Market Street, from Sherwood Drive to North Sanborn Road: 2009-2018

East Market Street between Sherwood Drive and Merced Street recommended countermeasures include a lane reduction from 4 lanes to 2 travel lanes with a two-way left turn lane and buffered bike lanes. East Market Street between Merced Street and Sanborn Road recommended countermeasures include a raised median and street trees. These countermeasures will minimize limit turning maneuvers at driveways and minor roads to reduce collision potential. Other countermeasures include bicycle lanes, protected left phasing is proposed at N Madeira, Hebron Ave, and coordination of all traffic signals along this corridor. Increased traffic enforcement is recommended.



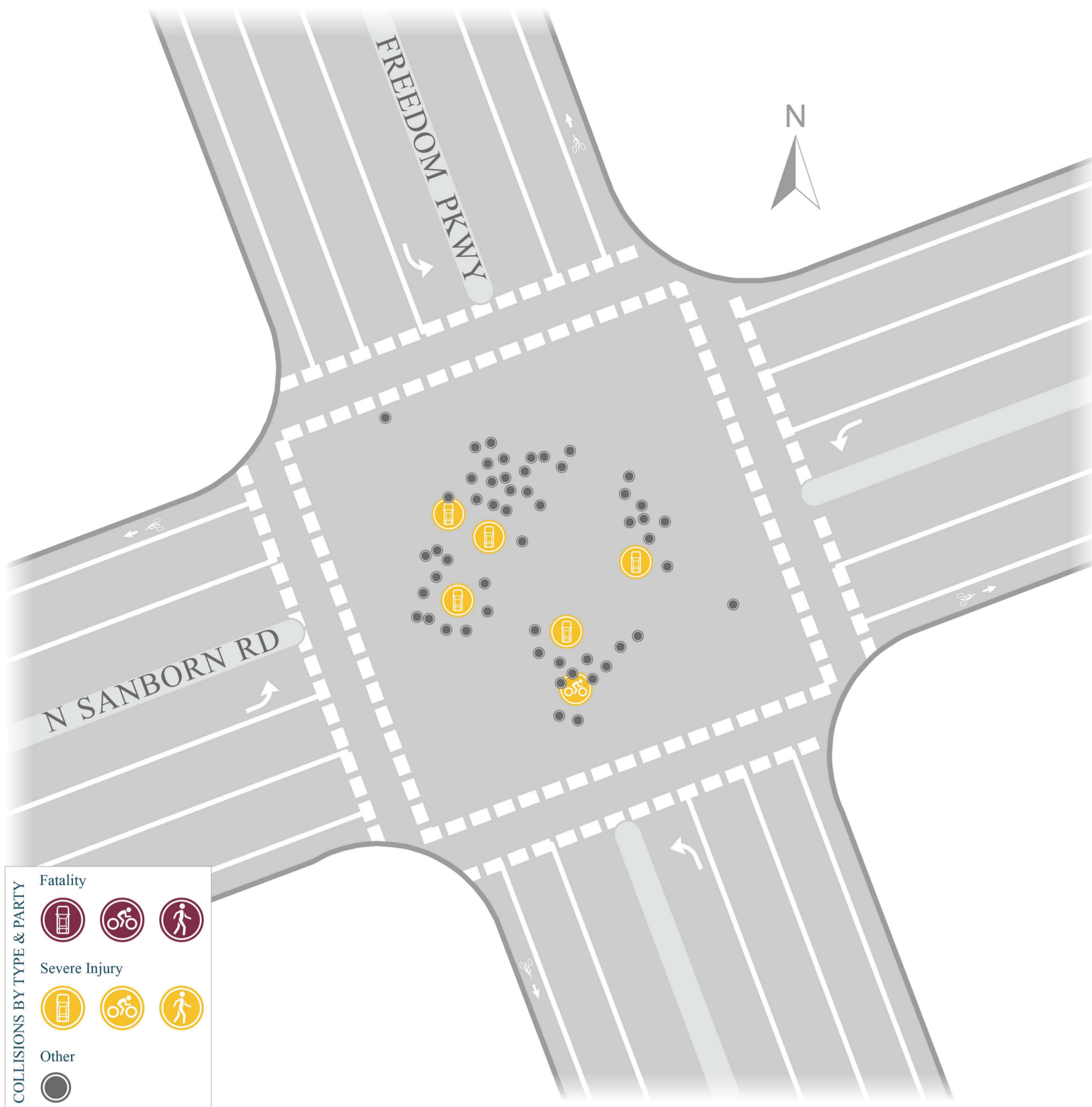
HIGH COLLISION INTERSECTIONS

1. Sanborn Road at Freedom Parkway
2. Sanborn Road at Garner Avenue
3. Boronda Road at North Main Street
4. North Main Street at West Bernal Drive
5. East Laurel Drive at Granada Avenue
6. Williams Road at Del Monte Avenue
7. East Alisal Street at Griffin Street
8. East Market Street at North Madeira Avenue
9. East Laurel Drive at Constitution Boulevard
10. East Market Street at Kern Street

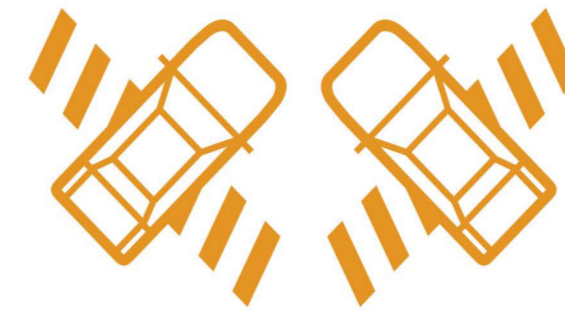


INTERSECTION COLLISIONS

Sanborn Road at Freedom Parkway: 2009-2018



NOTABLE PRIMARY COLLISION FACTORS



AUTO R/W VIOLATION
44%

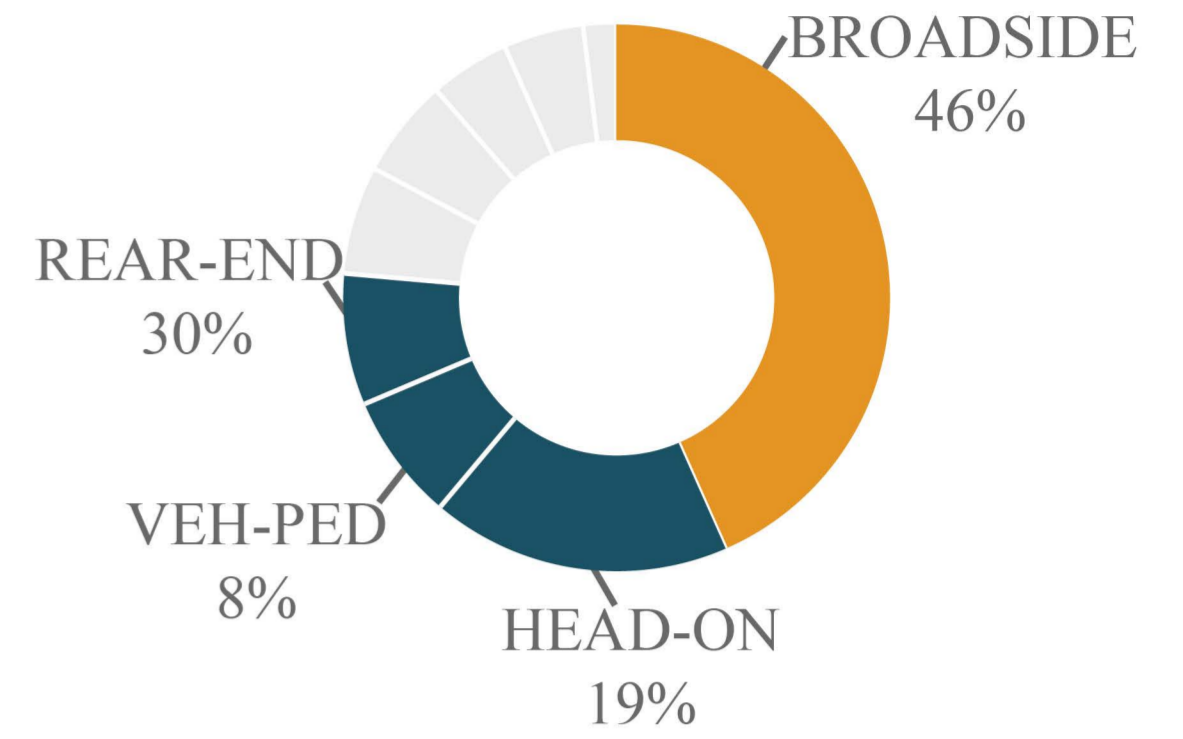


TRAFFIC SIGNALS & SIGNS
24%



UNSAFE SPEED
8%

NOTABLE COLLISION TYPES



INTERSECTION COLLISIONS RECOMMENDATIONS

Sanborn Road at Freedom Parkway: 2009-2018



North Sanborn at Freedom Parkway recommended countermeasures include signal timing and phasing improvements that provide protected left turn phase, leading pedestrian interval, coordinated signals and traffic control. An intersection control evaluation is recommended. Increased traffic enforcement or automated red-light enforcement is recommended.

NOTABLE PRIMARY COLLISION FACTORS

RECOMMENDATIONS

AUTO R/W VIOLATION
Protected Left Turns




TRAFFIC SIGNALS & SIGNS
Signal Timing and Phasing



Coordinate Traffic Signals

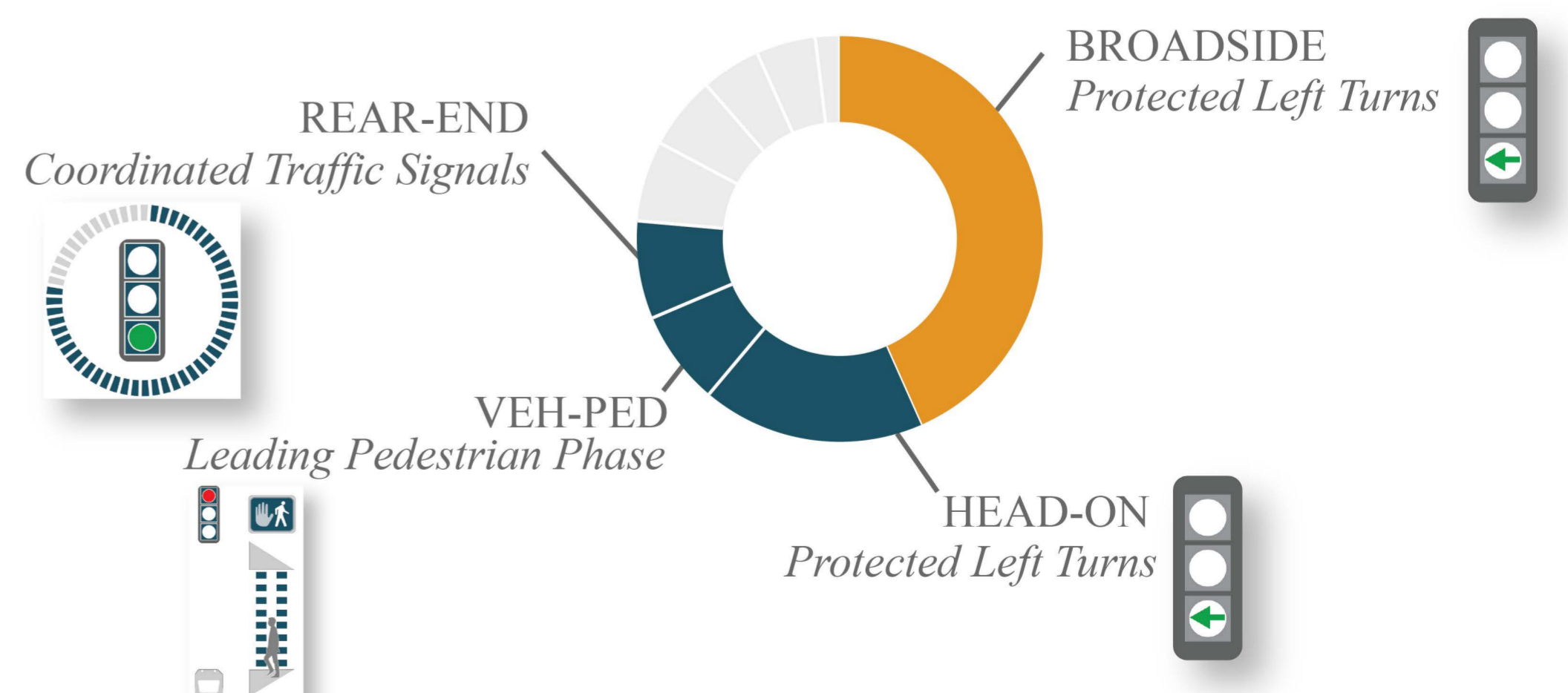


UNSAFE SPEED
Enforcement



NOTABLE COLLISION TYPES

RECOMMENDATIONS



The Implementable Actions are organized into four action areas:

1. **Vision Zero Program**
Focuses on bringing Vision Zero to the table
2. **Street Design and Operation**
Focuses on designing and implementing based on Vision Zero analyses
3. **Behavioral Change**
Focuses on targeting and educating public on street changes
4. **Vulnerable Road Users**
Focuses on designing and implementing for bicycle and pedestrian

IMPLEMENTATION ACTION	DEPARTMENT/ORGANIZATION	TIMEFRAME
1 Vision Zero Program		
1.1 Add Vision Zero on the agenda of the City's public, community group, and stakeholder meeting in 2022	City Council, Neighborhood Associations, Public Works Department	Short-Medium
1.2 Identify a permanent dedicated funding source for Vision Zero implementation and coordination	City Council, Public Works Department	Long
1.3 Incorporate Vision Zero safety principles into future City plans and design documents	Community Development Department, Public Works Department	Ongoing
1.4 Update and publish the Vision Zero Action Plan every five years to measure progress against the goals of the Vision Zero	Public Works Department	Medium-Long
1.5 Provide online, interactive collision data map and website	GIS Division, Public Works Department, City Manager's Office	Medium-Long
1.6 Develop a workshop on how to best communicate traffic collisions and roadway safety concepts	City Manager's Office, Public Works Department, Police Department	Long
2. Street Design and Operation		
2.1 Develop designs and secure grant funding for high priority High Collision Corridors and High Collision Intersections	Public Works Department	Medium-Long
2.2 Develop a priority list on specific segments from the High Injury Network	Public Works Department	Medium-Long
2.3 Install low-cost safety improvements that includes new road markings, signs, and minor signal modifications	Public Works Department	Short-Medium
2.4 Update signal timing and phasing to accommodate for all modes of transportation	Public Works Department, Traffic Division	Ongoing
2.5 Update City street design standards to reflect complete street concept	Public Works Department	Ongoing
2.6 Establish internal process for Vision Zero countermeasures to be evaluated and implemented, where feasible, on projects on the HIN	Public Works Department	Long
2.7 Require that new development incorporate Vision Zero principles for any new road construction	Community Development Department, Public Works Department	Ongoing
2.8 Require that any redevelopment contribute to street safety improvements required to meet the demand generated by the project	Community Development Department, Public Works Department	Ongoing

IMPLEMENTATION ACTION	DEPARTMENT/ORGANIZATION	TIMEFRAME
3. Behavioral Change		
3.1 Launch high-visibility education campaigns against speeding, distracted driving, impaired driving, and other high-risk behaviors. Campaign will focus on HIN corridors	Salinas Police Department, Transportation Agency of Monterey County, County of Monterey	Short-Medium
3.2 Increase the use of vehicle speed feedback signs to discourage speeding	Public Works Department, Police Department	Short
3.3 Explore opportunities to expand free or subsidized transit fares during holidays and for special events	Monterey-Salinas Transit	Short-Medium
3.4 Develop public promotional campaign to encourage late-night transit, taxi, rideshare, and other services to provide alternatives to impaired driving	Salinas Police Department, County of Monterey	Long
3.5 Deter impaired driving by targeting education and outreach at or near alcohol-serving establishments	City Manager's Office, Salinas Police Department, County of Monterey	Medium-Long
3.6 Integrate Vision Zero policies into Police Academy curriculum and in-service Police Officer Training	Salinas Police Department	Long
3.7 Create targeted enforcement campaigns where collision trends indicate traffic enforcement is needed	Salinas Police Department	Medium-Long
3.8 Utilize automated enforcement technology where feasible	Salinas Police Department	Long
4. Vulnerable Road Users		
4.1 Install or upgrade pedestrian crossing treatments on the HIN	Public Works Department	Medium
4.2 Upgrade Pedestrian Push buttons to most recent standards of all traffic signals	Public Works Department	Medium
4.3 Develop targeted education for driver to increase safety to pedestrian 60+	City Manager's Office, Recreation and Community Services	Short-Medium
4.4 Upgrade to high-visibility crosswalks near schools	Public Works Department	Medium
4.5 Develop and implement projects that improve bicycle and pedestrian safety related to turning vehicles at signalized and unsignalized intersections	Public Works Department	Long
4.6 Continue building and improving the bikeway and pedestrian network consistent with the Bicycle Master Plan and Pedestrian Master Plan	Public Works Department	Ongoing



