



**CITY OF SALINAS  
COUNCIL STAFF REPORT**

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**DATE:** AUGUST 24, 2020  
**DEPARTMENT:** PUBLIC WORKS, TRAFFIC AND TRANSPORTATION DIVISION  
**FROM:** DAVID JACOBS, PUBLIC WORKS DIRECTOR  
**THROUGH:** ANDREW EASTERLING, TRAFFIC ENGINEER  
**BY:** GERARDO RODRIGUEZ, ASSISTANT ENGINEER  
**TITLE:** SALINAS VISION ZERO ACTION PLAN

RECOMMENDED MOTION:

A motion to approve a Resolution adopting the Salinas Vision Zero Action Plan.

RECOMMENDATION:

It is recommended that the City Council approve a Resolution adopting the Salinas Vision Zero Action Plan.

EXECUTIVE SUMMARY:

City Council approved a Resolution adopting a Vision Zero Policy, which set a clear goal of eliminating fatal and severe injuries collisions. The Vision Zero Action Plan is a data driven approach, which utilizes historical collision data in order to identify collision patterns and trends. High frequencies of collisions led to identifying emphasis areas where the City can prioritize a response and recommend actionable strategies with the goal of eliminating severe injury and fatal crashes. The Vision Zero Action Plan is the City's play book to achieve this goal.

BACKGROUND:

At its January 9, 2020, the Traffic and Transportation Commission received a presentation on Vision Zero and recommended Council approve a Resolution adopting a Vision Zero Policy, and develop a Vision Zero Action Plan. At its February 11, 2020 meeting City Council passed a Resolution (No 21791) adopting a Vision Zero Policy, and to develop a Vision Zero Action Plan. "Vision Zero" is a strategy to eliminate all traffic fatalities and severe injuries, while increasing safe, healthy, equitable mobility for all. It is a movement that began in Europe and spread to

American Cities, rooted in the philosophy that no loss of life due to road crashes is acceptable or inevitable and therefore sets the goal of reducing fatalities and severe injuries to zero. Nearby cities such as Monterey, Watsonville and San Jose have all adopted a Vision Zero Policy. Vision Zero is a multidisciplinary approach, bringing together diverse and necessary stakeholders to address this complex problem. Vision Zero acknowledges that many factors contribute to safe mobility not just roadway design, but also speeds, behaviors, technology, and policies, and sets clear goals to achieve the shared goal of zero fatalities and severe injuries.

The City already actively implements safety projects, programs, and efforts consistent with the Vision Zero Action Plan. Additionally, planning efforts such as the Alisal Vibrancy Plan, Chinatown Revitalization Plan, the Safe Routes to School Plan, and Downtown Vibrancy Pan have revealed there is a strong desire by Salinas residents for a safer transportation system. The Vision Zero Action Plan aligns with the community feedback staff heard from the other planning efforts and identifies patterns of high collisions where the City can maximize its investments towards eliminating fatal and severe injury collisions.

#### DISCUSSION:

Now that the City has committed to the Vision Zero Policy, the adoption of the Vision Zero Draft Action Plan; begins the process of eliminating fatal and severe injury collisions by laying out next steps, timelines, and priorities. The Vision Zero Action Plan is rooted in the understanding that traffic deaths are preventable. The Vision Zero Action Plan uses a systems-based approach using data to identify emphasis areas, priorities and actionable strategies with the goal of eliminating severe injury and fatal crashes. The Vision Zero Action Plan will soon be required to be eligible for federal grant programs, which provide funding for safety improvement projects.

City staff has compiled 10 years of collision data, and created maps using geographic information systems (GIS) technology to display and filter collision data to help illustrate spatial patterns and trends. This data-driven analysis help reveal collision trends and patterns in collision type, driver factors, roadway features, vehicle factors or environmental conditions. Trends in the data help reveal emphasis areas where a higher frequency of collisions can be evaluated to achieve the goal of zero fatalities and serious injuries most effectively.

Identifying a High Injury Network (HIN) as part of a Vision Zero Action Plan is critical because it identifies roadway segments where a high frequencies of fatal or severe injury collisions occur that the City can focus on. GIS technology was used to identify the Salinas High Injury Network, corridors with the highest concentration of fatal and severe injury collisions, also known as killed or severely injured collisions (KSI). Traffic data for the HIN was collected from the Transportation Injury Mapping System (TIMS), Statewide Integrated Traffic Records System (SWITRS) and local police records between the years 2009-2018. The HIN focuses on corridors where the highest number of traffic fatalities and severe injuries occurred. The Action Plan shows that the Salinas HIN consists of only 12% of the city's roadway streets network.

KSI collisions are the primary collisions applied to identify spatial patterns and trends, collision profiles, and emphasis areas. These spatial patterns were identified, and the City developed ten collision profiles to represent notable patterns of KSI collisions. These collisions profiles were paired with two or three key proposed countermeasures per collision profile directed to address the trend and minimize its effect on collisions, as shown in page 16 of the Vision Zero Action Plan.

The Vision Zero Action Plan refines the HIN further, and GIS map making was used to develop emphasis areas for road corridors and at intersections with the greatest number of KSI collision records. Infographic maps were created to illustrate collision trends, notable collision types and notable primary collision factors using all of the available collision data from 2009-2018.

These Emphasis Areas include High Collision Corridors, High Collision Intersections, Pedestrian Involved Intersections, Bicycle Involved Corridors, Alcohol Involved Corridors, and Near Schools.

The highest collision corridors are as follows:

1. East Market Street, from Sherwood Drive to North Sanborn Road
2. Williams Road, from East Alisal Street to East Boronda Road
3. East Laurel Drive, from Natividad Road to North Sanborn Road
4. Boronda Road, from US 101 to Natividad Road
5. East Alisal Street, from Front Street to North Sanborn Road
6. North Main Street, from Market Street to Casentini Street
7. West Laurel Drive, from North Davis Road to North Main Street
8. North Sanborn Road, from Del Monte Ave to East Boronda Road
9. East Laurel Drive, from North Main Street to Natividad Road,
10. Sanborn Road, from US Highway 101 to East Laurel Drive

The highest collision intersections are as follows:

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 Maderia Avenue
9. East Laurel Drive at Constitution Boulevard
10. East Market Street at Kern Street

The highest pedestrian involved intersections are as follows:

1. Sanborn Road at Garner Avenue
2. East Alisal Street at Griffin Street
3. North Main Street at Lamar Street

The highest bicycle involved corridors are as follows:

1. East Market Street, from Sherwood Drive to North Sanborn Road
2. West Laurel Drive, from North Davis Road to North Main Street
3. Natividad Road, from East Laurel Drive to East Boronda Road

The highest alcohol involved corridors are as follows:

1. East Market Street, from Sherwood Drive to North Sanborn Road
2. East Laurel Drive, from Natividad Road to North Sanborn Road
3. Williams Road, from East Alisal Street to East Boronda Road

The highest collisions near schools are as follows:

1. Martin Luther King, Jr. Elementary
2. Sacred Heart School
3. Alisal High School

All of the emphasis areas above, were mapped in the Vision Zero Action Plan and had data graphics developed to illustrate notable collision types and primary collision factors. The Action Plan pairs the notable collision types and primary collision factors to recommended countermeasures tailored to address the high frequency collision trends. The most common recommended countermeasures include, traffic enforcement, traffic education and outreach, buffered/protected bike lanes, high visibility crosswalks, signal timing and phasing improvements, raised medians, road dieting, vehicle speed feedback signs.

Along with the Action Plan focused on emphasis areas, the project team identified a set of key actions to serve as a roadmap towards a Vision Zero goal. These key actions are organized into four action areas. These action areas are:

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

The implementation plan will involve a committed Vision Zero Task Force, comprised of various City departments, the local community, and partnering organizations. These implementation actions are assigned a timeframe and a metric progress. Timeframes vary from short-term could be implemented within 2 years, medium-term could be implemented within 2 to 5 years, long-term could be implemented within 5 to 10 years, and ongoing actions will be operational changes which will continue to develop over time. Implementation actions include but not limited to, developing projects on HIN corridors, identifying a permanent dedicated funding source for Vision Zero

implementation and coordination, increase the use of vehicle speed feedback signs to discourage speeding, continue building and improving the bikeway and pedestrian network consistent with their respective Master Plans.

Maps with collision data information are provided in the attachments to this report and available on the City's website at <https://www.cityofsalinas.org/our-city-services/public-works/current-projects/vision-zero>.

Developing Vision Zero Action Plan has been a collaborative effort, and it would not be possible without the participation of a wide range of stakeholders and community members who participated in online surveys during the course of the pandemic and the community workshop.

#### TRAFFIC AND TRANSPORTATION COMMISSION:

At its July 8, 2021 meeting, the Traffic and Transportation Commission voted unanimously (6-0) to recommend to Council that the City Council approve a Resolution adopting the Salinas Vision Zero Action Plan.

#### CEQA CONSIDERATION:

**Not a Project.** The City of Salinas has determined that the proposed action is not a project as defined by the California Environmental Quality Act (CEQA) (CEQA Guidelines Section 15378). In addition, CEQA Guidelines Section 15061 includes the general rule that CEQA applies only to activities which have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA. Because the proposed action and this matter have no potential to cause any effect on the environment, or because it falls within a category of activities excluded as projects pursuant to CEQA Guidelines section 15378, this matter is not a project. Because the matter does not cause a direct or foreseeable indirect physical change on or in the environment, this matter is not a project. Any subsequent discretionary projects resulting from this action will be assessed for CEQA applicability.

#### STRATEGIC PLAN INITIATIVE:

This action supports the Council's initiative of Public Safety.

#### DEPARTMENTAL COORDINATION:

The Public Works Department obtained grant funds to develop the Vision Zero Action Plan and managed the plan development process. Staff from the other City departments including Community Development, Library and Community Services, Police, and Fire participated in the preparation of the Vision Zero Action Plan through the Design Review Committee. Multiple departments provided valuable input into the final Vision Zero Action Plan.

FISCAL AND SUSTAINABILITY IMPACT:

There is no impact to the General Funds. The total estimated cost to develop the Vision Zero Action Plan was \$80,000. The City obtained a state grant for up to \$72,000 with a local match of \$8,000. Funding for the local match was provided by Measure X.

Furthermore, adoption of the Vision Zero Action Plan will be required for an agency to be eligible to apply for the federal Highway Safety Improvement Program (HSIP) grant funds. The HSIP is a critical funding mechanism for traffic safety related infrastructure projects. Without access to HSIP funds the city would need to use other local funds, which could otherwise be used for maintenance

ATTACHMENTS:

Attachment 1: Resolution

Attachment 2: Salinas Vision Zero Action Plan