



**CALIFORNIA[®]
SAFE ROADS**

THE TRAFFIC SAFETY NAVIGATOR

Winter 2022

The Traffic Safety Navigator is the 2020–2024 California Strategic Highway Safety Plan (SHSP) e-newsletter. The newsletter provides SHSP updates along with insights into best practices for implementing strategies that reduce traffic fatalities and serious injuries on California’s roadways.

IN THIS ISSUE

- Reflecting on the SHSP Virtual Fall Regional Workshops
 - Key Takeaways from the SHSP Virtual Fall Regional Workshops
 - SHSP Virtual Fall Regional Workshop Featured Speakers’ Highlights
- Agency Spotlight: California Department of Alcoholic Beverage Control
- Get Involved and SHSP Resources
- What is the SHSP?

REFLECTING ON THE SHSP VIRTUAL FALL REGIONAL WORKSHOPS

Welcome to the winter edition of the Traffic Safety Navigator. In September and October 2022, the SHSP Team conducted six Virtual Fall Regional Workshops covering the greater Bay Area, Redding, Los Angeles, Sacramento, San Diego, and Fresno regions. These interactive virtual workshops featured an overview of regional transportation safety trends, best practices for saving lives along our roadways, the Safe System Approach, Integrating Equity, funding opportunities, updates on the 2020–2024 California SHSP, and more.

More than 600 transportation safety professionals from the public, private, and non-profit sectors attended the workshops — including those serving in education, enforcement, engineering, emergency response, emerging technologies, and community engagement. The largest number of participants came from the public sector representing local, regional, state, and federal agencies. Read below for key findings from the workshops, highlights from local and regional speakers from each area, and links to resources from each workshop.

KEY TAKEAWAYS FROM THE SHSP VIRTUAL FALL REGIONAL WORKSHOPS

In addition to record numbers of participation, the key takeaways from the regional workshops are listed below:

- Most regions statewide are consistent with the SHSP, especially since the [Policy Pivot in 2020](#) with the inclusion of the four Guiding Principles and the High Priority Challenge Areas. Policy priorities, such as implementing a [Safe System Approach \(SSA\)](#) and Integrating Equity, are consistent with priorities at the local levels, but implementation differs greatly in rural and urban areas.
- Vision Zero plans are either in place or underway at many agencies across California. Most local jurisdictions are focusing safety efforts in the High Priority Challenge Areas — pedestrians, bicyclists, and speed management/aggressive driving. Local and regional agencies are working on important initiatives in all of the 16 SHSP Challenge Areas.
- Local and regional agencies also desire additional statewide support with developing, implementing, and evaluating their safety initiatives. This desired support could be in the form of funding, additional partnerships and increased collaboration, as well as more timely and detailed data.
- Many people want to get more involved in the statewide SHSP, and therefore appreciate these types of outreach efforts where there is interaction among the participants. The vast majority of participants said they found the workshops to be very or extremely useful, and **57** new people have since been added to the statewide SHSP Challenge Area teams! Each of these new folks signed up to get involved in at least **five** Challenge Areas, making a total of **258** new requests to get involved! The SHSP Team is currently assisting all of the existing Challenge Area Teams with onboarding these new members.

Find additional information and materials from the 2022 SHSP Virtual Fall Regional Workshops on the [SHSP website](#).

SHSP VIRTUAL FALL REGIONAL WORKSHOP FEATURED SPEAKERS' HIGHLIGHTS

Each workshop included presentations from featured speakers to highlight some of the important local and regional safety efforts coming out of each region. Highlights from each of the six workshops are listed below.

Bay Area Workshop – September 27, 2022

Regional Featured Agency: Bay Area Metropolitan Transportation Commission (MTC)

- MTC shared accomplishments from their Regional Vision Zero Program, which included adoption of a formal Vision Zero Policy in 2020, formation of the Bay Area Vision Zero Working Group, and grant awards totaling \$500,000 for the Systemic Safety Analysis Report Program (SSARP) from Caltrans for safety data system development. They also developed a [Bay Area Vision Zero System Dashboard Generator](#) that provides safety-related data and analysis tools.

Local Featured Agency: City of Fremont

- The City of Fremont shared updates on their [Vision Zero program](#), highlighting a 40% decrease in major traffic crashes. This was accomplished through street design updates, protecting vulnerable users, school access safety projects, reducing speed limits, brighter street lighting, innovative applications (i.e. protected intersections), along with public education and engagement.

Redding Area Workshop – September 28, 2022

Regional Featured Agency: Shasta Regional Transportation Agency (SRTA)

- One of the goals of [SRTA's Regional Transportation Plan](#) is to create safe people-centered communities by increasing safety and comfort for all active transportation participants. SRTA created a new walking and biking trail in Redding, which extends from the Diestelhorst Bridge to downtown. The west end of Riverside Drive was converted to pedestrian and bicyclist use only, resulting in significant safety improvements for users.

Local Featured Agency: Humboldt County

- [Humboldt County](#) has been using enhanced road striping to improve safety on local rural roads resulting in a crash reduction factor of 16%. They were seeking a product that was longer-lasting and had higher retroreflective attributes. They chose to mix California paint specifications with Utah paint specifications to achieve that goal.

Los Angeles Area Workshop – September 29, 2022

Regional Featured Agency: Southern California Association of Governments (SCAG)

- [Safety planning at SCAG](#) includes setting annual safety targets, developing a regional safety policy, participation in the statewide SHSP, convening jurisdictions and agencies to achieve better safety planning coordination, and more. SCAG developed a *Go Human* campaign in 2015 to reduce traffic crashes and encourage people to walk and bike. For the next phase, the program looks to leverage successful engagement strategies to expand toward agency-wide planning goals while continuing mobility justice work.

Local Featured Agency: City of Long Beach

- The City of Long Beach has undertaken a [Safe Streets Approach](#) and several equity initiatives. Mobility goals include zero roadway deaths by 2026 and a 30% bicycle mode share by 2045. To achieve these goals, the city is creating safety improvements by developing roundabouts, improved bike lanes with permanent fixtures, and using elements of the Safe System Approach.

Sacramento Area Workshop – October 11, 2022

Regional Featured Agency: Sacramento Area Council of Governments (SACOG)

- SACOG’s role in safety is to fund safety projects during competitive funding cycles every two years. [SACOG’s 2024 Regional Transportation Plan](#) identifies priority projects and policies to achieve goals related to equity, the economy, the environment, and hitting greenhouse gas (GHG) emission targets. They are also developing a model to predict collisions within specified geographic areas that focuses on vehicle miles traveled (VMT) and other collision factors that can be tied to the success of different transportation projects.

Local Featured Agency: El Dorado County Transportation Commission (EDCTC)

- [EDCTC](#) discussed the unique safety challenges facing rural communities — including that the rural fatality rate is approximately two times higher than the urban fatality rate, which means safety impacts are far greater relative to population and vehicle miles traveled in these areas. Some of the transportation safety solutions EDCTC recommends for rural areas include recognizing rural state routes are critical for interregional tourism and commerce routes, ensuring funding programs provide for long-standing rural needs, and applying safety innovations when and where appropriate.

San Diego Area Workshop – October 12, 2022

Regional Featured Agency: San Diego Association of Governments (SANDAG)

- SANDAG shared their collaborative and ongoing safety planning process focused on social equity. SANDAG created a safety data dashboard that offers consistent and accessible data by jurisdiction, trend analysis, as well as geographic components and supporting datasets. SANDAG’s Vision Zero approach rejects the idea that traffic crashes are inevitable, and instead views them as preventable incidents. They are working on their [Vision Zero Action Plan](#).

Local Featured Agency: City of San Diego

- The [City of San Diego](#) is utilizing a Safe System Approach to reduce crashes that result in fatalities. This is being accomplished through strategies such as reducing vehicle speeds and adding redundancies with pedestrian improvements, as well as testing a low-cost, quick-build roundabout to improve safety for roadway users in the Balboa Park area.

Fresno Area Workshop – October 13, 2022

Regional Featured Agency: Fresno Council of Governments (Fresno COG)

- Fresno COG is developing a [Regional Safety Plan \(RSP\)](#) and [Multijurisdictional Local Road Safety Plan \(MLRSP\)](#) to further support its safety efforts. The RSP’s purpose is to integrate safety into Fresno COG’s transportation planning and funding processes by providing a regional resource that the cities and unincorporated Fresno County can leverage to further roadway safety improvements locally. The MLRSP builds upon the RSP and develops the local road safety plan for 10 member agencies so they can be eligible for Highway Safety Improvement Program (HSIP) funds.

Local Featured Agency: Fresno County Bicycle Coalition (FCBC)

- Based on findings from the [Systemic Local Roadway Safety Plan](#), the City of Fresno Bicycle and Pedestrian Advisory Committee (BPAC) is recommending to the Fresno City Council and the Mayor that the City of Fresno adopt a Vision Zero Resolution committing to a goal of zero traffic deaths by 2050; form a Vision Zero Task Force and/or hire a Vision Zero consultant; and develop and implement a Vision Zero Action Plan.

SAFETY SPOTLIGHT: CALIFORNIA DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL

By Paul Tupy, California Department of Alcoholic Beverage Control

The California Department of Alcoholic Beverage Control (ABC) plays an important role in preventing DUIs and making California's highways, roads, and streets safer through programs run by ABC. Since 1955, ABC has regulated California's alcoholic beverage industry that includes approximately 94,000 businesses that manufacture, distribute, or sell alcohol. The industry includes bars, restaurants, wineries, distilleries, liquor stores, grocery stores, gas station markets, and much more.

ABC has long contributed to the Strategic Highway Safety Plan and has received grant funding from the California Office of Traffic Safety (OTS) through the National Highway Traffic Safety Administration (NHTSA) to support many of the department's enforcement and prevention programs that increase public safety by preventing alcohol-related crime and misuse. OTS funded programs include [Minor Decoy](#) and [Shoulder Tap](#) operations, [Informed Merchants Preventing Alcohol-Related Crime Tendency \(IMPACT\)](#) inspections, [Licensee Education on Alcohol and Drug \(LEAD\)](#) trainings, and [Target Responsibility for Alcohol-Connected Emergencies \(TRACE\)](#) trainings.

In the last year, a new law named the Responsible Beverage Service Training Program (RBSTP) Act took effect and mandates Responsible Beverage Service (RBS) training for anyone who serves alcohol, or manages individuals who serve alcohol, at over 56,000 businesses that sell and serve alcohol for consumption on site. This includes bars, restaurants, wineries, distilleries, clubs, tasting rooms, and stadiums among other places.

ABC will continue to protect our highways, roads, streets, and communities through programs designed to increase compliance with California's alcoholic beverage laws. To learn more about ABC programs visit abc.ca.gov.

GET INVOLVED AND SHSP RESOURCES



RESOURCES FROM THE SHSP VIRTUAL FALL REGIONAL WORKSHOPS

At each workshop, the SHSP Team shared factsheets with regional and statewide data, as well as information about the Safe System Approach and FHWA's Proven Safety Countermeasures. Resources from the SHSP Virtual Fall Regional Workshops are now available for download on the SHSP website.

[View Resources](#)



CHECK OUT THE SHSP CRASH DATA DASHBOARD

The California SHSP Crash Data Dashboard was developed to provide SHSP implementers with direct access to crash data to support data-driven implementation of the SHSP. The dashboard currently uses finalized crash data from the Fatality Analysis Reporting System (FARS) and the Statewide Integrated Traffic Records System (SWITRS) and allows users to customize reports by location and other characteristics, including whether a fatal or serious injury crash was within five miles of a tribal boundary.

The Crash Data Dashboard now includes a guidebook and instructional videos in English and Spanish.

[View Dashboard](#)



WE CAN'T DO IT WITHOUT YOU

The SHSP is just the start. The 5 Es need to work together to implement the actions developed in the SHSP. Involvement in an SHSP Challenge Area Team is a direct way to influence countermeasures selected to improve safety. Volunteers are needed for all Challenge Areas.

[Get Involved](#)



SHARE YOUR STORIES

We want to know about your successful implementation of traffic safety countermeasures! We will be highlighting success stories on the SHSP website and in future newsletters.

[Share Your Story](#)



SUGGESTIONS FOR FUTURE TOPICS?

We want to know what topics are of interest to California! Complete our simple feedback form to provide suggestions on future e-newsletter topics.

[Submit Feedback](#)



To stay up-to-date on SHSP news, subscribe [HERE](#).

WHAT IS THE SHSP?

The California Strategic Highway Safety Plan (SHSP) is a comprehensive, statewide transportation safety plan which provides a framework for reducing fatalities and serious injuries across all travel modes and on all public roads. Started in 2005, the SHSP is updated regularly to ensure continued progress and to meet changing safety needs. Currently, over 580 safety stakeholders from over 230 public and private agencies and organizations work together on this effort under the guidance of the SHSP Executive Leadership and SHSP Steering Committees. The SHSP addresses the 5 Es: Education, Enforcement, Engineering, Emergency Response, and Emerging Technologies. In summer 2020, state transportation leaders recognized a bolder and more focused approach was necessary to combat the rise in fatalities and serious injuries that have occurred on California roadways since 2010. Four new Guiding Principles have been incorporated into the SHSP update process to further improve safety:

- 1. Integrate Equity**
- 2. Implement a Safe System Approach**
- 3. Double Down on What Works**
- 4. Accelerate Advanced Technology**



VISION

Safe public roads across California



MISSION

Ensure safety for all modes of travel on California's public roads



GOAL

Zero Fatalities and Serious Injuries

[Learn More](#)

More Information

For more information about the California SHSP, please visit <https://dot.ca.gov/programs/safety-programs/shsp>

Questions? Comments? Email to SHSP@dot.ca.gov