

Agenda Report

March 21, 2011

TO: CITY COUNCIL
FROM: DEPARTMENT OF TRANSPORTATION
SUBJECT: CITY COUNCIL WORKSHOP ON PEDESTRIAN SAFETY
ENHANCEMENTS AT SIGNALIZED INTERSECTIONS

RECOMMENDATION:

This report is for information only.

BACKGROUND:

Recent rankings by the California Office of Traffic Safety show the City of Pasadena to be the second highest location for the number of pedestrian related fatal and injury collisions per capita reported in cities with a population of between 100,001 and 250,000 people. This ranking led the Department of Transportation (DOT) and Pasadena Police Department (PPD) to conduct an in-depth analysis of pedestrian crashes. That analysis determined that 70 percent of vehicle-pedestrian collisions resulting in injury or fatality occurred at signalized intersections. Further, the analysis also showed that 79% of these collisions were the result of a motorist violation or other non-pedestrian factor.

DOT and PPD have focused prior pedestrian safety efforts on the pedestrian population. In light of the above findings, the departments decided that the emphasis needs to be broadened to include educational efforts to make motorists aware of pedestrians at signalized intersections. With this goal in mind, the departments sought grant funding for programs that increase education of pedestrian safety, provide improved identification of pedestrian safety enhancements at high collision areas and promote pedestrian safety through increased enforcement.

In 2010, Pasadena's grant applications were selected for funding by the California Office of Traffic Safety. The programs funded by the two grants provided three key components:

1. Safety education provided through a public relations campaign focusing on motorist awareness for pedestrians at signalized intersections.
2. A study to identify engineering treatments that may enhance pedestrian safety at signalized intersections.
3. Funding for increased enforcement of violations associated with pedestrian and bicyclist safety by officers from the Pasadena Police Department.

The study of engineering treatments was completed in January 2011 and the results have been used to apply for two Highway Safety Improvement Program (HSIP) grants. The motorist information campaign is prepared to debut in April 2011. The enforcement sweeps are funded under a separate grant and are being scheduled by PPD independent of the information campaign that DOT is undertaking. This workshop will summarize the engineering study findings, preview the information campaign and provide an update of the HSIP grant applications.

COUNCIL POLICY CONSIDERATION:


This workshop supports the General Plan guiding principles, "Pasadena will be a city where people can circulate without a car" and "Pasadena will be promoted as a healthy family community." The pedestrian safety program improves the environment for walking in the City of Pasadena and increases community health through the reduction of pedestrian collisions.

Respectfully submitted,



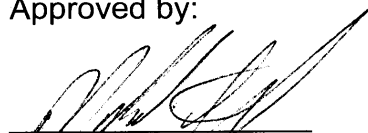
FREDERICK C. DOCK
Director
Department of Transportation

Prepared by:



Joaquin Siques
Engineer

Approved by:



MICHAEL J. BECK
City Manager