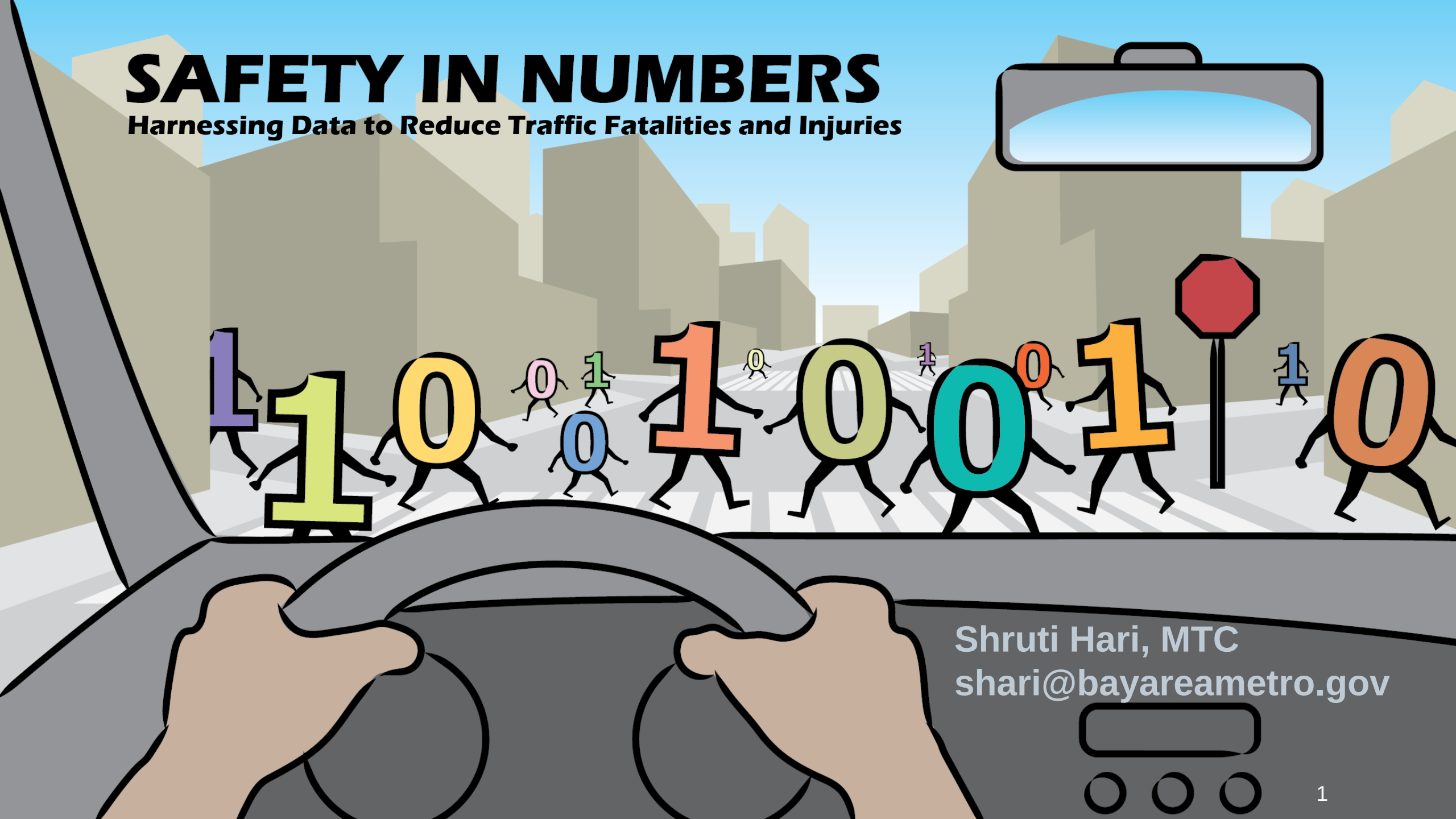
SAFETY IN NUMBERS

Harnessing Data to Reduce Traffic Fatalities and Injuries



Shruti Hari, MTC
shari@bayareametro.gov

Safety in Planning

TEA-21 (1998)

- MPOs to address Safety in Transportation Planning

SAFETEA-LU (2005)

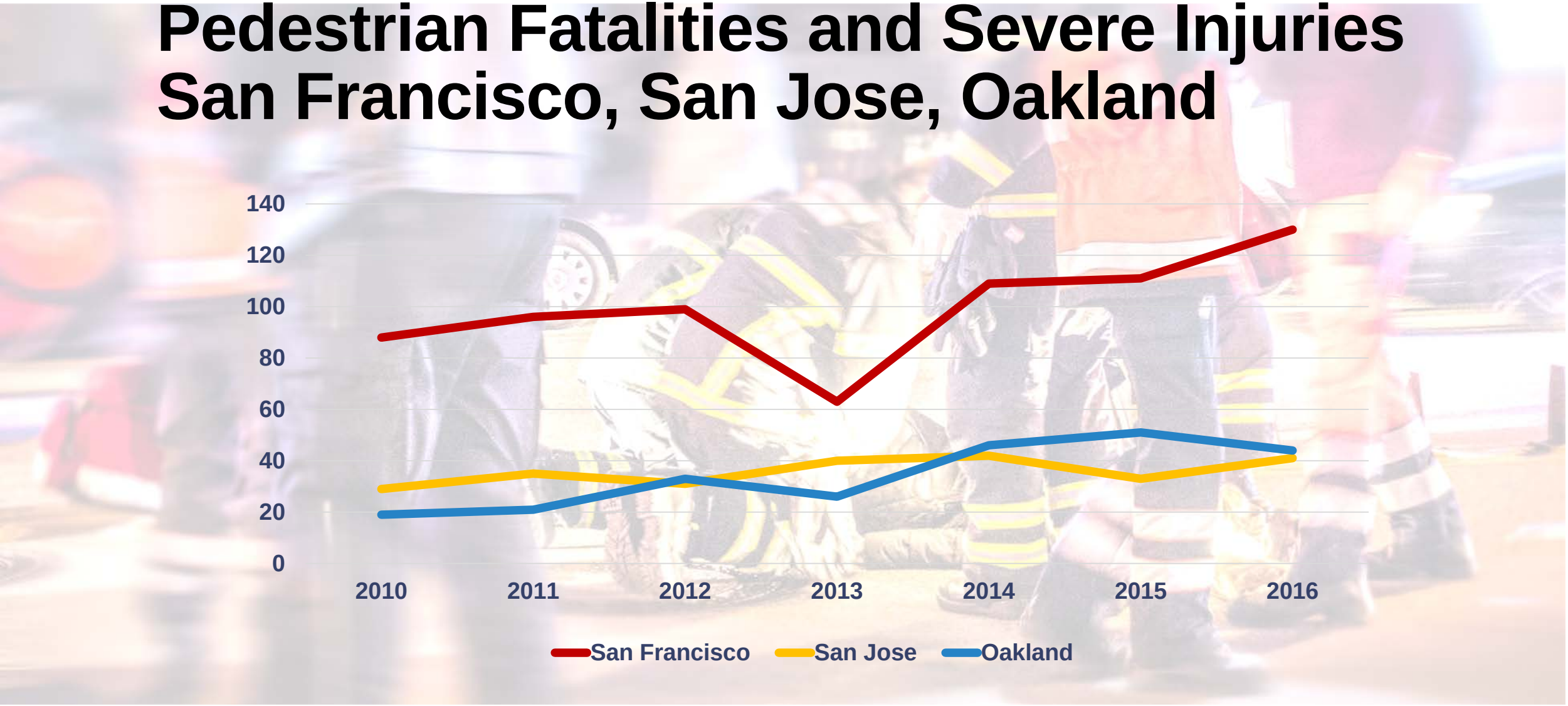
- Greater emphasis on addressing Safety
- Established the Highway Safety Improvement Program (HSIP) as a core Federal-aid program

MAP-21 & FAST (2012 & 2015)

- Requires States and MPOs to adopt Safety performance measures and targets
- Increases size of HSIP

Plan Bay Area 2040

Pedestrian Fatalities and Severe Injuries San Francisco, San Jose, Oakland



Sources: NHTSA, MTC Vital Signs

Regional Role/What Assistance can MTC provide?

Policy Initiatives

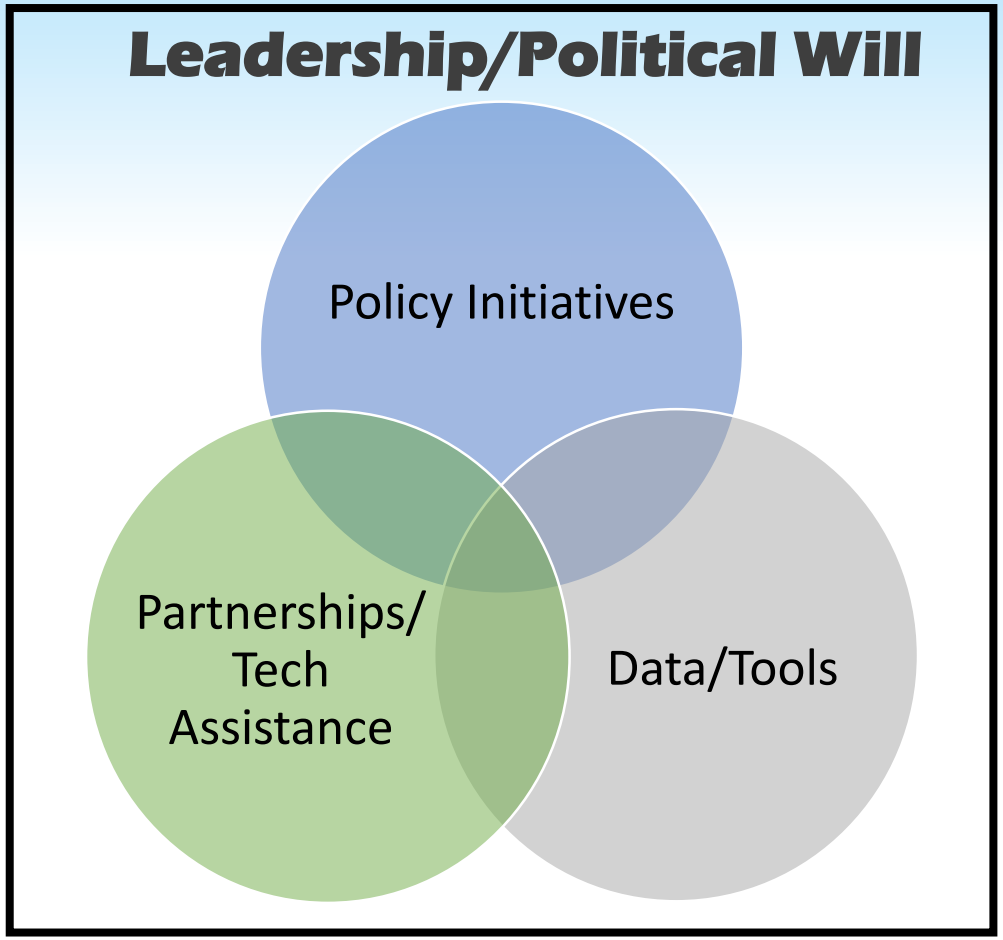
- Align **funding/program policies** with **safety** goals
- Support **safety legislation** — e.g. Cities' power to set speed limits, AB 2363 (Friedman) Vision Zero Taskforce

Partnerships/Technical Assistance

- Coordinate with **State** for **consistency** with SHSP, CHP, HSIP committees and **funding advocacy**
- **Coordinate** between cities on safety projects spanning **multiple jurisdictions**
- **Technical support** and **best practices** in safety design process
- Region-wide **safety campaign**

Data

- **Consistent** and **complete** source of **safety data**
- Incorporate **equity** considerations
- Identify problem **region-traversing arterials**



Regional Safety Data System

Environmental Data

- Roadway Infrastructure
- Traffic Volumes
- Community
- Demographics
- Land Use
- Health
- Education

Crash/Injury Data

- Time
- Severity
- Collision Factors
- Sobriety
- Age & Gender
- Type of Vehicle
- Movement

Policy Toolbox
(Targeted Implementation)

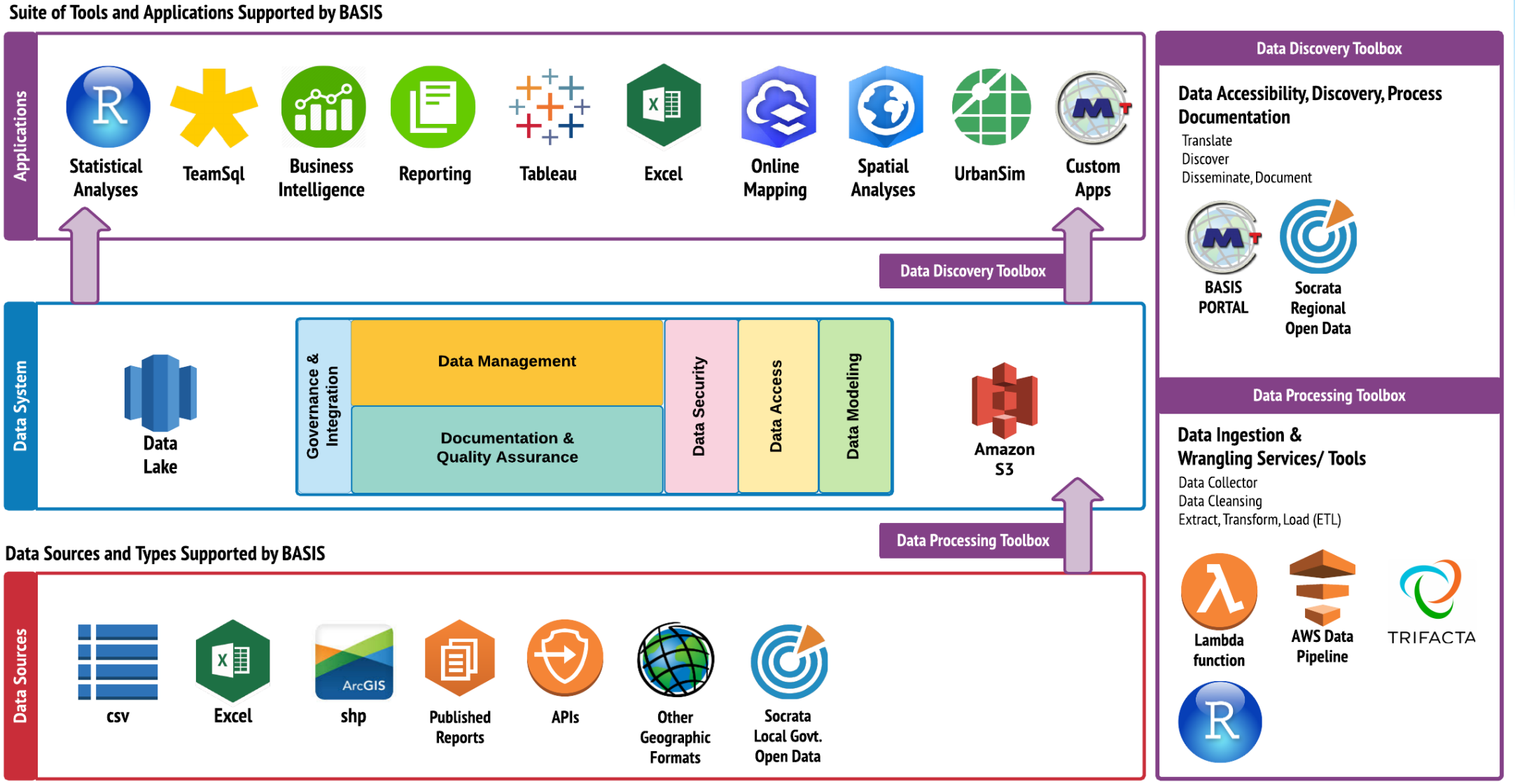
Regional Safety Data System

Build on Success in Street Saver

- Used by all 100 cities and 9 counties within our region
- More than 350 cities and counties nationwide
- Use Federal Surface Transportation Program (STP) fund for data collection
- Local agencies use it to develop multiyear maintenance program
- MTC uses it for regional planning and advocacy

Bay Area Spatial Information System

System Architecture



SSARP Funds – Regional Safety Report

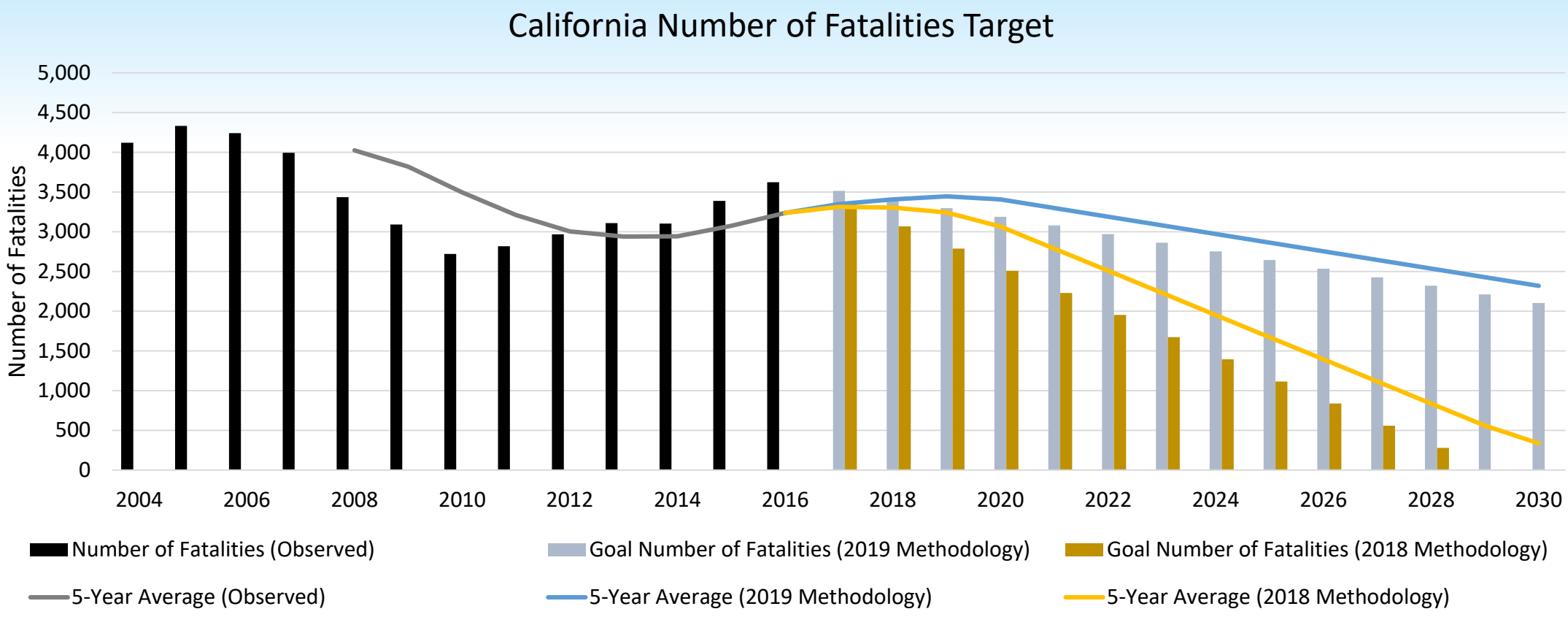
MTC applied for $500,000 in SSARP funds for:

- Regional Safety Data System
  - Data Collection and Integration plan – FHWA pilot
  - Perform Data Integration
  - Conduct Safety Analyses & Effectiveness Evaluations
- State of Safety in the Region Report

Regional Safety Program: Steps taken so far

1. Safety Data Integration Peer Exchange
   - Partnership with FHWA
2. Coordination with Cities/CMAs/Policy Advisory Council
   - Need for regional safety data, safety advocacy, regional safety campaigns and to prioritize safety in funding
3. Awarded State Funding for Safety Effort
   - $500,000 in SSARP funds for a Regional Safety Data System and a State of Safety in the Region Report
4. PDA Connected Communities Safety Ordinance
   - Required jurisdictions to adopt a Safety/VZ action plan to support growth in PDAs with limited transit
5. Adopted 2018 & 2019 regional safety targets
   - In line with Towards Zero Deaths by 2030 for fatalities

2018 and 2019 State Safety Targets



Data Source: FARS, via Caltrans

Regional Safety Program: Proposed Action Plan

	Year 1 Lay the foundation	Years 2-4 Procure consultant / Safety TAP Phase 1	Ongoing Safety TAP Phase 2
Policy	• PDA Connected Communities safety requirement* • Adopt Vision Zero Policy	• Support safety legislation	• Prioritize or condition funding on safety and align funding investments, e.g. PDA/OBAG 3
Technical Assistance	• Establish a Regional Vision Zero Group • Traffic Safety Workshops – peer exchange/toolkit of countermeasures	• Regional Safety Campaign • Assist with safety plans to comply with Caltrans requirement	• Coordinate safety projects across multiple jurisdictions • Provide guidance/implement region-wide safety policies
Data System	• FHWA Data Collection and Integration Plan* • Build prototype of a Regional Safety Data System	• Develop Regional Safety Data System – HIN map/safety report • Data analysis for HSIP applications	• Collect data to keep Regional Safety Data System up-to-date, ongoing safety analysis • Safety evaluation measures

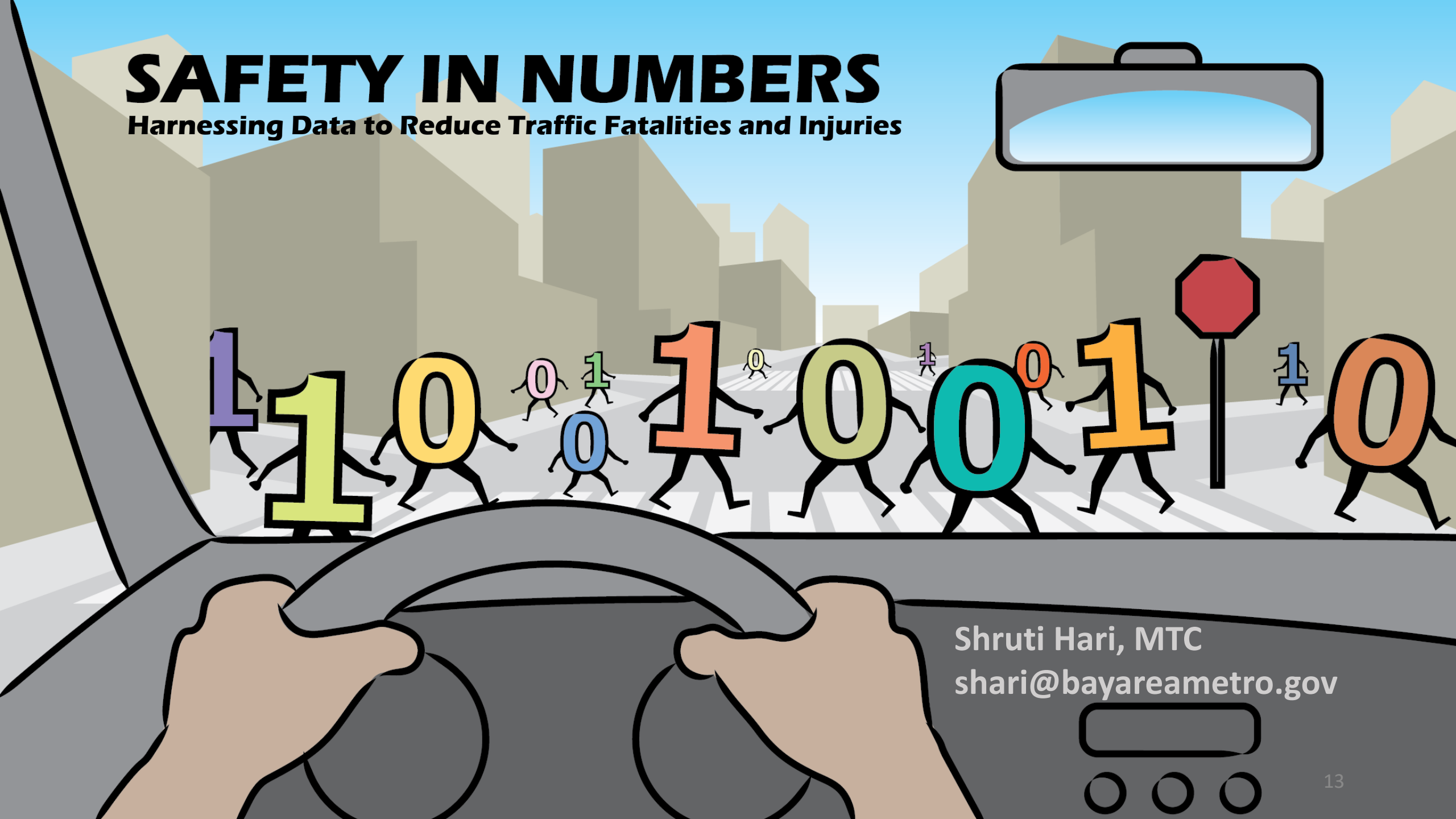
Regional Safety Program: Immediate Next Steps

- PDA Connected Communities Safety Policy – provide guidance and implement
- Adopt a regional Vision Zero policy and form Vision Zero Task Force
- Consultant Procurement – develop regional safety data system and data-driven safety analyses and reports

Meet with Commissioners and stakeholders as needed

SAFETY IN NUMBERS

Harnessing Data to Reduce Traffic Fatalities and Injuries



Shruti Hari, MTC
shari@bayareametro.gov