APPENDIX D

SCENARIO PLANNING CUT-SHEETS
WHAT DO WE KNOW ABOUT THESE CRASHES?

January 1, 2013 - December 31, 2017

- 44% of injury collisions
- 49% of KSI collisions
- 19% of people biking & walking

WHAT IS THE SOCIETAL COST OF THESE CRASHES?

Citywide Cost
- $333 million

Citywide Savings
- $3.2 million

A reduction of just 1% in crashes of this type throughout the City would result in a societal cost savings of $3.2 million. This assumes a 1% reduction in each severity category. A reduction of 1% (or 1 crash) in fatal or severe crashes of this type accounts for over half of the $3.2 million in potential savings.

WHAT CAN WE DO TO MAKE OUR STREETS SAFER?

TARGETED ENFORCEMENT
- Refocus traffic enforcement efforts on violations resulting in the greatest number of severe and fatal crashes in the areas where crashes caused by those violations occur most often.

EDUCATION & OUTREACH
- Partner with law enforcement to develop education and outreach programs and campaigns aimed at raising awareness around traffic violations resulting in the greatest number of severe and fatal crashes.

*KSI = crashes where someone was killed or severely injured.

Statistics based on City's database of collisions from January 1, 2013 through December 31, 2017. This analysis includes only collisions that resulted in an injury or fatality. Collisions resulting only in property damage are excluded from this analysis.

Cost calculations based on the 2016 California Local Roadway Safety Manual. Fatal and Severe Injury crash cost averaged across the three location types. All costs adjusted for inflation and shown in 2019 dollars.

Scenario 1:
Refocus traffic enforcement efforts on violations resulting in the greatest number of severe and fatal crashes in the areas where crashes caused by those violations occur most often.

- “Unsafe Speed” violation
- “Traffic Signals/Signs” violation
- “Improper Turning” violation
- Alcohol or drug related crashes

Scenario 2:
Targeted enforcement efforts on those violations occurring most frequently.

- “Improper Turning” violation
- “Traffic Signals/Signs” violation
- Speeding
- Alcohol or drug related crashes
This scenario covers crash types that can be most effectively addressed using safety projects that can be quickly implemented, such as new signs and striping, temporary bulbouts, and signal timing changes. These crash types are:

- Pedestrian hit in crosswalk at traffic signal
- Driver making a right turn
- “Unsafe Speed” violation on low volume street
- “Unsafe Speed” violation on high volume street

### WHAT DO WE KNOW ABOUT THESE CRASHES?

**January 1, 2013 - December 31, 2017**

- **22%** Total Injury Collisions
- **12%** KSI Collisions
- **38%** Crashes involving people biking & walking

Crashes of this type caused an injury or fatality in a total societal cost of $112 million. California assigns a cost for each severity category: fatal or severe ($719m average), other visible injury ($117k), and complaint of pain ($66k). These costs include medical care, property damage, and lost productivity.

### WHAT IS THE SOCIETAL COST OF THESE CRASHES?

**Citywide Cost**

- $112 MILLION

**Citywide Savings**

- $895,000

A reduction of just 1% in crashes of this type throughout the City would result in a societal cost savings of $695k. This assumes a 1% reduction in each severity category. A reduction of 1% (or 7 crashes) in KSI* crashes accounts for two-thirds of the $695k in potential savings.

### WHAT CAN WE DO TO MAKE OUR STREETS SAFER?

- **Leading Pedestrian Interval**
  - Gives people walking a head start, making them more visible to drivers turning right or left. “WALK” signal comes on a few seconds before the cars get the green light. May be used in combination with No Right Turn on Red restrictions.

- **Quick Build Traffic Calming**
  - Using low-cost materials to build projects aimed at reducing travel and turning speed that provide additional safety benefits for people biking and walking. Projects could include curb extensions, medians, traffic circles, or traffic diverters.

- **Speed Feedback Sign**
  - Speed feedback signs use radar to show drivers their speeds in real-time, serving as a reminder to slow down and drive within the speed limit.

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Cost calculations based on the 2016 California Local Roadway Safety Manual. Fatal and Severe Injury crash cost averaged across the three location types. All costs adjusted for inflation and shown in 2019 dollars.