

BERKELEY VISION ZERO

COORDINATING COMMITTEE MEETING #1

November 2022

FEHR & PEERS



1. WELCOME

1. **Welcome** | 2. Overview & Introductions | 3. Update on the VZ Program | 4. Rapid Response | 5. Action Manual | 6. VZ Branding & Communications | 7. Next Steps

TODAY'S AGENDA

- 1 Welcome (5 min)
- 2 VZCC Overview and Introductions (20 min)
- 3 Update on the Vision Zero Program (15 min)
- 4 Rapid Response (5 min)
- 5 Quick Build Action Manual (5 min)
- 6 Vision Zero Branding and Communications (30 min)
- 7 Next Steps (10 min)



VZ PROGRAM TEAM

CITY OF BERKELEY

- **Eric Anderson**
VZ Program Manager
- **Beth Thomas**
Principal Planner
- **Farid Javandel**
Deputy Director, Public Works
- **Liam Garland**
Director, Public Works

FEHR & PEERS

- **Karina Schneider**
Senior Planner
- **Carrie Modi**
Senior Associate



2. OVERVIEW & INTRODUCTIONS

1. Welcome | 2. Overview & Introductions | 3. Update on the VZ Program | 4. Rapid Response | 5. Action Manual | 6. VZ Branding & Communications | 7. Next Steps

VZCC OVERVIEW

PURPOSE

Coordination among key staff and stakeholders to help the City achieve zero traffic deaths and severe injuries by 2028

ROLE

Provide quarterly input and guidance on Vision Zero initiatives



MEMBER INTRODUCTION

CITY OF BERKELEY

- Name
- Department or Organization you represent
- Position



ADDITIONAL STAKEHOLDERS?

How can this group be representative of the Berkeley community?

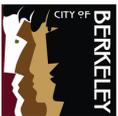
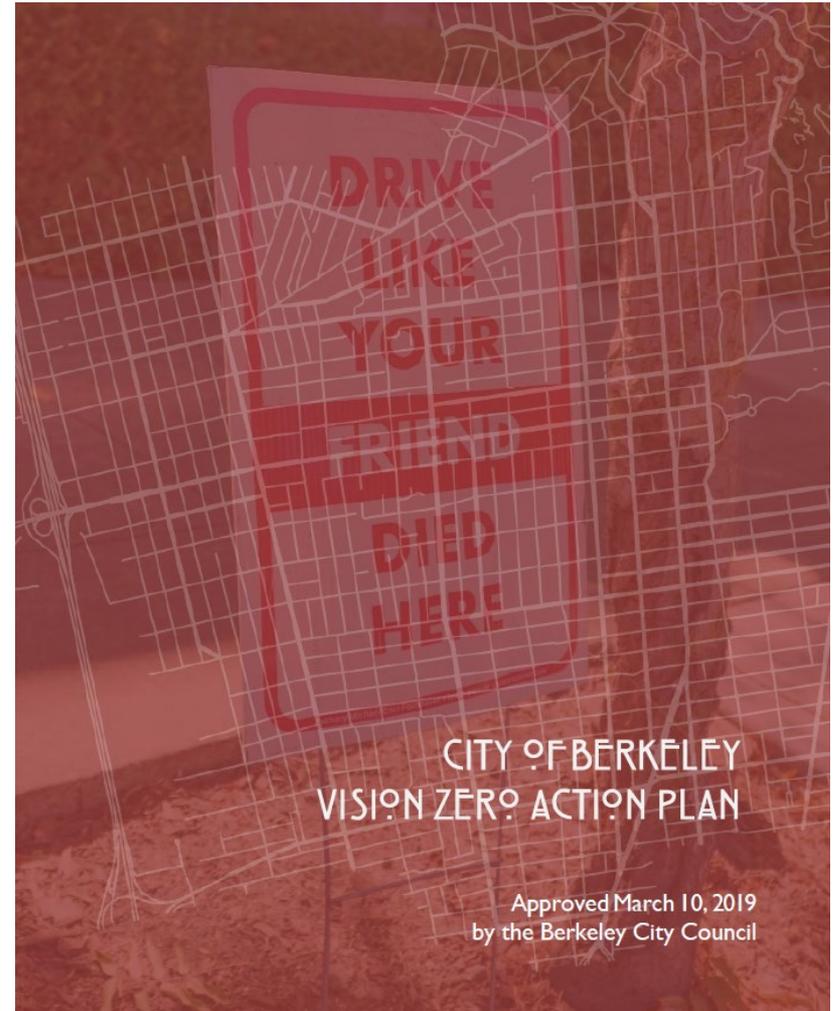
Who else should be invited to participate in this committee?

3. UPDATE ON THE VISION ZERO PROGRAM

VISION ZERO ACTION PLAN .2020.

BACKGROUND

- On average, **2% of collisions** on Berkeley streets **result in a fatality or severe injury**
- In 2018, the City of Berkeley adopted a Vision Zero resolution to **end all traffic-related deaths and severe injuries on City streets by 2028**
- The City adopted the **Vision Zero Plan Action Plan** in 2020, which establishes a near-term list of priority actions

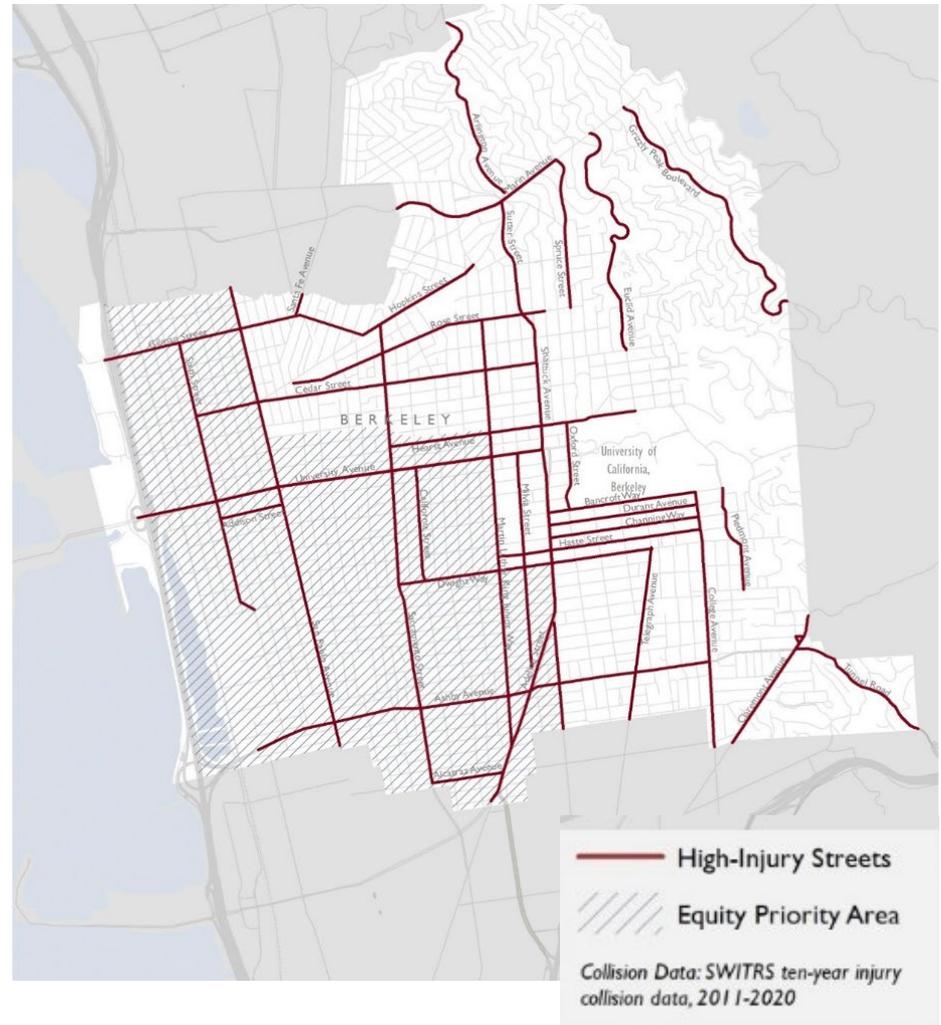


VISION ZERO ANNUAL REPORT

2021-2022

HIGH-INJURY STREETS

- The High-Injury Streets represent the City streets with the most severe injury and fatality crashes based on data between 2011 and 2020
- **86%** of Berkeley's severe and fatal collisions occur on just **15%** of City Streets
- High-Injury streets are prioritized for capital intensive and quick-build safety projects



VISION ZERO ANNUAL REPORT

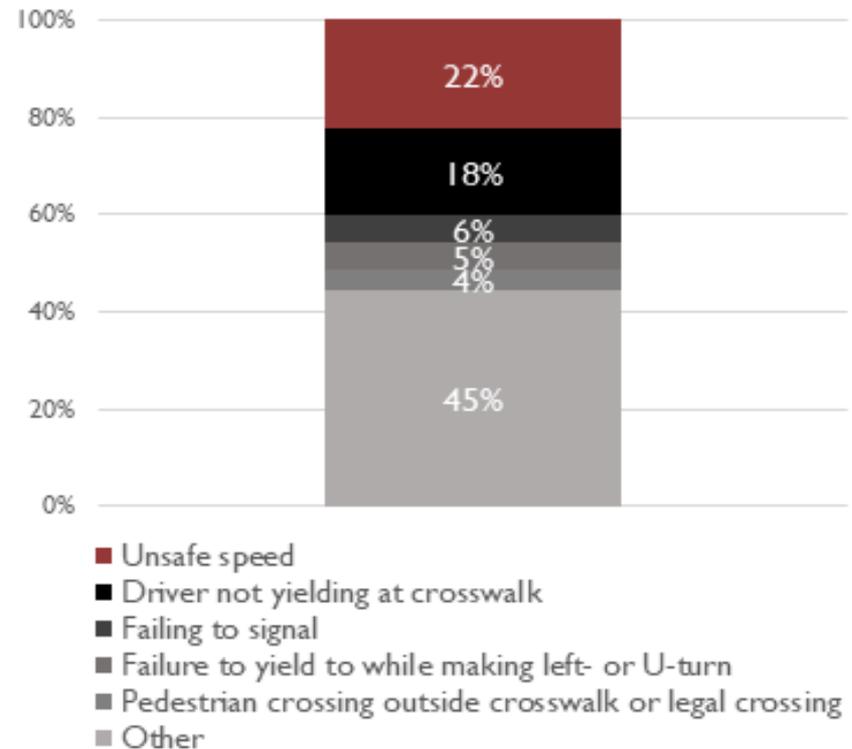
2021-2022

VISION ZERO IS ABOUT TRAFFIC VIOLATIONS

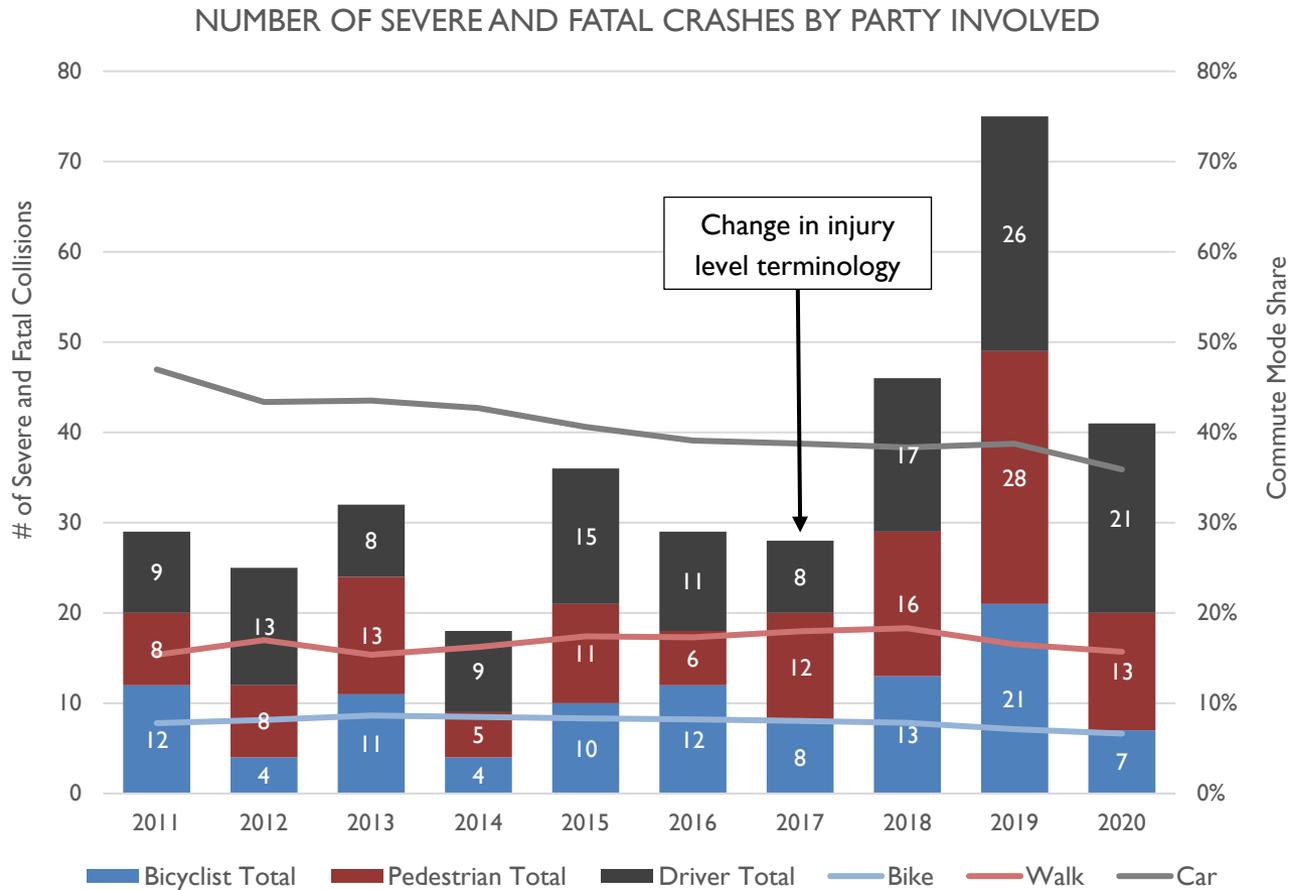
The top 3 traffic violations reported from 2011-2020 for collisions in Berkeley that resulted in serious death or injury were:

1. Traveling at unsafe speeds
2. Driver not yielding at crosswalk
3. Failing to signal

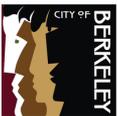
TOP VIOLATIONS IN SEVERE AND FATAL COLLISIONS



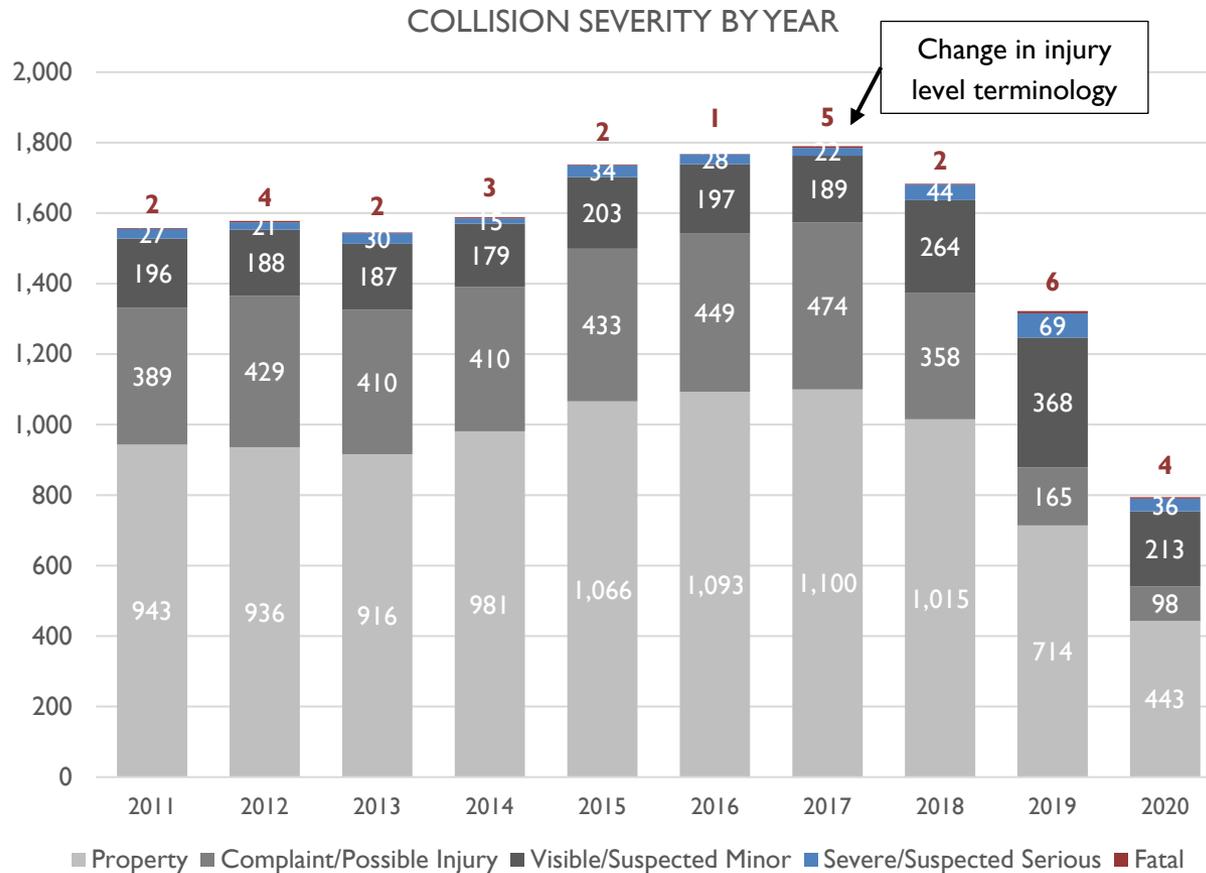
VISION ZERO ANNUAL REPORT



Collision Data: SWITRS ten-year injury collision data, 2011-2020
 Mode Share Data: US Census, ACS 5-Year Journey to Work, 2011-2020



VISION ZERO ANNUAL REPORT



Collision Data: SWITRS ten-year injury collision data, 2011-2020



BERKELEY POLICE DEPARTMENT

Crash Report Data 2021-2022 (through October 2022)

Year	Collisions Resulting in Ped Severe (Suspected Serious) Injury	Collisions Resulting in Ped Fatality	Collisions Resulting in Bike Severe (Suspected Serious) Injury	Collisions Resulting in Bike Fatality	Collisions other than Bike/Ped Resulting in Severe (Suspected Serious) Injury	Collisions other than Bike/Ped resulting in Fatality
2021 (# of victims)	14 (14)	5 (5)	18 (18)	0 (0)	22 (27)	2 (3)
2022 (# of victims)	14 (16)	1 (1)	9 (9)	0 (0)	24 (29)	1 (1)

30 pedestrians were severely injured and **6** were killed

27 bicyclists were severely injured



BERKELEY VISION ZERO

FEHR PEERS

STATUS ON PRIORITY ACTIONS

Progress and Priorities

- Establish a standing Vision Zero Coordinating Committee
- Conduct a citywide Vision Zero Action Plan assessment
- Proactively build capital-intensive and quick-build safety projects
- Request a Vision Zero Performance Audit
- Establish a Vision Zero Rapid Response Safety Communication Protocol
- Support statewide traffic safety legislation
- Establish a Complete Streets Repaving and Development Project Checklist
- Develop and proactively deliver a Vision Zero campaign
- Develop a publicly accessible matrix and map to prioritize and track projects
- Utilize BPD collision report data
- Focus traffic enforcement efforts proportionately on the most significant traffic violations



4. RAPID RESPONSE

1. Welcome | 2. Overview & Introductions | 3. Update on the VZ Program | 4. Rapid Response | 5. Action Manual | 6. VZ Branding & Communications | 7. Next Steps

RAPID RESPONSE TEAM

GROUP MEETINGS

- Meets after every fatal and severe life-changing injury crash
- Public Works Attendees: Director's Office, Transportation Planning, Traffic Engineering
- Other City Attendees: Police Department, City Attorney, Public Information Officer
- Identifies traffic safety remedial measures and public communications

RAPID RESPONSE STRATEGIES:

1. Traffic operations changes
2. "Quick Build" traffic safety improvements
3. Traffic Safety Public Communications



5. QUICK BUILD ACTION MANUAL

1. Welcome | 2. Overview & Introductions | 3. Update on the VZ Program | 4. Rapid Response | 5. Action Manual | 6. VZ Branding & Communications | 7. Next Steps

ABOUT THE QUICK BUILD ACTION MANUAL

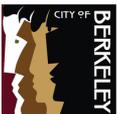
- **What:** quick build instructions, materials, and treatment design drawings
- **Why:** streamline the implementation of proactive safety improvements on High-Injury Streets and in response to KSI collisions
- **How:** constructing new and maintaining existing Quick Builds
- **Status:** draft manual is being internally reviewed



City of Berkeley
Quick Build Program

**Vision Zero Traffic Safety
Quick Build Action Manual**

DRAFT - JULY 2022



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THE QUICK BUILD ACTION MANUAL

A. General Design Guidelines

1. STANDARD MATERIALS SPECIFICATIONS

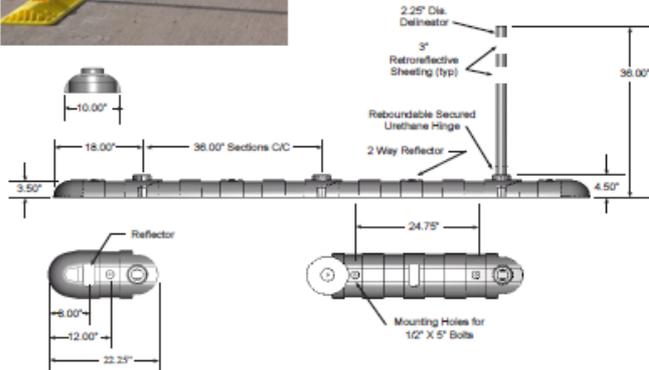
This section includes specifications for materials that the City may consider when implementing a quick build project. The drawings in the following sections are based on these specifications, though an equivalent material may be used if the material displayed below is unavailable. Where possible, align material color with the traffic control device it is being placed on, for example, yellow for median materials and white for bike lane edges.

a. Typical Materials



1. Plastic Curb with Posts

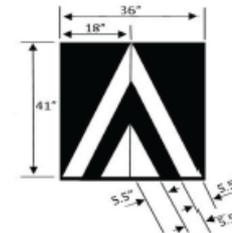
Center to Center Dimensions: 36.00"
 Dimensions: 36.00" between posts X 10.00"
 wide X 3.5" tall
 Fasteners: Concrete Anchor Bolts
 Post Diameter: Round, 2.250" standard
 Reflectors: On Each Unit



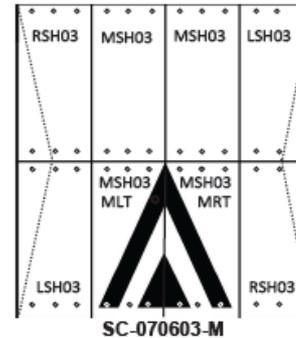
Source: TrafficWorks (<https://www.trafficworks.com/uploads/files/TD11700%20Spec%20Drawing.pdf>)

b. Additional Tools

1. Speed Cushions (Rubber Product)



7' L x 6' W x 3" H



Source: Traffic Logix (<https://www.tspoonet.com/product/speed-cushion-package>)

Specifications:

Dimensions of the tongue and groove modules:
 Width: 18" (+/- 1/16")
 Length: 42" (+/- 1/8")
 Thickness: 3" (+/- 1/8")

Dimensions of the Cushions are changeable by:
 Width: 18" increments
 Length: 42" increments

Standard Dimensions of Speed Cushions:
 7' x 6' x 3" - 8 modules
 10.5' x 6' x 3" (Flat surface 72" x 42") - 12 modules
 14' x 6' x 3" (Flat surface 72" x 84") - 16 modules
 21' x 6' x 3" (Flat surface 72" x 126") - 20 modules
 Entrance and exit gradient: 1:15 (7%) - Lip: 0.25"
 Side gradient: 1:3 (35%) - Lip: 0.25"

Physical Properties:

Material: Compression molded 100% recycled synthetic and natural rubber composite
 Tensile strength: minimum 500 psi
 Shore hardness: minimum 70A
 Specific gravity: 1.1
 Deformation Rate: None; 100% recovery
 Skid Resistance: 89 (Dry)



THE QUICK BUILD ACTION MANUAL

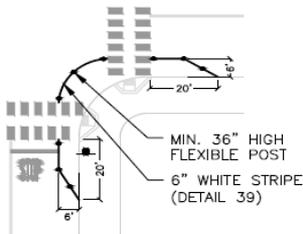
Vision Zero Traffic Safety Quick Build Action Manual

July 2022 DRAFT

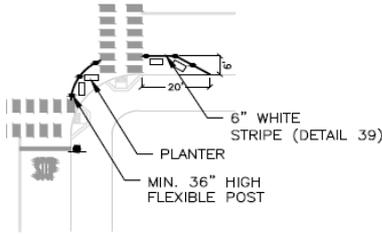
b. Detailed Bulbout Drawings: Temporary Materials

Various bulbout designs are detailed below for different types of temporary materials.

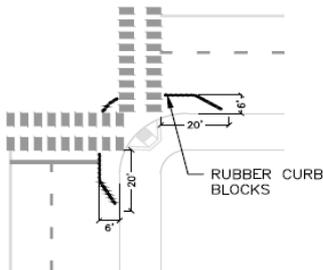
1. Flexible Post without Planter



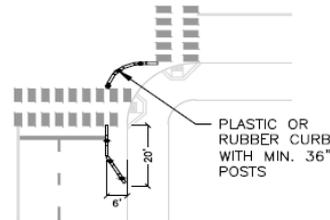
2. Flexible Post with Planter



3. Rubber Curb without Post



4. Rubber Curb with Post

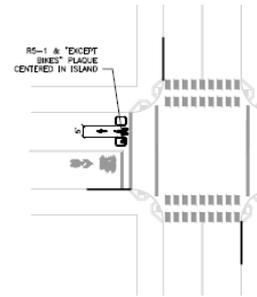


Vision Zero Traffic Safety Quick Build Action Manual

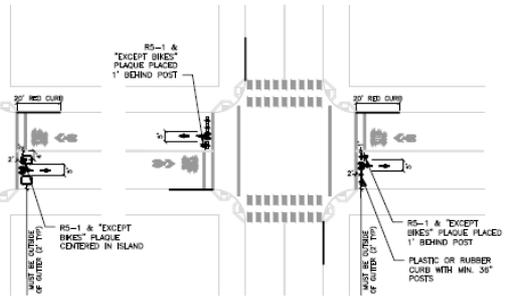
July 2022 DRAFT

b. Partial Cul-de-Sac at Intersection

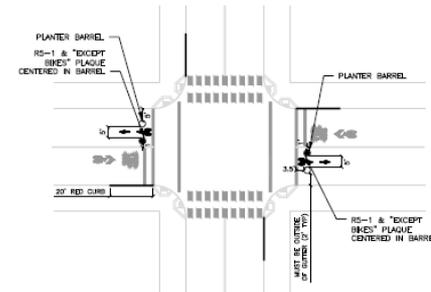
1. Dowel-in-Place Concrete Islands



2. Plastic or Rubber Base with Posts



3. Planter Barrels



6. VISION ZERO: BRANDING & COMMUNICATIONS

DRAFT LOGOS

Option #1



BERKELEY
VISION
ZERØ

SIMPLIFIED LOGO



LOGO SYMBOL



SOLID BLACK LOGO



ICONS

SOFIA PRO REGULAR
SOFIA PRO BLACK
SOFIA PRO REGULAR ITALIC
HILL HOUSE

PROJECT FONT



BERKELEY VISION ZERØ

EHR PEERS

DRAFT LOGOS

Option #2



SIMPLIFIED LOGO



LOGO SYMBOL



SOLID BLACK LOGO



ICONS

SOFIA PRO REGULAR
SOFIA PRO REGULAR ITALIC
HILL HOUSE

PROJECT FONT



BERKELEY VISION ZERO

DRAFT LOGOS

Option #1



Option #2



DRAFT TAGLINES

Initial Concepts

Berkeley-Centric

- One City. One Team. Zero Deaths.
- Safer Streets. Safer Berkeley.
- Keep Each Other Safe

Speed-Related

- Slow Down, Save a Life
- Drive Slow, Drive Safe
- Feel the Vibe. Go Slow When You Drive.
- Slow Speeds Save Lives.
- Drive like Your _____ Lives Here.

Eliminating Deaths

- Zero Traffic Deaths by 2028
- We Can Prevent Traffic Deaths
- One Traffic Death is One Too Many

Vision Zero is...

- Streets Where We Keep Each Other Safe
- Streets Where Walking or Biking is Just as Safe as Driving
- Streets Where Our Children Can Walk or Ride Their Bikes

In the above concept, multiple campaign-specific taglines would be used.



INFO SHEETS

Example Layout

- Provide information about how behavior changes can avoid the most common crash causes
- Would be used by PIO and others to develop post-crash communications
- Layouts would reflect selected branding/colors and include graphics and charts
- General information about the violation with stats specific to Berkeley



BERKELEY VISION ZERO



TWENTY IS PLENTY

Unsafe speeding is the #1 traffic violation in Berkeley leading to severe injury and fatal collisions.

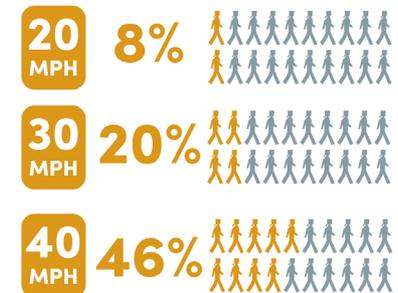
Speeding Kills

Harionised quis nobit faccaborrum quo te volorione es est labo. Icae netus ellaut quia pro omnibus et, est, quiae nonsent, core que cum eost, int ute cumqui aut harit, te volores es volorem a venit ut libus reperferum nis ea quatium qui dentio cusci aliam ra quis maximenis nus, ullamus respiscium rendit quia quam archictium essi quis re sum qui sed eatendunt maximus, comnimi, odiam doluptus id moluptat. Officiur rempore volesto molum eaque soluptatur, tem que vel inctio. Nempor modi volor ad et,Umet quatem quis is ditat rerem nusametur

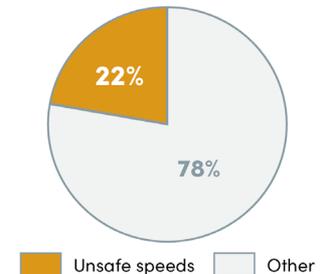
On Berkeley streets, 22% of collisions resulted in a severe injury or fatality due to unsafe speeding.

Between 2011-2020, 22% of collisions on Berkeley streets resulted in a severe injury or fatality due to unsafe speeding...arionised quis nobit faccaborrum quo te volorione es est labo. Icae netus ellaut quia pro omnibus et, est, quiae nonsent, core que cum eost, int ute cumqui aut harit, te volores es volorem a venit ut libus reperferum nis ea quatium qui dentio cusci aliam ra quis maximenis nus, ullamus respiscium rendit quia quam archictium essi quis re sum qui sed eatendunt maximus, comnimi, odiam doluptus id moluptat.

The risk of death for a pedestrian collision drastically raises as speed increases.



Violations Resulting in Severe and Fatal Collisions in Berkeley



BERKELEY VISION ZERO

LEARN MORE ABOUT BERKELEY VISION ZERO:

website QR code

<https://berkeleyca.gov/your-government/our-work/adopted-plans/vision-zero-action-plan>

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INFO SHEETS

Top 10 Violations resulting in KSI's

1. Unsafe speed
2. Driver not yielding at crosswalk*
3. Driving under the influence**
4. Failing to signal
5. Failure to yield while making a left- or U-turn
6. Pedestrian crossing outside crosswalk or legal crossing
7. Failure to drive in a single lane
8. Failure to yield to oncoming traffic when entering road
9. Improper door opening
10. Pedestrian suddenly leaving curb

*Merged with Driver yielding at stop sign (#6) and Driver not stopping at line (#8)

**Merged with Driving under the influence causing bodily injury (#11)



7. NEXT STEPS

1. Welcome | 2. Overview & Introductions | 3. Update on the VZ Program | 4. Rapid Response | 5. Action Manual | 6. VZ Branding & Communications | 7. Next Steps

NEXT STEPS

ENGINEERING

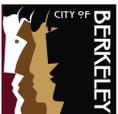
- Continue progress on grant-funded major capital projects on High Injury Streets
- Continue grant applications for major capital projects on High Injury Streets
- Complete internal review of Quick Build Manual
- Present Quick Build Manual to VZCC for input
- Develop and fund proactive program to operationalize Quick Build Manual
- Rapid Response Team to begin using Quick Build Manual in reaction to crashes

COMMUNICATIONS

- Update Info Sheets format based on VZCC input
- Create 10 Safety Message Info Sheets
- Present Info Sheets to VZCC for input
- Proactively communicate messaging within the Berkeley community
- Rapid Response Team to begin using safety messaging in reaction to crashes

LEADERSHIP

- Update VZCC roster based on VZCC input
- Recruit new members with assistance of current VZCC attendees
- ***Develop VZCC #2 agenda with member input***



VZCC 2ND MEETING AGENDA

TBD MARCH 2023

- What should we continue from this agenda?
- What is missing?



BERKELEY VISION ZERO

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THANK YOU.

FOR MORE INFORMATION:

Eric Anderson

Senior Planner

Vision Zero Program

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510-981-7062



BERKELEY VISION ZERO

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SLIDE GARAGE

INFO SHEETS

Top 20 Violations resulting in KSI

1. Unsafe speed
2. Driver not yielding at crosswalk
3. Failing to signal
4. Failure to yield to while making left- or U-turn
5. Pedestrian crossing outside crosswalk or legal crossing
6. Driver not yielding at stop sign
7. Driving under the influence
8. Driver not stopping at line
9. Failure to drive in a single lane
10. Failure to yield to oncoming traffic when entering or crossing road from property or alley
11. Driving under the influence causing bodily injury
12. Opening door in unsafe conditions
13. Pedestrian suddenly leaving curb
14. Pedestrian had flashing DON'T WALK
15. Failure to stop at stop bar
16. Unsafe backing of vehicle
17. Driver crossing double parallel solid yellow lines
18. Driver passes unsafely
19. Pedestrian crossing between signalized intersections
20. Driving with 0.04% or more alcohol in blood with a passenger for hire in the vehicle



INFO SHEETS

Top 20 Violations resulting in KSI's by Party at Fault

1. Driver not yielding at crosswalk
2. Driver traveling at unsafe speed
3. Driver failure to yield to while making left- or U-turn
4. Driver not yielding at stop sign
5. Pedestrian crossing outside crosswalk or legal crossing
6. Bicyclist traveling at unsafe speed
7. Driver failing to signal
8. Driver failure to drive in single lane
9. Driving under the influence
10. Driving under the influence causing bodily injury
11. Driver not stopping at line
12. Driver failure to yield to oncoming traffic when entering road
13. Pedestrian suddenly leaving curb
14. Bicyclist not stopping at line
15. Pedestrian violating flashing DON'T WALK sign
16. Driver opening door in unsafe conditions
17. Bicyclist failure to stop at stop bar
18. Bicyclist failing to signal
19. Driver unsafe backing of vehicle
20. Bicyclist failure to yield to oncoming traffic when entering or crossing road from property or alley

