

Presented to City Council:
January 24, 2018

COLMA TRANSPORTATION SAFETY ACTION PLAN



COLMA TRANSPORTATION
SAFETY ACTION
PLAN

K KITTELSON
& ASSOCIATES

Overview

- Study Background & Purpose
- Work-to-Date & Initial Findings
- Next Steps



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Study Background & Purpose

- What is the Safety Action Plan?
 - Proactive approach to road safety
 - Integrates crash data with roadway characteristic data
 - Identifies:
 - Recurring crash patterns
 - Recurring roadway characteristics indicative of crash risk
 - Potential treatments/countermeasures
 - Priority locations for treatments/countermeasures

• Project Steps

1. Safety Performance & Priority Locations
2. Safety Treatments/Countermeasures
3. Concept Designs
4. Grant Applications

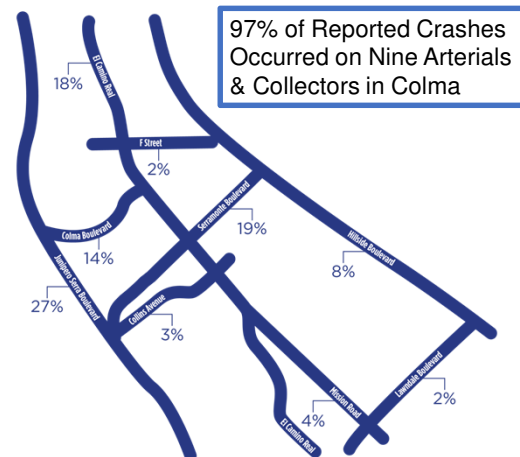


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Study Background & Purpose

- Why are we conducting this safety analysis for the Town of Colma?
 - Determine near-term interventions & constructible projects
 - Develop grant-competitive projects for future implementation

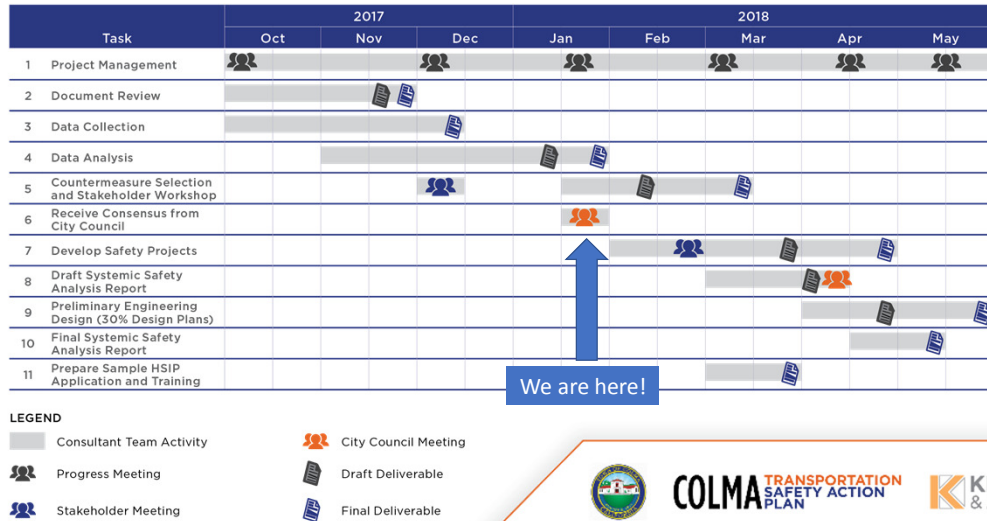


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Study Background & Purpose

We are well on our way and will wrap up in May 2018



Work-to-Date

Active and productive engagement with Town Staff.

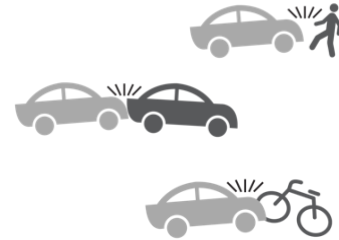
- Regular Coordination with Town Staff & Serramonte Blvd-Collins Ave Master Plan Project
- Completed Data Collection & Foundational Document Review
- Developed GIS-Database of Crash & Roadway Data
- Conducted Preliminary Analysis of Town Crash & Roadway Data
- Identified Potential Treatments (i.e., Countermeasures) to Improve Safety
- Created Project Website: www.colmasafetyplan.com
- Conducted First Round of Community Engagement Activities



Initial Findings: 2011-2016 Crash Data

Understanding the nature of crashes helps us target appropriate safety countermeasures.

- Proportion of Crashes by Severity
- Proportion of Crashes by Type
- Recurring Contributing Factors to Crashes
- Unique Crash Considerations
 - Trends in Fatal and Severe Crashes
 - Average Crashes by Month



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Crashes by Road User & Severity

121 Crashes Total Reported Crashes, 2011-2016

CRASHES BY MODE
TOWN OF COLMA, 2011-2016



FATAL	1	1	0
INJURY CRASH	42	4	4
PROPERTY DAMAGE ONLY	69	0	0
TOTAL	112	5	4

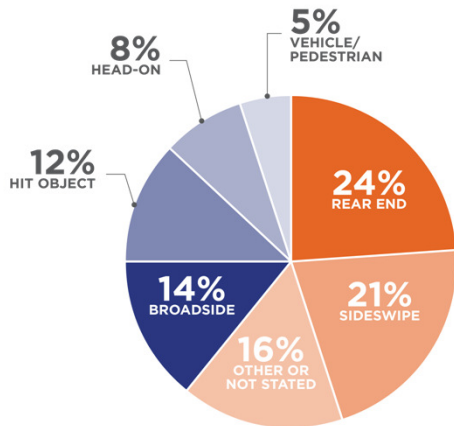


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Crashes by Type

PERCENT OF CRASH TYPES
TOWN OF COLMA, 2011-2016



Most Common Crash Types:

- Rear-end Crashes
- Sideswipe Crashes

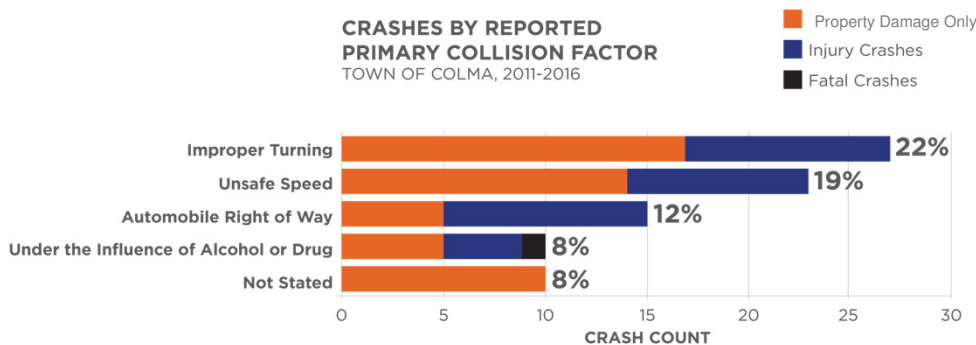


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Recurring Contributing Factors to Crashes

CRASHES BY REPORTED PRIMARY COLLISION FACTOR
TOWN OF COLMA, 2011-2016



Most Common Contributing Factor:

- Improper Turning
- Unsafe Speed



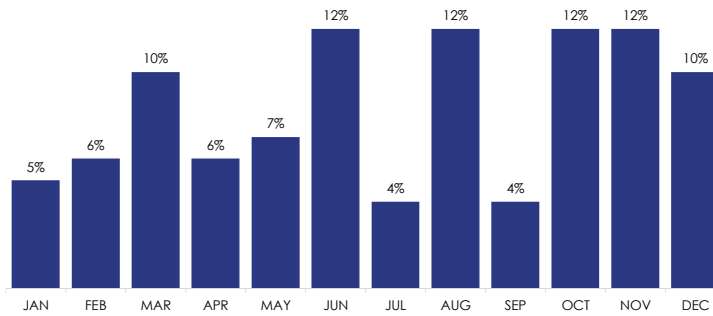
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Unique Crash Considerations

- Peak in Crashes:
- None
 - Seemingly Random Fluctuation

Average Crashes by Month (2011-2016)

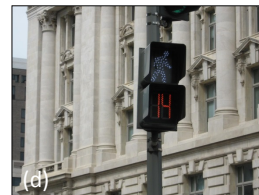


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Potential Treatments/Countermeasures

Treatment	Crash Types Addressed	Potential Crash Reduction	Planning-Level Cost
Improve Signal Visibility (a)	Intersection Crashes	15% (Low)	\$ (Low)
Improve Signal Timing (b)	Intersection Crashes	15% (Low)	\$ (Low)
Convert Signal to Mast Arm (c)	Intersection Crashes	30% (Medium)	\$\$ (Medium)
Pedestrian Countdown Signals (d)	Pedestrian Crashes	25% (Medium)	\$\$ (Medium)
Install Sidewalk	Pedestrian & Bicycle Crashes	80% (Very High)	\$\$ (Medium)

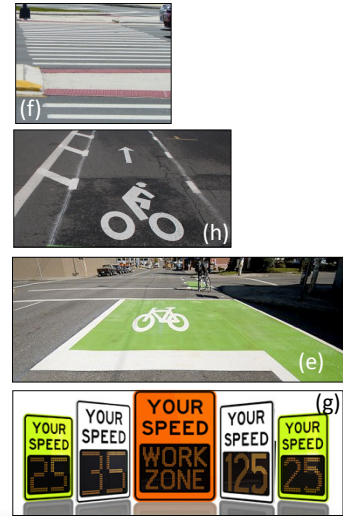


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Potential Treatments/Countermeasures

Treatment	Crash Types Addressed	Potential Crash Reduction	Planning-Level Cost
Advance Stop Bar Before Crosswalk (Bike Box) (e)	Pedestrian & Bicycle Crashes	15% (Low)	\$ (Low)
Upgrade Intersection Pavement Markings (f)	Intersection Crashes	25% (Medium)	\$ (Low)
Road Diet with Two-Way Left-Turn and Bike Lanes	All Crashes	30% (Medium)	\$\$\$ (High)
Install Dynamic Speed Warning Signs (g)	All Crashes	30% (Medium)	\$ (Low)
Install Bike Lanes (h)	Pedestrian & Bicycle Crashes	35% (Medium)	\$ (Low)
Install High Visibility Crosswalk Treatments	Pedestrian Crashes	30% (Medium)	\$ (Low)



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Project Website

www.colmasafetyplan.com



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First Round of Community Engagement

Community Outreach is a valued part of understanding the Town's needs:

- Residents and Visitors
- Business Owners and Operators

- Activities Targeting Residents & Visitors
 - Emailed Informational Flyers to Residents
 - Livewire Newsletter
 - Interactive Map on Project Website and Linked to Town's Website
 - Pop-Up Community Event at Target on Dec 16th

- Activities Targeting Businesses
 - Online Survey for Business
 - Notified via email, project website and Town website
 - Interactive Map on Project Website



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Comments on Interactive Map

Comments:

- 16 Comments Provided
- For various locations
- Open for Comments Until End of Project

The screenshot shows a web browser window displaying the 'COLMA SYSTEMIC SAFETY ANALYSIS REPORT'. The report text includes: 'The Town of Colma is evaluating roadway safety throughout the community with the goal of making the streets safer for everyone. The map shows the roadways identified by the Town as the focus of the study. Feel free to provide any comments on the study corridors or other roadway safety concerns or comments you have throughout the town. You can "like" the comments that you think are the most important. For more information on the study, visit the project website at: TBD. View a list of existing comments --> Having trouble viewing or using the map? Please contact Abdulkader Hashem at Abdulkader.Hashem@colma.ca.gov with your comments. © 2007-2018 Kittelson & Associates, Inc. unless otherwise noted. Admin login

The map shows various study corridors in Colma, including Woodlawn Memorial Park, Hills of Eternity Memorial Park, and Cypress Lawn Funeral Home & Memorial Park. Several comment icons are placed along the corridors. A sidebar on the right contains 'INSTRUCTIONS' (1. Zoom in, 2. Double click on the map, 3. Fill in the comments box) and 'LAYERS' (Town Limits, Study Corridors).

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Sample of Comments on Interactive Map

- Nature of the Comments Received – Concerns Expressed About:
 - Visibility at El Camino Real/Collins Avenue Intersection
 - Traffic flow challenges at Lucky Chances Casino
 - Speeding on Mission Road near Holy Cross Cemetery, B Street, Clark Street, and F Street
 - Failure to yield to pedestrians at El Camino Real/Serramonte Boulevard and Colma Boulevard/Junipero Serra Boulevard Intersections
 - No sidewalks or bike paths west side of El Camino Real



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Business Community Survey

- Online survey for businesses with nine questions
- Questions addressed topics such as:
 - Name of business and location of business
 - Length of businesses current location
 - Extent roadway safety impacts your business
 - Extent roadway safety impacts your customers
 - How do your customers reach your business (car, bus, BART, walk, bike)?
 - How do your employees reach your business?
 - What are your roadway safety concerns?
 - What types of safety improvements are interested in seeing explored by the Town?



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Business Community Survey

- 18 responses provided to the survey
- Sample of responses:
 - Length of time at current location:
 - 72% of the respondents had their business for more than 10 years
 - Perspective on roadway safety:
 - 40% stated roadway safety somewhat impacts their business
 - Travel to the businesses:
 - 89% of the responders answered their customers drive to their business
 - 83% of the employees drive to their respective businesses everyday



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Business Community Survey

- Additional Highlights from Responses
 - Concerns about safety:
 - 72% of businesses concerned about cars and trucks driving at an appropriate speed
 - 50% concerned about cars turning into and out of their businesses
 - Improvements interested in seeing the Town explore:
 - 56% of businesses interested in treatments to manage motorists' speeds



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Next Steps

- Finalize crash & roadway analysis
- Conduct field reviews for priority locations
- Refine potential treatments/countermeasures
- Hold a community workshop
- Prepare recommendations for Town staff and City Council review
- Finalize recommendations & documentation
- Provide Colma Transportation Safety Action Plan



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Thank You

- Any questions for us?



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