



Citywide Traffic Management Update

Nov. 16, 2020

Sgt. Shannon Hagan, Police Department
Bethany Lopez, P.E., Public Works Department
Samantha Weigel, City Manager's Office

AGENDA

- Collision Reporting
- Traffic Data Mapping
- Review injury collision data
- Outreach Messaging
- Recommendations



Collision Reporting



Acronyms

- **RIMS** – Records Information Management System
 - SMPD Data
- **SWITRS** – Statewide Integrated Traffic Records System
 - California Highway Patrol
- **TIMS** –Transportation Injury Mapping System
 - UC Berkeley
- **PCF** – Primary Collision Factor
 - The moving action that caused a vehicle collision



Collision Reporting



Collision



Police Call Taker



Traffic Officers



| STATE OF CALIFORNIA DEPARTMENT OF CALIFORNIA HIGHWAY PATROL TRAFFIC COLLISION REPORT CHP 505, Page 1 (Rev. 11-16) OPI 000 | | | |
|--|--|----------------------|---|
| SPECIAL CONDITIONS | NO. INCLD. | OFF. RELAYED TO CITY | JUDICIAL DISTRICT |
| NONE | 0 | SAN MATEO | NORTHERN SUPERIOR COURT |
| NO. FILED | NO. FILED | COUNTY | NO. OF REPORTING "VEHICLE" |
| 0 | 0 | SAN MATEO | 39 C |
| COLLISION OCCURRED ON | DATE | NO. OF YEAR | TIME |
| DALE MONTE STREET | 06/21/2019 | 0813 | |
| REPORT INFORMATION | GPS Coordinates LATITUDE: 37.53001, LONGITUDE: -122.31395 | | STATE OFFICE |
| <input checked="" type="checkbox"/> AT INTERSECTION WITH | WEST HILLSDALE BOULEVARD | | <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO |
| PARTY | DRIVER LICENSE NUMBER | STATE | CLASS |
| | | | ARRANG |
| | | | SAFETY EQUIP. |
| | | | SEX YEAR |
| | | | MARKING/COLOR |

Collision Report



Online Report



Exchange Information



DA



RIMS



Insurance Co.



Others



OTS
CALIFORNIA OFFICE OF
TRAFFIC SAFETY



SWITRS



Others



TIMS
Berkeley
UNIVERSITY OF CALIFORNIA



CITY OF SAN MATEO
CALIFORNIA

Types of Collision Reports

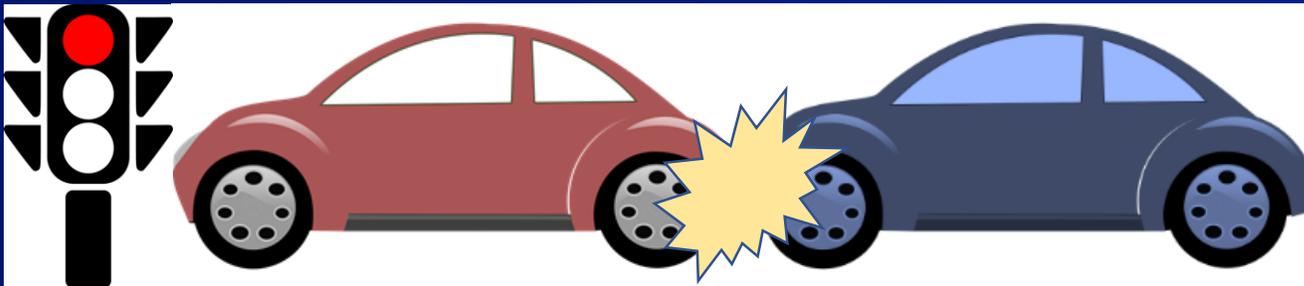
| Collision Type | Report |
|---|--------|
| Property Damage | Online |
| Injury (minor & major) | YES |
| Fatal | YES |
| Hit & Run – No Suspect Information | Online |
| Hit & Run – With Suspect Information | YES |
| Private Property | Online |
| Driving Under the Influence of alcohol and/or drugs (DUI) | YES |
| City Vehicle & City Property | YES |

** There are exceptions*



Primary Collision Factor

- Primary Collision Factor (PCF)
 - The PCF is the one element or driving action which, in the officer's opinion, best describes the primary or main cause of the collision.
- In many collisions the PCF is Unsafe Speed (22350 CVC). However, this does not mean the vehicle was speeding.
 - Example: Rear End Collisions



Traffic Data Mapping



Collision & Citation Data Transparency

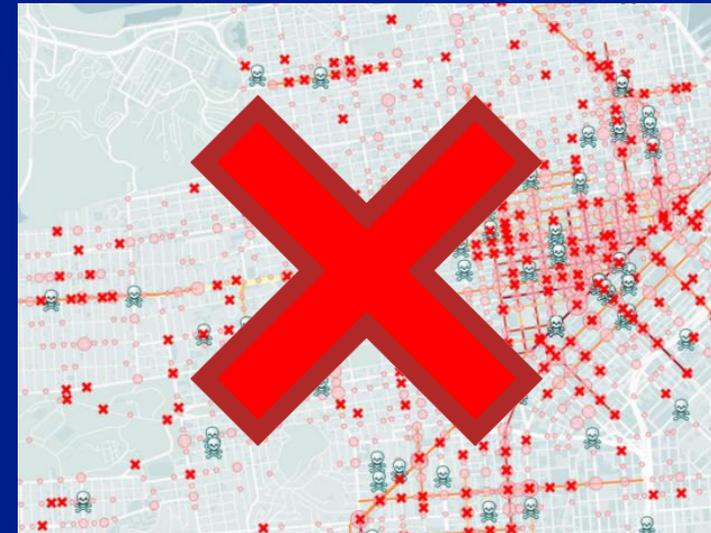
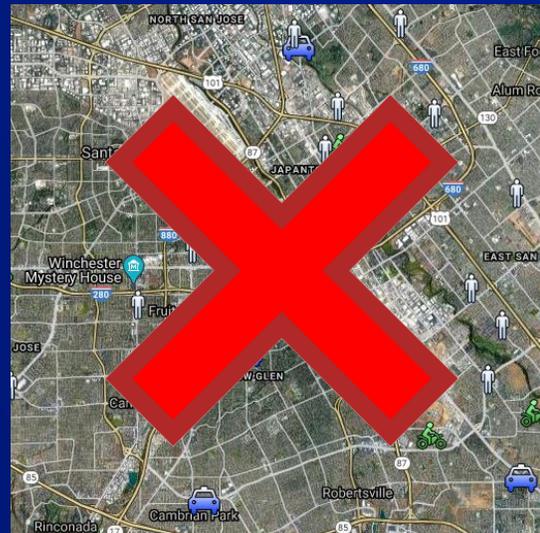
- Provide Essential Collision & Citation Data in a Meaningful Way
- **Collisions**
 - Date, Time, Location, PCF, PCF Description, & Collision Type: Fatal, Injured, DUIs, Hit & Runs
- **Citations**
 - Date, Time, Location, Violation

| Date | Time | Location | Cause | Speed Limit | Minor Injuries | Major Injuries | Fatal Injuries | DUI Involved |
|------------|------|----------------------|------------------------|-------------|----------------|----------------|----------------|--------------|
| 07/01/2020 | 1338 | 12 AIRPORT BL | Other Improper Driving | 25 | 0 | 0 | 0 | 0 F |
| 07/01/2020 | 1519 | ALAMEDA DE LAS | Other Improper Driving | 25 | 0 | 0 | 0 | 0 F |
| 07/02/2020 | 1430 | S EL CAMINO | VC Section Violated | 25 | 1 | 0 | 0 | 0 F |
| 07/05/2020 | 1300 | E 5TH AV/S EL CAMINO | VC Section Violated | 25 | 0 | 0 | 0 | 0 F |
| 07/07/2020 | 808 | S DELAWARE ST/E 4TH | VC Section Violated | 25 | 0 | 0 | 0 | 0 F |
| 07/07/2020 | 1738 | 222 E 4TH AV | Other Improper Driving | 25 | 0 | 0 | 0 | 0 F |
| 07/07/2020 | 1856 | TILTON AV/N | Other Improper Driving | 25 | 0 | 0 | 0 | 0 F |
| 07/07/2020 | 1848 | 11 S GRANT ST | VC Section Violated | 25 | 0 | 0 | 0 | 0 F |
| 07/09/2020 | 224 | W HILLSDALE BL/E | VC Section Violated | 25 | 0 | 0 | 0 | 0 F |
| 07/09/2020 | 1059 | S NORFOLK ST/LODI | VC Section Violated | 25 | 0 | 0 | 0 | 0 F |
| 07/09/2020 | 1246 | 127 S HUMBOLDT ST | Other Improper Driving | 25 | 0 | 0 | 0 | 0 F |
| 07/09/2020 | 1540 | W 39TH AV/S EL | Other Improper Driving | 25 | 0 | 0 | 0 | 0 F |
| 07/09/2020 | 1530 | 355 2ND AV | Other Improper Driving | 25 | 0 | 0 | 0 | 0 F |
| 07/09/2020 | 2302 | PENINSULA AV/N EL | VC Section Violated | 25 | 0 | 1 | 0 | 0 T |
| 07/11/2020 | 1339 | 11 N NORFOLK ST | VC Section Violated | 25 | 0 | 0 | 0 | 0 F |
| 07/11/2020 | 2200 | 4330 OLYMPIC AV | Other Improper Driving | 10 | 0 | 0 | 1 | 0 F |
| 07/12/2020 | 1052 | 2883 S NORFOLK ST | VC Section Violated | 30 | 0 | 0 | 0 | 0 F |
| 07/12/2020 | 1558 | 1504 CYPRESS AV | VC Section Violated | 25 | 0 | 0 | 0 | 0 F |
| 07/12/2020 | 2300 | N DELAWARE | VC Section Violated | 25 | 0 | 0 | 0 | 0 F |



Challenges

- No Off-the-Shelf solution
- Others are attempting to do something similar, but they lack data or ease of use
- Our data needs to be automated & timely
- Map application needs powerful filters
- Location & Cause data are critical



NEW Traffic Map

January 2021



City of San Mateo

Main Page

Maps



Injury



Hit and Run

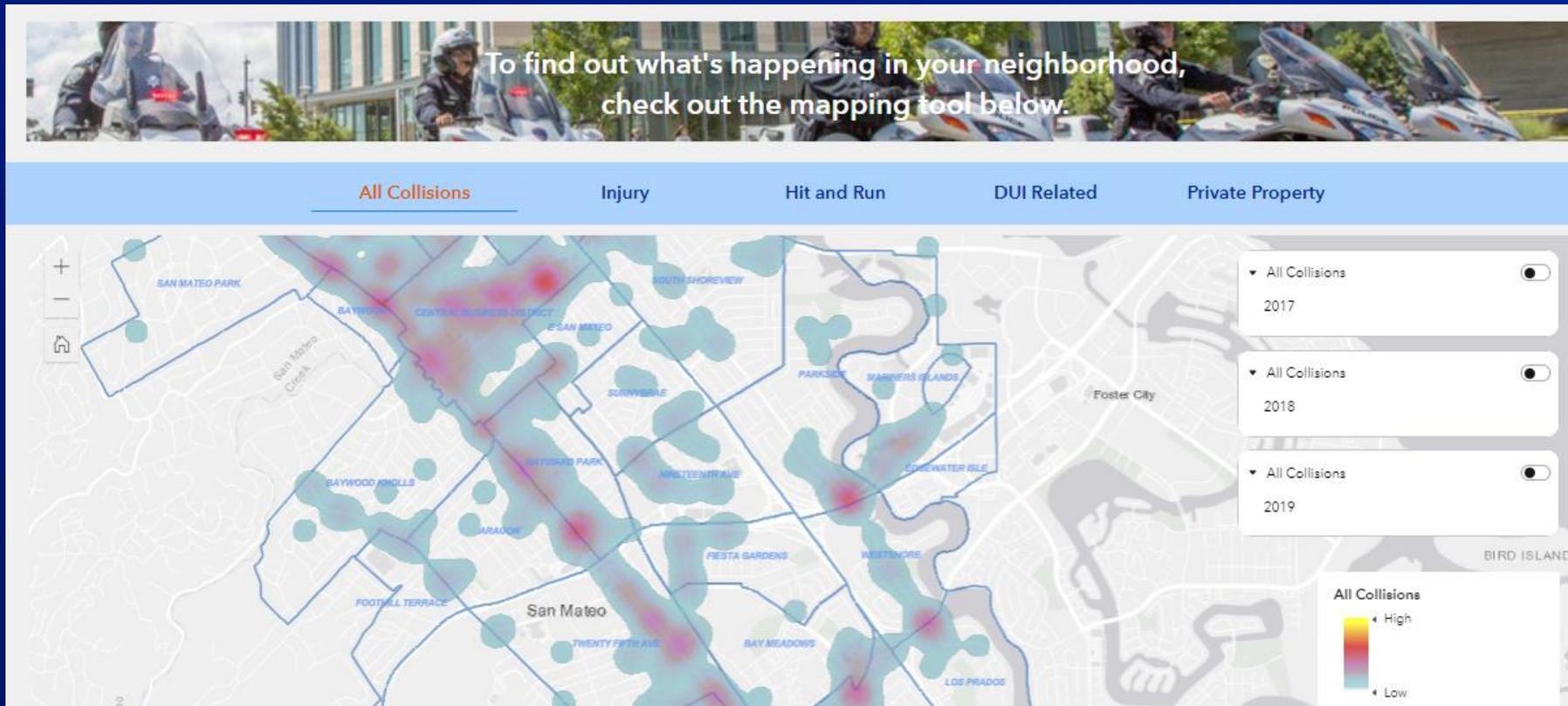


DUI Related



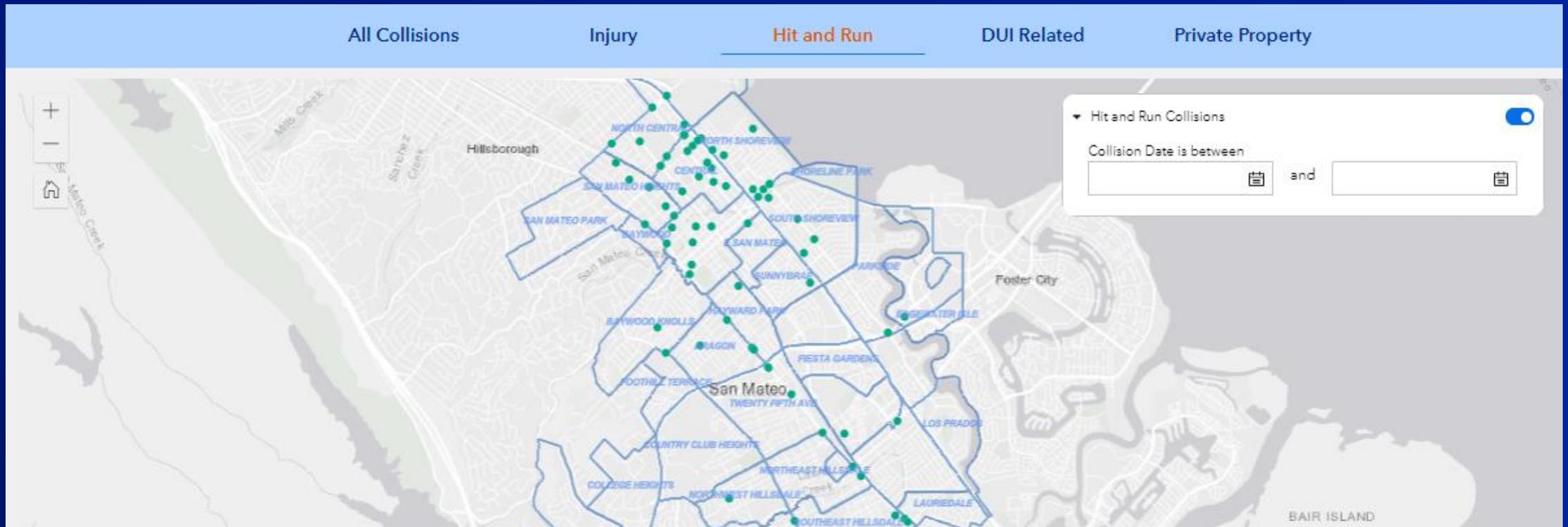
NEW Traffic Map

All Collisions Heat Map



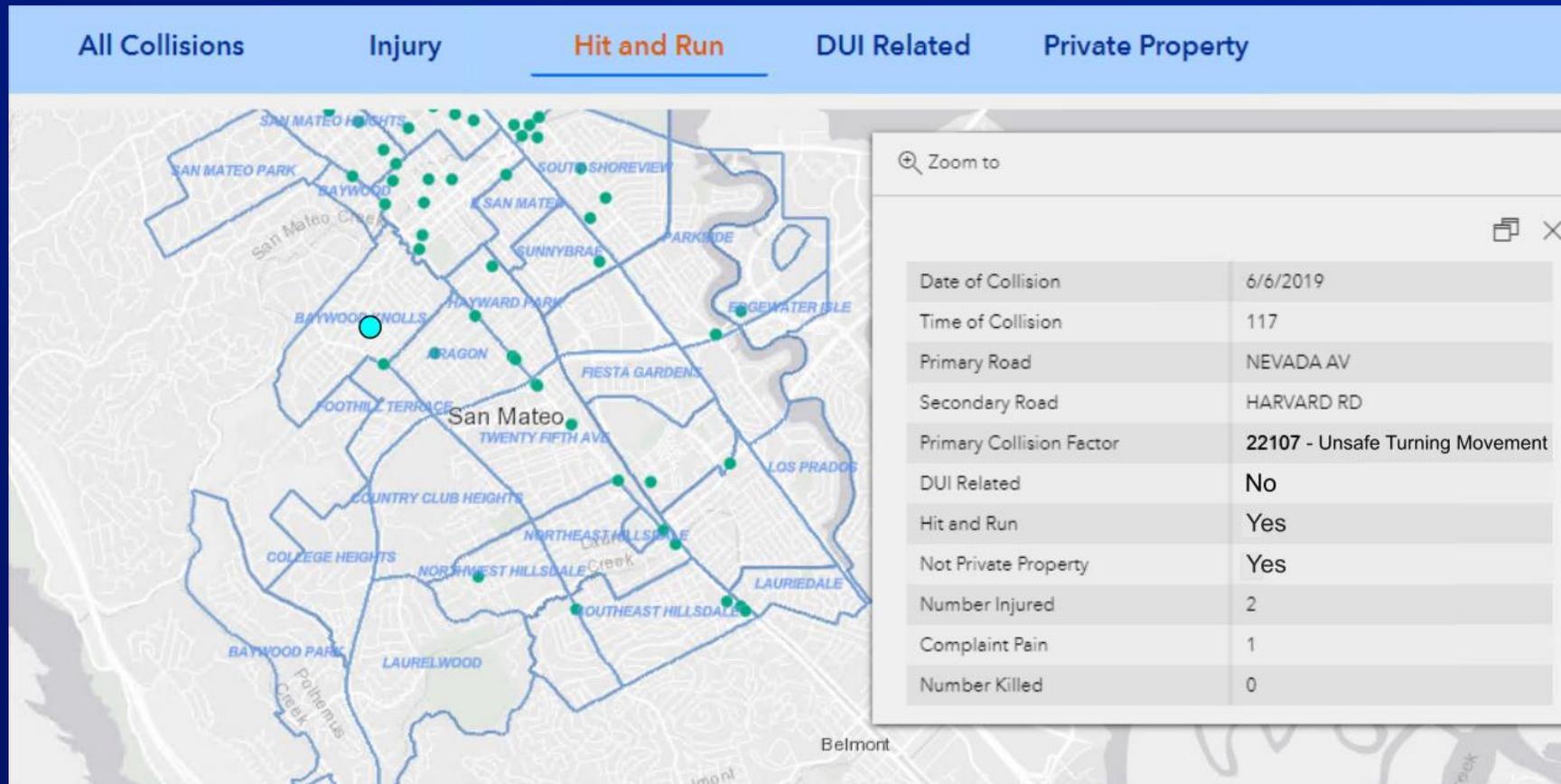
NEW Traffic Map

Collision Types

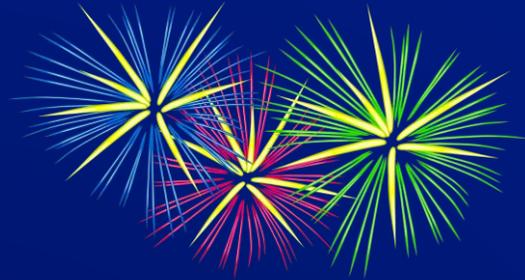


NEW Traffic Map

Collision Data Popup



Go Live Target Dates



NEW Collision Map
Go Live January 1, 2021

NEW Citation Location Map
Go Live March 1, 2021



Traffic Division Staffing



2021 New Staffing Model

- **NEW Senior Traffic Officer Position** ✓
 - Longer retention of institutional knowledge
 - Motorcycle Instructor for faster certification of new traffic officers
- **Traffic Division Reorganization** ✓
 - Traffic Officers will work independently from patrol operations
 - Rapid Deployment, Targeted Enforcement, Long Term Approach to Acute Problem Areas (i.e. 4th E. Ave.), & Better Focus on Neighborhood TAP Concerns
 - Better Supervision & Accountability
- **All within the existing budget** ✓

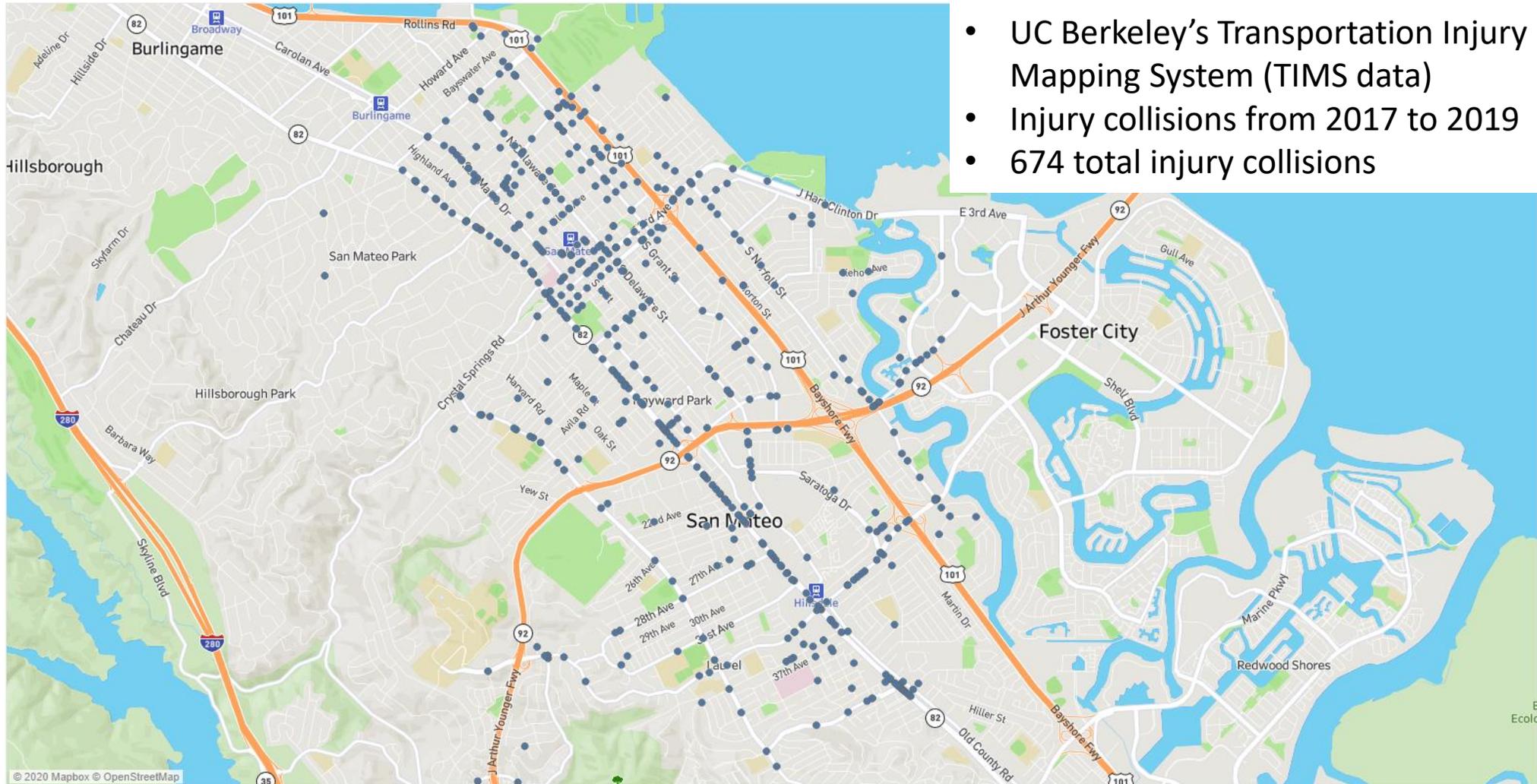


Traffic Data in San Mateo

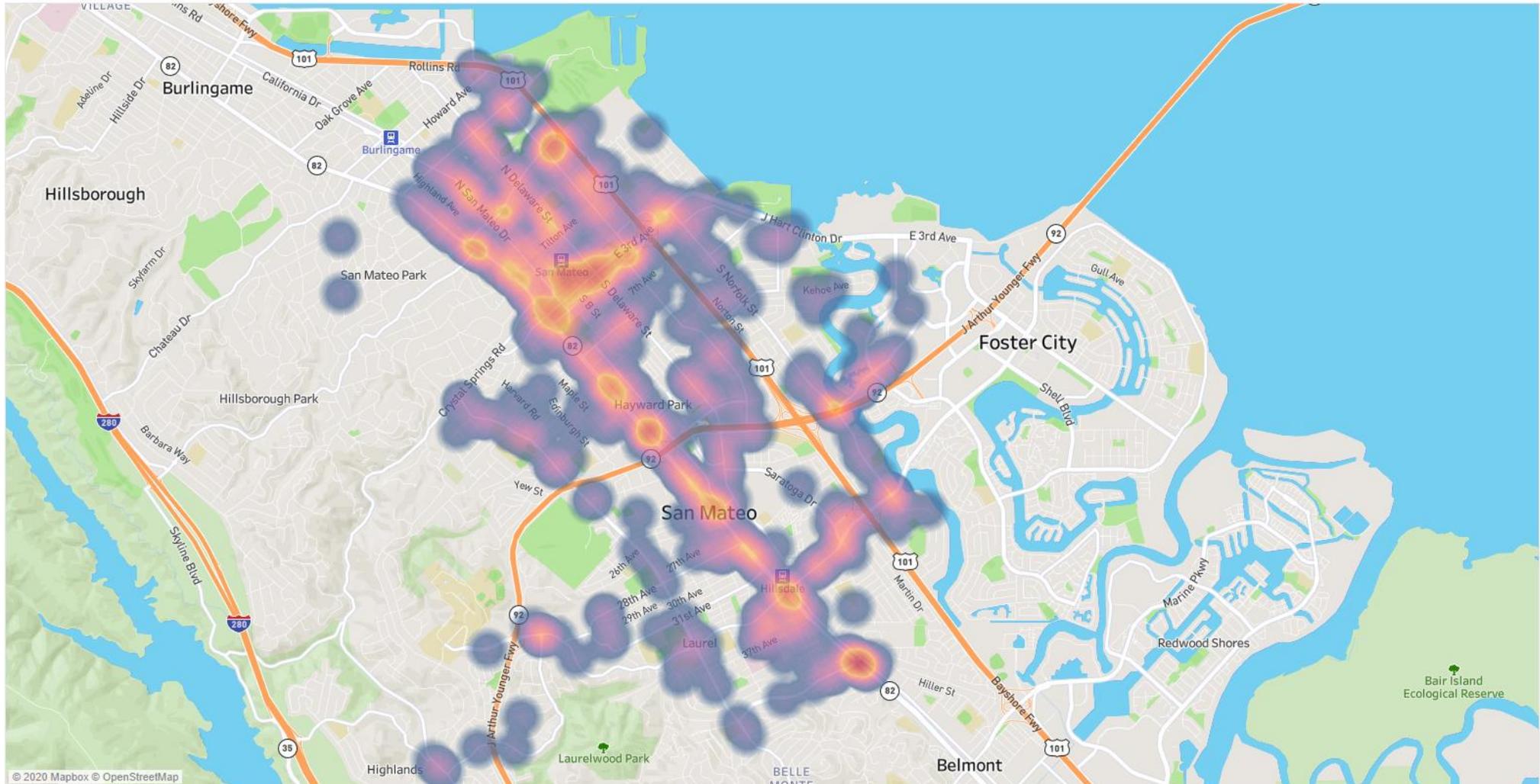


The Data – Citywide Injury Collisions

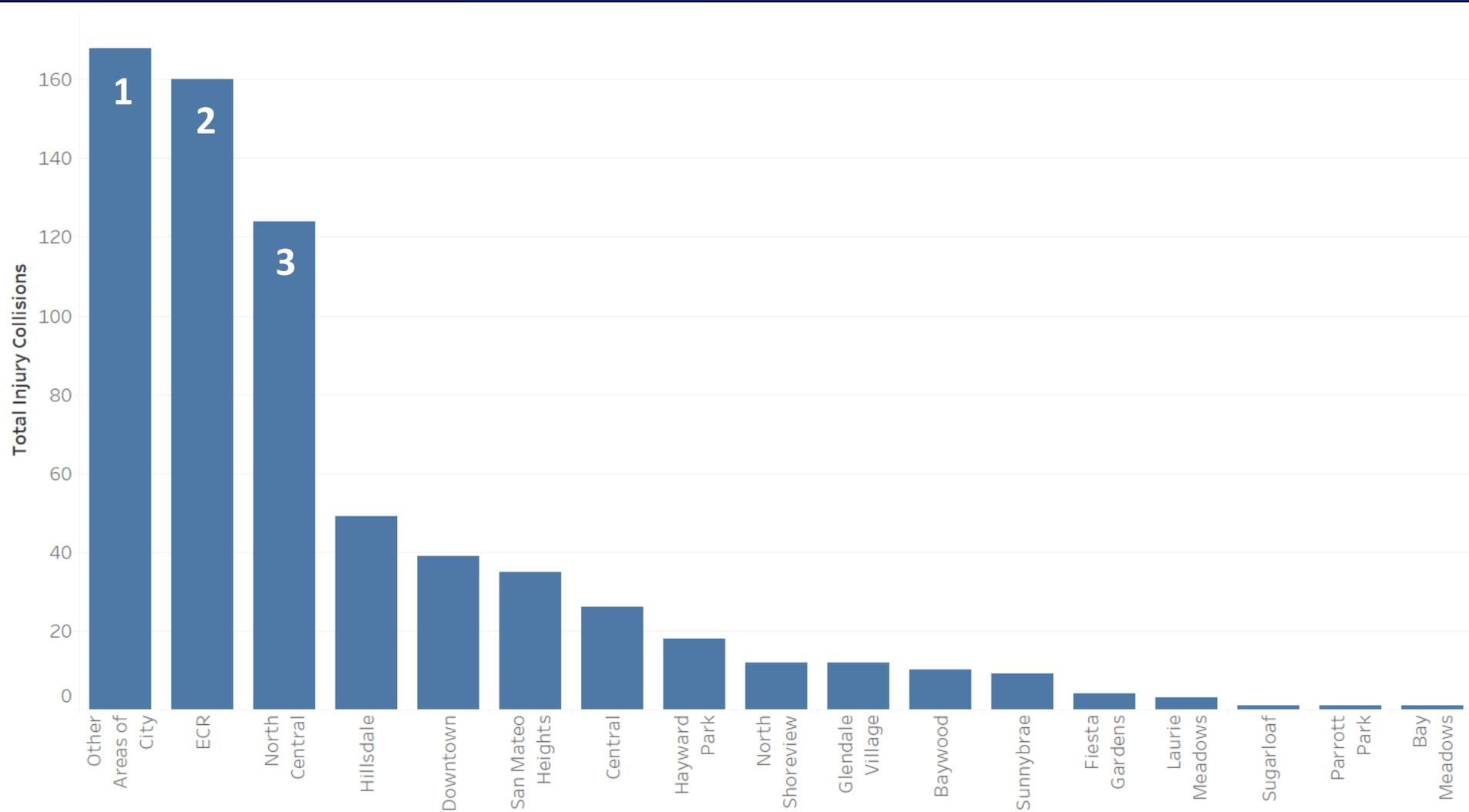
- UC Berkeley's Transportation Injury Mapping System (TIMS data)
- Injury collisions from 2017 to 2019
- 674 total injury collisions



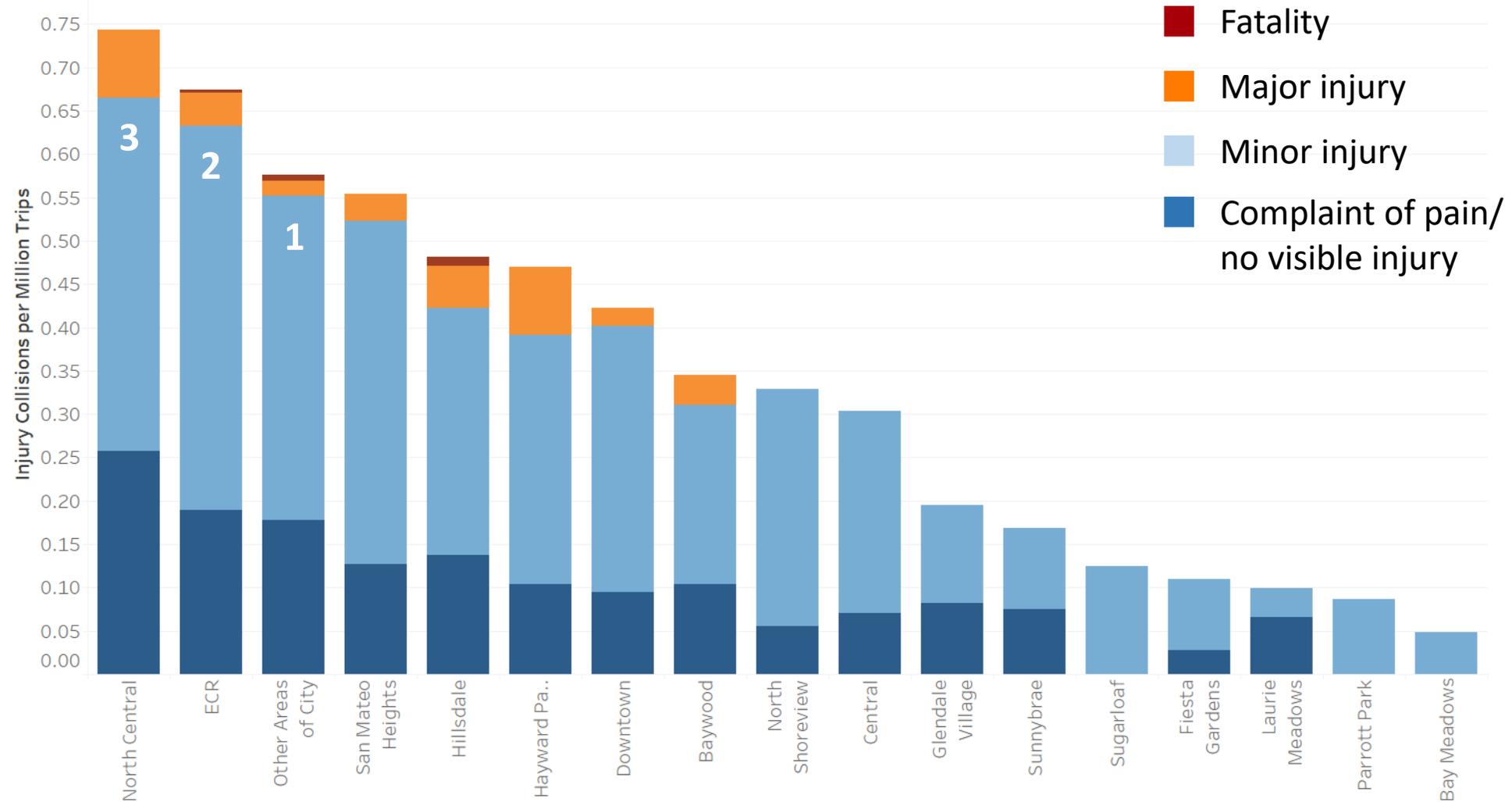
The Data – Injury Collisions Heat Map



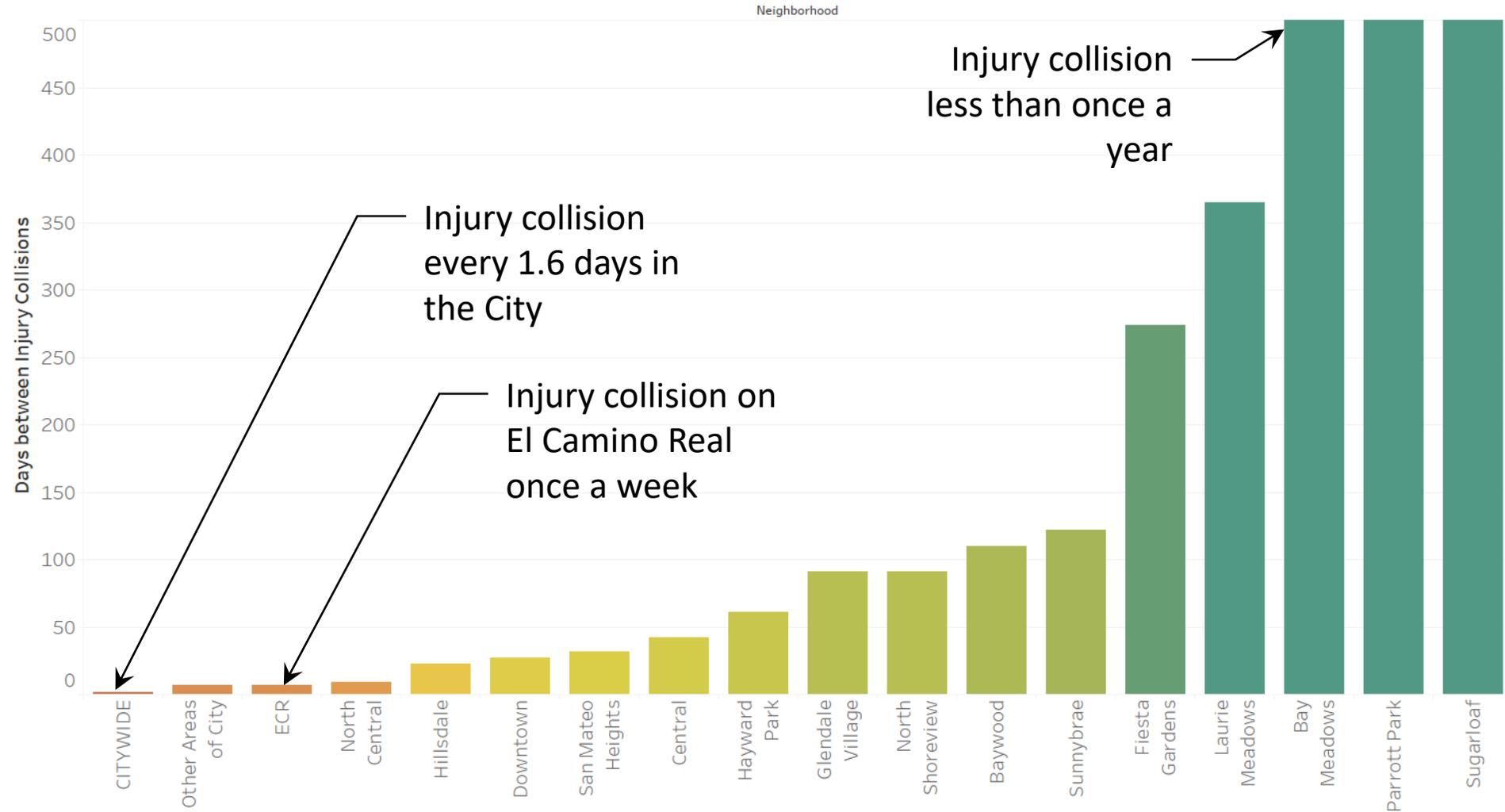
The Data – Injury Collisions by Area



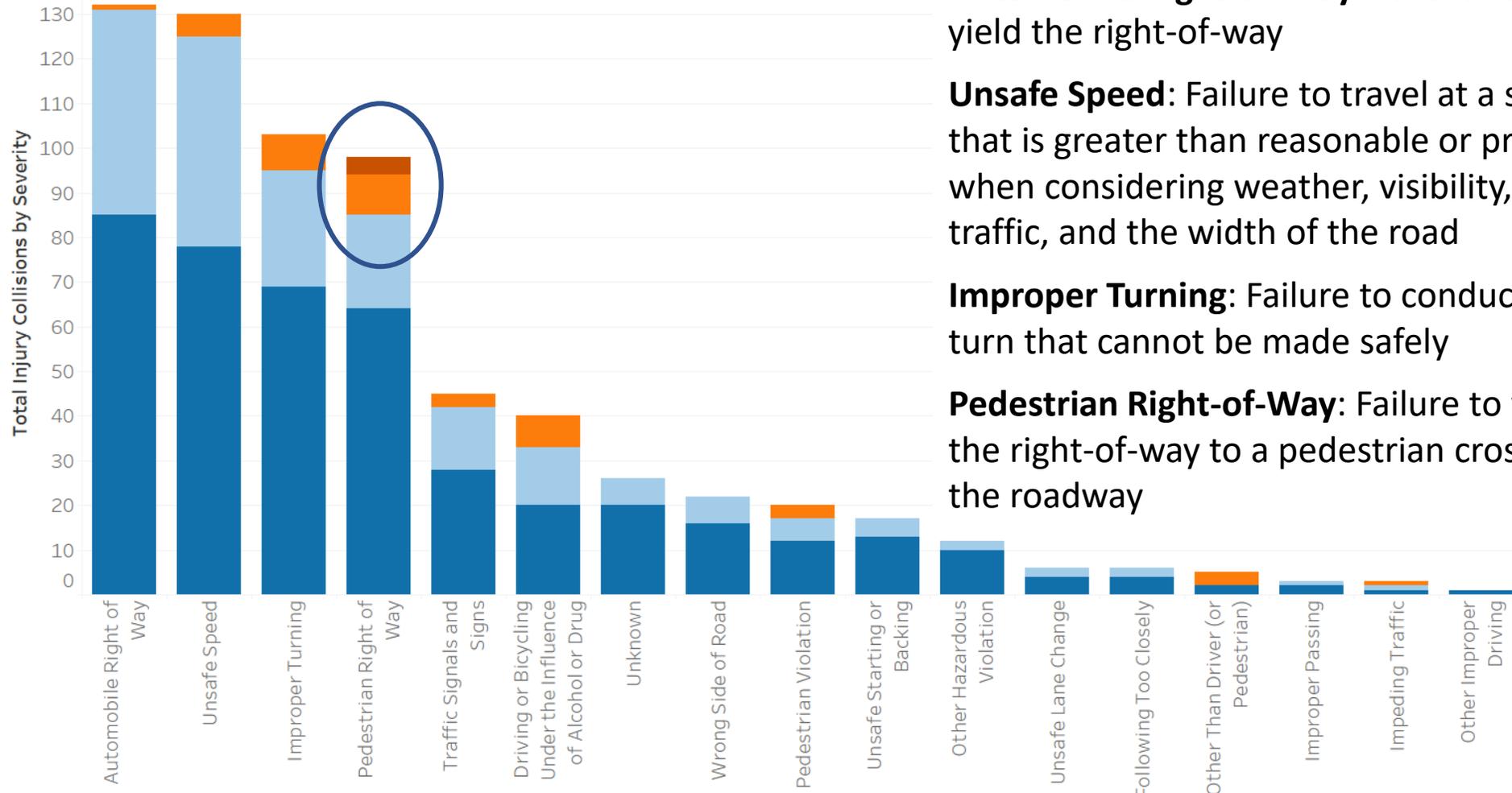
The Data – Injury Collisions per Volume



The Data – Injury Collisions by Time



The Data – Violation Categories



Automobile Right-of-Way: Failure to yield the right-of-way

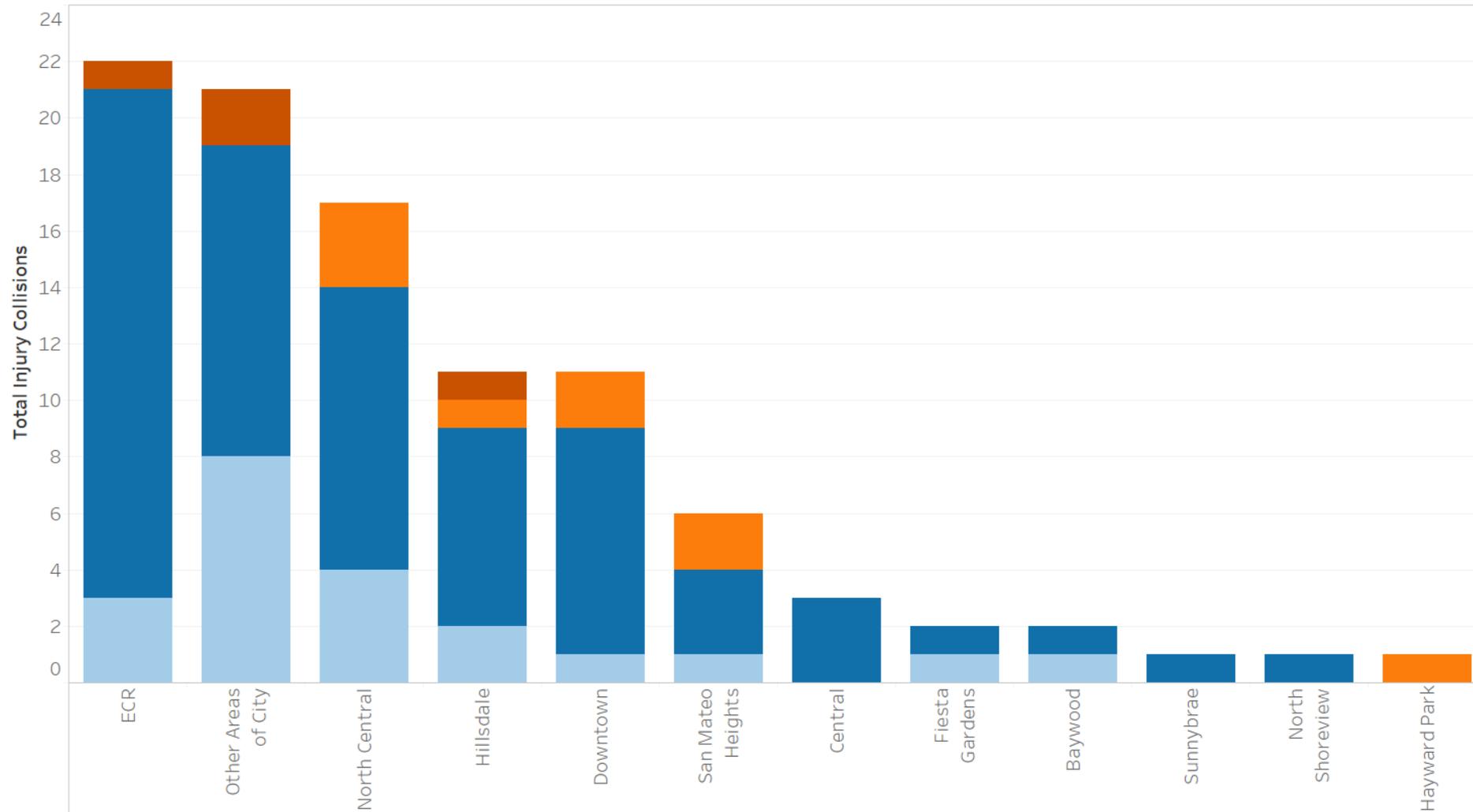
Unsafe Speed: Failure to travel at a speed that is greater than reasonable or prudent when considering weather, visibility, other traffic, and the width of the road

Improper Turning: Failure to conduct a turn that cannot be made safely

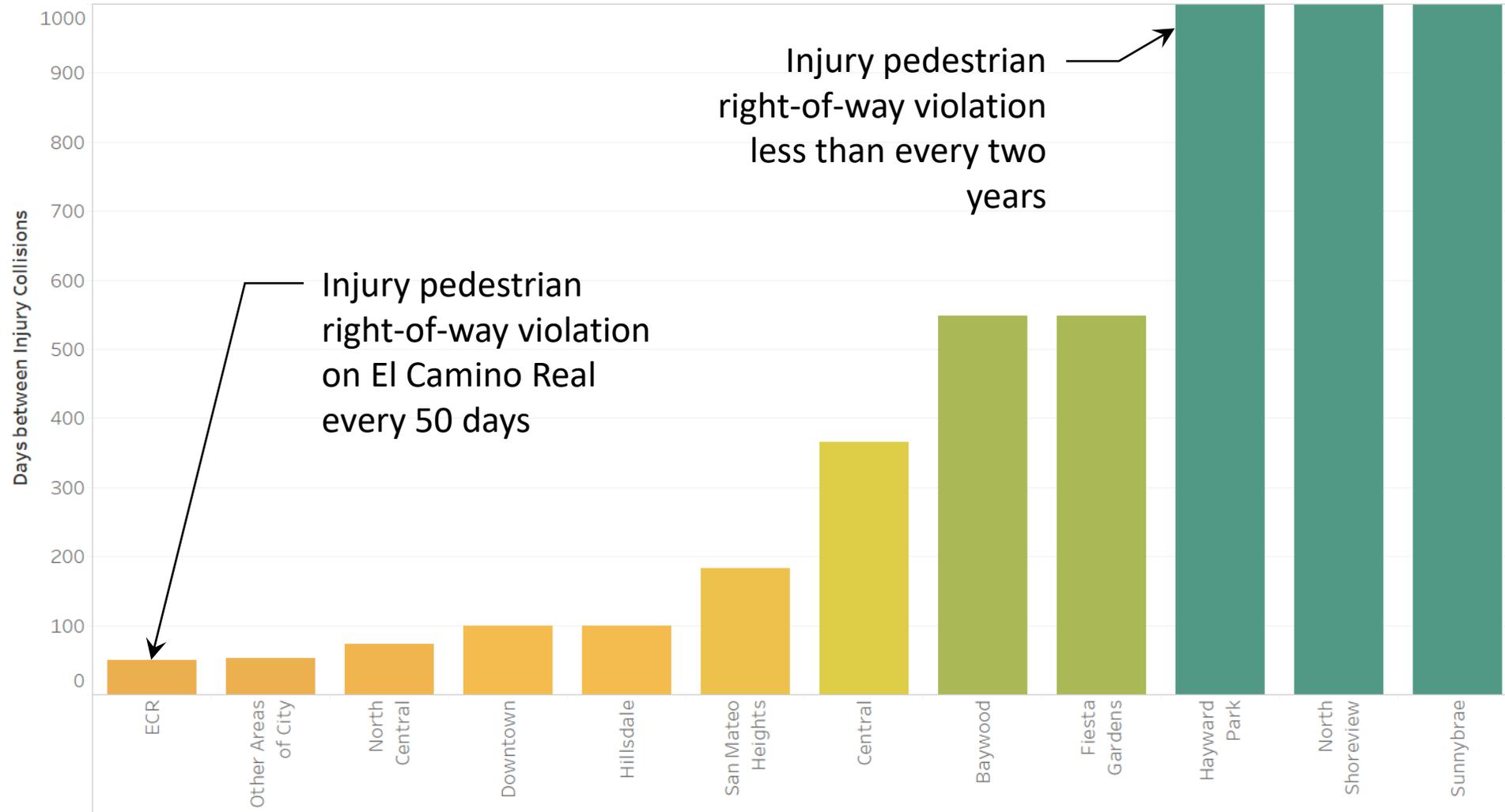
Pedestrian Right-of-Way: Failure to yield the right-of-way to a pedestrian crossing the roadway



The Data – Pedestrian Right-of-Way Violations



The Data – Pedestrian Right-of-Way Violations by Time



The Data – Summary

- Preliminary analysis uses injury collision data only
- High concentrations of collisions on El Camino Real and arterial roadways
- Greater collisions per trips in North Central and on El Camino Real
- Pedestrian right-of-way violations have higher amounts of severe injury and fatality collisions when compared to other violation categories



Communications



Amplifying Ongoing State Safety Campaigns



CITY OF SAN MATEO

COMMUNITY NEWS



Walk Safe San Mateo!

Did you know that in 2018, 893 pedestrians were killed on California roadways, a 26% increase from 2014? [September in Pedestrian Safety Month](#) and with more of us out walking to get to work, for exercise, or just to spend some time outdoors, we all need to be mindful when walking around San Mateo. It's a two-way street. Drivers and pedestrians must work together to demonstrate safe behaviors on the road, helping to protect themselves and those around them.

Pedestrians:

- Make yourself visible: wear bright colored clothes and carry a flashlight if you are walking at night.
- Avoid dangerous behaviors: always walk on the sidewalk (no jaywalking), stay sober and make eye contact with drivers – don't assume the driver can see you.
- Stay off your phones, talking and especially texting distracts you from paying attention to your surroundings.
- Look before you step: cross streets at marked crosswalks/intersections, obey traffic signals and watch for turning vehicles.
- Look left-right-left before crossing a street.



Safe Streets San Mateo Messaging Ideas



Safe Streets San Mateo

Wear Your Helmet
Be Sure You Are Seen
Always Use Your Hand Signals

Get Home Safe



Safe Streets San Mateo

Get Home Safe

Slow Down
Pay Attention
Be Kind



Safe Streets San Mateo

We help you to
Get Home Safe



Safe Streets San Mateo

Slow Down
Calm Down
Be Kind

Get Home Safe

OTS CALIFORNIA OFFICE OF TRAFFIC SAFETY



Safe Streets San Mateo

Slow Down
Calm Down
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Get Home Safe

OTS CALIFORNIA OFFICE OF TRAFFIC SAFETY



Safe Streets San Mateo

Slow Down
Calm Down
Be Kind

Get Home Safe



Outreach Platforms, Collaborations, and Street-Level Messaging



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- [@SanMateoPD](#)

facebook.

- [City of San Mateo](#)
- [Police Department](#)
- [Public Library](#)
- [San Mateo Parks and Recreation](#)



Instagram

- [City of San Mateo CA](#)
- [San Mateo Public Library](#)
- [San Mateo Police Department](#)
- [San Mateo Parks and Recreation](#)

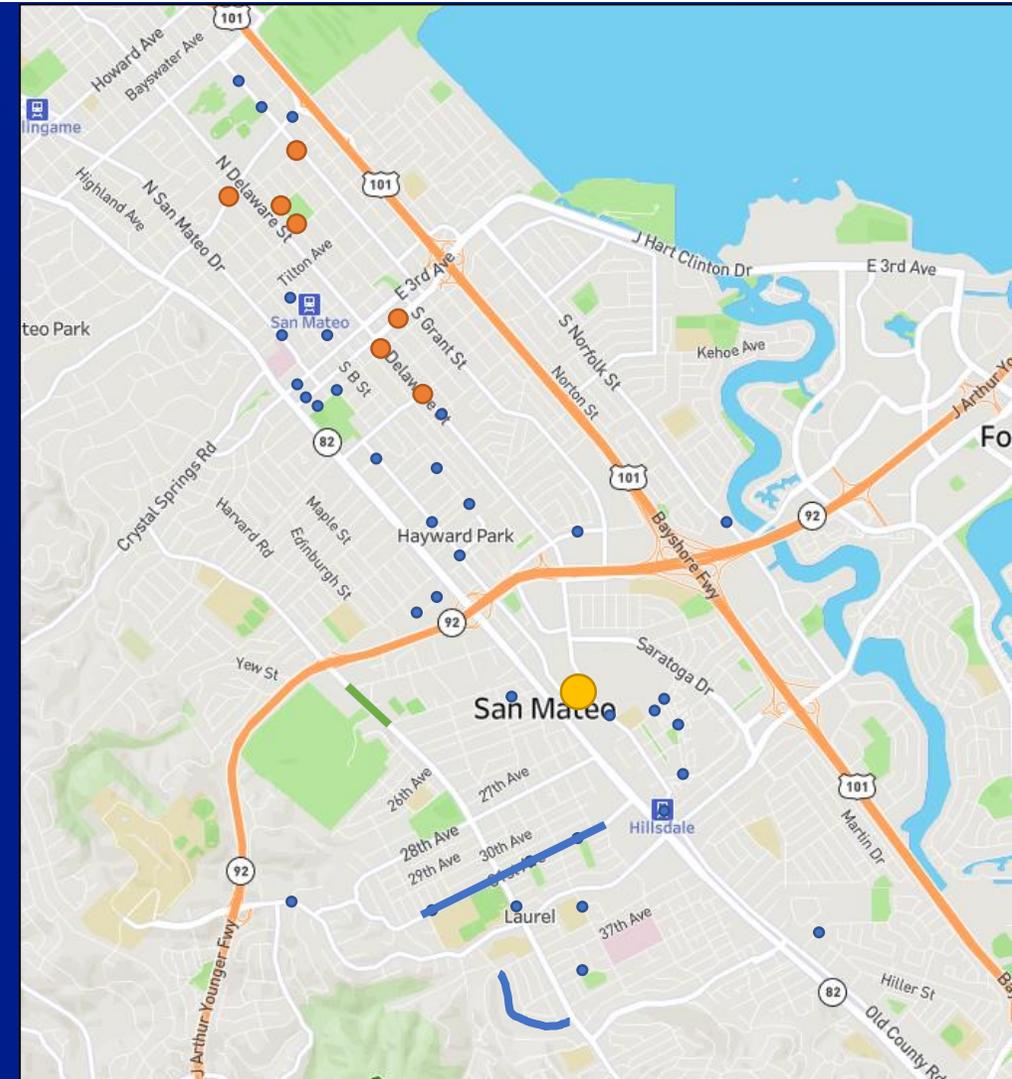


CITY OF SAN MATEO
COMMUNITY NEWS



Recent Efforts and Immediate Next Steps

- Police Traffic Division staffing changes
- Collaborative outreach across all departmental social platforms
- Recent infrastructure changes:
 - Rectangular rapid flashing beacon installations
 - Curb extension installations
 - 25th Avenue Grade Separation
 - Alameda de las Pulgas bike and pedestrian improvements
 - Speed cushion installation
- Upcoming infrastructure changes:
 - 28th Avenue Bike Boulevard
 - Additional flashing beacon installations
 - Grant/4th pilot project to address frequent collisions



Recommendations

- Receive feedback from City Council on:
 - Traffic data mapping
 - Approach to reviewing traffic collision data
 - Outreach effort
- Staff recommend:
 - Continue PD efforts to provide mapping info for City RIMS data
 - Analyze RIMS data (both injury and property damage collisions) to identify trends and hot spots
 - Return to City Council in first quarter of 2021 with new findings