



Citywide Traffic Management Update

Nov. 16, 2020

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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

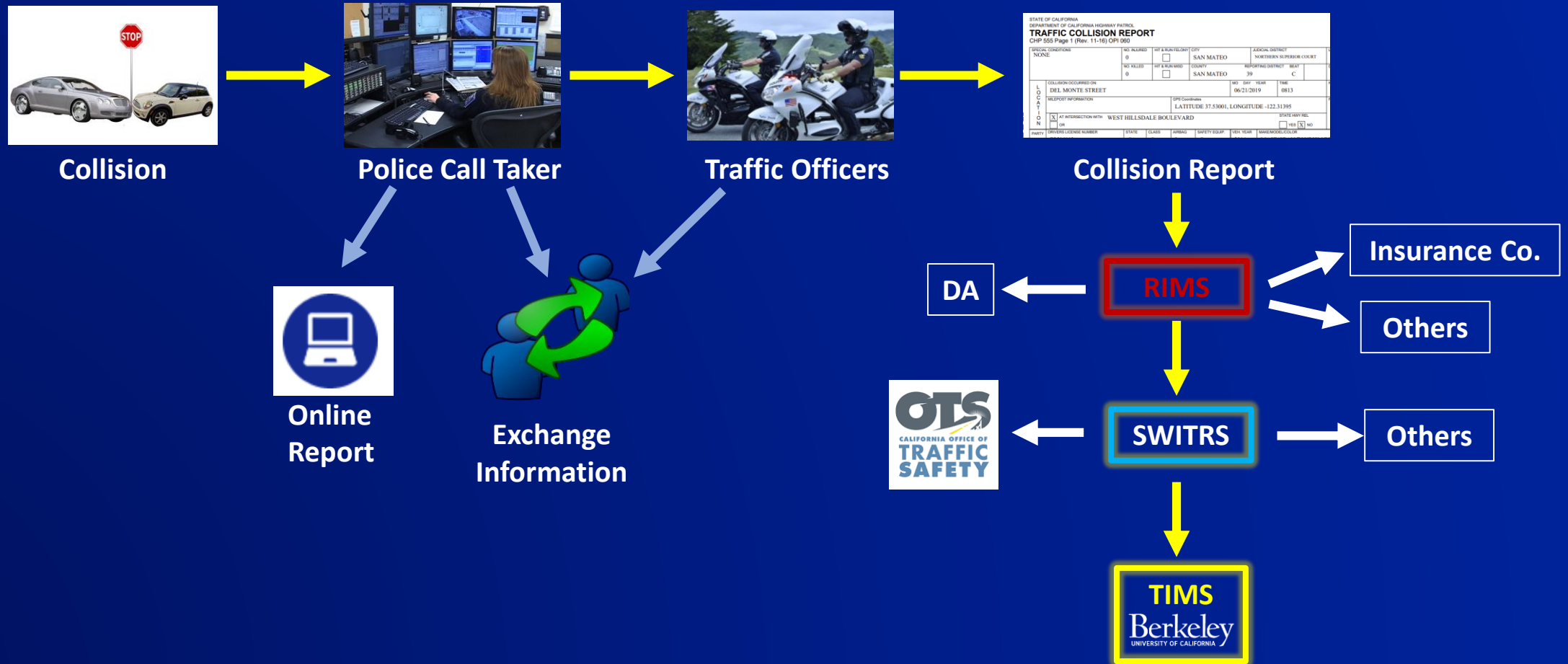


Acronyms

- **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



Types of Collision Reports

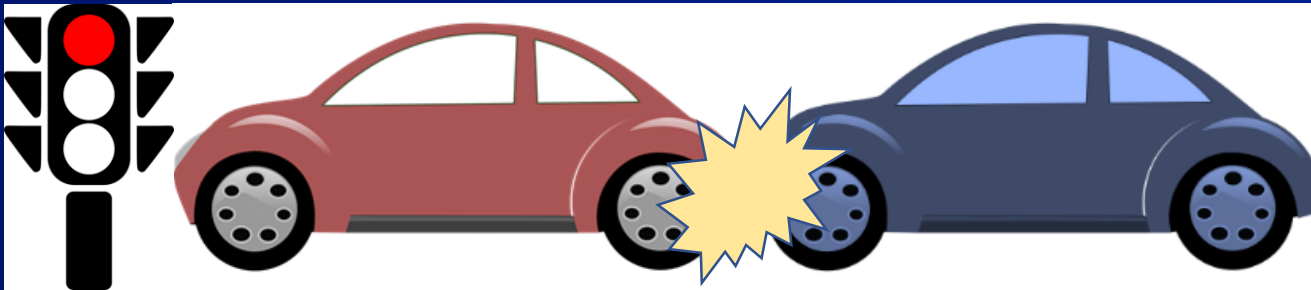
Collision Type	Report
Property Damage	Online
Injury (minor & major)	YES
Fatal	YES
Hit & Run – No Suspect Information	Online
Hit & Run – With Suspect Information	YES
Private Property	Online
Driving Under the Influence of alcohol and/or drugs (DUI)	YES
City Vehicle & City Property	YES

** 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

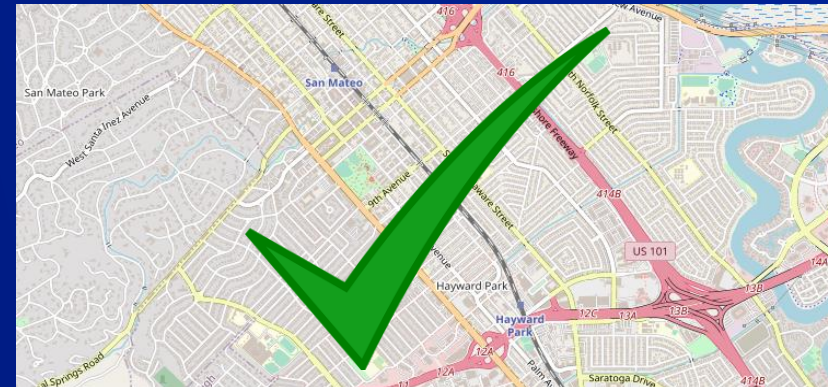


Collision & Citation Data Transparency

- 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			0	0	0	0 F
07/07/2020	808	S DELAWARE ST/E 4TH			0	0	0	0 F
07/07/2020	1738	222 E 4TH AV	Other Improper Driving		0	0	0	0 F
07/07/2020	1856	TILTON AV/N	Other Improper Driving		0	0	0	0 F
07/07/2020	1848	11 S GRANT ST	VC Section Violated		0	0	0	0 F
07/09/2020	224	W HILLSDALE BL/E	VC Section Violated		0	0	0	0 F
07/09/2020	1059	S NORFOLK ST/LODI	VC Section Violated		0	0	0	0 F
07/09/2020	1246	127 S HUMBOLDT ST	Other Improper Driving		0	0	0	0 F
07/09/2020	1540	W 39TH AV/S EL	Other Improper Driving		0	0	0	0 F
07/09/2020	1530	355 2ND AV	Other Improper Driving		0	0	0	0 F
07/09/2020	2302	PENINSULA AV/N EL			1	0	0	0 T
07/11/2020	1339	11 N NORFOLK ST			0	0	0	0 F
07/11/2020	2200	4330 OLYMPIC AV	Other Improper Driving	10	0	1	0	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 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

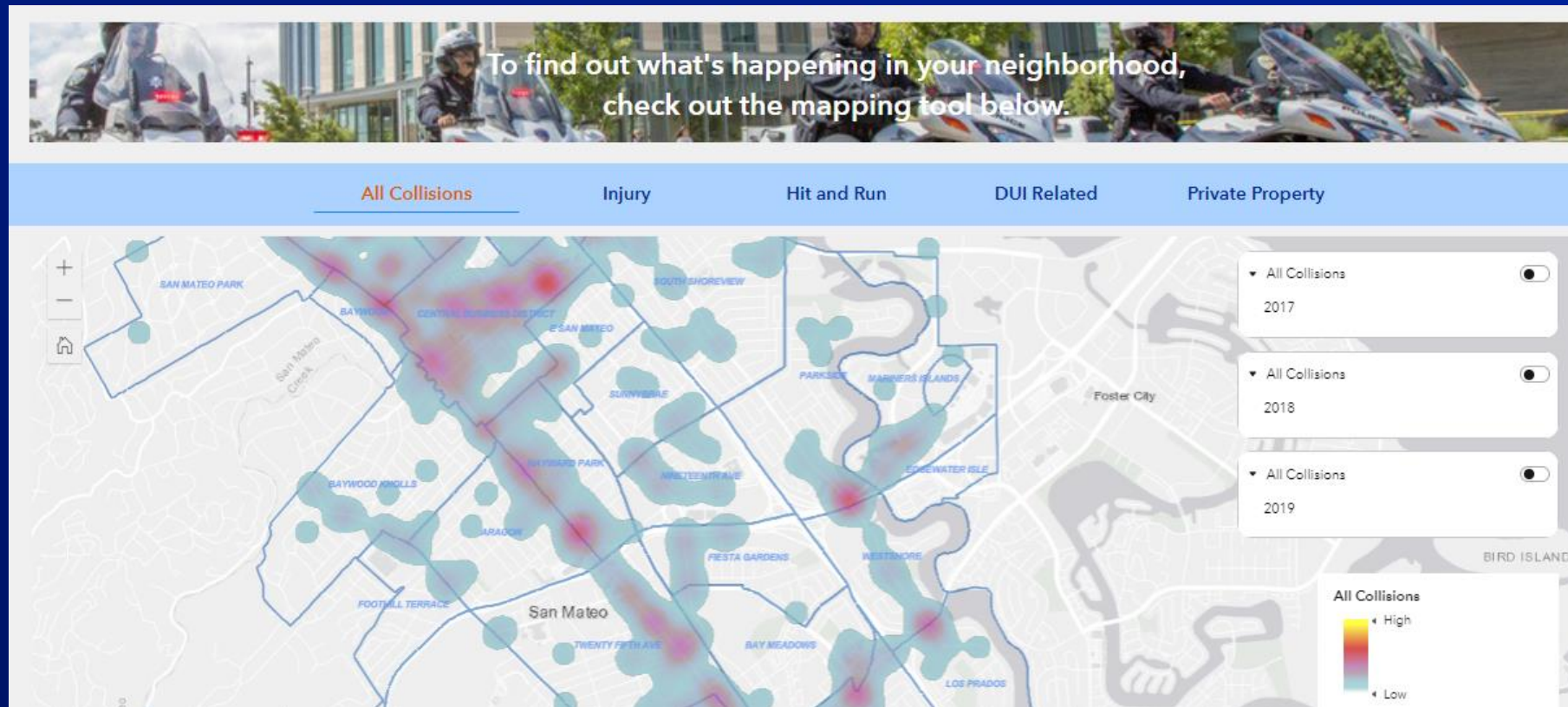


DUI Related



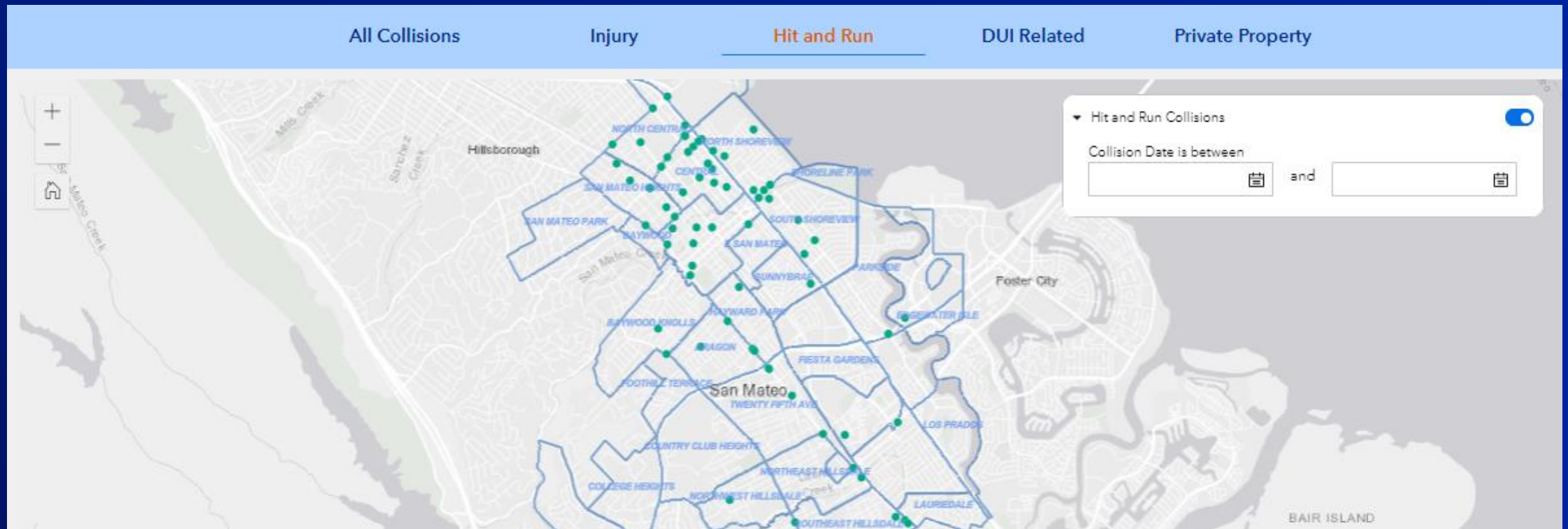
NEW Traffic Map

All Collisions Heat Map



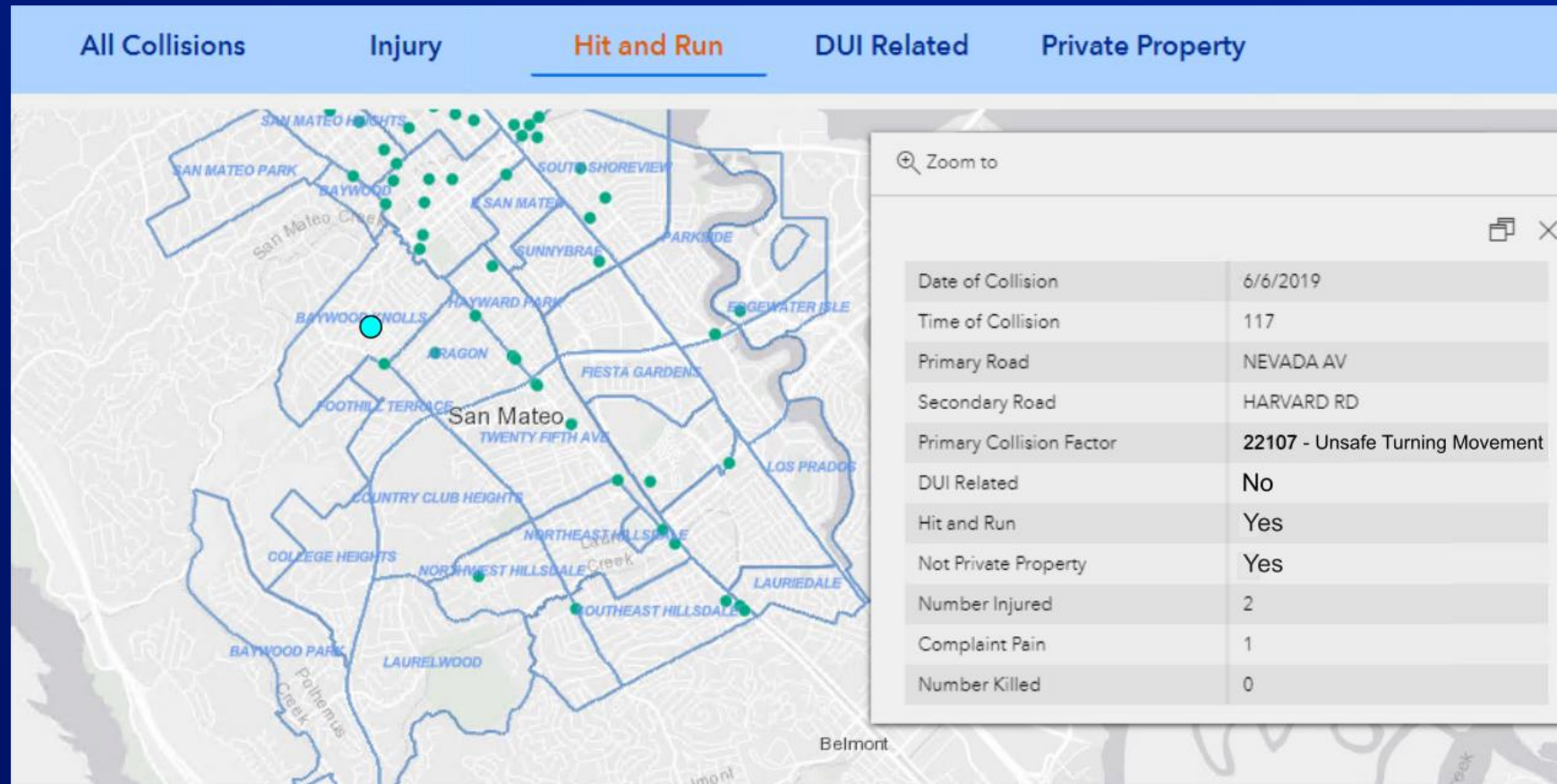
NEW Traffic Map

Collision Types

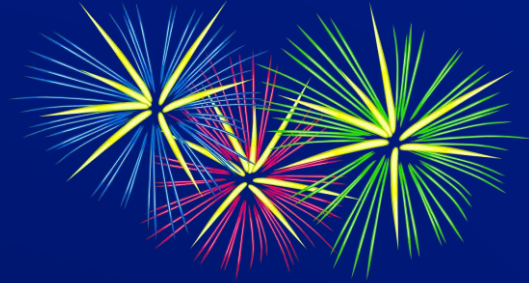


NEW Traffic Map

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

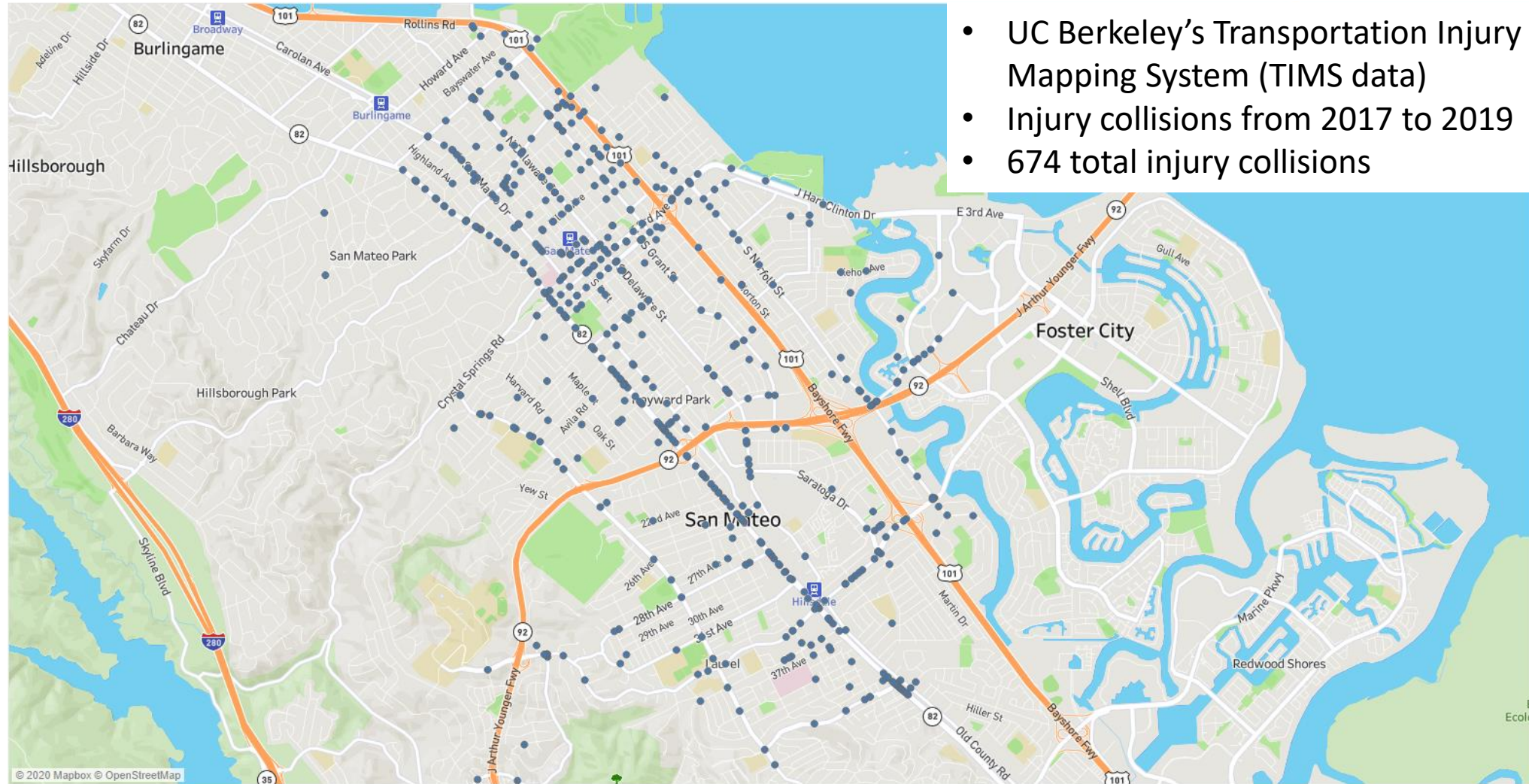
- **NEW Senior Traffic Officer Position** ✓
 - Longer retention of institutional knowledge
 - Motorcycle Instructor for faster certification of new traffic officers
- **Traffic Division Reorganization** ✓
 - Traffic Officers will work independently from patrol operations
 - Rapid Deployment, Targeted 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** ✓



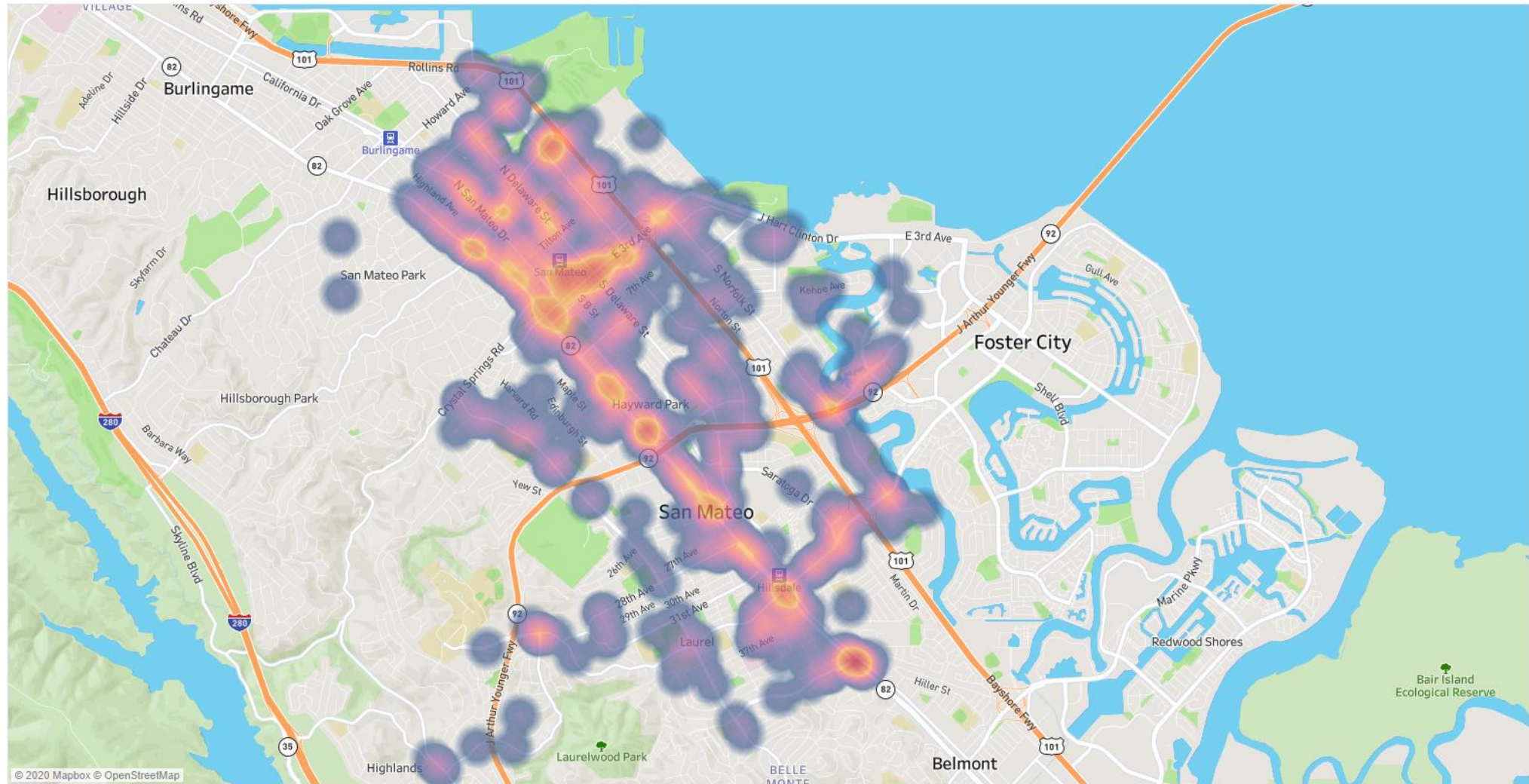
Traffic Data in San Mateo



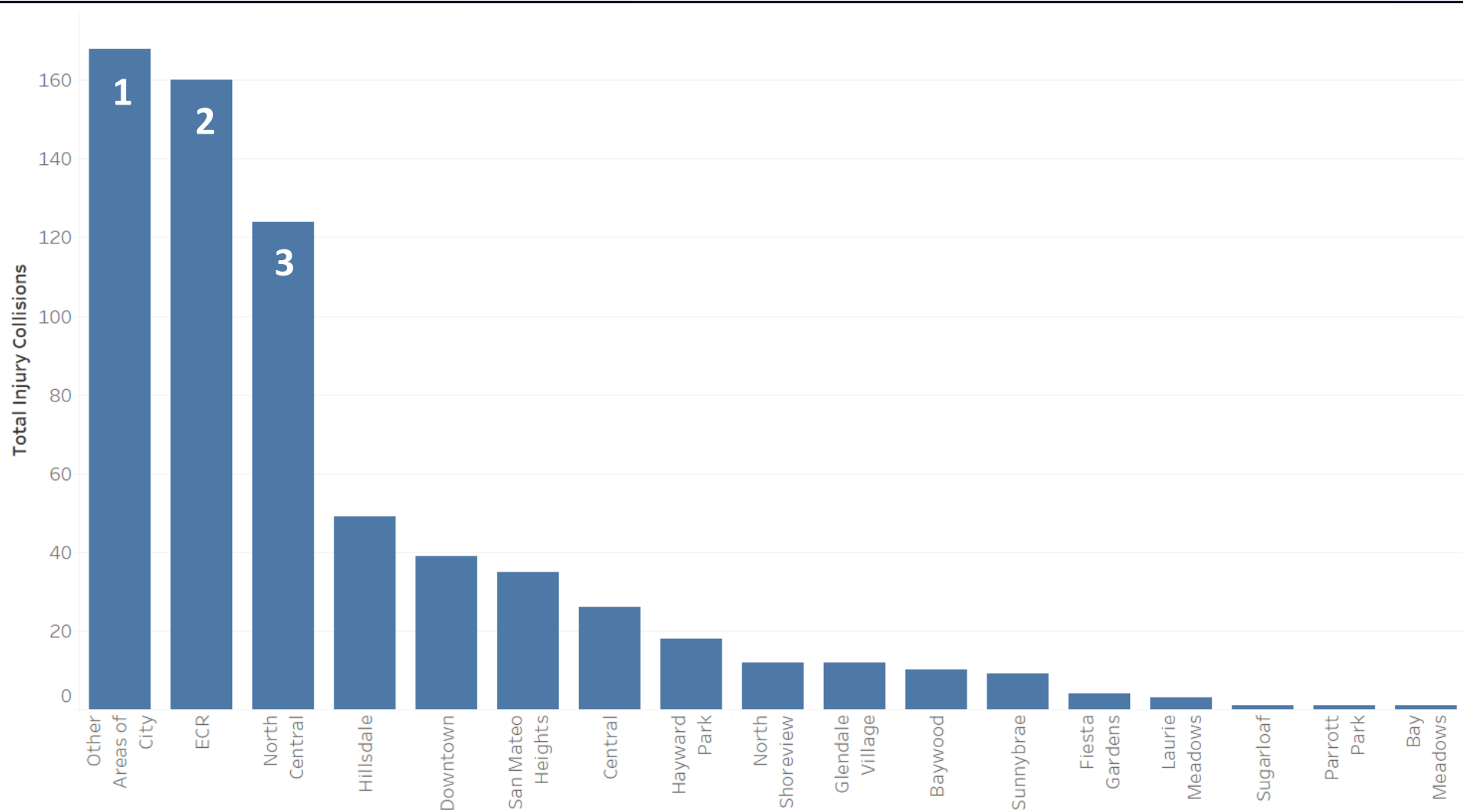
The Data – Citywide Injury Collisions



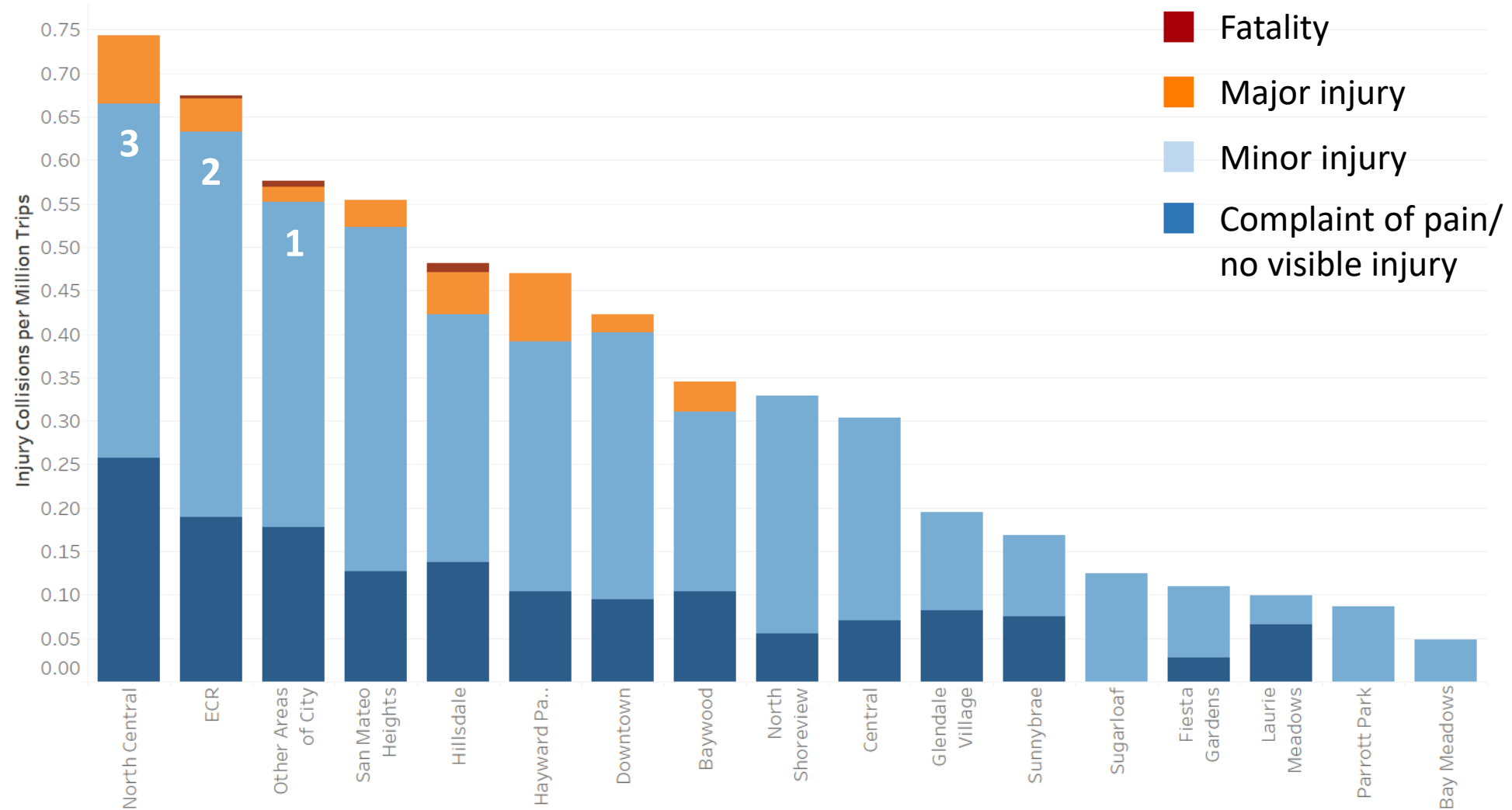
The Data – Injury Collisions Heat Map



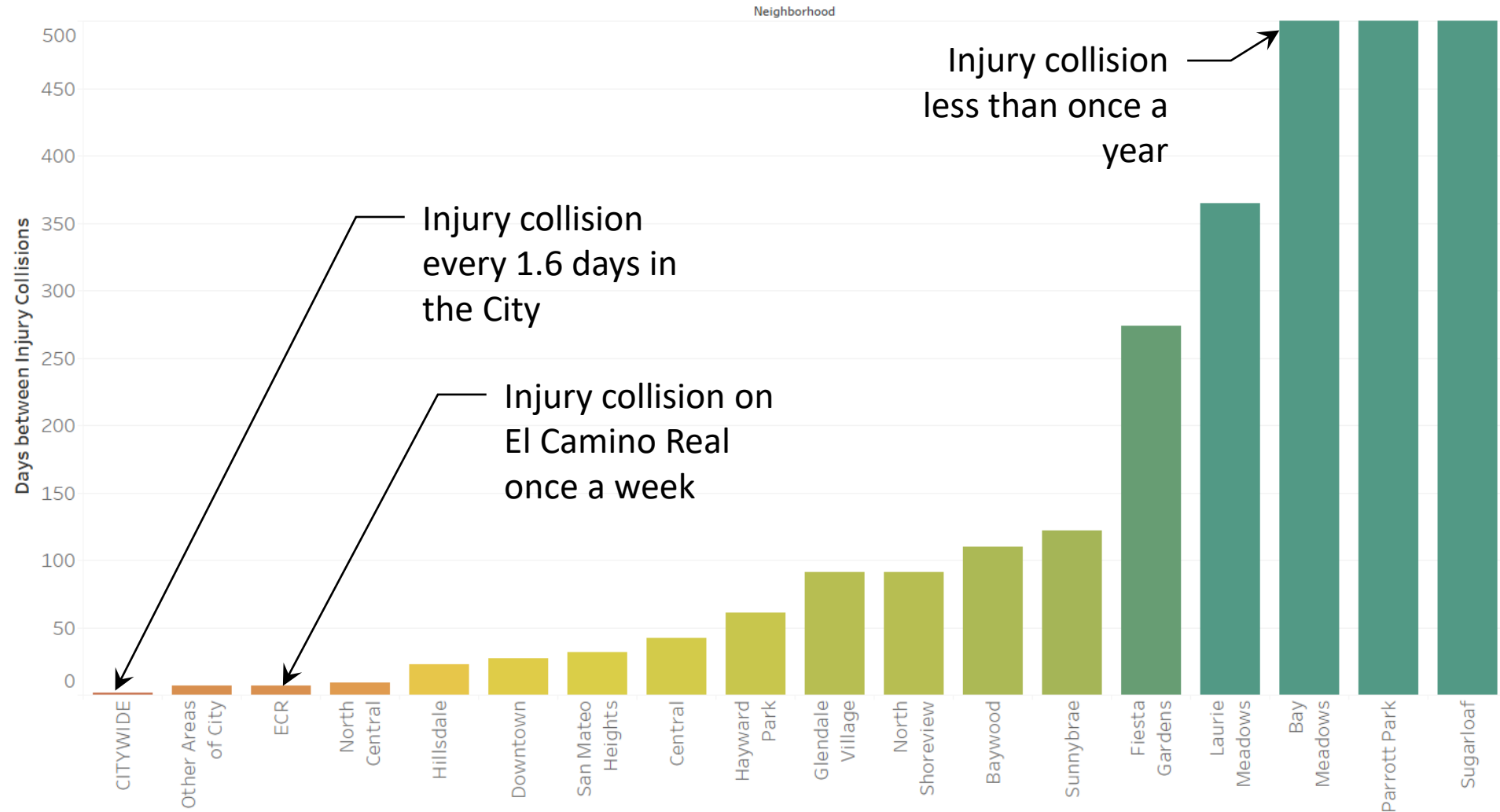
The Data – Injury Collisions by Area



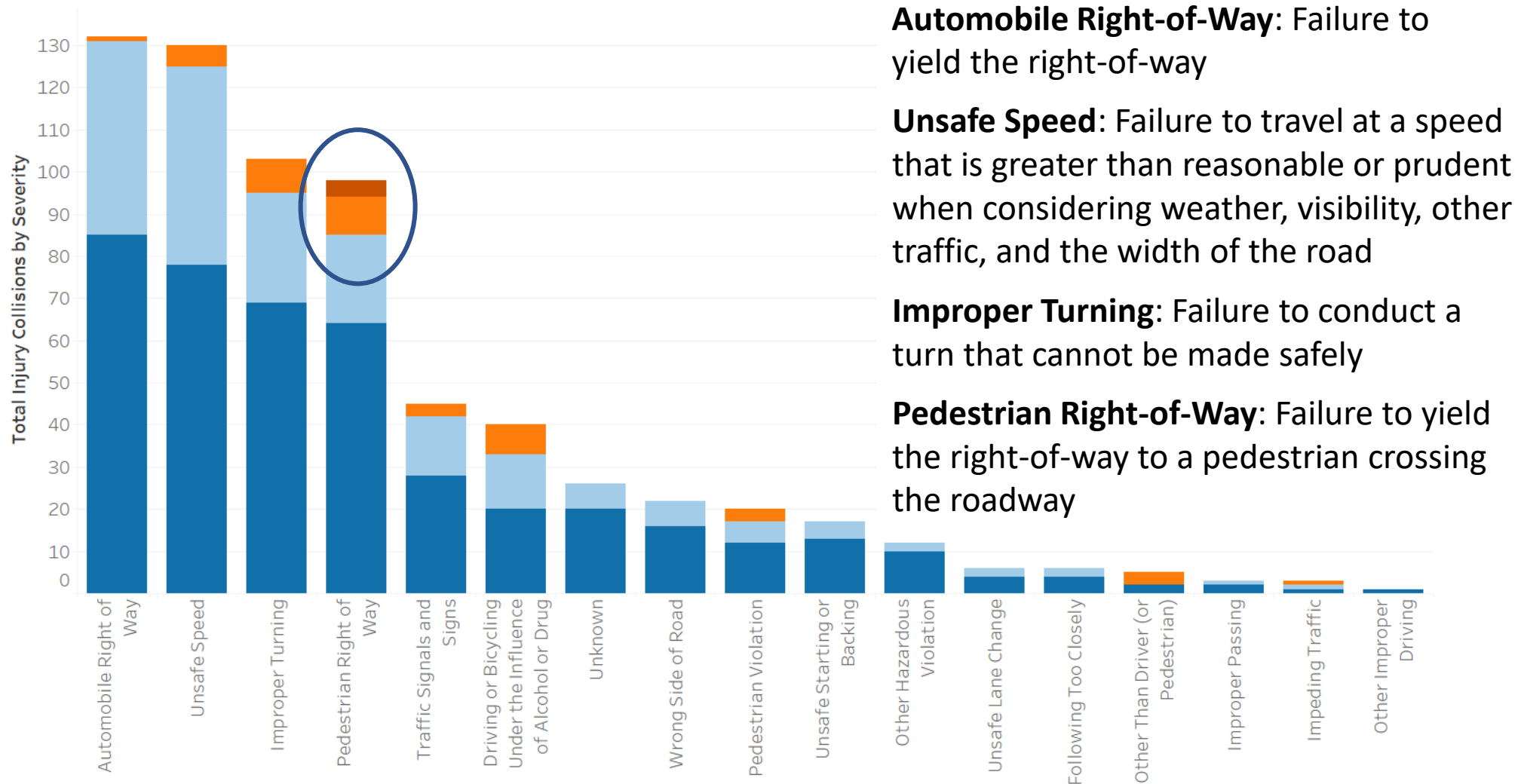
The Data – Injury Collisions per Volume



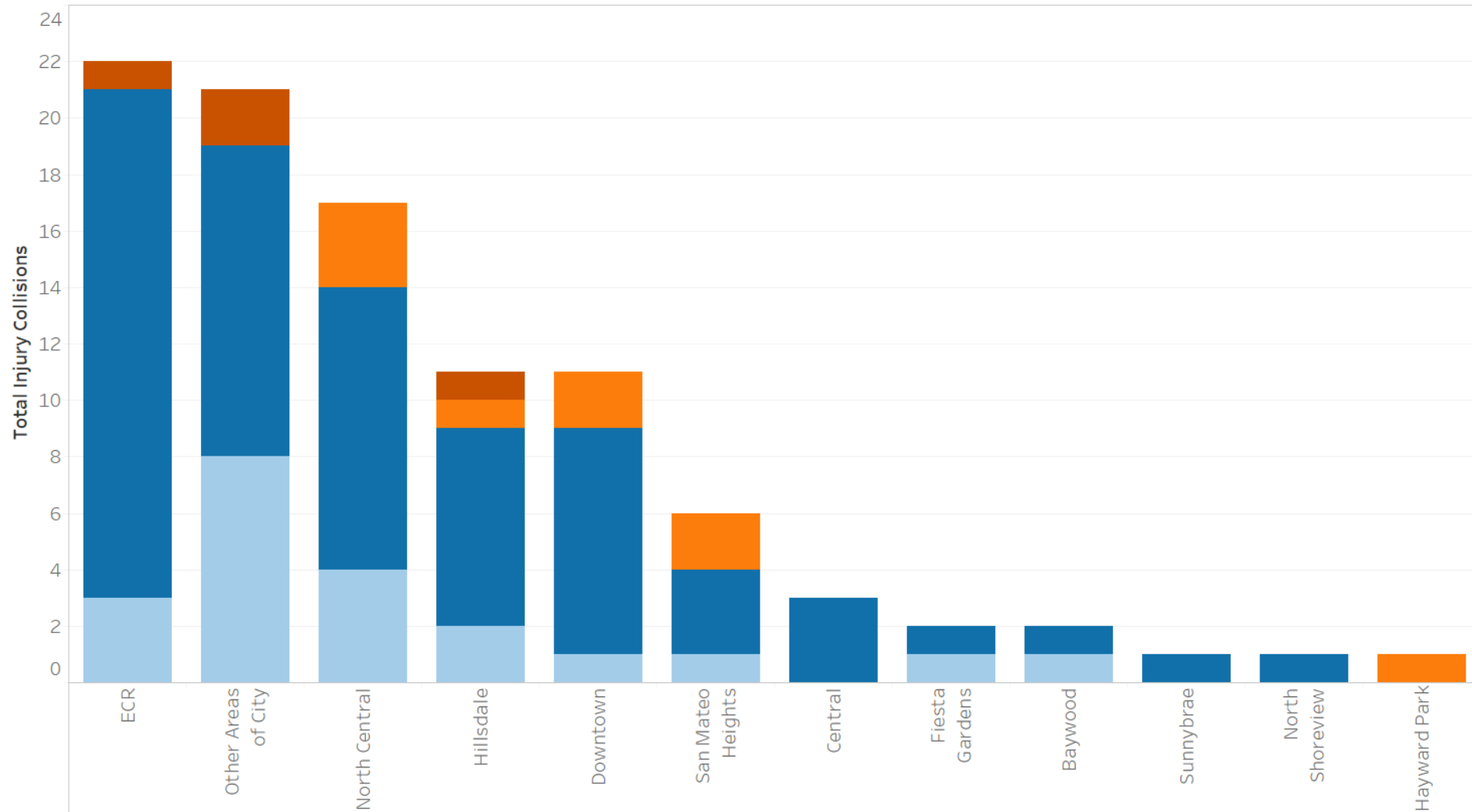
The Data – Injury Collisions by Time



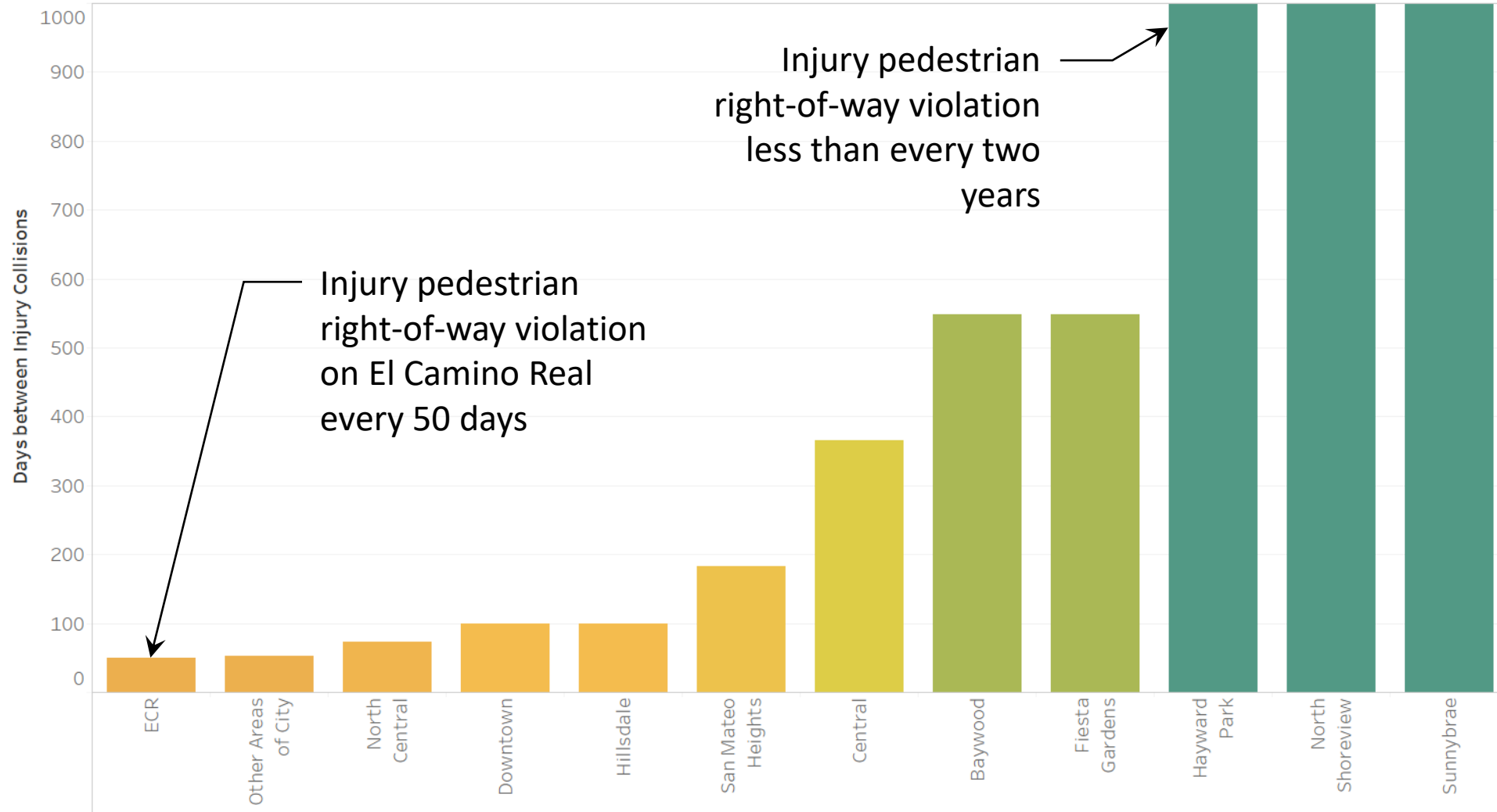
The Data – Violation Categories



The Data – Pedestrian Right-of-Way Violations



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



The Data – Summary

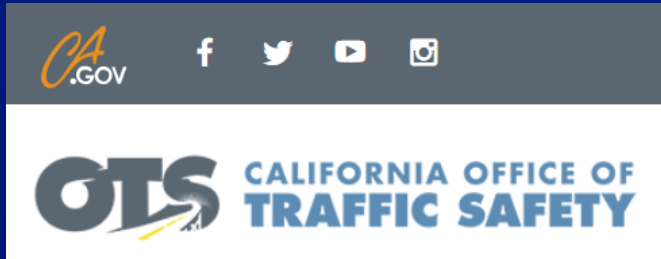
- Preliminary analysis uses injury collision data only
- High concentrations of collisions on El Camino Real and arterial roadways
- Greater collisions per trips in North Central and on El Camino Real
- Pedestrian right-of-way violations have higher amounts of severe injury and fatality collisions when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



Communications



Amplifying Ongoing State Safety Campaigns



CITY OF SAN MATEO

COMMUNITY NEWS

THINK TWO STEPS AHEAD

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



Outreach Platforms, Collaborations, and Street-Level Messaging



- [@CityofSanMateo](#)
- [@SanMateoPD](#)

facebook.

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

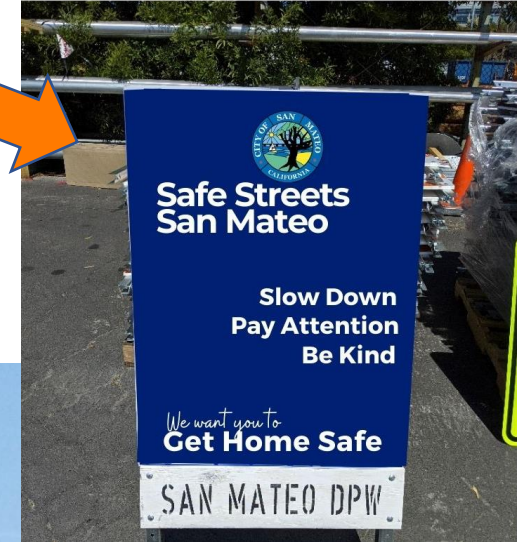


Instagram

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

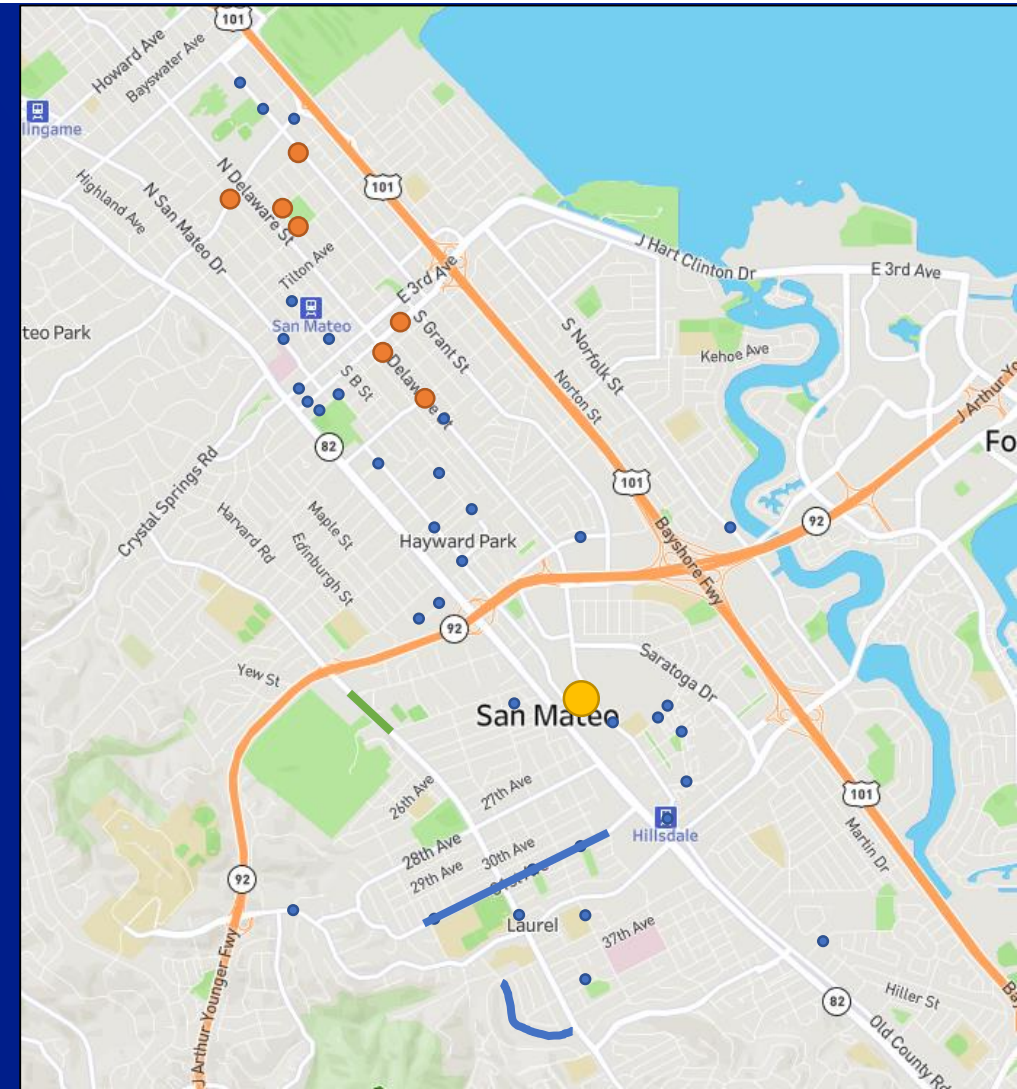


CITY OF SAN MATEO
COMMUNITY NEWS



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