

Pedestrian Safety Campaign

HEADS UP!

DISCONNECT FROM
DISTRACTIONS.
A SECOND
CAN COST
A LIFETIME.



2017-18 Traffic Safety Plan
PART OF THE DRIVE FOCUS LIVE TRAFFIC SAFETY PLAN

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BACKGROUND

Since incorporation, the City of Santa Clarita has emphasized the safety of our residents as they travel throughout the City. Historically, the traffic collision rate has remained well below the state average. This is achieved through strategic partnerships with our local Sheriff's Station, the City and the local community. These partnerships have generated specific programming such as "Every 15 Minutes", "Drive Safe" and "Drive Focus Live" to generate awareness and minimize traffic collisions.

There are many factors that impact a rise or fall in traffic collisions: technology, population, gas prices, unemployment, enforcement, education and engineering. Recent changes in this environment have generated an increase in the amount of drivers and, subsequently, a rise in the local collision rates and the amount of pedestrian involved incidents.

A recent spike in pedestrian collisions led the City of Santa Clarita and L.A. County Sheriff's Department to launch a campaign to combat unsafe behaviors in drivers and pedestrians. The key strategy outlined in the plan is "education."

Pedestrian Collisions Stats

The City's historical efforts, including traffic signal modifications and driver safety programs have been extremely successful. As seen in Figure 1 below, as population continues to grow, collisions tend to trend downward. In addition, the City's collisions rate remains well below the state average (Figure 2). These figures are a direct result of programs and strategies aimed at minimizing the total amount of collisions the City experiences each year. However, it is important that we focus on the changing environment to continue positive progress.

Figure 1 - Collision Rate.

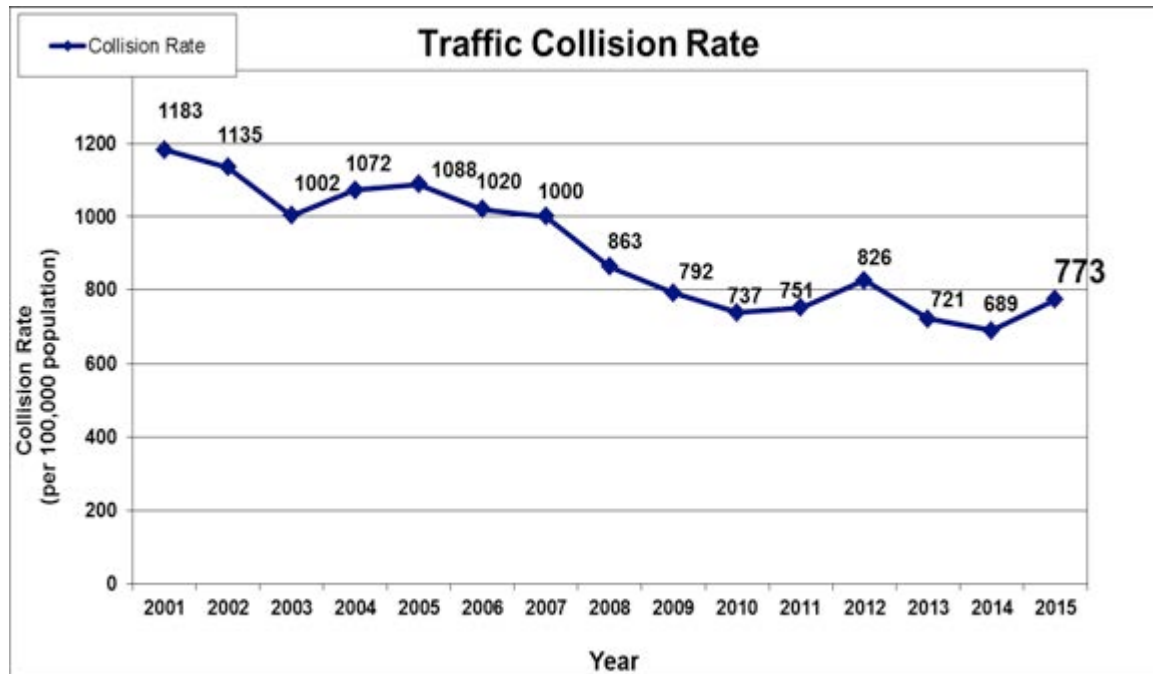
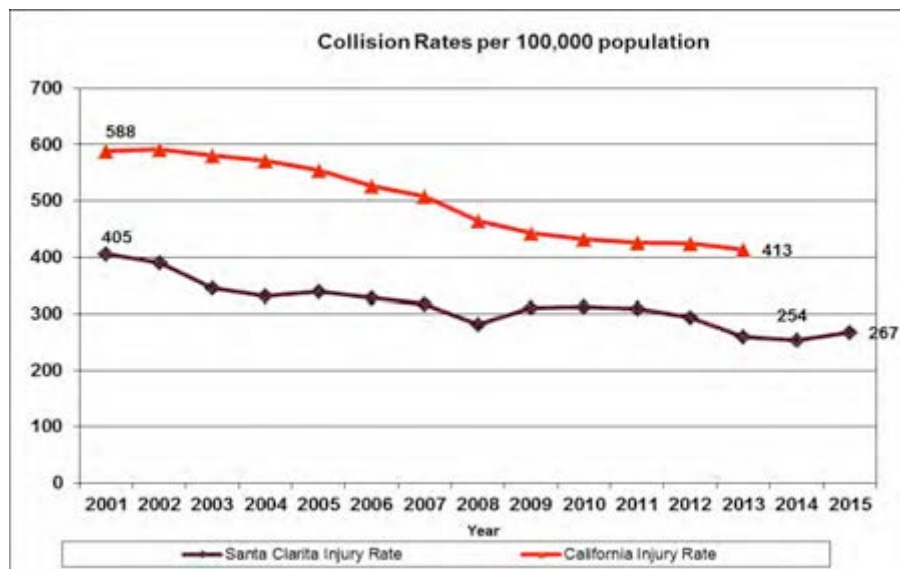


Figure 2 - City versus State Collision Injury Rate.



When looking at the top six primary collision factors (PCFs), the City of Santa Clarita has experienced an increase in collisions that result in fatalities (see Figure 3 below). In 2015, the City experienced seven collisions that resulted in fatalities. The main culprit for these fatalities is most often unsafe speed.

Figure 3 - Collisions resulting in injuries or fatalities.

Type	Vehicle Collision Stats			Injury Collision Stats			Fatal Collision Stats		
	2013	2014	2015	2013	2014	2015	2013	2014	2015
Unsafe Speed	347	354	432	122	128	145	0	1	3
Auto R/W Violation	246	264	292	107	136	139	0	0	0
Improper Turning	168	177	170	38	34	39	0	0	1
Traffic Signals/Signs	116	81	126	68	48	68	1	0	2
Following Too Closely	113	131	119	52	39	42	0	0	0
DUI	117	91	98	32	34	29	1	0	1

Another area of focus and concern is the amount of pedestrian involved incidents in the City of Santa Clarita.

Figure 4 - Pedestrian collision data.

Type	Vehicle Collision Stats			Injury Collision Stats			Fatal Collision Stats		
	2013	2014	2015	2013	2014	2015	2013	2014	2015
Pedestrian Involved	36	33	41	33	30	35	2	1	4
Pedestrian At Fault	14	13	12						
Motorists At Fault	18	15	27						
Undetermined	4	5	2						

To address unsafe driving behaviors and the rise in the severity of collisions, a team of City Traffic, Administration and Communications personnel, in conjunction with Sheriff's Traffic Division, have created a Traffic Safety Plan, aimed at reducing the number of traffic collisions in the City of Santa Clarita. Achieving a reduction in traffic collisions will require the use of a hybrid approach focusing on enforcement, education, and engineering.

By targeting the origin of risky behavior while driving, a culture of safe driving can be established to allow the transformation into a safer community. The following plan is provided to address current improper driving habits; however, is created to provide future direction with minor adjustments based on changes in collision data.

2017-2018 Goals

1. Increase awareness and improve behaviors of drivers and pedestrians
2. Educate drivers to stop distracted driving
3. Educate pedestrians about best safety practices
4. Make clear the danger of bad choices near roadways

OBJECTIVES

To meet the goals identified, we will focus on the education of traffic safety:

Education– Increase driver and pedestrian safety through a strategic communications campaign, aimed at reaching our driving community. This plan includes advertisement, safety tips and educational messaging using a comprehensive set of media outlets that will inform the public of the current laws and regulations to promote safe driving.

Measures of success for this plan are calculated by the amount of engagement on measureable communication platforms (e.g. website and social media analytics).

IMPLEMENTATION

The Traffic Collision Reduction Plan is aimed at meeting the goals and objectives via numerous **educational tactics** to reduce the number of traffic collisions in the City of Santa Clarita by 5% in 2018. This approach will be implemented by following the strategies and programs created specifically for the current trends in the City of Santa Clarita.

EDUCATION

The City of Santa Clarita teamed up with the local Sheriff's Station to implement a comprehensive outreach campaign which includes the use of numerous media platforms drivers in the City of Santa Clarita.

TRAFFIC SAFETY CAMPAIGN 2017

"Heads Up: See and Be Seen"

Heads Up

Background

The recent spike in pedestrian deaths and accidents caused by distracted driving has shown a need for a new campaign.

President and CEO for the AAA Foundation for Traffic Safety Peter Kissinger said: "It is very disappointing that we continue to see a prevailing attitude of 'do as I say, not as I do,' where large numbers of motorists seem to recognize the risks of certain behaviors but do them anyway. Enhancing the safety culture in society must begin with each individual."

The most recent findings from the AAA Foundation for Traffic Safety's annual survey that assesses and benchmarks the attitudes and behaviors of drivers revealed that the prevalence of unsafe driving behaviors are widespread including:

Red light running: More than a third (36%) of drivers admit to running red lights, yet 55% say it is a very serious threat and 73% say it is completely unacceptable. Speeding (10+ mph) on residential streets: Nearly half of drivers report speeding (44%), yet 65% say it is completely unacceptable.

Texting/emailing: More than a quarter (27%) of drivers report typing or sending a text or email, yet 79% of drivers say it is a very serious threat to safety and 84% say it is completely unacceptable.

According to the AAA Foundation for Traffic Safety, when it comes to specific distracted driving behaviors:

- 2 in 3 drivers reported talking on their cell phone
- 1 in 3 drivers reported talking on their cell phone often
- 1 in 3 drivers admit to reading a text message or email

It is clear that we all need to change our driving behaviors and make our roadways safer. The City and the Sheriff's Department are increasing our traffic safety *education* in an effort to improve safety on our roadways.

Campaign Goals

The goals of the campaign include *reaching drivers in the Santa Clarita Valley and helping them understand that everyone contributes to safer roadways.*

Timeline:

Summer 2017-Winter 2017

Central Messaging:

Heads Up: See and Be Seen

Heads Up: Expect People in Crosswalks

Heads Up: Disconnect from Distractions

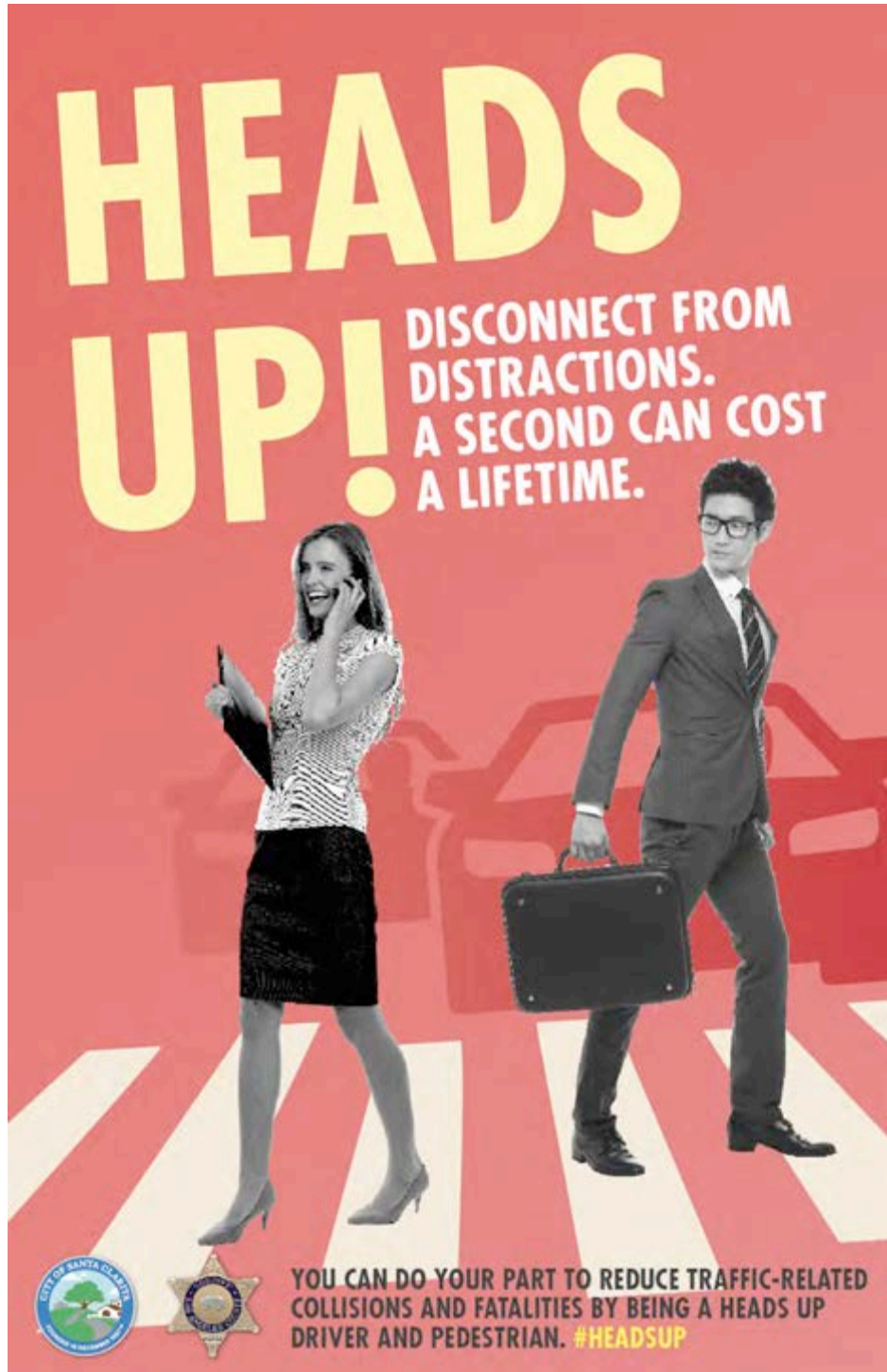
Heads Up: Use the Crosswalk

Graphic Look

YEAR	TOTAL COLLISIONS	PEDESTRIAN COLLISIONS
2013	1,480	36
2014	1,441	33
2015	1,650	42
2016	1,810	43

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HEADS UP!

MAKE EYE
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WITH THE
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