

# Draft Vision Zero Action Plan: Public Feedback Summary & Changes Based on Public Feedback

The City of Alameda held a public engagement period for the draft Vision Zero Action Plan from July 12-August 6, 2021, including a press release, flyer, mailings, social media posts, outreach to community groups, and in-person and virtual events. Outreach efforts are outlined in the [Public Engagement Activities Summary](#).<sup>1</sup>

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<sup>1</sup> Public Engagement Activities Summary:  
[https://www.alamedaca.gov/files/assets/public/departments/alameda/transportation/vision-zero/visionzeroactionplanpublicengagementsummary\\_09-02-2021.pdf](https://www.alamedaca.gov/files/assets/public/departments/alameda/transportation/vision-zero/visionzeroactionplanpublicengagementsummary_09-02-2021.pdf)

## Changes Made Based on Public Feedback

The Vision Zero Task Force approved the following changes to the Vision Zero Action Plan, based on public input:

### *Section 1: Introduction, Vision, Goals*

1. **Select an earlier goal year.** Add that this more aggressive goal year will require a heavy investment in resources and staffing to finish corridor improvements and create safer intersections and street crossings throughout Alameda. Source of recommended change: 81% of survey respondents wanted an earlier goal year.
  - a. July 2021 draft: 2040
  - b. Final draft: 2035 (13 years)
2. **Clarify the relationship between the vision and goals.** On p. 4, add a header to the vision: “Vision”. Add a header to the goals: “Goals to Achieve Vision”. Add a sentence stating that goal numbers do not reflect prioritization. Source: survey responses.
3. **Strengthen the vision statement.** Source: survey responses.
  - a. July 2021 draft: “Alamedans envision a city that is safe for people of all ages and abilities, and for people using all modes of travel. The city aims to eliminate traffic deaths and severe injuries by 2040.”
  - b. Final draft: “People of all ages and abilities can travel safely using any mode, and traffic deaths and serious injuries are eliminated by 2035.”
4. **Highlight the Important Terms page.** Add another call-out box re the Important Terms section on page 2. Source: Social Services and Human Relations Board (SSHRB) member, survey response.
5. **Change “disadvantaged communities” to “equity priority communities”.** Do this throughout the document and in the Important Terms sections. Source: SSHRB

### *Section 2: Crash Data Analysis*

6. **Clarify the graphic on page 8.** Make it clear that motor vehicles were usually involved in pedestrian and bicyclist crashes. Source: survey responses.
  - a. July 2021 draft: “Pedestrians and bicyclists make up 5% of commuters, 39% of crashes, and 62% of severe crashes.”
  - b. Final draft: “Pedestrians and bicyclists make up 5% of commuters and are involved in 39% of crashes and 62% of severe crashes.”

### *Section 3: 50+ Actions to Increase Safety*

7. **Re-word Action 1.2, Vision Zero Task Force, to add Board/Commission and youth representation and change the committee name.** To Action 1.2, speak to representation from the SSHRB, the Commission on Persons with Disabilities, Caltrans, and young people. Source for Boards/Commissions: staff recommendation based on SSHRB member comments. Source for youth involvement: Vision Zero Task Force member.
  - a. July 2021 draft: “Continue to use the Vision Zero Task Force as an implementation body, meeting 2-3 times/year. Ensure that the Task Force includes membership and participation from a variety of stakeholder groups, including people of different demographic or socio-economic backgrounds and people who use

different modes of transportation. Provide compensation to community members who need it in order to participate.”

- b. Final draft: “Form a Vision Zero Advisory Committee to provide guidance on Vision Zero Action Plan implementation. In addition to multidisciplinary City and partner agency staff members, work to include community members who can speak from the perspectives of equity priority communities, vulnerable road users, youth, older adults, parents of school-age children, local businesses, and traffic violence victim families. Offer seats to representatives of the Commission on Persons with Disabilities, the Social Services and Human Relations Board, and the Transportation Commission. Provide compensation to community members who need it in order to participate.”
8. **Add language translation and accessible formats to Action 1.3.** Add that we will provide language translation and accessible formats in outreach efforts, where possible. Source: SSHRB
  - a. July 2021 draft: “Ensure that community engagement efforts include tailored messages for vulnerable road users and target all the travel modes people use (walking, biking, wheeling, driving, etc.)”
  - b. Final draft: “Ensure that community engagement efforts include tailored messages for vulnerable road users and target all the travel modes people use (walking, biking, wheeling, driving, etc.) Make outreach materials available in accessible formats multiple languages.”
9. **Add an action related to capturing disability status in crash data.** Source: Commission on Persons With Disabilities
  - a. Final draft: “Review and consider adding select visible disability statuses to the crash data form. Review Alameda Police Department’s current crash data form and study any existing best practices for this. If feasible and prudent, add this field to the crash data form.”
10. **Update the crash data analysis every five years.** Source: staff recommendation based on survey responses.
  - a. Final draft: “With every five-year Action Plan update, generate new High Injury Corridor maps and conduct a major crash data analysis per behaviors, movement types, violations, alcohol-involved crashes, age, mode, and more.

## Changes That Are Not Recommended

1. **Do not normalize crash data for the City’s high injury corridors by traffic volume.** Several responses urged the City to normalize crash data by population or traffic volume, stating rightly that crashes are more likely to happen in areas with more people. Staff do not recommend this change. The High Injury Corridor maps were developed using Vision Zero best practices and reflect the Vision Zero goal to eliminate traffic fatalities and severe injuries. This requires more safety measures on streets that serve larger numbers of people walking, biking, and driving than streets that get very little traffic. (Note that another City transportation goal, mode shift, can result in adding safety measures to low-volume, low-crash streets in order to create traffic-calmed, bicycle- and pedestrian-priority streets.) Source: survey responses.
2. **Do not add statistics comparing our fatality rate to those in other areas.** This can distract from the goal of zero deaths and is not common in Vision Zero plans. Source: survey responses.

11. **Continue to use the term “socially vulnerable areas”.** The Action Plan uses the Socially Vulnerable Areas map developed for the Climate Action and Resiliency Plan, and should retain that name to clarify the origin of this map. However, when the City updates this map, staff should consider updating the terminology to “equity priority areas” or “priority population areas”. Source: Social Services and Human Relations Board.
12. **Continue to work with Caltrans to improve safety on Alameda’s state-managed roadways.** Some respondents requested that the City take over management of highway 61 roadways, but at current staffing levels this would not necessarily increase safety faster. The City works with Caltrans on their efforts, most recently requesting that a planned pavement preservation effort on Otis Drive also include new street safety measures. Also, Caltrans is undertaking a series of safety improvements in Alameda: they recently added a protected left turn on Otis Drive and Park Street; they will install major traffic calming interventions on Encinal Avenue in 2022; and they are placing rapid flashing beacon systems at six crosswalks on Otis Drive, Broadway, and Encinal Avenue. Source: emails and survey responses.

## Presentations to City Boards and Commissions

### Civil Service Board, July 7

- No substantive feedback

### Recreation and Park Commission, July 8

- Need RRFB next to Chochenyo Park
- Suggested fixes to Otis/Grand

### Social Services and Human Relations Board, July 22

- Board Member Means
  - Appreciate the equity map
  - Age-friendly cities of WHO – access to public places is core, so this is important.
  - Length of a stoplight can matter
  - Would like to participate in any outreach to elder populations
- Board Member Fong
  - Speed management slide is impactful – would love to see it share widely
  - Leading pedestrian interval also greatly appreciated
  - Prioritizing socially vulnerable areas is important. Taught at Ruby Bridges and had a walking school bus from Alameda Point, and some families didn’t feel safe doing that.
- Board Member Omi
  - Prioritizing socially vulnerable communities is good
  - Re-emphasize the need for language accessibility. Make it clear that language won’t be a barrier, that interpreters will be onsite. Put community engagement materials.
  - Educating people coming in from outside of Alameda would be good.
- Board Member Green
  - Using data is good
  - Socially vulnerable map layer could go behind the map
  - Use visualization of speed/fatality data for public
- Board Member Jagannathan

- Like focus on systems change
- Like the reference to police reform and CARP
- Social vulnerability need more definition
- Wonder about different language for “socially vulnerable”. They chose another term to make it more about the system. Possibly “priority populations”.
- Wonder about trends
- Was data broken down by race and ethnicity
- Board Member Lewis
  - Appreciate the focus on traffic safety, speaks to Alameda caring about what matters
  - Has personally used SeeClickFix. Maybe have signage with QR code to SeeClickFix on the street.
  - NextDoor: people are frustrated with insufficient enforcement.
  - Appreciate actions around cameras and non-police enforcement.
  - Let them know about advocacy in Sacramento opportunities.
  - Recognizing that these action items involve a lot of different groups.
  - They can help with outreach to priority communities. Definitely want to be directly involved.

### Commission on Persons with Disabilities, August 11

- Commissioner Hall
  - Lives on a Slow Street. It’s okay – doesn’t bother them. It’s all good. People need to slow down.
- Commissioner Kenney
  - Thanks for including her in the Task Force! It’s been amazing to be part of! Feel like her input was taken in and utilized.
  - Congrats for becoming part of VZ Network!
  - Hope this Commission continues to be involved, especially when update Plan in 5 years.
- Commissioner Mullings
  - Congrats on recognition from VZ Network!
  - Did data analysis include Commercial Streets (restriping changes to Park and Webster), such as collisions and traffic volumes and diversion? Lots of opportunities to make these streets safer, and Commercial Streets should reflect VZ.
- Commissioner Linton
  - Asked what “socially vulnerable communities” are.
  - Her family has many thoughts on changes to Park St (as part of Commercial Streets) – where should these be directed?
- Commissioner Morrison
  - Did collision analysis separately analyze people with disabilities involved in collisions? Would really like to see this. Suspects people with disabilities are at greater risk of injury/death than others – they’re a vulnerable population. Should look at this in relation to Alameda’s per capita of people with disabilities. Really wants to see this data incorporated. May need to get Police to capture the data. With this data, actions might be different for these populations.
  - Wants to see the VZAP actions get wrapped into any new development happening at Alameda Point – don’t delay, since that’s happening now.

- Likely more collisions or higher likelihood of collisions at Spirits Alley (group of alcohol-serving businesses at Alameda Point), so this should be addressed.

### Planning Board, September 13

- Board Member Cisneros
  - Thoughtful, inclusive plan
  - Actionable
  - Like having the various time frames
  - Note letter from 5th Street neighbors
- Board Member Curtis
  - Plan is needed
  - Ambitious, lots of good data
- Board Member Hon
  - Emphasis on historic crash data. Take a look at how new projects will impact traffic and areas of safety issues. Pro-actively plan for future growth.
  - Suggest performance measure: before and after studies.
- Board Member Rothenberg
  - Put someone from Caltrans on Task Force
  - Track how much traffic is coming off of freeway
- Board Member Saheba
  - In each action, make a clear prioritization

## Public Events

### In-Person Open House and Farmer's Market Tabling, July 17

Held at different times on the same day, these two events drew approximately 85 people. Many of the discussions were about crash data and traffic safety in general. Specific feedback about the draft Vision Zero Action Plan was captured in the survey results: participants filled out paper surveys that staff input into the online survey.

### Virtual Public Forum, July 21

With the in-person events several days prior and general fatigue on virtual events, only three people joined this forum.

- Poll 1: The Vision Zero Action Plan aims to eliminate traffic deaths and severe injuries in Alameda by 2040. Do you think this the right time frame for this goal?
  - 2 votes – Aim for an earlier year; 1 vote – 2040 is the right year for this goal
- Poll 2: Do you think prioritizing street safety investments on high injury corridors (over other streets) is the right approach?
  - 1 vote – strongly agree; 1 vote – agree; 1 vote – neutral
- Poll 3: Does the plan have the right amount of enforcement?
  - 2 votes – too little enforcement
- Person 1
  - Often need 2-3 seconds more of yellow light time for bicycles.
  - Drivers should not be allowed to back out of driveways, as is the case in some European countries. Should have to back into driveways.

- Need pedestrian-only zones; start with Park. Can increase economic activity.
- Support bicycle safety classes for kids. In Germany this is conducted by the police and has on-street practice under police supervision.
- Support “Idaho stop”
- Person 2
  - Polling questions were good.
  - Observing a lot of high speeds on the streets
  - Speed/mortality graphic is striking
- Person 3
  - Need to consider cost of having to remove roundabouts when community members don’t like them. Happened in Dublin.
  - Like roundabouts herself, but they haven’t been successful in the Bay Area.
  - Concerns about blind people at roundabouts.
  - Friends think there needs to be more enforcement
  - Support speed bumps. Sometimes the simple things are the most effective
  - Performance measures only measure whether we put street safety changes in vulnerable communities, not whether the people there actually want them. Need to measure whether they want them.

## Email and other feedback

- *Via email:* In reviewing the plan, I see the data that shows that Otis Dr, between High St and Broadway is a High Crash and High Injury Corridor, and something should be done to take back that thoroughfare from Caltrans. Unfortunately, the plan does not discuss partnering with Caltrans in any capacity. Otis Dr is part of SR 61, as is Broadway, yet the City continues to ignore any traffic improvements along this stretch of Otis Dr and rely on Caltrans to do something. If work along Broadway and Encinal can be done, work along Otis should also be addressed. Please consider implementing a road diet along this reach of Otis Dr, to reduce accidents and minimize commuters cutting through Alameda. Accidents are a regular occurrence along Otis Dr and we were fortunate to come back from vacation last weekend to find a 3-car pileup right in front of our home. Did Caltrans come out or CHP come out to take care of the accident? No, it was the City’s police and fire department, which makes me believe that the City can do something here. Thank you for listening!
- *Via email:* The stretch on Otis Drive between Park Street and High Street is dangerous for homeowners who need to park on the street (lots of sideswiping going on) and turn in and out of their driveways. It’s also dangerous for kids who are trying to cross Otis across 2 lanes of traffic (including to get to Otis Elementary), and bicyclists who are trying to share the road with 2 lanes of cars and trucks. I personally was involved in an accident where I was trying to turn left across 2 lanes of traffic onto Versailles from Otis and got hit by a car speeding by who didn’t see me turning left from a complete stop. I request that you please reevaluate this stretch— the buck has been passed by the city to the state with no coordination or responsibility for far too long.
- *At a presentation to the Alameda Democratic Club:* Can bus stops be given priority for interventions? Bus passengers are vulnerable and must cross the street on one of bus journeys.

## Public Survey Results

The draft Vision Zero Action Plan survey was open to the public online from July 12-August 6, 2021, and was [widely promoted](#). Paper surveys were available at two in-person events, and were later entered into the online survey by staff. This was not a statistically significant survey.

Participants received the following instructions on the landing page: “Welcome to the draft Vision Zero Action Plan survey! The four pages of this survey will take you through four sections of the Action Plan. You'll need to press ‘submit’ on each page. The relevant section is available for download on each page of the survey. You can read the sections as you go, or download the full plan [HERE](#).”

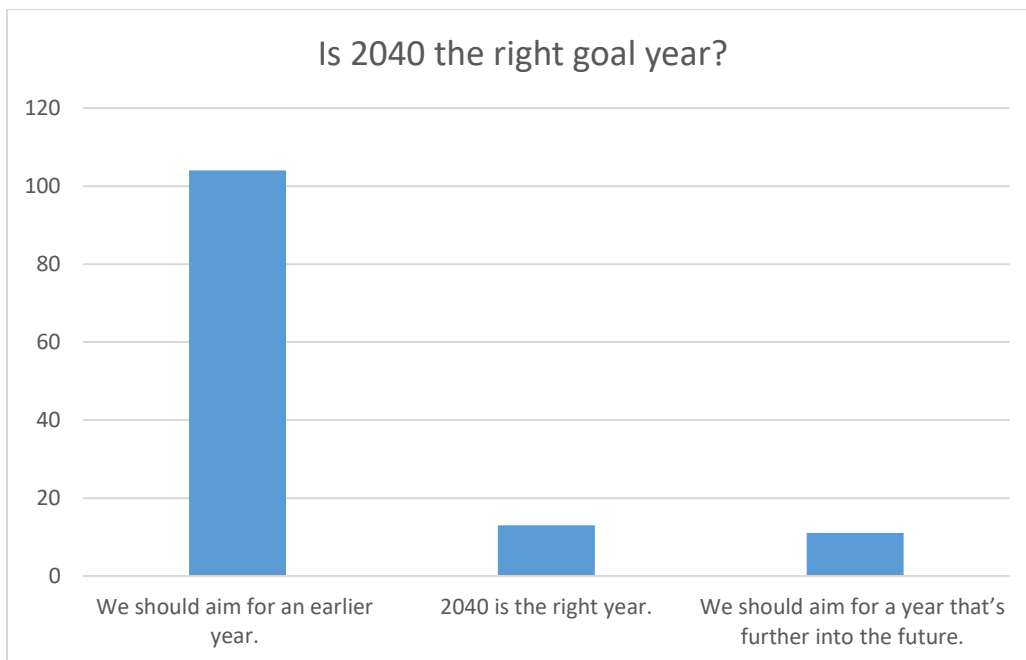
Each survey section included an introduction, summary, and a link to download that section of the Vision Zero Action Plan. Though the survey itself is closed, these elements can still be viewed at the survey webpage: [www.AlamedaCA.gov/VisionZeroSurvey](http://www.AlamedaCA.gov/VisionZeroSurvey).

### Section 1 Survey Results: Introduction, Vision, Goals

Responses: 133

*S1Q1. The Vision Zero Action Plan aims to eliminate traffic deaths and severe injuries in Alameda by 2040. Do you think this the right time frame for this goal?*

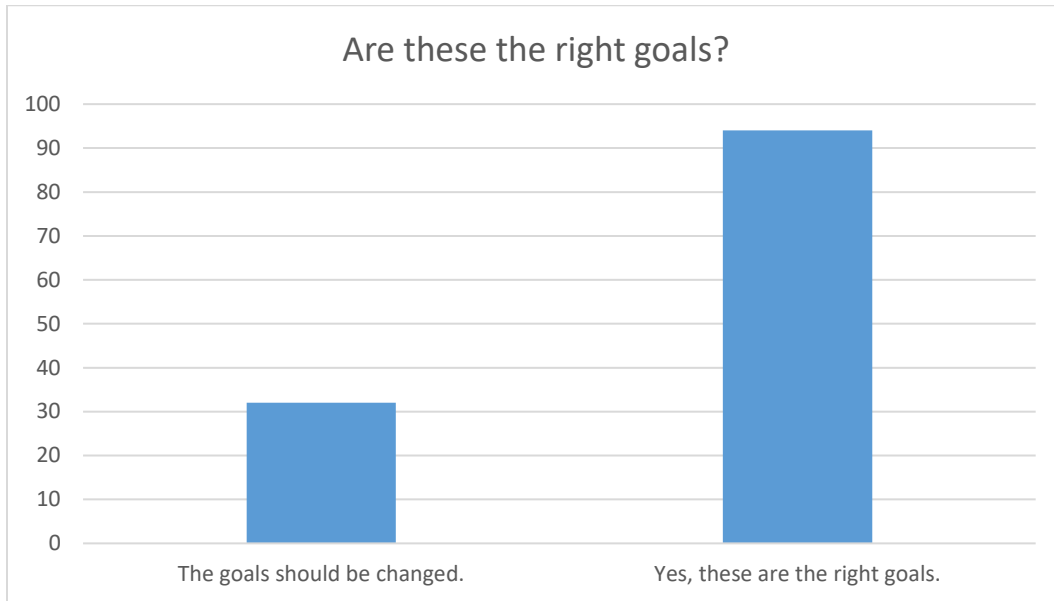
128 respondents answered this question: 13 said 2040 is the right goal year; 11 said we should aim for year that’s further into the future; and 104 said we should aim for an earlier year.





*S1Q2. Do you think these are the right goals for the City's Vision Zero efforts?*

126 respondents answered this question. 94 said these are the right goals and 32 said they need to be changed.



*S1Q3. Enter any suggested changes to the goals*

39 respondents wrote answers to this question. Sample answers:

- Number one is preventing death
- #1 should be decrease speeds & crashes.
- Focus on infrastructure. "Equity" is important but need not be the No. 1 goal. The goal of training the public and the city staff should be the same.
- More traffic enforcement
- You can decrease speeds all you want but there are never cops to enforce speed limit or those who run red lights and swerve in and out of traffic just to get ahead of you.
- Safety of pedestrians and cyclists should be the top priority.
- Because of the urgency around climate change, we ought to connect the dots between sustainability efforts and Vision Zero - in that way, we can change from a car-centric culture to a people and bicycle centric culture. I am confident we can and must do so before 2040.
- Perhaps included in goal four, but a massive improvement for safer pedestrian and cycling thoroughfares is necessary to decrease congestion in the island. The considerable housing boom will demand alternative means for transport on and off the island and Increased bicycle infrastructure makes that significantly more tenable.
- Should include a goal related to optimizing vehicle movement around the island
- I would add an environmental goal related to increase no-car roads and added bike lanes

*S1Q4. Please provide any other feedback you have on these chapters.*

39 respondents wrote answers to this question. Sample answers:

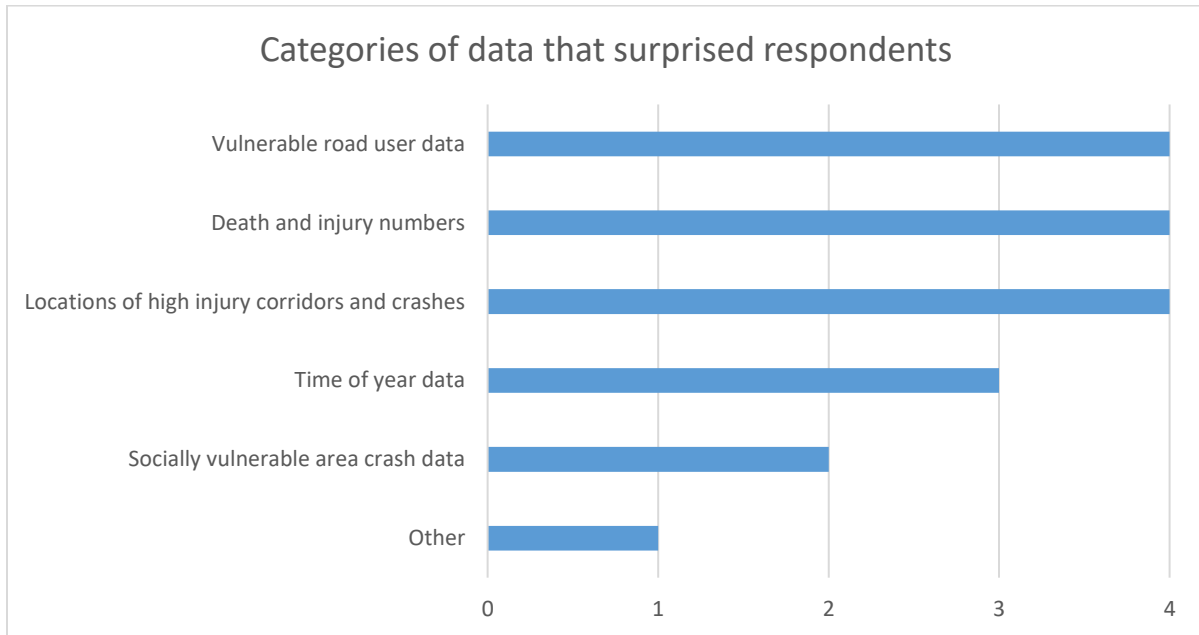
- My uncle was killed on Webster Street by a driver who ran a red light while looking at her phone. And the driver, 2 years later, had yet to be convicted. Traffic deaths need to stop.
- The immediate emphasis should be on Goal #4
- Let's get after this WAY sooner!!
- 2040 is so far in the future that it's less likely to serve as a useful target. Please consider splitting this into two timeframes: one for all the long-term capital projects, one for the programmatic and policy projects. The latter should have a target that is within the cycles of turnover for city staff/manager/council (that is, enough of the folks involved in adopting this plan should ideally bear some responsibility for delivering on a round of results). Please consider an aggressive target date of, say, 2025 for the programmatic and policy projects and also mention that target date in the way this overall plan is named, summarized, and updated in future cycles.
- Decreasing speed limits still further (Alameda speeds limits are already the lowest of any city around, and we still have traffic accidents) will not necessarily make anyone safer. Enforce the limits we already have and improve traffic engineering to make traffic move efficiently and safely."
- It's dangerous to cross the street here. I worry about kids walking to school. I've nearly been run down in several crosswalks, even pushing a stroller. People don't look before they turn. Unfortunately, some folks need the threat of a ticket in order to drive with proper care.
- Hire more police and expand patrols. See click fix community complaints for locations of concern.
- One way to decrease speeds and crashes is to increase flow at lower speeds. Frustration at repeatedly having to stop at lights leads to faster speeds as drivers attempt to "make the light" before it changes. If it is obvious that they will make the light at lower speeds and that speeding up will only make them stop more often, they will slow down.
- Otis Drive is incredibly dangerous, despite having lots of schools and parks on it. The City has abdicated responsibility on this in the past, claiming that, for the East portion of the road, it is controlled by CalTrans and they can do very little to improve conditions. This is not acceptable. Community members have been begging the town to seek the State's blessing to revert oversight of that section of road to the City...

## Section 2 Survey Results: Crash Data Analysis

Responses: 58

### *S2Q1. Did anything in the crash data analysis surprise you?*

40 people reported that they weren't surprised by the data or left the question blank. The 18 surprises reported can be categorized as below. Answers to this question can help select topics for the traffic safety educational campaign outlined in Task 3.1 of the Vision Zero Action Plan.

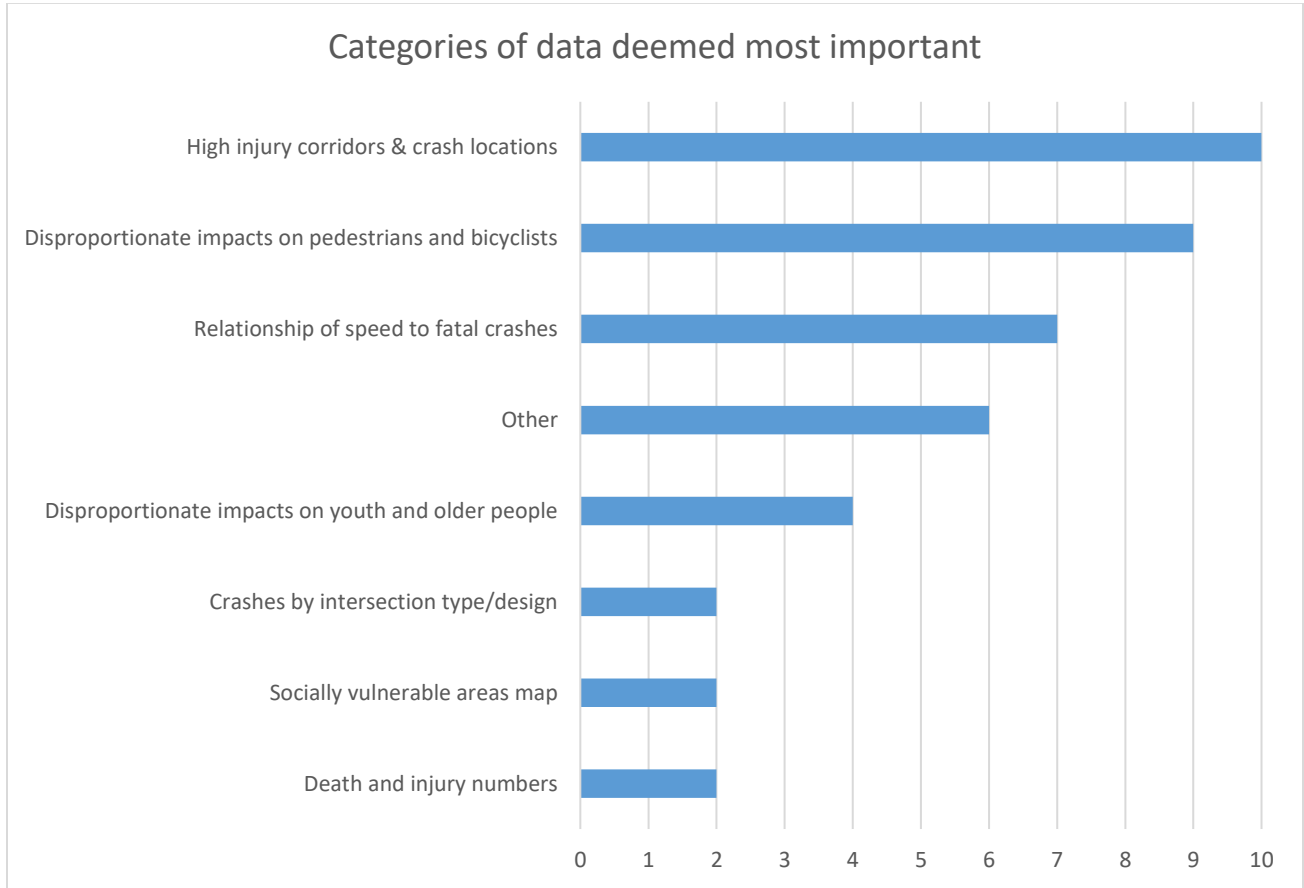


Sample responses:

- Yes. I thought deaths were rare. I am very concerned about the average number of deaths and injuries.
- I was surprised how few accidents we have, given the incredibly hype around vision zero.
- Surprised to see that only 62% of fatal & severe injuries were on foot/bike.
- I'm surprised there aren't even more injuries on Lincoln west of Grand. That's a high speed section.
- That young people and older people were overrepresented in fatal and severe injury crashes

*S2Q2. What do you think is the most important piece of information in the analysis?*

The 42 responses to this question can be categorized as below. Like S2Q1, answers to this question can help select topics for the traffic safety educational campaign outlined in Task 3.1 of the Vision Zero Action Plan.



Sample responses:

- All of it is important. I think understanding why crashes happen (conditions, driver behavior, pedestrian at fault) and also the injury corridors. I think it's all important
- There is more safety measures needed for pedestrian safety since that is the most fatal
- Children and old people are most at risk for serious injury
- High Injury Corridors. We all know some streets are MUCH riskier than others, but we need to take action to change that.
- Importance of speed bumps (only briefly mentioned on pages 17-18)
- Correlation to routes on/off the island + socially vulnerable community layer

*S2Q3. Was there any crash data or analysis that you thought should have been included in this chapter that wasn't?*

Sample responses:

- It would have been interesting to see the spacial layout (map) of crashes involving bikes/pedestrians vs crashes that were just cars
- The data only goes through 2018 and doesn't reflect changes to traffic due to new development, particularly on the base
- Crashes involving bicycles or skateboards on sidewalks. 2). Data on who was at fault. I don't think it should be the city's job to save people from their own failure to obey laws. 3) Crashes as a percentage of traffic volume rather than mile ("per mile" data are useless); of course there are more crashes on the busier streets, but are there proportionately more giving the significantly higher traffic volumes.
- Metrics on how many bicycles are in Alameda. We can assume how many pedestrians by the population and how many cars by DMV data.
- Fatalities in other comparable areas
- Has there been a change in data since restriping some of the streets: i.e. where there are new green bike lanes, better defined crosswalks, etc.
- The size of the vehicle. We need to call out the fact that larger vehicles like SUVs and pickup trucks are inherently more dangerous than smaller vehicles. And since they represent a larger market share of cars being sold, the probability of more severe crashes is higher.
- For educational purposes, it might be good to mention the rise of SUVs and the ever-increasing size of automobiles, and how that's impacting the severity of crashes. It's not just speed, but mass, too, that makes a difference in survival...Might be good to mention that here so readers are more aware of how their car choices make a difference.
- Personally, I feel the data does not reflect all the crash data. I have seen crashes where the police were not involved therefore no record of the crash; one involved a person being hit on a bike.
- I'm curious about incidents that included public transportation

*S2Q4. Please provide any further feedback you have on this chapter.*

Sample comments:

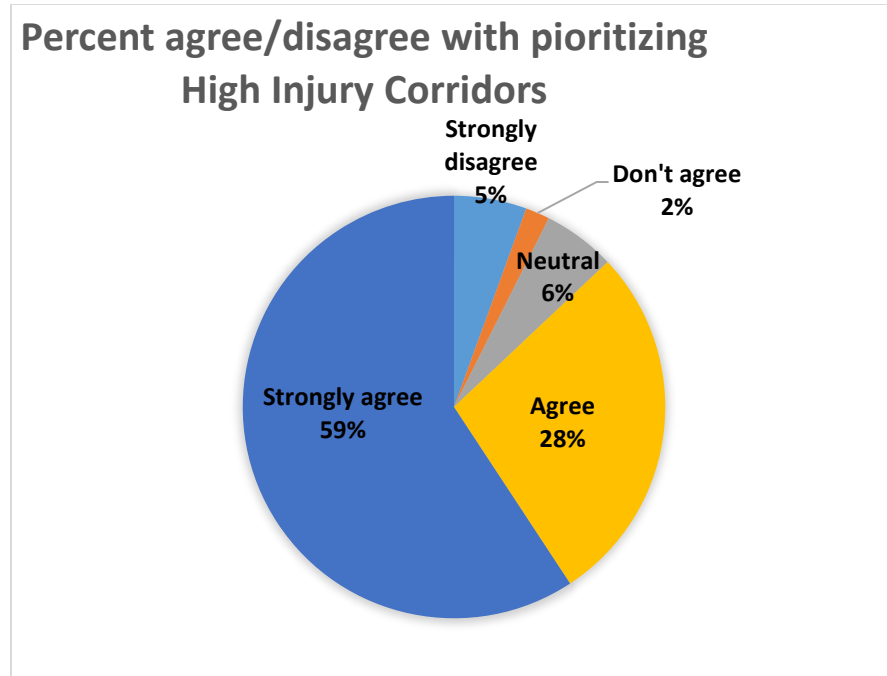
- UPS eliminated most if not all Left turns from the driver routes - saved money and time for the company- less accidents. ELIMINATE Left turns on roads with high accident rates, and around schools. More signs posting 25 mph rate, and more signs- no left turns.
- This was incredibly weak. More crashes occur on streets with more traffic? ...Failing to include data on who was at fault also seems like a big miss.
- Poor rationale. For example, a drunk driver accident can happen anywhere at any time. Such accidents should be EXCLUDED. Other similar factors should be omitted because the location was purely random.
- Bike riders' attitudes a REAL problem in addition to INCREASINGLY distracting signage and street markings and this unrelenting density of housing developments for a city that does not have infrastructure being an ISLAND.

- I as a pedestrian have near misses with cars at least 1X month crossing Grand and Otis. Alameda should be a safe walking town. I don't walk at twilight anymore because cars don't seem able to see me no matter what I wear or do.
- Is there a way to convey the relative level of difficulty to address each of high-injury corridors? The map on its own makes a nice and simple case for where to direct the city's attention. However, it also feels like it may a bit too simplistic in not providing context and background. Is there a way to convey the rough level of effort, cost, and years that will be required to address each corridor, so that when someone looks at this map they can also understand why it may make sense to pick one or another corridor to improve first?
- Unsafe speeds and erratic driving, like cutting someone off to go around in oncoming traffic or running a stop sign to get ahead are so much more common now. And it doesn't seem like people aren't getting stopped enough for this activity, so it gets more pervasive as those that do it, continue to do it.
- Might be good to clarify in graphics that motorists are involved, like in the one that says "Pedestrians and bicyclists make up 5% of commuters, 39% of crashes, and 62% of severe crashes", because some are not clear about the role of motorists here.
- To ensure accurate data, when the police are notified of an incident the report needs to be documented.
- It's irresponsible to promote further Vision Zero changes to Alameda's roads without first looking at the data to see if the Vision Zero changes we've made have actually had any effect. If what we're doing is working, then great--let's see the data, and we can do more. But if it's not, then we shouldn't keep making it harder to drive in Alameda with measures that don't actually increase safety.

## Section 3 Survey Results: 50+ Actions to Increase Safety

Responses: 56

S3Q1. Do you think prioritizing street safety investments on high injury corridors (over other streets) is the right approach?

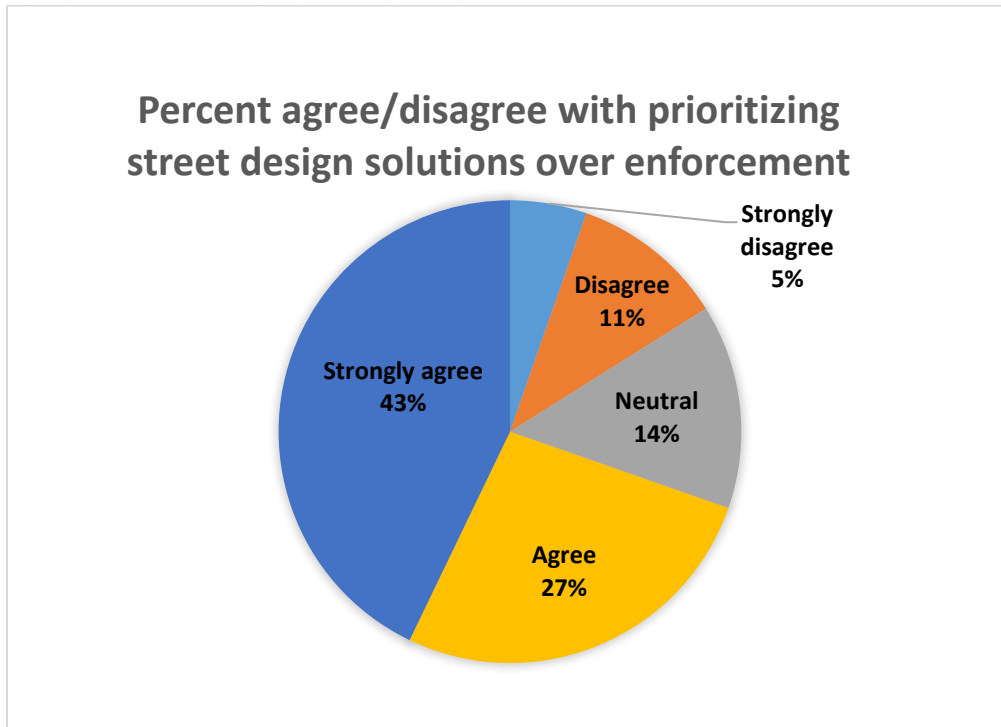


Sample comments on prioritizing high injury corridors:

- Recommend- no left turns allowed on high injury corridors, and around schools. Look at UPS data after they implemented this.
- Emphasis should be on areas that have high rates of injury per driver mile, but not just on a per-mile-of-street basis. Obviously there are more injuries when there is more traffic, but that doesn't make those streets any less safe than less-travelled streets. A perfect example is Lincoln/Walnut - a known problem intersection along a major artery across the island that contributes to a marker of high injury intersections. Areas that have repeat incidents mean statistically significant foot/vehicle traffic and long term repeat incidents.
- Lincoln and other four lane streets desperately need speed diets. There is no reason for a "passing lane" environment in Alameda. The data clearly show where the dangerous streets are.
- These high injury corridors need to be redesigned to prioritize pedestrian and cyclist safety
- If cannot staff enforcement, how about cameras to catch & fine speeders and people who fail to stop at lights or stop signs?
- Yes, I think resources should be focused where they can hopefully serve the most people as quickly as possible.
- Calls for it but without addressing need for speed etc. will push problem elsewhere; need buy-in of speed/problem folks
- It's a place to start, but important to create safety on all streets.

- I think any street whether high injury corridors or those that neighborhood residents report as being dangerous should be prioritized. You shouldn't have to wait for a fatal injury to take action because that impacts the family and community forever.
- Visible infrastructure improvements to high injury corridors has the potential for a trickle-down effect, where drivers have increased awareness that Alameda has many pedestrians and cyclists, which can instill safer driving behaviors elsewhere on the island.

*How do you feel about focusing on street design changes as the primary solution to increasing traffic safety, rather than relying on traffic enforcement?*



Sample comments on prioritizing street design solutions:

- For better or worse, we have lots of evidence that drivers will drive as fast as a roadway seems to naturally allow. There is a place for traffic enforcement (especially if it is handled by a city department that is not the police, or is handled by an automated camera) but enforcement is not a substitute for concrete (and barricades, curbs, planters, etc.)
- Cars need street markings and physical, permanent barriers to prevent reckless driving.
- Visible infrastructure safety improvements help create an awareness while driving anywhere.
- I would love to see roundabouts on Buena Vista. I realize the fire department has stated that it is a "safety" concern. However if they are not skilled enough to know how to negotiate a roundabout maybe they need more training. Fire departments in other cities and countries somehow manage
- Safety is important, but enforcement is key.
- Street design changes are a good longer term solution but the city would benefit from also increasing enforcement efforts in the short term.
- We need both.



- You punish the local residents and businesses for the bad actions of others
- Street design changes punish all drivers, instead of just the ones breaking the law. Traffic enforcement is the right solution. No matter how you change the roads, speeders will still speed, impatient people will run stop signs, and drunk drivers will drive drunk. Only increased enforcement will deter those behaviors.
- I have no confidence in Alameda's ability to design traffic mitigation that makes things safer. [Angering] drivers does NOT make things safer. Example: The "no right turn on red" on Park turning east on Otis. I have seen several pedestrians almost hit by right-turners when the light finally turns red because the window for making the turn is short so drivers are frustrated and pedestrians enter the intersection late in the signal. I think better education would be far more effective. Example: Many drivers don't seem to know that pedestrians have the right of way at every intersection, even if there is no crosswalk. Specific messages like that on bumper stickers for city vehicles might help (general stickers about "vision zero" would be useless)...

## Section 4 Survey Results: Performance Measures

Responses: 48

### *S4Q1. Do you have feedback on the performance measures?*

26 responses said they had no feedback or left the question blank, and an additional six said the performance measures look good as is.

Sample responses among the rest:

- I believe when a driver hits a ped or cyclists and there's no damage to the vehicle, it's reported as a medical emergency, and not a traffic collision (this is based on an anecdote and may not be systemic). But, if that's true, we need to fix that, otherwise we're missing data.
- Love seeing equity incorporated here!
- Action is needed quickly- before studies. Studies delay action.
- The performance measures to track crashes and injuries should include data on who is at fault. The stats on who died or was injured should indicate whether they were at fault. If someone dies or is injured doing something stupid (like a few weeks ago I saw a teenager riding a bicycle in circles in the middle of the intersection at Otis and Park, intentionally tying up traffic), that is not the City's fault (although I do think more focus on communication and education and enforcement might be more effective than making infrastructure changes, which seems to be the current focus).
- ...Base decisions on safety, not on socioeconomic factors. If conditions in these areas are unsafe, prioritize them based on that. But if they are not unsafe, don't prioritize them.
- Exclude purely random accidents/incidents from your numbers. Do not punish residents/businesses for the random failures of others.
- As mentioned at the start of the survey, I think 19 years is too long and amorphous. Please consider picking a date like 2025 by which there should be no KSI crashes that could have been prevented by the policy or programmatic projects. Use the 2040 date for KSI crashes that could only have been addressed by capital/engineering improvements on the given corridor. Perhaps that's not achievable, but perhaps that's the point: It's better to get a failing grade in some years

when people are killed or hurt, than to say we're making progress toward a far-off goal and don't have to start grading ourselves until 2040.

- "Do you think this, "" The Alameda Police Department will be required to track traffic stops by race beginning in 2022 and the data will be available for tracking in 2023. This effort is part of California's Racial Identity and Profiling Act"" will cause limitations on APD wanting to stop people for traffic violations? If there is a push to reduce traffic stops of BIPOC, will they then stop policing? We've heard from 4 APD officers this year that these policies around reducing traffic stops of BIPOC is limiting their ability to do their job. While it might be important to track this information about race, I suggest that APD not be incurred with any negative backlash when the people they pull over happen to be BIPOC...
- Better data, better behavior
- These performance measures mean very little, as written. For example, percentage/number of safety improvement projects installed in "socially vulnerable" areas fails to take into consideration whether the people living in that "socially vulnerable" area want that "safety improvement project", considering the social costs (for example, lost parking spaces). These are very poor performance measures, lacking key definitions, and lacking any consideration of other options.
- Yes. Include specific measures that collect data on violations, crashes and injury accidents in school areas and feeding streets during school arrival and departure times.
- Please report and share these regularly
- Add demographics of those involved in crashes. More crash details in general. Measure \*effectiveness\* of strategies and double down on those, much like we focus on high injury corridors.
- Rather than just tracking number of safety improvement projects installed, it would be more useful to track their impact, such as reduced average speed or increased compliance rate with yielding to a pedestrian, where they are installed.
- "Performance measures 1 & 2, when they involve a vehicle should be broken down by the dangerous behavior (if any) that contributed to the particular crash. For example, the city should gather data about whether the primary cause of accidents in certain areas is speeding, vs drunk driving, vs jaywalking, etc. Each of those entails a different solution, and we shouldn't proceed blindly hoping that random street design changes will actually solve our problems. Additionally, there are no performance measures about the climate change or economic impacts of the Vision Zero program. If you really want to get zero crashes, you could just ban driving in Alameda--but obviously that's unreasonable. We should be explicit about the trade-off we want to make between making driving slower, increasing car idling times (by reducing traffic lanes and increasing traffic waiting times at lights and stop signs), reducing the number of off-island visitors to Alameda businesses (since driving is the only reasonable way for many people to visit Alameda), etc., and reducing injuries and fatalities. If the cost of Vision Zero is that Alameda businesses cease getting patrons from outside Alameda because nobody wants to drive in Alameda, then that cost may be too high."

*S4Q2. Use this space to provide any further feedback about the Vision Zero Action Plan.*

All responses:

- Keep going! These changes can't happen fast enough as far as my family is concerned.
- YOU ALL DID AN AMAZING JOB AND SHOULD BE VERY PROUD.
- I don't have any other feedback. Thank you for a thorough assessment of what's needed.
- Poorly conceived and managed.
- Thanks for the ice cream at the open house. My daughter enjoyed it!
- One component missing here is reducing the vehicle miles traveled in Alameda. We know this is one of the biggest drivers of crashes and injuries. Getting people out of cars and trucks by providing better options would also be a goal to track.
- I think the vision has merit and I appreciate that there so many community entities involved.
  - 1. I think there should be education provided to both pedestrians and cyclists about safe practices. So many times I experience people just entering the crosswalk or the street without due diligence to look out and make sure the vehicle sees them. Just assuming the right of way is not a safe practice. I was the first responder to a crash at Grand and Shoreline several years back and the elder gentleman just entered the crosswalk without making sure the driver saw him. The sun was in a bad place that morning for drivers because it was right at eye level. I'm sure the driver was momentarily blinded as she rounded the corner. But the pedestrian also did not wait and confirm, he just assumed right of way. Also a concern for those people entering the crosswalk on the right side of the street when there are people turning right, and without checking the enter upon an oncoming car.
  - 2. I do want to make sure law enforcement is able to do their jobs, despite all these changes taking place. Because right now, it seems like people are able to do whatever they want because there is fear in the APD of being called out as racist. That is not an equitable action plan. All people need to be held accountable for their actions regardless of race, color, culture, etc. "
- In the "Important Terms" section, consider adding more phrases and concepts that help educate us on our car-centric culture (such as victim blaming).
- Keep safe slow streets