



MODESTO SAFE STREETS FOR ALL

Workshop #1

December 12, 2024



Workshop Agenda



Project Overview



Roadway Safety in Modesto



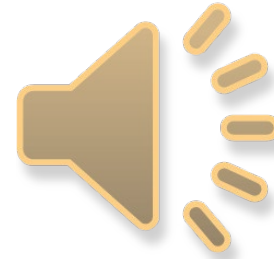
Public Engagement



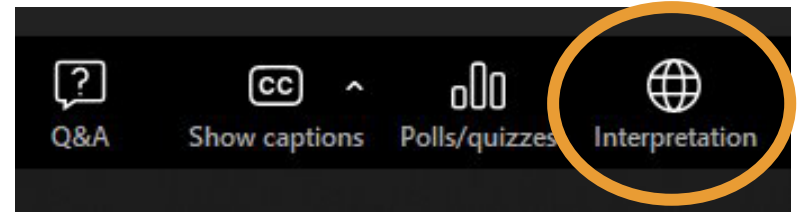
Website and Web Map Demo



Questions and Comments



Una versión traducida de esta presentación e interpretación en vivo están disponibles.





Introductions



Max Navarro
City Project Manager



Les Brown, AICP, RSP₁
Consultant Team
Project Manager



Kelly Lei
Consultant Team
Assistant Project Manager





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OPENING REMARKS

Setting the Stage for Safety Change



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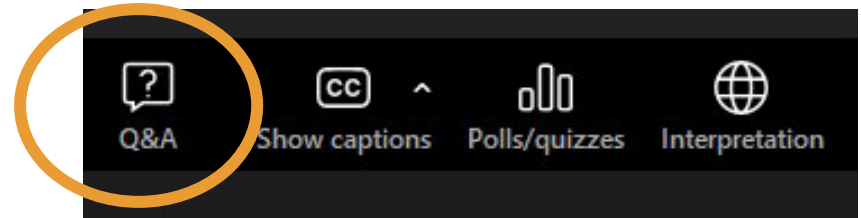
PROJECT OVERVIEW

Context and Overview



Questions and Comments

Please submit your questions and comments in the Q&A section.





Goals and Focus

Improve roadway safety for all

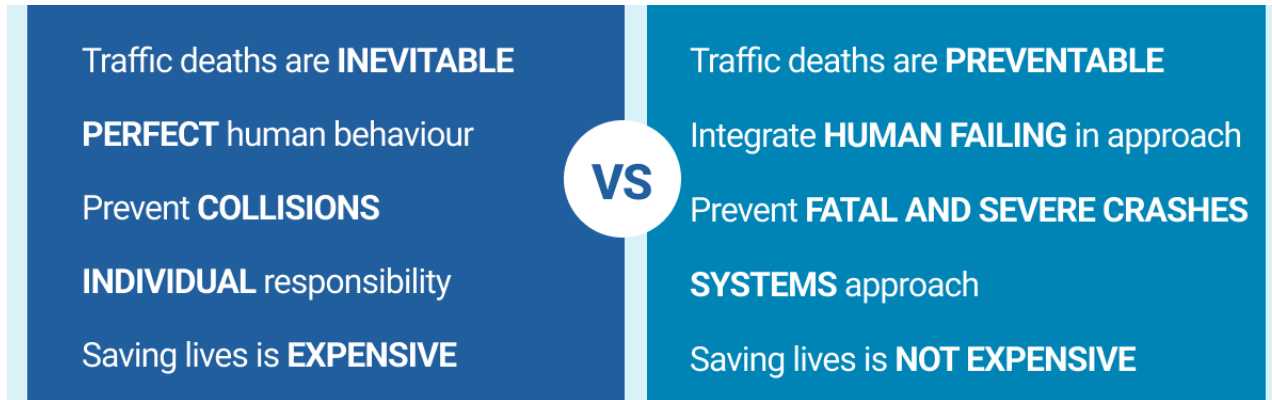
- Incorporate diverse perspectives and expertise
- Build awareness and influence behavior
- Create safety champions at the highest levels of leadership
- Roadmap for implementation and funding





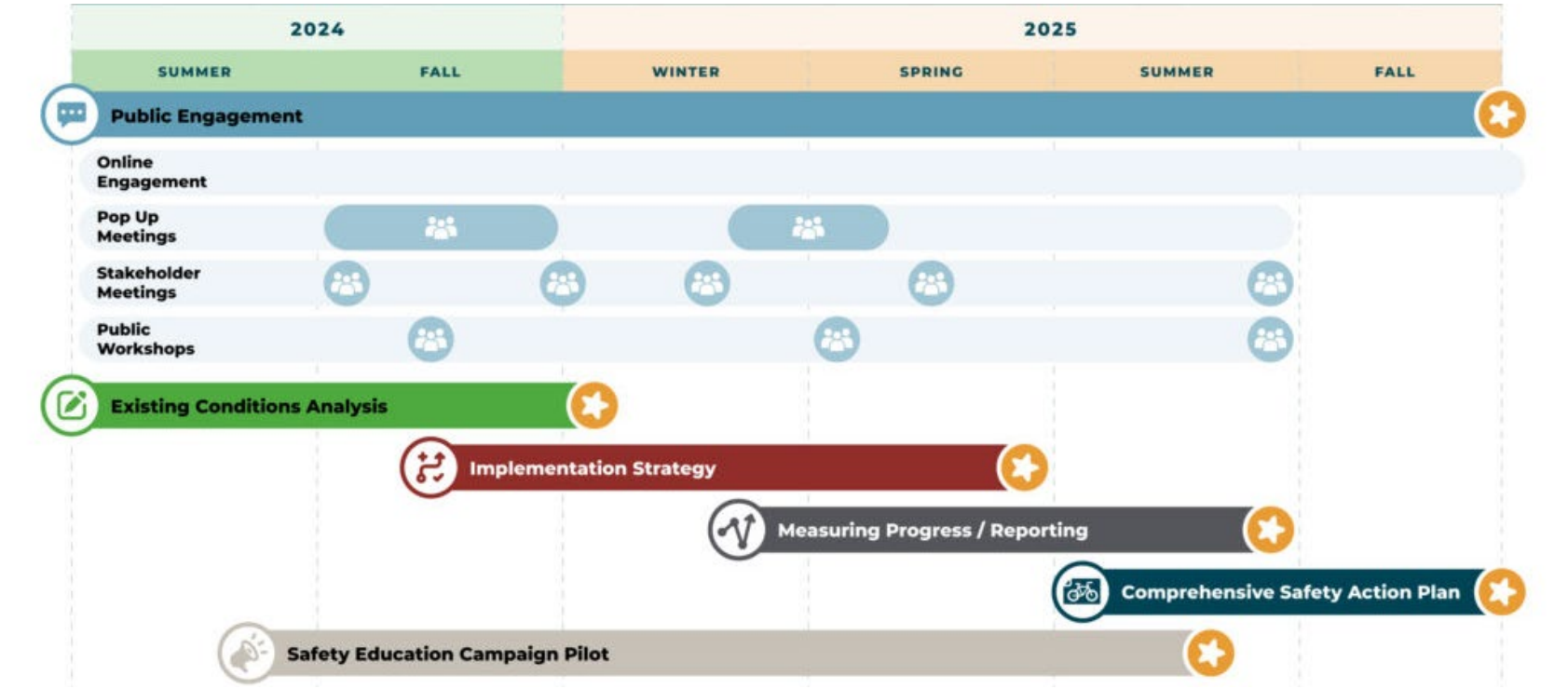
Guiding Principles: Safe System Approach

The Safe System Approach is a Paradigm Shift





Key Elements & Project Timeline





Traffic Safety Campaign Pilot

- Focus
 - Citywide speeding reduction
 - Crash reductions in school zones
- Test Strategies
- Promote Behavior Change
- Build Awareness
- Evaluation





Safety Task Force + Members

- A group of community leaders.
- Oversees the development of the program.
- Guides program implementation and monitoring.
- Provides vital technical input and community perspective.





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POLL EXERCISE #1



Zoom Poll #1



What is your ZIP code?

How would you describe traffic safety in Modesto



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ROADWAY SAFETY IN MODESTO



Recent Safety Initiatives

Planning Work

- 2024 ● Non-Motorized Transportation Plan
School Program Safety Study
- 2022 ● Local Road Safety Plan
- 2021 ● Systemic Safety Analysis Report

Infrastructure & Policy Efforts



- Speed Humps
- Speed limit reductions
- Corridor Improvements



Office of Traffic Safety Collision Rankings

When comparing Modesto's traffic safety statistics (collisions) to those of 60 other California cities with similar-sized populations:



Total Fatal and Injury
3rd highest out of 60



Motorcycles
2nd out of 60



Alcohol Involved
4th out of 60



Pedestrians
3rd out of 60



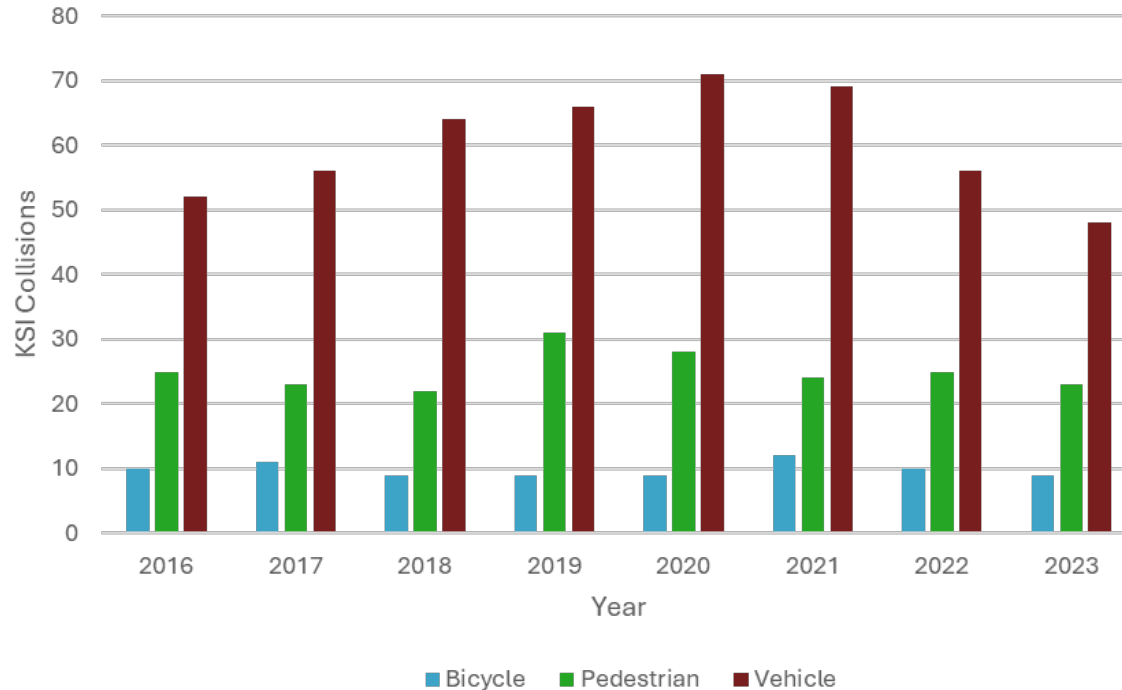
Nighttime (9pm-3am)
1st out of 60



Bicycle
7th out of 60



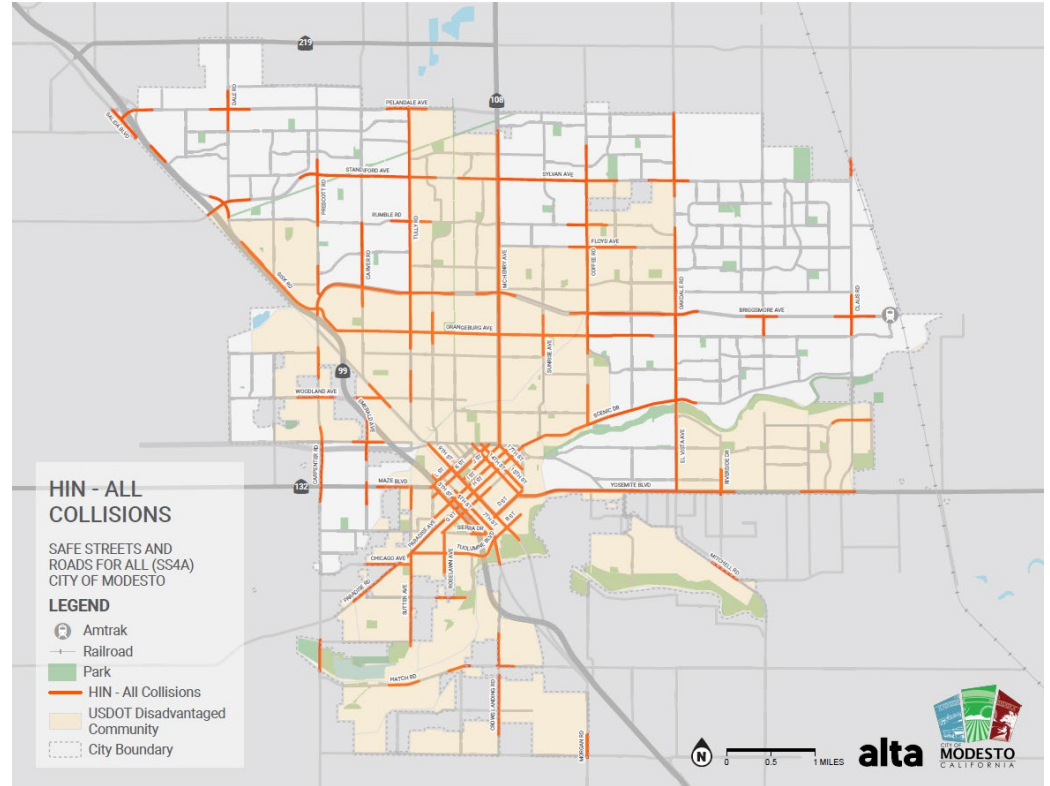
Fatal and Serious Injury Collisions





High Injury Network

75% of fatal and serious injury collisions occur on less than 10% of City roads!





Collision Profiles

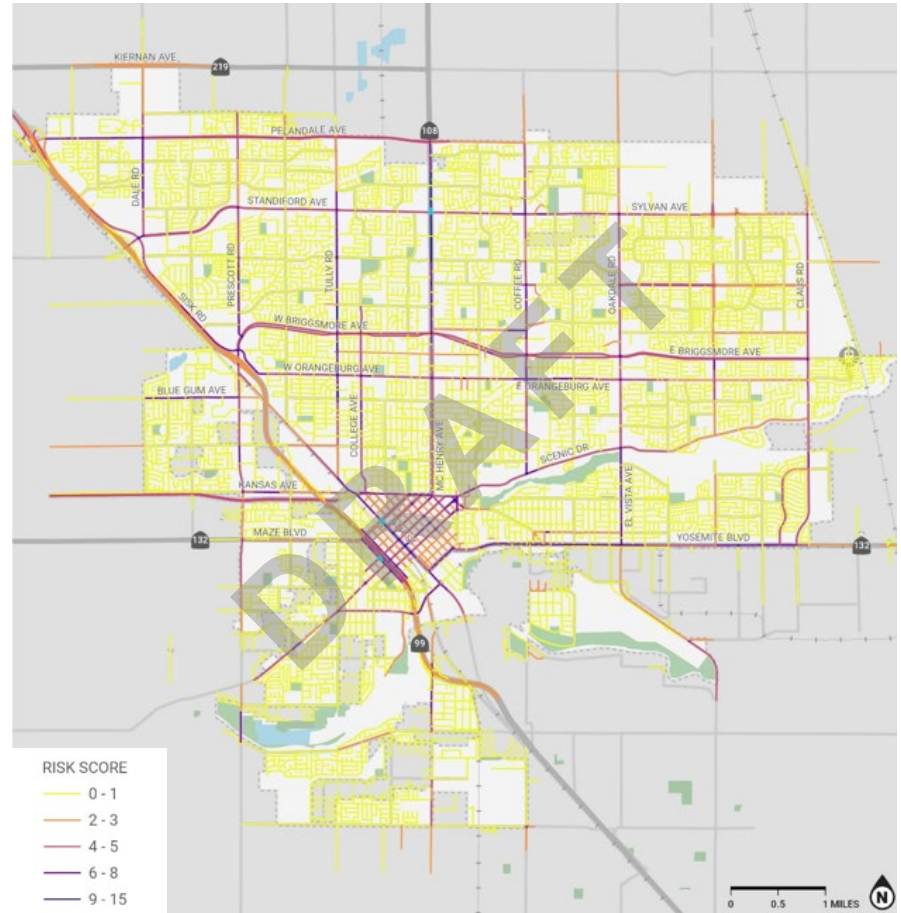
- Combination of...
 - **Collision factor** (e.g., involved party, severity, time of day, cause)
 - **Contextual factor** (e.g., signals/stop signs, neighborhood type)
- Uncovers systemic patterns for serious collisions
- Informs targeted interventions





Proactive Risk Analysis

- Number of lanes
- Speed limit
- Traffic Volume
- Bikeway class
- Sidewalk status
- Crossing spacing
- Intersection type & traffic signals





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POLL EXERCISE #2



Zoom Poll #2



Rate your level of concern for the following safety issues in Modesto.



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PUBLIC ENGAGEMENT



Overview of Engagement



Phase 1 – Existing Conditions
(Fall 2024)



Phase 2 – Implementation Strategy
(Spring 2025)



Phase 3 – Draft Plan Review
(Fall 2025)





Phase 1 Engagement – Six (6) Pop-ups

November 17, 2024
Starbucks
1320 McHenry Avenue

December 11, 2024
Monterosso Trailhead

December 19th, 2024
12:30 – 4pm
McKinney Colony Park

December 9, 2024
Davis Community Park

December 15, 2024
9:30am – 1:30pm
SaveMart
3401 Oakdale Road

November 17, 2024
Maxx Value
415 Paradise Road





Feedback to date

- Speeding
- Insufficient Traffic Controls
- Maintenance Issues
- Connectivity Challenges
- Popular Destinations





Upcoming Engagement

Phase 2 – Implementation Strategy

- 6 Pop-ups
- Online workshop

Phase 3 – Draft Plan Review

- Online workshop





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WEBSITE & WEB MAP DEMO



Website

modestosafeststreets.com

- Project Overview
- Upcoming Events
- Project Resources
- City Resources
- Contact Us

Sign up on the **Get Involved** section for email updates.

Get Involved

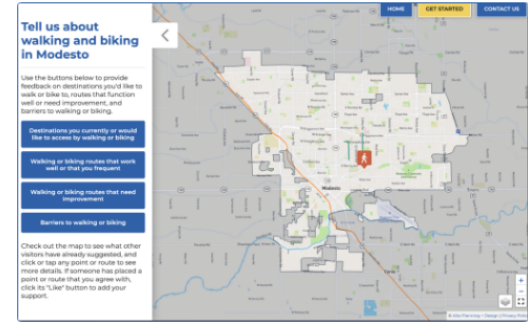
We need your feedback! Follow the links below to access the interactive map. Upcoming events listed below! Share your experiences, challenges, and vision for increasing safety on Modesto roadways.

Sign-up to receive project updates in the [Contact Us](#) section below.

Public Input Map

What safety concerns do you have when traveling in Modesto? Click on the map below to share your input! The interactive map will close January 6th, 2025. Results will be published in the [Project Documents Section](#) below.

[Get Started](#)



Events

The city will host pop-up events, online workshops and other community focused events throughout the duration of project. Stay tuned for more information. The list of upcoming events is provided below:

UPCOMING

Pop Up #3

December 9, 2024: 12:30 pm – 4:00 pm

Location:

Davis Community Park (Near Virginia Corridor Trail at W Rumble Road)
2701 College Ave
Modesto, CA 95350

[\[Google Maps\]](#)

[Add to Calendar](#)

PAST

Pop Up #1

November 17, 2024: 9:00 am – 12:00 pm

Location:

Starbucks Coffee
1320 McHenry Avenue
Modesto, CA 95350

[\[Google Maps\]](#)

[Add to Calendar](#)



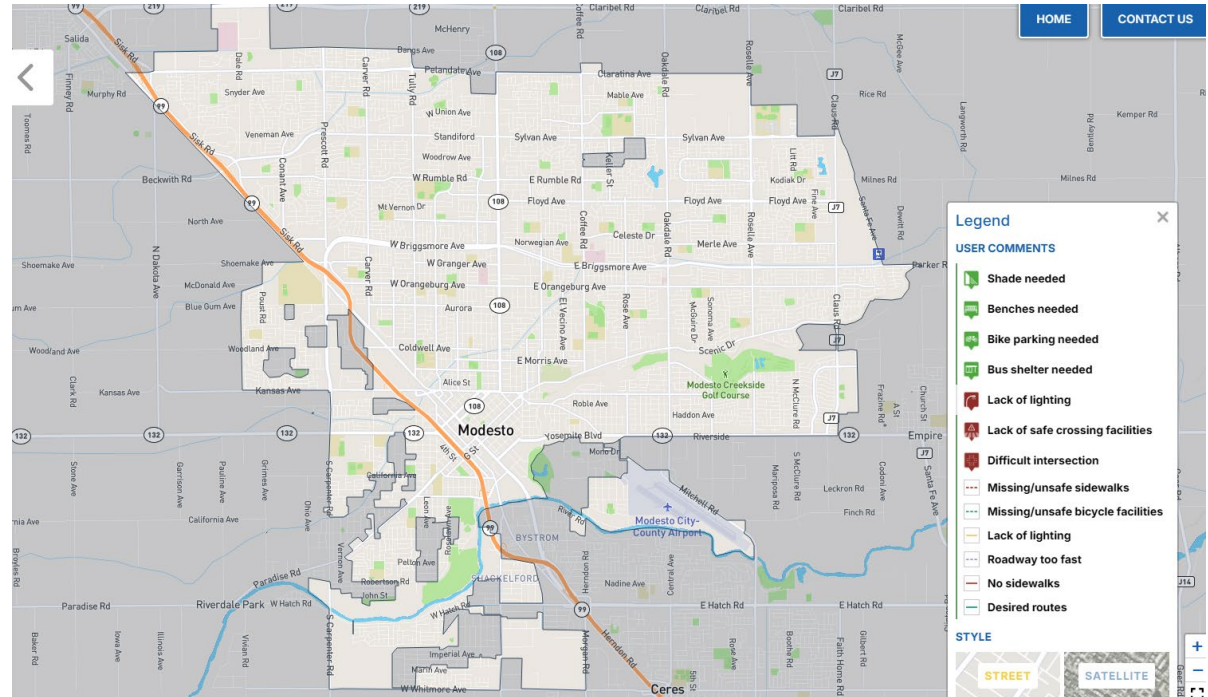
Interactive Web Map Demo

modestosafeststreets.com

Collect feedback on locations or routes where you see:

- Roadway Safety Concerns
- Desired Routes
- Missing Amenities

The interactive webmap will close **January 6th, 2025.**





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QUESTIONS & COMMENTS



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