



MODESTO SAFE STREETS FOR ALL

Safety Task Force #2 Meeting
January 23, 2025



MEETING AGENDA



Introduction & Overview – 10 minutes



Existing Conditions – 35 minutes



Public Engagement – 5 minutes



Traffic Safety Campaign – 20 minutes



Next Steps – 5 minutes



Open Discussion – 8 minutes



Instructions





INTRODUCTIONS & PROJECT OVERVIEW



PROJECT TEAM INTRODUCTIONS



Max Navarro
City Project Manager



Les Brown, AICP, RSP₁
Consultant Team Project
Manager



Sydney Cape
Safety Campaign Lead



Ashlee Takushi
Existing Conditions Lead





Welcome to New Task Force Members!

Name	Organization	Title
David Bickle	City of Modesto, Fire Department	Deputy Chief
Roger Orth	Modesto City Schools	Senior Director Maintenance/Operations/Transportation
Yolanda Perregil	Modesto Junior College	Senior Director Facilities Planning, Maintenance, and Transportation
Crista Noakes	Modesto Junior College	Facilities Planning, Maintenance, and Transportation
Rena Bryant (Konrad)	Safe Kids Stanislaus	Coordinator
Elisabeth Hahn	Stanislaus Council of Governments	Deputy Executive Director of Planning
Jill Erikson	Stanislaus County Health Services Agency	Manager
Erika Gomez Rodriguez	Stanislaus County Health Services Agency	Health Educator
Susan Dion	Self Employed	League of American Bicyclists Instructor
Courtney Steele	Sutter Health	Injury Prevention Coordinator
Isaiah Siordia	Visually Impaired Persons Support (VIPS)	Executive Director

Project Scope and Schedule Overview





Project Goals

- **Action Plan: Goals**

- Establish funding eligibility
- In-depth, contemporary analysis
- Robust public engagement
- Prioritize investments and implementation

- **Safety Education Campaign: Goals**

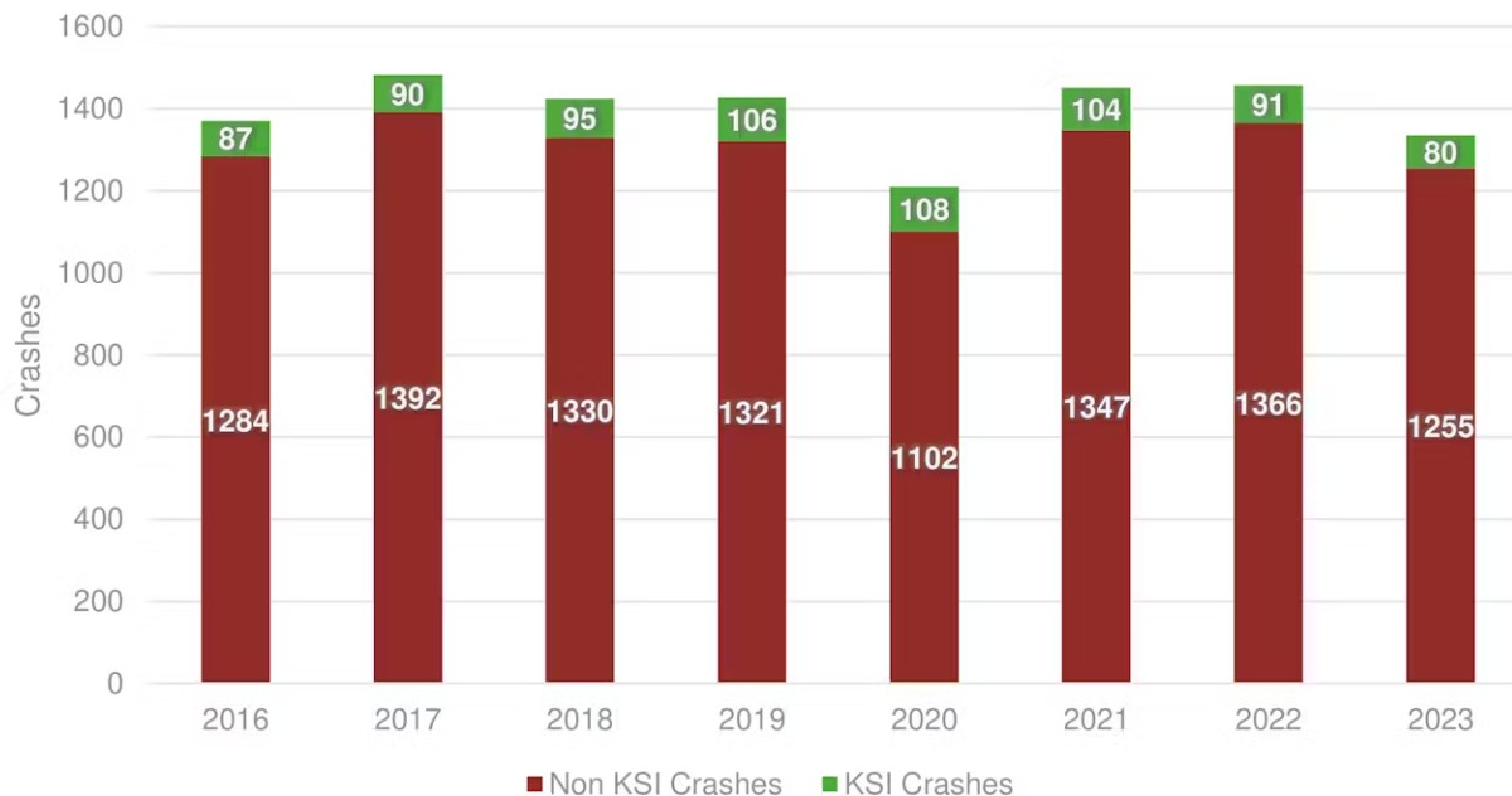
- Test strategies
- Build awareness
- Change behavior
- Measure performance
- Establish scalable public safety campaign



EXISTING CONDITIONS

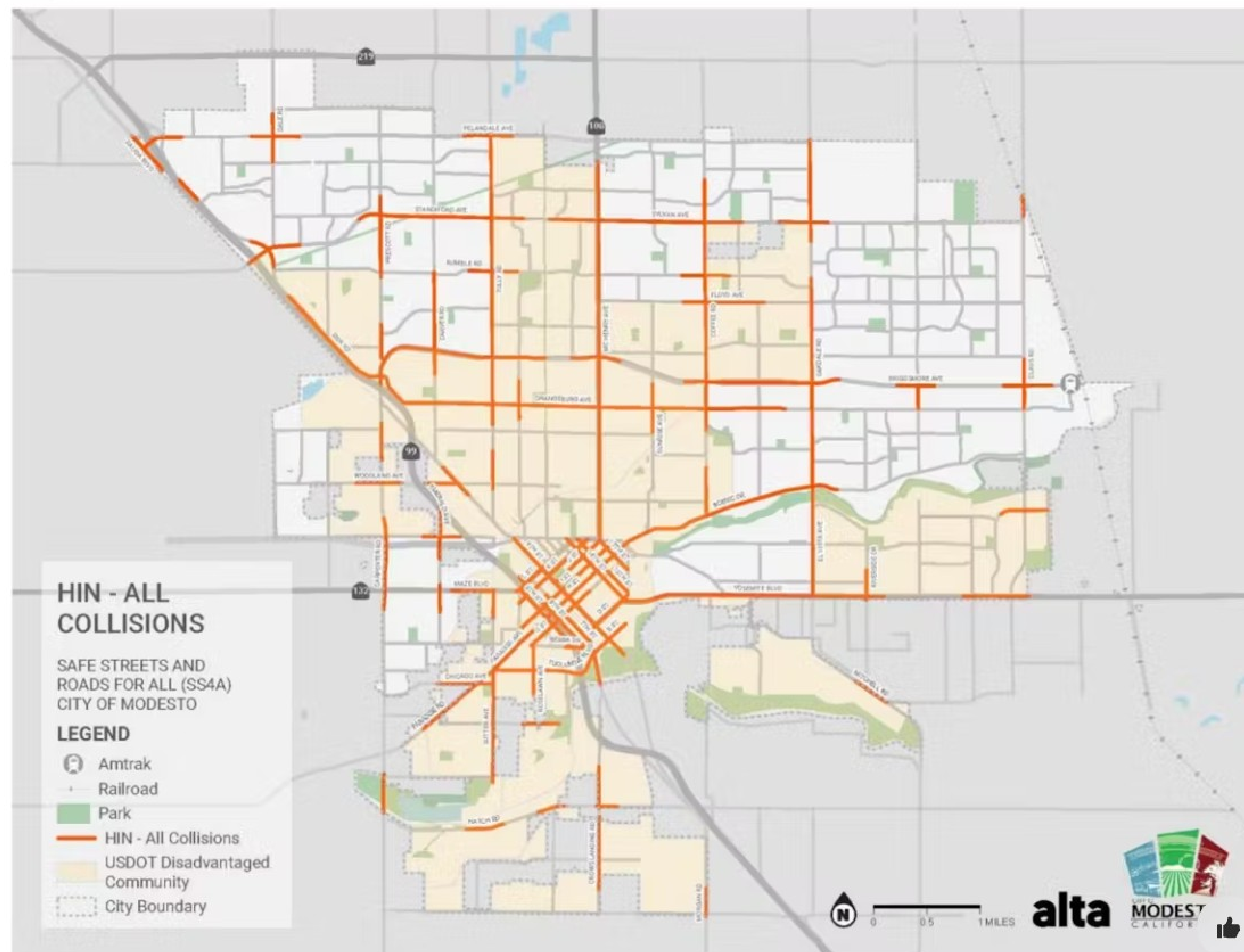


Modesto Crash Trends: 2016 - 2023



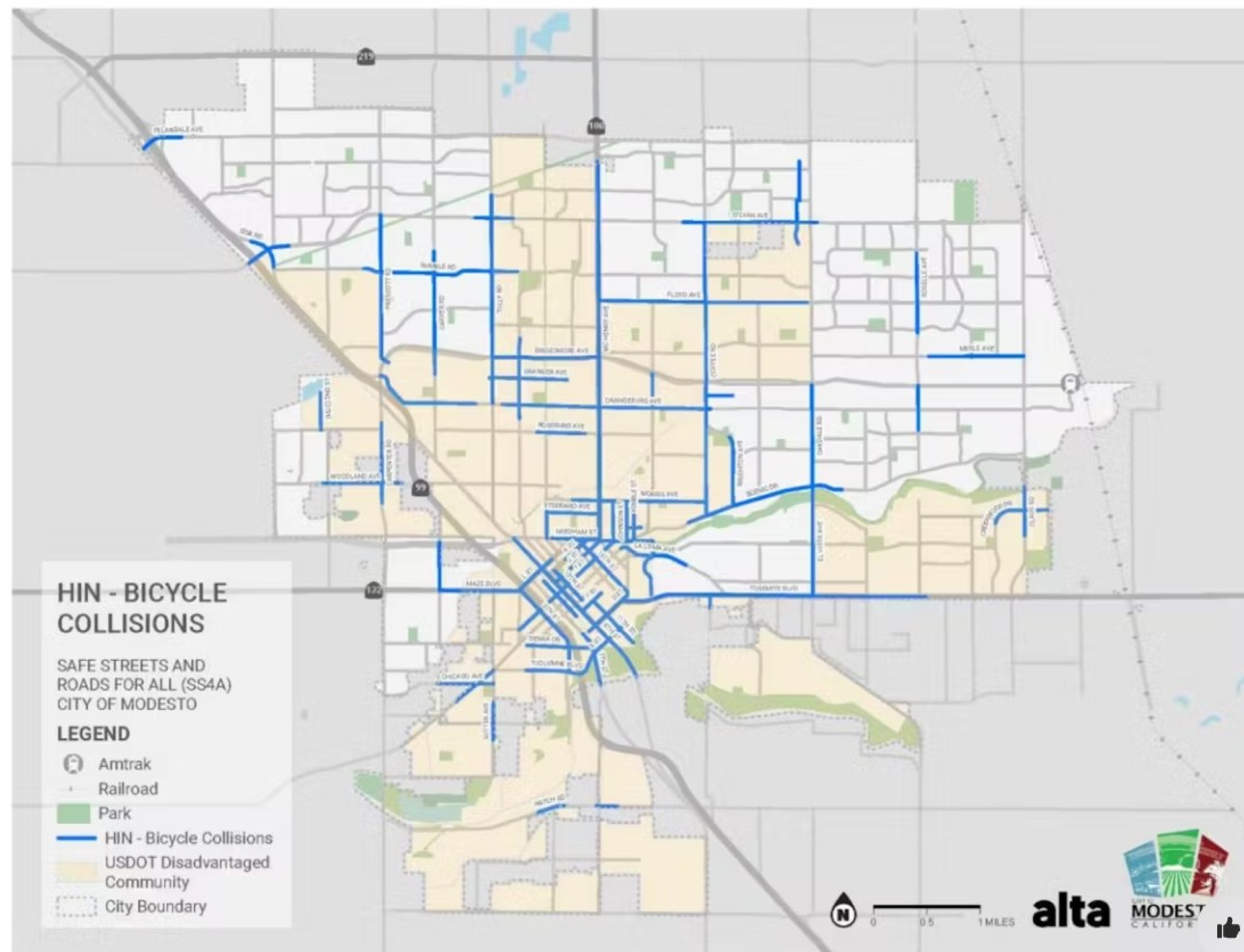
High-Injury Network – All Modes

- **7.4% of Modesto's Roadways account for 66% of citywide KSI collisions**
 - 79.3% of the All Collision HIN is within an ETC Federal Disadvantaged Community
 - 19.6% of the All Collision HIN is within ¼ mile of a school



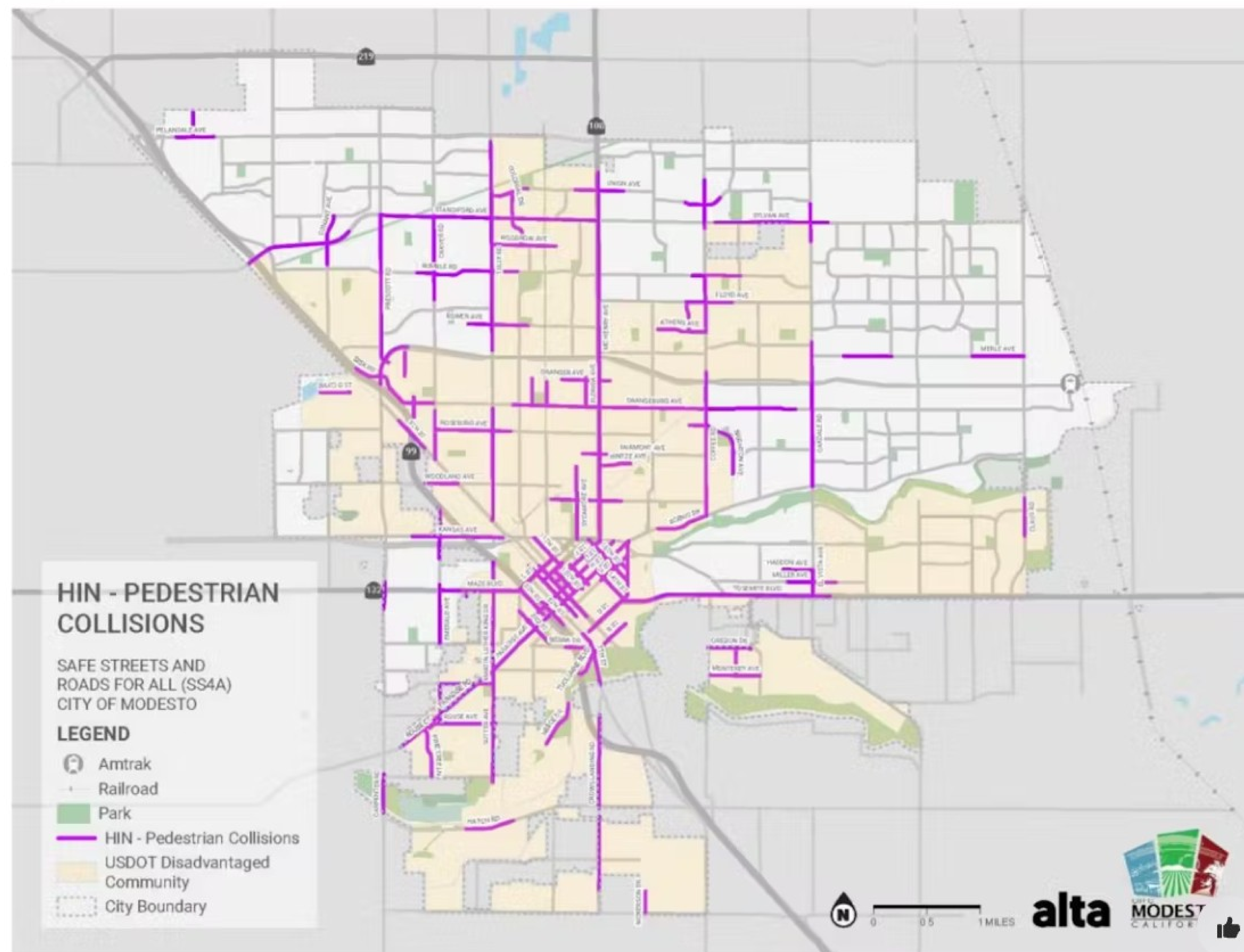
High-Injury Network – Bicycle-Involved

- **6.3% of Modesto's Roadways account for 92% of citywide Bike KSI collisions**
 - 82.2% of the Bike Collision HIN is within an ETC Federal Disadvantaged Community
 - 22.4% of the Bike Collision HIN is within ¼ mile of a school



High-Injury Network – Pedestrian-Involved

- **7.3% of Modesto's Roadways account for 87% of citywide KSI collisions**
 - 81.0% of the Ped Collision HIN is within an ETC Federal Disadvantaged Community
 - 28.5% of the Ped Collision HIN is within ¼ mile of a school



Risk Analysis | Purpose

- Understand road characteristics associated with severe collisions
- Proactively identify high-risk corridors
- Support planning and prioritization of safety interventions



Risk Analysis Results | All Modes

Characteristics universally associated with risk:

- 3+ lanes with 9,000+ vehicles daily
- Signalized intersections along major roads
- Commercial zones

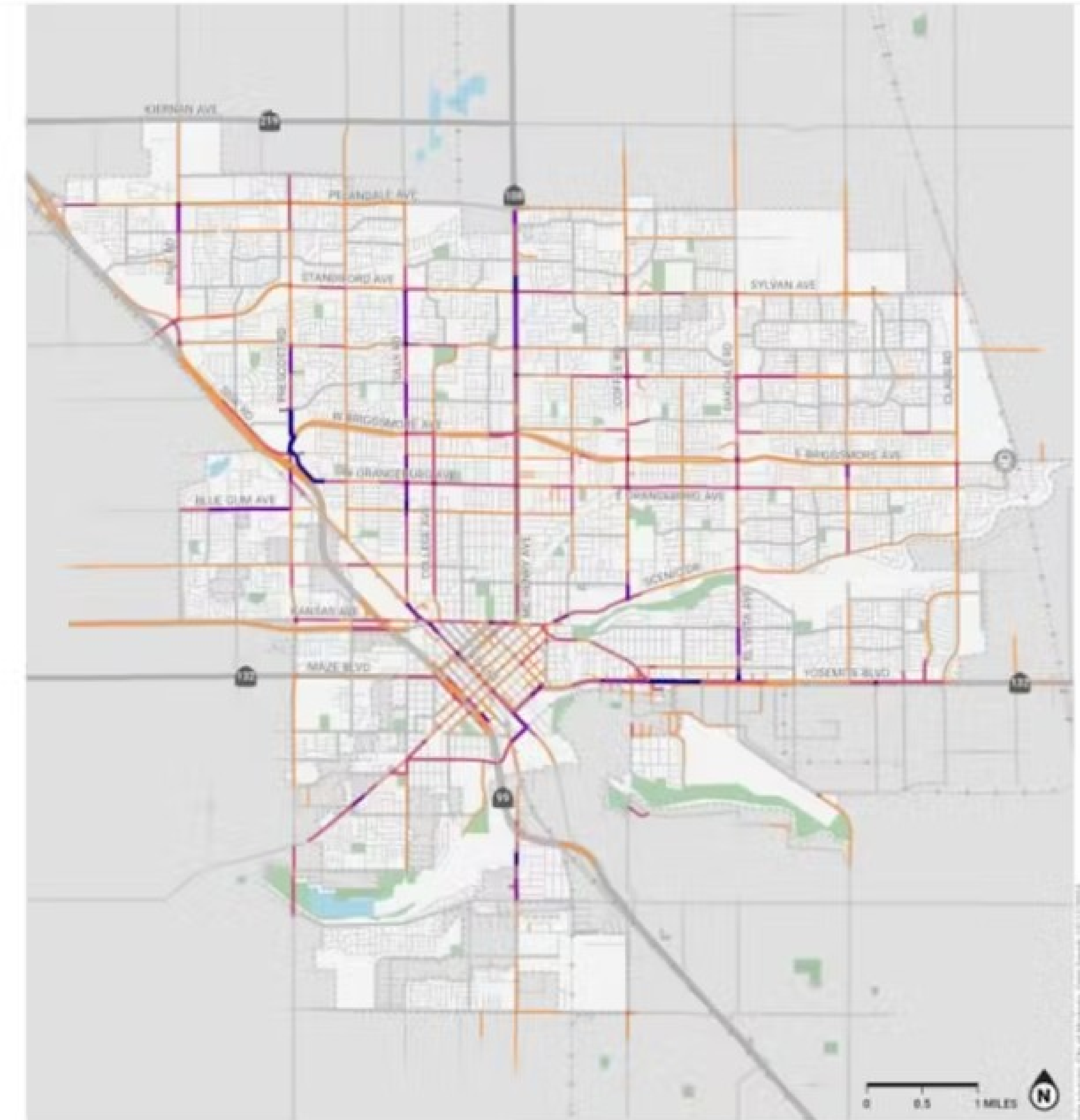




Risk Analysis Example Results | Pedestrians

High Risk Corridors

- West Orangeburg Avenue to West Briggsmore Avenue and onto Prescott Road
- McHenry Avenue/Route 108
- Yosemite Boulevard/Route 132



PEDESTRIAN
COLLISION RISK INDEX
SAFE STREETS AND ROADS FOR ALL (SS4A)
CITY OF MODESTO



LEGEND

- AMTRAK
- RAILROAD
- MODESTO CITY BOUNDARY
- PARK

RISK SCORE

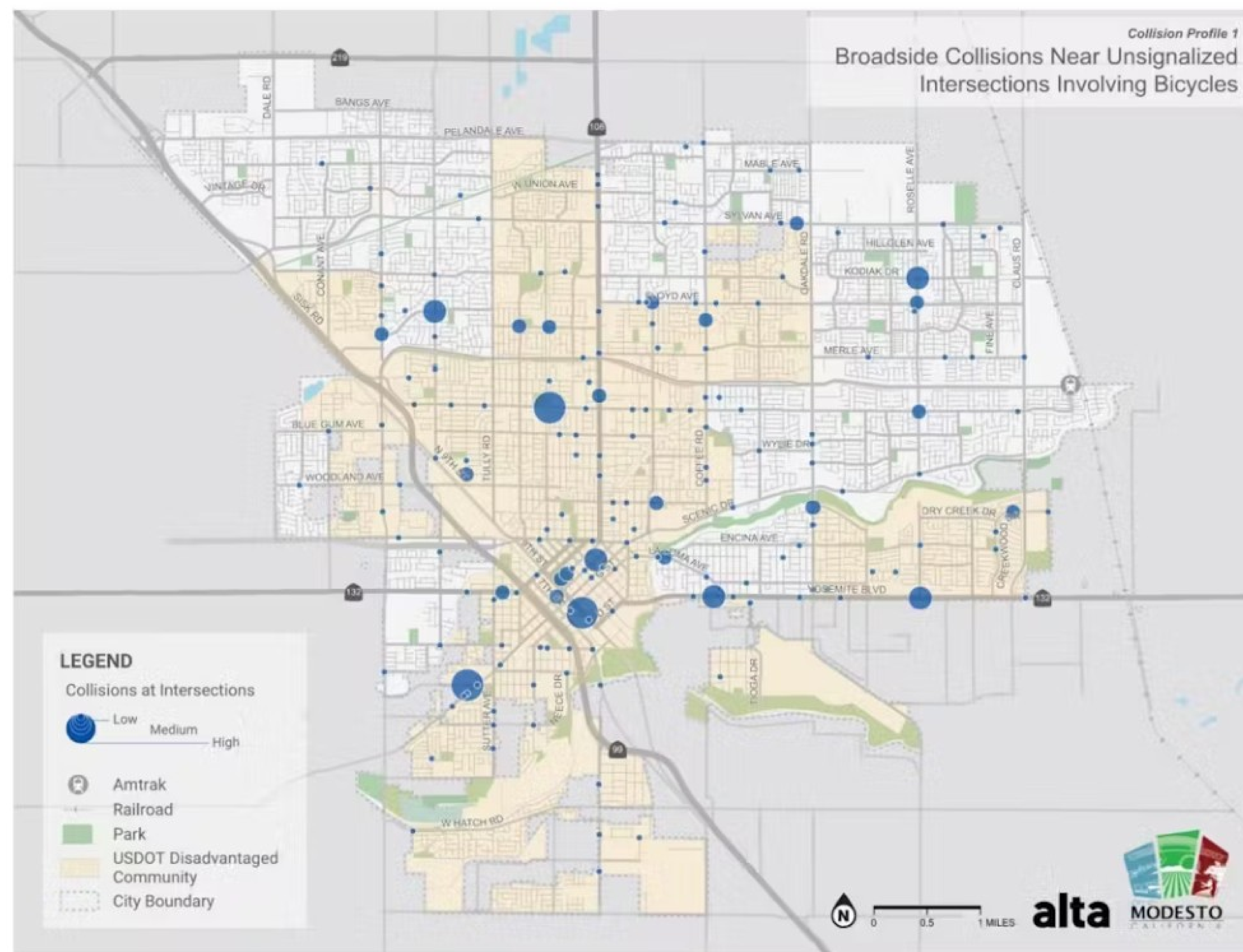
- 0 - 1
- 2 - 4
- 5 - 7
- 8 - 9
- 10 - 15

Safety Profiles

Bicycle-Involved Broadside Collisions at Unsignalized Intersections

- **26 KSIs**

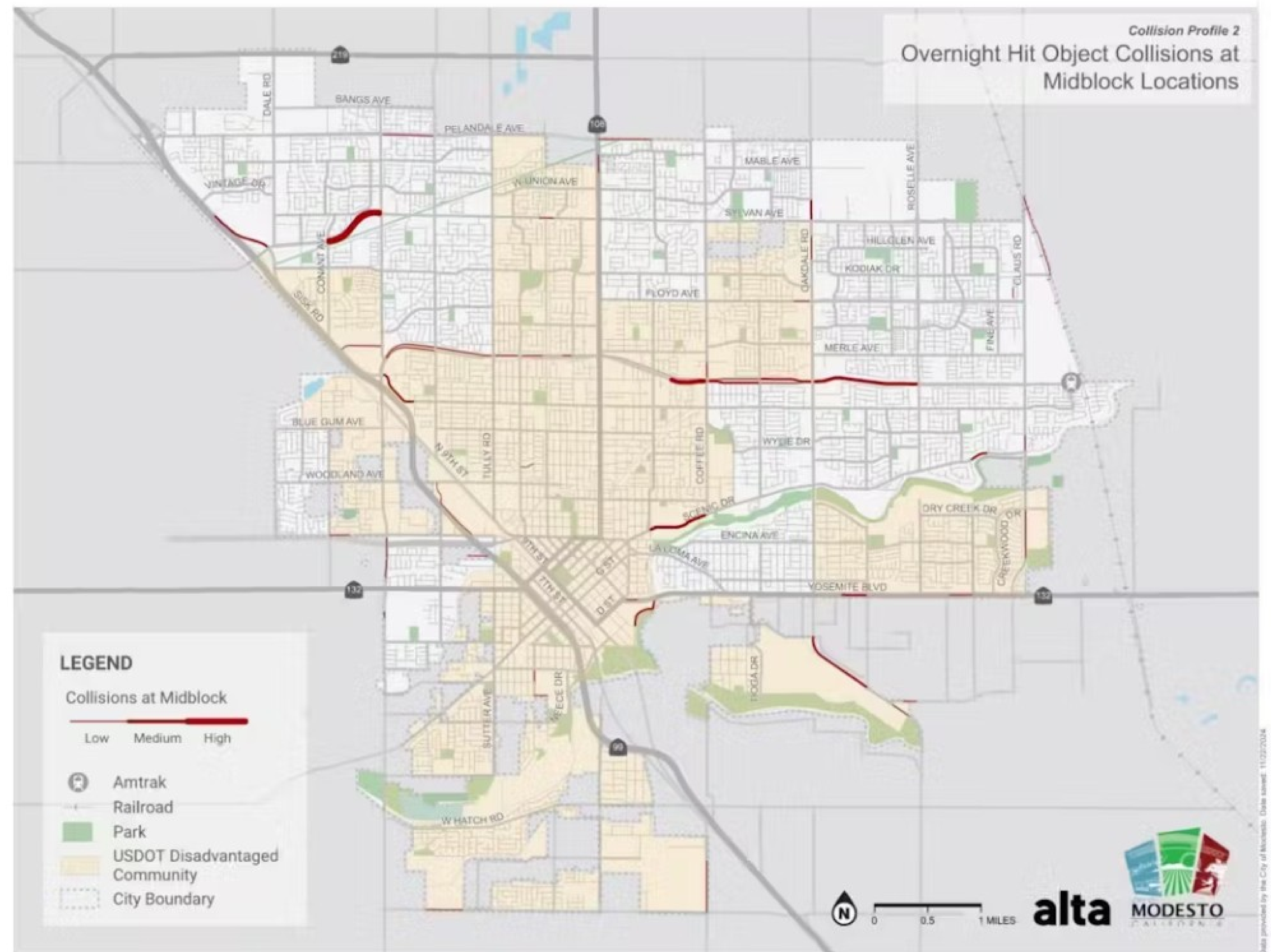
- Higher concentration in downtown



Safety Profiles

Midblock Overnight Hit Object Collisions

- 11 KSIs
 - Concentration along Briggsmore Avenue

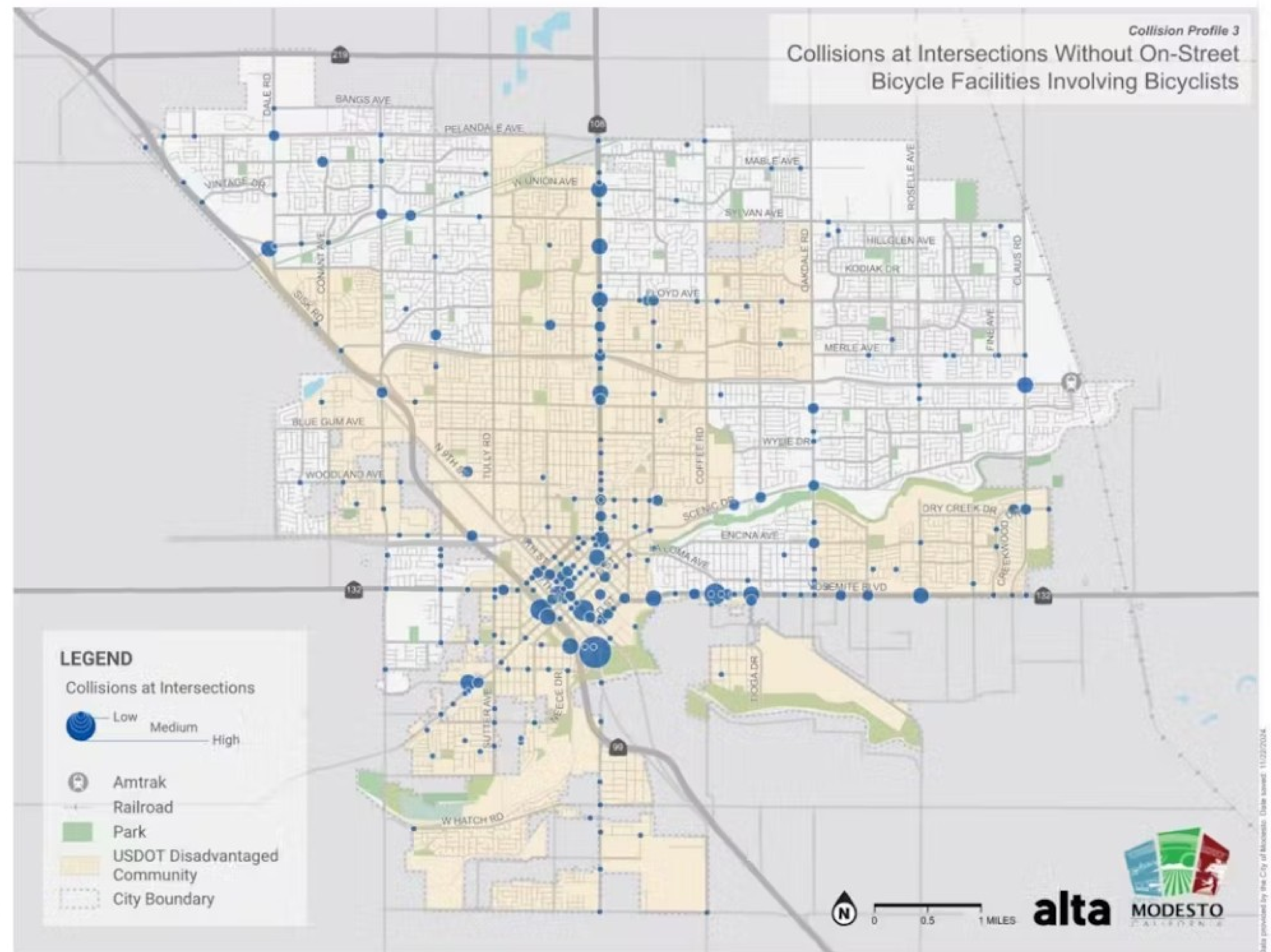


Safety Profiles

Bicycle-Involved Collisions at Intersections Without On-Street Bicycle Facilities

- 41 KSIs

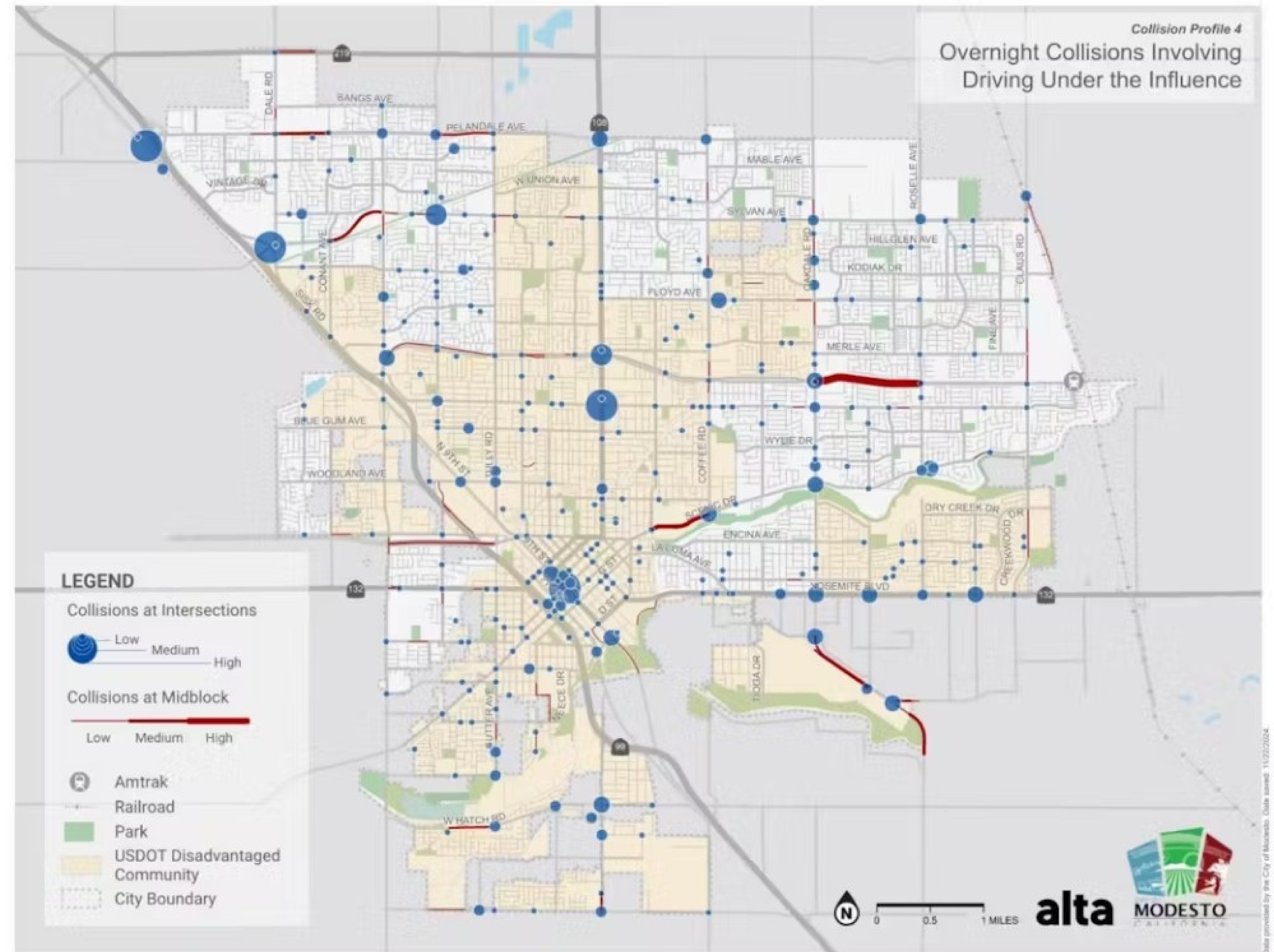
- Concentration of collisions
 - Along major directional corridors (SR 108 and SR 132)
 - In the downtown area



Safety Profiles

DUI Overnight Collisions

- 83 KSIs
 - Occurs citywide



Safety Profiles

Bicycle and Pedestrian-Involved Collisions at Signalized Intersections in Downtown

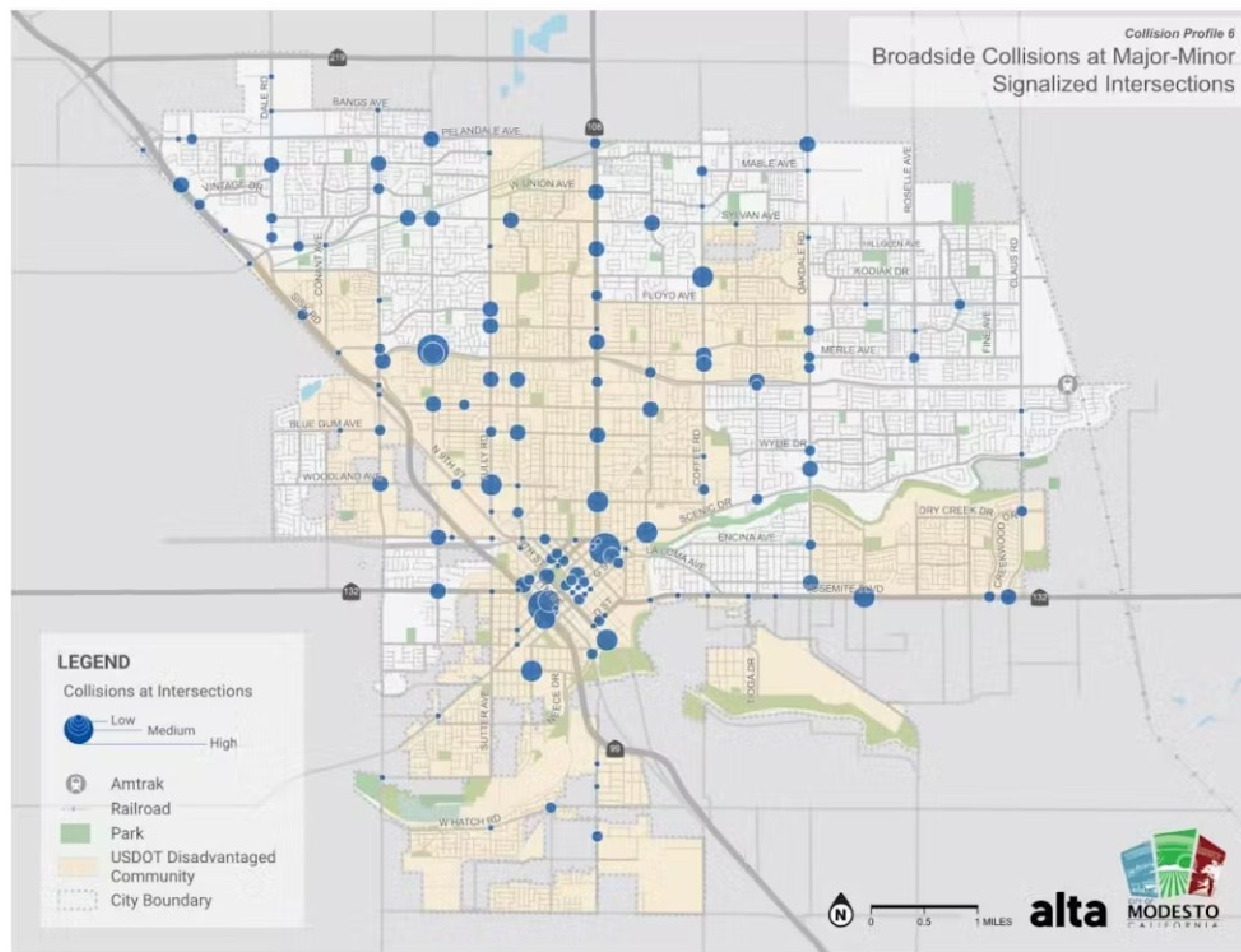
- 27 KSIs
 - Occurs near key destinations (i.e. park, hospital)



Safety Profiles

Broadside Collisions at Signalized Major-Minor Intersections

- **55 KSIs**
 - Occurs citywide
 - Particular concentration in the downtown area

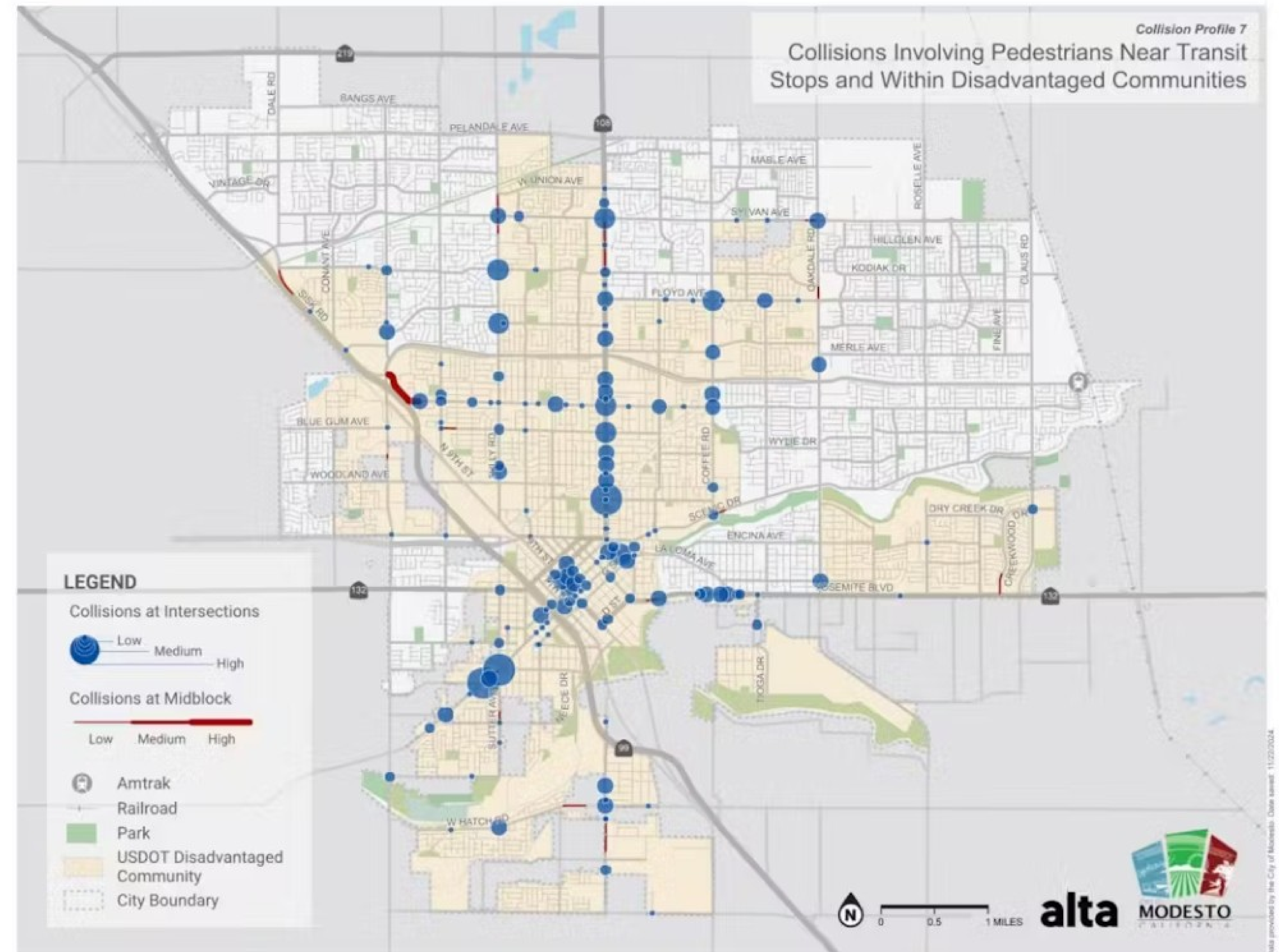


Safety Profiles

Pedestrian-Involved Collisions Near Transit Stops and Within Disadvantaged Communities

- **15 KSIs**

- Concentration of collisions
 - In the downtown area
 - Along major directional corridors (SR 108, Orangeburg Avenue, Paradise Road, and SR 132)



Policy Benchmark Assessment - Overview

- Goal: Help the City of institutionalize Safe System into everyday activities
- How does the City already institutionalize safety?
 - Safe Routes to School Program and coordination with Safe Kids Stanislaus
 - Targeted enforcement by the Modesto Police Department
 - Posted 15 MPH speed limits in school zones
 - Roundabouts constructed citywide



Source: <https://www.transportation.gov/safe-system-approach>



Policy Benchmark Assessment - Overview

- How will the Safety Plan help to institutionalize safety?
 - Provide a framework for safety using the Safe System Pyramid
 - Identify locations throughout the City with high potential for exposure through a risk factor analysis
 - Identify a roadmap for the City that prioritizes the implementation of key projects, programs, and policies



Policy Benchmark Assessment - Overview

- How will the City institutionalize safety once the Plan is adopted?
 - Replace level of service with level of safety assessments in design decisions, right of way reallocation tradeoffs, and impact assessments
 - Deploy a proactive speed management program (AB 43) and systemic implementation of default safety tools (Neighborhood Traffic Calming Program)
 - Collaborate with partners and peers to make meaningful progress on cross-jurisdictional and cross-sector efforts



Existing Conditions – Mentimeter Poll

Thinking about the safety information just presented, please tell us...

- What resonated?
- What have we missed?

Thinking about the safety information just presented, please tell us: What resonated?

Data is impactful. A bit overwhelming to think of solutions since it's city wide.

Numbers of collisions-
total collisions vs ksi

The high rate of accidents in school areas is a major concern.

Concentrated areas with KSIs consistent in all modes.

KSI collisions seem to be fairly focused on a small number of locations/roadways.

There is a lot of good data to work with.

The amount of accidents that occur near schools. How are we keeping our student walkers safe?

Collision data

Thinking about the safety information just presented, please tell us: What resonated?

Seems like Briggsmore, McHenry, Yosemite Avenue and downtown are the hot spots.

Higher rates near schools is major concern

Data is critical to reinforcing the facts of the story and making a case for funding, improvements, etc.

crash locations are consistent with concentrations of unhoused

We need more traffic law enforcement.

Social Media

Thinking about the safety information just presented, please tell us: What have we missed?

Breaking down the year over year comparisons into the categories presented to help drill down

More specific data on downtown stats since it's mostly low speed traffic.

Any DUI's that make up the collisions, particularly the KSI's

We need more traffic law enforcement.

What is considered downtown?

How do we compare to other cities/statewide?

Using all collision severity to help better identify patterns at specific locations.

Lots of data, would be helpful to see in side by side charts

Thinking about the safety information just presented, please tell us: What have we missed?

What are the major trends identified by consultants?

Social media posts - spreading awareness/need from the city for project



PUBLIC ENGAGEMENT

Engagement and Outreach Summary: Phase 1



- 6** Pop-ups
- **179** Participants



- Virtual Workshop
- **10** Participants
 - **11** Q&A



- Public Input Web Map
- **55** Comments
 - **11** Likes/Dislikes



Engagement and Outreach Phase 1: Feedback

Common concerns:

- Speeding
- Insufficient Traffic Controls
- Maintenance Issues
- Connectivity Challenges
- Sighting

Tell us about walking and biking in Modesto

Use the buttons below to provide feedback on destinations you'd like to walk or bike to, routes that function well or need improvement, and barriers to walking or biking.

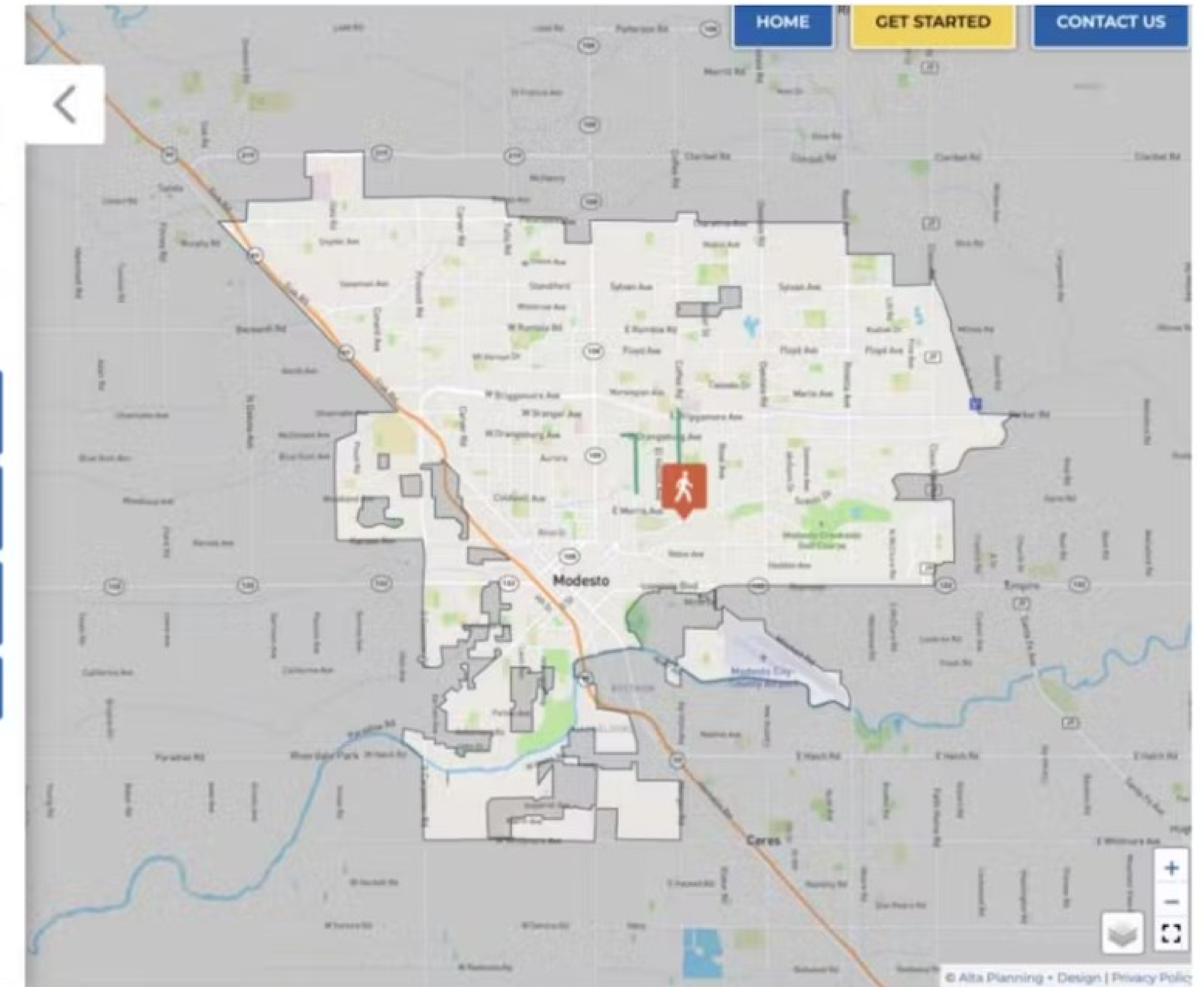
Destinations you currently or would like to access by walking or biking

Walking or biking routes that work well or that you frequent

Walking or biking routes that need improvement

Barriers to walking or biking

Check out the map to see what other visitors have already suggested, and click or tap any point or route to see more details. If someone has placed a point or route that you agree with, click its "Like" button to add your support.





Engagement and Outreach – Mentimeter Poll

- How can we increase the reach of our engagement in Phase Two?
- How can we effectively communicate about road safety with the public?
- Is there anything else you would like to tell us?

How can we increase the reach of our engagement in Phase Two?

Send it to our dozens for community groups. Also through our schools.

Use social media.

- Create poster/flyer that can easily be shared out. - Attend school functions to present info

Local bicycle shops

Targeted outreach to with parents Have Spanish-only events

*of community groups...

Perhaps sending it through parent communication platforms through schools

Reach out to individual partners and have conversations with them

How can we increase the reach of our engagement in Phase Two?

Community events for outreach

Have you reached out or presented to our local bicycle clubs? CdV (Ciclistas de Valle) or the Fun Sport Race Team
Also, posting at Bicycle shops.

More aggressive social media campaign, attaching to already planned events (farmers market, etc.), plan on ideal weather days.

Determine key school district staff to participate to include K-12 and the community college.

Neighborhoods Inc.

Mix of traditional (Mod Bee advertisements, hard copy notices) and modern (NextDoor, mobile device interaction/QR codes at physical locations). Phone tree for older folks in tight-knit communities

Trying to get community champions

Create short video with info that can be shared

How can we increase the reach of our engagement in Phase Two?

Local tv channels - 3, 10 and 13.

Utilize community electronic kiosks.

Letters of support from orgs

Coordinate with local social media influencers

Share through Councilmembers and Mayor for them to share through their networks.

MORA (Modesto Outdoor Recreation Alliance) can also post on our website

Village one neighbors

Once again -social media videos/posts Ensure it's in the grade language people will understand

How can we increase the reach of our engagement in Phase Two?

Portland Oregon had
the safety Sasquatch!

How can we effectively communicate about road safety with the public?

We should create a road safety mascot that appears in schools, nonprofit events.

Presentations to community groups

Local tv stations and neighborhood groups.

Community Newsletter

Pilot projects and programs/tactical urbanism interventions.

Social media- videos and posts in grade language the overall community will understand

School programs.

Social media (easy visuals and videos) with some key data points and 3 things (or something catchy) they can do to help

How can we effectively communicate about road safety with the public?

Collaborate with organizations

Flyers (etc) that can be shared and customized for various audiences

I'm looking forward to making changes regarding safer streets.

2. Kid in crosswalk + vehicle

driver's perspective

Is there anything else you would like to tell us?

You're invited to come
present at Sylvan USD

Keep working, other
obstacles will come up. We
have to never stop thinking
Said council member
Williams

Let's do this!

Thank you for including
schools



TRAFFIC SAFETY CAMPAIGN



Campaign Overview



Target Audience:
Adult and teen drivers in Modesto



Overall Goal:
Reduce pedestrian-involved crashes in school zones.

Timeline

April 7:
Campaign Launch

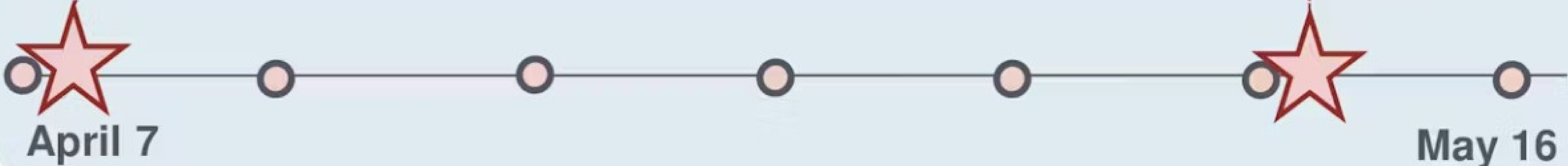
May 8:
National Walk & Roll to School Day

Survey

Quiz follow-up emails

Online quiz & pledge available

Paid media, social media, community engagement, & education campaigns





Campaign Overview

Goal	Tactic				
	Paid Media & Promotion	Online Quiz & Pledge	Education for Students & Parents	"Norming" items (e.g., yard signs)	Follow-up Email Campaigns
Increase community awareness of speeding and not stopping for people in crosswalks as a pedestrian safety issue	x	x	x	x	
Increase adult and teenage driver adherence to city speed limits and crosswalk laws		x		x	x
Increase public awareness of traffic safety issues in school zones	x		x	x	





Campaign Feedback

Mentimeter Exercise

- Vote for your favorite:
 - Campaign design concept #1
 - Campaign design concept #2
 - Campaign design concept #3
- Vote for your favorite:
 - Slogan & sub-message
 - Call-to-action
- Tell us what you like most about your selections or any other general feedback you have



1. Merged Stop Sign/Crosswalk Sign

**Don't Rush
the Walk**
Let Kids Cross

Test your knowledge with the traffic safety quiz
ModestoSafeStreets.com

A graphic for a merged stop sign and crosswalk sign. It features a red octagonal stop sign with a white border and two white silhouettes of children walking. The sign is mounted on a metal pole. The background is a dark teal color with a radial pattern. The text "Don't Rush the Walk" is in white, and "Let Kids Cross" is in orange. At the bottom left is the City of Modesto logo, and at the bottom right is a QR code and the text "Test your knowledge with the traffic safety quiz ModestoSafeStreets.com".



2. Kid in Crosswalk + Vehicle



**Don't rush
the crosswalk**
Keep kids safe

Take the quiz & commit to safety at
ModestoSafeStreets.com





3. Kid in Crosswalk from Driver's Perspective

Let kids cross.
Don't rush the walk.

Test your knowledge with the traffic safety quiz
ModestoSafeStreets.com

The image shows a young boy with a red backpack walking across a crosswalk, viewed from a driver's perspective. The text "Let kids cross. Don't rush the walk." is overlaid on the image. In the bottom left corner, there is a QR code and the text "Test your knowledge with the traffic safety quiz ModestoSafeStreets.com". In the bottom right corner, there is a smaller version of the City of Modesto logo.



Design Concepts



1. Merged stop sign/crosswalk sign

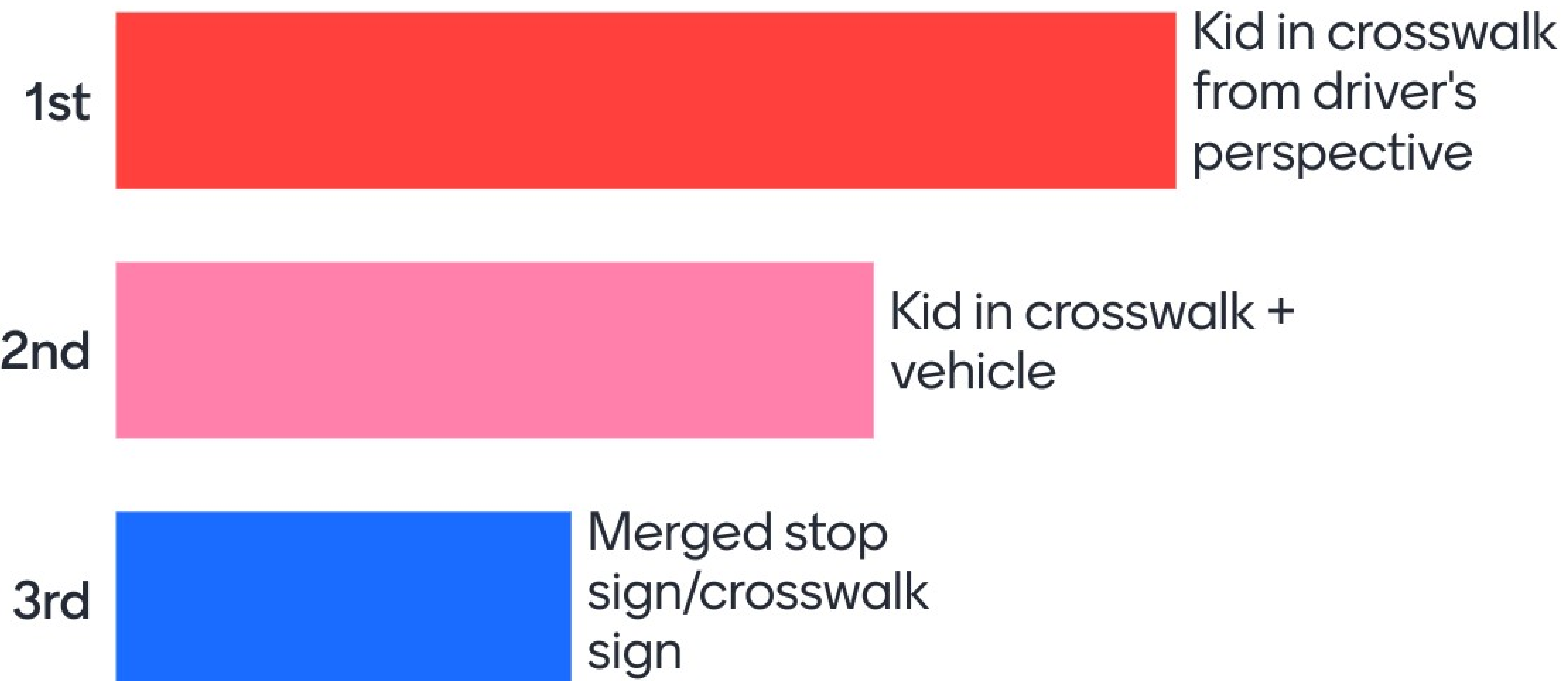


2. Kid in Crosswalk + Vehicle

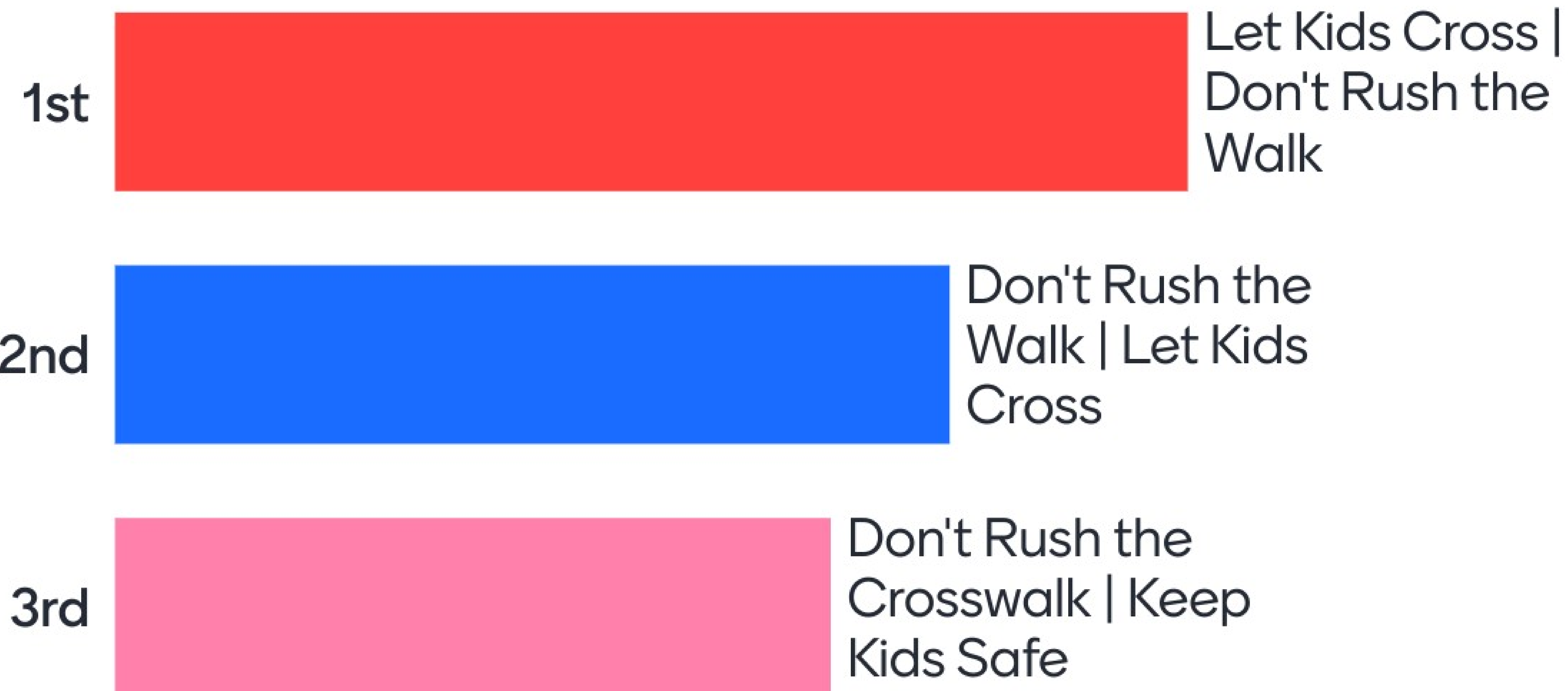


3. Kid in Crosswalk from Driver's Perspective

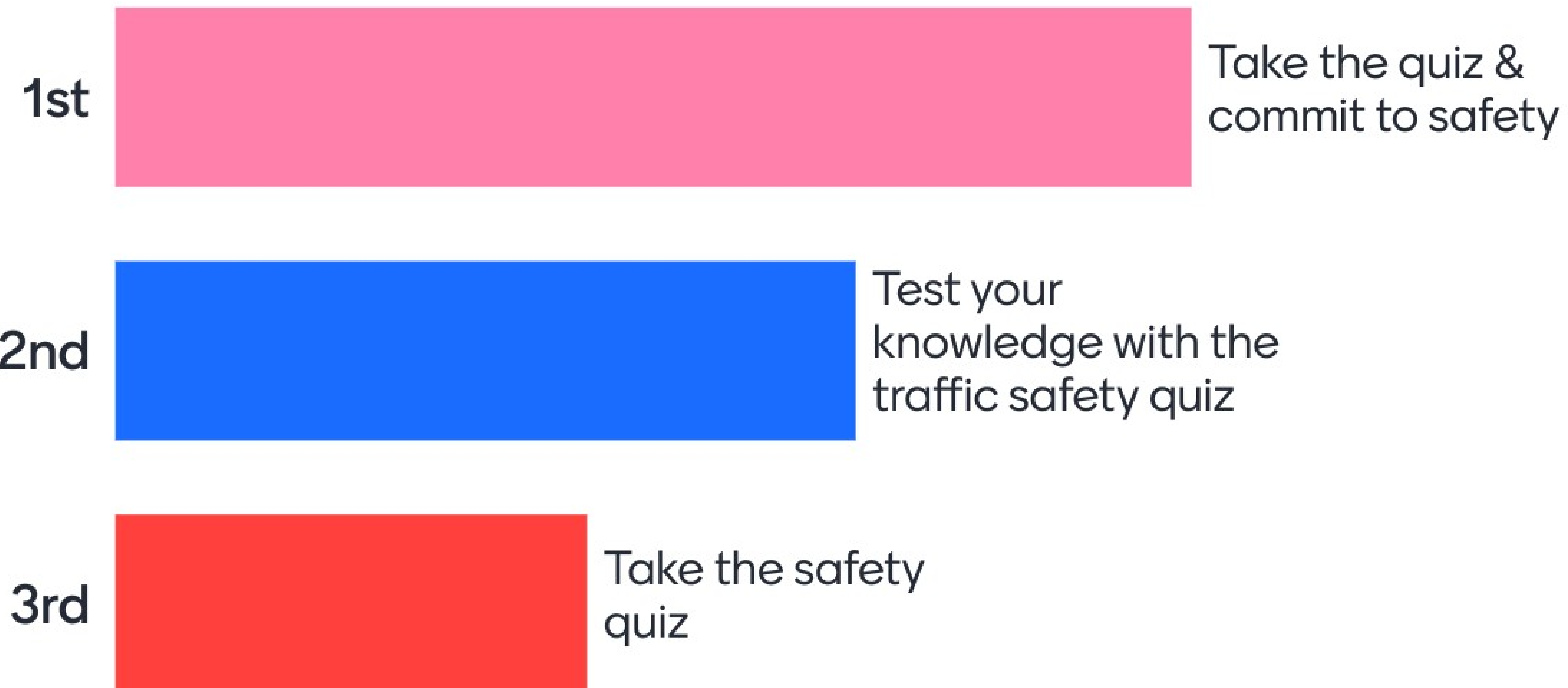
Rank the design concept options.



Rank the slogan/sub-message options.



Rank the call-to-action options.





Get Involved

- Photography model volunteers
- Disseminate information, including yard signs
 - What communication channels could we use?



NEXT STEPS



Recent & Upcoming Activities: Winter/Spring 2025

- Finalize Existing Conditions Analysis (Q1)
- Implementation Strategy Development
 - Recommendation Framework (Q1)
 - Draft Recommendations (Q1/Q2)
 - Safety Demonstration Guide (Q2)
- Engagement
 - Plan and Conduct Phase 2 Engagement: Draft Recommendations Q1/Q2)
- Safety Education Campaign Pilot Development
 - Finalize Messaging and Design (Q1)
 - Campaign Production (Q1/Q2)
 - Campaign Implementation (Q2)



Next Safety Task Force Meeting



Time: Early spring date for Task Force Meeting #3

Meeting Format: Virtual Meeting

Topic:

- Draft Implementation Strategy Updates
- Safety Education Campaign Pilot Update
- Phase 2 Engagement Approach and Strategies



OPEN DISCUSSION



Open Discussion



