



CITY OF GLENDALE CALIFORNIA
REPORT TO TRANSPORTATION & PARKING COMMISSION

August 25, 2014

AGENDA ITEM

Report Regarding Recommendations to Improve Pedestrian Safety in the City of Glendale.

COMMISSION ACTION

Public Hearing Ordinance Consent Calendar Action Item Report Only

Approved for **August 25, 2014** calendar

ADMINISTRATIVE ACTION

Submitted by:

Roubik Golanian, Director of Public Works

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Prepared by:

Anush Beglaryan, Administrative Assistant

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Reviewed by:

Bobby Aldesco, Assistant City Attorney

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RECOMMENDATION

Staff seeks feedback from the Transportation and Parking Commission regarding staff recommendations to improve pedestrian safety in the City of Glendale. The Commission's comments will be included in staff's report to the City Council, tentatively scheduled for October 7, 2014.

BACKGROUND/ANALYSIS

The City of Glendale continues to have an unacceptable number of automobile / pedestrian traffic collisions. The demographic of the individuals in these fatal collisions has consistently remained the City of Glendale's older pedestrian population. Speeding, distracted driving, and jaywalking pedestrians are significant problems that endanger the drivers and pedestrians of our city. In order to make significant and lasting reductions in preventable pedestrian and vehicle traffic collisions, the assistance and support of the entire community is necessary.

On October 28, 2013 the Transportation & Parking Commissioners held a discussion regarding the formation of a sub-committee which would discuss, analyze, and provide recommendations for pedestrian safety within the City. As a result, the Pedestrian Safety Task Force (PSTF) was created. The Pedestrian Safety Task Force is comprised of City Staff from Public Works Engineering Division and Maintenance Services, two members of the Transportation and Parking Commission along with a Planning Commissioner, Walk Bike Glendale, the Glendale Transportation Management Association, Homeowner's Coordinating Council, Glendale Unified School District, and other organizations. Since the establishment of the Task Force, there have been 5 meetings where the members have identified and prioritized key tasks, developed strategies and goals to prevent pedestrian injuries and promote pedestrian safety.

The City of Glendale in partnership with the Office of Traffic Safety, SafeTREC, and California Walks held a community workshop on pedestrian safety on April 17, 2014. The community workshop brought together residents, organizations and pedestrian safety advocates to develop shared strategies to promote a safer walking environment. Also, on the same day, the Task Force members participated in an afternoon workshop with the Directors of California Walks and SafeTREC regarding various approaches to pedestrian safety, focusing on the 6E's: Empowerment, Evaluation, Engineering, Enforcement, Education, and Encouragement. In addition, a walkability assessment was conducted to evaluate potential problems on streets such as Glendale Avenue, Brand Boulevard, Broadway Street, Colorado Avenue, and Wilson Avenue. The Task Force members formed groups to discuss and provide concrete recommendations for TPC's consideration. Following the workshop, the Task Force members held a follow up meeting to prioritize, assign tasks, and set timeframes for the recommendations. After extensive discussion, the Task Force members collectively decided to focus on: Engineering, Enforcement, and Education. The recommendations in general are as follows:

ENGINEERING RECOMMENDATIONS

1. Expand High Visibility Crosswalk Policy
 - Current policy limits placement of high-visibility ladder crosswalks to areas within and adjacent to school zones as well as un-controlled crosswalks.
2. Establish Prioritization Process for Restriping Crosswalks
 - Create a policy and seek funding for restriping crosswalks.
3. Stripe Additional Advance Yield Lines & Restripe Faded Advanced Yield Lines

- Restripe advance yield lines that have faded as well as implement additional advance yield lines citywide.
- 4. Spot Improvements (Hotspots)
 - Implement hot spot improvements as part of current or upcoming Engineering projects.
- 5. Develop A Prioritization Process for Implementation of Bulb-outs, Leading Pedestrian Intervals & Pedestrian Scrambles
 - Process to implement bulb-outs/curb extensions, and pedestrian scrambles (crossing permitted in diagonal directions)
- 6. Pilot Program
 - Identify and implement locations for temporary curb extensions or squaring-off intersections with temporary materials
- 7. Action Plan
 - Implement and finalize the draft Pedestrian Safety Action Plan

ENFORCEMENT RECOMMENDATIONS

1. Expand Implementation of Speed Feedback Signs
 - Purchase and install additional speed feedback signs as funding becomes available. There are currently 4 mobile speed feedback signs in the City.
2. Review Public Request Process for Mobile Glendale Police Department Warning Signs
 - Enhance existing MyGlendale app and create a FAQ webpage
3. Support Existing Hotspot Enforcement & Pursue Ongoing Funding
 - Seek grants for additional enforcement
4. Explore the feasibility of Administrative Tickets for Pedestrian Safety Violations
 - Establish a ticketing process for pedestrian safety law violations and look into having online classes for first time violators similar to traffic school
5. Increase Reach of Enforcement Efforts Through Media
 - Create campaigns, social media sites, and press releases

EDUCATION RECOMMENDATIONS

1. Allocate/Secure Funding to Develop Suite of Professionally Designed Education materials & Develop Hands-on Education Methods
 - Research and secure funding – for example, the Active Transportation Program (ATP) grants, to develop hands-on educational methods for pedestrians.
2. Establish Pilot Area for Intensive Pedestrian Safety Education Campaign
 - Set up a system of disseminating existing material in a more effective way.
3. Cultivate Community Partnerships & Engage Local Businesses to Broadcast Pedestrian Education Messages
 - Work with Glendale Unified School District and GCC, as well as other local businesses to enlist their involvement to disseminate information on pedestrian safety. In addition, plan and organize various forms of outreach

Each of the recommendations have been prioritized and a Task Force member has been assigned with the tasks associated with implementing the recommendations. The recommendations will then be presented to the City Council for consideration and further action. TPC input will be presented to the City Council tentatively scheduled for October 7, 2014.

FISCAL IMPACT

This report currently does not require any expenditure of funds. Staff has applied for and was successful in obtaining a \$500,000 Active Transportation Program grant from the California Transportation Commission, to use towards planning for pedestrian safety and traffic safety improvements.

EXHIBITS

- A. City of Glendale – Pedestrian Safety Task Force Recommendations

**City of Glendale
Pedestrian Safety Task Force Recommendations
August 2014**

ENGINEERING RECOMMENDATIONS

- Amend High Visibility Crosswalk Policy, establish/clarify Prioritization Process for Restriping Crosswalks/ Develop Prioritization Process for Implementation of Bulb-outs, Leading Pedestrian Intervals & Pedestrian Scrambles

Task 1: Review/amend existing Crosswalk Policy to include pedestrian collision hotspots and other destinations such as schools, senior centers, parks, etc.

TEAM: Stephanie Landregan
TIMEFRAME : December 31, 2014
PRIORITY: High

- Stripe Additional Advance Yield Lines & Restripe Faded Advanced Yield Lines Citywide/Spot Improvements (Hotspots)

Task 2: Implement hot spot improvements as part of current or upcoming Engineering projects, restripe faded crosswalks City wide as well as striping additional advance yield lines.

TEAM: Wayne Ko
TIMEFRAME : Ongoing
PRIORITY: High

- Task 3: Pilot Program – Identify and Implement locations for temporary curb extensions or squaring off intersections with temporary materials

TEAM: Wayne Ko
TIMEFRAME : March 31, 2015
PRIORITY: High

- Task 4: Action Plan - Implement and finalize the draft Pedestrian Safety Action Plan

TEAM: Wayne Ko & Fred Zohrehvand
TIMEFRAME : December 31, 2015
PRIORITY: High

ENFORCEMENT RECOMMENDATIONS

- Citywide Implementation of Speed Feedback Signs

Task 1: Purchase and Install additional speed feedback signs as funding becomes available.

TEAM: Wayne Ko
TIMEFRAME : In Progress
PRIORITY: Medium

- Review Public Request Process for Mobile Glendale Police Department Warning Signs

Task 2: Enhance existing MyGlendale app for mobile phone

TEAM: Erik Yesayan, Erika Kampe & Tamar Hadjimanoukian
 TIMEFRAME : December 31, 2015
 PRIORITY: Low

Task 3: Create an Enforcement- Frequently Asked Questions (FAQ) webpage

TEAM: Kathy McClure & Glendale Police Department
 TIMEFRAME: December 31, 2014
 PRIORITY: Medium

- Support Existing Hotspot Enforcement & Pursue Ongoing Funding

Task 1: Seek grants for additional enforcement

TEAM: Harout Bouzikian (GPD)
 TIMEFRAME : December 31, 2014
 PRIORITY: High

- Explore the feasibility of Administrative Tickets for Pedestrian Safety Violations

Task 3: Establish a ticketing process for those who violate pedestrian safety laws. Identify funding sources as well as a mechanism to track and follow up on the tickets. Explore option of having online classes for first time violators, similar to traffic school.

TEAM: Harout Bouzikian (GPD) & Fred Zohrehvand
 TIMEFRAME : In Progress
 PRIORITY: Medium

- Increase Reach of Enforcement Efforts Through Media

Task 4: Set up social media sites and campaigns, as a way to communicate to the public. Explore idea of having press releases.

TEAM: Erik Yesayan & Tamar Hadjimanoukian
 TIMEFRAME : Ongoing
 PRIORITY: High

EDUCATION RECOMMENDATIONS

- Allocate/Secure Funding to Develop Suite of Professionally Designed Education materials & Develop Hands-on Education Methods

Task 1: Research and secure funding – For example, the Active Transportation Program (ATP) grants to develop hands-on educational methods for pedestrians.

TEAM: Fred Zohrehvand
 TIMEFRAME : Ongoing
 PRIORITY: High

Task 2: Increase educational outreach and enlist local businesses to help raise awareness and educate their customers on pedestrian safety (flyers, handouts, banners with catchy messages, etc...)

TEAM: Kara Sergile
TIMEFRAME : Ongoing
PRIORITY: High

- Establish Pilot Area for Intensive Pedestrian Safety Education Campaign

Task 3: Set up a system of disseminating existing material in a more effective way - Enlist the assistance of the Glendale Galleria, Americana at Brand, and Downtown Glendale Association (DGA) to get the word out on pedestrian safety, centralize the material and quantify progress.

TEAM: Erika Kampe & Kathy McClure
TIMEFRAME : December 31, 2014
PRIORITY: High

Task 4: Contests and Innovative measures

- A. Poster/essay contest - Maro Yacoubian
- B. Film competition – Erik Yesayan
- C. Establish Pedestrian Safety Month – Kara Sergile
- D. Explore idea of having key figures (Council Members, Officials, Law Enforcement) wear orange colors to raise awareness. – Erik Yesayan

TEAM: Kara Sergile, Erik Yesayan, Maro Yacoubian
TIMEFRAME : Ongoing
PRIORITY: Medium

Task 5: Establish a pilot program for pedestrians to utilize orange flags while crossing streets.

TEAM: Maro Yacoubian
TIMEFRAME : November 2014
PRIORITY: Medium

- Cultivate Community Partnerships & Engage Local Businesses to Broadcast Pedestrian Education Messages

Task 6: Work with GUSD and GCC, as well as other businesses such as Brand Boulevard of Cars, DGA, Chamber of Commerce, in order to get them more involved in helping to disseminate information on pedestrian safety and educate their customers.

TEAM: Kathy McClure, Erika Kampe, Kara Sergile
TIMEFRAME : Ongoing
PRIORITY: High

Task 7: Plan and organize other forms of outreach and education such as:

- A. Public Service Announcements
- B. Banners
- C. Digital Billboards
- D. Newsletters
- E. Focus Groups

TEAM: Erik Yesayan, Maro Yacoubian, Kara Sergile, Anush Beglaryan, Tom Lorenz
TIMEFRAME : Ongoing
PRIORITY: High