



October 2020

La Jolla, Placentia Community Pedestrian & Bicycle Safety Training Summary and Recommendations

Community Pedestrian & Bicycle Safety Training and Action Planning

Creating Safer Streets for Walking and Biking



Funding for this program was provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration.



Acknowledgements

A special thank you to the Planning Committee for inviting us into their community and partnering with us to make La Jolla, Placentia, a safer place to walk and bike! Thanks to LOT318 and the Whitten Community center for securing participation from La Jolla residents, students, and parents. La Jolla neighborhood residents care deeply about their community and the safety of their families and children. Entire families, including parents and school-aged children, sat in front of their computers, tablets, and smartphones to participate in this virtual CPBST. Both parents and children participated fully by sharing their experiences as expert testimony of the neighborhood's current conditions and potential solutions.

Planning Committee

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Thank you to the City of Placentia Community Services Department for providing Spanish to English interpretation services in support of this training. We would also like to acknowledge the community members, parents and students of Melrose Elementary School, Valadez Middle School Academy, Fletcher Elementary School, and Valencia High School, who participated in the workshop. Their collective participation meaningfully informed and strengthened the workshop's outcomes.

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Executive Summary

The Community Pedestrian and Bicycle Safety Training (CPBST) is a statewide project of California Walks (Cal Walks) and the University of California at Berkeley's Safe Transportation Research and Education Center (SafeTREC). The CPBST program engages residents and safety advocates to develop community-driven action plans to improve walking and biking safety in their communities.

La Jolla is a neighborhood within the City of Placentia. The La Jolla, Placentia CPBST was collaboratively planned and facilitated by The City of Placentia, the Planning Committee, Cal Walks, and SafeTREC (Project Team) to:

1. Improve walking and biking in the La Jolla Community; and
2. Empower the La Jolla youth to develop and implement walking and biking safety plans and educational events in their community.

The virtual training on September 17, 2020 consisted of:

- Walking and biking assessments along three (3) key routes;
- An overview of the 3 E's strategies to improve walking and biking safety using the intersectional 3 E's framework including: Equity, Engineering, and Education; and
- Action-planning sessions to prioritize and plan for community programs, and infrastructure projects.

Data

The Project Team and Planning Committee reviewed data which demonstrated a safety concern in the area. Over the 10-year period, 2009 to 2018, pedestrian injuries and bicycle injuries appeared to be stable. From 2014 to 2018, there were 11 pedestrian victims and five bicycle victims in the La Jolla neighborhood of Placentia. A full discussion of pedestrian and bicycle crashes can be found in the CPBST report.

Walking & Biking Assessment

Workshop participants conducted walking and biking assessments along three (3) key routes that residents in La Jolla travel to access schools, parks and business. Participants were asked to:

- Identify community assets;
- Assess infrastructure conditions; and
- Observe how road users are engaging with the built-environment.

Participants shared the following reflections:

- There is enough street lighting along the North Placentia Avenue overpass to feel safe walking and biking at night;
- The fluorescent pedestrian crossing sign, Rectangular Rapid Flashing Beacon (RRFB) and speed feedback sign at the West La Jolla Street/Lawrence Street intersection has helped improve pedestrian safety;
- Community organizations like LOT318 and the Whitten Center's community services staff are connected and trusted members of the La Jolla community, making them an asset to the community;
- Participants cannot cross Orangethorpe Avenue, an 8-lane corridor within the signal timing phase;
- Drivers fail to yield to pedestrians at marked and unmarked crosswalks throughout the community;

PLANNING COMMITTEE

The planning committee consisted of representatives from OC Health Care Agency, Community Action Partners of Orange County, LOT318, Latino Health Access, and the City of Placentia Community Services Department.

WORKSHOP PARTICIPANTS

Workshop participants were community members, parents and students of Melrose Elementary School, Fletcher Elementary School, Valadez Middle School Academy, Valencia High School, LOT318 and/or representatives from the Planning Committee.

For a more detailed discussion of the workshop, please download the full report on [SafeTREC](#) or [Cal Walks](#) websites.

Funding for this program was provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration.

Participants shared the following reflections: (continued from above)

- Drivers appear to be driving above the 35 m.p.h. posted speed limit along West La Jolla Street and above 40 m.p.h. posted speed limit along South Placentia Avenue and Orangethorpe Avenue
- Participants fear for their safety on the West La Jolla Street overpass because drivers appear to be speeding in the downturn.
- Parents and students expressed concern about gang activity and police presence in the La Jolla neighborhood.
- The lack of bike lanes, bike facilities, or parks in the La Jolla community forces residents onto streets and sidewalk,
- Residents expressed concern about driver speed;
- Participants say it is difficult to travel with a stroller or side-by-side along Orangethorpe because electrical boxes and poles narrow the sidewalks along both sides of the street and the cracked pavement is common;
- The lack of shade trees makes it uncomfortable to walk during high summer temperatures; and
- Students shared that they are not allowed to walk or bike to and from school because their parents feel West La Jolla Street is unsafe.

Community Recommendations

During the action planning sessions, participants prioritized and outlined preliminary plans for the following community programs and infrastructure projects aimed at increasing the health and safety of the community:

- Cell Phone Use Community Educational Campaign;
- Traffic Calming Along South Melrose Street and West La Jolla Street; and
- Placentia Bicycle Club.

Cal Walks & SafeTREC Recommendations

The following are recommendations for bicycle and pedestrian safety improvements:

- Conduct a community tree and landscaping assessment;
- Develop a bicycle violation diversion program to reduce financial burden and barrier to bicycle transportation and recreation;
- Establish a Bicycle and Pedestrian Advisory Committee (BPAC);
- Consider installing pedestrian safety improvements at the intersection of South Melrose Street and La Jolla Street;
- Design a road safety campaign that provides safety messaging to reduce unsafe driver behaviors near schools, parks, community centers, and other areas with high pedestrian activity;
- Develop a skatepark student advisory board to consider constructing a skatepark in the La Jolla neighborhood; and
- Collaborate with the City of Anaheim on the West La Jolla overpass Improvements.



A memorial for a Melrose Elementary School crossing guard in front of the school sign.

Introduction

The Community Pedestrian and Bicycle Safety Training (CPBST) is a statewide project of California Walks (Cal Walks) and the University of California at Berkeley's Safe Transportation Research and Education Center (SafeTREC). The CPBST engages residents and safety advocates to develop a community-driven action plan to improve walking and biking safety in their communities.

The La Jolla, Placentia CPBST was collaboratively planned and facilitated by the Planning Committee, Cal Walks, and SafeTREC (Project Team) to:

1. Improve walking and biking in the La Jolla Community; and
2. To empower La Jolla youth to develop and implement walking and biking safety plans and educational events in their community.

The virtual training took place on Thursday, September 17, 2020 and convened about 40 participants, including parents and students of Melrose Elementary School, Fletcher Elementary School, Valadez Middle School Academy, Valencia High School staff and LOT318 participants, La Jolla community groups, Latino Health Access, Move More Be Healthy, Placentia, and Placentia Community Services.

The training consisted of:

- Walking and biking assessments along three (3) key routes;
- An overview of the 3 E's strategies to improve walking and biking safety using the intersectional 3 E's framework including: Equity, Engineering, and Education; and
- Action planning sessions to prioritize and plan for community programs, and infrastructure projects.

This report summarizes the workshop proceedings, including the community and Project Team's recommendations for community programs, and infrastructure projects to improve walking and biking safety in La Jolla, Placentia.

The Planning Process



Step 1: Assemble a Planning Committee - May 2020

- Enlist key stakeholders to serve as the Planning Committee to define the CPBST workshop goals and refine curriculum to meet the community's needs



Step 2: Review and Analyze Existing Plans and Data - June 2020

- Review existing community documents (policies and plans)
- Analyze injury collision data and identify trends



Step 3: Conduct CPBST Site Visit - August 13, 2020

- Review current pedestrian and bicycle safety data and conditions
- Discuss workshop logistics
- Conduct preliminary walk assessments
- Identify instructional activities and goals for the workshop
- Develop outreach and recruitment plan for the workshop



Step 4: Conduct CPBST Workshop- September 17, 2020

- Conduct a walking and/or biking assessment
- Participate in workshop instructional activities
- Develop an action plan, including identifying actionable next steps for advancing workshop goals



Step 5: Implement CPBST Actions - Ongoing

- Review CPBST report summarizing workshop proceedings and recommendations
- Work with partners to secure resources for programs/projects identified during the CPBST
- Update California Walks and SafeTREC about changes as a result of the CPBST workshop

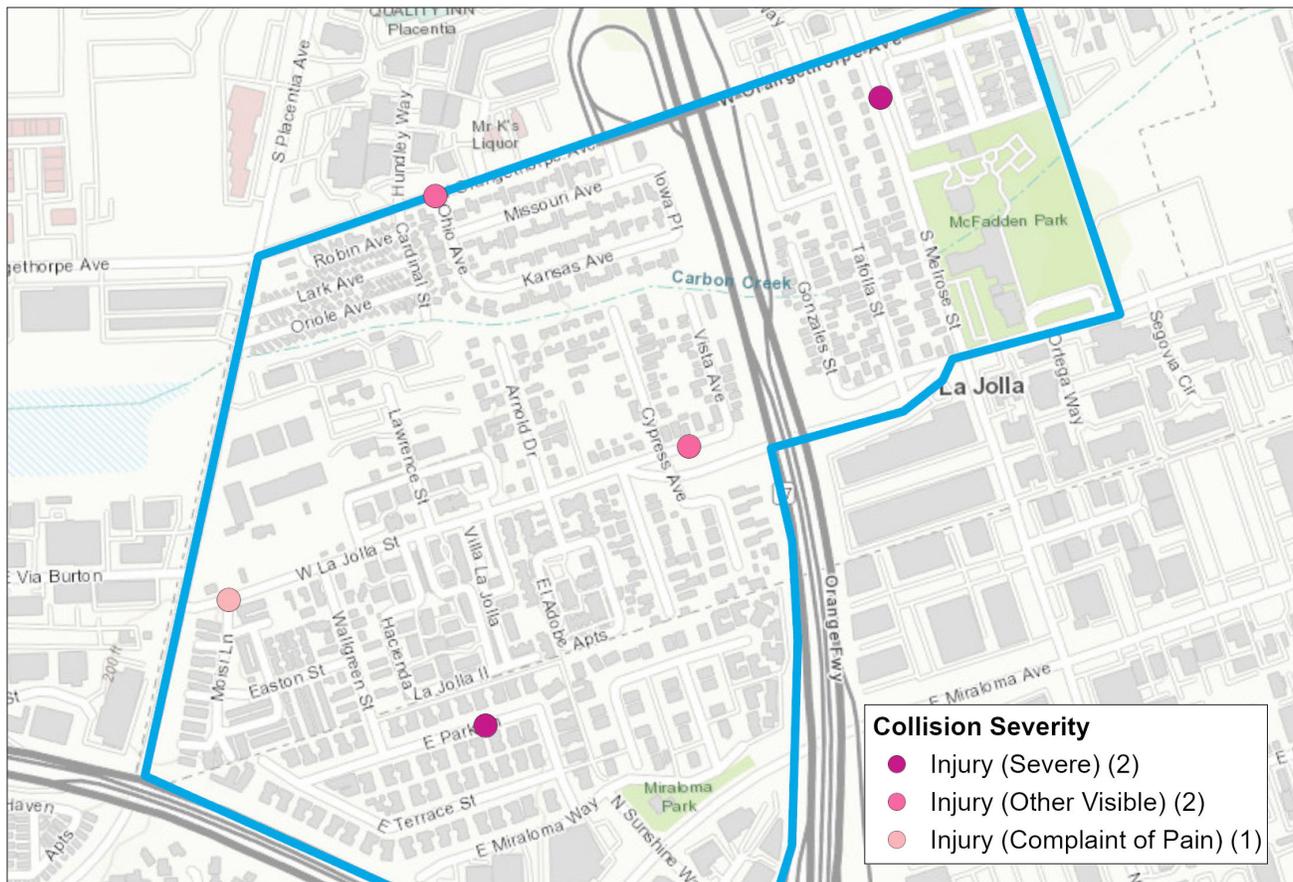
Bicycle Crashes

Over the 10-year period between 2008 and 2019, bicycle crashes appear to be stable. In the most recent five years of data available, 2014 to 2018, bicycle crashes were present both on larger roads such as Placentia Avenue, Orangethorpe Avenue, and Melrose Street and on neighborhood streets such as La Jolla Street and Park Lane. There were two severe crashes, one on Melrose Street and the other on Park Lane. Community members reported that some cyclists who pass through this area are commuters and the data reflects this, with most of the crashes occurring between 9:00 a.m. and 6:00 p.m. on weekdays. Three crashes, including one in the evening, occurred on a Monday. The primary crash factor for two (40%) of the crashes was failure to drive or ride on the right half of the roadway, and for another two (40%) the primary crash factor was speeding. The final crash was associated with driver failure to yield right-of-way when entering or crossing a road.³

There were five bicyclist victims, including two severe injuries (almost half of the total injured victims). There were no fatalities reported. Of the five injured cyclists, four (80%) were male. Three victims (60%) were between 15 and 34 years old, one injured cyclist (20%) was 65 or older, and the remaining one cyclist (20%) was between 5 and 14 years old. It is possible that minor injuries were not reported to police and thus not recorded in the database.

³ *These violations could have either been committed by a motor vehicle driver or bicyclist, since bicycles are considered vehicles and therefore must follow all the same rules of the road as vehicles.*

La Jolla, Placentia Bicycle Injury Crashes (2014-2018)



La Jolla Placentia Asset Map

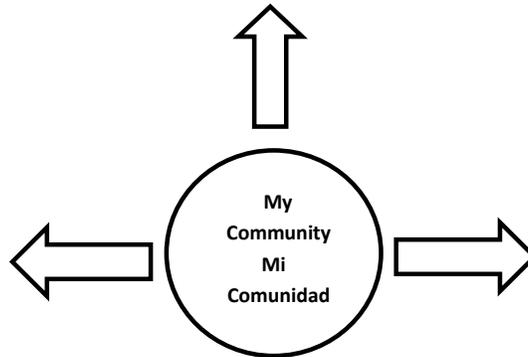
During the site visit, the Project Team led the Planning Committee through an Asset Mapping exercise to identify resources and assets in the La Jolla neighborhood that could help them achieve their walking and biking safety goals. Together, they identified the following resources and assets in the La Jolla community:

Personas/People

- Luiz Estevez, Public Works Director
- Felicita, Community Activist
- Yuvia Paz, Student Leader
- Ward Smith, Placentia Mayor
- Marilyn Anderson, Community Activist
- Melissa Arrvizu, Community Action Partner, Orange County
- Josh Correa Artist/ Community Activist
- Maddie Cuevas, Whitten Community Center Coordinator
- Letty Gali, Co-founder LOT318
- Scott Millsap, Traffic Sergeant

Organizations/ Organizaciones

- Community Action Partners of Orange County
- Santa Ana Active Streets
- LOT318
- Latino Heath Access



Institutions/ Instituciones

- Valadez Middle School Academy
- Melrose Elementary School
- Whitten Community Center

La Jolla, Placentia CPBST

In collaboration with:

California Walks | UC Berkeley SafeTREC | California Office of Traffic Safety

Community Services, Placentia | OC Health Care Agency|LOT318

Walking & Biking Assessment

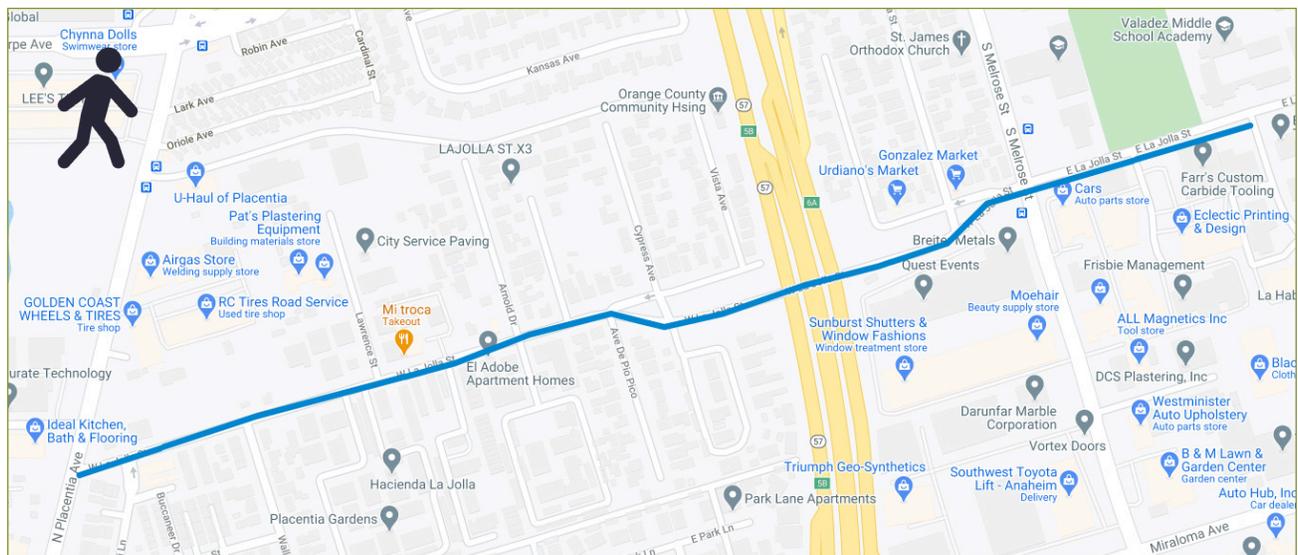
Routes

Along the 3 walking and biking assessment routes, participants were asked to:

1. Identify community assets;
2. Assess infrastructure conditions; and
3. Observe how road users are engaging with the built environment.

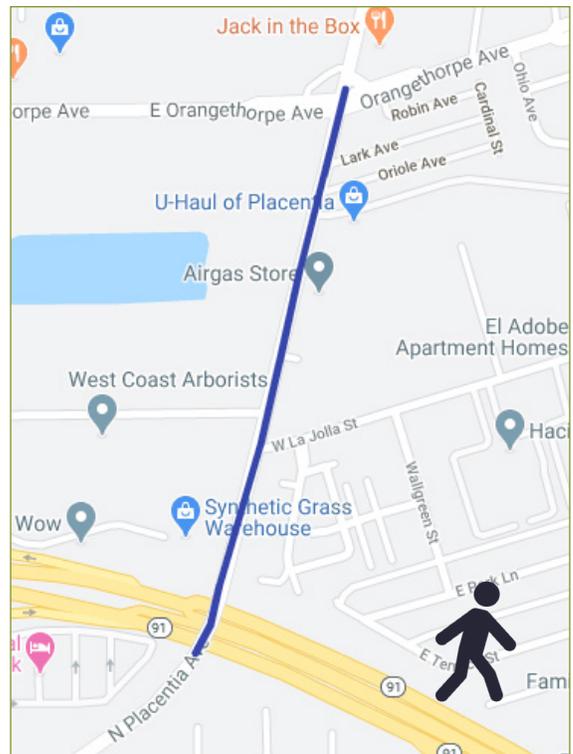
Route 1: East & West La Jolla Street

Focus: Residents and Melrose Elementary School and Valadez Middle School Academy students walk, skate, bike, and scoot along and over the West La Jolla Street overpass to access their homes, stores, schools, parks and community services.



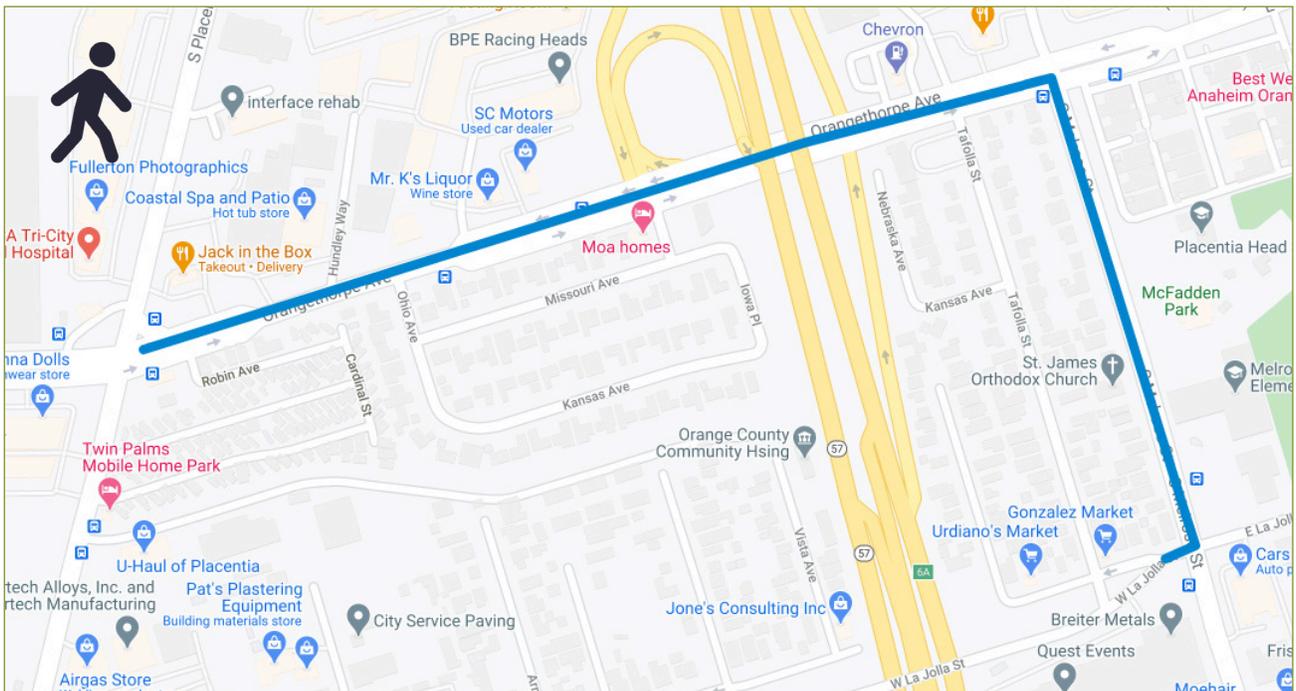
Route 2: California State Route 91 Overpass

Focus: Residents in the La Jolla neighborhood access the commercial area on State College Boulevard in Anaheim via South Placentia Road and the California State Route 91 overpass. Residents walk, bike, and drive over the overpass to get to work and access services.



Route 3: McFadden Park Whitten Center & Melrose Elementary School

Focus: Residents walk, bike, roll, and drive along Orangethorpe Avenue, South Melrose Street, and West La Jolla Street to access the Whitten Center, State Route 57, and Melrose Elementary School.



Walking & Biking Assessment Reflections

Following the walking and biking assessments, participants shared the following reflections:

Assets

- The fluorescent pedestrian crossing sign, RRFB and speed feedback sign at the West La Jolla Street/Lawrence Street intersection have helped improve pedestrian safety by drawing driver attention to the crosswalk. The crash data collected from the Statewide Integrated Traffic Records Systems (SWITRS) reported one visible pedestrian injury at this Lawrence Street intersection and one death at Walgreen Street. According to residents, there have been several pedestrian deaths near the Lawrence Street intersection.



Above: The RRFB at the West La Jolla Street/Lawrence Street intersection improves visibility between all road users at this intersection. *Bottom Left:* Flowers adorn a memorial for a Melrose Elementary School crossing guard in front of the school sign at Melrose Street's northwest corner. *Bottom Right:* Street-oriented lighting along the North Placentia Avenue overpass.

- Community organizations like LOT318 and the Whitten Center's community services staff are connected and trusted members of the La Jolla community. They have built community by providing resources and services such as community food banks, after school programs, and education around bike and pedestrian rights, rules, and advocacy.
- When school is in session, Melrose Elementary School has a teacher monitored the curbside student pick up/drop off program. Parents appreciate the program because it provides security and builds communication between parents and staff. In the pandemic, students and families miss their schools and school faculty and placed a memorial in front of the Melrose Elementary School sign for a crossing guard who passed away from health conditions.
- Participants felt that there is enough street lighting along the North Placentia Avenue overpass to feel safe to walk and bike at night.



Crossing Challenges

- Orangethorpe Avenue, at South Placentia Avenue, is an 8-lane corridor, with three westbound lanes, a westbound dedicated right-turn lane, and 4 eastbound lanes. Participants are unable to cross the 8-lane corridor within the signal timing phase and often have to run across. The wide corridor and high driver speeds coming off of California State Route 57 create opportunities for near misses between pedestrians crossing at all legs of the intersection, bicyclists along Orangethorpe Avenue and drivers traveling through.
- Students and families use the unmarked crosswalk at East La Jolla Street/Segovia Circle, directly in front of the Valadez Middle School Academy entrance as it is more convenient than crossing at the East La Jolla Street/Melrose Street intersection. Some parents drop off and pick up their children on Segovia Circle, resulting in their crossing at the unmarked crosswalk. Drivers tend not to look for pedestrians crossing at unmarked crosswalks, creating a crash risk.
- The South Melrose Street/La Jolla Street intersection sees high volumes of driver and pedestrian traffic from residents accessing community services, stores and parks along South Melrose Street. Participants shared concerns around crossing conflicts with drivers at the intersection. To address these concerns, LOT318 representatives reported that they have a walking education program along South Melrose Street from La Jolla Street towards the school to teach safe walking skills.



Above: Orangethorpe Avenue is a wide 8-lane corridor that encourages high driver speeds. Below: The unmarked crosswalk at Segovia Circle/East La Jolla Street, used by students and families to enter Valadez Middle School Academy. Bottom: Street-oriented lighting along the North Placentia Avenue overpass.



Road User Behaviors

- Drivers appear to travel above the 40 m.p.h. posted speed limit along South Placentia Avenue and Orangethorpe Avenue. There is a “freeway mentality” along eastbound Orangethorpe Avenue, as it approaches California State Route 57. Parents shared that they avoid both these arterial streets and prefer to walk along neighborhood streets, such as West La Jolla Street, to reach Melrose Elementary School and the Whitten Center on South Melrose Street.
- Drivers appear to be driving above the 35 m.p.h. posted speed limit along West La Jolla Street. They also tend to fail to yield at the stop signs on West La Jolla Street/Arnold Way. These behaviors pose a major safety concern because students often run to reach the school bus stop at this location.
- Parents and students are concerned about gang activity in the La Jolla neighborhood. Participants shared that teenagers are harassed by older gang-affiliated individuals at the school bus stop for Valencia High School at the La Jolla Street/Arnold Drive intersection and while patronizing at Peewee’s Market. Students and residents fear for their personal safety and for the safety of the youth.



The school bus stop to Valencia High School is on the left and Peewee’s Market is on the right of the West La Jolla Street/Arnold Way intersection.

- Participants shared that residents often run behind cars to hide from the police and are concerned about policing in the community.
- Drivers appear to travel above the 35 mph posted speed limit along West La Jolla Street, including over the overpass. Many students and parents walk along the overpass to get to and from the Whitten Center and Melrose Elementary School.
- The Orangethorpe Avenue/South Melrose Street interaction is heavily congested during arrival and dismissal times for the Whitten Center Head Start, Whitten Center, and Melrose Elementary School. Students shared that their parents prefer to park along the south side of South Melrose Street and ask them to cross Orangethorpe Avenue to be picked up to avoid parking due to the high volume of cars and high speeds of drivers.
- Residents shared that some drivers appear to be under the influence of intoxicants on the weekends and drive erratically in the residential neighborhood along West La Jolla Street, often crashing into parked vehicles. Residents are concerned that pedestrians will be hurt, in addition to private property.

Road User Behaviors (continued)

- Drivers appear to travel above the 40 m.p.h posted speed limit on the North Placentia Avenue overpass. Many speeding drivers traveling north on the overpass have crashed into the sidewalk and the wall where the overpass curves. Drivers traveling south on the overpass also appear to be speeding in the downturn. Participants fear for their safety on the overpass because it is a popular access point to the shopping center on State College Boulevard in the City of Anaheim. There are many apartment complexes with children playing on front lawns in this area as well.



Above: Some speeding drivers traveling north on the North Placentia Avenue overpass have crashed into the sidewalk where the overpass curves. *Below:* A family with young children on scooters cross Vista Avenue to access the West La Jolla Street overpass.

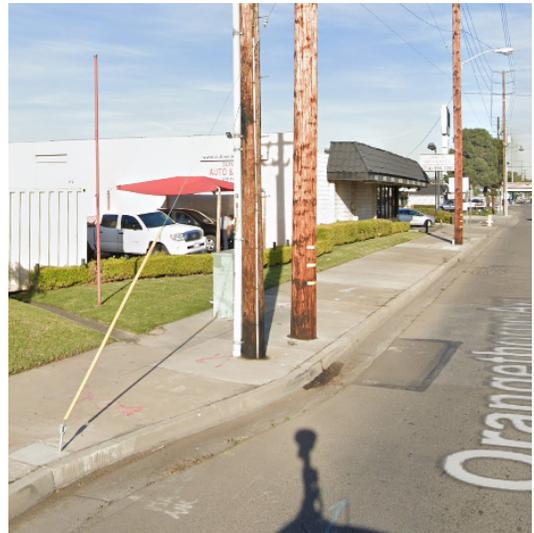
Lack of Green Space and Bike infrastructure

- There are no bike lanes or bike facilities or parks on the western end of the overpass through a densely populated neighborhood. LOT318 takes youth to bike at the beach because they say there are no safe places in their neighborhood. Skaters with access to a vehicle travel to the Miraloma Skate Park in Anaheim.
- Students walk, skate, and scoot to and from Valadez Middle School on the sidewalks along East La Jolla Street and Melrose Street creating potential conflicts and crashes between users. Participants often fear for their safety on the West La Jolla overpass, and students shared that they are not allowed to walk or bike to and from school because their parents feel West La Jolla Street is unsafe for them to walk alone.



Sidewalk Conditions

- Participants shared that electrical boxes and poles narrow the sidewalks along both sides of Orangethorpe Avenue, between South Placentia Avenue and South Melrose Street. This makes it difficult to travel with a stroller or to have two people walk side-by-side along Orangethorpe Avenue to access commercial and retail areas, including restaurants, car dealerships, and gas stations.
- The sidewalk on South Placentia Avenue ends abruptly, midway between Orangethorpe Avenue and West La Jolla Avenue. The City recently added mulch and planted small shrubbery where the sidewalk ends, instead of extending the paved sidewalk. Participants mentioned that the unpaved area was formerly an encampment for homeless residents, who were displaced in early 2020. While residents can now walk through this area, they anticipate people will walk in the street during the rainy season to avoid walking in wet dirt and mulch. Most bicyclists in the La Jolla neighborhood ride on the sidewalks to avoid traffic in the street. These bicyclists ride onto the street when they get to the unpaved portion and then back on the sidewalk in this area.



Above: Sidewalks along Orangethorpe Avenue, between South Placentia Avenue and South Melrose Street, vary in width and accessibility due to electrical boxes and electrical poles narrowing and blocking the sidewalk. Lower Center: The sidewalk is discontinuous along South Placentia Avenue making it difficult to navigate for people walking with strollers or people using assisted mobility devices. Bottom Right: Narrow sidewalks on both sides of the North Placentia Avenue overpass.



- The sidewalks on the North Placentia Avenue overpass are narrow and unprotected. Students and families walk and bicycle across the overpass on a daily basis to get to school and access community resources and shopping centers. Narrow sidewalks make walking with strollers, young children, and shopping carts feel unsafe, particularly if there are multiple people sharing the space. Pedestrians may walk into the street to let others pass and face traffic risk, especially as the overpass turns because it creates blind spots for anyone that might be in the middle of the road.



Road Conditions

- Orangethorpe Avenue, between State College Boulevard and South Melrose Street, is cracked and has many potholes. Bicyclists often avoid riding west on Orangethorpe Avenue because cracked pavement, potholes and shards of metal debris in the street can cause tire damage and falls. According to the City of Placentia’s [Citywide Pavement Rehabilitation & Maintenance Schedule](#), Orangethorpe Avenue is scheduled to be repaved in 2022-2023.



Upper Left: The western crosswalk at the South Placentia Avenue/Orangethorpe Avenue intersection is cracked and poses a tripping hazard to pedestrians crossing this intersection. *Upper Right:* Large trees provide shade for parents and students walking home along West La Jolla Street between Avenue de Pio Pico and Arnold Drive. *Lower Left:* Tree planting opportunity along the empty landscaping strip along Orangethorpe Avenue from Tafolla Street to South Melrose Street. *Lower Right:* A 2020 aerial view of South Melrose Street between Orangethorpe Avenue and West La Jolla Street reveals only a few large trees along the corridor.

Vegetation

- Summer temperatures are high and there are few shade trees, making it uncomfortable to walk. There are large shade trees along South La Jolla Street, beginning at Avenue de Pio Pico to South Placentia Avenue, but there are also many empty tree wells and landscape buffers where shade trees can be planted. There are no trees heading east along West La Jolla Street towards Placentia Avenue along the California State Route 57 overpass.
- There are overgrown bushes and shrubs along Orangethorpe Avenue, between South Placentia Avenue and South Melrose Street that narrow the sidewalk width.
- There are empty landscape strips and no shade trees along Orangethorpe Avenue between South Placentia Avenue and South Melrose Street making it uncomfortable to walk during the hot summer months.



Recommendations to Improve Walking and Biking Safety

Community Recommendations

During the action planning sessions, participants prioritized and outlined preliminary plans for community programs and infrastructure projects aimed at increasing the health and safety of the community. Participants considered the following programs and projects:

- Plant shade trees throughout the La Jolla neighborhood, especially along routes used by parents and students to travel to and from the Whitten Center and Melrose Elementary School, such as South Melrose Street, West La Jolla Street, and Orangethorpe Avenue;
- Install additional street lighting in the La Jolla neighborhood to improve visibility during low light and night time hours
- Install traffic calming measures to slow drivers along Orangethorpe Avenue, South Melrose Street, and West La Jolla Street;
- Install crossing improvements at the West La Jolla Street/Arnold Drive intersection, including pedestrian crossing signs, a RRFB, and truncated domes⁴ to improve safety for residents visiting Pee Wee’s Market;
- Restripe all roadway markings along South Melrose Street between Orangethorpe Avenue and West La Jolla Street;
- Install a high-visibility crosswalk at the East La Jolla Street/Segovia Circle intersection to improve student safety at Valadez Middle School Academy;
- Install bike lanes along West La Jolla Street for people to ride bikes and scooters in the La Jolla Community;
- Install high-visibility crosswalks at the West La Jolla Street/Arnold Drive intersection;
- Create a Safety Messaging Campaign around driving under the influence and driving at high speeds;
- Create a skatepark for the youth of the La Jolla Community;
- Create block parties in the La Jolla community;
- Create a Bike Club and Skate Club for the La Jolla youth;
- Install Share the Road signage along key routes to ensure drivers are sharing the road with bicyclists;
- Repave all roads with major cracks and potholes to prevent residents from tripping and injuring themselves;
- Install speed feedback signs along key areas in the community to deter speeding;
- Build communication and partnerships with the owners of the Pee Wee market to deter people from drinking and loitering outside of the store; and
- Create bike mechanic stations throughout the neighborhood with hydration stations so residents can fix their bikes easily and quickly.

The following tables summarize the recommendations identified as the highest priority by workshop participants.

⁴ Sometimes referred to as detectable warning strips, tactile paving, or detectable warning surfaces which are designed to assist pedestrians who are blind or visually impaired when they cross the street.

Project Name: Cell Phone Use Community Educational Campaign

Project Description: The Planning Committee will work with LOT318 to develop a community safety messaging campaign to deter all road users from using cell phones while traveling in the community. Participants were concerned about distracted drivers and pedestrians and would like to see people being more present and aware while traveling in the community.

Project Goals:

1. Heightened awareness and increased visibility between all road users in the community;
2. Build youth confidence and participation in creating an educational campaign for the community; and
3. Start the new year on a positive note for the youth and the community.

Action Steps	Timeline	Responsible Party	Resources
<p>Develop Educational Message</p> <ul style="list-style-type: none"> • Work with the community to develop safety messages targeting all road users, in English and Spanish • Develop small flyers and social media posts to be circulated in the community • Develop a plan for the logistics of the campaign 	Fall 2020	Planning Committee LOT318	The National Safety Council City of Eureka, Heads Up Pedestrian Safety Campaign Vision Zero Network: Don't be Distracted by Distracted Walking Office of Traffic Safety Grants (governmental agencies must apply)
<p>Youth VideoVoice Projects</p> <ul style="list-style-type: none"> • Work with the LOT318 youth to develop safety messages targeted towards youth • Develop VideoVoice projects that highlight how to walk and bike safely within the community • Develop a plan for how to release the youth video projects through social media 	December 2020	Planning Committee LOT318	PhotoVoice

Education Project Name: Traffic Calming Along South Melrose Street and West La Jolla Street

Project Description: LOT318 will collaborate with the City of Placentia Public Works Department to address high driver speeds in the La Jolla neighborhood and identify community supported traffic calming measures. The City should consider community identified traffic calming measures, including speed feedback sign and speed limit signage.

Project Goals:

1. Slower driver traffic on South Melrose Street and West La Jolla Street;
2. Reduce conflicts between drivers and pedestrians; and
3. Improve the safety of parents and students walking and biking in the community.

Action Steps	Timeline	Responsible Party	Resources
<p>Meeting with the City of Placentia Public Works Department and Placentia Police Department</p> <ul style="list-style-type: none"> • LOT318 to identify key City and Police Department staff contacts • LOT318 to schedule a meeting to review the La Jolla CPBST Summary & Recommendations report and discuss the community's concerns and priorities regarding driver speeds • LOT318 to propose the resident's recommendations for a speed feedback signs and speed limit signs • LOT318 to request educational materials from the Police Department to provide to drivers as a warning for speeding. Ticketing should be avoided because it can create undue financial hardships for the community. • LOT318 to request temporary police presence during school arrival and dismissal times to encourage drivers to respect the school speed limit. Participants shared that police presence may deter driver speeding while they wait for long-term improvements and educational signage to be installed. 	Fall 2020	LOT318 California Walks	<p>CPBST Recommendations Report</p> <p>SafeTREC Data Factsheet</p> <p>Rails to Trails: Tools to Advocate Locally for Safe Places to Walk and Bike</p> <p>Greenbelt Alliance: Getting Started in Community Advocacy Checklist</p> <p>Los Angeles Walks: Safe Streets Healthy Families Advocacy Guide</p> <p>Office of Traffic Safety Grants (governmental agencies must apply)</p>

Education Project Name: Traffic Calming Along South Melrose Street and West La Jolla Street (continued)

<p>Letter writing campaign</p> <ul style="list-style-type: none"> • LOT318 to use a previous letter writing campaign template to request traffic calming measures. • Draft letters with students' experiences and priorities for improving safety in the community • Gather and share letters with the City of Placentia Public Works Department and Placentia Police Department 	<p>Fall-Winter 2020</p>	<p>LOT318</p>	<p>Letter Template</p>
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Project Name: Placentia Bicycle Club

Project Description: LOT318 is starting a bike club for students, parents, and residents to provide a fun way to connect with the community, gain access to recreation and exercise, achieve safety in numbers, conduct on-the-road safety education, and increase a sense of community ownership of the streets. The youth have street safety concerns related to gang activity in the community and are excited that a bike club could help circumvent these challenges.

Project Goals:

1. Create a safe space for youth to lead, organize, and gather on Placentia’s streets;
2. Involve parents in the creation of the bike club’s events and activities; and
3. Educate, empower, and promote community building through bike rides.

Action Steps	Timeline	Responsible Party	Resources
<p>Research and plan</p> <ul style="list-style-type: none"> • Develop an outreach plan to encourage youth and parents to be active members and leaders of the bike club. • Read and watch documentaries about bicycle clubs • Develop a name and mission statement with the Lot 318 youth • Encourage youth to design the logo 	2020-2021	Lot 318 Planning Committee	<p>Article: When Black and Brown Cyclists Need Safety from More than Traffic</p> <p>Ovarian Psycos Documentary -PBS</p> <p>Bikeleague.org - How to Start a Bicycle Club or AO</p> <p>Bike League: Find an Instructor</p>
<p>Work with the City of Placentia Community Services on OTS Grant deliverables</p> <ul style="list-style-type: none"> • An OTS Grant has been awarded to the City of Placentia to provide bike and pedestrian education to its residents. • The City of Placentia and LOT318 may work with League Cycling Instructors to create a virtual and/or hybrid bike education series in Spanish and English <ul style="list-style-type: none"> ○ Cal Walks and Santa Ana Active Streets has a couple of local LCI’s on staff 	2021	LOT318 Planning Committee	

Project Name: Placentia Bicycle Club (continued)

<p>Develop partnerships</p> <ul style="list-style-type: none"> • Partner with local or regional bike shops, co-ops, and bike advocacy organizations to collaborate on rides, events, and connect club members to resources. • LOT318 to partner with to provide continual virtual or hybrid meetings, classes, workshops, and events. • Have members select, organize, and lead events and rides. 	<p>2021 - ongoing</p>	<p>Planning Committee LOT318</p>	<p>Bike collectives WIKI Santa Ana Active Streets OCbike.org resources Bike Clubs</p>
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Project Team Recommendations

The Project Team submits the following recommendations for consideration based on short-term, and long-term projections. Implementation of recommendations may take more or less time dependent on individual community factors and COVID-19 restrictions.

Short-Term Recommendations

Community Shade Tree and Landscaping Assessment

The Project Team recommends *the Placentia Planning Committee work with the City of Placentia Urban Forest Management Program and The City of Placentia Public Works Department to conduct a community tree and landscaping assessment* to assess where shade trees and greenery can be planted to provide shade for pedestrians along La Jolla Community streets. Trees can provide canopy coverage and green space in an effort to alleviate the effects of heat when walking, scooting, skating and biking on La Jolla Streets, as well as help improve the air quality from surrounding freeways. Residents have identified areas in the neighborhood where tree canopies are needed the most, including Melrose Street, from Orangethorpe Avenue to West La Jolla Street. The Project Team *recommends the [City of Placentia Urban Forest Management Program](#) create a [Street Tree program](#) and collaborate with the [UC Master Gardeners](#), and [Shadetree Partnership](#) on community education and public shade tree donations.*

Mid-Term Recommendations

Placentia Ticket Diversion Program

The Project Team recommends *the Planning Committee and the City of Placentia develop a bicycle violation diversion program to reduce financial burdens and barriers to bicycle transportation and recreation.* The community has expressed concerns about job and economic insecurity; the financial burden that a citation could create for families and individuals in the La Jolla community can be devastating. Frequently violators are unaware of bicycle laws and might not be able to afford the safety equipment required by law for themselves or their children. We recommend that the Planning Committee and the City of Placentia partner with bike safety non-profits and co-ops to offer an education alternative to the violation fines. The [Huntington Beach Ticket Diversion Program](#) and [The San Gabriel Valley Traffic Diversion Program](#) are two examples of such programs in Southern California. LOT318 has recently partnered with Latino Health Access to distribute helmets and safety equipment. The planning committee and partners should consider organizing and hosting similar distribution events as a part of the diversion program.

Establish a City of Placentia Bicycle and Pedestrian Advisory Committee

The Project Team *recommends the Placentia Public Works Department work with the City to establish a Bicycle and Pedestrian Advisory Committee (BPAC)* that can provide input to decision makers on bicycle and pedestrian projects, programs, and policies. Placentia's [Streetscape and Transportation Advisory Committee](#) can serve as a model for the BPAC, but more clearly emphasizes the importance of a committee solely focused on pedestrian and bicycle issues. A BPAC could provide constructive guidance on bicycle and pedestrian issues during all future projects and serve as a communication bridge to ensure residents have an opportunity to give input and receive a response from the City. The Project Team further *recommends that BPAC members be selected with an emphasis on geographic diversity*, including members of the La Jolla community, and *that the BPAC's meetings, deliberations, and minutes be accessible in Spanish.*

Long-Term Recommendations

Install Pedestrian Safety Improvements at South Melrose Street/La Jolla Street

The Project Team **recommends the City of Placentia consider installing pedestrian safety improvements at the intersection of South Melrose Street and La Jolla Street.** Based on resident safety concerns and near misses reported during the workshop, the City should consider pedestrian crossing improvements, including pedestrian-scale lighting, high visibility crosswalks, a leading pedestrian interval into the signal phasing, and tighter corner radii to reduce the crossing distance and slow down turning traffic in order to increase visibility of pedestrians waiting to cross in the intersection.

Road User Safety Campaign

The Project Team **recommends the Planning Committee work with the City of Placentia to design a road safety campaign that provides safety messaging to reduce unsafe driver behaviors near schools, parks, community centers, and other areas with high pedestrian activity.** Safety messaging can be created around the top primary crash factors found in the crash data to address the most common unsafe road user behaviors. Safety messaging should be developed with the community to reflect the community's culture and language needs. Once safety messaging has been developed, signage can be attached to the bell street lights and other street lights in the community and other prominent locations drivers are likely to see them. The location of safety signage should also be decided with the community. The City can explore the following funding opportunities to implement a safety messaging campaign:

Caltrans' [Active Transportation Program](#) provides funding to communities throughout California to support infrastructure projects, non-infrastructure projects and plans to further active modes of transportation like walking and biking.

The [California Office of Traffic Safety](#) provides [Pedestrian and Bicycle Safety Grants](#) that promote safe behaviors and the use of roadways when walking or biking. Programs are designed for high-risk populations, including youth and older community members, all in an effort to teach safer driving, bicycling, and walking behaviors.

La Jolla Community Skatepark Project

The Project Team **recommends the Planning Committee advocate to the City of Placentia to construct a skatepark in the La Jolla neighborhood.** The children in this community have very few options for places to play. Building a local skatepark or skate spot would engage local youth in the planning and advocacy process. Skating on public streets and private property often leads to confrontation, fines, and legal records that disproportionately affect low income and youth with mixed immigration status. A permanent skatepark or spot would give local youth safe places for recreation in their neighborhood. LOT318 and the youth participants have expressed excitement in advocating for constructing a skatepark and or smaller skate spot. The project team **recommends LOT318 advocate to the City of Placentia to develop a skatepark student advisory board** to analyze where a permanent skatepark could be built and inform skatepark design. [The Skatepark Project](#) and [The Skatepark Foundation](#) are powerful partners with resources such as [Skatepark 101 - Webinar](#) and [Public Skatepark development guide](#). Additionally, the Tony Hawk Foundation also offers a [Skatepark project grant](#) that the community of La Jolla could pursue.

Collaborate with the City of Anaheim on the North Placentia Avenue Overpass Improvements

The North Placentia Avenue overpass is an important connection between the City of Placentia and the City of Anaheim. Participants' main concerns crossing the overpass were the narrow sidewalks and speeding drivers. However, advocating for the installment of speed calming measures and wider sidewalks is challenging for residents because the southern half of the overpass is in the City of Anaheim, while the northern half is in the City of Placentia. Therefore, the Project Team **recommends the City of Placentia work with the City of Anaheim to assess the feasibility of installing speed calming measures and widening sidewalks on the overpass to help pedestrians and bicyclists feel safe as they travel between the two cities.** Both cities should consider applying to any of the following funding sources to ensure that the overpass sees continuous improvements across its entirety:

[The Transformative Climate Communities program](#) (TCC) is administered by the Strategic Growth Council and the Department of Conservation and funds bicycle and pedestrian facilities projects in California's most disadvantaged communities.

[The Sustainable Transportation Equity Project](#) (STEP) is administered by the Air Resources Board and can support various types of pedestrian and bicycle facilities. Funding is intended to help low-income and disadvantaged communities identify residents' transportation needs.

[The State Highway Operations and Protection Program](#) (SHOPP) is administered by Caltrans and is responsible for planning, developing, managing and reporting the four-year SHOPP portfolio of projects. The Program is the State Highway System's "fix it first" program that funds repairs and preservation, emergency repairs, safety improvements, and some highway operational improvements on the State Highway System. Eligible projects include bike and pedestrian facilities.

Caltrans also manages the [Active Transportation Program](#) which provides funding to communities throughout California to support infrastructure projects, non-infrastructure projects and Plans to further active modes of transportation like walking and biking.

Appendix A: Data Analysis

Pedestrian and Bicycle Crash Data Analysis

- La Jolla, Placentia CPBST Workshop Data Factsheet
- La Jolla, Placentia CPBST Site Visit Data Presentation

La Jolla Pedestrian & Bicycle Data Analyses

Community Pedestrian and Bicycle Safety Training Workshop (CPBST)
Placentia, CA | September 17, 2020

In California, more than one in four people who died in a collision is a pedestrian or bicyclist. There was a 0.8 percent increase in pedestrian deaths from 2016 to 2017 and a 6.5 percent decrease in cycling deaths (FARS 2016 and 2017). In this workshop, we provide you with local collision data so that we can identify ways to make walking and biking safer in your community.

The local data seen below reflects collision data from the last 5 years (2014-2018) within the La Jolla neighborhood. The borders are roughly Placentia Avenue in the west, Melrose Street in the east, Highways 57 and 91 in the south, and Orangethorpe Avenue in the north.

Pedestrian Collisions Over Time

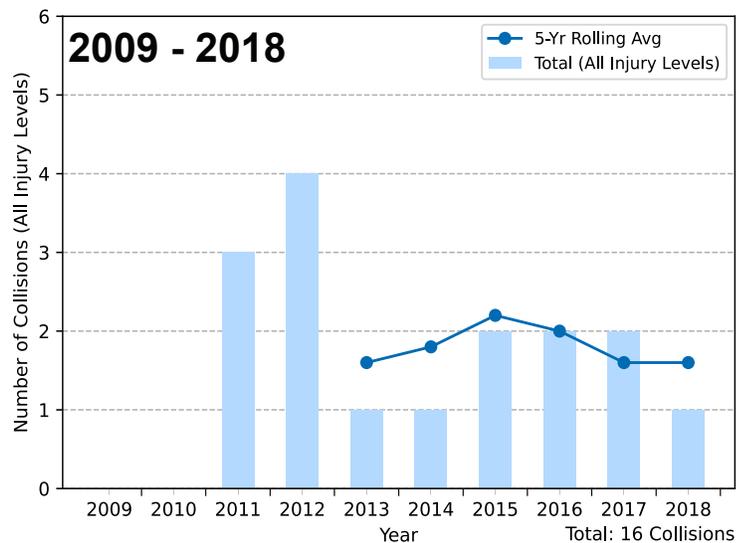
The number of collisions appears to be **almost stable**.



20 people injured

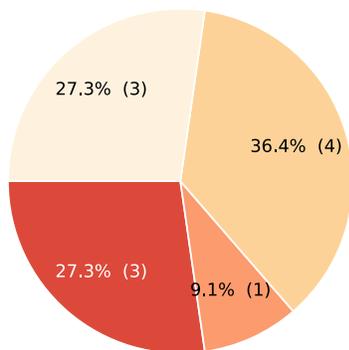


16 pedestrian collisions



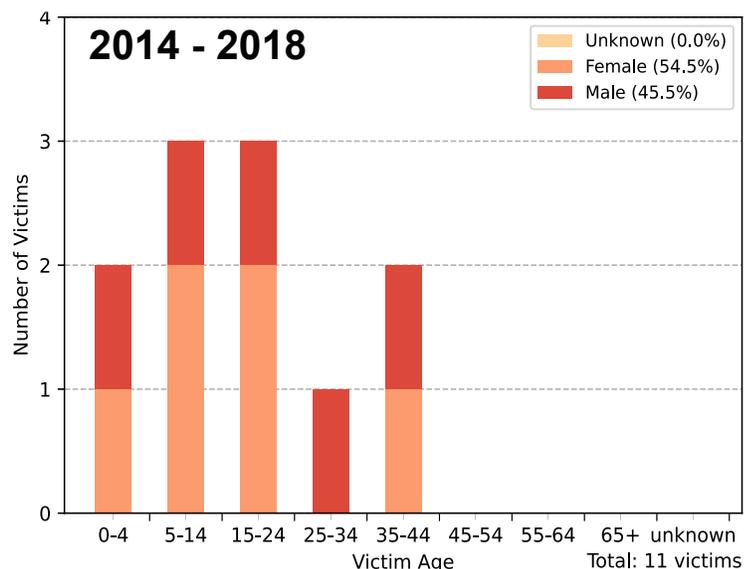
Victim Injury Severity — Victim Demographics

2014 - 2018



■ Fatal
■ Suspected Serious Injury
■ Suspected Minor Injury
■ Possible Injury

36.4% of victims suffered fatal or serious injuries



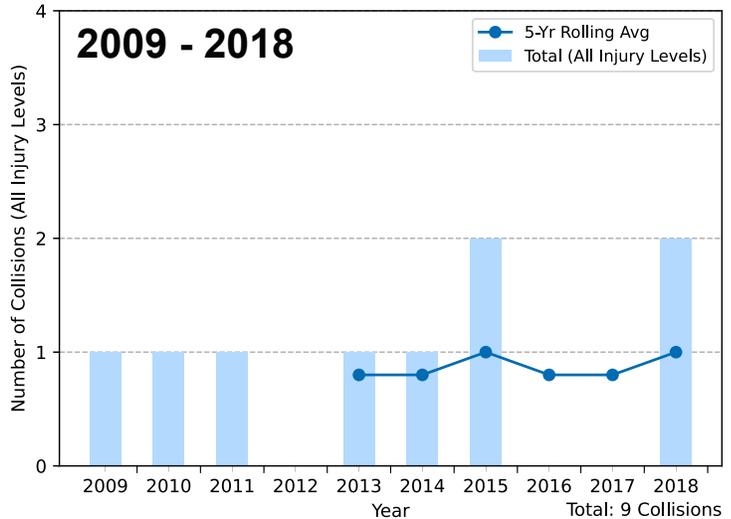
72.7% of victims were 24 or younger

Bicycle Collisions Over Time

The number of collisions appears to be ***almost stable***.

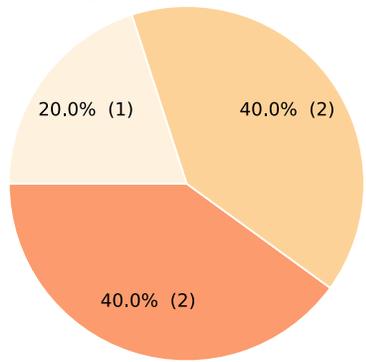
 **9** people injured

 **9** bicycle collisions



Victim Injury Severity ——— Victim Demographics

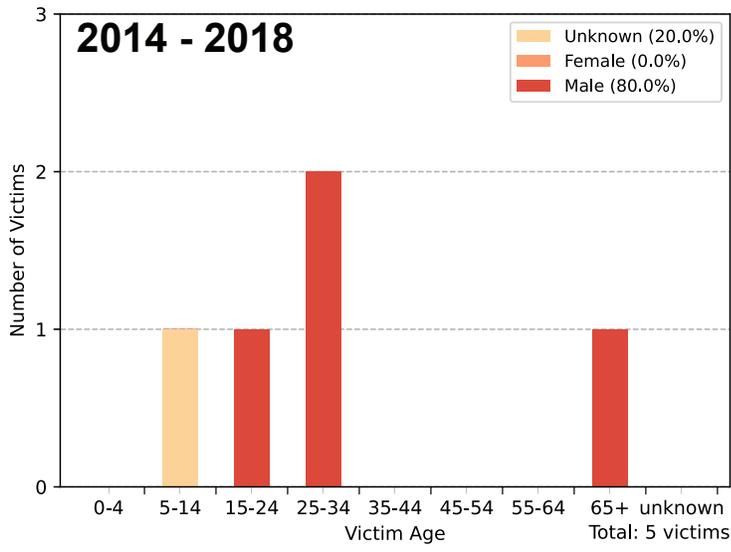
2014 - 2018



Total: 5 victims

■ Suspected Serious Injury
■ Suspected Minor Injury
■ Possible Injury

40% of victims suffered suspected serious injuries



80% of victims were male

What other data could help inform decision-making?

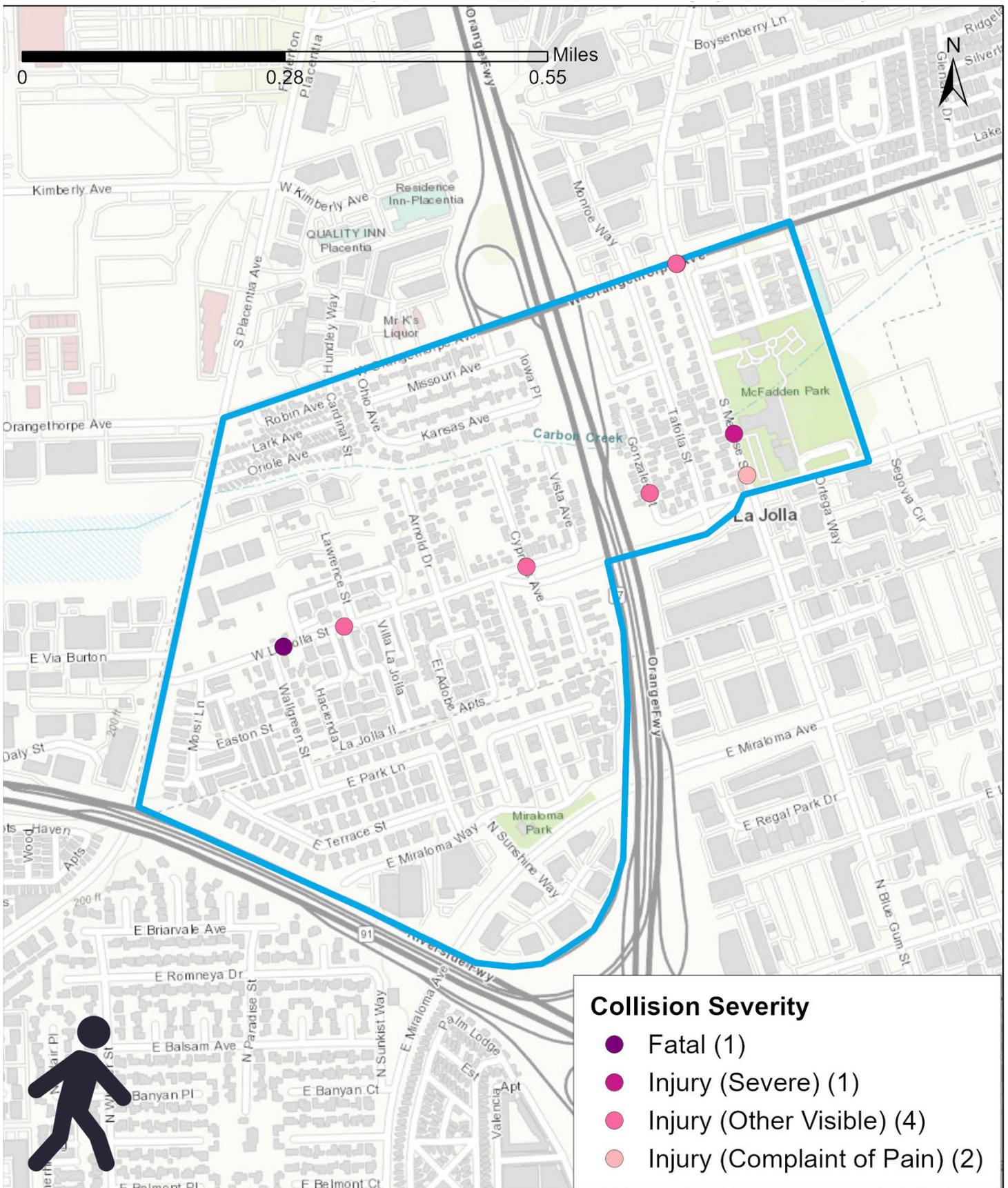
While these numbers do not tell the whole story, do they resonate with your experience?

What kinds of improvement do you think could help make walking and biking safer in your community?

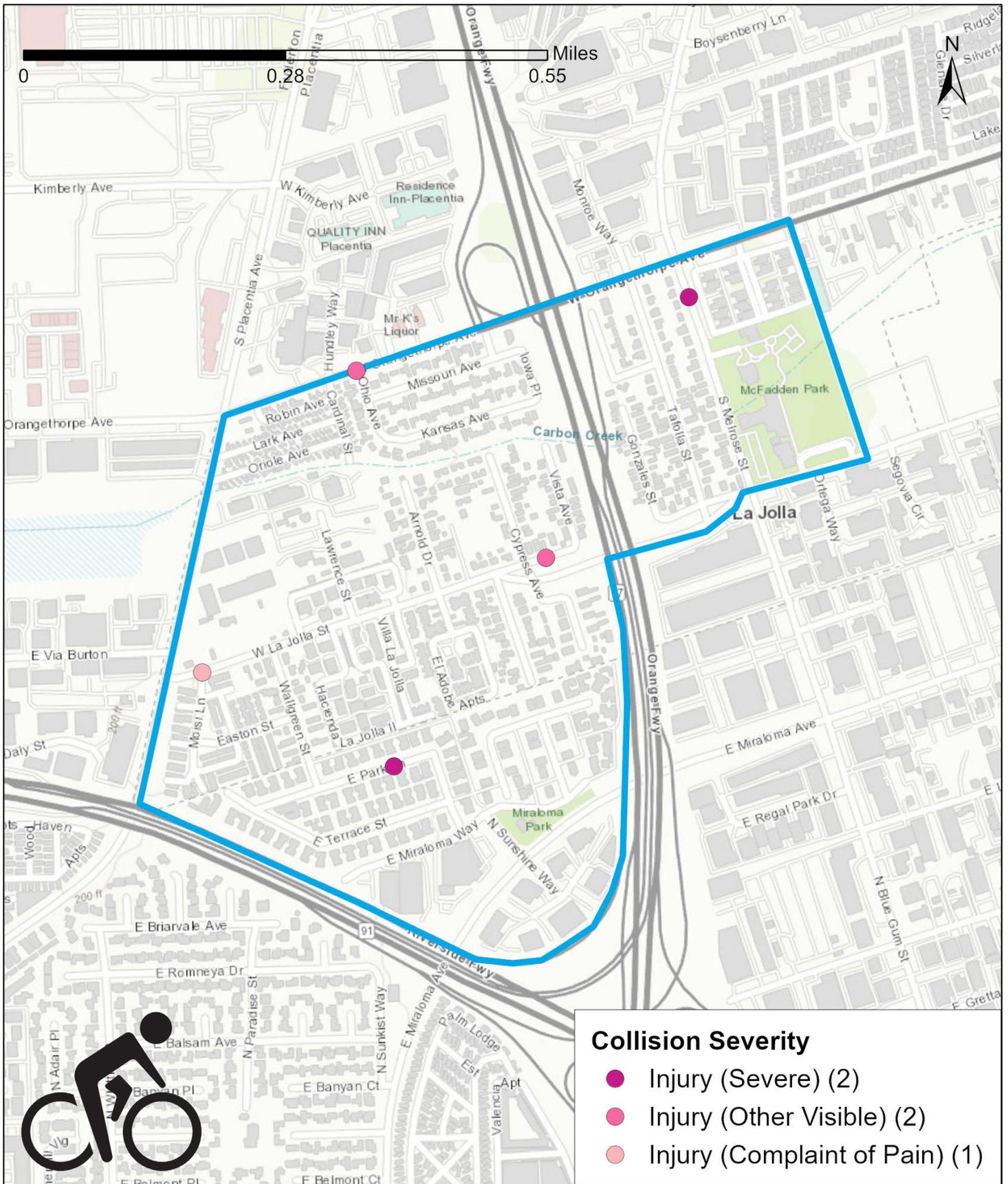
To learn more about collision data in your community, visit the free tools available through the Transportation Injury Mapping System (tims.berkeley.edu). For additional assistance, email us at safetrec@berkeley.edu.



La Jolla Pedestrian Collision Map (2014 - 2018)



La Jolla Bicycle Collision Map (2014 - 2018)



Pedestrian and Bicycle Collision History

La Jolla Neighborhood in Placentia, California

CPBST Site Visit

Thursday, August 13, 2020

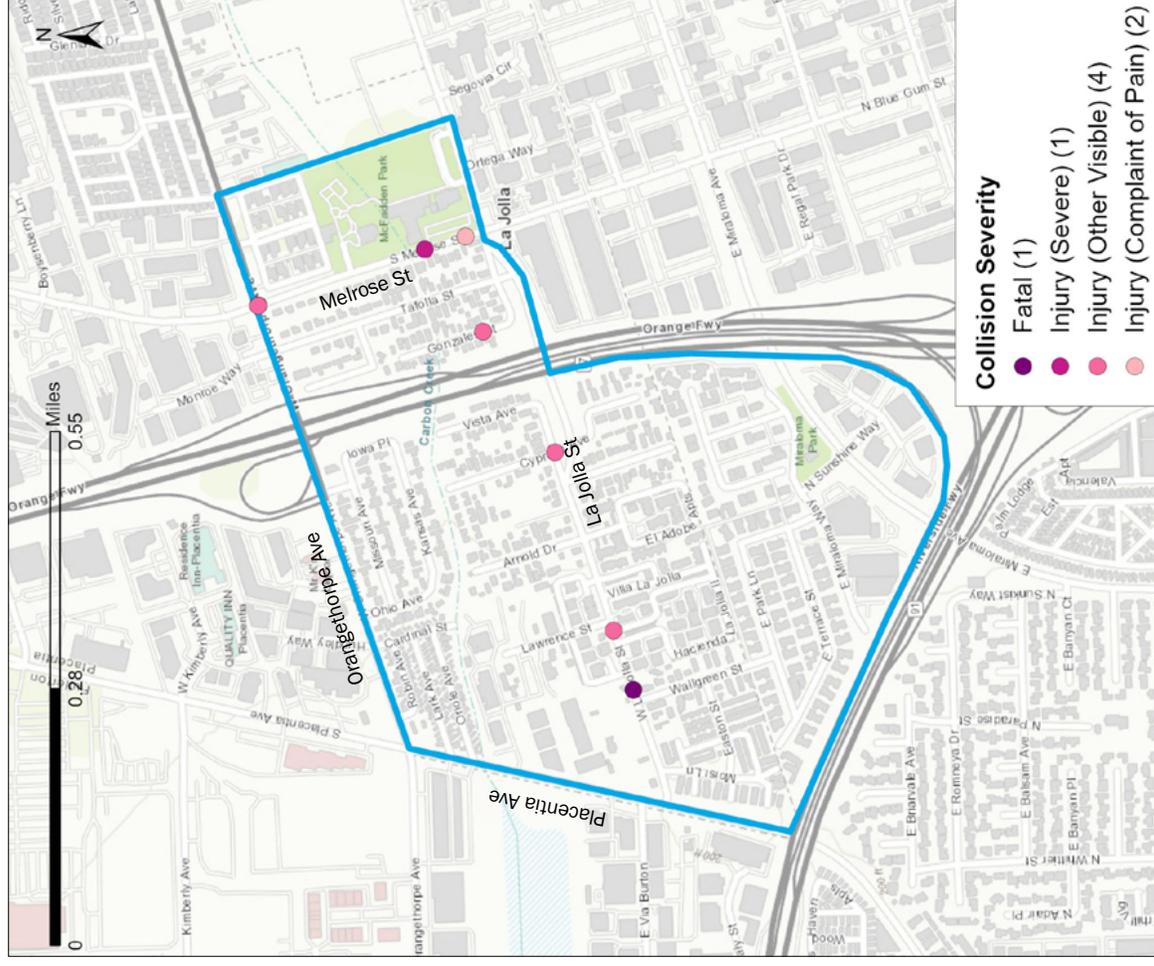
Garrett Fortin, Program and Policy Analyst
fortinga@berkeley.edu

Pedestrian Injury Collisions Map (2014 - 2018)

Focus Area

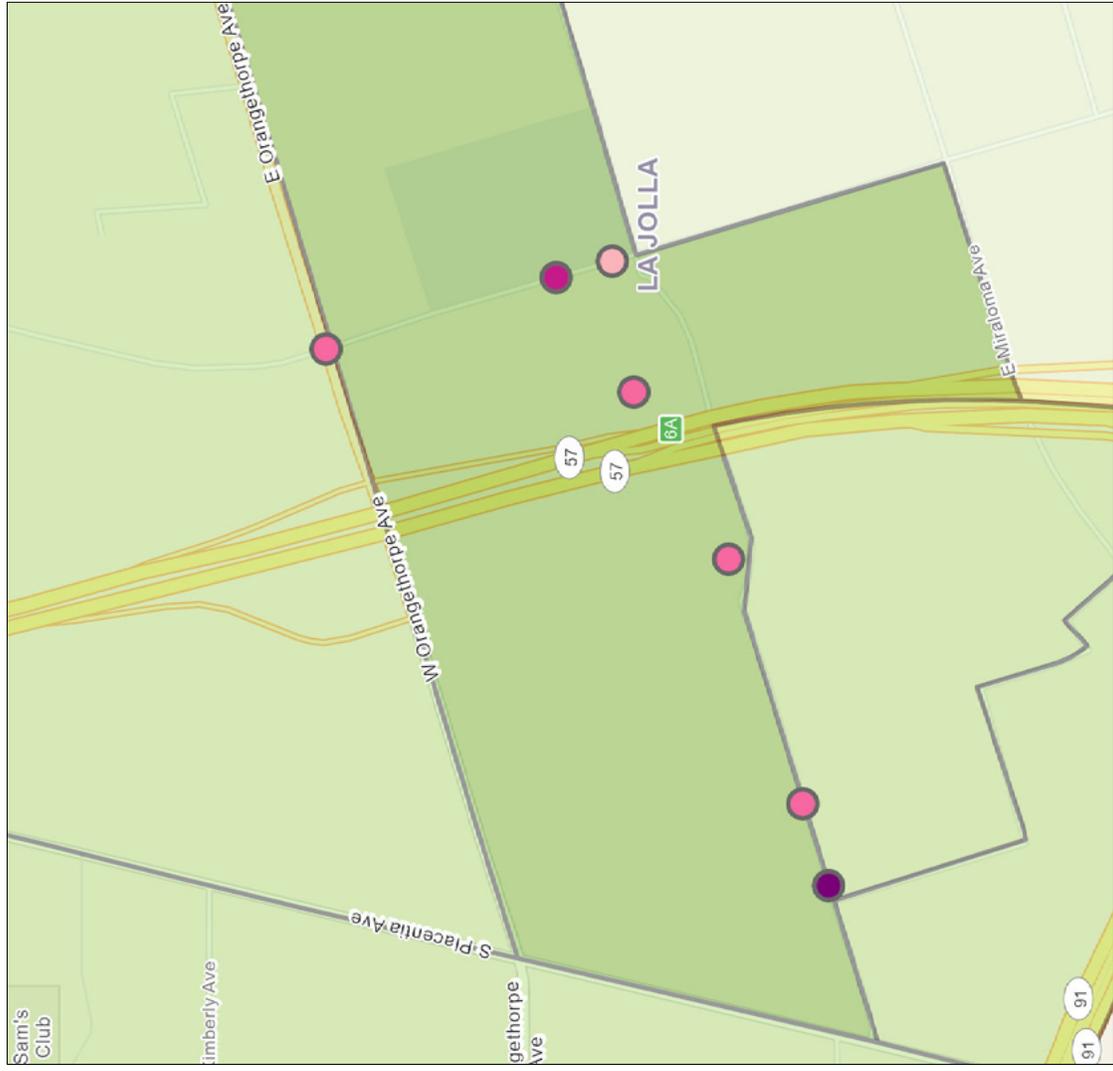
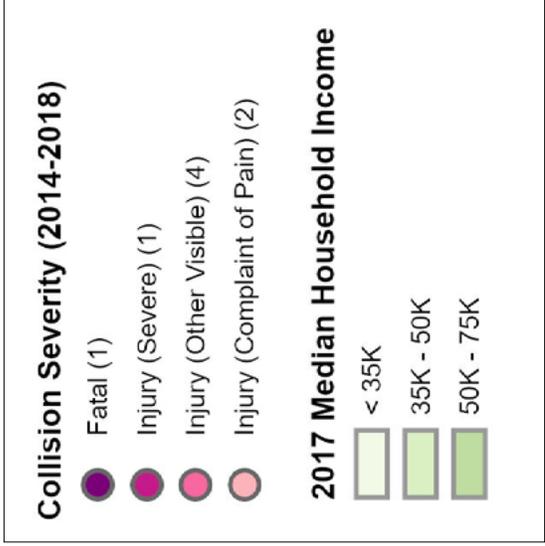
From Placentia Ave in the west past Melrose St in the east
 From Orangethorpe Ave in the north to CA 91 (Riverside Fwy) and CA 57 (Orange Fwy) in the south

8 pedestrian collisions resulting in an injury to a pedestrian



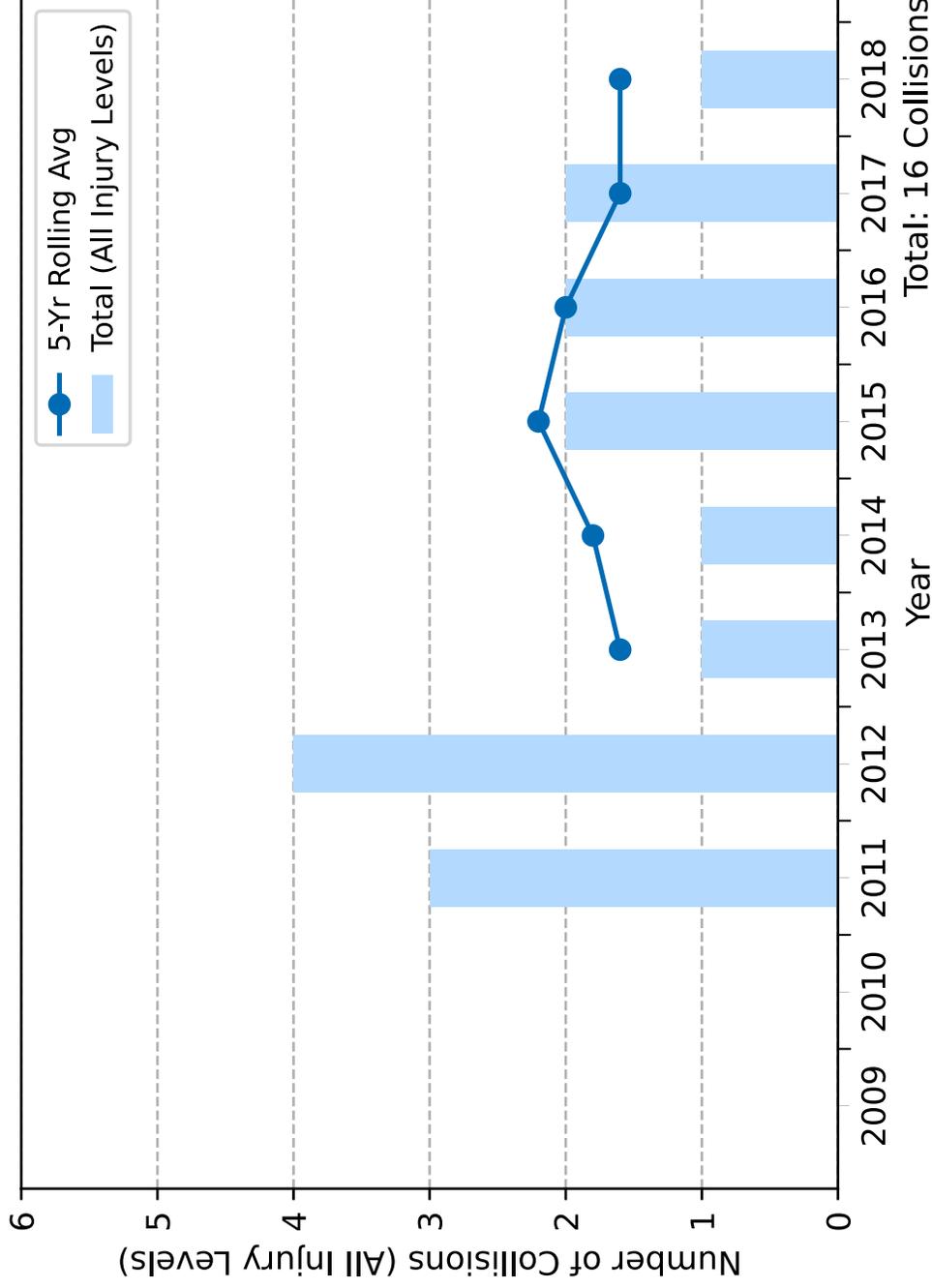
Data Source: Statewide Integrated Traffic Records System (SWITRS) 2009-2018; 2017 and 2018 data are provisional as of Dec. 2019

Pedestrian Injury Collisions Map with Income (2014 - 2018)



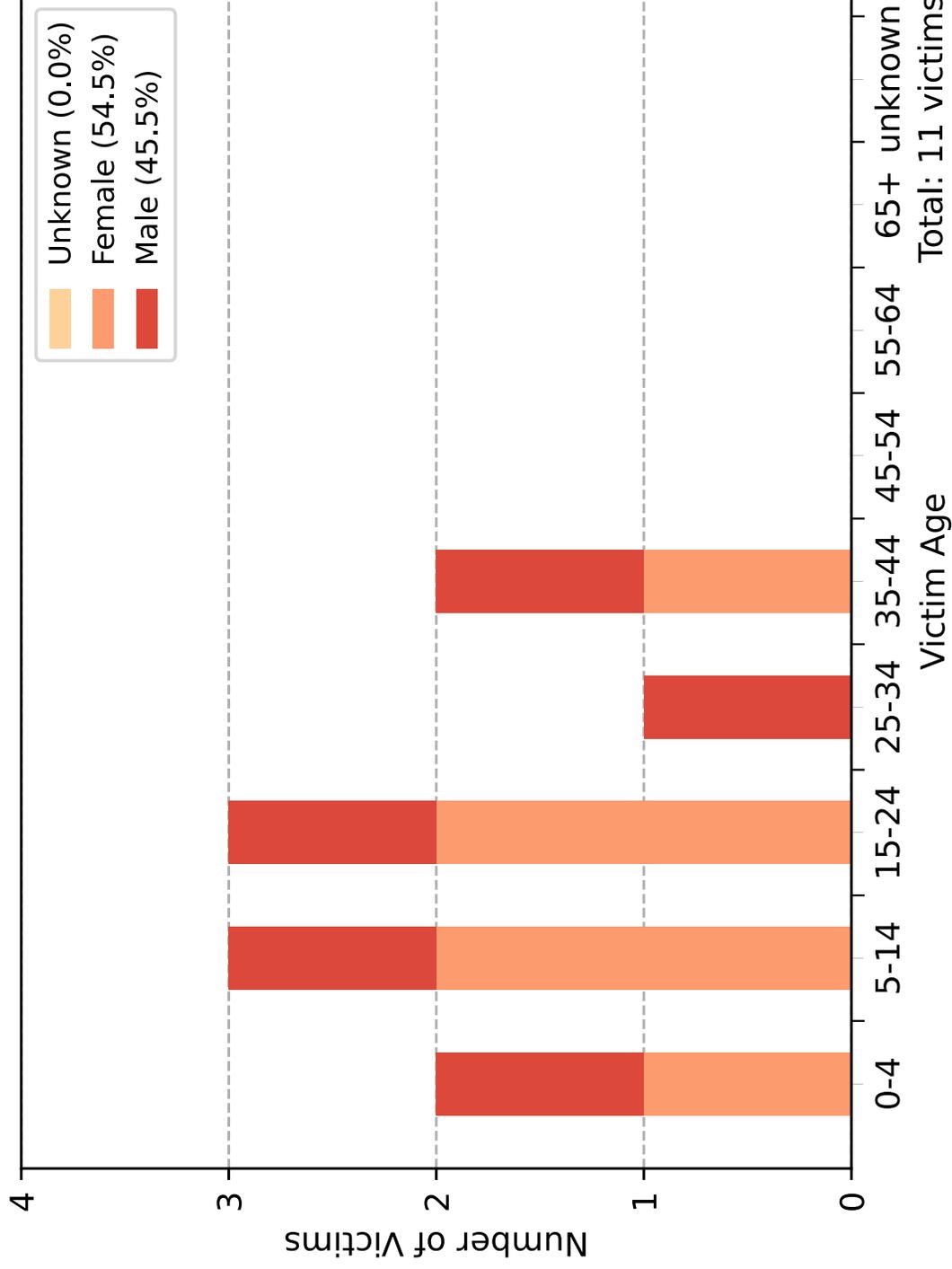
Data Source: Statewide Integrated Traffic Records System (SWITRS) 2009-2018; 2017 and 2018 data are provisional as of Dec. 2019
 Demographics - ESRI, US Census Bureau, and ACS

Pedestrian Injury Collisions Trend (2009 - 2018)



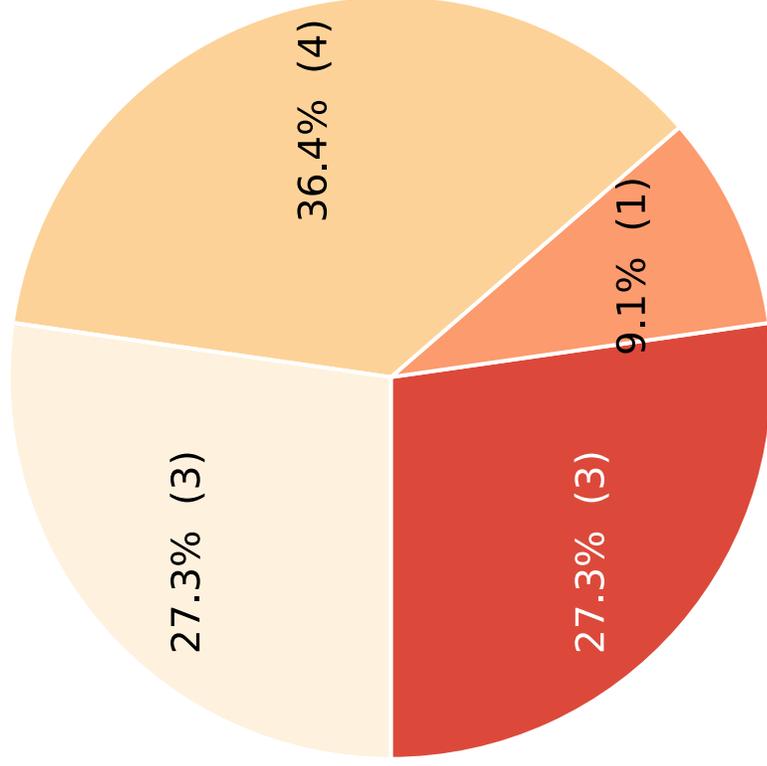
Data Source: Statewide Integrated Traffic Records System (SWITRS) 2009-2018; 2017 and 2018 data are provisional as of Dec. 2019

Pedestrian Victim Injury (2014 - 2018) by age and gender



Data Source: Statewide Integrated Traffic Records System (SWITRS) 2009-2018; 2017 and 2018 data are provisional as of Dec. 2019

Pedestrian Victim Severity (2014 - 2018)



Total: 11 victims



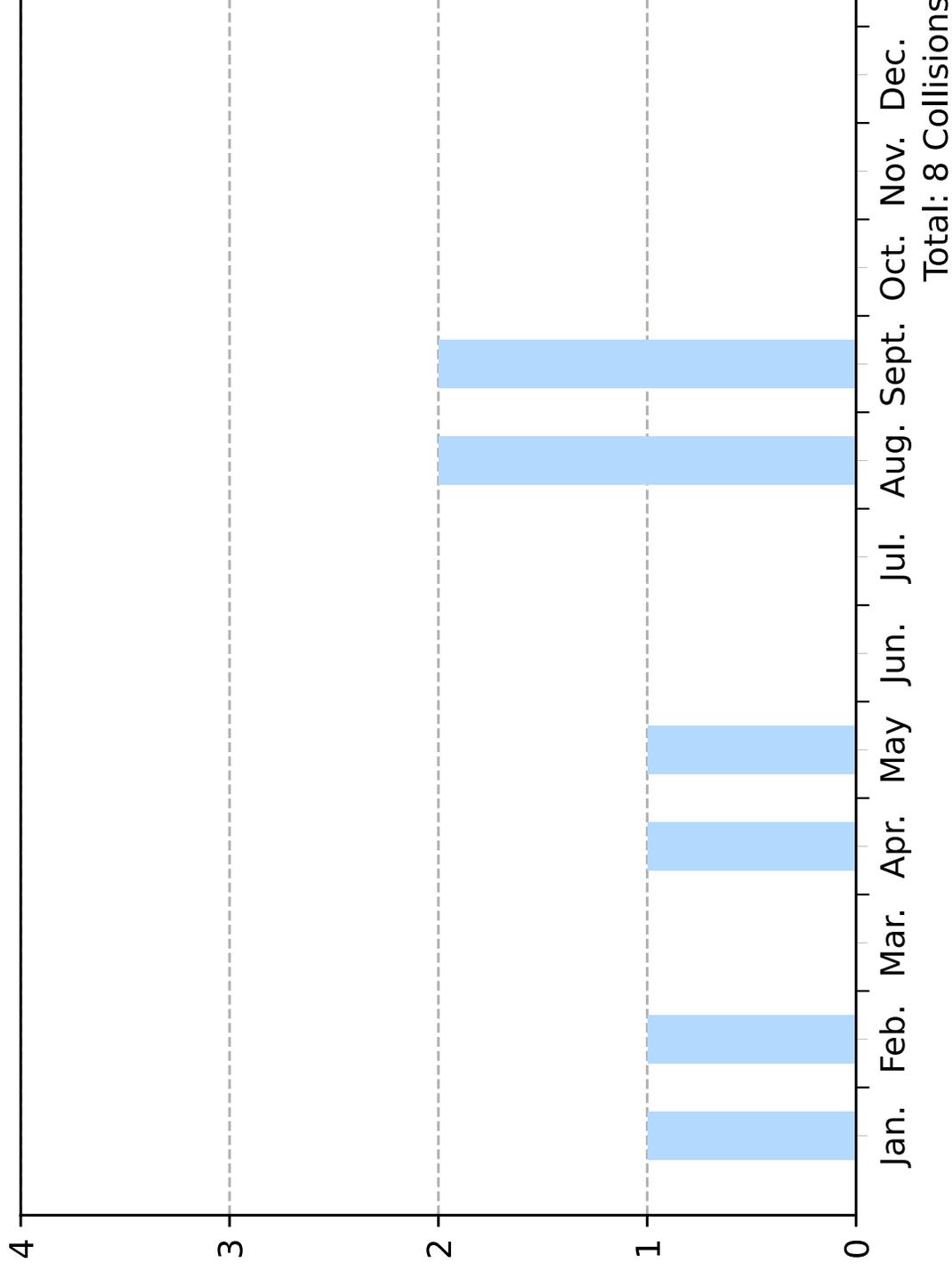
Data Source: Statewide Integrated Traffic Records System (SWITRS) 2009-2018; 2017 and 2018 data are provisional as of Dec. 2019

Pedestrian Collisions (2014 - 2018) by Time of Day and Day of Week

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total
09:00PM-11:59PM	0	0	1	0	2	2	0	5
06:00PM-08:59PM	0	0	1	0	0	0	0	1
03:00PM-05:59PM	0	0	1	1	0	0	0	2
Noon-02:59PM	0	0	0	0	0	0	0	0
09:00AM-11:59AM	0	0	0	0	0	0	0	0
06:00AM-08:59AM	0	0	0	0	0	0	0	0
03:00AM-05:59AM	0	0	0	0	0	0	0	0
Midnight-02:59AM	0	0	0	0	0	0	0	0
Total	0	0	3	1	2	2	0	8

Data Source: Statewide Integrated Traffic Records System (SWITRS) 2009-2018; 2017 and 2018 data are provisional as of Dec. 2019

Pedestrian Collisions (2014 - 2018) by Month



Data Source: Statewide Integrated Traffic Records System (SWITRS) 2009-2018; 2017 and 2018 data are provisional as of Dec. 2019

Pedestrian Collisions (2014 - 2018) by Type of Violation (Top Violations)

La Jolla Community Pedestrian Collisions by Type of Violation
Total: 8 Collisions

Description	Number of Collisions
Driver failure to yield right-of-way to pedestrians at a marked or unmarked crosswalk	2 (25.0%)
Pedestrian failure to yield right-of-way to vehicles when crossing outside of a marked or unmarked crosswalk	2 (25.0%)
Speeding on the highway / Driving at a dangerously high speed given highway conditions like weather, visibility, traffic, and highway measurements, or driving at a speed that endangers people or property	1 (12.5%)
Driving under the influence of alcohol or drugs, resulting in injury to another person	1 (12.5%)

3d Traffic Record System (SWITRS) 2014-2018; 2017 and 2018 data are provisional as of Mar. 2020

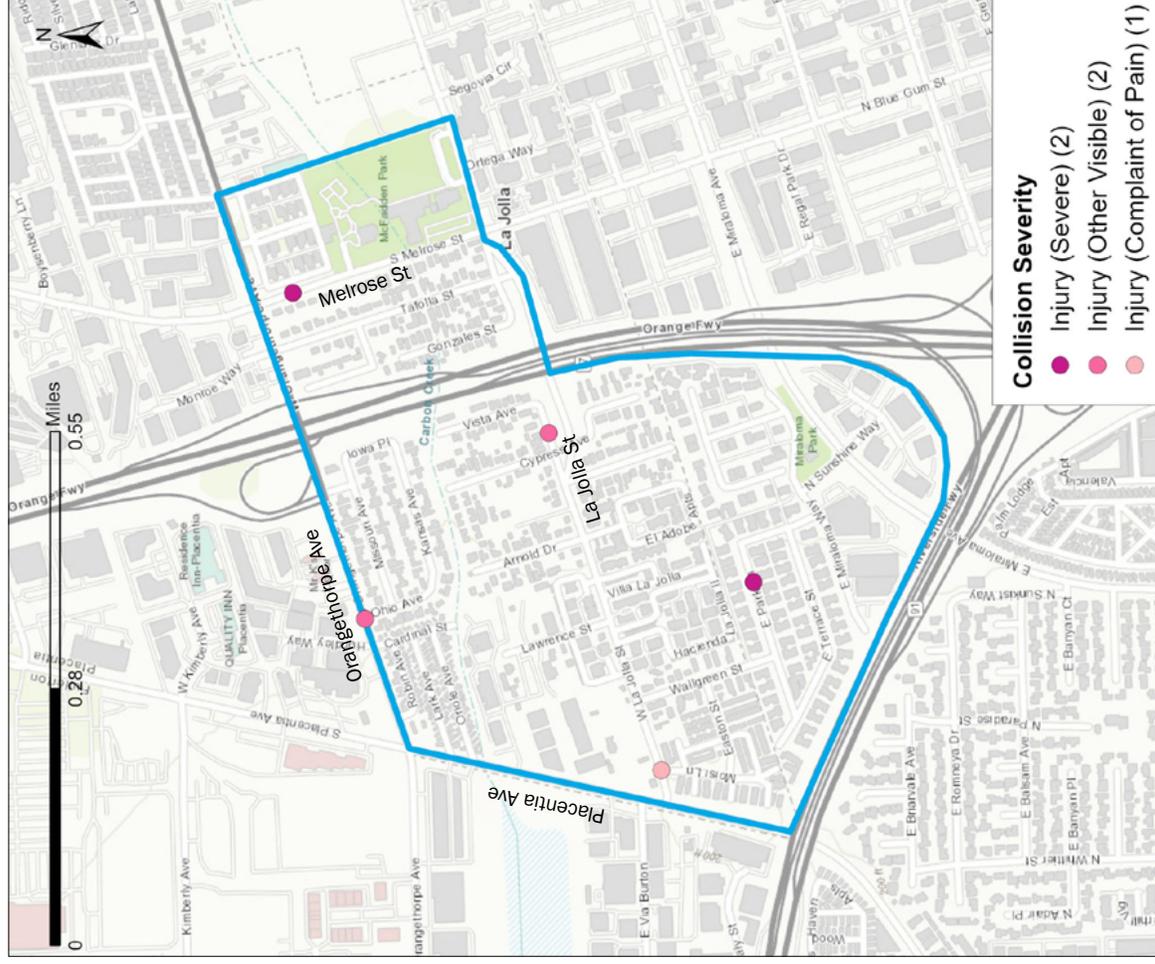
Data Source: Statewide Integrated Traffic Records System (SWITRS) 2009-2018; 2017 and 2018 data are provisional as of Dec. 2019

Bicycle Injury Collisions Map (2014 - 2018)

Focus Area

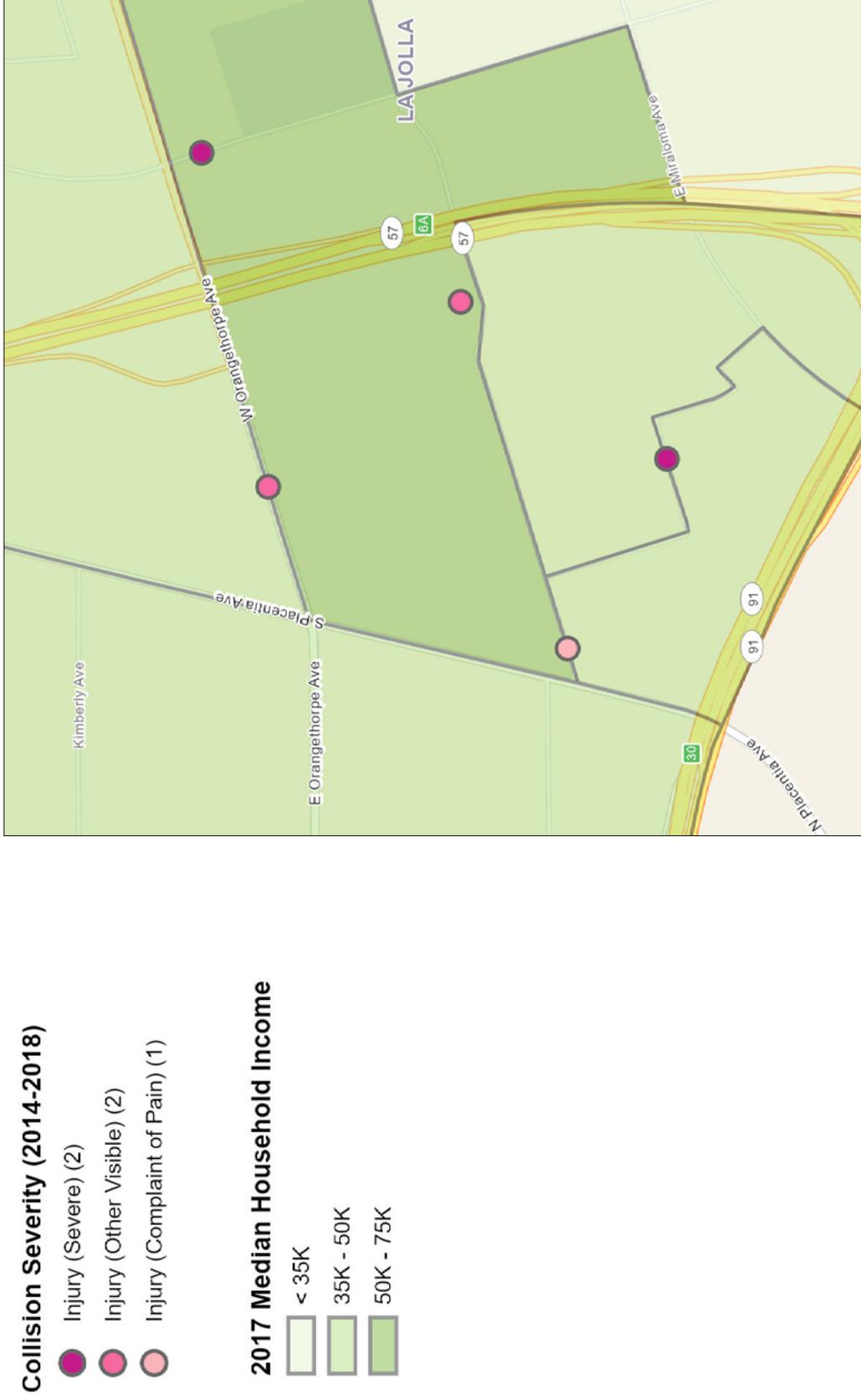
From Placentia Ave in the west past Melrose St in the east
From Orangethorpe Ave in the north to CA 91 (Riverside Fwy) and CA 57 (Orange Fwy) in the south

5 bicycle collisions resulting in an injury to a cyclist



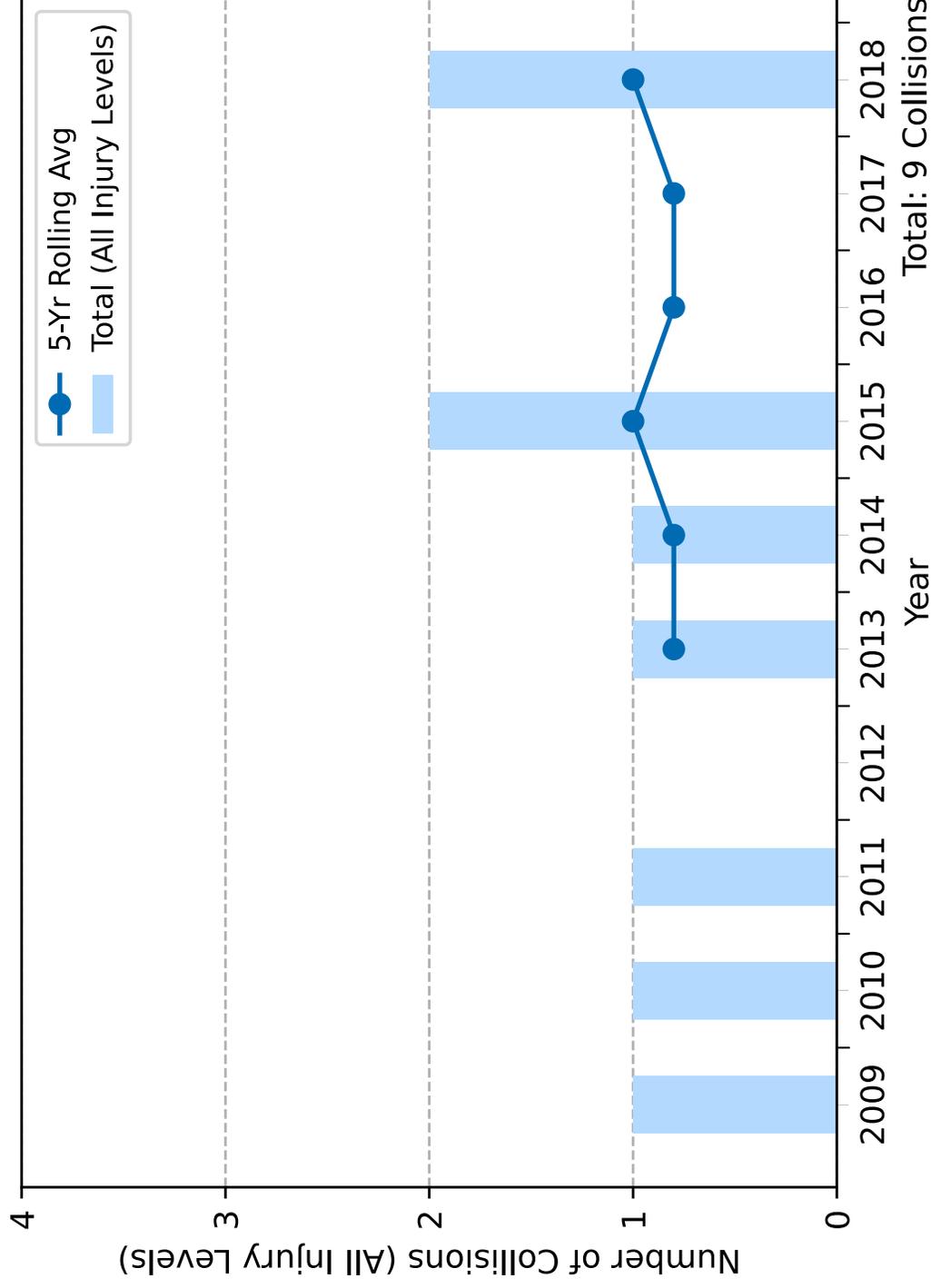
Data Source: Statewide Integrated Traffic Records System (SWITRS) 2009-2018; 2017 and 2018 data are provisional as of Dec. 2019

Bicycle Injury Collisions Map with Income (2014 - 2018)



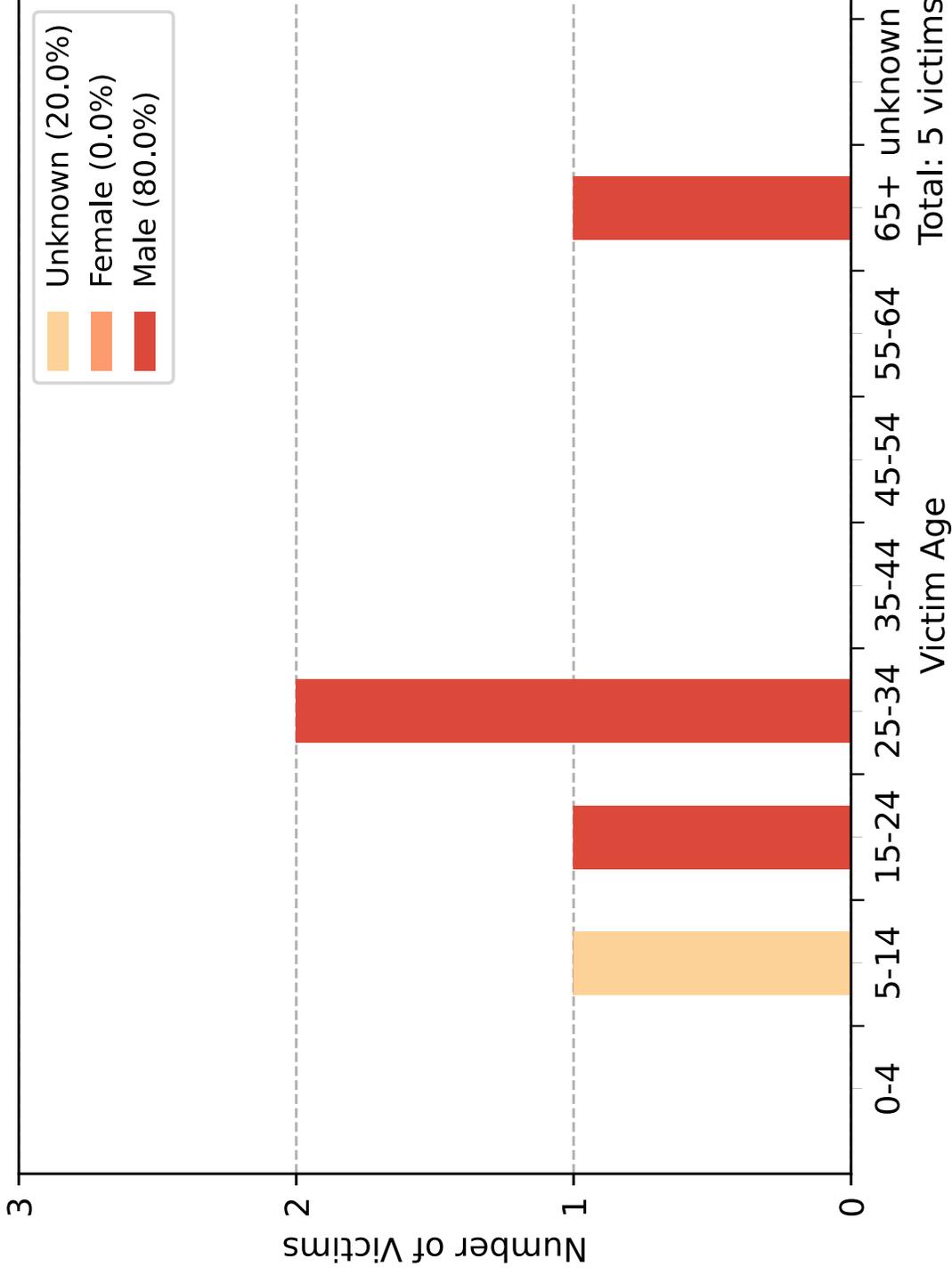
Data Source: Statewide Integrated Traffic Records System (SWITRS) 2009-2018; 2017 and 2018 data are provisional as of Dec. 2019
 Demographics - ESRI, US Census Bureau, and ACS

Bicycle Injury Collisions Trend (2009 - 2018)



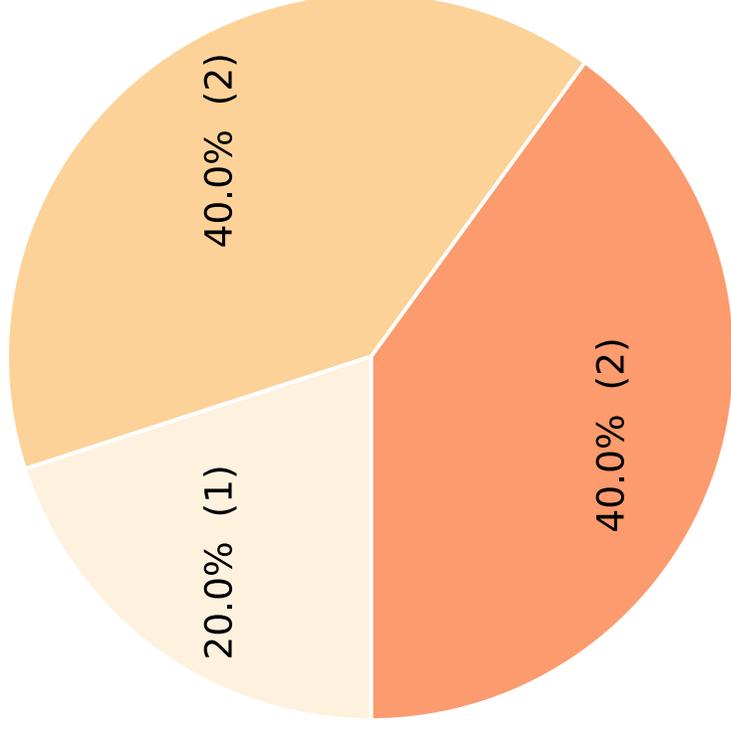
Data Source: Statewide Integrated Traffic Records System (SWITRS) 2009-2018; 2017 and 2018 data are provisional as of Dec. 2019

Bicycle Victim Injury (2014 - 2018) by age and gender



Data Source: Statewide Integrated Traffic Records System (SWITRS) 2009-2018; 2017 and 2018 data are provisional as of Dec. 2019

Bicycle Victim Severity (2014 - 2018)



Total: 5 victims



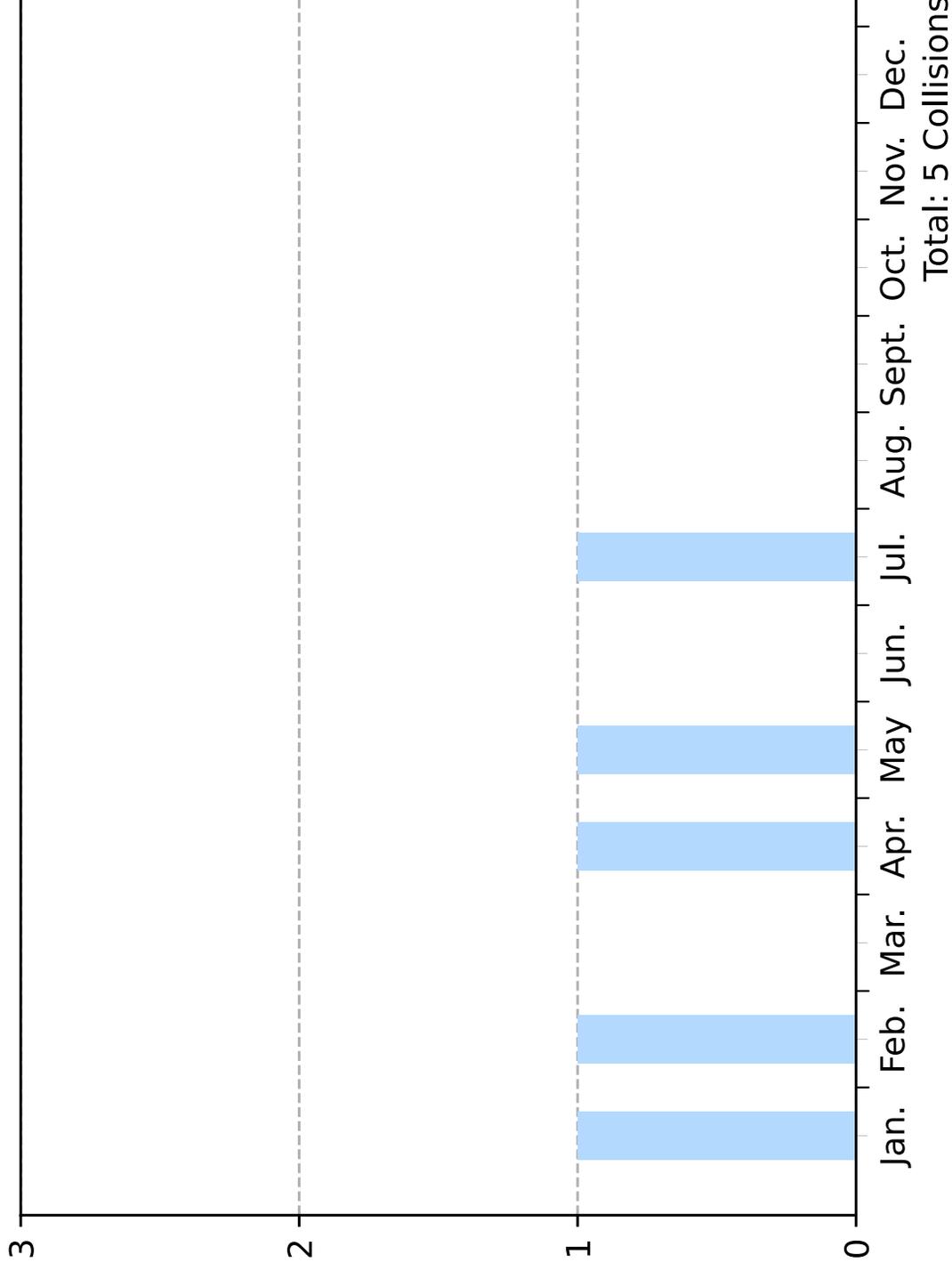
Bicycle Collisions (2014 - 2018)

by Time of Day and Day of Week

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total
09:00PM-11:59PM	0	0	0	0	0	0	0	0
06:00PM-08:59PM	1	0	0	0	0	1	0	2
03:00PM-05:59PM	0	0	0	1	0	0	0	1
Noon-02:59PM	1	0	0	0	0	0	0	1
09:00AM-11:59AM	1	0	0	0	0	0	0	1
06:00AM-08:59AM	0	0	0	0	0	0	0	0
03:00AM-05:59AM	0	0	0	0	0	0	0	0
Midnight-02:59AM	0	0	0	0	0	0	0	0
Total	3	0	0	1	0	1	0	5

Data Source: Statewide Integrated Traffic Records System (SWITRS) 2009-2018; 2017 and 2018 data are provisional as of Dec. 2019

Bicycle Collisions (2014 - 2018) by Month



Data Source: Statewide Integrated Traffic Records System (SWITRS) 2009-2018; 2017 and 2018 data are provisional as of Dec. 2019

Bicycle Collisions (2014 - 2018) by Type of Violation (Top Violations)

La Jolla Community Bicycle Collisions by Type of Violation
Total: 5 Collisions

CVC No.	Description	Number of Collisions
21650	Failure to drive/ride on right half of the roadway (with some exceptions)	2 (40.0%)
22350	Speeding on the highway / Driving at a dangerously high speed given highway conditions like weather, visibility, traffic, and highway measurements, or driving at a speed that endangers people or property	2 (40.0%)
21804	Driver failure to yield right-of-way when entering/crossing a highway	1 (20.0%)

Data Source: Statewide Integrated Traffic Record System (SWITRS) 2014-2018; 2017 and 2018 data are provisional as of Mar. 2020

Data Source: Statewide Integrated Traffic Records System (SWITRS) 2009-2018; 2017 and 2018 data are provisional as of Dec. 2019

Additional Resources



Transportation Injury Mapping System (TIMS)

TIMS is a web-based tool that allows users to analyze and map data from California's Statewide Integrated Traffic Records System (SWITRS).

To further explore collision data, register for a free account to access the tools and resources on TIMS.

<https://tims.berkeley.edu>



Street Story

Street Story is a tool for collecting community feedback on transportation safety issues.

Share stories on Street Story of where you've been in a crash or near miss, or where you feel safe or unsafe traveling.

<https://streetstory.berkeley.edu>



Thank you for your interest in the Community Pedestrian and Bicycle Safety Program. For more information, please visit:

<https://safetrec.berkeley.edu/programs/cpbst> or <https://www.calwalks.org/cpbst>

safetrec@berkeley.edu or cpbst@calwalks.org

