



Jurupa Valley Summary and Recommendations Report

Summer 2024



Berkeley

Safe Transportation Research and Education Center

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Acknowledgments

Thank you to the Planning Committee for inviting us into their community and partnering with us to make Jurupa Valley a safer place to walk and bike.

Our work took place on the ethnohistoric territory of the Tongva people. We recognize that every community member of Jurupa Valley has, and continues to benefit from, the use and occupation of Tongva land.

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This report was prepared in cooperation with the California Office of Traffic Safety (OTS). The opinions, findings, and conclusions expressed in this publication are those of the author(s) and not necessarily those of the OTS.

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Introduction

The Community Pedestrian and Bicycle Safety Training (CPBST) program is a statewide project of UC Berkeley Safe Transportation Research and Education Center (SafeTREC) and California Walks (Cal Walks). The program uses a modified Safe System Approach to engage residents and safety advocates to develop a community-driven action plan to improve walking and biking safety in their communities and to strengthen collaboration with local officials and agency staff. In alignment with the Safe System approach, the CPBST prioritizes the reduction of fatal and serious traffic crashes involving people walking, biking, and rolling.

Cal Walks and SafeTREC (Project Team) worked with the Planning Committee to develop workshop goals and tailor the curriculum to address the community's safety needs and priorities.

Reach Out requested a CPBST in Jurupa Valley to:

1. Increase safety for people walking and biking in areas with a high number of traffic crashes, including the Rubidoux neighborhood;
2. Prioritizing safer access to schools through an approach that centers the safety of students and other vulnerable road users; and
3. Improve the safety of vulnerable populations including seniors and unhoused communities, and their access to community assets in the focus area.

The Jurupa Valley CPBST workshop convened the larger local community on Saturday, June 22 at the Louis Robidoux Library. Six people participated in the workshop, including Reach Out staff, representatives from the Office of Assemblymember Sabrina Cervantes and Senator Richard D. Roth, and the City of Jurupa Valley.

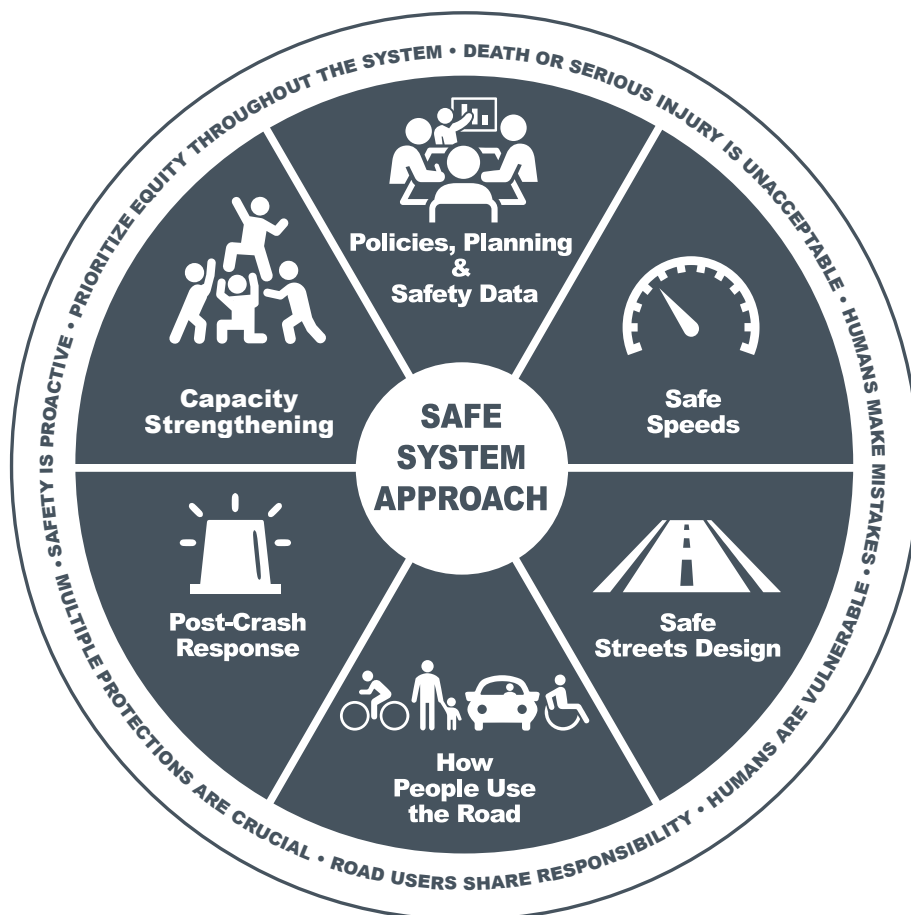
The boundaries for the workshop focus area were: Canal Street, Armstrong Road, and the Jurupa Hills at the north, Pedley Hills at the west, and the city boundary at the south and east. The Planning Committee chose these boundaries to include key community destinations, including several schools and roads with a high number of crashes including Limonite Avenue, Mission Boulevard, and Rubidoux Boulevard.

The following report summarizes the outcomes of the workshop and provides community and Project Team recommendations for continued guidance in project and program implementation.

Safe System Approach

The impacts of traffic crashes extend beyond victims and their loved ones, and include substantial economic and societal impacts including medical costs, lost productivity, and quality of life. Preliminary Statewide Integrated Traffic Records System (SWITRS) data for 2022 indicate that traffic crashes caused nearly 4,500 preventable deaths and over 200,000 injuries statewide. People walking, biking, and rolling are especially vulnerable to death or serious injuries when a crash occurs. The Community Pedestrian and Bicycle Safety Program provides an opportunity to integrate the Safe System Approach into programs, policies, and design decisions related to active transportation in communities across California. Our strategies focus on infrastructure improvements, behavior change, and nurturing safety champions.

The Safe System Approach to road safety was developed in response to the Vision Zero goal of zero deaths or serious injuries on our roads.¹ It was founded on the principle that people make mistakes and the road system should be adapted to anticipate and accommodate human errors. With this framework, it is increasingly important to engage all stakeholders, from transportation engineers, public health officials, and city planners to vehicle manufacturers to law enforcement and everyday users, to design and operate a transportation system that minimizes serious consequences in the event of a crash. The US Department of Transportation, the California Office of Traffic Safety, and Caltrans have all adopted a Safe System Approach to road safety planning.



ABOVE: CPBSP Safe System graphic

¹ Johansson, R. (2009). Vision Zero - Implementing a policy for traffic safety. *Safety Science*, 47, 826-831.

The CPBST Project Team adapted the Federal Highway Administration's (FHWA) Safe System Approach to make the framework more impactful for grassroots community engagement.

The FHWA identifies six key principles within their framework; we emphasize the need to prioritize equity throughout the system to address historic disinvestments and institutional biases. The seven principles of our adapted Safe System Approach are:

1. Death or serious injury is unacceptable.
2. Humans make mistakes.
3. Multiple protections are crucial.
4. All road users share responsibility.
5. Humans are vulnerable.
6. Safety is proactive.
7. Equity is a priority throughout the system.

We replaced the FHWA's safe vehicles element with two new elements, capacity strengthening and policies, planning, and safety design, to reflect the need to engage historically marginalized communities and invest in active transportation safety. Safe vehicles assume turnover of household vehicles for those with new technology; vehicle ownership itself is relatively low in communities where the CPBST works. Instead, we want to provide communities with active transportation safety data and language to advocate for safety improvements that promote multimodal transportation in their communities. The six elements of our adapted Safe System Approach are:

1. Safe speeds: Reduce driver speeds to reduce injury severity for all road users.
2. Safe streets design: Design roads that are people-focused and reduce conflict between users.
3. How people use the road: Create opportunities for and expand awareness of safe walking, biking, and rolling.
4. Post-crash response: Provide physical and emotional care to crash survivors and their families.
5. Capacity strengthening: Empower communities to claim ownership of safe streets and public spaces.
6. Policies, planning, and safety data: Create systems change at the local and statewide policy level.

For more information about the Safe System Approach, please review our [policy brief](#). To learn more about Safe System strategies, please review our [toolkit](#).

Background

Jurupa Valley, with a population of approximately 107,321,² is located in Riverside County. The majority of its residents, 72 percent, identified as Hispanic or Latino, and about 36.6 percent of residents identified as White. The median household income in Jurupa Valley in 2022 was \$91,562, similar to the statewide median household income of \$91,551 and higher than the Riverside County median household income of \$84,505. Jurupa Valley had an estimated daily vehicle miles traveled on local roads of 1,291,341 in 2021.³

[Per 2023 Esri Community Analyst data](#),⁴ Jurupa Valley has many households with one or more persons with a disability (29 percent) and seniors aged 65 or older (10 percent). Nearly eight percent of all households did not own a personal vehicle in Jurupa Valley.

The largest commute patterns outside of solo drives to work for Jurupa Valley was carpooling, with 22 percent of the focus area carpooling to work. The second most popular commute option was either public transportation and walking, both at one percent respectively. One percent of residents commuted via public transportation whereas only 0.7 percent of Riverside County commutes via public transportation.⁵ The full demographic report from Esri Community Analyst data can be found in the appendix.

Local Policies and Plans

The Planning Committee and Project Team identified existing active transportation policies and plans for the Project Team to review to better understand their potential impacts on pedestrian and bicycle safety improvements in the community. The policies and plans reviewed are not intended to be an exhaustive list, but rather a summary of current conditions.

The Jurupa Valley [Master General Plan of 2017](#) was the City's first locally prepared and adopted General Plan, and [amendments](#) were made and adopted in February 2024. The amended General Plan centers pedestrian safety, and includes implementing safe crossings, traffic calming, and traffic control devices. The Pedestrian Plan (Section 3-39) also includes Safe Routes to School programming features like residential development that has sidewalks and decorative crosswalks that aim to promote walking and biking to school.

The Master General Plan also includes a City Bike Master Plan (Section 3-41), which aims to address bicyclists' needs including bicycle lockers and safe bicycle parking. The City also wants to improve bicycle and pedestrian wayfinding, using methods such as street markings, mobile applications, and signage.

The Land Use Development Plan element of the Master General Plan (Section 2-1) indicates that the focal area for the City is a mix of retail commercial and medium-high density residential spaces. There is noted visual blight on Mission Boulevard because of unmaintained land and buildings, but the area also has a specific Town Center Overlay (TCO) (Section 2-50) intended to encourage the development of a traditional, pedestrian-oriented town center that promotes walkability, cultural entertainment, and services. Although in 2024, no area plan or specific plan had been adopted by the City, a workbook containing architectural and site development guidelines for the "[Rubidoux Village Area](#)" was prepared and adopted by the City Council (page 24). However, planning and implementation of the Rubidoux Village Area will only begin once the nearby [Pedley](#) and Glen Avon town centers city developments are complete. These developments have no public timeline.

2 QuickFacts. United States Census Bureau. Retrieved from <https://www.census.gov/quickfacts/fact/table/>

3 California Office of Traffic Safety. OTS Crash Rankings. Retrieved from <https://www.ots.ca.gov/media-and-research/crash-rankings/>.

4 U.S. Census Bureau 2017-2021 American Community Survey (ACS) 5-year estimates, 2023 Esri Estimates.

5 Profiles. United States Census Bureau, accessed July 5, 2024 <https://data.census.gov/profile/>

The Transit Element of the General Master Plan (Section 3-56) includes two planned improvements for the focal area identified through the CPBST planning process. For the Riverview Drive/Mission Boulevard intersection, the City plans to add a second northbound right-turn lane and overlap phasing for the northbound and eastbound right-turn lanes, restripe the north leg approach to create a southbound left-turn lane and a through/right-turn lane, and change the northbound/southbound signal phasing from split-phasing to protected phasing. No other improvements are feasible due to right-of-way constraints. For the Rubidoux Boulevard/Mission Boulevard intersection, the City plans to restripe the south leg for separate northbound left-turn and through/right-turn lanes, change the northbound/southbound signal phasing from split-phasing to protected phasing, and add overlap phasing for the southbound and westbound right-turn lanes.

During the [Complete Streets Safety Assessment](#) conducted in 2021 by SafeTREC, the City of Jurupa Valley staff requested reviews of six focal areas: Agate Street, Etiwanda Avenue, Limonite Avenue, 34th Street, Mission Boulevard on Bellgrave Avenue, and Mission Boulevard between Rubidoux Boulevard and Crestmore Road. The main suggestions for the Mission/Rubidoux/Crestmore area included installing school crosswalks, narrowing travel lanes to free up space for bicyclists, re-evaluating in-street tree soil health, and removing legacy state route signage.

Free SafeTREC Data Resources

The Transportation Injury Mapping System (TIMS) is a web-based tool that allows users to analyze and map California crash data from the Statewide Integrated Traffic Records System (SWITRS). TIMS provides quick, easy, and free access to geocoded crash data. Visit: <https://tims.berkeley.edu>.

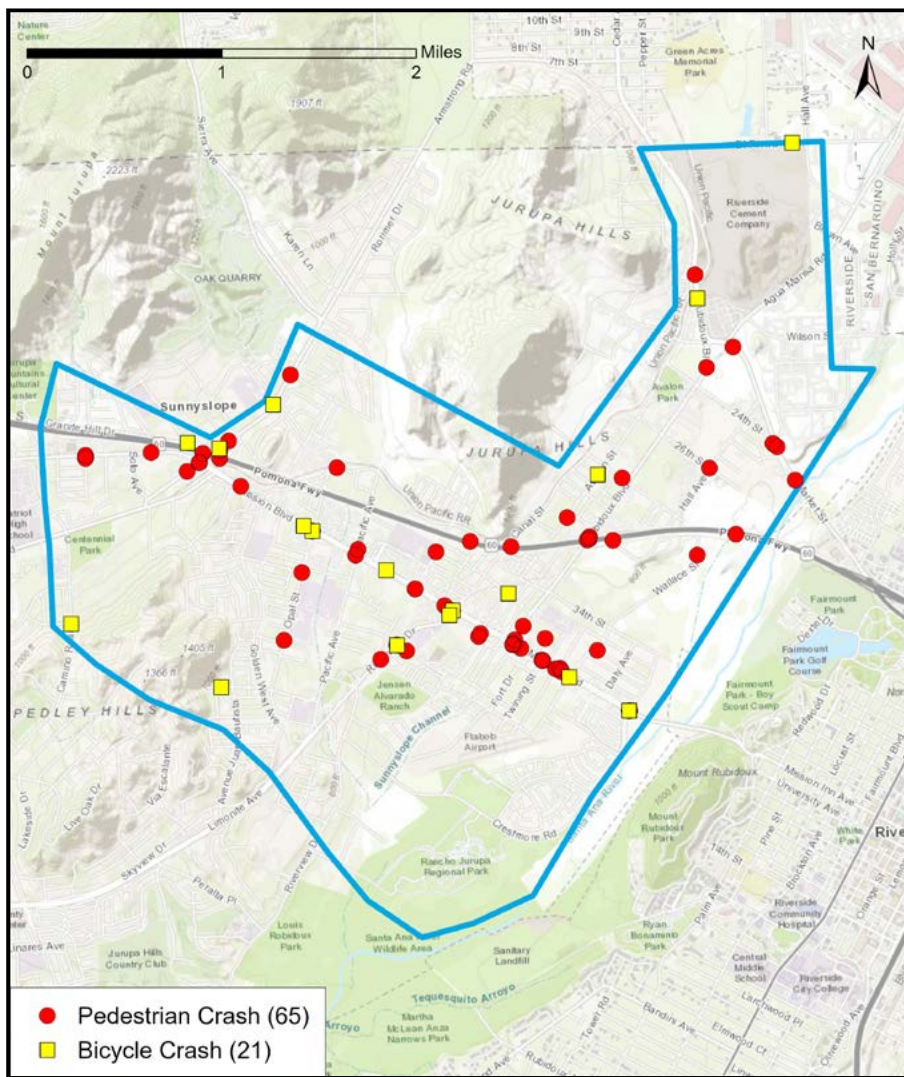
Street Story is a web-based community engagement tool that allows residents and community organizations to gather information that is important to transportation safety, including crashes, near-misses, general hazards and safe locations to travel. To promote access to the tool, SafeTREC offers technical assistance to communities and organizations interested in using Street Story. The platform and the information collected is free to use and publically available in English and Spanish. Visit: <https://streetstory.berkeley.edu>.

Pedestrian and Bicycle Crash History

Per the [California Office of Traffic Safety's Crash Rankings](#), in 2021, Jurupa Valley ranked 46th out of 60 cities of similar population size for people killed or injured in a traffic crash (with a ranking of "one" indicating the worst crash rate). Most notably, Jurupa Valley ranked 13th out of 60 cities for drivers who had been drinking under 21 years of age.

Similar to the above Crash Rankings, the following data is based on police-reported pedestrian and bicycle crashes in the workshop focus area in Jurupa Valley. Data reported in this section are from the Statewide Integrated Traffic Records Systems (SWITRS) for the years 2014 to 2023. Crash data for 2022-2023 is provisional as of June 2023. A full discussion of the pedestrian and bicycle crash data can be found in the appendix.

The map below shows crashes involving a pedestrian or bicycle within the workshop boundaries in which a person was injured from 2019 to 2023.



ABOVE: Pedestrian and Bicycle Crash Map for Workshop Focus Area in the City of Jurupa Valley, 2019-2023. Source: Statewide Integrated Traffic Records System (SWITRS), 2019-2023; 2022 and 2023 data is provisional as of June 2024.

Pedestrian Crashes

Over the 10-year period between 2014 and 2023, pedestrian crashes appear to be increasing since 2018, with a drop in 2021 across all types of crashes, which is likely due to the COVID-19 shelter-in-place orders.⁶ In the most recent five years of data available, 2019 to 2023, there were 65 pedestrian crashes, which includes nine pedestrian fatalities. Pedestrian crashes were concentrated on Mission Boulevard (17 crashes), Rubidoux Boulevard (nine crashes), and Valley Way/Armstrong Road (five crashes). There were seven crashes at the Mission Boulevard/Rubidoux Boulevard intersection alone. Of the 65 pedestrian crashes, 32 occurred between 3 p.m. and 9 p.m. Tuesday saw the most crashes with 12 crashes, followed by Friday and Saturday, both with 11 crashes. The primary crash factors for most of these pedestrian crashes included either a driver not yielding the right-of-way to a pedestrian at a marked or unmarked crosswalk or a pedestrian failure to yield right-of-way to vehicles when crossing outside of a marked or unmarked crosswalk, both of which were associated with 15 crashes each, for a total of 46 percent of all crashes.

Among the 67 pedestrians injured of these 65 pedestrian crashes, there were nine fatalities and nine serious injuries, with minor injuries (49 victims) comprising the largest number of total injured victims. Working adults made up 67 percent of all pedestrian crash victims. Most of the working adult victims were male (69 percent), which consists of anyone in the 19 to 59 age range. Seniors, victims aged 60 or older, comprised 30 percent of all crashes. Of the senior victims, only one percent were female. School-aged children, victims in the age range 5 to 18, made up 12 percent of all pedestrian crash victims, and all were male.

Mission Middle School and Ina Arbuckle Elementary School were named as locations of interest by the planning committee due to safety concerns. Between 2019 and 2023, within 1/4 mile of Mission Middle School, there were seven pedestrian crashes, including two fatalities at the Mission Boulevard/Pacific Avenue intersection and State Route 60/La Rue Street intersection. One injury crash victim was between the ages of 15 and 19. In the same period, within 1/4 mile of Ina Arbuckle Elementary School, there were 16 pedestrian crashes, including one fatality at Mission Boulevard/Rubidoux Boulevard. Two injury crash victims were under the age of 14.

Bicycle Crashes

Over the 10-year period between 2014 and 2023, bicycle crashes appear to be increasing since 2022. In the most recent five years of data available, 2019 to 2023, there were 21 bicycle crashes in the focus area, including one fatality. Bicycle crashes were concentrated on Mission Boulevard (seven crashes). Of the 21 crashes, six of the crashes occurred on a weekday between 3 p.m. and 6 p.m. Six of the 21 crashes occurred on a Friday, with Wednesday and Thursday coming in next with four crashes each. The most common primary crash factors for most of these bicycle crashes included failure to drive/ride on the right half of the roadway (24 percent of crashes) or driver failure to stop at a limit line or crosswalk at a stop sign, or intersection entrance (14 percent of crashes).

Among the 21 bicyclists injured of these 21 bicycle crashes, there was one fatality and three serious injuries. Most bicycle crash victims suffered minor injuries, comprising 81 percent of victims. There were no serious bicycle injuries in 2019 and 2020. A majority of crash victims, 52 percent, were working adults, including anyone between the ages of 19 and 59.. A majority of the working adult victims were male (82 percent). School-aged children, victims between the ages of five and 18, comprised 24 percent of all crashes, and most were male as well (80 percent).

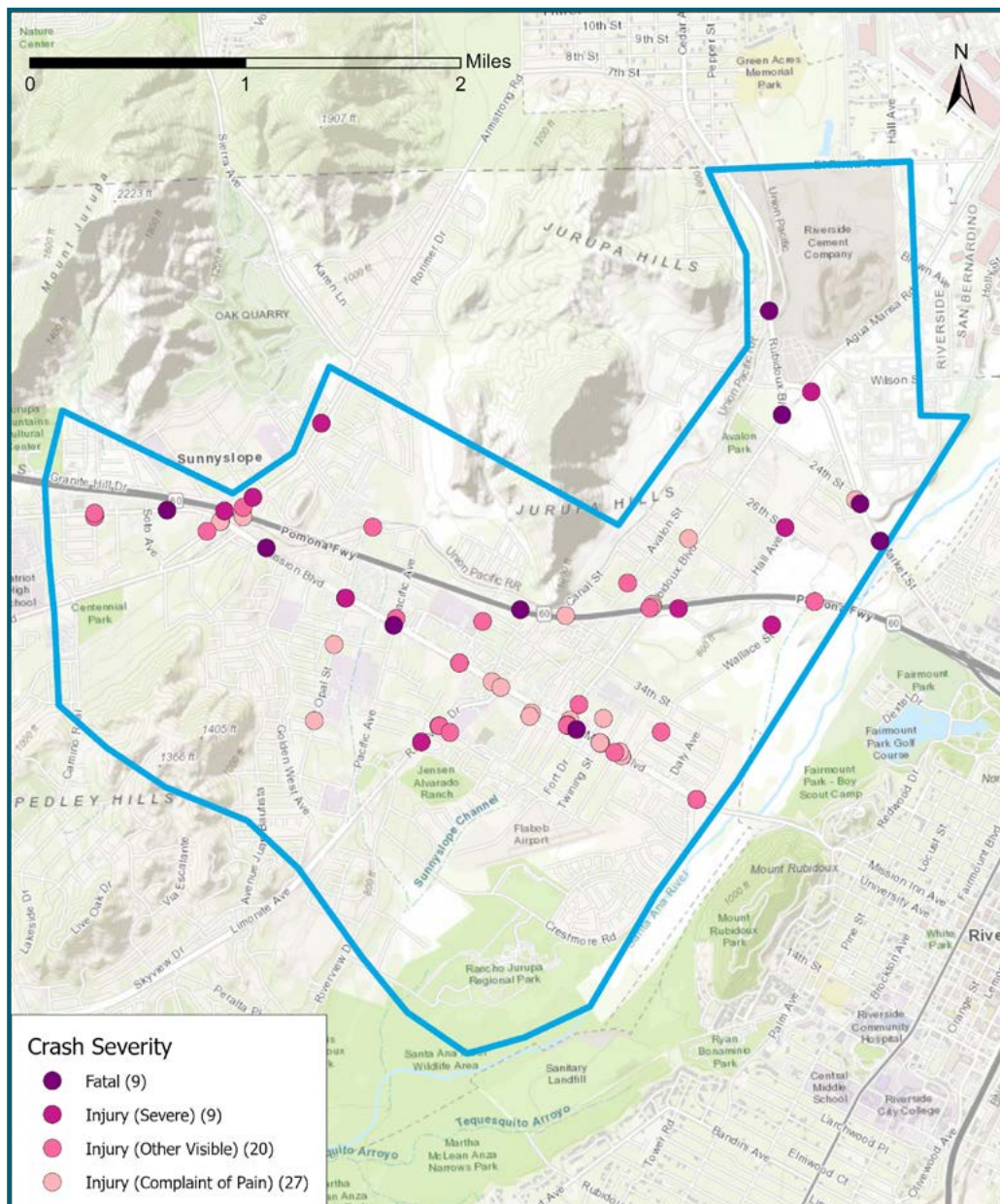
Between 2019 and 2023, within 1/4 mile of Mission Middle School there was one injury from a bicycle crash at Mission Boulevard/Carrera Court. Between 2019 and 2023, within 1/4 mile of Ina Arbuckle Elementary School there were three bicycle crashes, including two serious injury crashes at Avalon Street/36th Street. One of the serious injury crash victims was 14 years of age.

⁶ However, this decline is not lasting. Nationally, preliminary 2021 data shows an increase in fatal crashes of 10.7%. <https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/813283>

Fatal and Serious Injury Crashes

Because our work is rooted in the Safe System Approach, we want to prioritize locations with a history of fatal and serious injury crashes when reviewing crash history. Here are the fatal and serious injury crashes involving a pedestrian or bicyclist in the workshop focus area.

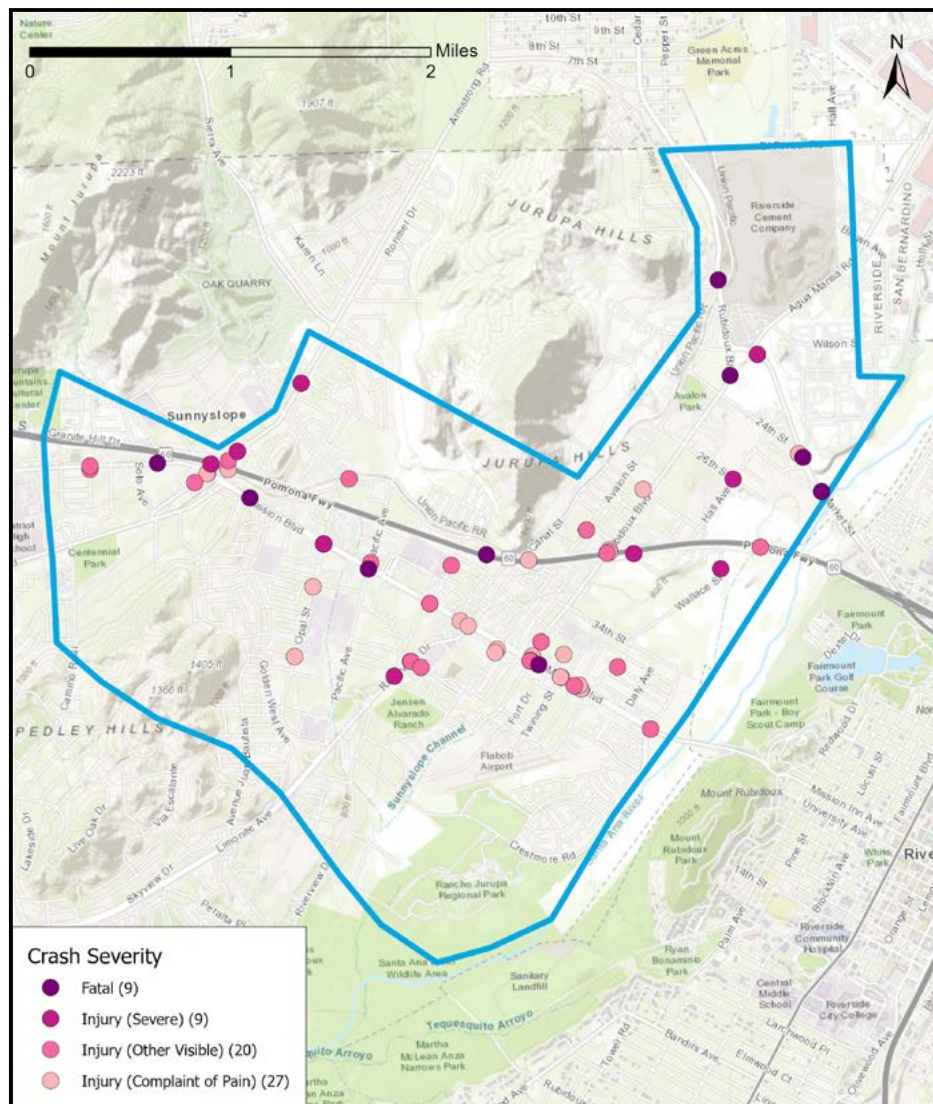
Of the 18 fatal and serious injury pedestrian crashes, the highest number occurred on Mission Boulevard, followed by Market Street and Rubidoux Boulevard. Four fatal crashes and two serious injury crashes were on Mission Boulevard, two fatal crashes and one serious injury crash were on Market Street, and two fatal crashes were on Rubidoux Boulevard. Half of all 18 fatal and serious injury crashes happened in the dark in areas with no street lights and another 28 percent happened in the dark in areas with street lights.



ABOVE: Map showing crash severity of pedestrian crashes in the workshop focus area in the City of Jurupa Valley, 2019-2023. Source: Statewide Integrated Traffic Records System (SWITRS), 2019-2023; 2022 and 2023 data is provisional as of June 2024.

Nine of 18 crashes were attributed to pedestrian violations. Of these nine violations, four were attributed to a pedestrian's failure to yield the right-of-way to vehicles when crossing outside of a marked or unmarked crosswalk, four were attributed to a pedestrian's failure to walk close to the edge of the roadway when there is no sidewalk present, and one was attributed to a pedestrian's failure to cross at crosswalks between adjacent traffic signal controlled intersections. The majority of victims were working adults between the ages of 25 and 59.

Of the four fatal and serious injury bicycle crashes, the one fatal crash was at Rubidoux Boulevard/Avalon Street, one serious injury crash was at Mission Boulevard/Riverview Drive, and two serious injury crashes were at Avalon Street/36th Street. For the serious injury crashes at Avalon Street/ 36th Street, both crashes were broadside crashes, also known as T-bone or side impact crashes. On both occasions the bicyclist was heading east on 36th Street and the driver was heading south on Avalon Street. Of the four fatal and serious bicycle crashes, one was attributed to a bicyclist failure to ride on right half of the roadway, one was attributed to a driver driving under the influence of alcohol or drugs, one was attributed to driver failure to stop at a stop sign before a limit line, and one was a bicyclist's failure to have proper lights. Two crashes occurred in daylight, one occurred at dusk, and one occurred in the dark in an area with no streetlights. Of the four victims, one was 14 or younger, and two were between the ages of 55 and 64. The age of the fourth victim was unknown.



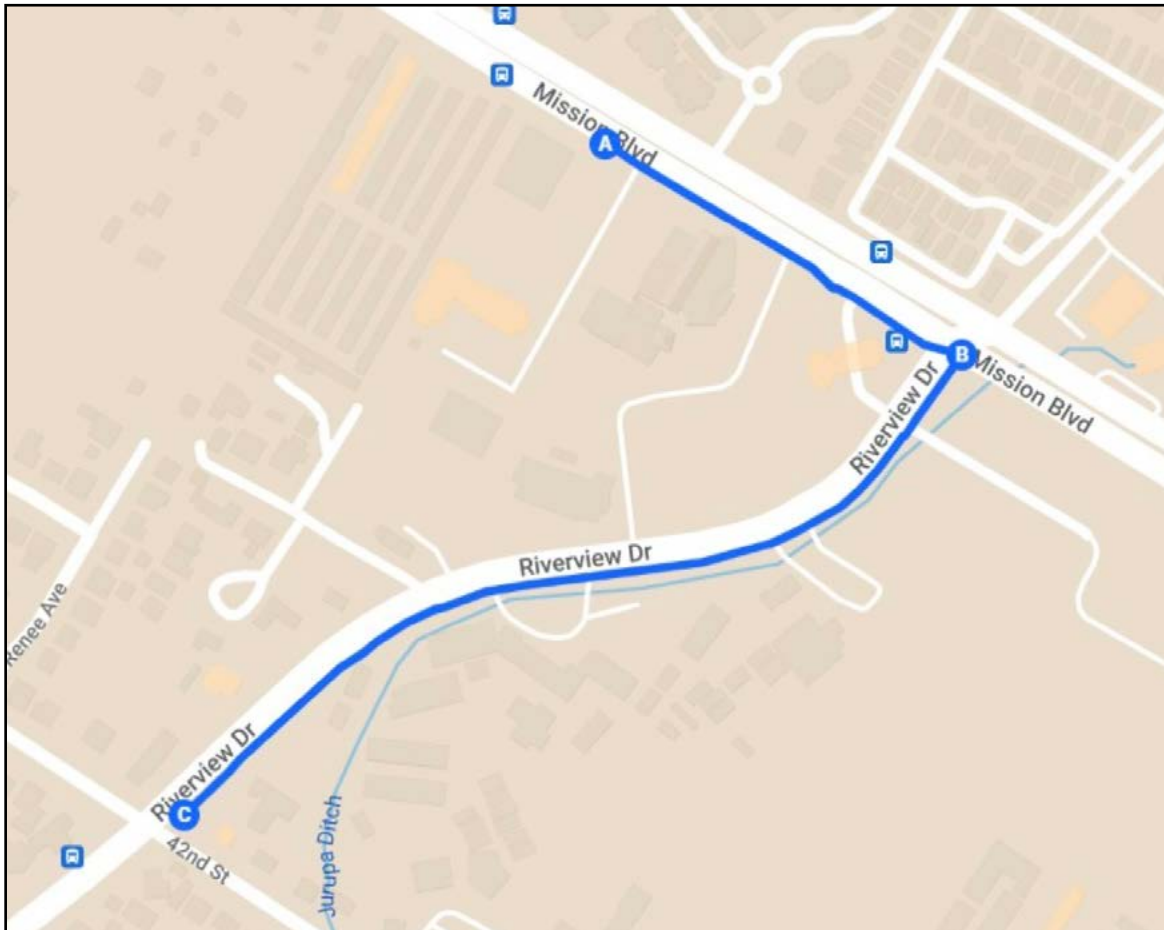
ABOVE: Map showing crash severity of bicycle crashes in the workshop focus area in the City of Jurupa Valley, 2019-2023. Source: Statewide Integrated Traffic Records System (SWITRS), 2019-2023; 2022 and 2023 data is provisional as of June 2024.

Walking and Biking Assessments

During the workshop, the Project Team and participants participated in walking and biking safety assessments along two routes frequently traveled by community residents. Participants were asked to identify community assets, assess infrastructure conditions, and share how road users engage with the built environment. The following is a summary of the walking and biking assessment.

Route 1: West Riverside Elementary School, Mission Boulevard/ Riverview Drive/42nd Street.

West Riverside Elementary School was identified as a location of concern given the population of school children who walk or bike to and from school on a high vehicle volume and high-speed corridor. Students and parents must navigate 42nd Street and Riverview Drive to arrive on campus. This corridor is also used by those walking and biking both northbound and southbound across Riverview Drive on their commute or visits to community assets like Louis Robidoux Library, Eddie D. Smith Senior Center, and the Family Service Association-Rubidoux Child Development Center located at Riverview Drive/Mission Boulevard.



ABOVE: Walking and biking assessment route along Mission Boulevard and Riverview Drive.

Strengths

1. Riverview Drive/42nd Street has yellow ladder crosswalk markings and Jurupa Valley School District provides a crossing guard that assists West Riverside Elementary School students and their families during school arrival and dismissal times.
2. Trees provide shade at the employee entrance to West Riverside Elementary School at the eastern sidewalk of Riverview Drive, between Mission Boulevard and 42nd Street. This provides a source of temporary shade for students and parents during the hotter days of the year.
3. The Jurupa Valley School District provides funding for crossing guards at each school. During arrival and dismissal times, crossing guards provide an added layer of protection to vulnerable road users like children, parents, and elderly individuals, ensuring they can safely navigate busy intersections, like Riverview Drive/42nd Street and around schools like, West Riverside Elementary School.
4. The Rubidoux Neighborhood Walking Corridor, also known as The Walk, is an ongoing effort to promote active, healthier lifestyles in the Rubidoux community of Jurupa Valley. The Walk is a collaborative effort between City and agency staff, local businesses, and members of the Healthy Jurupa Valley coalition. It includes artistic crosswalks, murals, and wayfinding signage throughout the Rubidoux neighborhood, with the majority located along the Mission Boulevard corridor.
5. There is a community garden next to the Family Service Association-Rubidoux Child Development Center at Riverview Drive/Mission Boulevard. The garden, a collaboration between the Healthy Jurupa Valley coalition and the City of Jurupa Valley, is accessible to people walking along the western sidewalk on Riverview Drive. The green space is maintained by the community and provides educational opportunities for the community and features work from local artists.



ABOVE: The entrance to the community garden, which showcases local art.



ABOVE: City Engineer Octavio Duran reads the wayfinding sign made in 2018 called "The Walk - Rubidoux."

Strengths, continued



ABOVE: The intersection of Riverview Drive and 42nd Street has maintained its vivid yellow crosswalks which alerts drivers to pedestrians crossing.



ABOVE: The Planning Committee walks along the curved sidewalk that takes them further away from the road, and shades them from the sun with its trees.

Concerns

1. Despite a flashing speed limit sign and “School” text painted on the road, drivers in cars and trucks seem to travel above the posted speed limit on Riverview Drive right next to West Riverside Elementary School. The posted speed limit is 25 MPH and speeding drivers pose a danger to students, families and seniors that cross northward on Riverview Drive to the Eddie D Smith Senior Center or Louis Robidoux Library.
2. Fast-moving traffic is loud along Riverview Drive near West Riverside Elementary School which makes it difficult to engage in conversation with others and makes for a less comfortable experience as someone walking or biking. Difficulty hearing over traffic is particularly dangerous if people cannot hear the audible warning or pedestrian crossing signals are communicated to those walking or biking.
3. The multitude of posted speed limit signs on westbound Riverview Drive may cause confusion for those driving and contribute to speeding. On one stretch of the road, there is a 45 MPH sign between a school zone sign and a 25 MPH when children are present sign.
4. There is no marked east-west crosswalk on the north side of the Riverview Drive /Mission Boulevard intersection. This is a concern for pedestrians and bicyclists crossing the Mission Boulevard/ Riverview Drive intersection as drivers may not expect pedestrians crossing, which increases the risks of crashes. Additionally, the existing north-south and east-west painted crosswalks in both directions at the intersection of Mission Boulevard/ Riverview Drive are faded and deteriorated transverse lines, making them difficult to see.
5. Low visibility is a concern on Riverview Drive in both directions between Mission Boulevard and 42nd Street due to the curvature of the street. The curve may encourage speeding for those driving where the posted speed limit is 45 MPH before becoming a 25 MPH school zone between Mission Boulevard and 42nd Street on Riverview Drive.
6. Pedestrians cross midblock on Riverview Drive throughout the day because the pedestrian crossings at the intersection of Riverview Drive/ 42nd Street and Riverview Drive/Mission Boulevard are separated by over ¼ mile.
7. A poorly designed driveway is located along the south side of Riverview Drive leading into the Indoor Swap Meet and Mission Plaza Mall. This is a concern as drivers use this as a shortcut to avoid Riverview Drive/ Mission Boulevard southbound and impacts the comfort and safety of pedestrians walking and biking on Riverview Drive.
8. Sidewalk obstructions include Utility boxes, fire hydrants, and power line poles obstruct the sidewalk on Mission Boulevard and on Riverview Drive between Mission Boulevard and 42nd Street. These obstructions narrow the sidewalk and may force those walking, biking and rolling into the street.

Concerns, continued



ABOVE: On Riverview Drive near Riverside Elementary School, there is a flashing speed limit sign with a 25 MPH school speed limit sign.



ABOVE: A 45 mph speed limit sign is adjacent to a 25 mph school zone speed limit sign which may cause confusion for those driving near West Riverside Elementary School.



ABOVE: There is no marked east-west crosswalk on the north side of the Riverview Drive/Mission Boulevard Intersection, causing safety concerns for those crossing the street.



ABOVE: The east-west painted crosswalk at the intersection of Mission Boulevard/Riverview Drive is faded and deteriorated.

Concerns, continued



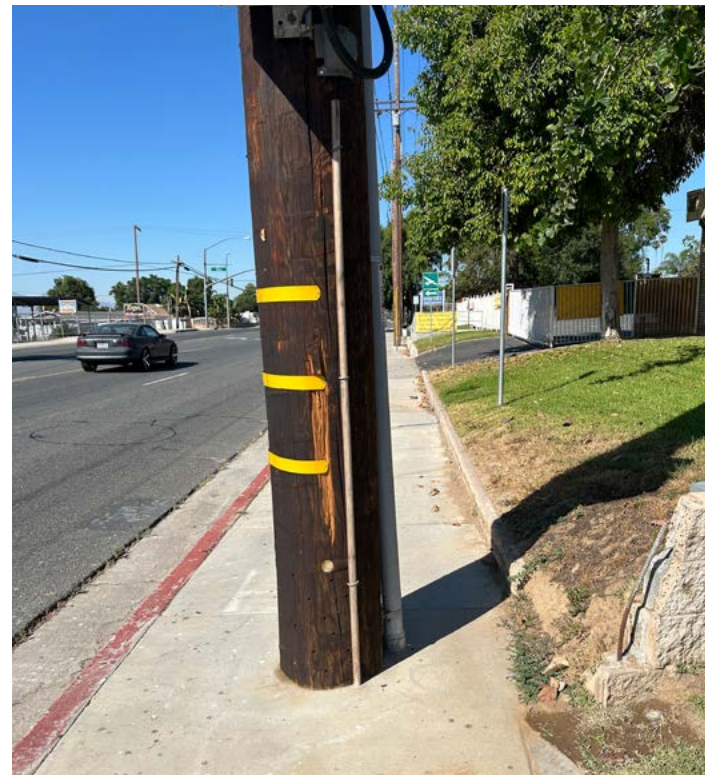
ABOVE: Riverview Drive curves towards 42nd Street which reduces visibility for those driving eastward and westward along the corridor.



ABOVE: Faded crosswalk paint at Mission Boulevard/ Riverview Drive intersection crossing.



ABOVE: A cracked sidewalk on Riverview Drive connects to a dirt road that serves as a path to a small shopping center.



ABOVE: A city power line pole blocks the sidewalk on Riverview Drive.

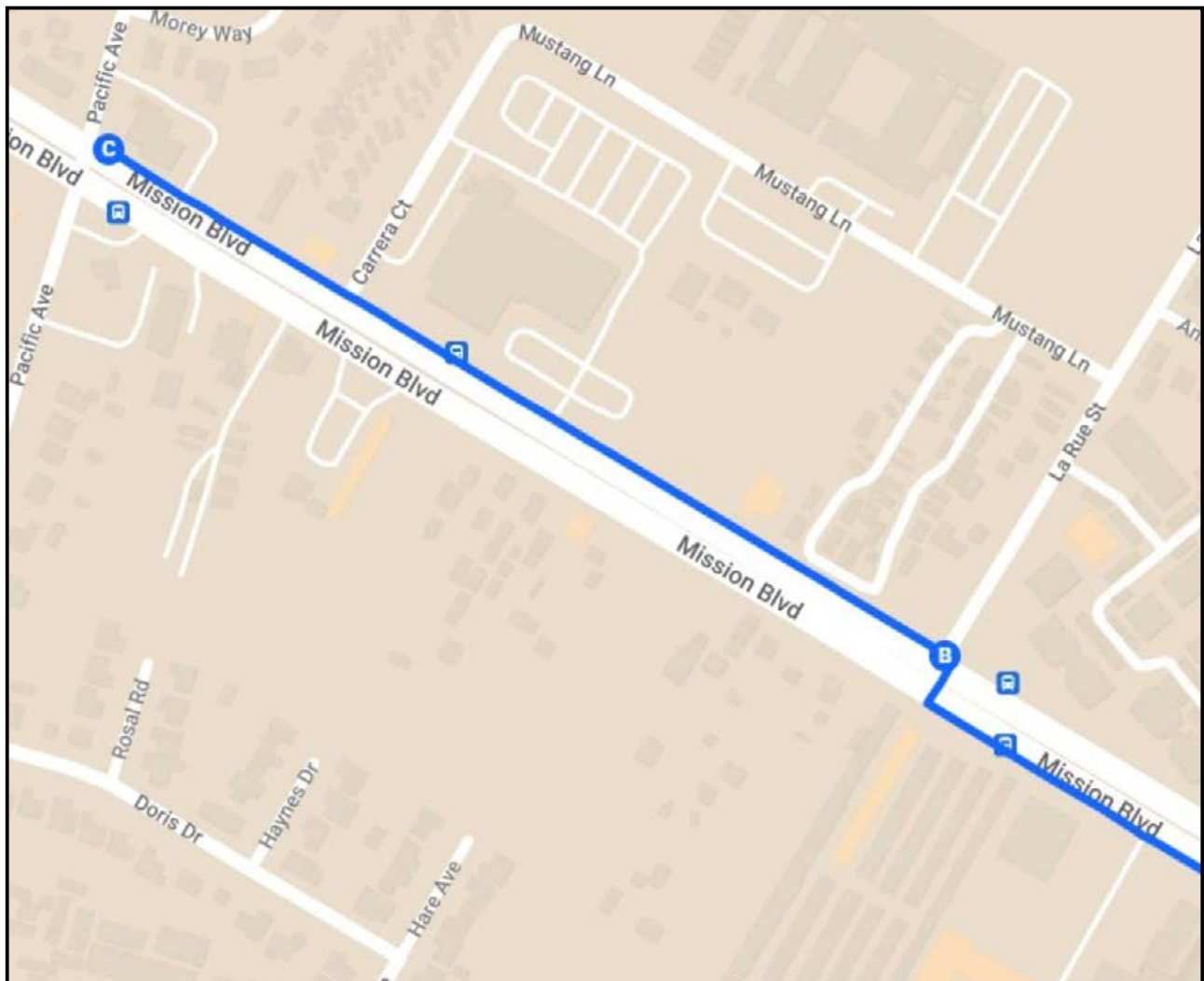
Concerns, continued



ABOVE: White poles and the property line of a home on 42nd street block the sidewalk.

Route 2: Mission Boulevard/Pacific Avenue

Mission Boulevard serves as a major corridor throughout Jurupa Valley for those walking, biking, taking transit, or driving. The Mission Boulevard/Pacific Avenue intersection was identified by both the Planning Committee and workshop participants as a specific location of concern because of its proximity to Mission Middle School and its history of pedestrian and bicycle crashes. Many participants named safety concerns surrounding school-aged children walking and biking along the high-speed corridor of Mission Boulevard. The Mission Boulevard corridor houses many important community assets, including the Louis Robidoux Library, Eddie D. Smith Senior Center, senior apartment homes, multiple mobile home communities, and the Riverside County Department of Public Social Services office.



ABOVE: Walking and biking assessment route along Mission Boulevard from Louis Rubidoux Library to the intersection of Mission Boulevard and Pacific Avenue.

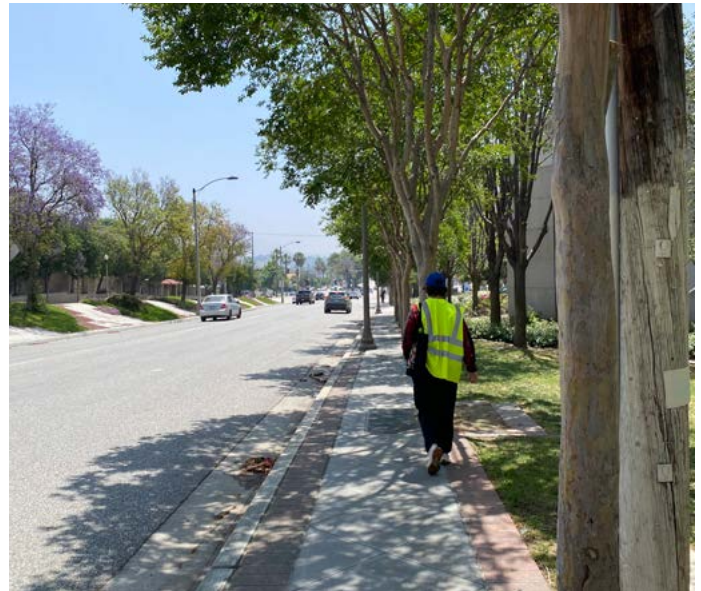
Strengths

1. The Louis Rubidoux Library acts as a green space for the community, providing shelter from the sun with trees in the front and a shaded patio in the back of the library. It also provides services to the community including a literacy lab, meeting and study rooms, wi-fi hotspots, chromebooks to borrow, de-incarceration resources, and a variety of social and cultural community events.
2. The Eddie D Smith Senior Center provides programming for over 400 seniors who are vulnerable road users, including daily free and reduced cost meals, food distribution, and resources on aging. It also provides Dial-a-Ride paratransit service and there is a shaded bus shelter and bench right at the senior center.
3. There is sufficient pedestrian-scale lighting and tree canopy which provides shade for people walking and biking along Mission Boulevard between Riverview Drive and La Rue Street.
4. The Riverside Transit Agency (RTA) provides covered bus shelters on both sides of the Mission Boulevard/Riverview Drive intersection and Mission Boulevard/La Rue Street intersection, providing much-needed shade and respite for transit riders.
5. The Riverside County Department of Social Services is located on Mission Boulevard and provides job services, cash assistance, healthcare, and other services to the community.
6. There is a painted crosswalk at the intersection of Mission Boulevard/La Rue Street, part of The Rubidoux Neighborhood Walking Corridor, also known as The Walk, increasing crosswalk visibility at this intersection.

Strengths, continued



ABOVE: Behind the Louis Rubidoux Library is a shaded outdoor patio area with seating and lighting.



ABOVE: There is pedestrian scale lighting and tree cover on Mission Boulevard. Lighting and tree cover does not continue north of La Rue Street or into the residential streets.



ABOVE: Some bus stops on Mission Boulevard have covered bus shelters, where riders are provided much needed shade along the corridor.



ABOVE: Painted Healthy Jurupa Valley crosswalk at the intersection of Mission Boulevard/La Rue Street.

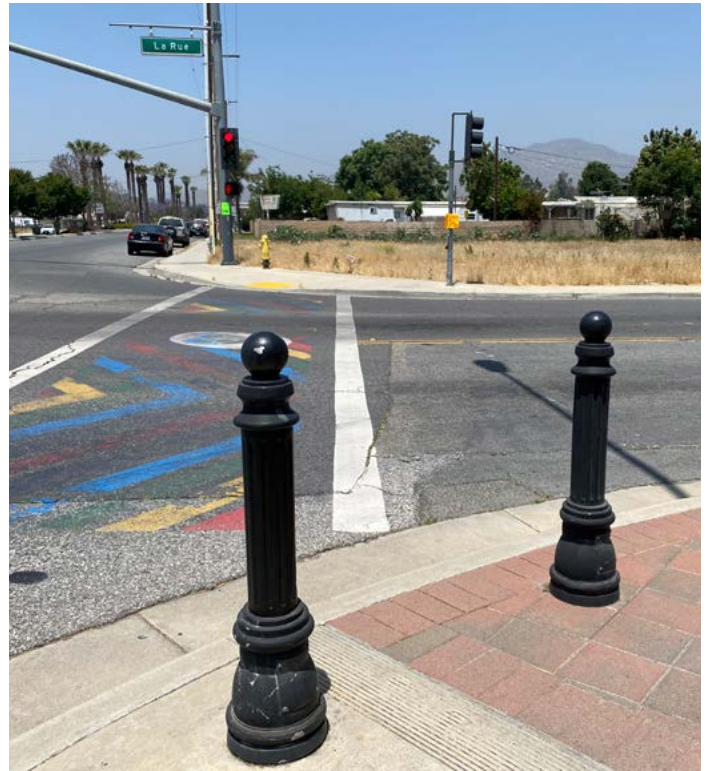
Concerns

1. Drivers seem to travel above the posted 40 MPH speed limit on Mission Boulevard. Participants shared that drivers consistently travel between 45 and 65 MPH along the corridor. There are bollards on the sidewalk at the southeast corner of the La Rue Street / Mission Boulevard intersection, which indicates a potential history of pedestrian crash incidents as a result of high driver speeds.
2. The crossing times at intersections are short, not allowing enough time for those moving at a slower speed with strollers or mobility devices. The Project Team noted the Mission Boulevard / Pacific Avenue intersection crossing times were about 32 seconds only to cross Mission Boulevard. There is no countdown on the crossing signal, only a walking signal, then a hand. For those with limited mobility, this may not allow enough time to cross the six laned road.
3. The distances between crossings are long, encouraging people walking to cross mid-block. There are approximately 0.3 miles separating the Mission Boulevard/La Rue Street and Mission Boulevard/ Pacific Avenue intersections. These large distances between pedestrian crossings incentivize mid-block crossings where pedestrians utilize the tree-lined median as a refuge.
4. Sidewalks along Mission Boulevard are narrow, with trees, light poles, and mailboxes impeding the right of way. Furthermore, the quality of sidewalk pavement on Mission Boulevard between La Rue Street and Pacific Avenue varies with bumps in the sidewalk that hinder accessibility and is filled with debris.
5. The crosswalk at Mission Boulevard and Pacific Avenue, while painted, has no refuge island leaving many vulnerable to high-speed traffic with no safe place to stop if they cannot cross the wide road before the signal changes.
6. North of La Rue Street, there is no shade or pedestrian scale lighting on Mission Boulevard, and no covered bus shelters. This lowers the safety of the corridor and reduces the appeal of walking in the neighborhood.
7. The bus stops in front of the Riverside County Department of Social Services and at Mission Boulevard and Pacific Avenue are not covered.
8. There are no bike lanes on Mission Boulevard, forcing those on bicycles to choose to ride in fast moving traffic or on the narrow sidewalk. When those biking choose to do so on the sidewalk, pedestrians must move out of the way as space is extremely limited.
9. Mission Boulevard is difficult for students to walk or bike to school on. During the walking and biking assessment, a driver was blocking the crosswalk of Mission Boulevard at La Rue Street nearby Mission Middle School, such that people had to walk into the street. These conditions limit pedestrian visibility and make Mission Boulevard unsafe to cross.

Concerns, continued



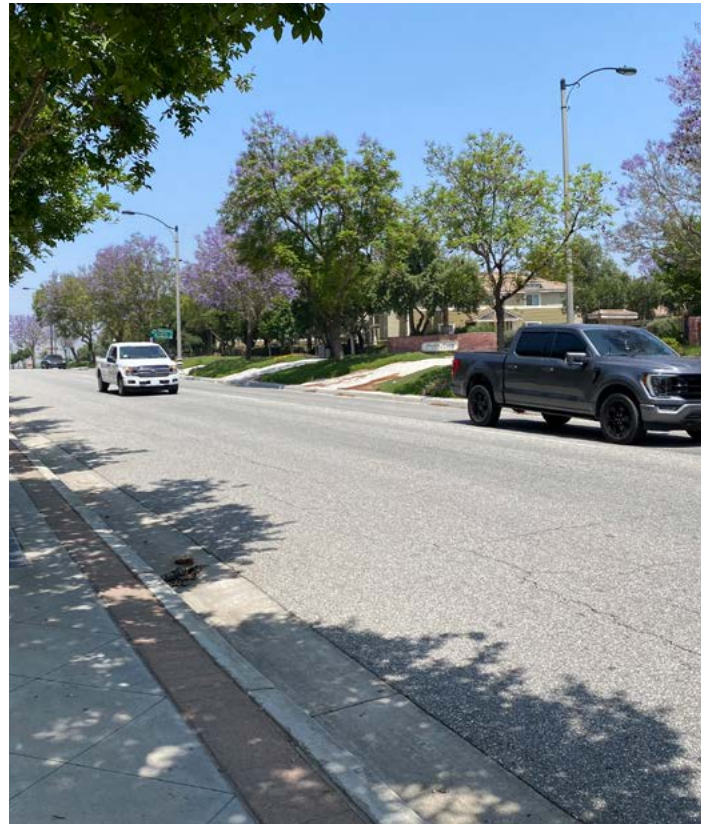
ABOVE: The speed limit on Mission Boulevard in the walk audit area is 40 miles per hour.



ABOVE: Bollards on La Rue Street and Mission Boulevard indicate concerns around driver speed and pedestrian safety.



ABOVE: The painted crosswalk at Mission Boulevard and Pacific with no pedestrian refuge island.

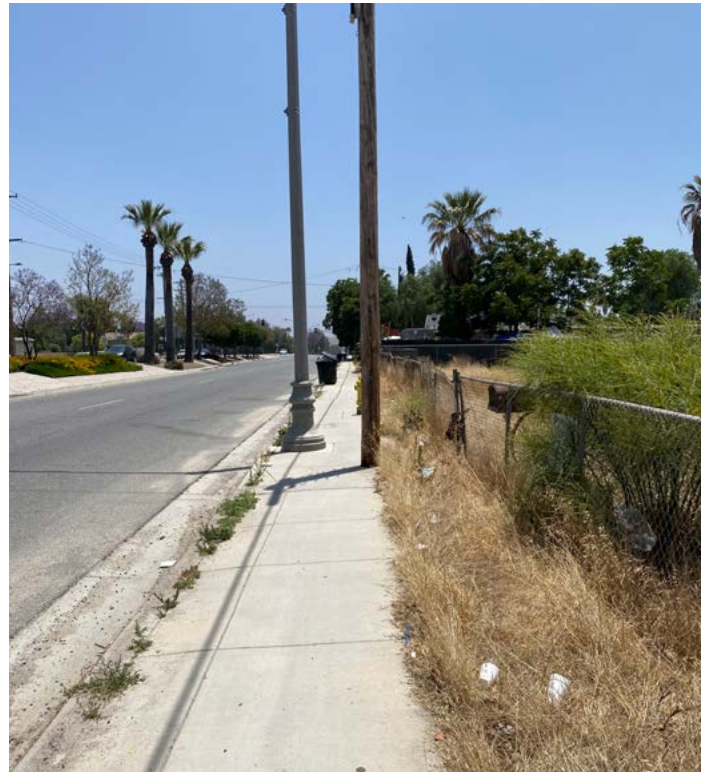


ABOVE: Medians on Mission Boulevard are used by pedestrians as an unofficial refuge island.

Concerns, continued



ABOVE: Sidewalks on Mission Boulevard are narrow, with trees and light poles in the sidewalk right of way.



ABOVE: Portions of the sidewalks on Mission Boulevard are unshaded.



ABOVE: A vehicle in the crosswalk of Mission Boulevard at La Rue Street.

Recommendations

The recommendations in this report are based on observed pedestrian and bicycle safety concerns, Safe System strategies, and workshop participants' priorities. The CPBST prioritizes strategies focused on infrastructure improvements, behavior change, and nurturing safety champions. The suggested timelines and resources needed for implementation are estimated based on general pedestrian and bicycle safety best practices and may need to be further tailored by the community.

Community Recommendations

Participants offered the following programmatic and infrastructure recommendations to create a safer environment for walking and biking. General priorities included:

- Enhance school safety by addressing high speeds and mid-block crossings while extending traffic light crossing times for pedestrians.
- Improve the safety of those walking and biking by implementing protected left turns and increasing pedestrian visibility at problematic intersections like Mission Boulevard/Rubidoux Boulevard, which are known for heavy traffic and frequent bike crashes.
- Ensure accessibility throughout the area, including bus shelters and sidewalks, and consider the impact of equestrian uses on street space allocated for pedestrians.
- Establish a Community Benefits Agreement with new development projects to include separate horse trails from major roads, sidewalks, bike lanes, and more frequent crosswalks.
- Address gaps in the sidewalk network on Mission Boulevard, in the northwest direction, to expand and maintain pedestrian routes.
- Develop a comprehensive bike network and map to enhance accessible commute and recreation routes for those biking and improve transit options with increased bus services tailored to students.
- Install protected bike lanes along Mission Boulevard to reduce bike-related injuries and promote safer biking conditions in the area.

Safe Routes to School Program

Workshop participants discussed collaborating with the City of Jurupa Valley and the Jurupa Valley School District to engage community partners in the development of a Safe Routes to School (SRTS) program. This multifaceted strategy would encourage students to walk and bike to school through safety education. The program would create incentives for families and students to choose alternative active transportation options to boost student physical activity and create a culture of traffic safety. The program would develop detailed maps for each school that highlight crosswalks, sidewalk gaps, and bike lanes, and identify necessary traffic safety infrastructure improvements. This initiative would foster a safer, more connected community environment by developing a pedestrian and bicycle education curriculum and organizing events like bike trains and walking school buses. The school district currently has funding for crossing guards at each school and will likely have additional insights about the potential roles crossing guards could have in this SRTS program. While this is a citywide project, initial phases would encompass a half-mile radius of the Rubidoux neighborhood.

Project Goals:

1. Improve the safety of those walking and biking to school;
2. Encourage and foster a culture of walking and biking to school by building awareness among all road users; and
3. Identify Safe Routes to School partners and increase collaboration between the Jurupa Valley Unified School District and the City of Jurupa Valley.

The following groups can be engaged: parents, students, administration, and staff at West Riverside Elementary School, Rubidoux High School, and Ina Arbuckle Elementary School; Planning Committee members; Jurupa Valley Unified School District; Louis Robidoux Library; the Healthy Jurupa Valley coalition; and Riverside Electric Light Parade.

Portions of the program development like planning and developing educational materials can be created and shared within six months to nine months, while longer-term infrastructure projects may take two-plus years to complete.

Potential Safe System Strategies to use:

Safe Routes to School (SRTS) Community Program, Walking School Bus, Bike Train, Designated Safe Routes, Reduced Speed Limit Zones, Safe Passages Program

Action Steps:

1. Work with the Jurupa Valley School District to identify their capacity to create and provide pedestrian and bicycle safety education. If their capacity is low, supplement the efforts with community bicycle rides, walking school buses, bike trains, traffic gardens, and bicycle rodeos hosted by local community based-organizations to engage the targeted audiences. The Planning Committee offered potential educational curriculum and events at the workshop, including:
 - a. Engaging students and parents through bike trains, walking school buses, and a bike helmet and bike giveaway.
 - b. Open Streets events where participants are engaged in creative and fun ways to broaden community involvement and education. Local bicycle advocacy organizations like [Riverside Electric Light Parade](#) and [Inland Empire Biking Alliance](#), as well as the Louis Robidoux Library may be involved in the planning process and can lead the traffic safety classes.
2. The Planning Committee can identify allies in the community, such as Parent Teacher Associations (PTAs) at local Jurupa Valley schools, bicycle advocates (e.g. Inland Empire Biking Alliance and [Inland Valley Mountain Bike Association](#)), public health departments, school and school district staff, and others (like the [Center for Community Action and Environmental Justice](#)). Educate them on the importance of pedestrian and bicycle safety curriculum and how to provide it to their communities.

3. Collaborate with the Jurupa Valley School District, local businesses, and community allies on a “Walk/ Bike to School Week,” where local landmarks or small businesses can be identified as spots for families to meet and walk or bike to school with one another.

Resources:

[How To Create Pop-Up Safe Routes to School Projects](#)

[Defining Roles and Partnerships for Safe Routes to School](#)

[Safe Streets: SRTS Toolkit](#)

[GoSafely CA](#)

Safe Street Crossing

This project aims to enhance pedestrian and bicycle safety on Mission Boulevard from Riverview Drive to Pacific Avenue and Riverview Drive from Mission Boulevard to 42nd Street by addressing critical issues related to street crossings and the use of center medians as unofficial pedestrian refuge islands. Key components include public education on the potential dangers of using medians for refuge, the implementation of official pedestrian refuge islands at intersections and traffic calming infrastructure, speed reductions, and the extension of pedestrian crossing times. Additionally, the project will involve collaboration with the City's Public Works Department to explore the implementation of leading pedestrian intervals, which could further protect pedestrians by allowing them to begin crossing before drivers receive a green signal to increase their visibility. Through these measures, the project seeks to create a safer, more pedestrian-friendly environment on Mission Boulevard and on Riverview Drive by promoting safe driving and increased visibility of pedestrians and bicyclists through speed reduction and traffic calming, to reduce crashes from speeding, risky driving, and failure to yield.

Project Goals:

1. Improve pedestrian and bicyclist safety when crossing street crossing;
2. Implement pedestrian refuge islands that provide safe stopping points mid-intersection for those walking and biking; and
3. Encourage walking and biking as alternative modes of transportation.

The Planning Committee, Healthy Jurupa Valley coalition, Riverside Transit Agency (RTA), and the City of Jurupa Valley's Public Works Department can lead this project and engage additional community groups and partners like the Riverside Electric Bike Parade, Louis Robidoux Library, and Eddie D. Smith Senior Center as the process progresses.

The project can begin with an initial feasibility study and research of funding opportunities, with infrastructure improvements likely to take two-plus years. Concurrently, the Planning Committee and community groups can co-develop community engagement activities for the project discussed during the CPBST planning process and workshop. The Planning Committee can support this project by continuing to engage community members and connecting them with agency stakeholders.

Potential Safe System Strategies to use:

High-Injury Network (HIN), High-Visibility Road Markings and Signage, Hybrid Beacon (HAWK), Designated Safe Route, Pedestrian Head Start (Leading Pedestrian Interval), Neighborhood Speed Awareness Program, Pedestrian Safety Island, Raised Crosswalk, Safe Passage Program, Speed Hump

Action Steps:

1. The Planning Committee and Healthy Jurupa Valley coalition host a meeting with the City of Jurupa Valley's Public Works Department and RTA to determine the feasibility of adding pedestrian refuge islands and leading pedestrian intervals at key locations on Mission Boulevard, including at the Mission Boulevard/ Riverview Drive, Mission Boulevard/La Rue Street, and Mission Boulevard/Pacific Avenue intersections.
 - a. Feasibility may include determining the need for data collection that reflects the daily experiences of community members crossing Mission Boulevard to support funding for infrastructure improvements, such as pedestrian counts.
2. The Planning Committee and the Healthy Jurupa Valley coalition work with the City to research and apply for state and federal funding sources to support infrastructure improvements. [The California Active Transportation Safety Information Pages \(CATSIP\)](#) provides a list of funding sources for various agencies at the regional, state, and federal level.

3. The Planning Committee and Healthy Jurupa Valley coalition develop a safety messaging campaign to encourage the community to follow the rules of the road and education on how to safely cross the street along Mission Boulevard. They can partner with the Louis Robidoux Library to host community engagement activities with community members that frequent the community assets along Mission Boulevard.

Resources:

- [Solutions for Congested Corridors](#)
- [Quick Builds for Better Streets](#)
- [Costs for Pedestrian & Bicyclists Infrastructure Improvements](#)
- [SCAG Community Funding Opportunities](#)
- [Bikeway Selection Guide](#)

Placemaking and Wayfinding Signage for Open Spaces

There is a community interest in more robust placemaking across the City, especially through the installation of wayfinding signage that educates on and promotes access to open spaces. This project would encourage the community to come together through developing public art such as murals and creative crosswalks across designated routes to and from the City's open spaces and it would also act as promotion for these spaces such as Horseshoe Lake Park. Jurupa Valley has many public parks and outdoor spaces that, if highlighted, can attract more visitors and increase community health outcomes. There is a strong equestrian community in Jurupa Valley that uses outdoor spaces and this project can provide a much-needed opportunity to bridge the gap between those walking, biking, hiking, and equestrians, while also strengthening city pride and improving access to open spaces. While this is a citywide project, initial phases can take place in the Rubidoux neighborhood. There's opportunities to weave this project into existing planning for the City's Master Plan for Trails and renovations to City parks.

Project Goals:

1. Bridge the communication gaps between people biking, walking, and the equestrian community;
2. Improve navigation and traffic safety throughout Jurupa Valley;
3. Create a sense of community pride and celebrate the history of Jurupa Valley; and
4. Increase community art opportunities through the use of painted crosswalks and sidewalks.

The Healthy Jurupa Valley coalition and the Planning Committee can lead the project and include additional partners through engagement throughout the planning process.

The Planning Committee and Healthy Jurupa Valley coalition can develop community surveys within three to four months and conduct outreach to begin the project within the next three months. Larger improvements are likely to take two-plus years to implement.

Potential Safe System Strategies to use: Bike and/or Pedestrian Master Plans, Community Benefit Agreement, Community Coalition, Community Walk or Bike Ride, Engaged Elected Official, Participatory Campaign, Placemaking, Wayfinding.

Action Steps:

1. The Planning Committee and Healthy Jurupa Valley coalition can create a survey for the community to engage stakeholders, gain input, and understand what elements of this project are most important to Jurupa Valley residents. To design the placemaking and wayfinding survey, the Planning Committee and Healthy Jurupa Valley coalition can identify the target audience, decide appropriate survey questions, and test the survey in both an online and written form.
2. The Planning Committee and Healthy Jurupa Valley coalition send the survey to City representatives, school district administrators, the equestrian community, and other community residents who may be interested in participating in the project. The Planning Committee and Healthy Jurupa Valley coalition provides additional outreach via newsletters, Instagram, Twitter, the library, local businesses, events, and other relevant spaces.
3. The Planning Committee and Healthy Jurupa Valley coalition conduct outreach to begin the planning process, engaging the City of Jurupa Valley and those involved in the planning process for feedback on project designs and elements.
4. Engage with the City of Jurupa Valley for the appropriate approval processes needed to implement each component of the project.

Resources:

- [Placemaking Education](#)
- [Community Murals Information](#)
- [Trail Building Toolbox - Signage and Surface Markings](#)

Project Team Recommendations

The Project Team recommends the following for local stakeholder consideration.

Traffic Calming

The Project Team recommends several traffic calming measures to address driver speeds and enhance the safety of those walking and biking, particularly near West Riverside Elementary School. These measures include installing speed humps and tables, speed radar trailers, speed cushions, and adding [asphalt art](#) on low visibility corridors like Riverview Drive to visually narrow the roadway, which can help reduce driver speeds. Adding asphalt art to key intersections like Mission Boulevard/Riverview Drive and Mission Boulevard/Pacific Avenue can build community and bring people together around a shared neighborhood identity. SafeTREC recently released a [California Safe Speeds Toolkit](#) which supports jurisdictions interested in exploring speed limit setting flexibilities.

Collaborating with the Healthy Jurupa Valley coalition and the Planning Committee, City planners can apply for funding to install traffic calming measures. Given the high traffic volumes on streets like Mission Boulevard and Riverview Avenue, removing lanes may not be feasible. Other strategies, such as bulb-outs, which force drivers to make turns more slowly, can be employed to reduce driver speeds. Moreover, implementing a temporary speed hump program, where speed humps are rotated around the neighborhood, would address speeding issues dynamically. Funding for such traffic calming infrastructure is critical for the installation and maintenance of these improvements.

Potential funding sources include:

[The Office of Traffic Safety Grants Program for non-infrastructure projects](#), [the Active Transportation Program \(ATP\)](#), [the AARP Community Challenge](#), and the [U.S. Department of Transportation's Safe Streets for All \(SS4A\)](#) program.

Bike lanes

During the CPBST process, participants highlighted that despite having regular bike commuters and recreational riders across the city, there is limited infrastructure to provide safe, comfortable biking for the community. The Project Team recommends the City of Jurupa Valley explore funding opportunities to install bicycle infrastructure in the Rubidoux neighborhood, especially near West Riverside Elementary School and Mission Boulevard. Given the safety concerns observed by the Planning Committee, Project Team, and workshop participants, protected bike lanes should be prioritized as they provide the necessary safety needs for those biking in the community. The City may also coordinate bike infrastructure improvements and bike routes with neighboring cities and the Riverside Transit Agency (RTA) to ensure that bicyclists are better connected to businesses, amenities, and other activities across Jurupa Valley and the Riverside County region.

As the City moves to install bike lanes, consider if additional features like bike boxes, bicycle signal heads, and bike sensors can also be installed. To enhance community involvement and safety, the City can partner with the Jurupa Valley School District and the [Inland Empire Biking Alliance](#) to develop educational materials and community engagement programs focused on bike safety. This collaboration can include bike safety workshops, school-based bike riding education, and community events. Additionally, the City could consider developing an [Adopt-a-Bike Path Program](#) to strengthen relationships with local organizations and offer an opportunity for businesses and residents to have more ownership over their city. Plans to add bike lanes should also be accompanied by “bikes may use full lane” signage on bike routes to ensure the safety and awareness of all road users.

Mid-block crossings

The Project Team recommends the City of Jurupa Valley consider installing mid-block crossings on major arterial roads including Mission Boulevard. Throughout the walk assessment and workshop, mid-block crossings were a frequent concern. The Project Team witnessed multiple pedestrians crossing mid-block, using the tree-lined road median as a pedestrian refuge island. Members of the Planning Committee noted this happens often, highlighting safety concerns for community members. Mid-block crossings should be planned based on the traffic speeds and should include appropriate signals, such as Rectangular Rapid Flashing Beacons (RRFBs) or High-Intensity Activated Crosswalk Beacon (HAWK beacon) where appropriate.

Safe Routes to School Coordinator

The Project Team recommends that the Jurupa Valley Unified School District consider partnering with the City of Jurupa Valley to seek funding for a full-time SRTS Coordinator. This staff member would develop programs, including those on pedestrian and bicycle safety, and organize parents to support these efforts, ensuring sustained community engagement following the Jurupa Valley CPBST planning and workshop. Safe Routes to School (SRTS) is a program that promotes walking and biking to school through infrastructure improvements, safety education, and incentives. It focuses on safe street crossings for students and developing education programs that enhance community safety, advance community health and wellness by promoting student physical activity, and address issues in school pick-up and drop-off zones.

For more information about SRTS programming, the following resources are available:

- [Safe Routes to School Guide](#)
- [Safe Routes National Center for Safe Routes to School](#)
- [Starting and Running a Safe Routes to School Program, Safe Routes Partnership](#)

Appendix

- [CPBST Site Visit Data Presentation](#)
- [Community Analyst Report](#)

**Thank you for your interest in the
Community Pedestrian and Bicycle
Safety Program.**

For more information, please visit:

<http://bit.ly/CPBSP>.

For questions, please email safetrec@berkeley.edu.

Visit SafeTREC on the Web at

<https://safetrec.berkeley.edu/>.