SUMMER 2021

Community of West Fresno Summary and Recommendations Report

COMMUNITY PEDESTRIAN & BICYCLE SAFETY TRAINING PROGRAM

Creating Safer Streets for Walking and Biking

California Walks
Stepping Up for Health, Equity, & Sustainability

Berkeley SafeTREC
SAFE TRANSPORTATION RESEARCH AND EDUCATION CENTER

OTS
CALIFORNIA OFFICE OF TRAFFIC SAFETY

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Acknowledgments

Thank you to the Planning Committee for inviting us into their community and partnering with us to make West Fresno a safer place to walk and bike. In particular, their contributions prompted meaningfully informed discussions and strengthened the workshop's outcomes.

We also want to acknowledge the Yokuts peoples as the traditional land caretakers of West Fresno, CA.

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Introduction

The Community Pedestrian and Bicycle Safety Program (CPBST) is a statewide project of UC Berkeley Safe Transportation Research and Education Center (SafeTREC) and California Walks (Cal Walks). The program uses the Safe System Framework 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. Cal Walks & SafeTREC (the Project Team) works with the local Planning Committee, a group of local stakeholders, over the course of 6-8 weeks to develop workshop goals and tailor the curriculum to address the community's needs and priorities. The virtual workshop convenes the larger local community to conduct walking and biking assessments of key areas in the community, learn about Safe System strategies to address walking and biking concerns and develop preliminary action plans for priority infrastructure and community programs.

The virtual West Fresno CPBST workshop convened 20 participants on July 20, 2021, including residents, and representatives from Saint Rest Church, Every Neighborhood Partnership, the City of Fresno, US Green Business Council, Fresno Council of Governments, and the Fresno County Department of Public Health. The Department of Public Health requested that the Project Team conduct a CPBST in West Fresno with the goals to:

1. Increase clean mobility projects and improve transit accessibility for community residents;
2. Create a platform for community residents to share their needs, concerns and desires for their community; and,
3. Garner support in creating safer conditions for pedestrians and bicyclists.

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 Framework

Traditionally, human behavior was considered to be the primary variable associated with traffic injury. The Safe System approach refocuses efforts to emphasize transportation system design and operation. It prioritizes reducing crash severity to save lives. A Safe System also anticipates that people will make mistakes and acknowledges that the human body has a limited injury tolerance.

A Safe System approach improves safety for all road users through multiple layers of protection seen in the wedges of the wheel:

- safe speeds;
- safe streets design;
- understanding how people use the road;
- improving post-crash response;
- capacity building and empowerment; and
- through analysis of safety data and development of policies and plans.

It is built around several principles as seen around the outside of the wheel:

- death or serious injury is unacceptable;
- humans make mistakes at one time or another;
- multiple protections are crucial;
- all road users share responsibility;
- humans are vulnerable; safety is proactive; and
- equity is a priority throughout the system.

Background

West Fresno is a neighborhood within the City of Fresno in Fresno County. For the purpose of this workshop, West Fresno was defined as the area from Marks Avenue in the west to Highway 99 in the east and from Highway 180 in the north to Church Avenue in the south. While initial discussion focused on the California Avenue corridor, the Planning Committee decided to expand the focus area to get a wider picture of the safety issues faced by the community in West Fresno.

Local Policies and Plans

The California Strategic Growth Council (SGC) selected the City of Fresno as one of three pilot cities for their Transformative Climate Communities Program in 2016. In the Transform Fresno Community Engagement Plan, the project area described focuses on engaging residents from Chinatown, Downtown, and Southwest Fresno. The SGC approved a $66.5 million award to the City of Fresno in 2019. Out of the 26 planned projects, 11 specifically focus on West Fresno. Projects pertaining to improving pedestrian and bicycle safety include the Southwest Fresno Trail and the Annadale Mode Shift.

The Environmental Protection Agency's Elm Avenue Revitalization Initiative funded the clean up of brownfield sites along the Elm Avenue corridor with the vision of improving business viability, community health, and reflecting the community's vision of place. This reconfiguration of land use can also address walking and biking infrastructure improvements. The initiative engaged local high school students in a Photo Voice project of the corridor to help identify project sites.

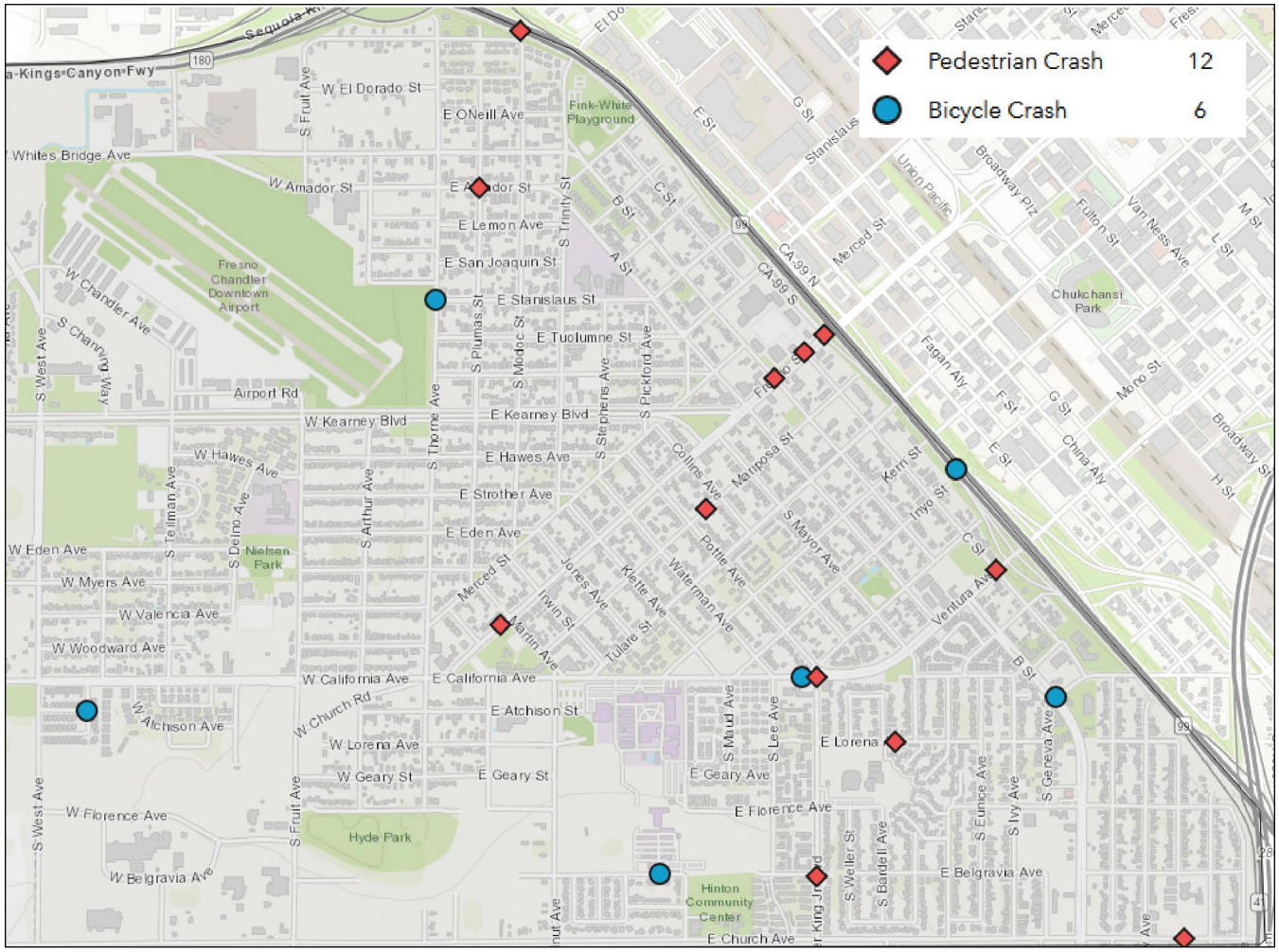
Chapter Five of the Southwest Fresno Specific Plan states that approximately one in five households do not own a car and depend on transit, walking, and biking facilities. Further, this plan acknowledges that much of the West Fresno area has limited sidewalks and bike facilities making active transportation less safe and less practical for residents. The Fresno Active Transportation Plan identifies multiple corridors to install buffered bike lanes, including Church Avenue from Marks Avenue to Elm Avenue, Martin Luther King Boulevard from Belgravia Street to North Street, and A Street from Stanislaus Street to Fresno Street.

Pedestrian and Bicycle Crash History

The following data is based on police-reported pedestrian and bicycle crashes resulting in injuries to pedestrians[1] and bicyclists in West Fresno. Data reported in this section are from the Statewide Integrated Traffic Records Systems (SWITRS) for the years 2010 to 2019. Crash data for 2019 is provisional as of December, 2020. A full discussion of the pedestrian and bicycle crash data can be found in the Appendix.

The map on the next page shows all of the crashes in which a person was injured and that involved a pedestrian or bicyclist from 2015 to 2019. To see separate maps of pedestrian and bicycle crashes by severity, see the data factsheet on page 27 in the Appendix.

1 A pedestrian is defined as any person who is afoot or using a non-motorized personal conveyance other than a bicycle. This includes skateboards, strollers, wheelchairs, and any electric assistive mobility device



Pedestrian Crashes

Over the 10-year period between 2010 and 2019, pedestrian crashes appear to be slightly decreasing. In the most recent five years of data available, 2015 to 2019, there were two fatal pedestrian crashes on the California Avenue/Ventura Street corridor and a crash with a serious injury occurred at the East Amador Street/South Plumas Street intersection . There were multiple minor injury crashes on Fresno Street near Highway 99. Of the 12 pedestrian crashes, six (50%) occurred from January through March. The primary crash factor for most of these crashes was a right-of-way violation by a driver or pedestrian.[2]

Among the 13 victims of these 12 pedestrian crashes, there were two fatalities and one serious injury, together comprising almost one-quarter (23.1%) of total injured victims. Five of the victims (38.5%) were adults in the 55 to 64 age range, while three victims were children in the 5 to 14 age range. Over half of victims (61.5%) were male.

2 Pedestrians have the right-of-way at marked and unmarked crossings, and drivers are legally required to yield to pedestrians in these instances. However, when pedestrians cross outside of a marked or unmarked crosswalk, pedestrians must yield the right-of-way to drivers. A pedestrian is legally allowed to cross outside of a marked or unmarked crossing between two intersections where one or none of the intersections is signalized but only after the pedestrian yields the right-of-way to oncoming drivers. This is not the same as "jaywalking," which refers to crossing outside of a marked or unmarked crossing between two signalized intersections.

Bicycle Crashes

Over the 10-year period between 2010 and 2019, bicycle crashes appear to be more or less stable. In the most recent five years of data, 2015 to 2019, a fatal bicycle crash occurred at the intersection of B Street where it becomes Elm Avenue and Geneva Avenue/California Avenue and a bicycle crash with a serious injury occurred on California Avenue near the intersection with Martin Luther King Jr. Boulevard. Of the six bicycle crashes, three (50%) occurred between 3 p.m. and 6 p.m. The most common primary crash factor for these crashes was failure to stop at a limit line or crosswalk at a red light.[3]

Among the six victims of these six crashes, there was one fatality and one serious injury, together comprising one-third (33.3%) of total injured victims. One of the victims (16.7%) was a child in the age range 5 to 14. Five of the victims (83.3%) were male.

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.

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. TIMS is available at: 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 publicly available. Street Story is available at: https://streetstory.berkeley.edu

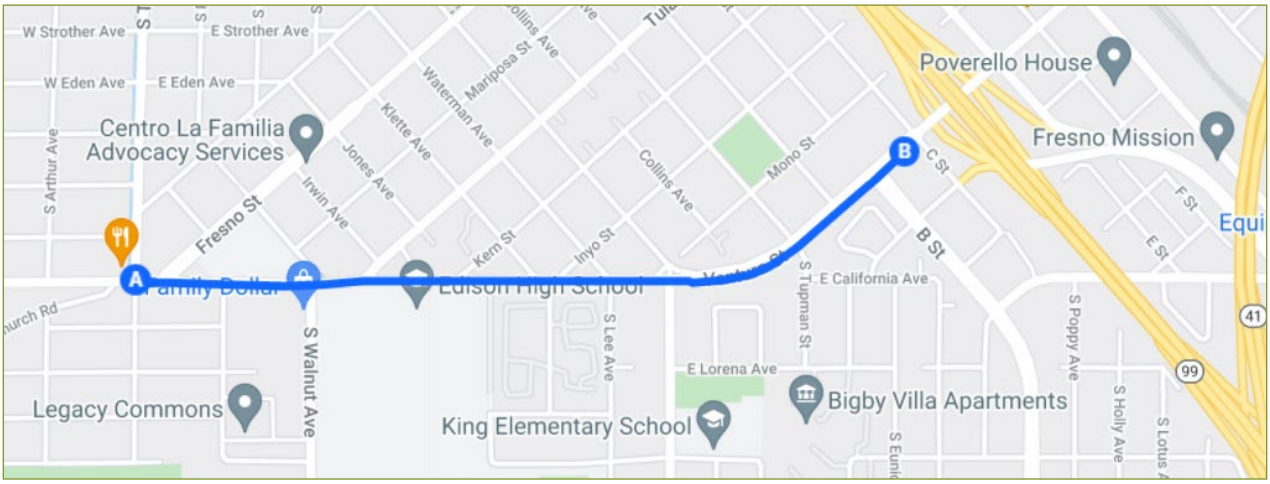
Asset Map

During the site visit, the Planning Committee identified strengths and resources that could help the community achieve their walking and biking safety goals. Assets are a broad category, including people, organizations, agencies, financial resources, community knowledge, skill sets, and political connections within the community. The CPBST workshop seeks to mobilize and empower community members in West Fresno to advocate for pedestrian and bicycle safety improvements that foster healthy, equitable, and sustainable development. The Asset Map below is a visual aid to highlight the resources available, service overlaps, and unmet community needs.

Walking & Biking Assessment

During the workshop, the Project Team and participants took part in a virtual walking and biking safety assessment along three routes frequently used by community members. Participants were asked to identify community assets, assess infrastructure conditions, and share how road users engage with the built environment. The assessment was an informal snapshot of pedestrian and bicycle travel conditions. The next few pages provide a brief summary of the walking and biking assessment.

Route 1: California Avenue/Ventura Street



Focus

California Avenue/Ventura Street is an essential corridor connecting rural West Fresno to Southwest Fresno. It also serves as a direct connection to Downtown Fresno just east of Interstate 99. Students and their families travel on California Avenue/Ventura Street to access Edison High School, Lincoln Elementary School, and Garson Middle School. In addition, the corridor is designated as a truck route for which it receives an increased level of roadway stress for other drivers; and thus, increases potential points of conflict between drivers and pedestrians and bicyclists.

Strengths

1. At the California Avenue/South Walnut Avenue intersection, a pedestrian scramble crosswalk is being developed. This enhancement will create more accessible walking conditions for students walking to Edison High School on the southeastern corner, students walking to Fresno EOC Franklin Headstart on the northwestern corner, residents going to St. Joseph Baptist Church on the northeastern corner, and other residents walking to the convenience store and the West Fresno Library on the southwest corner. This pedestrian scramble will increase pedestrian visibility and minimize the number of legs of an intersection a pedestrian needs to cross to reach their destination.
2. The sidewalk network on Ventura Street from Martin Luther King Boulevard to Highway-99 is continuous, shaded and wide enough to accommodate groups of residents walking in pairs abreast.
3. The community implemented placemaking strategies by developing community gardens, a mural, a pop-up farmer's market on an empty lot, and a community library box to encourage residents to walk in the neighborhood.

Route 1: California Avenue/Ventura Street, continued

Strengths *(continued)*

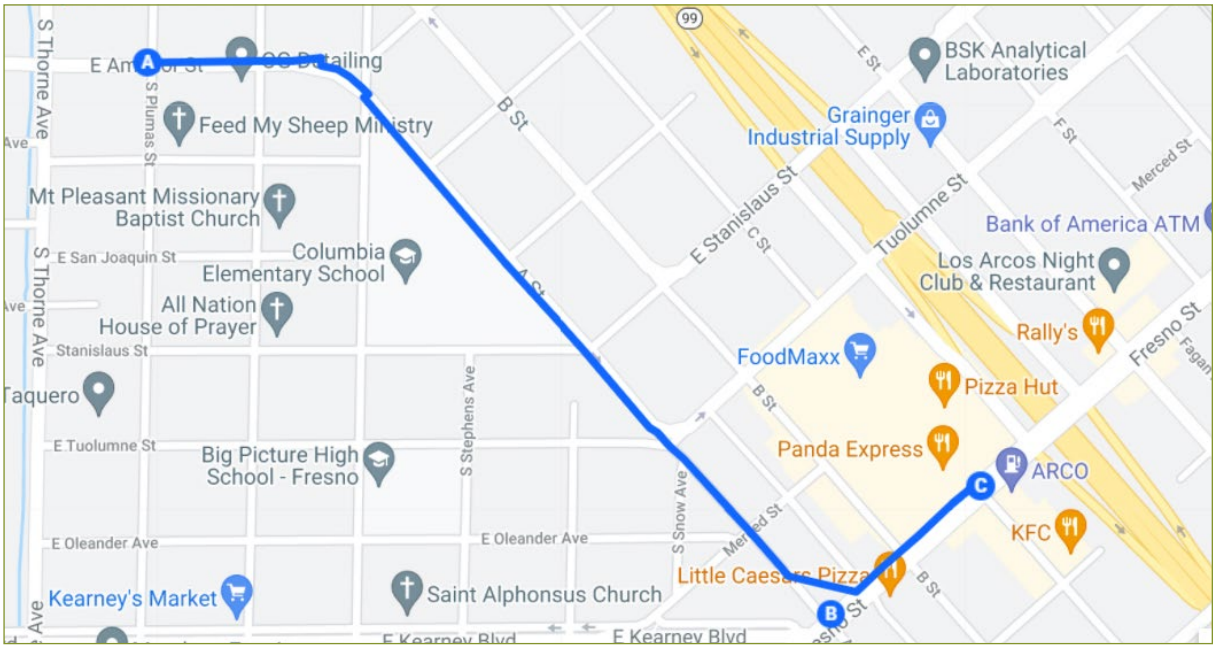
TOP LEFT: The Pedestrian Scramble Crosswalk at the California Avenue/South Walnut Avenue intersections in front of St. Joseph Baptist Church which will provide residents with quicker, more accessible crossings at this intersection. BOTTOM LEFT: The sidewalk network along Ventura Street has ample tree shade and wide sidewalks to accommodate pedestrians. RIGHT: A community library across from Tupman Park on South Tupman Street where residents can borrow or donate books for the community to read.

Concerns

1. There have been many near misses at the Martin Luther King Boulevard/California Avenue intersection. Drivers speed above the posted 30 miles per hour speed limit to get through the intersection before pedestrians cross or reach the crosswalk. Participants expressed that the signal timing and lack of turn signals encourage this driving behavior. Participants also shared that children have been hit by speeding drivers who run red lights or are racing to catch a green light at this intersection.
2. Participants shared that the Martin Luther King Boulevard/California Avenue intersection itself has a higher elevation or “bump” in the road. When drivers are driving northbound from Martin Luther King Boulevard past California Avenue/Ventura Street and onto Pottle Avenue, this bump in the middle of the intersection catapults already speeding drivers into the sharp corner turn on Pottle Ave.
3. Many youths walk from Lincoln Elementary School to Tupman Park at the Ventura Street/South Tupman Street intersection. However, there are no marked crosswalks to cross Ventura Street from Martin Luther King Boulevard to B Street. Given the speed of vehicles, crossing mid-block across the 4-lane corridor, without any traffic control, poses dangers for students accessing Tupman Park.
4. The sidewalk network from Edison High School to South Fig Avenue is intermittent. Additionally, the sidewalks that are in place have obstructions such as utility posts and boxes or upheaved tree roots which narrow the walkway for residents, especially those with wheelchairs or other mobility devices. They are unable to proceed and are forced onto the road against oncoming traffic. Participants shared that people in wheelchairs or other mobility devices travel on the road to avoid the obstacles.

LEFT: The same streetscape view as on the prior page, walking from Lincoln Elementary School westbound along Ventura Street, also depicts the lack of a marked crosswalk for students to cross from the northern side of the road to the southern side of the road and access Tupman Park. RIGHT: This curb ramp on the northwest corner of California Avenue/Martin Luther King Boulevard merges into a dirt path posing a barrier or causing discomfort to residents as they travel through their neighborhood.

Route 2: Fresno Street



Focus

The second route evaluated runs east from East Amador Street to A Street then south to Fresno Street. It is critical to the Fresno community because it connects residents to Columbia Elementary School, the Early Learning Center, commercial centers, and Downtown Fresno across Interstate 99 and State Highway 180. A Street runs parallel to Interstate 99, so many drivers and residents travel along the one-way street to avoid the highway and arterial traffic.

Strengths

1. School Zone speed reduction signage, a HAWK (High-intensity Activated crosswalk) pedestrian beacon, yellow crosswalk paint, and a speed feedback sign are visible along A Street behind Columbia Elementary School. These school zone enhancements are a safety asset to the community because A Street has high levels of cut-through traffic to access Downtown Fresno, State Highway 180, and Interstate 99.

A School Zone HAWK pedestrian beacon on A Street/Calaveras Street at the marked yellow school zone crosswalk are one of the safety features along this route.

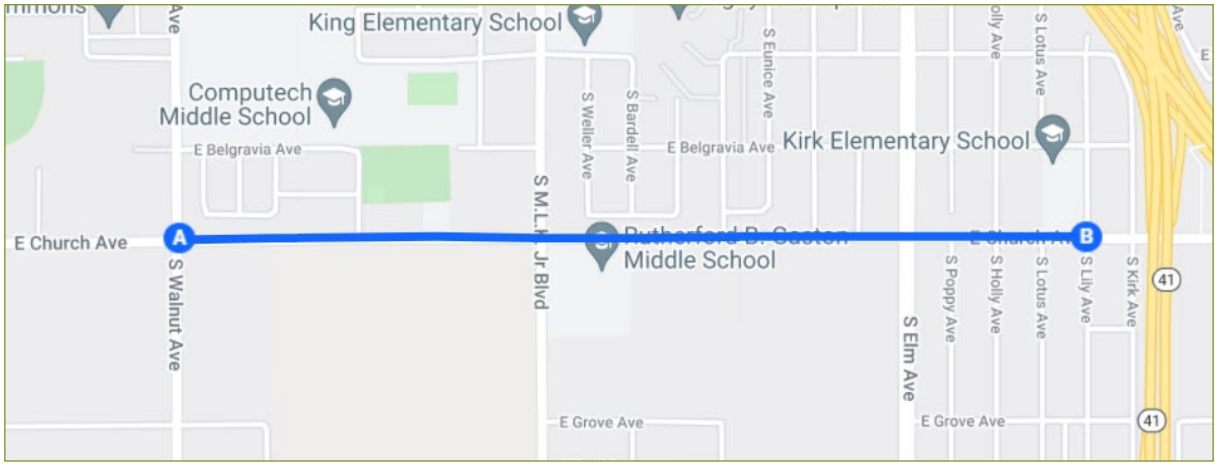
Route 2: Fresno Street, continued

Concerns

1. The lack of highly visible bike lanes is a safety concern because students use this A Street route as a bike route to commute to and from school. There is low visibility of the bike lane heading east along Amador Street due to heavy driver traffic, parked vehicles, and trash bins. Meanwhile, the westbound traffic along Amador Street does not have a bike lane.
2. Participants report that drivers ignore the stop sign at the South Trinity Street/East Amador Street intersection. They often speed through stop signs and don't stop for pedestrians at marked and unmarked crosswalks.
3. It is common for drivers to not stop for or to weave around pedestrians along Fresno Street. Participants shared that they feel safer crossing outside of marked crosswalks when traffic flow is low. One resident stated that she had experienced countless near misses when attempting to cross at the controlled intersection of Fresno Street/B Street, her most frequented bus stop. Because of her safety concerns, she no longer attempts to cross at the marked and signalized crosswalk.
4. Participants shared that since the COVID-19 shelter in place protocols were put in place, driver speeding behaviors have increased. In particular, speeds increase where Amador Street merges into A Street, becoming a straightaway and enabling traffic speed l above the posted speed limit. Participants also said that drivers do not respect the school zone speed limit of 25 miles per hour whether or not students are present.
5. There are few shade trees covering walkways heading east towards downtown on Fresno Street. The high temperatures in the summer months in combination with narrow, bright, unshaded stretches of sidewalk at and around the Mayor Avenue/Fresno Street intersection makes walking more challenging and less enjoyable.

LEFT: The controlled crosswalk at the Fresno Street/B Street intersection was frequented by participants of the workshop. RIGHT: The southern view of Fresno Street shows the decreased tree canopy coverage.

Route 3: East Church Avenue

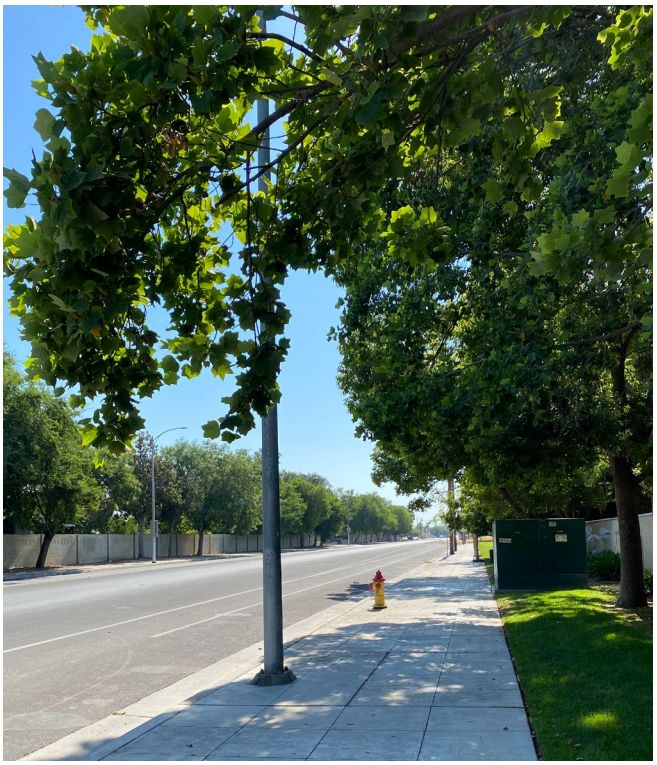


Focus

East Church Avenue is a rapidly-changing corridor with new developments currently under construction, including a college campus. There are also potential new projects being discussed, such as the development of a bus rapid transit route. Currently, the street sees a mix of transportation uses from students attending nearby schools, families living in the nearby subdivisions needing to access Hinton Park, and trucks using it as a bypass. All of these factors are present along the focus route, which runs from South Walnut Avenue to a little past South Elm Avenue in front of Kirk Elementary School.

Strengths

1. This area of East Church Avenue provides residents with access to many community resources, including Computech Middle School, Gaston Middle School, Kirk Elementary School, Hinton Park, and Community Center, and soon a new college campus.
2. There are some pedestrian and bike improvements already in place on parts of East Church Avenue including a few covered bus shelters and a spacious sidewalk on the north side of the road as well as a bike lane in front of Gaston Middle School.
3. The street as a whole is quite wide for most of this stretch and there is undeveloped space along the road, mostly on the south side of the road. This expands the possibilities for enhancing the road design to create more spaces for pedestrians and bicyclists as future development changes the road use.



This sidewalk along East Church Avenue is well-maintained and inviting, with shade from the trees along the road.

Strengths *(continued)*

LEFT: View of the front of Gaston Middle School, showing the parking and drop-off outlet onto East Church Avenue.BOTTOM RIGHT: View of the undeveloped land alongside East Church Avenue east of Gaston Middle School, which shows the stark differences in infrastructure via the contrast with the bike lane, paved shoulder, and sidewalk in the foreground in front of Gaston Middle School.

Concerns

1. East Church Avenue runs straight for this whole stretch and there are only a few intersections. The only traffic signals are at the South Martin Luther King Boulevard intersection and the South Elm Avenue intersection. This creates conditions that encourage drivers to exceed the posted speed limit of 40 miles per hour.
2. Along this segment, there are several areas where the south side of East Church Avenue alternates between an unpaved shoulder and paved sidewalks. In addition to only having a dirt shoulder, the eastbound lane west of South Martin Luther King Boulevard is much narrower than the westbound lane. This creates confusion for pedestrians and bicyclists about where they are supposed to be; and for drivers, this creates uncertainty about whether they are on a rural road or in an urban area.
3. East Church Avenue in front of Gaston Middle School becomes congested during school arrival and dismissal. Students cross at the standard marked crosswalks at the Church Street/South Martin Luther King Boulevard intersection to go to school. Participants report that some drivers stop in the street or make U-turns across the street. This creates a situation where visibility may be blocked by the number of vehicles and drivers may be driving unpredictably, both of which pose a hazard to the students attempting to cross at the crosswalk.
4. South Elm Avenue is a major cross-street to East Church Avenue, with high speeds and high volumes of traffic. It also has many commercial destinations. The East Church Avenue/South Elm Avenue intersection is large and congested, posing an obstacle to the pedestrians and bicyclists who also travel through this area. There is no bike infrastructure and pedestrians are faced with long crossing distances. Because there are no protected left-hand turn signal phases, drivers quickly turn using any opening in traffic they find, which causes conflicts with pedestrians in the crosswalk.

Concerns *(continued)*

5. Families from the southern side of East Church Avenue walk across the street to access Kirk Elementary School on the north side. The nearest marked crosswalks are at South Elm Avenue and South Lily Avenue but some pedestrians choose a more direct route across East Church Avenue, such as the unmarked crosswalks at the South Holly Avenue intersection, rather than going all the way to the marked crosswalk. Participants felt that this was unsafe due to the speeds along this corridor, as well as the unpredictable behavior of drivers during school arrival and dismissal.

TOP LEFT: Pedestrians have created their own dirt path on the south side of East Church Avenue where there is a gap in the sidewalks. TOP RIGHT: The East Church Avenue/South Martin Luther King Boulevard intersection lacks high-visibility crosswalk markings and is missing a curb ramp in the southwest corner at the far left of the photo. BOTTOM LEFT: The East Church Avenue/South Elm Avenue intersection is uninviting for pedestrians, with long crossing distances, little shade, and no high-visibility crosswalk markings. BOTTOM RIGHT: This high-visibility crossing at the East Church Avenue/South Lily Avenue intersection near Kirk Elementary School is faded.

Recommendations

The recommendations in this report are based on observed pedestrian and bicycle safety concerns, Safe System strategies, and workshop participants' preferences and priorities. The suggested timelines and resources needed for implementation are estimated based on general pedestrian and bicycle safety best practices knowledge and may need to be further adjusted by the community.

Community Recommendations

Workshop participants were assigned into 3 groups to share their ideas for creating a safer environment for walking and biking. Participants then ranked these ideas and outlined preliminary plans for implementing the highest priority project. Participants considered the following community programs and infrastructure projects:

- Evaluate arrival and dismissal at local K-12 schools namely Gaston Middle School, Edison High School, and CompuTech Middle School, to assess pedestrian and bicycle safety in addition to driver behaviors;
- Analyze road markings and re-painting projects to assess where road markings are currently in place, which road marking need to be repainted, and where road markings need to be implemented;
- Install protected bike lanes along California Avenue/Ventura Street to protect bicyclists from speeding vehicles and increase their visibility to drivers;
- Reconfigure the East California Avenue/South Martin Luther King Boulevard intersection by removing the slip lanes and using the space to create a protected bike lane;
- Launch activities to reimagine public spaces such as the California Avenue/Martin Luther King Boulevard intersection to gather more detailed information about what residents would like to see in their streetscape;
- Develop a speed awareness program along California Avenue/Ventura Street and Martin Luther King Boulevard because driver speed is the overarching concern creating unsafe walking and biking conditions for residents;
- Observe crossing behavior along Fresno Street to assess crosswalk needs, such as redesigning existing crosswalks, or adding mid-block crosswalks;
- Install a quick-build bulb out project at the Fresno Street/B Street intersection where there is a popular bus stop for traveling to downtown Fresno;
- Create a neighborhood Safe/Slow Street project along A Street and/or Fresno Street to reimagine public space and safety;
- Plant more shade-giving trees along Fresno Street to provide pedestrians and bicyclists with protection against the summer sun;
- Widen sidewalks along Fresno Street and A Street to create accessible sidewalks for residents with assistive mobility devices;
- Improve access to Gaston Middle School from the East Church Avenue/South Martin Luther King Jr Boulevard intersection by rearranging or adding drop-off areas on the Gaston Middle School campus, adding dedicated turning lanes at the East Church Avenue/South Martin Luther King Boulevard intersection, and extending bike lanes on South Martin Luther King Boulevardnorthwards from East Church Avenue;
- Regularize the width of East Church Avenue from Gaston Middle School to the South Elm Avenue intersection by adding paved shoulders and continuous sidewalks on both sides of the road and extending the bike lane on the south side.

Workshop participants developed preliminary action plans for the community programs and infrastructure projects they identified as the highest priority. The following tables are a summary of their efforts.

Project Title: California Avenue Speed Reduction Safety Project

Project Description: Install safety enhancements such as incorporating speed radar trailers, painting speed limits on the roadway, and increasing fluorescent signage along the corridor, to reduce driver speeds along California Avenue.

Project Goals:

1. Improve road markings especially bike lanes, crosswalks, and stop lines;
2. Reduce driver speed by improving roadway signals and road markings; and
3. Engage residents in pedestrian and bicycle safety to create momentum in the community to continue to improve safety.

Action Steps	Timeline	Responsible Party	Resources
Partner with the City of Fresno, existing advocacy groups, and CPBST Planning Committee members to create a Project Task Force.	Fall 2021	City of Fresno, Traffic Engineers CPBST Planning Committee Members	Fresno County Bicycle Coalition to leverage its existing networks for partnership and engagement efforts. Fresno Bicycle and Pedestrian Advisory Committee to leverage their networks to collaborate with city officials. Transform Fresno
Identify major problem areas for speeding on California Avenue based on the Walking and Biking Assessment done through CPBST.	Fall 2021	Task Force	West Fresno CPBST Report
Gather feedback and input from residents to prioritize top intersections/areas • Design a survey • Outline engagement strategy to get residents to fill out the survey Example questions: • How often do you walk/bike to a local destination such as school, work, transit stop, park, or shopping? • What would make you want to walk/bike more? • What is the street intersection nearest your home? Rate the level of safety from 1-5 with 1 being extremely unsafe and 5 being extremely safe.	Fall 2021	City of Fresno, Traffic Engineers Task Force	UC Berkeley SafeTREC's Street Story as a tool to capture community experiences in an anonymous and public platform.

Project Name: California Avenue Speed Reduction Safety Project *(continued)*

Action Steps	Timeline	Responsible Party	Resources
Conduct a sign and road marking audit to assess what other enhancements can be implemented to shift speeding driver behavior.	Fall 2021	Task Force and partners	City of Fresno AARP Walk Audit Leader Guide
Design quick-build projects for California Avenue (speed tables, rumble strips, high-visibility crosswalks, etc). • Develop a maintenance plan for the quick-build projects in which questions like the duration of the project and the materials used are discussed. • Develop a "Build Day" plan to ensure that the launch of the project is smooth (permits, run of show, volunteers, etc.)	Spring 2022	Task Force and partners	Quick-Build Guide for Bike Infrastructure Traffic Calming Strategies Tactical Urbanism Guide: Volume Two Community Quick-Builds for Complete Streets Guide to further tease out the process that works best for West Fresno (Page 29).
Evaluate the quick-build enhancements and develop next steps for creating long-term enhancements.	Spring 2022	Task Force and partners	Quick Build Guide White Paper to provide examples of evaluation methodologies.

Project Title: Fresno Street and A Street Crosswalk Enhancements

Project Description: Many of the current crosswalks have fallen in disrepair and create visibility issues for drivers and pedestrians alike. The community will benefit from high visibility and creative crosswalk designs at existing marked and unmarked crosswalks. The planning committee and participants agree that wide community support and community need for these enhancements need to be demonstrated in order for the City of Fresno to put energy and funding towards these projects. Qualitative supporting data to strengthen funding can be achieved through a series of activations and educational campaigns, to be determined by community volunteer participants.

Project Goals:

1. To create space for pedestrians on public streets;
2. To increase crosswalks safety and visibility through community building and community action; and,
3. To educate drivers, including yielding for pedestrian right of ways.

Action Steps	Timeline	Responsible Party	Resources
Convene follow up meeting(s) with workshop attendees: • Plan community meetings, timelines, roles, and responsibilities • Decide which events or education programs are feasible for community members to execute	Fall 2021	Planning Committee CalFresh Healthy Living Bicycle and Pedestrian Advisory Committee	Pedestrian and Bicyclist Counts | California Active Transportation Safety Information Pages (CATSIP)
Organize community members and agencies to create a driver education campaign and a community event for crosswalk enhancements via a community design challenge. Community engagement events may include: • Contests for public proposed designs • Volunteer pedestrian counts events	Fall/Winter 2021	Planning Committee CalFresh Healthy Living	Portland Public Safety Design Contest: Bike to Books Creative crosswalks: Street art meets safety enhancement AARP Pedestrian Mobility and Safety Audit Guide CalFresh Healthy Living to provide paint and stencils
Document the community events and education campaigns to advocate for crosswalk enhancements. These documentation efforts serve as additional community support that strengths applications for funding	Fall-Spring 2021	Planning Committee	Cal Walks Youth Train Eastern Coachella Valley Residents on VideoVoice — California Walks Storytelling for Active Transportation Advocates (March 17, 2021 Webinar Recording) | AmericaWalks

Project Title: Kirk Elementary School Area Pedestrian and Bicyclist Improvements

Project Description: To improve safety for children and parents at Kirk Elementary School by improving pedestrian and bicyclist access to the school via routes across East Church Avenue, South Elm Avenue, and East Belgravia Avenue.

Project Goals:

1. Upgrade existing crossings with high visibility crosswalk markings, leading pedestrian intervals, and physical improvements to reduce crossing distances;
2. Improve bicyclist access to the Kirk Elementary School area by installing bike lanes on South Elm Avenue as part of the planned Elm Avenue rework; and
3. Create a midblock crossing on East Church Avenue in front of Kirk Elementary with an appropriate signal.

Action Steps	Timeline	Responsible Party	Resources
Create a SRTS task force in collaboration with the existing community advocacy group to identify existing routes to Kirk Elementary School and engage with local parents via walk-to-school and bike-to-school events.	Fall 2021	CPBST Planning Committee Members Fresno County Department of Public Health / CalFresh Healthy Living US Green Building Council (expressed interest in bike to school events)	Fresno County Bicycle Coalition can support bike rodeos and provide resources such as League Cycling Instructors. Safe Routes to School Programs in Rural California has a good discussion of SRTS task forces (even though this isn't a rural area).
Evaluate pedestrian crossing timing at the East Church Avenue/ South Elm Avenue intersection to create a leading pedestrian interval and ensure that elementary school children have time to cross	Fall-Winter 2021	City of Fresno Public Works	NACTO Urban Street Design Guide: Leading Pedestrian Intervals
Repaint existing pedestrian crossings using a high-visibility pattern on East Church Avenue, South Elm Avenue, and East Belgravia Avenue	Winter 2021	City of Fresno Public Works	SRTS Guide on Marking and Signing Crosswalks
Reduce crossing distances and install bike lanes on South Elm Avenue as part of the Elm Avenue Revitalization Strategy planning	2022 or later, contingent on the Re-vitalization Strategy timeline	City of Fresno Planning and Development City of Fresno Public Works	Elm Avenue Revitalization Strategy SRTS Guide on Tools to Reduce Crossing Distances for Pedestrians

Project Name: Kirk Elementary School Area Pedestrian and Bicyclist Improvements *(continued)*

Action Steps	Timeline	Responsible Party	Resources
Study the midblock crossing needs on East Church Street in front of Kirk Elementary School, considering the possibility of a Hybrid Pedestrian Beacon signal or Rectangular Rapid Flashing Beacon, and build the appropriate treatment.	Long-term: 2022 or later	City of Fresno Public Works	NACTO Urban Street Design Guide: Midblock Crosswalks

Project Team Recommendations

The Project Team submits the following recommendations for consideration based on our observations. The suggested timelines are included for reference, but implementation may take more or less time depending on specific community factors. Ultimately, local stakeholders, such as city staff and the Planning Committee, may need to refine the recommendations to ensure they are appropriate for the current walking and biking environment.

Short-Term Recommendations

Affordable Transit Ride Program

The Project Team recommends that the City of Fresno continue to provide affordable transit options to the community of West Fresno by either sustaining the current program of free transit rides, expanding senior citizen assistance programs to be more inclusive of other demographics, or increasing the age limit for paying riders. As part of its COVID-19 relief, the City of Fresno mandated free transit rides for residents. Participants shared during the training that this temporary relief improved affordability of transit and made necessary travel to grocery stores or parks more accessible. Further, participants expressed that multi-modal transportation is very common in the community. In fact, the Southwest Fresno Specific Plan states that approximately one in five households do not own a car and depend on transit, walking, and biking facilities. And so, it is not enough to enhance the walking and biking infrastructure around the community, transit must also be affordable, accessible, and safe for everyone.

Walking School Buses or Bike Trains

The Project Team recommends that the Planning Committee members collaborate with schools and local community centers like libraries, sports complexes, and resource centers to develop Walking School Buses or Bike Trains to get children to and from schools safely this Fall. As students return to in-person learning, the community has to adapt to a new normal. To safeguard school children as they walk or bike to school, a walking school bus designates stops along a route to a particular school. School children can be dropped off at these stops or walk to them and wait. As the walking school bus makes its way towards campus, it stops at each designated location to pick up students. The concept is the same for a Bike Train; however, the Bike Train program is not exclusive to bikes--scooters and skateboards are also welcome. These community programs promote physical activity among families and students and they provide children an opportunity to arrive and depart from school safely while learning the rules of the road. There are multiple guides and resources which can inform the development of these programs namely:

- Safe Routes Back 2 School 2021
- Starting a Walking School Bus: The Basics
- How to Start a Walking School Bus at Your School: Step by Step
- How to Get a Bike Train Rolling at Your School

Slow Streets Programs

The project team recommends the planning committee members collaborate with schools, the Fresno Planning department, and the local Parks and Recreation Department to plan and organize a Neighborhood Slow Streets program, including assessing the feasibility of a Slow Streets Activities Recess. In light of the covid-19 pandemic and the safe distance protocols, cities across the world have restricted traffic on some neighborhood streets to create a shared space for children and families to play, walk and enjoy. Access to parks and recreation space is limited in many areas; some cities have created programs, such as play streets and recess utilizing the neighborhood slow streets model to prioritize walking and biking. The City of Long Beach developed a Mobile Recess program, where staff drive trucks with activities to designated neighborhood streets for children and their families.

- Slow Streets
- Slow Streets Community-Centered Recommendations — California Walks
- Mobile Recess - Recreation Programs

Project Team Recommendations, continued

Long-Term Recommendations

Road Markings and Repainting Assessment
The Project Team recommends that the City of Fresno collaborate with the CPBST Planning Committee to conduct an assessment of the current state of road markings in West Fresno. As participants shared, many of the road paint markings (stop lines, bike lanes, crosswalks, etc.) are significantly faded and no longer serve their purpose. This creates preventable conflict among all the road users in West Fresno.

Traffic Control Signal Needs Study and Improvement Plan
The Project Team recommends that the City or County of Fresno conduct a Traffic Control Signal Needs Study at the California Avenue/Martin Luther King Boulevard and Church Street/South Elm Avenue intersections to determine what traffic control devices can be installed at these locations. Participants expressed concern that the pedestrian crossing time is too short to safely cross these intersections. In addition, participants shared that the lack of turning signals encourages drivers to speed and race through crosswalks, which increases potential points of conflict with pedestrians.

Pedestrian Scramble at the Church Avenue/South Martin Luther King Boulevard Intersection
The Project Team recommends that the City of Fresno study the feasibility of installing a pedestrian scramble at the Church Avenue/South Martin Luther King Boulevard intersection due to the high volume of students crossing in this area, especially during arrival and dismissal time at Gaston Middle School. Participants in the CPBST workshop expressed the belief that such a scramble, similar to those on Fulton Street in Fresno, would help reduce the conflicts between pedestrians and drivers near Gaston Middle School during these times. Once the city college opens on the southwest corner of this intersection, pedestrian traffic may increase even further. Such an improvement would also indicate to drivers that this area of East Church Avenue, once more of a rural nature, is now an urban street and as such may require slower speeds to accommodate all road users.

This pedestrian scramble could be piloted by a temporary demonstration, which would provide some information on how school arrival and dismissal may be affected. This could also be a chance for the Gaston Middle School students and nearby residents to contribute creative designs and provide feedback. Similar pedestrian scramble temporary demonstrations have taken place in a number of cities across California, with examples in Walnut Park and Riverside linked below.

How to Use the Pedestrian Scramble, Fulton Street, Fresno
SCAG Go Human Pedestrian Scramble Demonstrations: Walnut Park, Riverside

Evaluate Speed Limits on Church Avenue
The Project Team recommends the City of Fresno evaluate current speed limits around Gaston Middle School and Kirk Elementary School. The California Vehicle Code sets a 25 mile per hour speed limit near schools to promote student safety with the option to reduce speeds further to 15 miles per hour. However, community members witnessed speeding motorists along Church Avenue and staff who visited the site noted the posted 40 mile per hour speed limit sign in front of Gaston Middle School.

Appendix

- CPBST Workshop Data Fact Sheet
- CPBST Site Visit Data Presentation

West Fresno Pedestrian & Bicycle Data Analyses

Community Pedestrian and Bicycle Safety Training Workshop (CPBST)
West Fresno, CA | July 20, 2021

In California, almost one in three people who died in a crash is a pedestrian or bicyclist. There was a 0.6 percent decrease in pedestrian deaths from 2018 to 2019 and a 19.4 percent decrease in cycling deaths (FARS 2018 and 2019). In this workshop, we provide you with local crash data so that we can identify ways to make walking and biking safer in your community.

The **local data seen below reflects crash data from the last 5 years (2015-2019)** within West Fresno. The borders are Marks Avenue in the west, State Route 180 in the north, State Routes 99 and 41 in the east, and Church Avenue in the south.

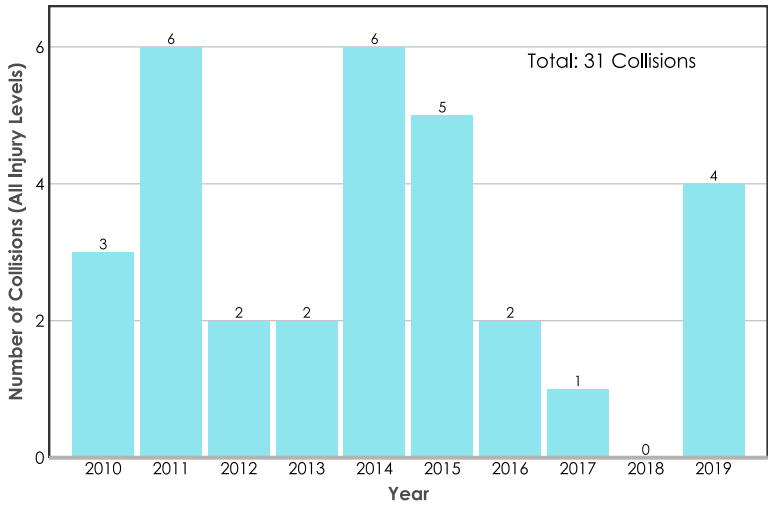
Pedestrian Collisions Over Time

The number of collisions appears to be ***slightly decreasing.***

32 people injured

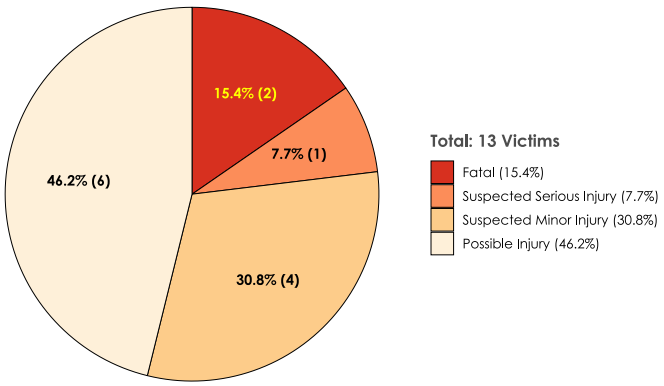
31 pedestrian collisions

2010 - 2019



Victim Injury Severity

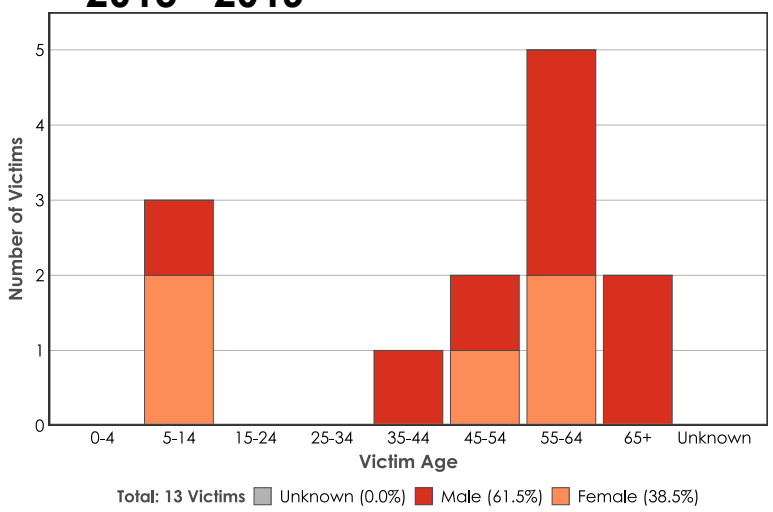
2015 - 2019



23.1% of victims suffered fatal or serious injuries

Victim Demographics

2015 - 2019



23.1% of victims were 14 or younger

Data source: California Highway Patrol, Statewide Integrated Traffic Records System (SWITRS) 2015-2019, Collision data for 2019 are provisional as of March 2021. Funding for this program was provided by a grant from the California Office of Traffic Safety through the National Traffic Safety Administration.

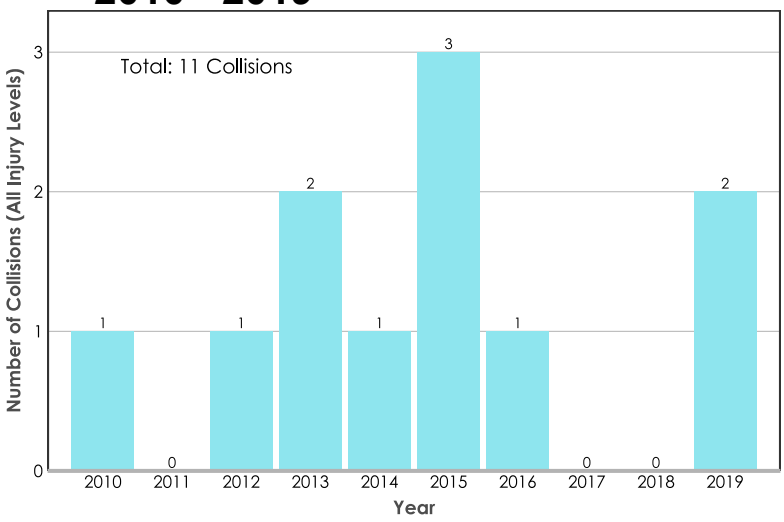
Bicycle Collisions Over Time

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

11 people injured

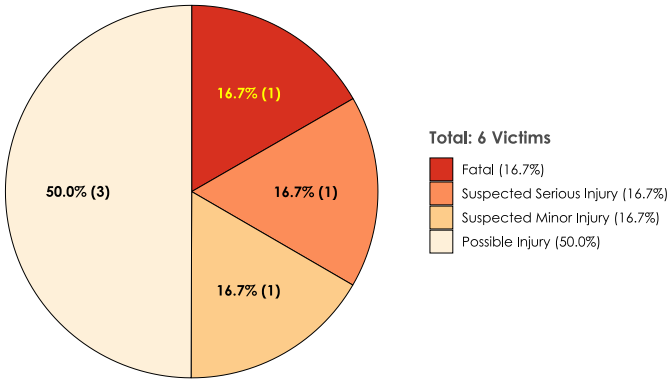
11 bicycle collisions

2010 - 2019



Victim Injury Severity

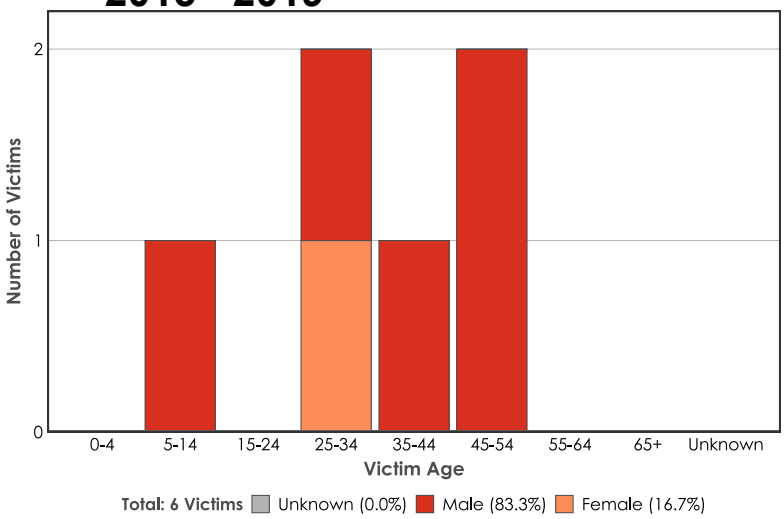
2015 - 2019



33.3% of victims suffered fatal or serious injuries

Victim Demographics

2015 - 2019



16.7% of victims were 14 or younger

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 improvements 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.

Berkeley SafeTREC
SAFE TRANSPORTATION RESEARCH AND EDUCATION CENTER

OTS California Office of Traffic Safety

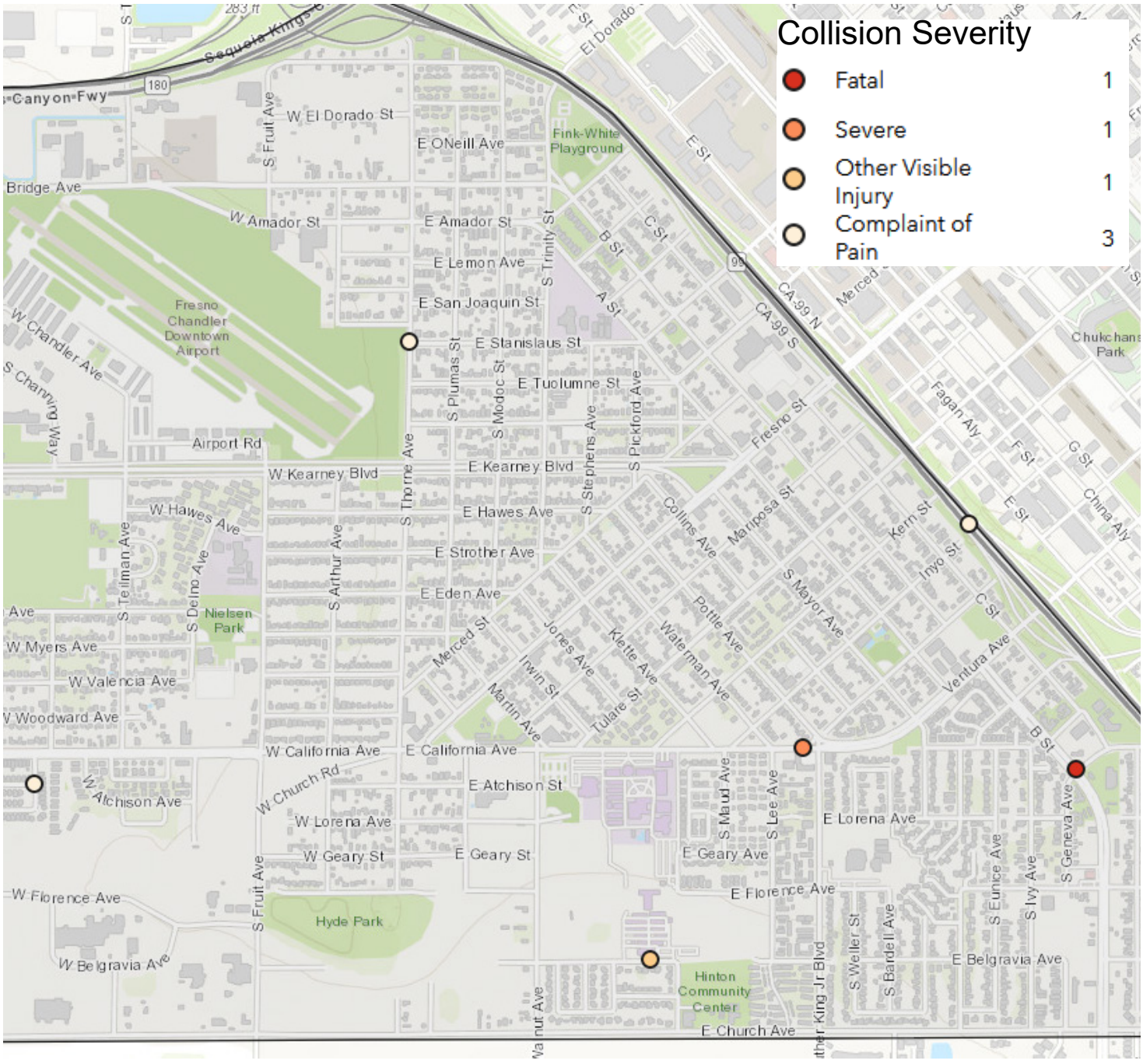
California Walks
Stepping Up for Health, Equity, & Sustainability

Data source: California Highway Patrol, Statewide Integrated Traffic Records System (SWITRS) 2015-2019, Collision data for 2019 are provisional as of March 2021. Funding for this program was provided by a grant from the California Office of Traffic Safety through the National Traffic Safety Administration.

West Fresno Pedestrian Collision Map (2015 - 2019)

Data source: California Highway Patrol, Statewide Integrated Traffic Records System (SWITRS) 2015-2019, Collision data for 2019 are provisional as of March 2021. Funding for this program was provided by a grant from the California Office of Traffic Safety through the National Traffic Safety Administration.

West Fresno Bicycle Collision Map (2015 - 2019)



Data source: California Highway Patrol, Statewide Integrated Traffic Records System (SWITRS) 2015-2019, Collision data for 2019 are provisional as of March 2021. Funding for this program was provided by a grant from the California Office of Traffic Safety through the National Traffic Safety Administration.

West Fresno Pedestrian & Bicycle Crash History

CPBST Site Visit | June 25, 2021

Garrett Fortin, fortinga@berkeley.edu

Berkeley SafeTREC
SAFE TRANSPORTATION RESEARCH AND EDUCATION CENTER

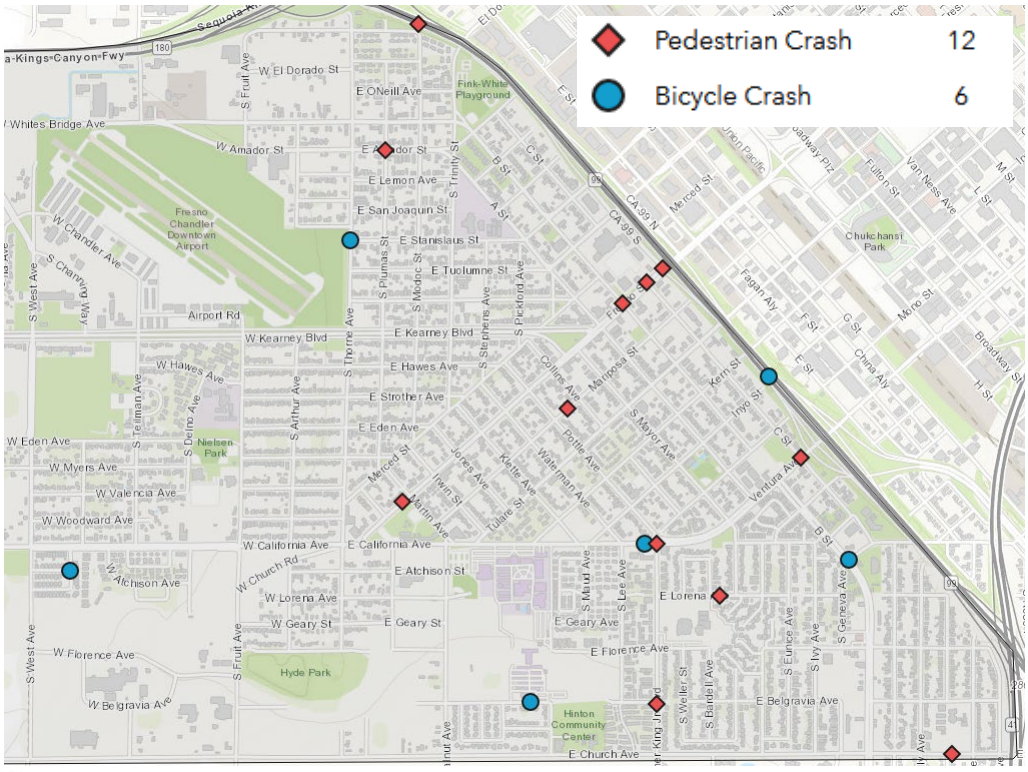
What is a pedestrian crash?

- Pedestrian-motor vehicle crash
  - Includes a person afoot, on a skateboard, stroller, wheelchair, electric assistive mobility device
- One crash may result in multiple pedestrian victims

What is a bicycle crash?

- Bicycle-motor vehicle crash
- Bicycles are considered vehicles and therefore violations committed by a "driver" could have been committed by a motor vehicle driver or bicyclist.

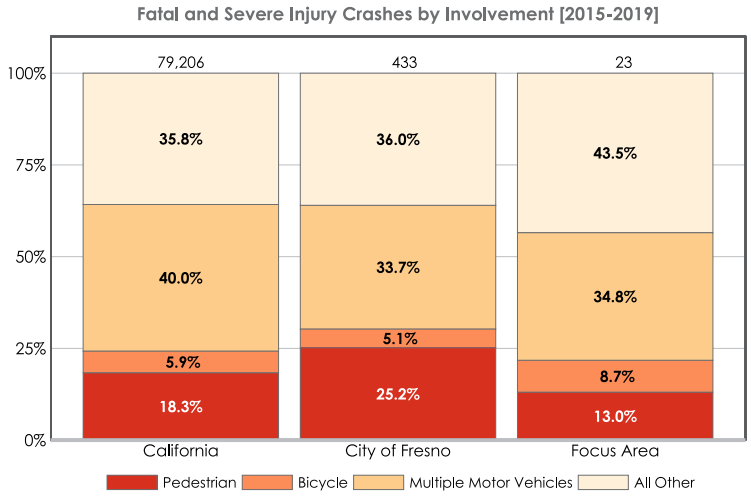
Overview of crashes in West Fresno 2015-2019



Source: Statewide Integrated Traffic Records System (SWITRS) 2015-2019

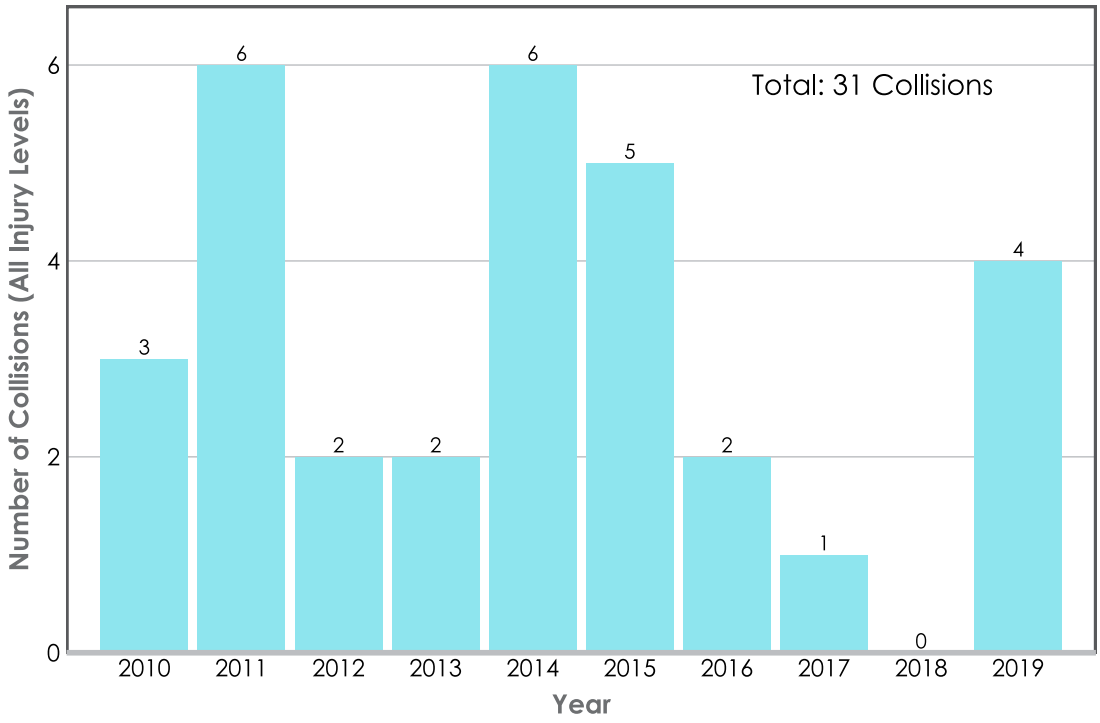
How does West Fresno compare to other areas?

Fatal and Severe Injury Crashes by Involvement 2015-2019



- West Fresno has relatively **fewer pedestrian** fatal and severe crashes than the city as a whole or state but **more bicycle crashes**.
- West Fresno has relatively **fewer multi-vehicle** fatal and severe injury crashes than the state.

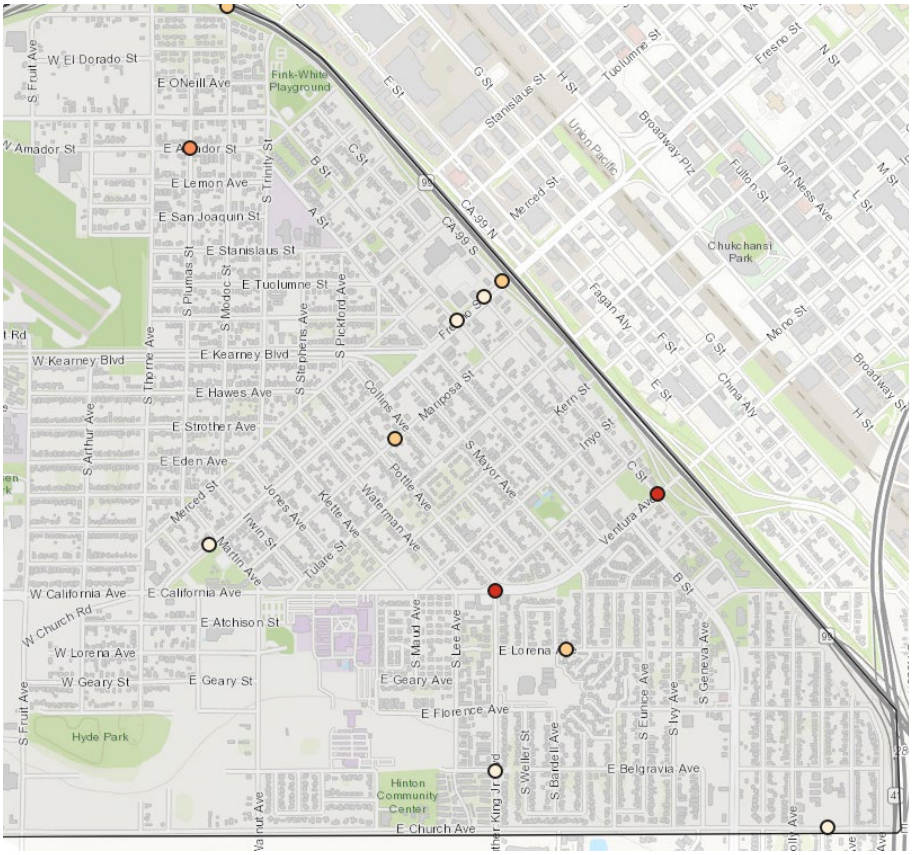
Pedestrian Crashes 2010-2019



Source: Statewide Integrated Traffic Records System (SWITRS) 2015-2019

Pedestrian Crashes 2015-2019

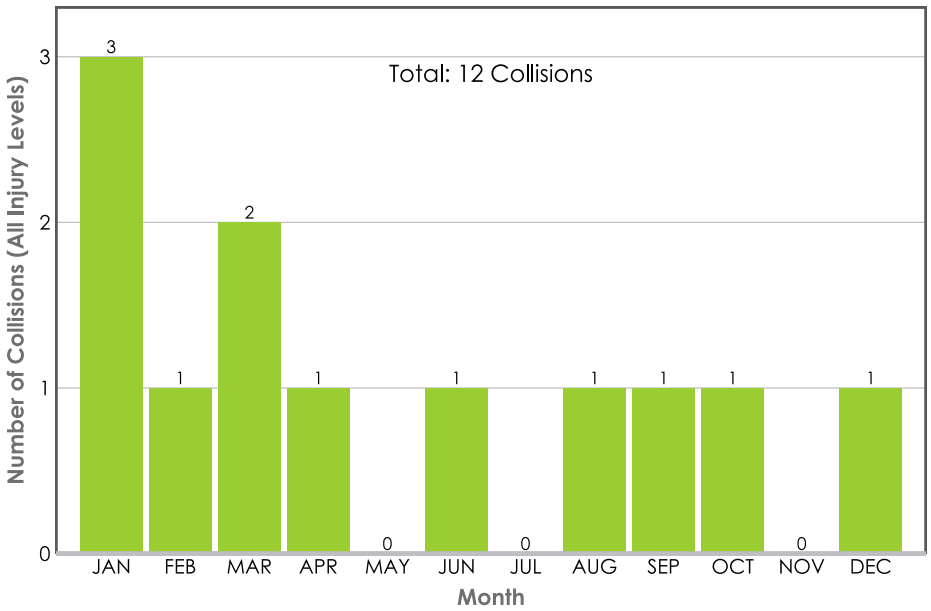
Fatal	2
Severe	1
Other Visible Injury	4
Complaint of Pain	5



Source: Statewide Integrated Traffic Records System (SWITRS) 2015-2019

Pedestrian Crashes 2015-2019

By month



Source: Statewide Integrated Traffic Records System (SWITRS) 2015-2019

Pedestrian Crashes 2015-2019

By time of day & day of week

	MON	TUE	WED	THU	FRI	SAT	SUN	TOTAL
Midnight-3AM	0	0	0	0	1	0	0	1
3-6AM	0	0	0	0	0	1	0	1
6-9AM	1	0	0	0	0	1	0	2
9AM-Noon	0	0	0	0	0	0	0	0
Noon-3PM	1	0	0	0	1	0	0	2
3-6PM	0	0	0	1	0	1	0	2
6-9PM	0	0	3	0	0	0	0	3
9PM-Midnight	0	0	0	1	0	0	0	1
Unknown	0	0	0	0	0	0	0	0
TOTAL	2	0	3	2	2	3	0	12

Source: Statewide Integrated Traffic Records System (SWITRS) 2015-2019

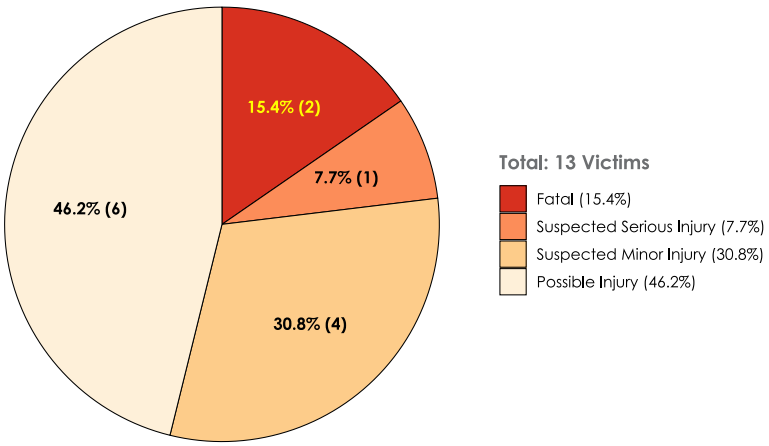
Pedestrian Crashes 2015-2019

By injury severity

13 victims were injured in 12 pedestrian crashes

- 1 crash had no pedestrian victims

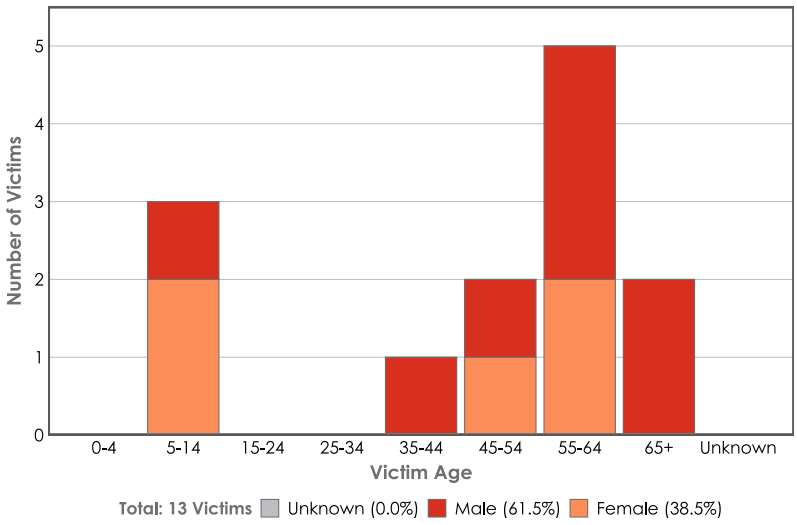
All fatal and serious injury victims were pedestrians



Source: Statewide Integrated Traffic Records System (SWITRS) 2015-2019

Pedestrian Crashes 2015-2019

By victim age & gender



15.4% of victims were older adults (age 60+).

- All were pedestrians.
- All suffered minor injuries.
- 100% were male.

23.1% of victims were school-age (age 5-18).

- 1 was a pedestrian.
- All suffered minor injuries.
- 66.7% were female.

Source: Statewide Integrated Traffic Records System (SWITRS) 2015-2019

Pedestrian Crashes 2015-2019

Most frequently cited violations in injury crashes

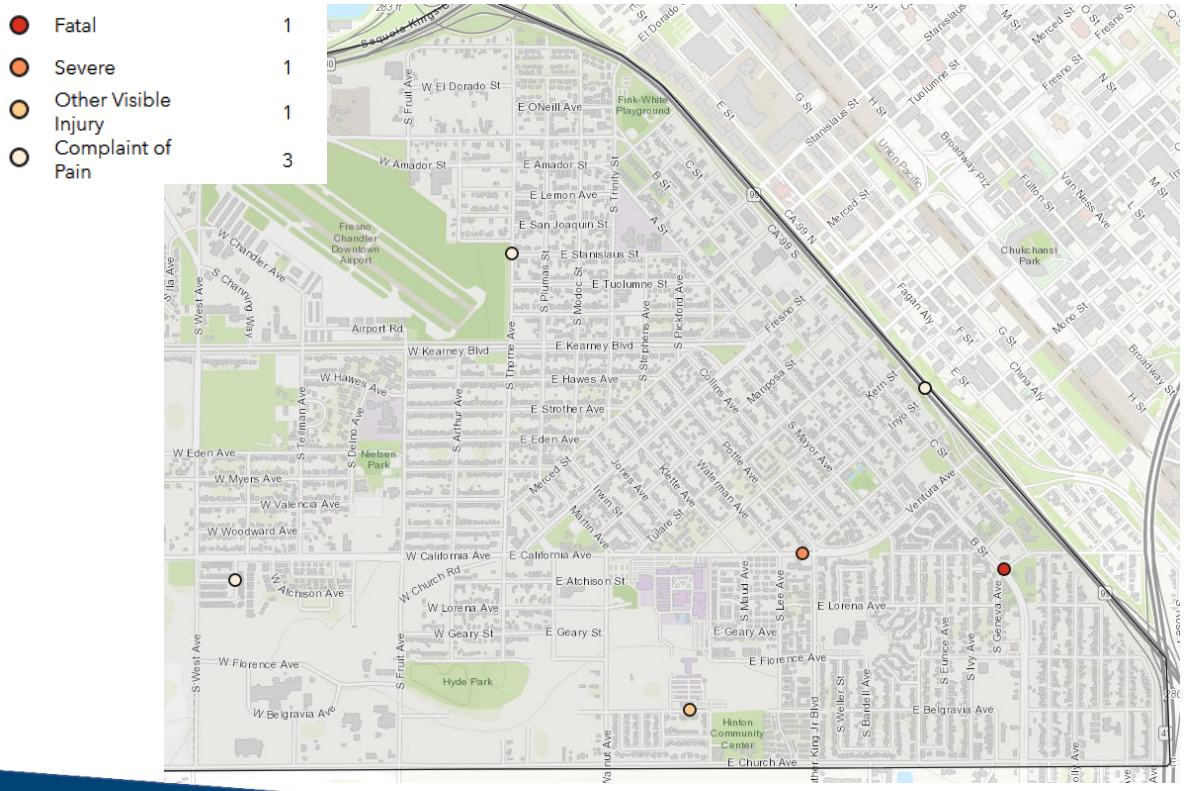
5 crashes — **21954a.** Pedestrian shall yield the right-of-way to vehicles when not within a marked/unmarked crosswalk at an intersection.

3 crashes — **22350.** Speeding or driving at a dangerously high speed given conditions

2 crashes — **21950a.** Driver does not yield the right-of-way to a pedestrian at a marked or unmarked crosswalk.

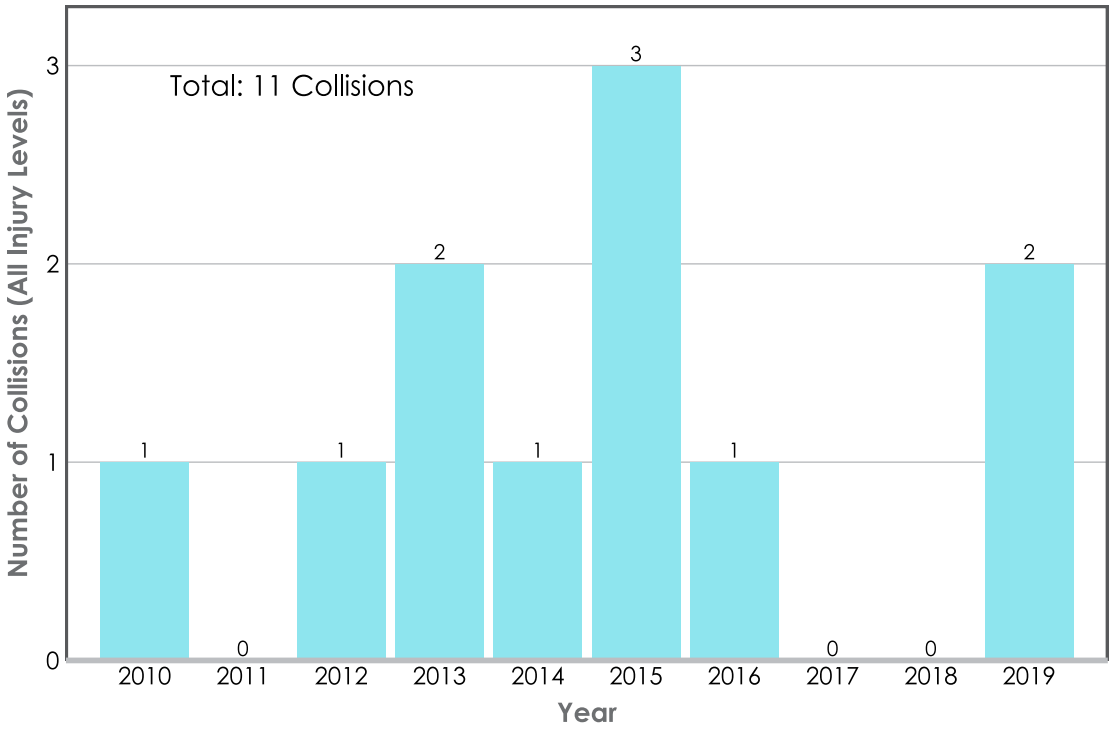
Source: Statewide Integrated Traffic Records System (SWITRS) 2015-2019

Bicycle Crashes 2015-2019



Source: Statewide Integrated Traffic Records System (SWITRS) 2015-2019

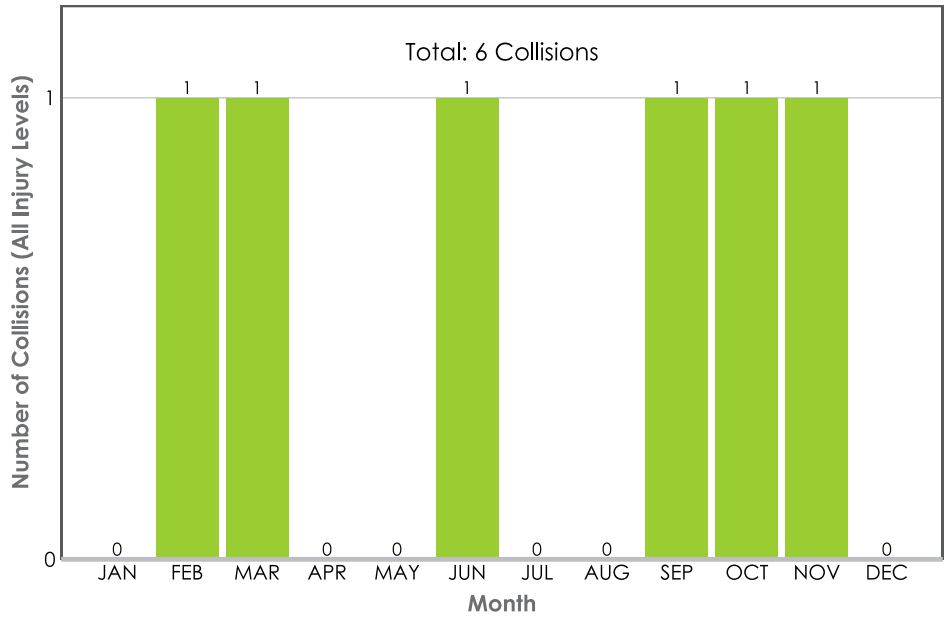
Bicycle Crashes 2010-2019



Source: Statewide Integrated Traffic Records System (SWITRS) 2015-2019

Bicycle Crashes 2015-2019

By month



Source: Statewide Integrated Traffic Records System (SWITRS) 2015-2019

Bicycle Crashes 2015-2019

By time of day & Day of Week

	MON	TUE	WED	THU	FRI	SAT	SUN	TOTAL
Midnight-3AM	0	0	0	0	0	0	0	0
3-6AM	0	0	0	0	0	0	0	0
6-9AM	0	0	0	0	0	0	0	0
9AM-Noon	0	0	0	0	0	0	0	0
Noon-3PM	0	0	0	0	0	0	1	1
3-6PM	1	1	0	0	0	0	1	3
6-9PM	1	0	0	0	0	0	0	1
9PM-Midnight	0	0	0	0	1	0	0	1
Unknown	0	0	0	0	0	0	0	0
TOTAL	2	1	0	0	1	0	2	6

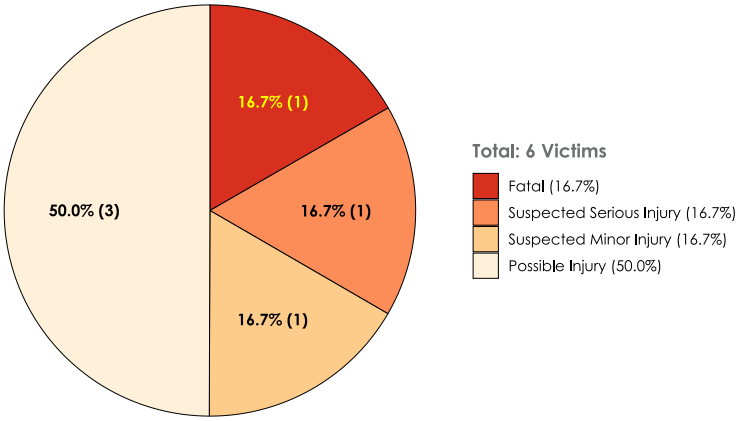
Source: Statewide Integrated Traffic Records System (SWITRS) 2015-2019

Bicycle Crashes 2015-2019

By injury severity

6 victims were injured in **6** bicycle crashes

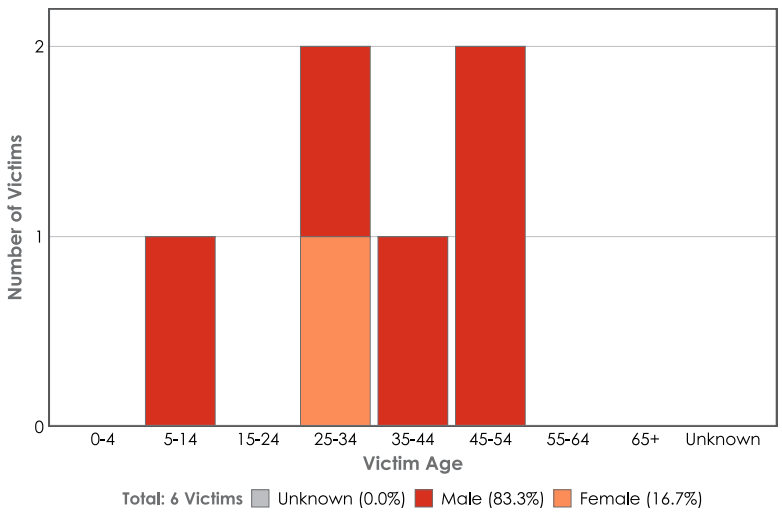
- All victims were bicyclists



Source: Statewide Integrated Traffic Records System (SWITRS) 2015-2019

Bicycle Crashes 2015-2019

By victim age & gender



One victim was school-age (age 5-18).

- They suffered minor injuries.

No victims were older adults age 60+.

Source: Statewide Integrated Traffic Records System (SWITRS) 2015-2019

Bicycle Crashes 2015-2019

Most frequently cited violations in injury crashes

2 crashes — **21453a.** Failure to stop at a limit line or crosswalk at a red light.

- The remaining four crashes each had a different violation. The most common among these was riding or driving on the wrong side of the road.

Source: Statewide Integrated Traffic Records System (SWITRS) 2015-2019

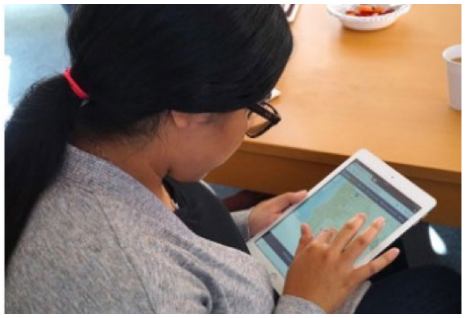
Additional Resources

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



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

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

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