



TECHNICAL MEMORANDUM

Date: September 15, 2022
To: Kenner Guerrero, City of Pico Rivera
Tom Mericle, TKM Engineering
From: Himangi Mutha and Mark Doty, TJKM
Subject: Goals & Objectives for the City of Pico Rivera's Local Roadway Safety Plan (LRSP)

The purpose of this memorandum is to present the goals and objectives for the Pico Rivera LRSP. All goals and objectives will be consistent with adopted Pico Rivera planning documents and be in alignment with regional, state, and federal transportation safety goals.

The vision for the Pico Rivera LRSP aims to systemically identify roadway safety issues within Pico Rivera, and address them through a holistic approach using the 5 E's: **Engineering, Enforcement, Education, Equity, and Emergency Medical Services (EMS.)** Roadway deaths and serious injuries are preventable incidents and can be addressed through the 5 E's. Safety of human life is the highest priority.

In short, the goals are summarized as follows:

1. Systematically identify and analyze active transportation problems and recommend improvements.
2. Improve the safety of all road users by using proven effective countermeasures.
3. Coordinate with key stakeholders to implement roadway safety improvements and response within Pico Rivera.
4. Continually leverage existing resources to secure additional funding for safety improvements. Seek consistent funding until the vision is fulfilled.
5. Ensure safety improvements are made in a manner that is fair and equitable for all Pico Rivera residents, especially disenfranchised communities.

The following are the goals and objectives for the Pico Rivera LRSP:



GOAL #1: SYSTEMATICALLY IDENTIFY AND ANALYZE ACTIVE TRANSPORTATION PROBLEMS AND RECOMMEND IMPROVEMENTS

Objective 1: Use the Systemic Safety Analysis data-driven process to identify traffic collisions in Pico Rivera, (with an emphasis on fatal and severe injury collisions); where, when, and how they are occurring, and implement appropriate and proven countermeasures.

Objective 2: Improve roadway planning, design, operations, and connectivity to enhance safety and mobility for all modes, and for users of all ages and abilities

Objective 3: Implement traffic calming strategies to discourage speeding and other unsafe driving behaviors on residential streets

Objective 4: Ensure that all recommended improvements are consistent with City of Pico Rivera goals, as well as State and Federal plans and goals (such as, but not limited to: California Strategic Highway Safety Plan, and the FHWA Local and Rural Road Safety Program).

Objective 5: Review existing City policies and recommend improvements to ensure that they meet current best practices in the realm of traffic safety

GOAL 2: IMPROVE THE SAFETY OF ALL ROAD USERS BY USING PROVEN EFFECTIVE COUNTERMEASURES

Objective 1: Identify safety issues and locations/hot spots where bicycle and pedestrian collisions occur in Pico Rivera, and treat with appropriate and effective engineering countermeasures.

Objective 2: Provide educational programs for bicyclists, pedestrians, and motorists to inform on how to be safe in the public right-of-way; either through after-school programs, law enforcement programs, or other public/private sponsored programs

Objective 3: Improve sidewalks, walkways, and crossings to be free of hazards and to minimize conflicts with vehicular traffic

Objective 4: Prioritize improvements that promote Safe Routes to School efforts or are located near schools

GOAL 3: COORDINATE WITH KEY STAKEHOLDERS TO IMPLEMENT ROADWAY SAFETY IMPROVEMENTS AND RESPONSE WITHIN PICO RIVERA

Objective 1: Coordinate between City Departments, LA County Sheriff and Fire Department, and EMS agencies to ensure a coordinated response to traffic safety, including:

- Implementation of safety improvements
- Public education on safely traveling in the public right-of-way, regardless of mode



- Enforcement of traffic safety laws in the public right-of-way
- Minimizing impacts to emergency response times.

Objective 2: Coordinate with local, regional, and state partners (such as LA Metro, LA County, or Caltrans), to identify and address traffic safety issues and ensure a coordinated response.

GOAL 4: CONTINUALLY LEVERAGE EXISTING RESOURCES TO SECURE ADDITIONAL FUNDING FOR SAFETY IMPROVEMENTS

Objective 1: Ensure the LRSP meets Highway Safety Improvement Program (HSIP) guidelines in order to apply for funding for identified countermeasures

Objective 2: Provide a list of prioritized locations and improvements that guide City investments and grant funding applications

Objective 3: Identify and prioritize specific types of countermeasures to address identified safety issues, for systemic implementation citywide

Objective 4: Continually seek funding sources to implement engineering, education, enforcement, equity, and emergency response solutions to roadway safety issues in Pico Rivera

GOAL 5: ENSURE THAT SAFETY IMPROVEMENTS ARE MADE IN A MANNER THAT IS FAIR AND EQUITABLE FOR ALL PICO RIVERA RESIDENTS, ESPECIALLY DISENFRANCHISED COMMUNITIES

Objective 1: Utilize public input to identify traffic issues and locations and inform prioritization based on community desires and needs

Objective 2: Provide a forum for residents to submit traffic safety related concerns; and for City staff and officials to respond to such concerns

Objective 3: Where feasible, implement community outreach to inform the public about upcoming safety improvements and seek input regarding viability and impacts while building trust and confidence to actively participate in such decisions

Objective 4: Ensure the consideration of equity when selecting where to make traffic safety improvements and establish metrics by which to make equitable decisions

Objective 5: Identify groups with a special interest in roadway safety and help build their capacity to support the city in outreach efforts, including Safe Routes to School and Safe Routes for Seniors Programs.