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1.1 - Vision

Through its recommended policies, programs, and resources, the Safe and Healthy Streets Plan seeks a new vision of Glendale where residents live safer, healthier lives by walking and riding a bicycle for both transportation and recreation. This vision promotes the goal of creating a transportation network that meets the needs of all road users, including pedestrians, bicyclists, transit passengers, and people of all ages and abilities, as well as motor vehicles.

1.2 - Plan Purpose

In August 2007, the Los Angeles County Department of Public Health announced a new funding opportunity known as the PLACE Program (Policies for Livable, Active Communities and Environments). The PLACE Program recognizes that the design of our cities, work sites, and streets influences how much physical activity we get and plays an important role in preventing many chronic conditions – such as obesity, heart disease, diabetes, and asthma. There is compelling research data that show that streets designed to facilitate walking and biking are safer and succeed in increasing the number of people who walk and bike. The PLACE Program supports the development of healthier communities by fostering policy changes that improve the places where people live, work, and play.

In March of 2008, the Los Angeles County Bicycle Coalition, with the City of Glendale as its municipal partner, was awarded one of five PLACE grants in Los Angeles County. Funding from the PLACE Program has allowed the City of Glendale to work with the Los Angeles County Bicycle Coalition to create the City's first Safe and Healthy Streets Plan, a policy document designed to implement existing policies from current planning documents, as well as recommend new policies to make Glendale a safer and friendlier city for pedestrians and bicyclists.

The PLACE grant project has been led by an Initiative Coordinator from the Los Angeles County Bicycle Coalition working in collaboration with the Public Works Engineering and Traffic & Transportation Divisions, the Community Services & Parks Department, the Community Development Department, and the Glendale Police Department. Representatives from these four City departments, along with the Initiative Coordinator, make up Glendale's PLACE grant team.

There is little doubt that bicycling and walking provide tremendous benefits for America's health. Glendale's Safe and Healthy Streets Plan has the potential to boost levels of physical activity and help reverse current obesity trends among residents. In Glendale, approximately 17.4% of adults (age 18+) are obese and approximately 15.8% of children are obese. An additional 46.2% of adults and 17.9% of children are overweight. Almost 40% of adults in Glendale engage in minimal to no physical activity and 66.4% of adults drive to go on an errand less than one mile from their home.^{1,2}

1 Adult obesity and physical activity data source: 2007 Los Angeles County Health Survey; Office of Health Assessment and Epidemiology, Los Angeles County Department of Public Health.

2 Childhood obesity data source: Data extracted from the California Department of Education Physical Fitness Testing Program, 2007. Prepared by the Los Angeles County Department of Public Health.

However, the benefits of the Safe and Healthy Streets Plan go beyond that of creating a healthier community. The Plan recognizes the need for transportation equity; the importance of providing transportation options and removing barriers for those who cannot or do not drive, allowing safe access to employment centers and other key destinations. The Plan can also help to foster efforts, already under way, to make Glendale's streets safer as well. From 2004 through 2009, there were 671 reported motor vehicle collisions involving pedestrians and 275 reported motor vehicle collisions involving bicyclists according to SWITRS data. Of the pedestrian collisions, the primary collision factor (the cause of the crash) was assigned to the motorist in 64% of the collisions; to the pedestrian in 22% of the collisions, and 14% of the collisions reported remain unknown or unclear.³ Further review of this data is recommended, particularly to clarify the unknown or unclear results provided by SWITRS. For the collisions involving bicyclists, closer scrutiny is necessary as motorists and bicyclists can be assigned many of the same vehicle code violations referenced to assign primary collision factor in SWITRS data. Public review of collision data and the potential education, enforcement, and engineering measures to address the safety issues facing pedestrians and bicyclists in Glendale is a key concern of this plan. Ultimately, it is the goal of the Safe and Healthy Streets Plan to make Glendale a safer, friendlier, and healthier place for residents and visitors to walk and ride a bike.

1.3 - Community Outreach and Stakeholder Group Formation

Beginning in the fall of 2008, the Safe & Healthy Streets team began making contact with City Staff to introduce the grant coordinator, Colin Bogart, explain what the Safe & Healthy Streets project was about, and invited City Staff to participate. In January 2009, the Safe & Healthy Streets team met with the individual City Council Members, also to provide the same introductions and to invite participation. Following the meetings with Council, the team then started meeting with existing community groups including the Glendale Healthier Communities Coalition, the Glendale Homeowner's Coordinating Council, Glendale Chamber of Commerce, and the Downtown Merchants Association.

In February of 2009, the Safe & Healthy Streets website was launched to provide ongoing updates about the project, share relevant information, and provide a venue for interested community members to contact the grant coordinator. Three thousand promotional postcards were printed to be handed out at events, meetings, or distributed to parks, libraries, and local businesses. A history ride was organized in April of 2009 to help promote the Safe & Healthy Streets project and collect contact information from participants. On May 14, 2009, Bike to Work Day was used as an additional opportunity for promotion and to collect the contact information of more community members. The first official Stakeholder Meeting was held on May 28, 2009 at the Central Library. All contacts from the previous seven months were invited and the attendees were to be identified as our Stakeholder Group. Community outreach continued into the summer and included a History Walk on July 11, 2009.

³ Data are extracted from the California Highway Patrol Statewide Integrated Traffic Reporting System. Prepared by the Los Angeles County Department of Public Health.

Fall 2009 Community Meetings

From October 8 to November 18, 2009, the Safe & Healthy Streets Team conducted five community meetings at four different locations city-wide. The meetings were promoted through the Safe & Healthy Streets website, e-mail networks, community group affiliations, announcements at City Council meetings, on the City website, and through the Glendale News-Press calendar. All members of the Glendale community were invited and encouraged to attend. The



Figure 1-1. Community meeting

purpose of the meetings was to learn from community members what it's like to walk or bike in Glendale with the intention of using the information to help draft the Safe & Healthy Streets Plan. The first meeting was intended as an introduction to the meeting series and to initiate the dialogue. The next three meetings were held in different locations to encourage a local/geographic focus. The final meeting was held in the same location as the first and was used as an opportunity to confirm the information collected and to ask follow-up questions.

The overall findings included:

- concerns about aggressive/speeding drivers and the need for better overall enforcement
- education for motorists, bicyclists and pedestrians
- more and better opportunities for biking and walking through infrastructure improvements and events that might include street closures and City-sponsored rides/walks.

Fall 2010 Community Feedback Meetings

Three community meetings were conducted in October 2010 to collect feedback regarding the content of the Second Draft of the Safe and Healthy Streets Plan. The first meeting was organized for community members who had been actively involved with the Safe and Healthy Streets project since early 2009, referenced above as the Stakeholder Group. The second two meetings were open to the public and publicized through the same channels as the 2009 Community Meetings. The first two meetings were held at the Glendale Central Library and the third was held at the Sparr Heights Community Center. In addition to the Feedback Meetings, comments on the Draft Plan were requested and received via the Safe and Healthy Streets website and e-mail as well as through in-person contact with individual members

of the community. The Los Angeles County Department of Public Health's PLACE Program, which has funded this project, provided their feedback and the Safe and Healthy Streets Team also invited comments from City Staff in the Community Services and Parks Department, the Community Development Department, Public Works Engineering and Traffic & Transportation Divisions, the Fire Department, and the Police Department. All feedback collected from October 2010 through early January 2011 was considered and incorporated whenever possible into the revised draft of this Plan.



Figure 1-2. Meetings were held to collect community feedback.

1.4 - Executive Summary - The Five "E's": Education, Encouragement, Enforcement, Engineering, and Evaluation

Frequently used by the pedestrian and bicycle advocacy community as well as the Federal Highway Administration's newly-formed Walk Friendly Community program, the five "E's" help to define and organize efforts for improving conditions for pedestrians and bicyclists and provides a focus for meeting goals. The League of American Bicyclists uses the five "E's" when evaluating a city for its "Bicycle Friendly Community" program.

The implied understanding included in the five "E's" is that policies and programs from all five categories must be implemented together in an effort to make Glendale a safer, healthier place to walk or ride a bike. Without implementation of all five "E's" combined, the application of City resources to support walking and biking will be incomplete. The five "E's" are as follows:

Education

Education refers to the amount and types of education available to the community for pedestrians, bicyclists, and motorists. This includes teaching pedestrians and cyclists and of all ages how to ride and walk safely, as well as teaching motorists how to share the road safely with pedestrians and cyclists.



Figure 1-3. Bike safety class at R.D. White Elementary, May 2011

Encouragement

Encouragement addresses how the City encourages and promotes walking and bicycling. This includes events such as Bike Month and International Walk to School Day, community walks or rides, bicycle and walking maps, and commuter incentive programs.



Figure 1-4. Glendale History Walk, July 2009

Enforcement

Enforcement considers how law enforcement ensures safe and legal road use among pedestrians, bicyclists, and motorists. It looks at the connections between the pedestrian/cycling and law enforcement communities, including whether or not the law enforcement community has a liaison with the pedestrian/cycling community, and whether law enforcement uses targeted enforcement to encourage pedestrians, cyclists, and motorists to share the road safely.



Figure 1-5. Glendale Police, Sept. 2011

Engineering

Engineering looks at the pedestrian and bicyclist facilities the City has built and plans to build. It includes the existence of a bicycle master plan, a pedestrian safety action plan, a complete streets policy, and the accommodation of pedestrians and cyclists on public roads.



Figure 1-6. Bike rack at Glendale City Hall

Evaluation

Evaluation reviews the systems in place to evaluate current programs, policies, and data so that the other four E's can be modified and improved. It focuses on measuring the amount of walking and cycling taking place in the community, the crash and fatality rates, and ways the City works to improve these numbers.



Figure 1-7. Glendale bike and pedestrian count volunteers, Sept. 2009

In addition to the five “E’s”, the Safe and Healthy Streets Plan includes chapters that contain Resources and Staffing policies, a selected list of potential Funding Sources, many of which the City has already received, and an Action Plan to provide a timeline for implementation of this Plan. The Research and Data chapter provides background on the information and data collected, along with community and City Staff feedback, to help the Safe & Healthy Streets Team write this Plan. The Policy Structure and Coordination chapter is intended to help clarify the Safe and Healthy Streets Plan’s relation to other City of Glendale plans and documents as well as neighboring jurisdiction and regional plans.

