

Summer 2023

Westmont High School, Campbell Summary and Recommendations Report

Community Pedestrian and Bicycle Safety Training



Berkeley SafeTREC

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Acknowledgements

Thank you to the Planning Committee for inviting us into their community and partnering with us to make Westmont High School in Campbell, California, a safer place to walk and bike.

Our work took place on the ethnohistoric territory of the Muwekma Ohlone people. We recognize that every Westmont High School community member has, and continues to benefit from, the use and occupation of Muwekma Ohlone 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 OTS.

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 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. 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.

The Traffic Advisory Committee at Westmont High School requested a CPBST to:

1. Increase walking and biking safety for Westmont High School students seeking alternative modes of transportation; and
2. Develop safety education tools and opportunities for those walking, biking, and driving.

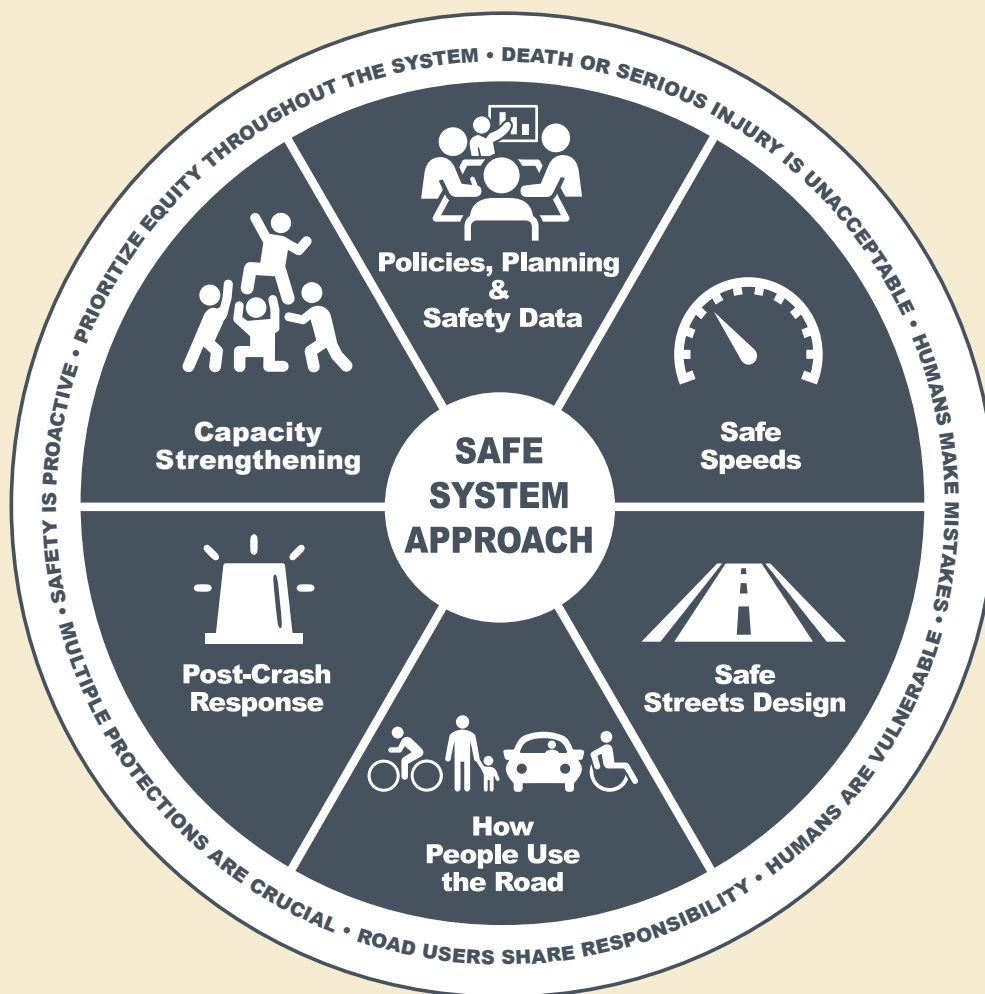
The Westmont High School CPBST workshop convened ten participants on May 15, 2023, at Westmont High School, including guardians and families of Westmont High School and Rolling Hills Middle School, Campbell Union High School District Board members, and staff from the City of Campbell.

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 Project Team adapted the Federal Highway Administration's Safe System framework to make them more impactful for grassroots community engagement. The Safe System approach aims to eliminate all fatal and serious injuries. We emphasize equity as a central component and acknowledge the critical need to strengthen partnerships between transportation professionals and the communities they serve in order to create safe streets for everyone.

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

Westmont High School is located in Campbell, California, in Santa Clara County. Per the [California Office of Traffic Safety's Crash Rankings](#), in 2020, Campbell ranked 88th out of 91 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, Campbell ranked 12th out of 91 cities for bicyclists younger than 15 killed and injured.

Per 2022 Esri Community Analyst¹ data, 17 percent of households have one or more persons with a disability. The community is also home to a large percentage of seniors (aged 65 or older) at 16 percent, and one out of every five residents is a child under 18. Seven percent of households live below the poverty line, and 13 percent of households are without a vehicle. The Median Household Income in Campbell is \$130,171, with just under half of households (44 percent) making more than \$150,000.

The focus area minimally uses non-motorized modes of transportation, with two percent each for commuters who walk or bike to work. However, five percent of commuters carpooled to work and two percent took public transportation. The full demographic report from 2022 Esri Community Analyst data can be found in the appendix.

¹ U.S. Census Bureau 2017-2021 American Community Survey (ACS) 5-year Estimates, 2022 ESRI estimates.

Local Policies and Plans

The [Neighborhood Traffic Calming Program](#) allows residents to request traffic calming studies in their neighborhood to both verify and address various types of traffic concerns and conditions. This program can result in the development and installation of physical traffic calming measures in an applicant's neighborhood.

The [Harriet Avenue Sidewalk Improvement Project](#) brought pedestrian improvements along the west side of Harriet Avenue between Westmont Avenue and Van Dusen Lane that were missing previously. The improvements include concrete sidewalks, curbs, gutters, ADA-compliant curb ramps, roadway pavement work and signing and striping. Construction was substantially completed in March 2023.

Pedestrian and Bicycle Crash History

The following data is based on police-reported pedestrian and bicycle crashes resulting in injuries to pedestrians¹ and bicyclists in the focus area surrounding Westmont High School. Data reported in this section are from the Statewide Integrated Traffic Records Systems (SWITRS) for the years 2012 to 2021. Crash data for 2021 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 all crashes within the workshop boundaries in which a person was injured and involved a pedestrian or bicyclist from 2017 to 2021. The map includes four red circles representing bicycle crashes and eleven yellow squares representing bicycle crashes.

Free SafeTREC Data Resources

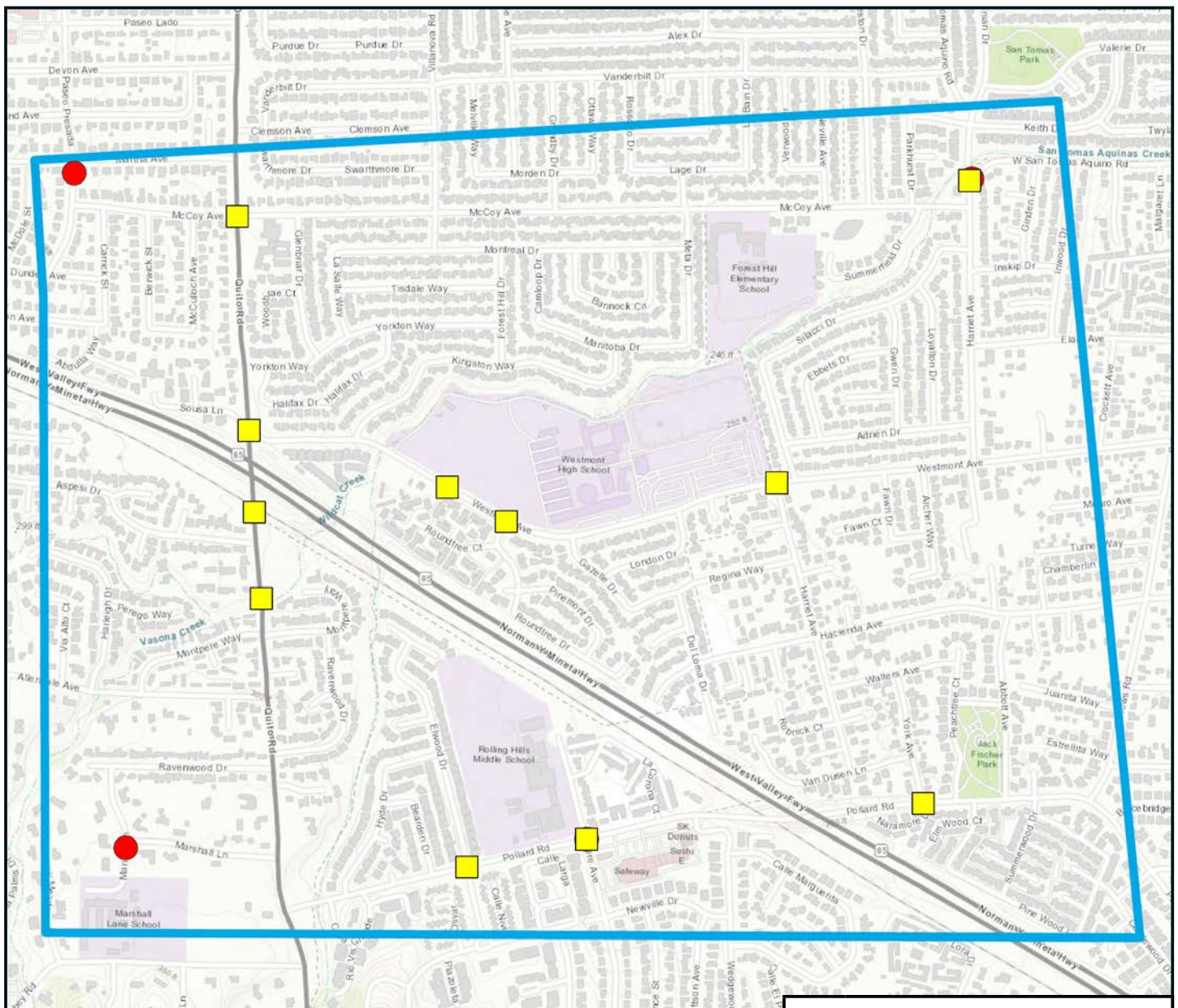
The **Transportation Injury Mapping System** (TIMS) is a web-based tool that allows users to analyze and map California crash data from the Statewide Integrated Traffic Records System (SWITRS). TIMS provides quick, easy, and free access to geocoded crash data. Visit: <https://tims.berkeley.edu>

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>

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.

Westmont High School Community Workshop Boundaries

The boundaries for this workshop were: McCoy Avenue to the north, Quito Road to the west, Pollard Road to the south, and Harriet Avenue to the east. The Planning Committee chose these boundaries to include Westmont Avenue, Silacci Drive, Gazelle Drive, and Harriet Avenue, which are all main areas of concern. Due to Westmont High School's proximity to multiple schools, the focus area also included Rolling Hills Middle School, Marshall Lane School, and Forest Hill Elementary School at the Planning Committee's request.



Crash Map for the Westmont High School Community Workshop Boundaries
Data Source SWITRS 2017-2021. 2021 data is provisional as of April 2023.

- Pedestrian crashes (4)
- Bicycle crashes (11)

Pedestrian Crashes

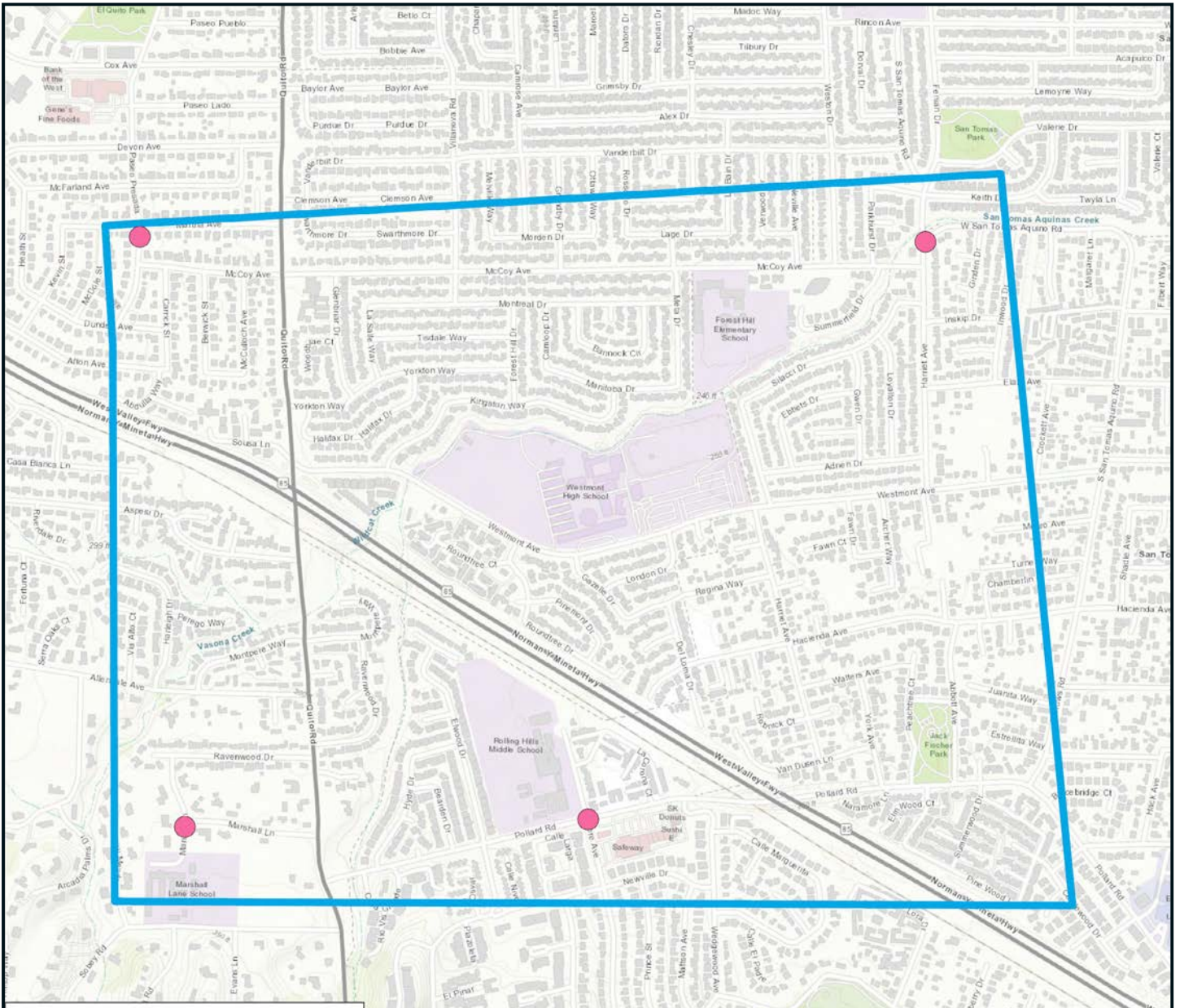
Over the 10-year period between 2012 and 2021, the five-year average for pedestrian crashes was just under one pedestrian crash a year. In 2021 there were two pedestrian crashes, and one pedestrian crash was recorded in 2018. No pedestrian crashes were documented within our site boundary in 2015, 2019, or 2020. It is important to note that there was a decrease in crashes across all types of crashes which may be due to the COVID-19 shelter-in-place orders².

In the most recent five years of data available, from 2017 to 2021, there were four pedestrian crashes, all resulting in minor injuries. Half of the pedestrian crashes (two crashes) occurred near a school, including one collision that occurred on Marilyn Lane, directly in front of Marshall Lane School. Along Pollard Road, there was one documented pedestrian crash, which was in front of Rolling Hills Middle School. The other two collisions occurred at the Harriet Avenue/McCoy Avenue intersection and the Martha Avenue/Paseo Presada intersection. Two of the four pedestrian crashes occurred during the morning commute hours (6:00 a.m. to 9 a.m.), which overlaps with the start time of the surrounding elementary, middle and high schools. The primary crash factor for most of these pedestrian crashes was a pedestrian failing to yield the right-of-way to vehicles when crossing outside a marked or unmarked crosswalk. Often the lack of crosswalks within reasonable distances from each other result in people crossing where it is not safe to reach their destination. This was evident during the site visit at Westmont High School, where the project team observed individuals crossing the road along various points of Westmont Avenue because the existing crosswalks did not meet their needs or vehicles blocked the available crosswalks. Half of the pedestrian victims were males aged five to fourteen. One pedestrian collision involved a senior, a female over the age of 65 years.

² However, this decline is not lasting. Nationally, preliminary 2022 data shows an increase in traffic fatalities and of pedestrian fatalities from 2020 figures but a marginal decrease from 2021 (DOT HS 813 298 and DOT HS 813 448). Nationally, bicycle fatalities show an increase of 10.6 percent between 2021 and 2022 (DOT HS 813 448).



Pedestrian Crashes



*Pedestrian Crash Map for the Westmont High School Community Workshop Boundaries
Data Source SWITRS 2017-2021. 2021 data is provisional as of June 2023.*

Bicycle Crashes

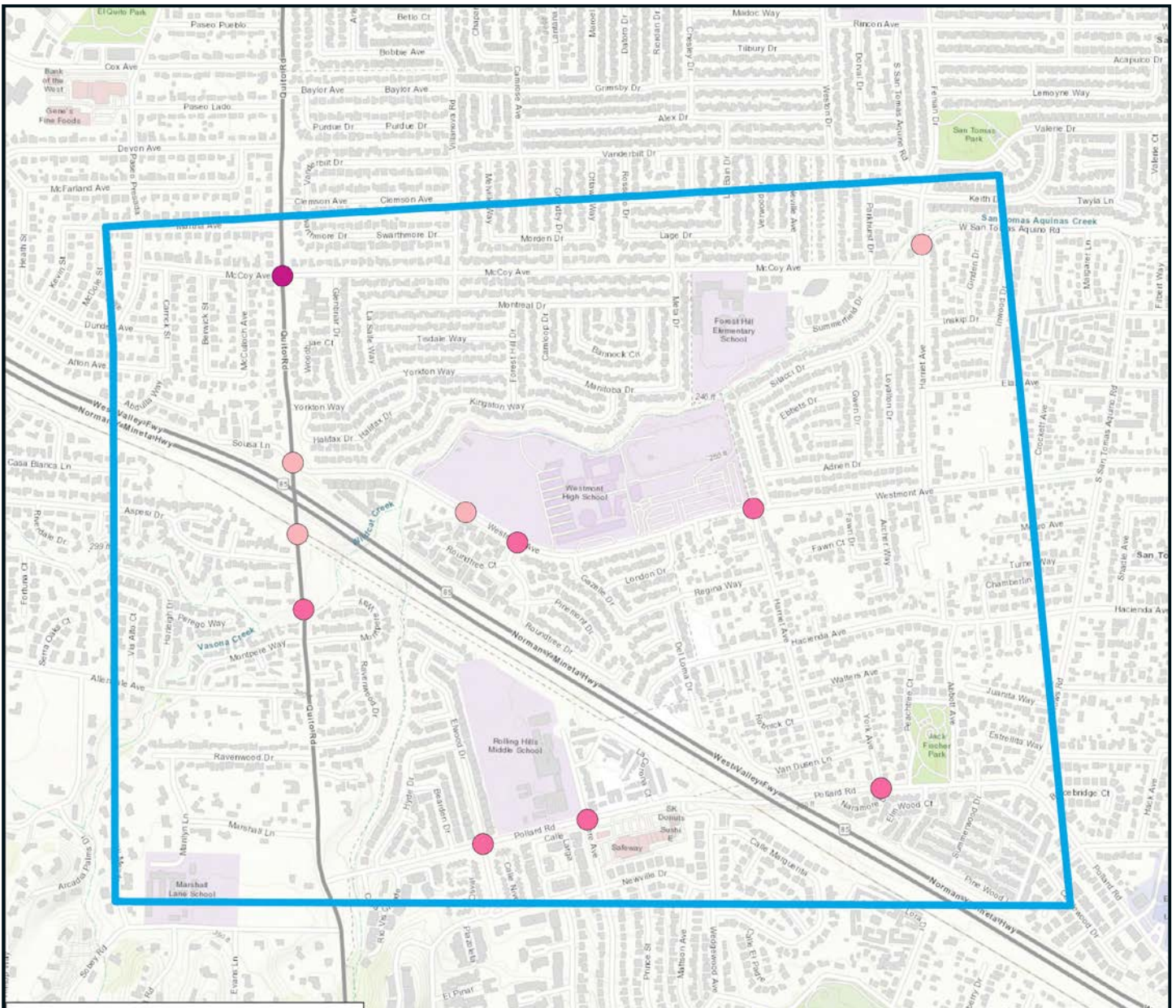
Over the 10-year period between 2012 and 2021, bicycle crashes saw two peaks, one in 2014 (five collisions) and the other in 2021 (four collisions). The most bicycle collisions took place in 2014, followed by a downward trend for three years. However, from 2020 to 2021, there was a steep jump from one bicycle crash to four bicycle crashes. Even without the drop in reported bicycle crashes during the stay-at-home orders of the COVID-19 Pandemic, the number of bicycle crashes doubled in just two years (2019-2021).

In the most recent five years of data available, from 2017 to 2021, there were 11 crashes, including one serious injury crash. Six bicycle crashes were classified as minor injury crashes, with three of those six documented along Pollard Road. Two bicycle crashes occurred along Pollard Road which is the street-facing entrance to Rolling Hills Middle School. Another four bicycle crashes occurred along Westmont Avenue (three of which occurred in front of Westmont High School). Quito Road also had a high concentration of bicycle crashes (four crashes) that resulted in varying degrees of injury severity. The one bicycle crash that resulted in a serious injury occurred at the McCoy Avenue/Quito Road intersection.

There was a significant concentration (45 percent) of bicycle crashes between 3:00 p.m. and 6:00 p.m. Six of the eleven victims were either middle or elementary-school-aged children. Half of bicycle crash victims (50 percent) were male and between the ages of 5 and 14. The most common primary crash factors reported in bicycle crashes were: failure to drive or ride on the right half of the roadway, drivers failing to yield the right-of-way to pedestrians when entering or crossing a highway, and drivers failing to stop at a limit line or crosswalk at a stop sign.



Bicycle Crashes



*Bicycle Crash Map for the Westmont High School Community Workshop Boundaries
Data Source SWITRS 2017-2021. 2021 data is provisional as of June 2023.*

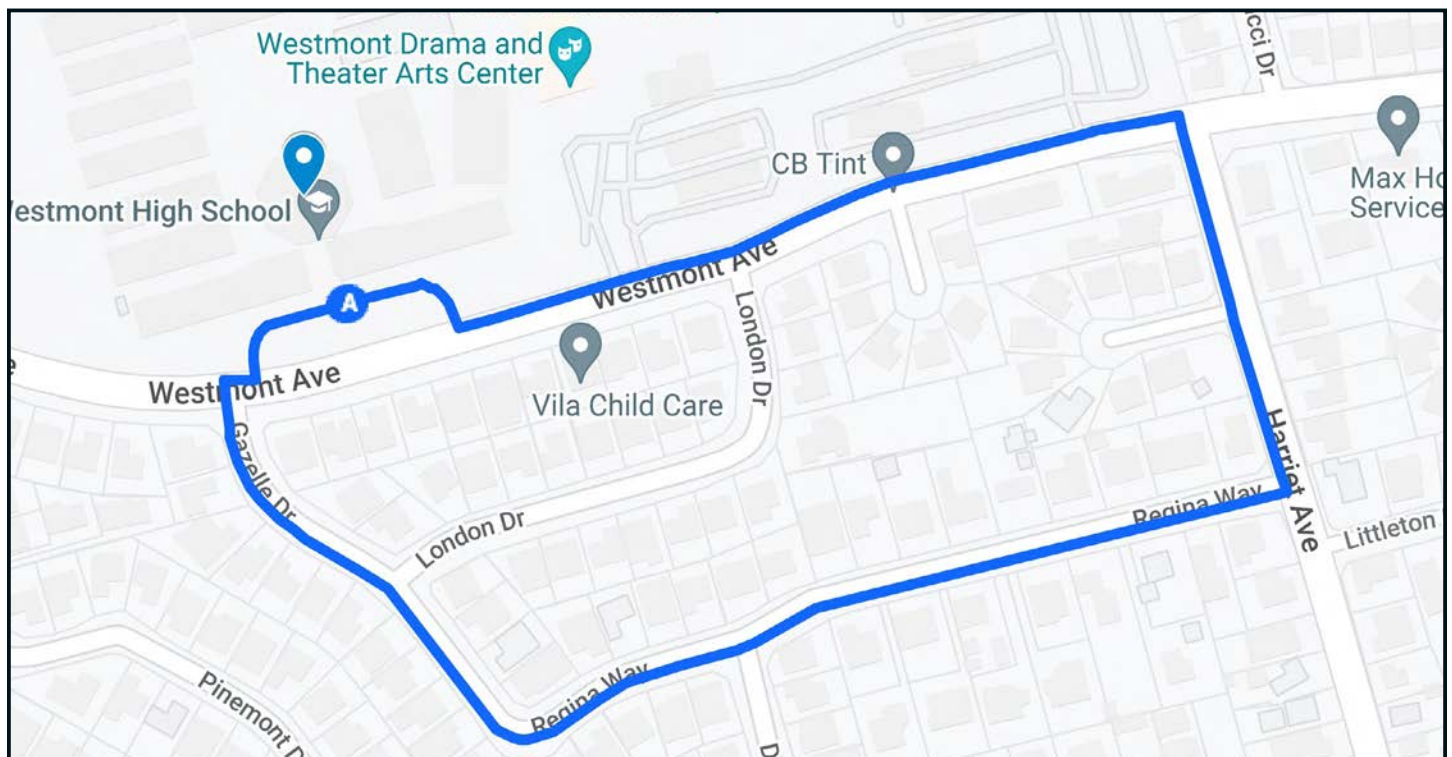
Walking and Biking Assessments

During the workshop, the Project Team and participants completed 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: Gazelle Drive and Harriet Avenue

Focus:

Gazelle Drive was named a corridor of concern because drivers ignore the stop sign at the Westmont Avenue/Gazelle Drive intersection, and motorists do not signal when turning onto Westmont Avenue and Gazelle Drive. Harriet Avenue is a source of concern because people driving often disregard the posted speed limits and there is a lack of sidewalks and crosswalks. Harriet Avenue is used by a large number of students and their guardians to walk and bike to and from Westmont High School, which poses potential risk of crashes.



Walking Assessment, Route 1

Strengths

1. Westmont Avenue has a striped bike lane (Class 2 bike lane) on both sides of the street between Quito Road and San Tomas Aquino Road. These bike lanes narrow the roadway which slows down traffic and the presence of bike lanes invites people to consider biking as a mode of transportation.
2. The Gazelle Drive/Westmont Avenue intersection has a pedestrian hybrid beacon and yellow continental crosswalks, which work together to alert those driving of pedestrians crossing the street. A second yellow continental crosswalk is located at the Westmont Avenue/London Drive intersection. These infrastructure treatments increase pedestrian safety by drawing the attention of those driving to the presence of pedestrians crossing the road, which is important given the high volumes of students and guardians using these facilities.
3. Westmont High School students and their guardians have expressed a high interest and engagement in promoting alternative modes of transportation among students. Because of this, students regularly use bicycles and scooters to commute to and from school. The existing engagement and use of alternative modes of transportation demonstrate a solid foundation to promote safer behaviors and increased multimodal commuting in the student population.

BELOW: Students ride their bikes on the Westmont Avenue crosswalk to continue their ride along Harriet Avenue.

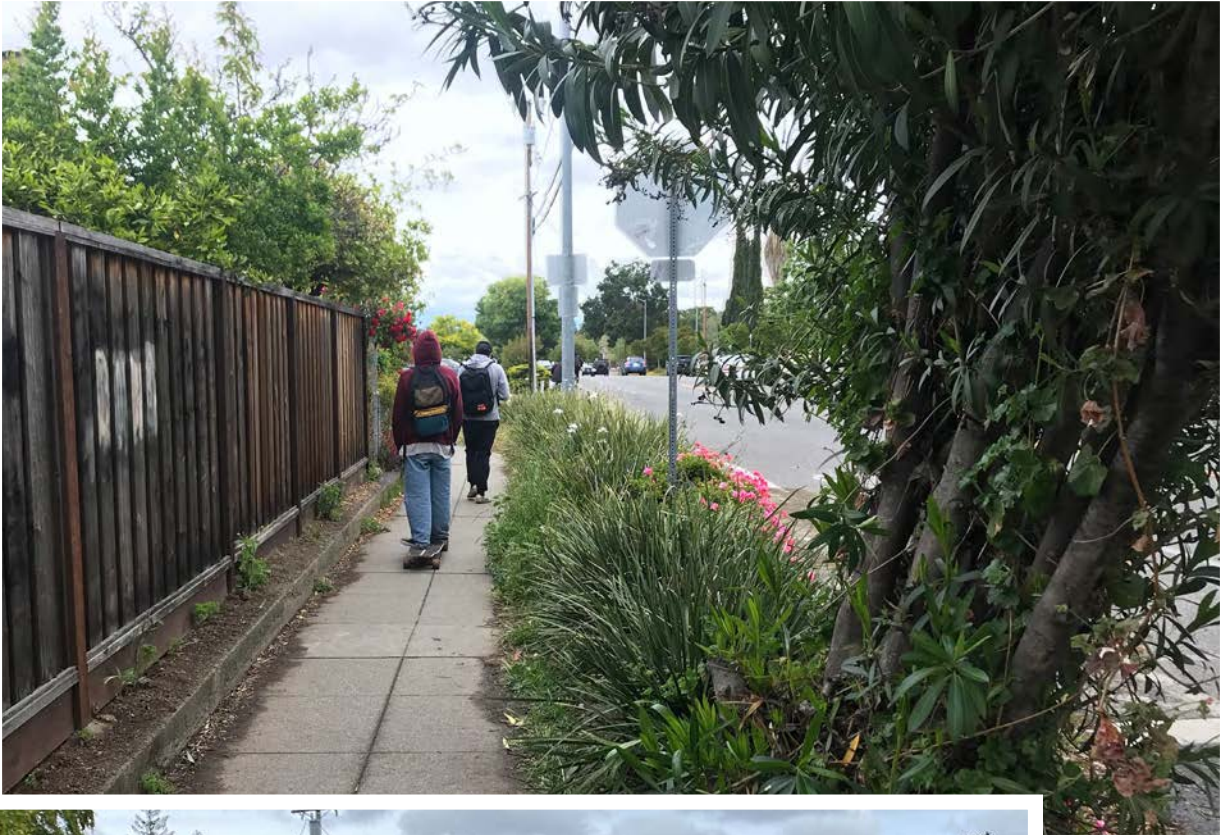


ABOVE: Harriet Avenue features bike sharrows in both directions. However, there is a lack of sidewalks along the northbound side.

Concerns

1. Many of those biking and riding scooters in the neighborhood ride on the sidewalks because of the lack of protected bike lanes. This forces those walking and biking to share the already narrow sidewalk, resulting in congested sidewalks and potential conflicts between those walking, biking, and riding scooters.
2. The sidewalk network along Regina Way and Harriet Avenue is incomplete in many places, which results in students walking on the shoulder of the road. This lack of separation between vehicles and pedestrians poses a significant risk for crashes for students walking to and from school. Unpaved walking paths also pose a hazard for people with limited mobility, because they can be difficult to navigate and even harder to navigate in inclement weather.
3. There is a lack of school zone traffic signage on Harriet Avenue to alert drivers to slow down. In addition, there are very few marked crosswalks along the route, so students must decide where to cross safely amidst traffic congestion. The absence of crosswalks decreases the predictability and ability to safely cross the road, which results in a hazard for pedestrians.
4. On Harriet Avenue, drivers disregard the posted speed limit of 25 MPH through the school zone. At the Gazelle Drive/Westmont Avenue intersections, drivers ignore the stop sign on Gazelle Drive and fail to stop at the pedestrian hybrid beacon on Westmont Avenue when activated by those crossing the street. This is exacerbated by students and neighbors' lack of knowledge on how to use the pedestrian hybrid beacon. Furthermore, drivers often encroach into continental crosswalks despite their bright yellow color.
5. Multiple bicyclists were seen riding in the neighborhood without helmets and lights. Some of those biking also did not use hand signals to communicate their actions to other road users.

BELOW: Westmont High School students must share the limited sidewalk space



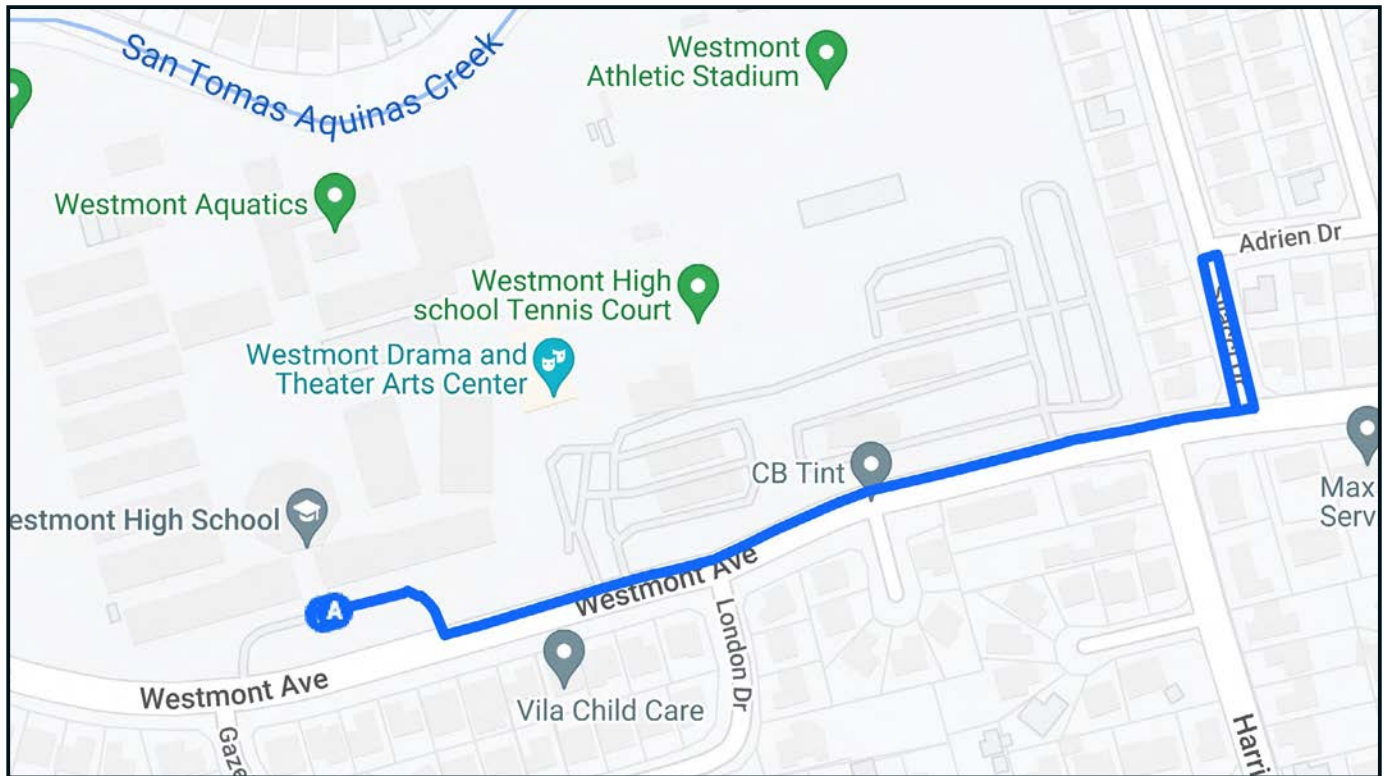
ABOVE: Westmont High School Principal and Traffic Advisory Committee members identify incomplete sidewalks near campus on Regina Way.

BELOW: Missing sidewalks in both directions on Regina Way.



ABOVE: The T-intersection of Regina Way/Harriet Avenue features a standard crosswalk which leads to unpaved shoulders.

Route 2: Westmont Avenue and Silacci Drive



Walking Assessment, Route 2

Focus:

Westmont Avenue is the primary route for those walking and biking to access Westmont High School. Students from neighboring schools, like Rolling Hills Middle School, also use this route to travel home or to after school activities. The Silacci Drive/Westmont Avenue intersection is a concern due to motorists not fully stopping at the stop sign. Unsafe turns onto Silacci Drive from Adrien Drive, which runs parallel to Westmont Avenue, exacerbate the problem as drivers use it as an alternative route. This congestion and potential for crashes are especially risky since many students walk and bike from Westmont Avenue to Silacci Drive.

Strengths

1. Westmont High School students, school administration, and surrounding school communities actively seek to make walking and biking safer in the neighborhood. Their efforts include coalition building between the Westmont High School Traffic Advisory Committee and local organizations like the San Jose Department of Transportation.
2. Trees along Westmont Avenue provide shade along the path of travel for those walking to and from school.
3. Westmont High School has a strong culture of walking to and from school because many families live near the school.



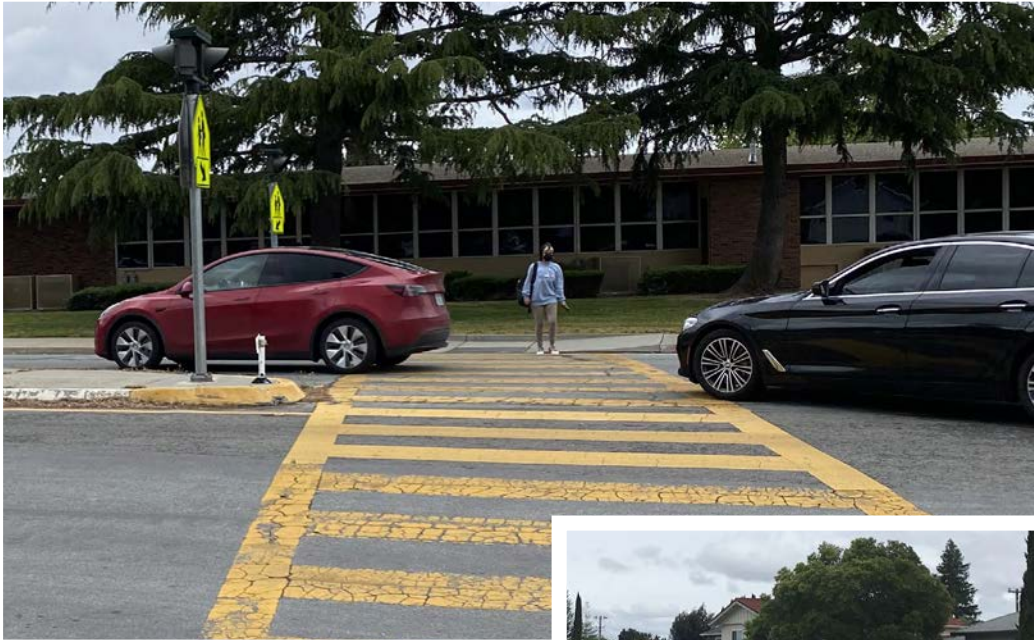
ABOVE: Planning Committee members pose in front of Westmont High School following the walking assessment.



ABOVE: View from Westmont Avenue and Silacci Drive, a popular route for students traveling to and from school.

Concerns

1. The continental crosswalk at the Westmont Avenue/London Drive intersection is faded, impacting the visibility of those using the pedestrian crossing. Drivers at this intersection often disregard pedestrians and do not provide enough time for them to cross the street, which causes near misses.
2. Drivers often block the bike sharrows in front of Westmont High School on Westmont Avenue, which obstructs the path for bicyclists and forces them to bike on the sidewalk or into the middle of the roadway. Drivers also park long-term in the loading zone in front of Westmont High School further blocking traffic.



ABOVE: Drivers block the crosswalk while a Westmont High School student tries to cross the street.



ABOVE: Students are forced to cross Westmont Avenue between parked cars.

Concerns, continued

3. Aggressive driving behaviors, including running stop signs, making illegal u-turns, and speeding, are common during school dismissal hours in front of Westmont High School. Silacci Drive also sees a high number of speeding drivers trying to avoid school traffic on Westmont Avenue.
4. Student drivers exiting the campus parking lot on the southwest corner often make abrupt right turns onto Westmont Avenue, causing near misses with pedestrians and bicyclists. The parking lot's narrow entrances and exits, lack of visible signage, and no designated middle turning lane also contribute to the already problematic traffic congestion.
5. School dismissal times are not staggered between neighboring schools, which worsens traffic congestion for all road users on Westmont Avenue between Harriet Avenue and Silacci Drive.



Recommendations

The recommendations in this report are based on observed pedestrian and bicycle safety concerns, Safe System strategies, and workshop participants' priorities. 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

Actions for a safer and bike-friendly community:

- Install sidewalks, crosswalks, and high-visibility traffic signage to build out a safer, more comfortable community.
- Develop educational programs for student bicyclists on how to safely ride to and from school, including potential events like helmet and light distributions.
- Implement a safety messaging campaign for students walking, biking, or driving.
- Install speed radar signs and speed humps to deter speeding.
- Collaborate with local schools to explore staggered arrival and dismissal times to reduce traffic congestion.
- Create dedicated pick-up and drop-off zones at Westmont High School.
- Host temporary demonstration projects, like parklets and additional crosswalks.
- Collaborate with bike collectives to promote safer biking and walking.
- Expand public transit and school bus service for Westmont High School students.
- Develop a Safe Routes to School Guide.
- Improve school parking visibility with entrance signs.
- Involve the community in planning quick-build projects.
- Verify parking permit requirements and incentivize alternative transportation for students.
- Initiate a student-led VideoVoice/TikTok campaign for pedestrian and bicycle safety.

Recommendations for a safer environment for those walking or biking:

- Address speeding through safety education campaigns and the installation of speed radar trailers.
- Alleviate traffic congestion by exploring staggered school release times and improved traffic signage.
- Improve pedestrian and bicyclist safety with regular sidewalk maintenance, sufficient street lighting, and the installation of speed humps.
- Develop a driver education program to protect vulnerable populations.
- Educate students on proper helmet and light usage while biking.
- Establish Safe Routes to School programming, including bike rodeos and monthly safety training.
- Encourage families and students to bike more through community activities like bike rides and events that include street closures like [Viva Calle](#) and [Sunday Streets](#).

Participants in the workshop were divided into two groups to identify infrastructure projects and community programs that would improve the safety of pedestrians and cyclists. They suggested several recommendations for their community and began planning for a few of them.

Westmont High School Safety Messaging Campaign Project

Project Goals:

1. Install sidewalks along Regina Way, Harriet Avenue, and surrounding corridors used by Westmont High School students.
2. Reduce the actual and perceived risk of biking along Westmont Avenue, Regina Way, Silacci Drive, and surrounding corridors through the installation of protected bike lanes, sidewalk maintenance and school-zone traffic signage.
3. Educate residents on Complete Street policies to encourage and improve the safety for those that walk, bike, or take public transit.

This project promotes collaboration between the City of Campbell and Westmont High School to develop a Safety Messaging Campaign to teach all road users the rules of the road and encourage safe road user behavior.

The Campaign should be tailored to students, their families, and neighbors from the surrounding neighborhood. The messaging should emphasize the primary collision factors in bike and pedestrian crashes near campus, which include unsafe turning or moving by drivers on roadways, turning without signaling, and drivers failing to stop at a limit line or crosswalk at a red light.

Messaging should be framed positively and include an art activity that asks students: “What do you enjoy about your community?” and “What are the safety challenges in your community?” This project also includes a school-based messaging strategy led by students and promoted on social media platforms, namely TikTok. Workshop participants expressed interest in a Safe Routes to School guide, which can be produced in collaboration with the City of San Jose Walk n’ Roll program and City of Campbell’s Bicycle and Pedestrian Advisory Committee. In addition to activating students with the Campaign, the project team recommends distributing Safe Routes to School guides during school events and events pertaining to the Westmont High School Safety Messaging Campaign.

Resources:

[Caltrans Active Transportation Plan](#)
[Caltrans Sacramento Transportation Art](#)
[Oakland’s Paint the Town Program](#)
[CATSIP Funding and Programming Opportunities](#)

Safe System Strategies:

Safe Routes to School (SRTS), Community Program, Walking School Bus, Designated Safe Routes, Helmet/Light distribution, Participatory Campaign, Bike Rodeo, Bike Train

Westmont High School Safety Messaging Campaign Project, continued

Encompassing the Westmont High School Campus, prepare to engage the City of Campbell's Public Works Department, Westmont High School's Traffic Advisory Committee, Westmont High School administrative staff (Jason Miller; Principal), and the City of Campbell's Bicycle and Pedestrian Advisory Committee

Portions of this project such as identifying funding and assembling a planning committee for the safety messaging campaign could start within 6-12 months. Art activation activities and social media messaging can be implemented over 3-4 months. Longer-term projects, such as identifying events and sites for activation, may take one to two years.

Action Steps:

- 1) City of Campbell and Westmont High School Traffic Advisory Committee work with the Valley Transportation Authority ([VTA](#)) to develop a Complete Streets Policy, carry out education campaigns and outreach to the larger Campbell community, and create a corridor study.
- 2) Apply for SafeTREC's Complete Streets Safety Assessment ([CSSA](#)) program which helps local agencies identify and implement traffic safety solutions for improved safety on California's roadways.
- 3) The Westmont High School Traffic Advisory Committee meets with City of Campbell transportation planners and to identify funding options for high-visibility road markings and signage, raised crosswalks, speed humps, curb extensions (bulbouts), and sidewalks.
- 4) The City of Campbell conducts a sidewalk and crosswalk assessment to identify policies and physical improvements that could enhance safety and accessibility for those driving, walking, or biking.
- 5) The Westmont High School Traffic Advisory Committee creates and conducts a survey of current Westmont High School students to identify their perceptions of safety and the challenges they face walking and biking to and from school. Evaluate the data and identify high-need corridors for Westmont High School Students.

Westmont High School Neighborhood Traffic Calming Program

Project Goals:

1. Promote yielding the right-of-way to pedestrians through infrastructure design.
2. Reduce driver speeds along Westmont Avenue between Harriet Avenue and Roundtree Drive.
3. Increase pedestrian and bicycle commuting through creating a safer, calmer route to campus through the installation of traffic calming measures, high-visibility paint, and signage that encourages drivers to slow down.

This community-initiated project implements pedestrian safety infrastructure and traffic calming measures, such as high-visibility crosswalks, speed humps, and raised sidewalks, to reduce driver speeds on Westmont Avenue between Harriet Avenue and Roundtree Drive. The project aims to enhance bike safety infrastructure by repainting the pedestrian crosswalks and bike lanes at key intersections, including the Westmont Avenue/London Drive and Westmont Avenue/Harriet Drive intersections. These facilities can create a safe and comfortable route for students commuting to and from Westmont High School. Notably, the project addresses the increased pedestrian and bicycle traffic resulting from the release of students from neighboring schools, Forest Hill Elementary School and Rolling Hills Middle School, at 2:50 pm.

By implementing these critical safety measures, drivers will be encouraged to slow down and prioritize the safety of students walking and biking near Westmont High School. The Westmont community has the opportunity to implement infrastructure changes as part of the overall project through the City of Campbell Traffic Calming Program.

Resources:

[Neighborhood Traffic Calming Program](#)

[Neighborhood Request for Traffic Calming Study](#)

Safe System Strategies:

High-Visibility Road Markings and Signage, Raised Crosswalks, Speed Humps, Curb Extensions (Bulbouts), Designated Safe Routes, Neighborhood Speed Awareness Program, Quick-Build Projects, Reduced Speed Limit Zones, Temporary Demonstration Projects.

Continued on the next page

Westmont High School Neighborhood Traffic Calming Program, continued

Focusing on Westmont Avenue between Silacci Drive and Roundtree Drive (Westmont High School frontage), the Neighborhood Traffic Calming Program includes an eight-step planning process. The total process, from initial inquiry to installation, is anticipated to take six to twelve months. The duration of the entire program, including long term infrastructure projects may take two-plus years to complete.

The group involvement should be the City of Campbell's Public Works Department, Campbell's Neighborhood Traffic Calming Program, Westmont High School students, school staff and administration, parents, and the larger Westmont High School neighborhood

Action Steps:

- 1) The Westmont community reaches out and builds relationships with planners, collaborating and conducting surveys to identify desired changes.
- 2) Residents submit an inquiry to the Neighborhood Traffic Calming Program and complete the 8-step process that includes circulating a neighborhood [petition](#) to submit to the Public Works Department.
- 3) The City of Campbell conducts a Traffic Calming Study.
- 4) Residents coordinate a neighborhood meeting that they invite the Public Works Department to and develop an agreed upon approach to the development of traffic calming measures.
- 5) Residents coordinate a Postcard Vote to demonstrate community interest and investment.
- 6) The City Council will review Traffic Calming measures for approval and allocate funding.
- 7) Once a project receives approval and funding, City staff will prepare the final plans for implementation.
- 8) One year after installation, the traffic calming measures will be studied and evaluated by the City Council to determine effectiveness.

Westmont Complete Streets Project

Project Goals:

1. Install sidewalks along Regina Way, Harriet Avenue, and surrounding corridors used by Westmont High School students.
2. Reduce the actual and perceived risk of biking along Westmont Avenue, Regina Way, Silacci Drive, and surrounding corridors through the installation of protected bike lanes, sidewalk maintenance and school-zone traffic signage.
3. Educate residents on Complete Street policies to encourage and improve the safety for those that walk, bike, or take public transit.

This project aims to improve the safety of Westmont High School students who walk, scooter, or bike to and from school. The lack of adequate street infrastructure poses a risk for pedestrians and bicyclists and hinders the use of existing bike lanes and sidewalks. The project team recommends aligning measures with Complete Streets principles, promoting safe mobility for all users.

This project aims for incremental improvements to create safer streets for everyone by collaborating with the Valley Transportation Authority (VTA) to develop a Complete Streets Program. Specifically, VTA will work with the City of Campbell to build sidewalks along Regina Way, Harriet Avenue, and surrounding corridors where they currently do not exist. Protected bike lanes, sidewalk maintenance, sidewalk network completion, wayfinding and school-zone traffic signage are vital infrastructure changes to alleviate the mental stress of commuting to and from Westmont High School.

Resources:

[Campbell Sidewalk Maintenance Program](#)
[Los Gatos Sidewalk Maintenance.](#)
[Complete Streets by Smart Growth America](#)
[Berkeley Southside Complete Streets Project](#)
[Middle Avenue complete streets in Menlo Park, CA](#)

Westmont Complete Streets Project, continued

Interested parties should include Westmont High School Traffic Advisory Committee, Westmont High School students, school staff and administration, parents, the City of Campbell, the larger Westmont High School neighborhood, Caltrans, Santa Clara County Health Department, the Metropolitan Transportation Commission (MTC), Valley Transportation Authority ([VTA](#)) and SafeTREC.

While portions of the project can be developed and distributed during the 2023-2024 school year, infrastructure projects may require two years or longer for completion.

Safe System Strategies:

High-Visibility Road Markings and Signage, Raised Crosswalks, Speed Humps, Curb Extensions (Bulbouts), Designated Safe Routes Neighborhood Speed Awareness Program, Quick-Build Projects, Reduced Speed Limit Zones, Temporary Demonstration Projects.

Action Steps:

- 1) City of Campbell and Westmont High School Traffic Advisory Committee work with the Valley Transportation Authority ([VTA](#)) to develop a Complete Streets Policy, carry out education campaigns and outreach to the larger Campbell community, and create a corridor study.
- 2) Apply for SafeTREC's Complete Streets Safety Assessment ([CSSA](#)) program which helps local agencies identify and implement traffic safety solutions for improved safety on California's roadways.
- 3) The Westmont High School Traffic Advisory Committee meets with City of Campbell transportation planners and to identify funding options for high-visibility road markings and signage, raised crosswalks, speed humps, curb extensions (bulbouts), and sidewalks.
- 4) The City of Campbell conducts a sidewalk and crosswalk assessment to identify policies and physical improvements that could enhance safety and accessibility for those driving, walking, or biking.
- 5) The Westmont High School Traffic Advisory Committee creates and conducts a survey of current Westmont High School students to identify their perceptions of safety and the challenges they face walking and biking to and from school. Evaluate the data and identify high-need corridors for Westmont High School Students.

Westmont Complete Streets Project, continued

Interested parties should include Westmont High School Traffic Advisory Committee, Westmont High School students, school staff and administration, parents, the City of Campbell, the larger Westmont High School neighborhood, Caltrans, Santa Clara County Health Department, the Metropolitan Transportation Commission (MTC), Valley Transportation Authority ([VTA](#)) and SafeTREC.

While portions of the project can be developed and distributed during the 2023-2024 school year, infrastructure projects may require two years or longer for completion.

Safe System Strategies:

High-Visibility Road Markings and Signage, Raised Crosswalks, Speed Humps, Curb Extensions (Bulbouts), Designated Safe Routes Neighborhood Speed Awareness Program, Quick-Build Projects, Reduced Speed Limit Zones, Temporary Demonstration Projects.

Action Steps:

- 1) City of Campbell and Westmont High School Traffic Advisory Committee work with the Valley Transportation Authority ([VTA](#)) to develop a Complete Streets Policy, carry out education campaigns and outreach to the larger Campbell community, and create a corridor study.
- 2) Apply for SafeTREC's Complete Streets Safety Assessment ([CSSA](#)) program which helps local agencies identify and implement traffic safety solutions for improved safety on California's roadways.
- 3) The Westmont High School Traffic Advisory Committee meets with City of Campbell transportation planners and to identify funding options for high-visibility road markings and signage, raised crosswalks, speed humps, curb extensions (bulbouts), and sidewalks.
- 4) The City of Campbell conducts a sidewalk and crosswalk assessment to identify policies and physical improvements that could enhance safety and accessibility for those driving, walking, or biking.
- 5) The Westmont High School Traffic Advisory Committee creates and conducts a survey of current Westmont High School students to identify their perceptions of safety and the challenges they face walking and biking to and from school. Evaluate the data and identify high-need corridors for Westmont High School Students.

Project Team Recommendations

The Project Team recommends the following for local stakeholder consideration.

Quick-Build Program

The Project Team recommends that City planners work to create a quick-build program in Campbell, which could provide the opportunity to install much-needed projects along Westmont Avenue in front of the Westmont High School campus. Quick-build projects offer cost-effective and efficient safety enhancements in a timely manner. These projects can serve as a testing ground for new infrastructure or project-specific elements planned for long-term projects and provide the opportunity to gather feedback from residents in an interactive way. One potential quick-build project is the installation of a parklet at the intersection of Roundtree Drive/Westmont Avenue, which is currently used as a space for Westmont High School Students to congregate. Other quick-build projects could include the installation of temporary crosswalks, bulb-outs to shorten crossing distances, mid-block and/or raised crosswalks, and speed humps or tables to reduce vehicle speeds near the campus.

In the past three years, quick-builds have gained popularity and adoption by transit agencies across California. The California Bicycle Coalition, alongside Alta Planning, published the [Quick-Build Guide](#) as a resource for communities looking to implement quick-build projects. As more resources become available, the Association of Bay Area Governments adds more resources to the [Quick-Build Resource Library](#). Potential funding sources may include [Caltrans' Active Transportation Program](#), [PeopleForBikes Community Grant Program](#), [AARP Community Challenge](#), and the [SCAG Kit of Parts](#).

Street Story

A notable thread among conversations with planning committee members and workshop participants is the number of bicycle and pedestrian crashes that go unreported. In order to document these crashes, the project team encourages the use of Street Story. Street Story is a web-based tool that SafeTREC created that enables residents and community organizations to gather essential information about transportation safety, including crashes, near-misses, hazards, and safe travel locations. SafeTREC provides technical assistance to communities and organizations interested in utilizing Street Story, ensuring accessibility to the tool. The platform is free, and the collected information is publicly available in English and Spanish. Visit: <https://streetstory.berkeley.edu>.

Photo and VideoVoice Projects

Photo and VideoVoice projects provide an opportunity to gather community experiences from unreported bicycle and pedestrian crashes and capture the general experiences of road users in a community. Through meetings with the Planning Committee, the project team discovered numerous unreported crashes within the focus area. By implementing a PhotoVoice and/or VideoVoice project, the Committee can uncover the reasons behind these unreported incidents and establish effective documentation strategies for the future. Moreover, it creates a platform for students to envision safer streets around Westmont High School and prioritize their perspectives. Photo and VideoVoice projects are widely used as engagement strategies in Safe Routes to School programs nationwide. Notably, [Marin County](#) and [Oregon Metro](#) used VideoVoice projects as part of their Safe Routes to School programming. SafeTREC and California Walks offer one-on-one technical assistance for communities after the CPBST process, including assistance with Photo and VideoVoice Projects.

Appendix

- CPBST Site Visit Data Presentation
- Esri Community Demographic

Westmont High School Pedestrian and Bicycle Crash History

CPBST Site Visit – May 3, 2023

Areli Balderrama, arelib@berkeley.edu

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?

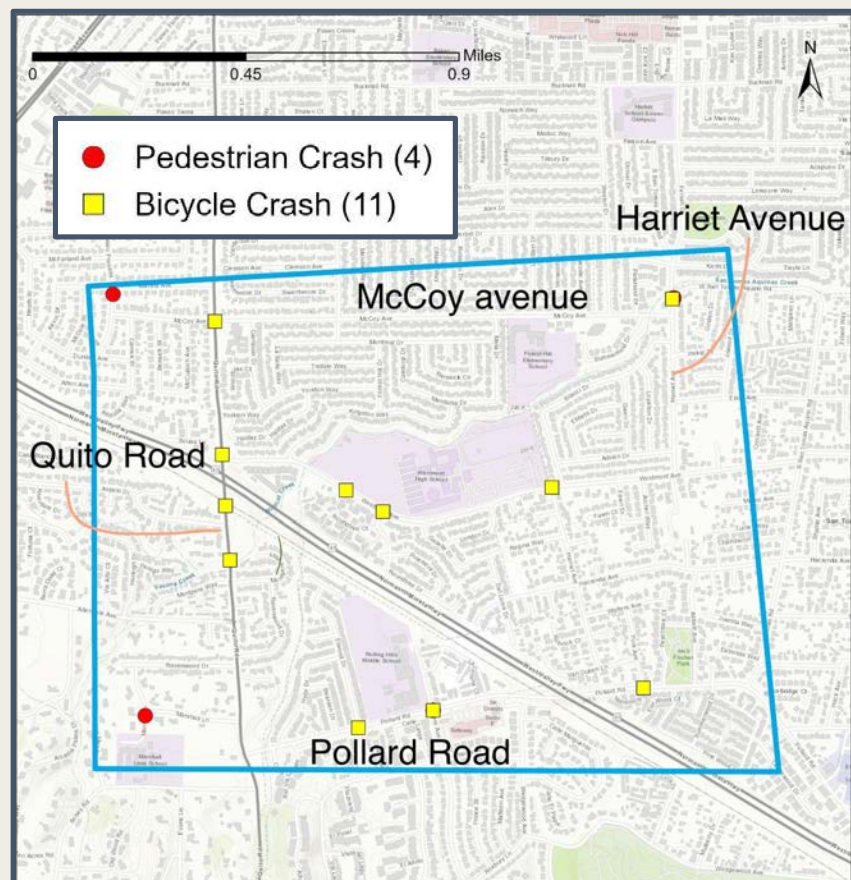


Bicycle-motor vehicle crash

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

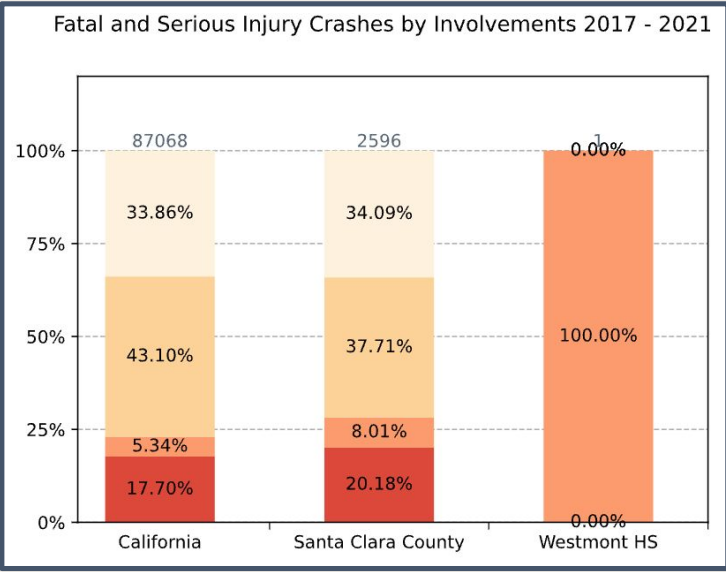
Overview of crashes around Westmont High School, 2017-2021

- 3 Bicycle crashes occurred directly in front of *Westmont High School*
- 2 bicycle crashes occurred in front of *Rolling Hills Middle School* (Corner of Pollard Road/Elwood Drive + More avenue)
- 1 Pedestrian Crash occurred in front of *Marshall Lane School*



How does the WHS Site Boundary area compare to other areas?

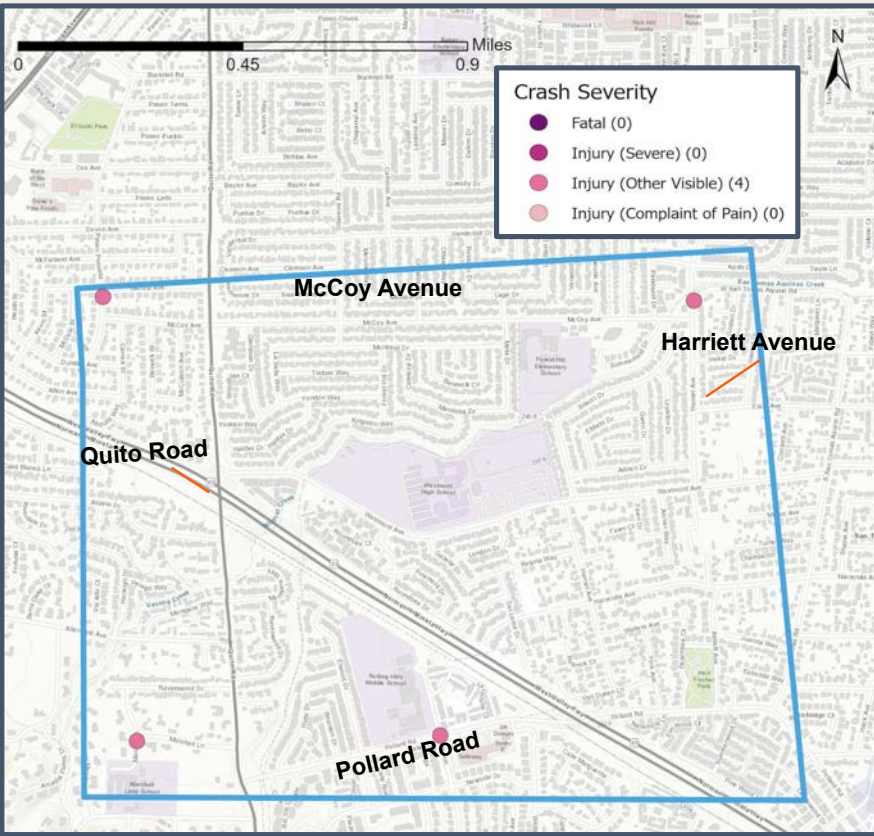
Fatal and Serious Injury Crashes by Involvement 2017-2021



- Within our site boundary, there was 1 **bicycle/vehicle crash** that resulted in a Fatal and Serious Injury



Data source: Statewide Integrated Traffic Record System (SWITRS) 2017-2021. 2020 and 2021 data are provisional as of April 2023.

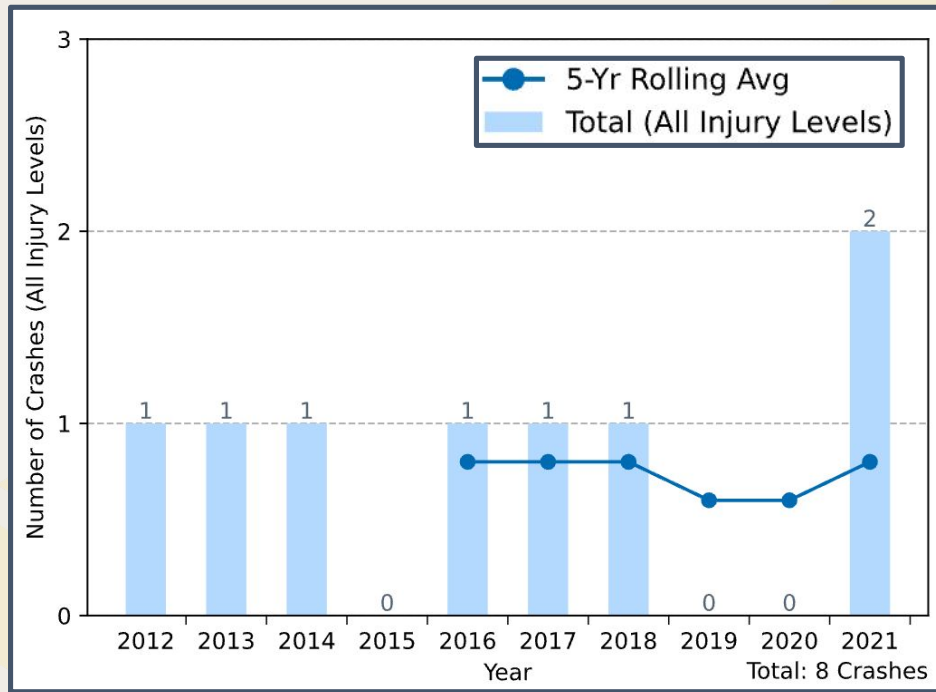


Pedestrian Crashes 2017-2021

- There were 4 pedestrian collisions involving an injured pedestrian from 2017 to 2021.
- 1 collision occurred on Harriett avenue and McCoy avenue
- 1 collision occurred on Marily Lane (directly in front of Marshall Lane School)
- 1 Pedestrian crash occurred on Pollard road (directly in front of Rolling Hills Middle School)
- 1 Pedestrian Crash occurred at the intersection of Martha avenue and Paseo Presada (just north of McCoy avenue)

Data source: Statewide Integrated Traffic Record System (SWITRS) 2017-2021. 2020 and 2021 data are provisional as of March 2023.

Pedestrian Crashes 2012-2021



Data source: Statewide Integrated Traffic Record System (SWITRS) 2017-2021.
2020 and 2021 data are provisional as of April 2023.

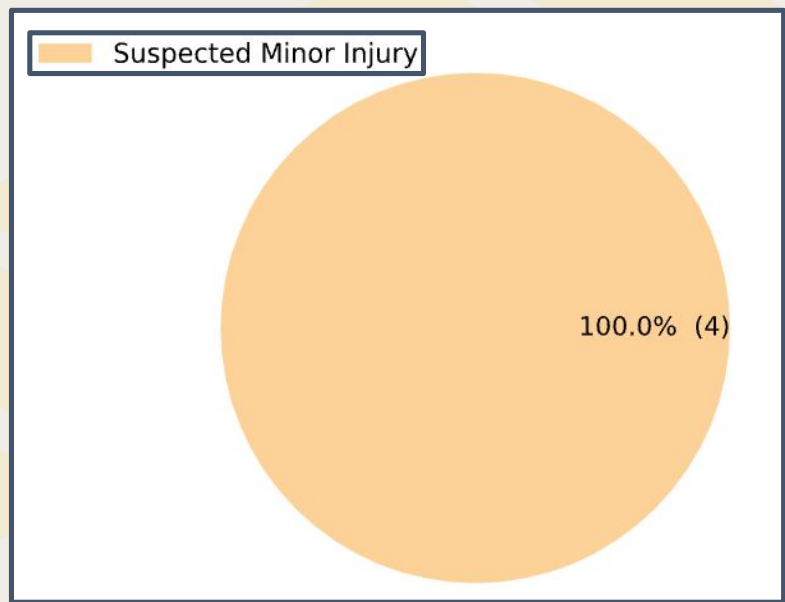
Pedestrian Crashes 2017-2021 By time of day & week

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total
09:00PM-11:59PM	0	0	0	0	0	1	0	1
06:00PM-08:59PM	0	0	0	0	0	0	0	0
03:00PM-05:59PM	0	0	0	0	0	0	0	0
Noon-02:59PM	0	0	0	0	0	0	0	0
09:00AM-11:59AM	0	1	0	0	0	0	0	1
06:00AM-08:59AM	0	0	1	1	0	0	0	2
03:00AM-05:59AM	0	0	0	0	0	0	0	0
Midnight-02:59AM	0	0	0	0	0	0	0	0
Total	0	1	1	1	0	1	0	4

Data source: Statewide Integrated Traffic Record System (SWITRS) 2017-2021.
2020 and 2021 data are provisional as of March 2023.

Pedestrian Crashes 2017-2021

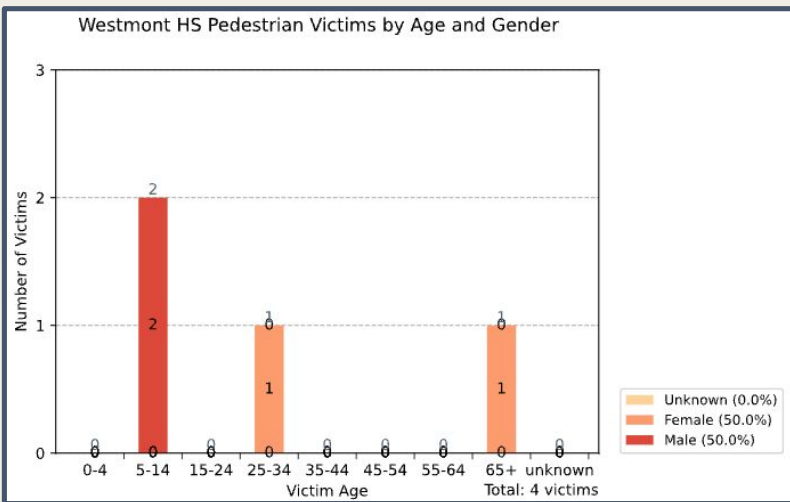
By injury severity



Data source: Statewide Integrated Traffic Record System (SWITRS) 2017-2021. 2020 and 2021 data are provisional as of March 2023.

Pedestrian Crashes 2017-2021

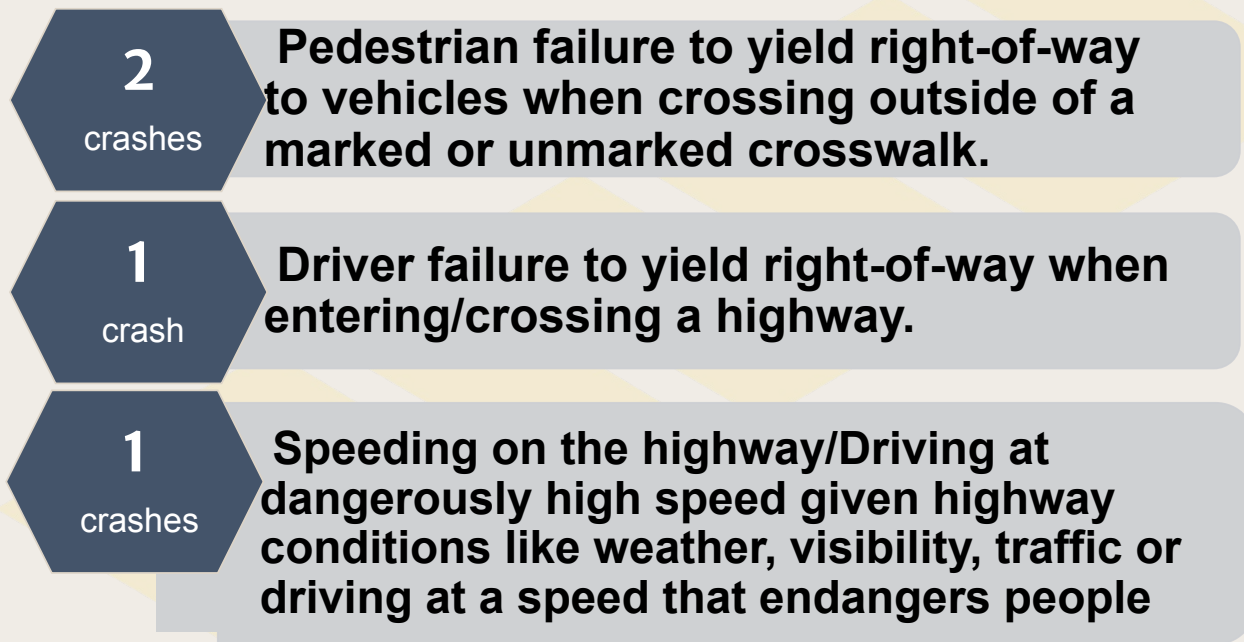
By victim age & gender



Data source: Statewide Integrated Traffic Record System (SWITRS) 2017-2021. 2020 and 2021 data are provisional as of March 2023.

Pedestrian Crashes 2017-2021

Most frequently cited violations in injury crashes

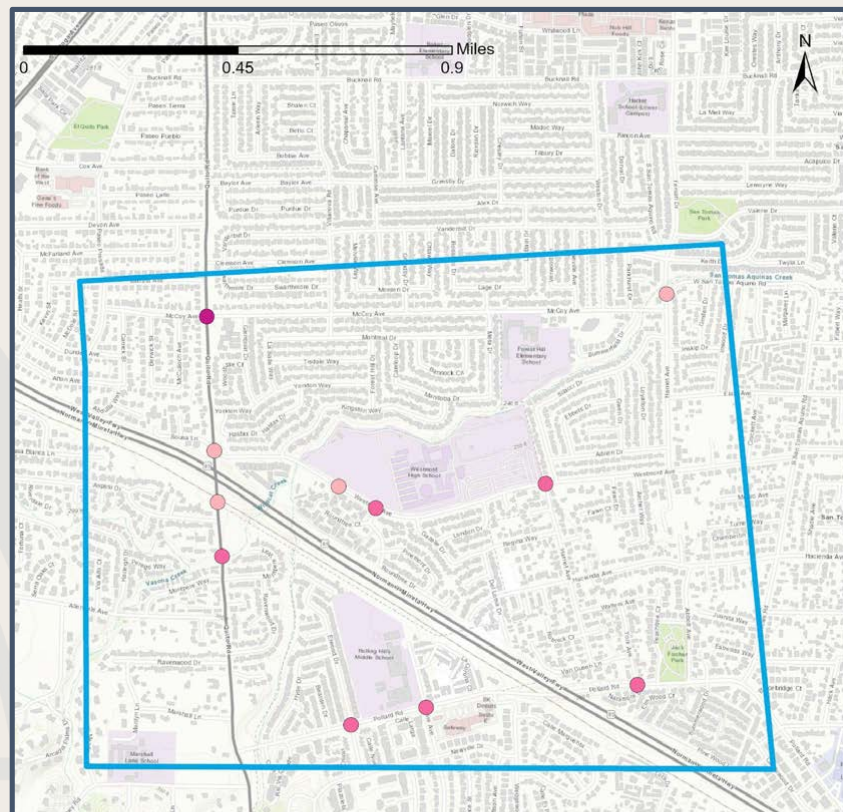


Data source: Statewide Integrated Traffic Record System (SWITRS) 2017-2021. 2020 and 2021 data are provisional as of March 2023.

Bicycle Crashes 2017-2021

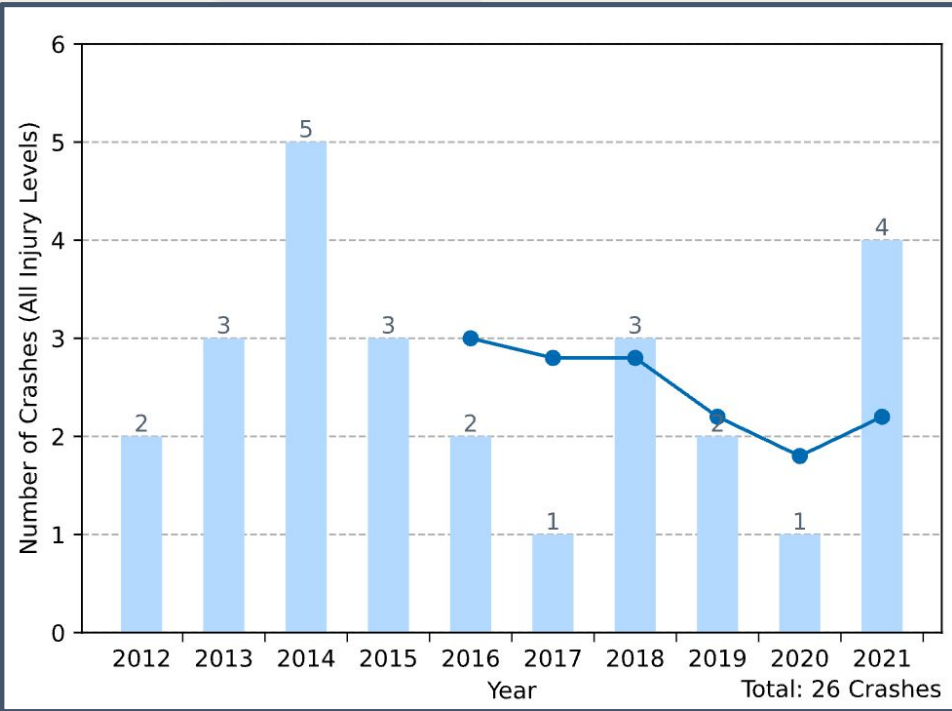


- 4 Bicycle Crashes occurred along Westmont Avenue (three in front of Westmont High School)
- Pollard Road had half (3/6) of Bicycle Pedestrian Crashes categorized as “Injury Other Visible”
 - Two of those crashes occurred directly in front of Rolling Hills Middle School
- One Bicycle Crash that resulted in a Severe Injury occurred at the intersection of McCoy avenue and Quito Road

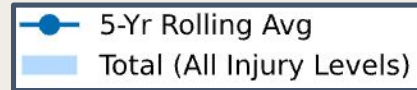


Data source: Statewide Integrated Traffic Record System (SWITRS) 2017-2021. 2020 and 2021 data are provisional as of March 2023.

Bicycle Crashes 2012-2021



- 2014 was the height with Five bicycle crashes.
- Pandemic aside, in just two years (2019-2021) the number of bike crashes doubled



Data source: Statewide Integrated Traffic Record System (SWITRS) 2017-2021. 2020 and 2021 data are provisional as of March 2023.

Bicycle Crashes 2017-2021

By time of day & week

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

Data source: Statewide Integrated Traffic Record System (SWITRS) 2017-2021. 2020 and 2021 data are provisional as of March 2023.

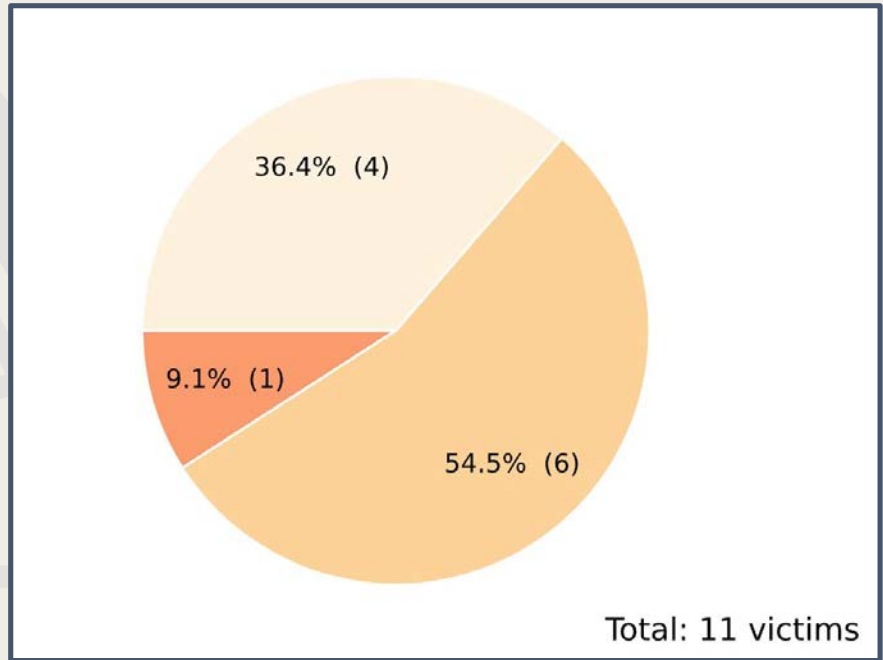
Bicycle Crashes 2017-2021 By injury severity

CA Highway Glossary:

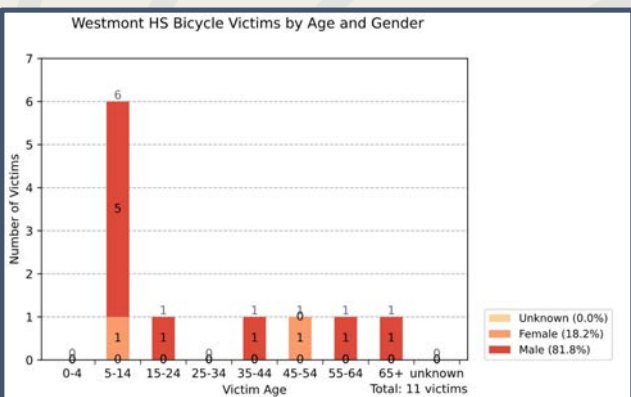
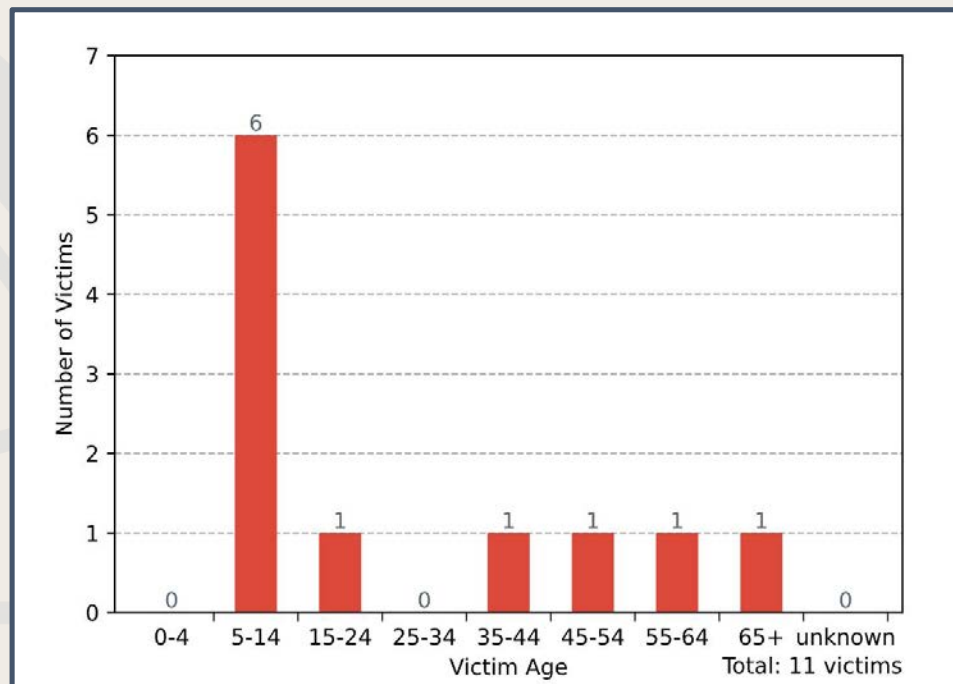
Suspected Minor Injury Any injury that is evident at the scene of the crash, other than fatal or serious injuries.

Suspected Serious Injury Any injury other than fatal which results in severe laceration resulting in exposure of underlying tissues/muscles/organs or significant loss of blood; broken or distorted extremity; crush injuries; suspected skull, chest, or abdominal injury other than bruises or minor lacerations; unconsciousness when taken from the crash scene; and paralysis.

Data source: Statewide Integrated Traffic Record System (SWITRS) 2017-2021. 2020 and 2021 data are provisional as of March 2023.



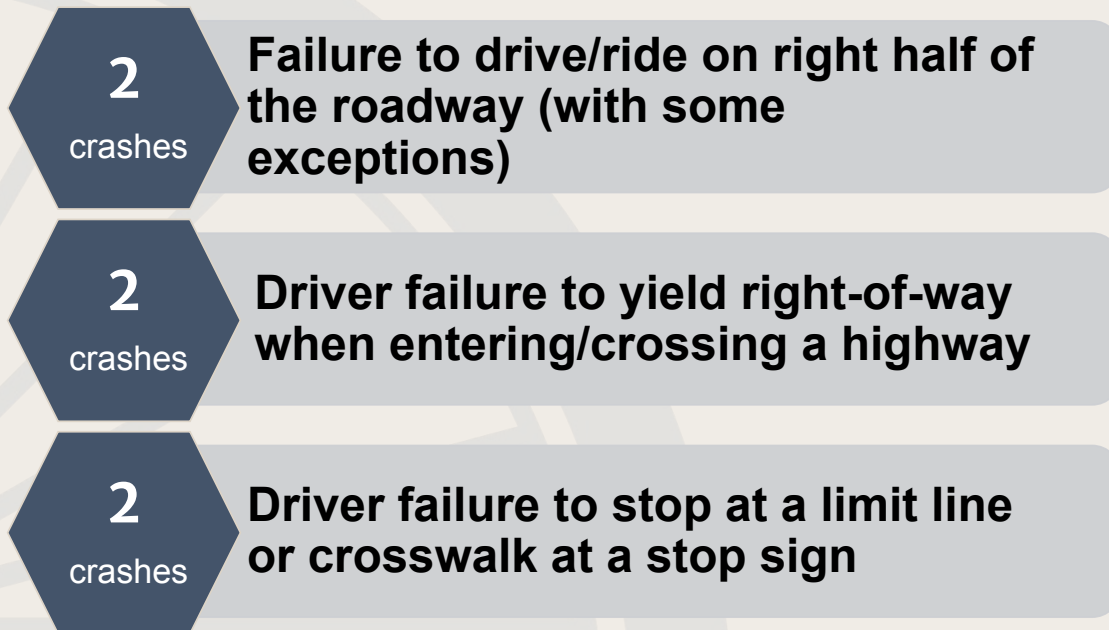
Bicycle Crashes 2017-2021 By victim age & gender



Data source: Statewide Integrated Traffic Record System (SWITRS) 2017-2021. 2020 and 2021 data are provisional as of March 2023.

Bicycle Crashes 2017-2021

Most frequently cited violations in injury crashes



Data source: Statewide Integrated Traffic Record System (SWITRS) 2017-2021. 2020 and 2021 data are provisional as of March 2023.

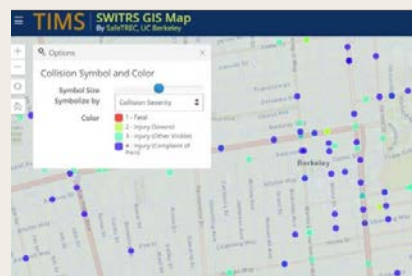
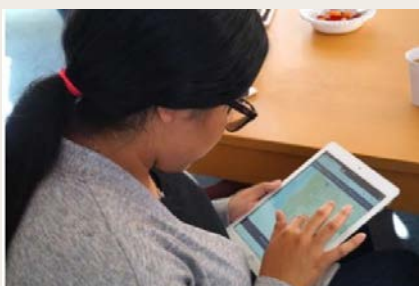
Additional Resources

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.

streetstory.berkeley.edu



Transportation Injury Mapping System (TIMS)

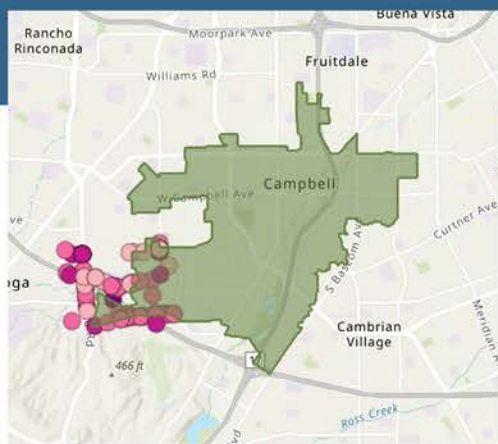
TIMS is a web-based tool that allows users to analyze and map data from California's Statewide Integrated Traffic Records System (SWITRS).

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

tims.berkeley.edu

Campbell City, CA

Community Pedestrian and Bicycle Safety Program



Key Facts



17%

Households with 1+ Persons with a Disability

Vulnerable Population



16%

Population 65+



13%

Households without a vehicle



7%

Households Below the Poverty Level

Commute Profile



2%

Took Public Transportation



5%

Carpooled



2%

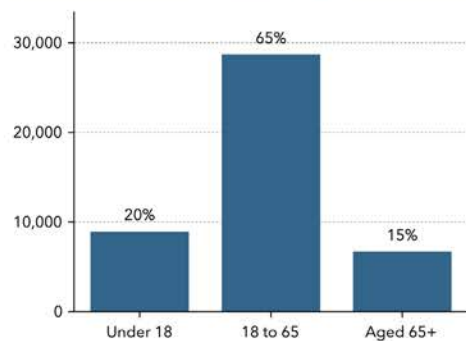
Walked to Work



2%

Bike to Work

Population by Age



Race and Ethnicity

The largest group: White Alone (49.66)

The smallest group: Pacific Islander Alone (0.32)

Indicator ▲	Value	Diff
White Alone	49.66	+18.46
Black Alone	2.48	+0.20
American Indian/Alaska Native Alone	0.82	-0.34
Asian Alone	25.52	-14.74
Pacific Islander Alone	0.32	-0.03
Other Race	8.36	-5.60
Two or More Races	12.83	+2.04
Hispanic Origin (Any Race)	18.87	-5.99

Bars show deviation from Santa Clara County

Household Income (2021)

Income Range	Count	Percentage
Median Household Income	\$130,171	
Median Household Income < \$10,000	554	3%
Median Household Income \$10,000 - \$14,999	499	3%
Median Household Income \$15,000 - \$19,999	413	2%
Median Household Income \$20,000 - \$24,999	209	1%
Median Household Income \$25,000 - \$29,999	446	3%
Median Household Income \$30,000 - \$34,999	311	2%
Median Household Income \$35,000 - \$39,999	356	2%
Median Household Income \$40,000 - \$44,999	236	1%
Median Household Income \$45,000 - \$49,999	203	1%
Median Household Income \$50,000 - \$59,999	846	5%
Median Household Income \$60,000 - \$74,999	949	5%
Median Household Income \$75,000 - \$99,999	1,883	11%
Median Household Income \$100,000 - \$124,999	1,392	8%
Median Household Income \$125,000 - \$149,999	1,383	8%
Median Household Income \$150,000 - \$199,999	2,332	13%
Median Household Income \$200,000+	5,334	31%

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

For more information, please visit:

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

For questions, please email:

safetrec@berkeley.edu or cpbst@calwalks.org

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 OTS.



California Walks
Stepping Up for Health, Equity, & Sustainability

Berkeley **SafeTREC**