

CITY OF MERCED
Planning Department

TO: Bicycle Advisory Commission
 FROM: Bill King, Principal Planner
 DATE: June 23, 2015
 SUBJECT: Traffic Safety Awareness and Educational Materials

BACKGROUND/ACTION

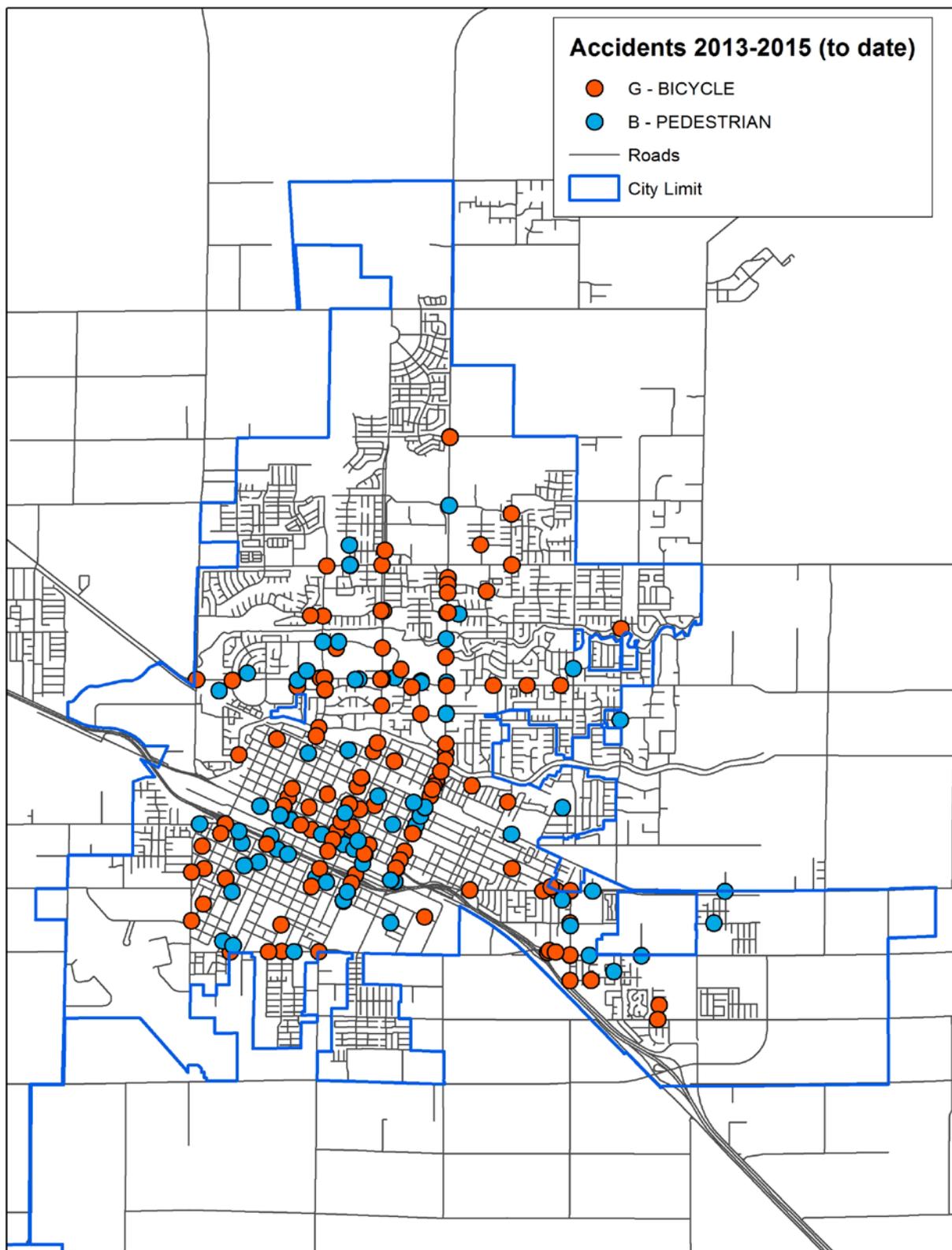
In the context of the BAC’s jurisdiction to assist in the development and dissemination of bicycle safety awareness and education materials to the community, the following information about motorized vehicle collisions with bicycles and pedestrians is presented. Staff seeks your input as to the types and extent of educational materials that should be developed and disseminated to the community.

DISCUSSION

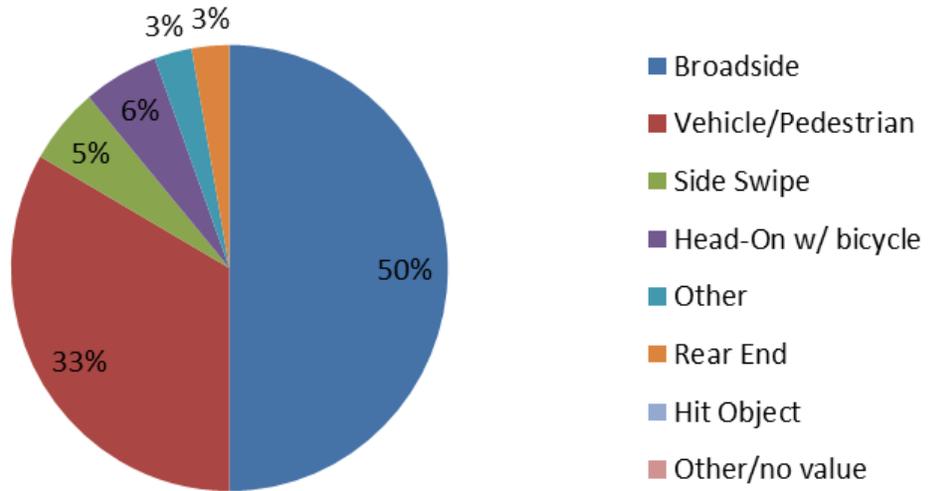
As part of the development of the City’s Active Transportation Plan (ATP) grant application, Gustavo Cruz gathered, assessed, and presented collision data from collision reports from the Merced City Police Department. All of the data for each year captures one whole calendar year with the exception of 2015 which only contains information up to and including April 15th.

Number of Collisions between Motorized and Non-Motorized Travelers					
	2011	2012	2013	2014	2015
Collisions	72	99	86	118	35
- bikes	48	67	59	81	21
- peds	24	32	27	37	14
Bike Fatalities	0	0	0	1 ¹	0
Ped Fatalities	0	2 ²	3 ²	3 ²	1 ²
¹	Side-swiped				
²	jaywalking				

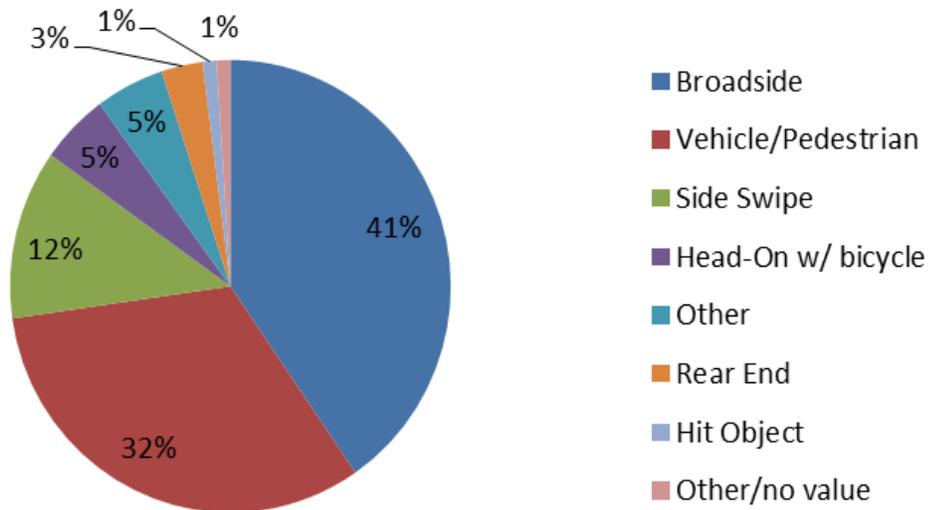
Composite maps showing the location of all collisions during these years are presented. Pie charts described the general reasons for the collisions. Finally, graph charts present more granular data that describes more detail about the causes of the accidents.



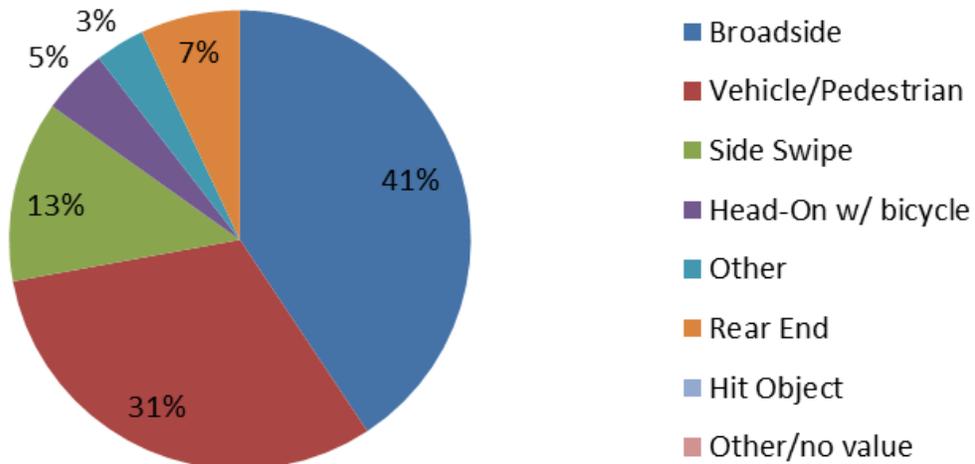
2011 Bicycle and Ped Collisions



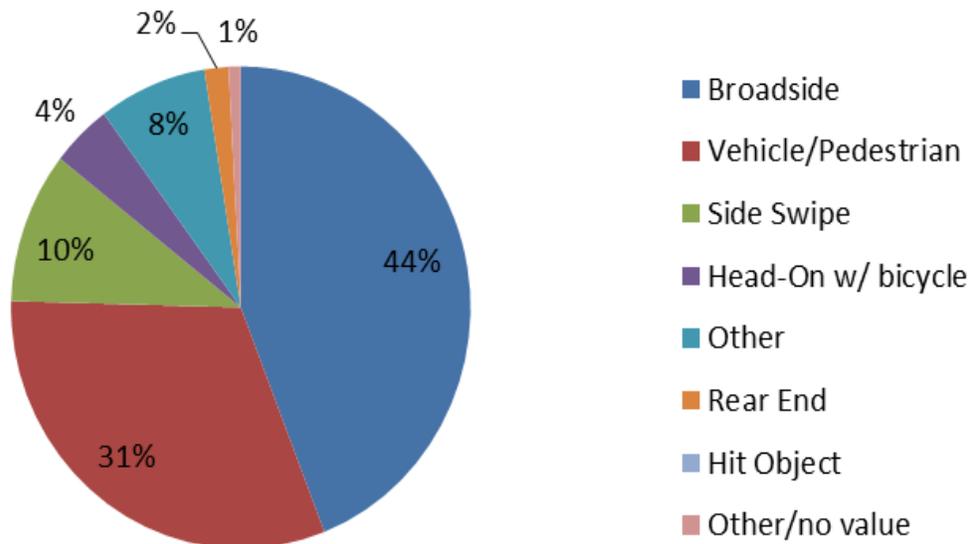
2012 Bicycle and Ped Collisions

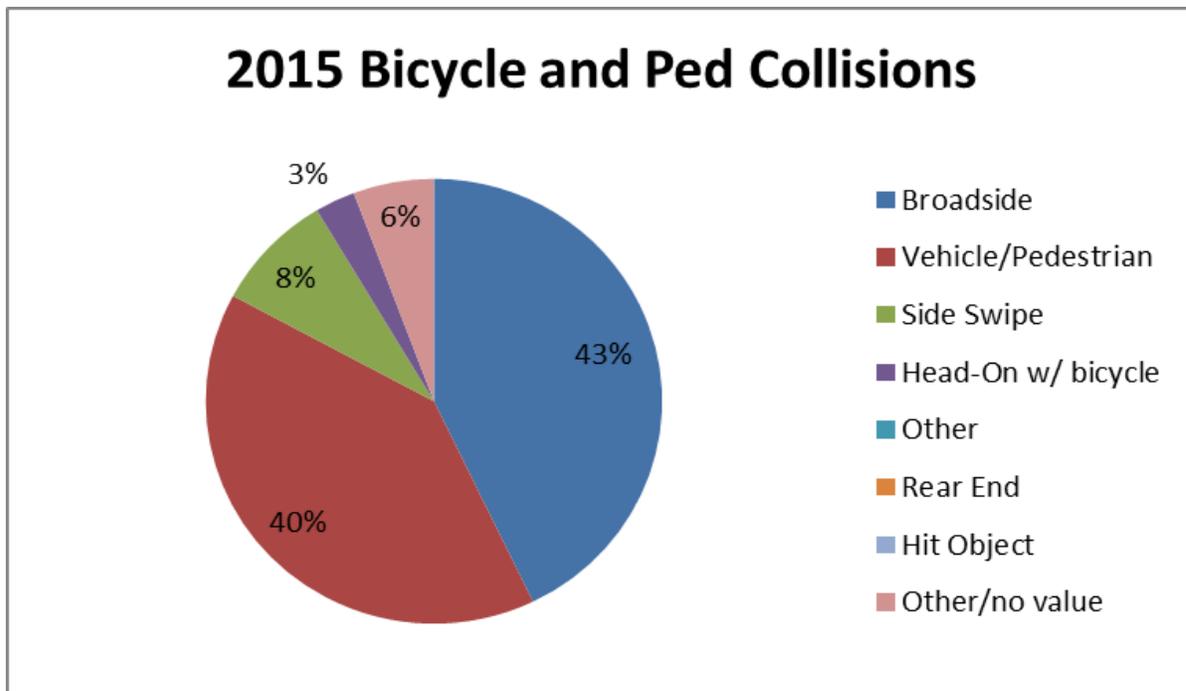


2013 Bicycle and Ped Collisions



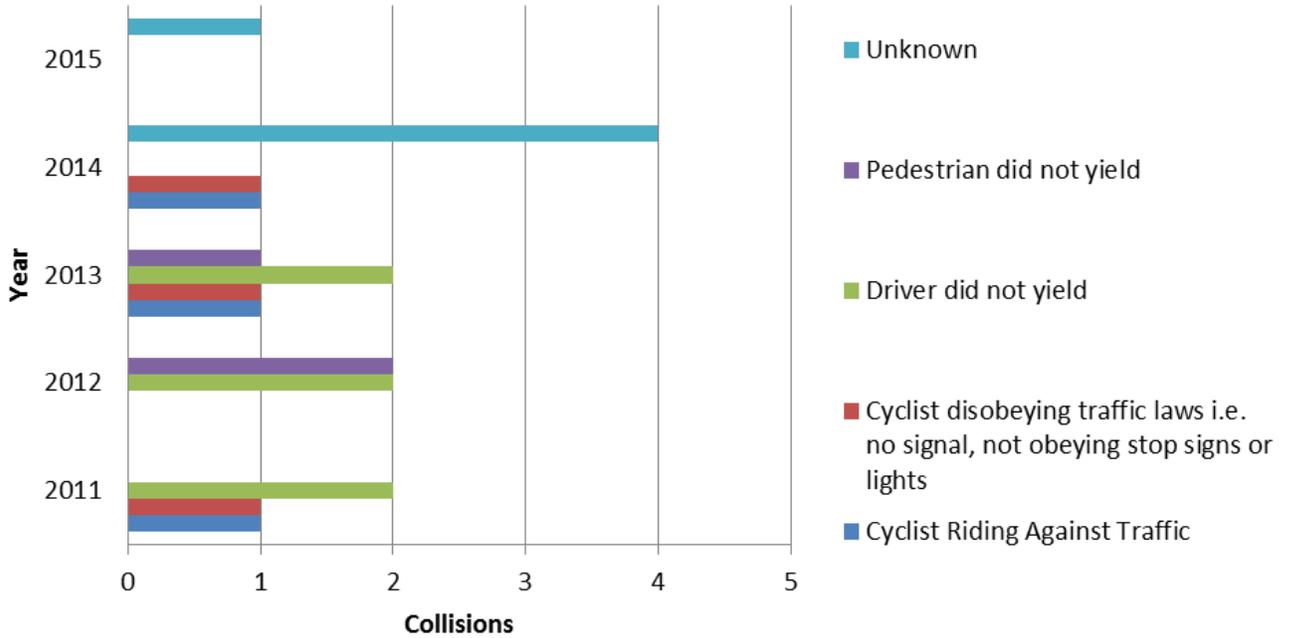
2014 Bicycle and Ped Collisions



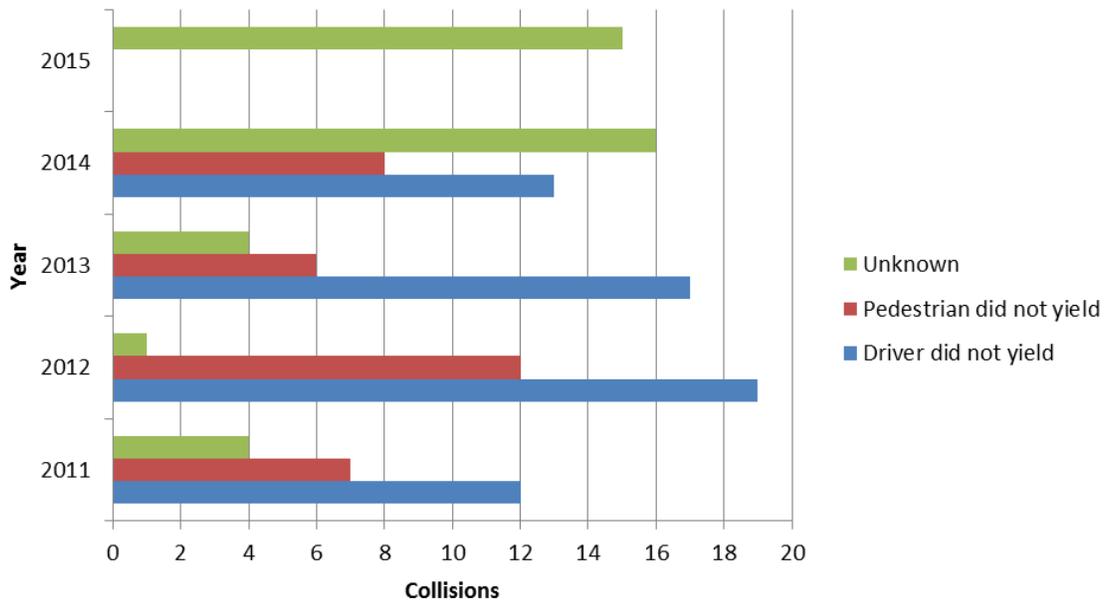


As shown in the charts below, many of the collisions were due to operator behaviors such as cyclists riding on the wrong side of the road, jaywalking and driver/cyclist errors. Road designs, including markings, are other factors to be aware of.

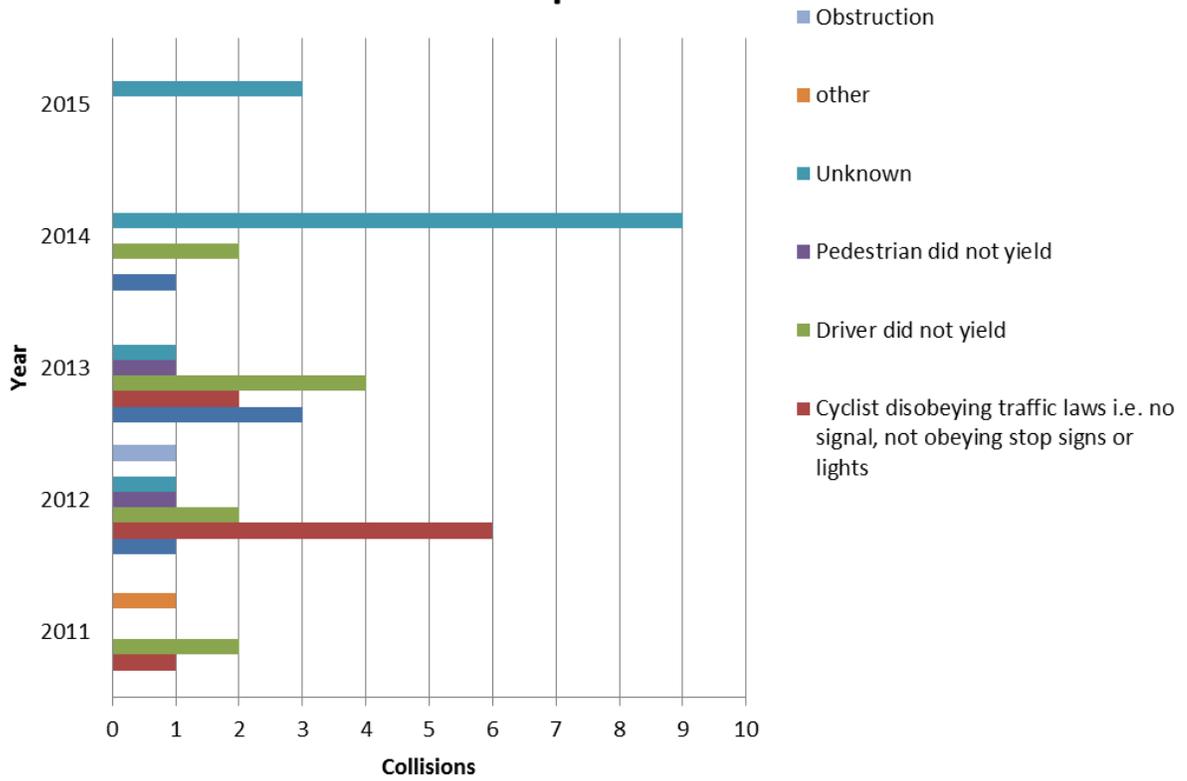
Head-On Collisions with Cyclists



Vehicle-Pedestrian Collisions



Sideswipe Collisions



Broadside Collisions

