



Palm Desert Vision Zero Strategy

Council Working Session | April 24, 2025



Introduction

Palm Desert Vision Zero Strategy

- **Vision Zero** is a road safety initiative aimed at eliminating traffic-related fatalities and serious injuries.
- The Vision Zero Strategy includes:
 - Safe Routes to School Plan
 - Safe Routes for Older Adults Plan
 - Data Dashboard
 - Implementation Strategy
 - Public Safety Campaign
 - Vision Zero Resolution





Safe Routes



Safe Routes to School (SRTS)

- **SRTS** is a strategy to improve pedestrian and bicycle travel conditions around schools to increase opportunities for students and their families to use active transportation for the school commute.
- SRTS recommendations typically fall into one of two categories:
 - **Engineering** (infrastructure recommendations)
 - **Education & Encouragement** (programmatic recommendations)
- **Enforcement** complements these recommendations





Safe Routes for Older Adults (SRFOA)

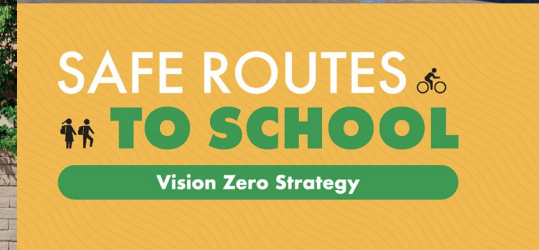
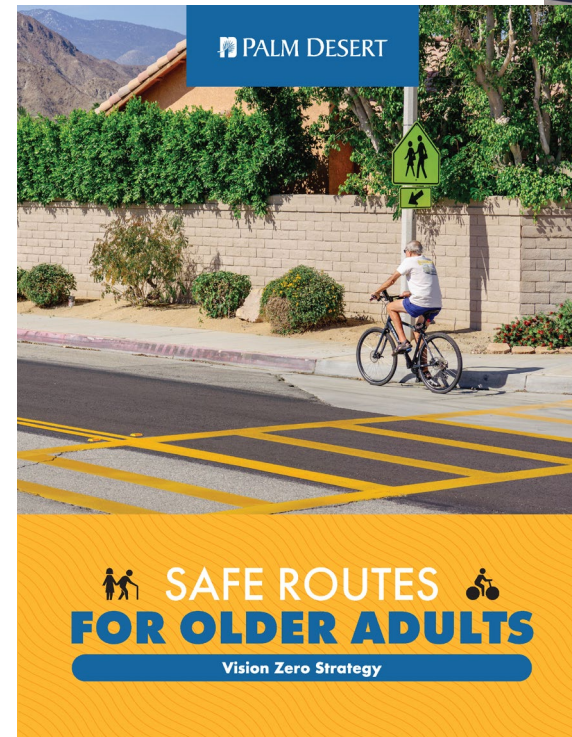
- **SRFOA** is designed to enhance the safety and mobility of older adults in their communities by:
 - Improving pedestrian and bicycle infrastructure
 - Making transportation options more accessible
 - Educating older adults and the public about safe travel practices and options
- It also aims to create environments where older adults can use active transportation to navigate through town, whether for daily errands, social activities, or healthcare visits.



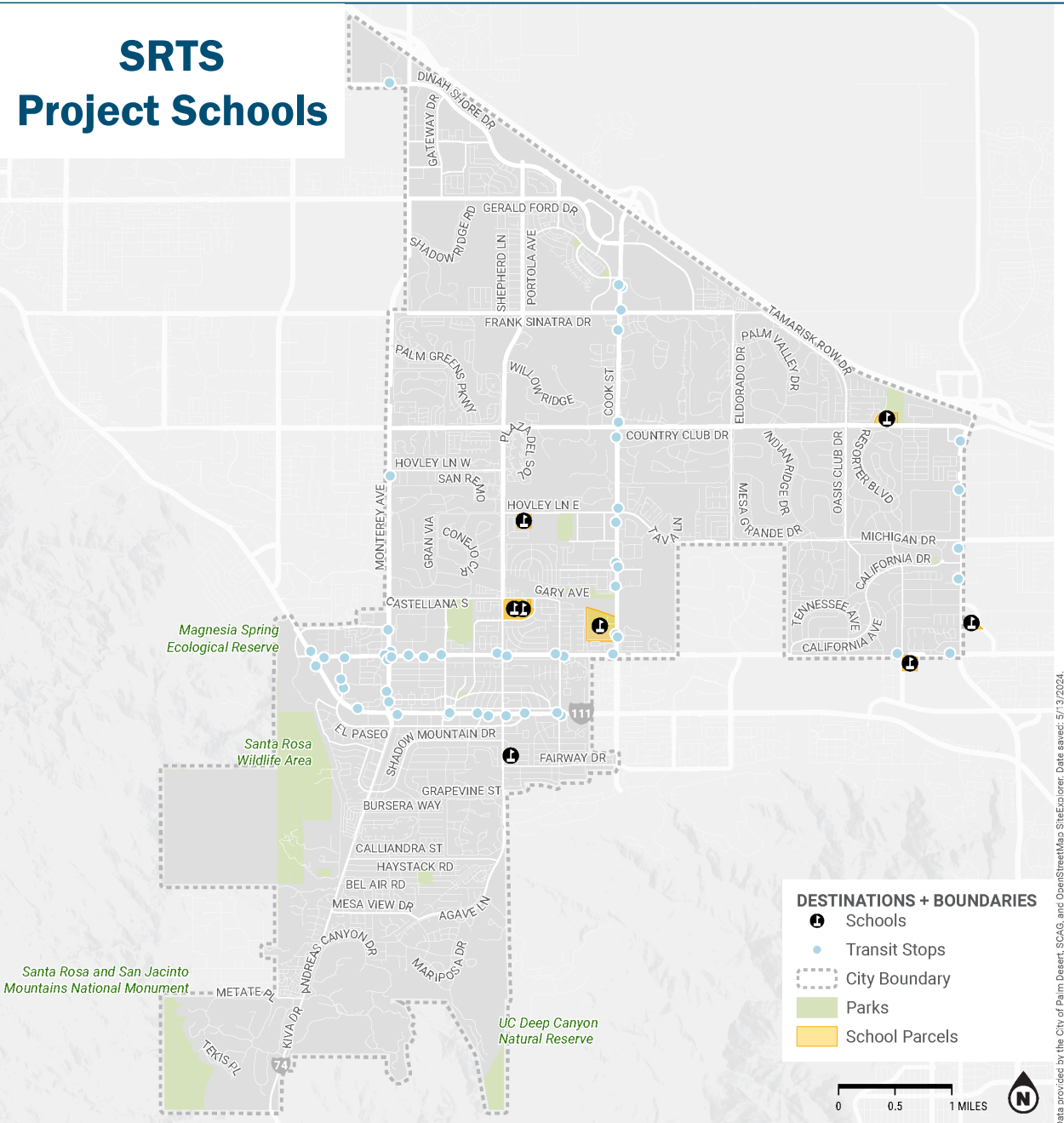


Palm Desert Safe Routes

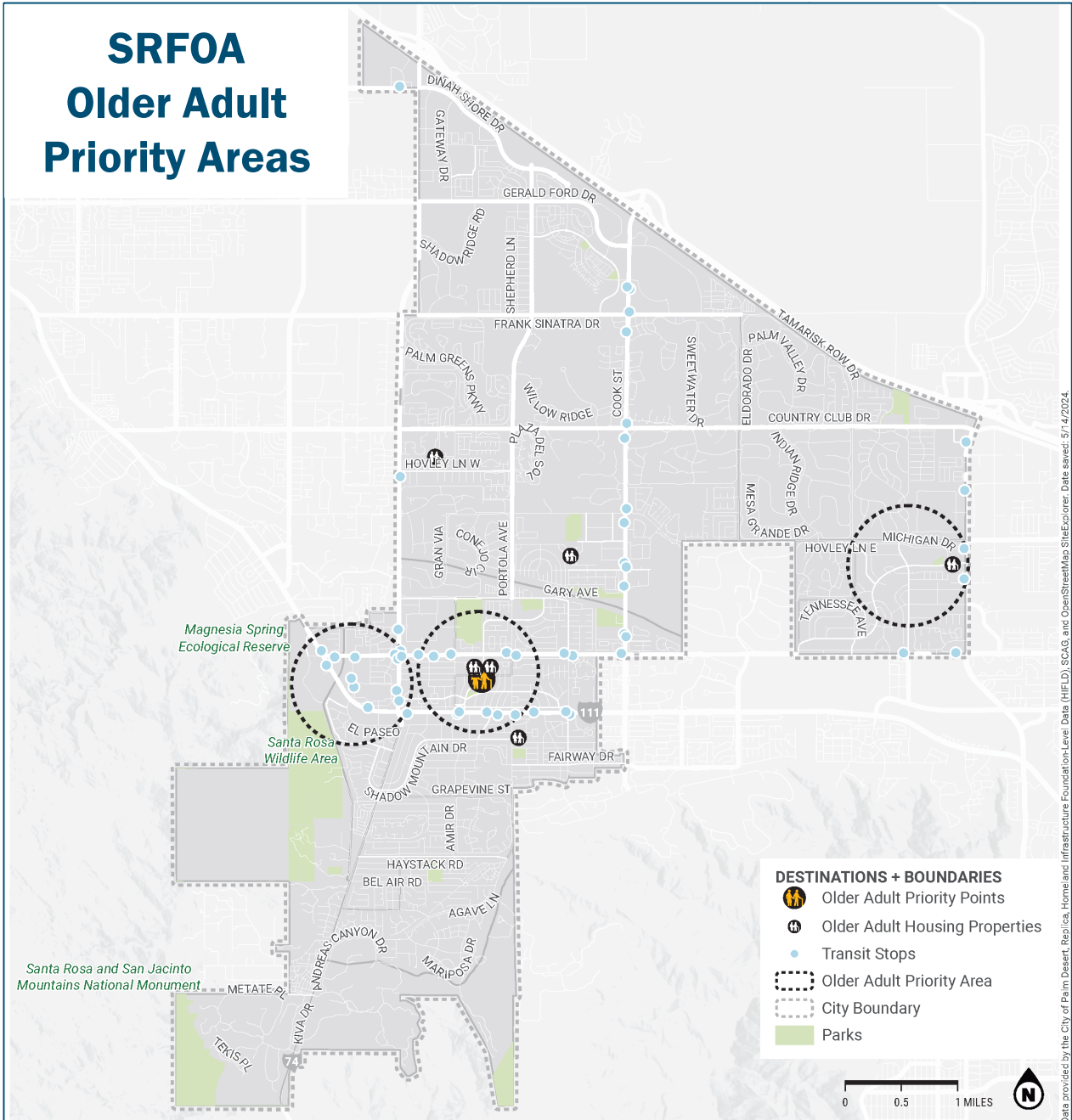
- The **SRTS Plan** and **SRFOA Plan** are central to the Vision Zero Strategy.
- Each plan includes recommendations to improve road safety and biking/walking options.
 - SRTS recommendations are concentrated in a ½-mile radius around eight DSUSD schools.
 - SRFOA recommendations are concentrated in three Older Adult Priority Areas.



SRTS Project Schools



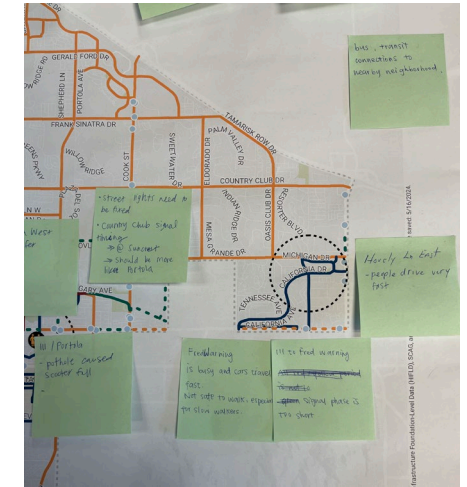
SRFOA Older Adult Priority Areas





Community Engagement

- The proposed recommendations were guided by extensive community feedback.
- An Advisory Committee was also established to guide the development of each Plan.
- Public engagement included:
 - Virtual and in-person workshops
 - Pop-ups at city events
 - Surveys and questionnaires
 - Project website



Palm Desert Vision Zero Strategy



What is Vision Zero?

Vision Zero is an international initiative aiming to eliminate traffic-related fatalities and severe injuries while promoting safe and accessible transportation choices for everyone. With a growing presence in the United States, where the incidence of fatal and serious injury accidents has surged in recent times, Vision Zero is particularly focused on addressing the heightened risks faced by pedestrians and cyclists, who are increasingly involved in severe crashes and hit-and-run incidents. Vision Zero advocates strive to counter these concerning trends, acknowledging that every life affected by a preventable accident is a loss that should be avoided.

Vision Zero in Palm Desert

The City of Palm Desert won a [Safe Streets and Roads for All \(SS4A\)](#) planning grant to advance its vision of a safe and well-connected transportation system that prioritizes safety, health, and access for the community's most vulnerable road users, including school-aged children and seniors. To achieve these goals, Palm Desert's Vision Zero Strategy seeks to identify barriers to safe walking and bicycling on routes frequented by Palm Desert's K-12 public school students and senior residents and to develop solutions in consultation with the community, public sector partners, and city leadership. Selected strategies will be submitted for competitive grant opportunities beginning in 2025 to secure substantial funding to implement transformative infrastructure projects.

Palm Desert's Vision Zero Strategy will also include a public engagement and activation campaign to generate awareness, promote safe travel behaviors, and encourage the use of existing safe walking and bicycling infrastructure. Example campaign media include billboards, public murals, targeted social media campaigns, and local radio station announcements. Vision Zero Strategy project team members will also engage the community directly at popular events like the Palm Desert Certified Farmers' Market and community venues like the Joslyn Center to solicit input and feedback.

Community Input Opportunities

The City of Palm Desert seeks community member input to identify issues and develop solutions that advance safe walking and bicycling for Palm Desert's most vulnerable road users. Click "Register" at the top of this page to receive automated project updates.

Upcoming Virtual Workshops

The City will host two virtual workshops in December 2024, where attendees can learn more about the proposed recommendations and provide feedback. You can [join either meeting by clicking here](#), visiting www.palmdesert.gov/visionzero, or by scanning the QR code below.

- **Safe Routes for Older Adults:** Monday, December 16, 5:30 – 6:45 p.m.
- **Safe Routes to School:** Tuesday, December 17, 5:30 – 6:45 p.m.



REGISTER to receive regular updates!

Who's Listening

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Project Manager
City of Palm Desert

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Email: cgerry@palmdesert.gov



STAY INFORMED

Subscribe for project updates

Your email address:

SUBSCRIBE

2 members of your community are following this project

Documents

[Palm Desert Safe Routes to School Draft Recommendations \(77.4 MB\) \(pdf\)](#)

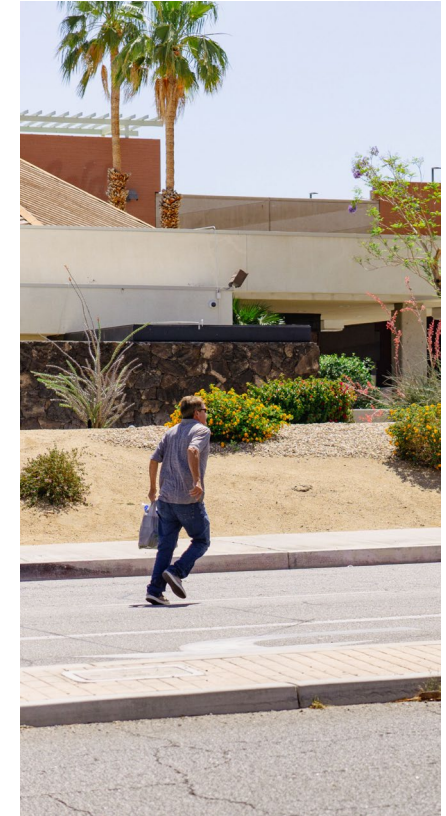
[Safe Routes for Older Adults Draft Infrastructure Recommendations \(17.2 MB\) \(pdf\)](#)

Vision Zero Strategy



Existing Conditions Analysis

- Existing conditions memo analyzed safety, infrastructure, and other data to establish baseline conditions and gaps.
- Walks audits conducted at each project school and in each Older Adult Priority Area.
- Insights from the walk audits and community engagement directly informed the development of recommendations in each Plan.





Recommendations: Proposed Facility Types

Class II Bike Lane



Dedicated lane for bicycle travel adjacent to traffic. Separated from motor vehicle traffic or parking by painted lane line or buffer.

Sidewalks



Provide an area for people walking to travel separated from motor vehicle traffic. Typically constructed out of concrete and separated from the roadway by a curb or gutter and sometimes a landscaped buffer.

High-Visibility Crosswalk



High-visibility crosswalks are marked with thick bars, drawing additional attention and awareness to the crossing. In school zones, these crossings are yellow instead of the standard white color.

Leading Pedestrian Interval (LPI)



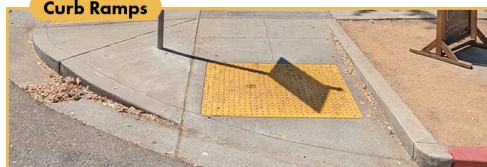
Gives pedestrians a 3–7 second head start when crossing at an intersection, before cars are given a green signal in the same direction of travel.

Class II Buffered Bike Lane



A conventional bike lane paired with a buffer space that separates the bike lane from adjacent motor vehicle travel lane and/or parking lane.

Curb Ramps



Provide access between the sidewalk and roadway for people using wheelchairs, strollers, walkers, hand carts, bicycles, and for people who have trouble stepping up and down high curbs.

Curb Extensions



Minimize exposure for people crossing the street by shortening crossing distance and giving them a better chance to see and be seen before committing to crossing.

Example SRTS Recommendations

Matchline - See Sheet 16

Lincoln Elementary and PDCMS

SRTS Plan Recommendations

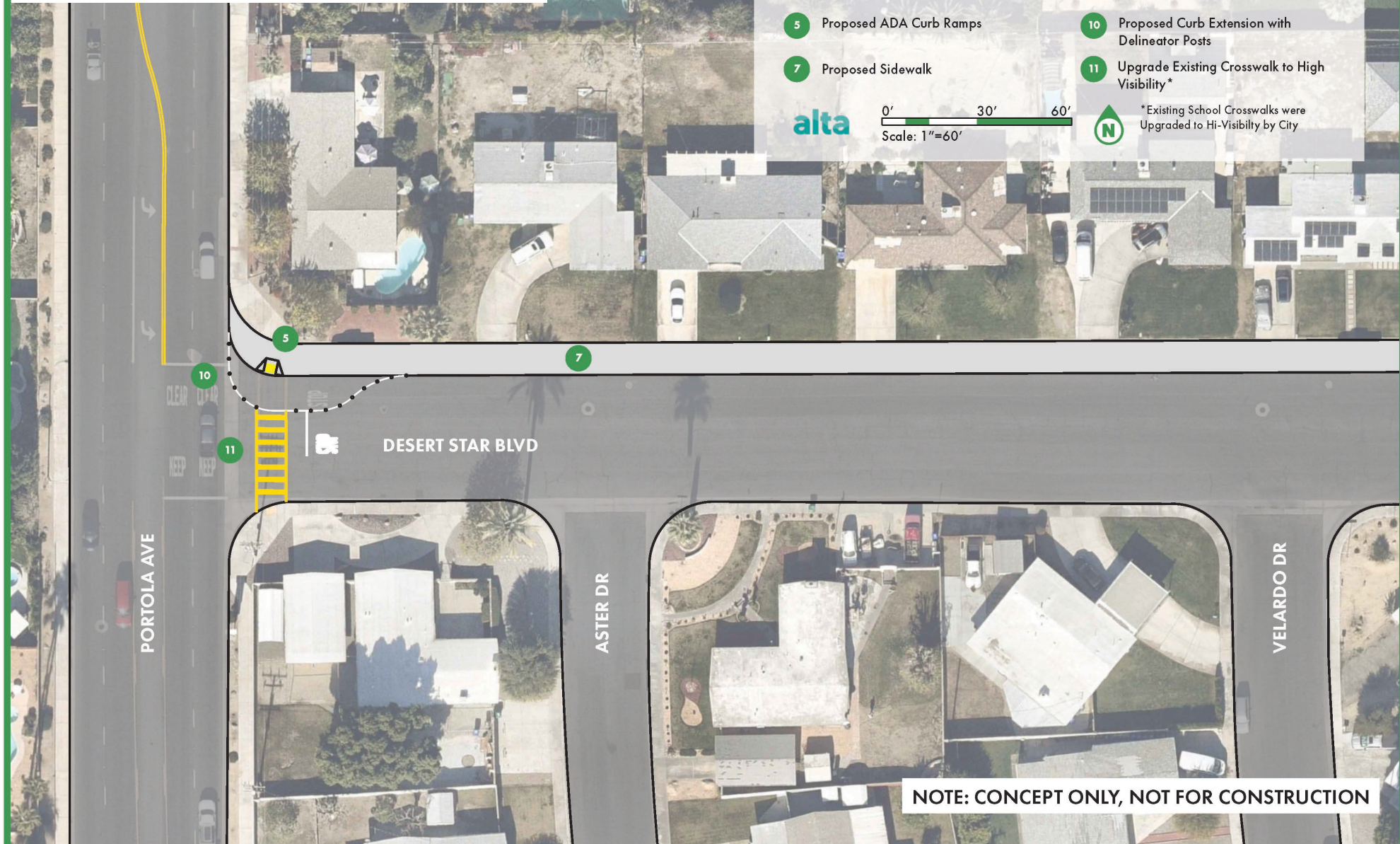
- 5 Proposed ADA Curb Ramps
- 7 Proposed Sidewalk
- 10 Proposed Curb Extension with Delineator Posts
- 11 Upgrade Existing Crosswalk to High Visibility*

alta

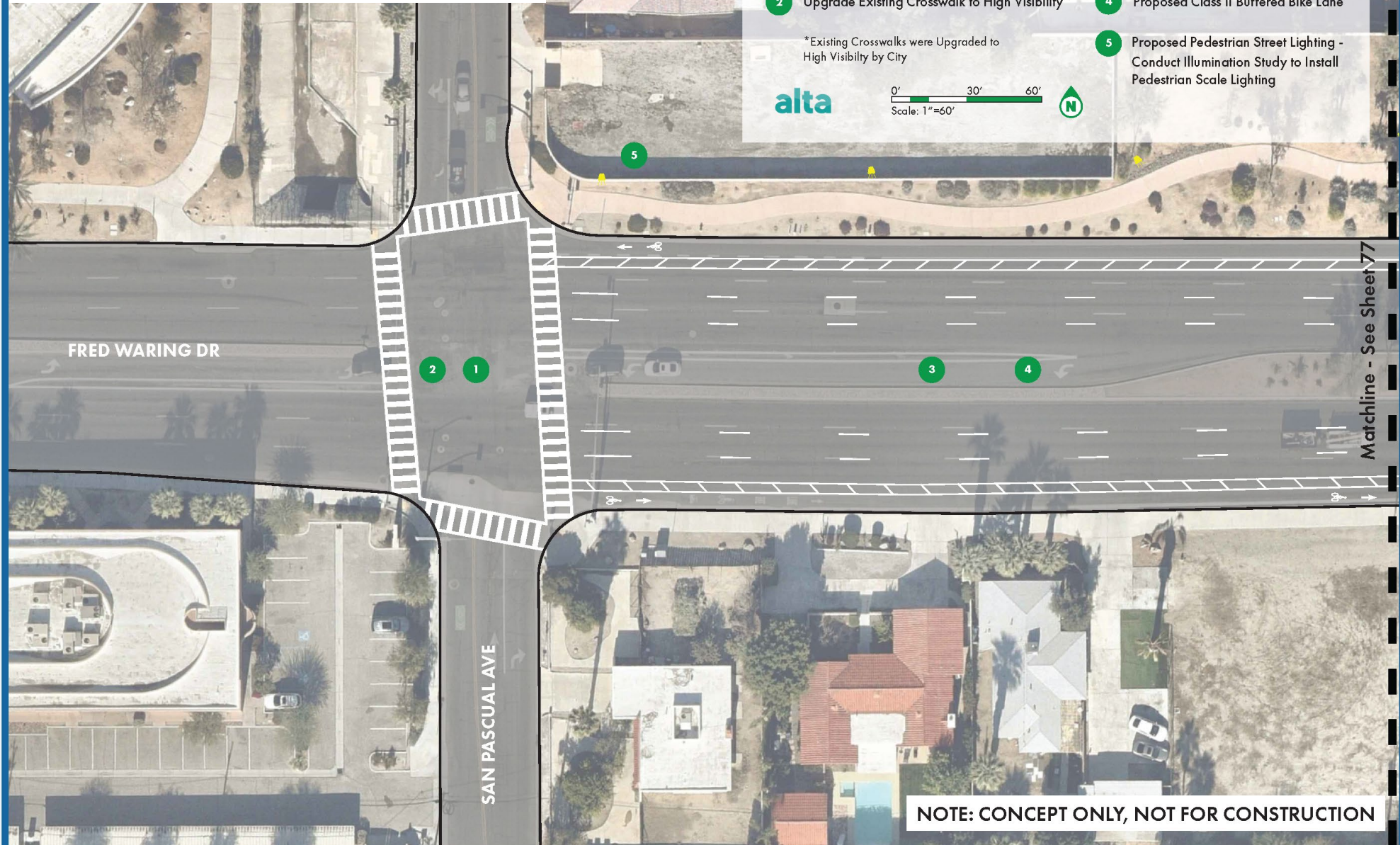
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* Existing School Crosswalks were Upgraded to Hi-Visiblty by City



Example SRF0A Recommendations





Data Dashboard

Vision Zero Strategy

Data Dashboard



CITY OF PALM DESERT

Home

Vision Zero

High-Injury Network

Crashes by Severity

Facility Toolbox

Strategies & Recommendations

High-Injury Network

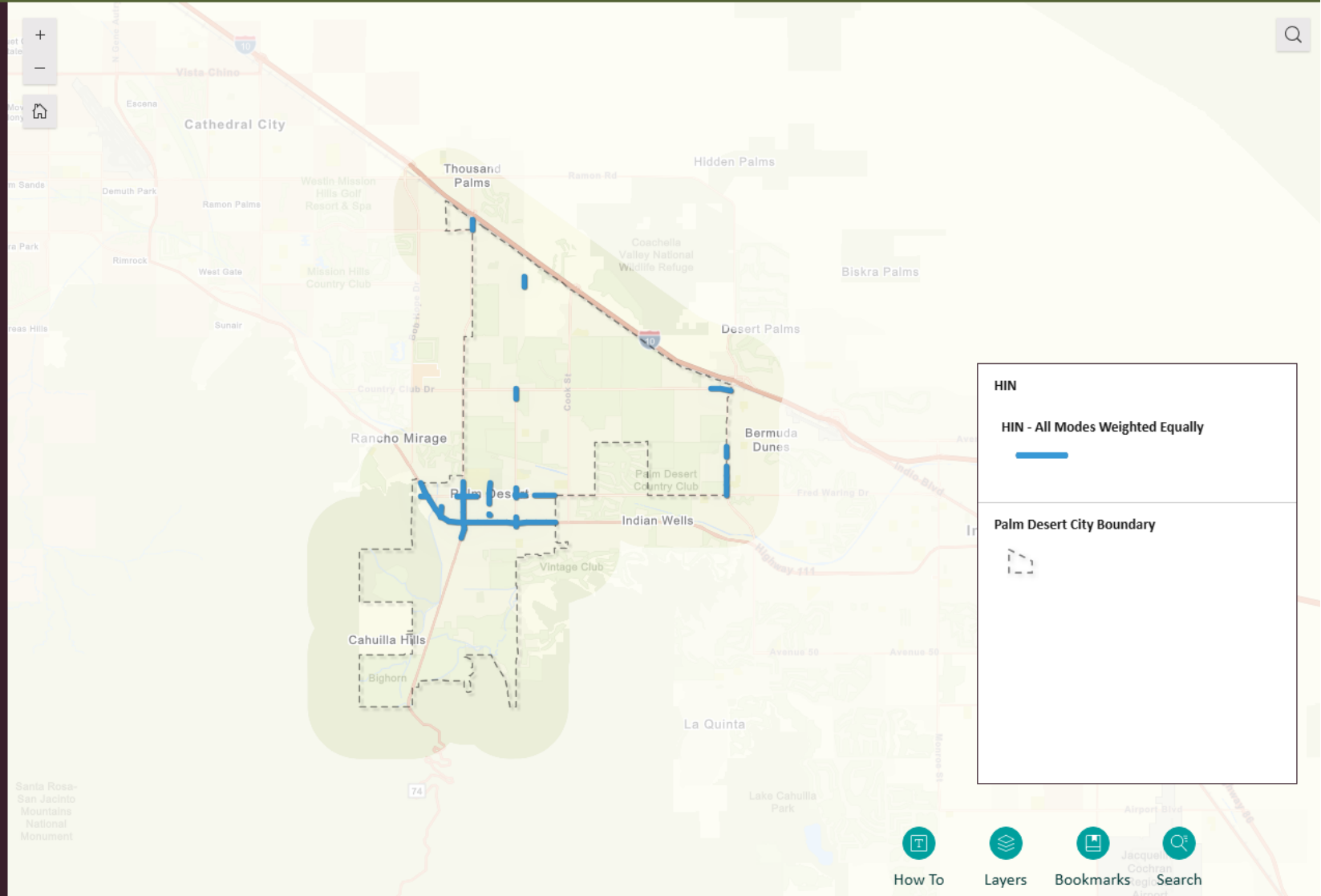
Palm Desert's High Injury Network consists of streets with the highest numbers of people who have died or been injured in a traffic crash, whether driving, walking, bicycling or riding a motorcycle. This network identifies areas where investment can be impactful in reducing serious crashes.

The High Injury Network is weighted to elevate fatal and serious injury crashes. As part of the Palm Desert Vision Zero Strategy, two types of High Injury Networks were analyzed: one where all modes of transportation were weighted equally, and another emphasizing collisions involving pedestrians or cyclists. The collision data used to develop the High Injury Network spans from 2013 to 2022.

Use the web map on the right to explore High Injury Networks in Palm Desert. Click on a highlighted section of the High Injury Network to view the street name. Sections of the map shown in pink are present in both High Injury Networks.



43% of collisions for all modes occurred on
2% of City roads





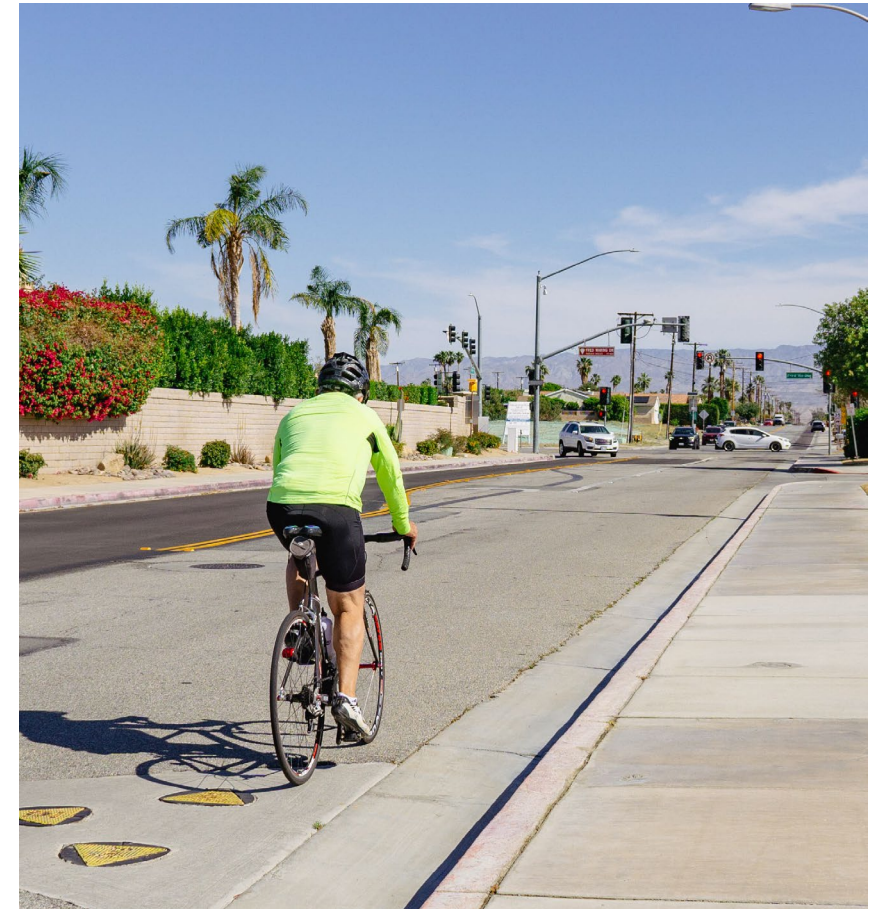
Implementation Strategy

Vision Zero Strategy



Implementation Strategy

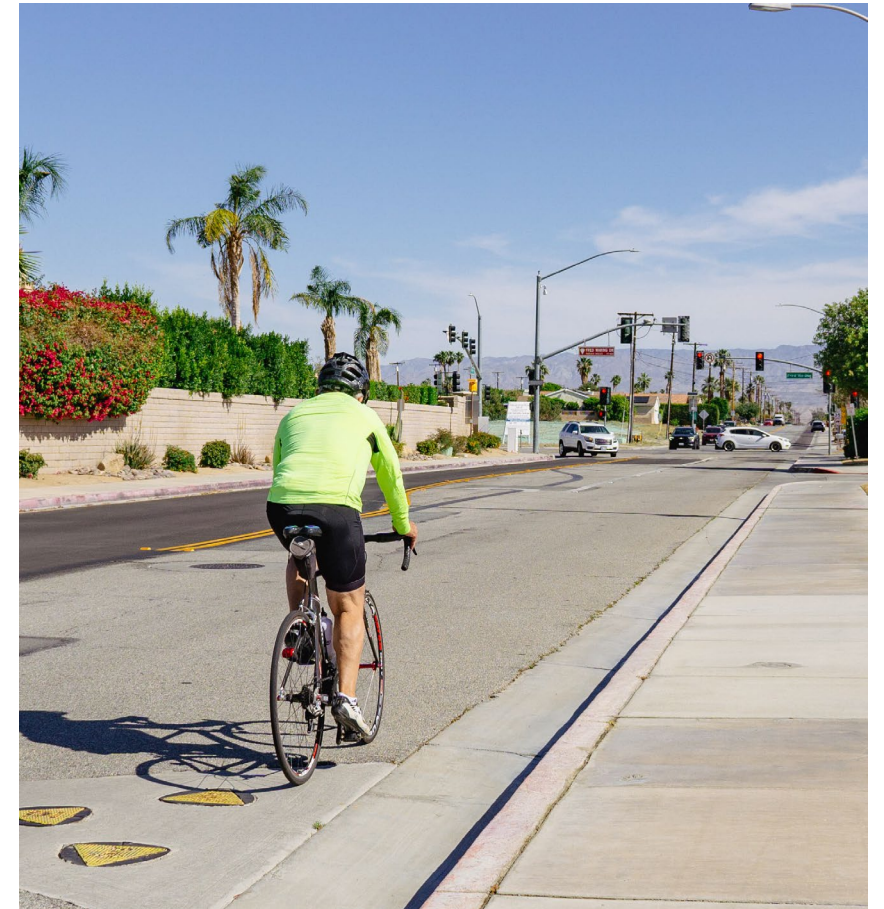
- The Implementation Strategy includes:
 - **Consolidating projects** – Combine projects from the Palm Desert Local Road Safety Plan (LRSP) and new recommendations from the SRTS and SRFOA Plans.
 - **Developing a prioritization framework and cost estimates** – Identify and rank consolidated projects based on cost and feasibility.
 - **Producing an investment strategy** – A ranked list of improvements with project descriptions and cost estimates paired with preliminary concept maps to support grant readiness.





Implementation Funding

- SRTS and SRFOA plans include 222 projects total (est. \$38.7M)
- Prioritization process resulted in selection of 70 projects (est. \$15M)
- SS4A Implementation Grant award funding range: \$2.5M - \$25M
 - 20% local match requirement
- Other grant opportunities include:
 - CTC Active Transportation Program
 - SCAG STBG/CMAQ
 - RTC TDA Article 3





Public Safety Campaign

Vision Zero Strategy



Public Safety Campaign



⚡ IDEA PEDDLER



Next Steps



Next Steps

- Collect final feedback by May 5th.
- Alta to finalize Plans by May 12th.
- City Council vote to adopt Vision Zero Strategy and Resolution.
- Submit Safe Streets and Roads for All (SS4A) Implementation Grant application by June 26th.



Thank you!

Vision Zero Strategy

