

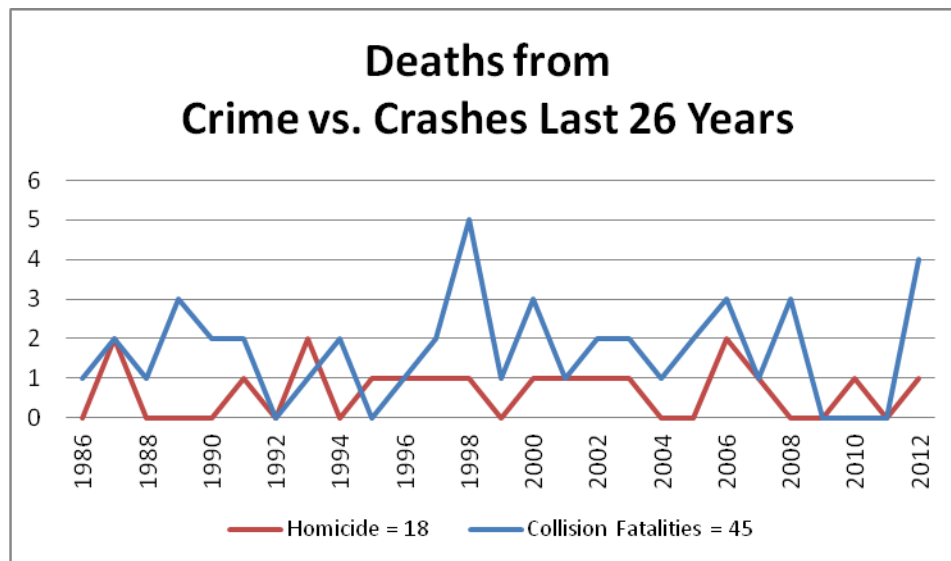
NEWS RELEASE

For Immediate Release/Broadcast

Thursday, March 7, 2013

2012 Petaluma Traffic Safety Report Collisions Rise for 2nd Year in a Row

The 2012 annual review of traffic safety in Petaluma has revealed that traffic collisions have risen for the second consecutive year since 2007. The City of Petaluma continues to provide proactive traffic enforcement of collision-causing vehicle code violations while at the same time working with traffic engineers to implement effective traffic engineering solutions. These efforts were balanced with a strong public awareness and education campaign with a clear mission to improve safety on the streets of Petaluma. The annual review assists police managers, enforcement officers, engineers, and City policy makers in identifying collision trends and locations so that enforcement, engineering, and education solutions and resources can be used to reduce traffic crashes and improve safety.



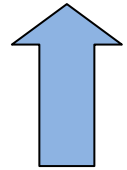
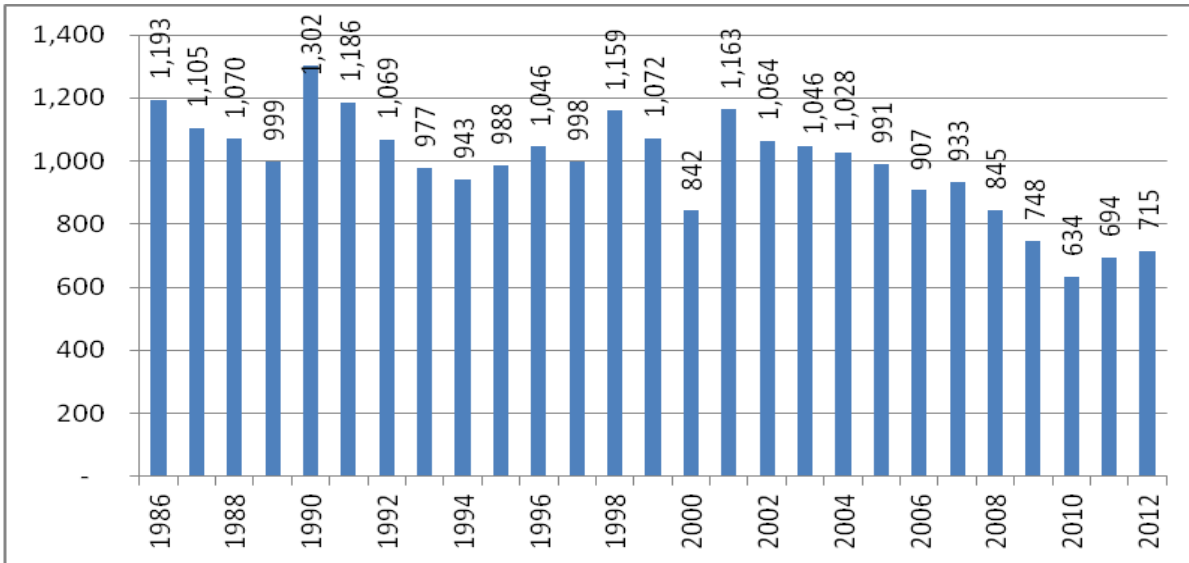
Why Traffic Safety is a Department Priority

In the last 26 years, 63 people have been killed in Petaluma as a result of a traffic collision or criminal homicide. Of the 63 people killed, 18 people (29%) were killed in criminal acts of homicide and 45 people (71%) were killed in fatal traffic collisions on Petaluma city streets. Additionally, since 1986 there have been a total of 26,717 collisions. While 39 of those collisions resulted in a fatality or multiple fatalities, there have been 6,488 injury collisions (24.2%) which have resulted in 7,505 people being injured. The remaining 20,190 collisions (75.5%) involved property damage only. The loss of life and suffering from those injured, combined with the economic impacts of every collision, threaten the safety and quality of life for everyone in Petaluma.

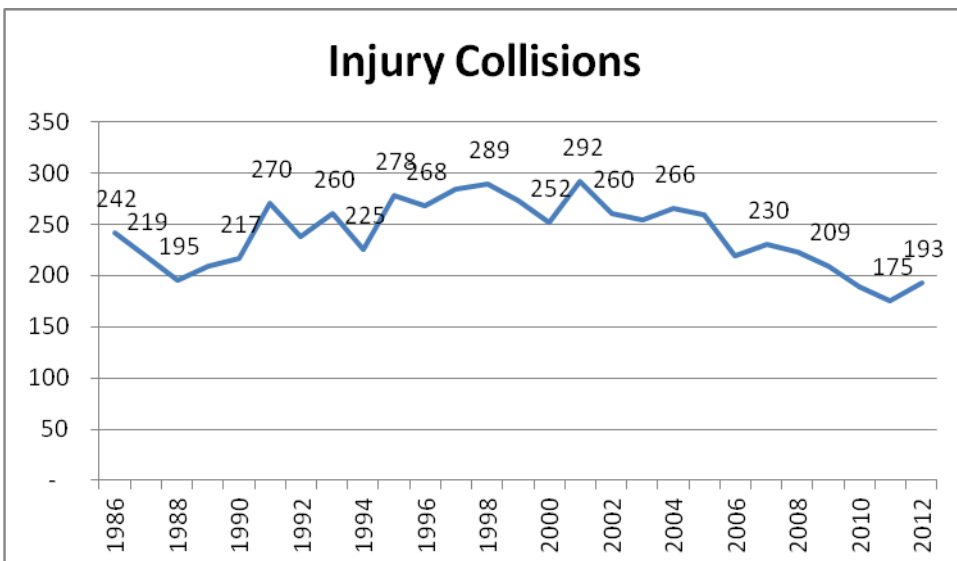
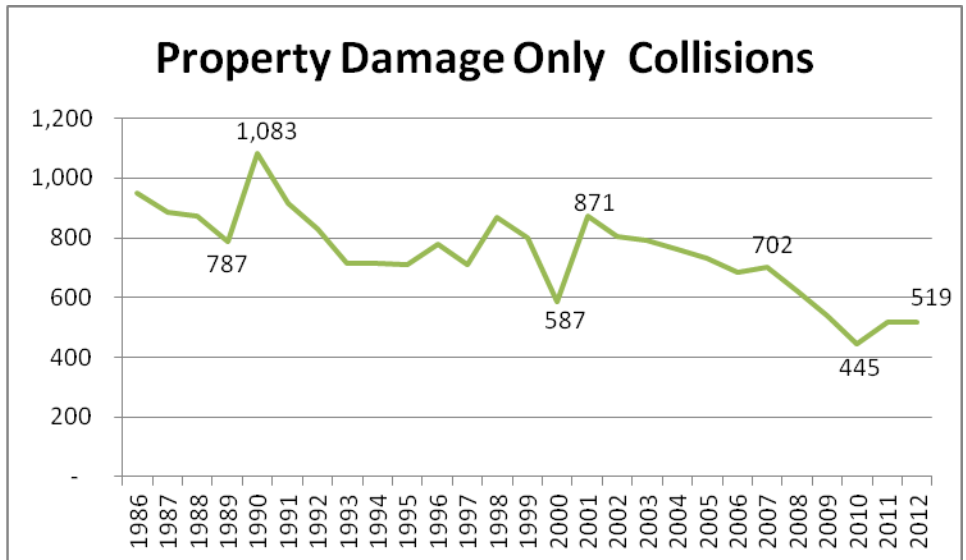
The following information provides a general overview of traffic safety during the 2012 calendar year and illustrates the importance of the City of Petaluma Traffic Safety Program.

City of Petaluma Traffic Collisions 1986-2012

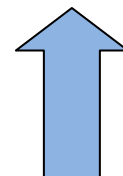
Since 1986, the average yearly number of collisions has been 990. In 2012 total collisions increased 3% over 2011, rising from 694 to 715. Collisions in 2012 remained 27% below the yearly average.



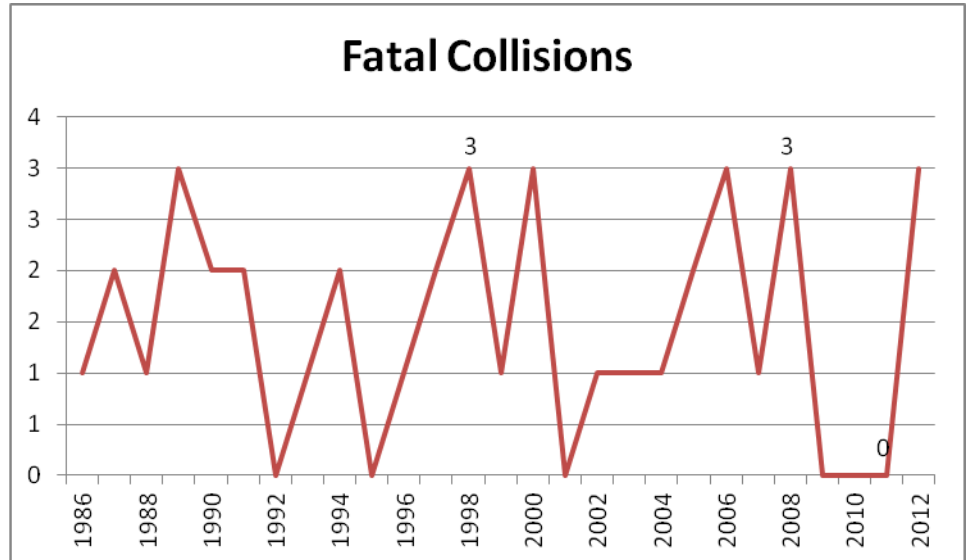
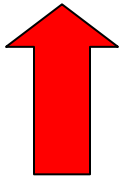
Property damage only collisions remained exactly the same in 2012 at 519 compared to 2011 with 519 collisions.



Injury collisions increased 10% from the 2011 total of 175 collisions to 193 in 2012.

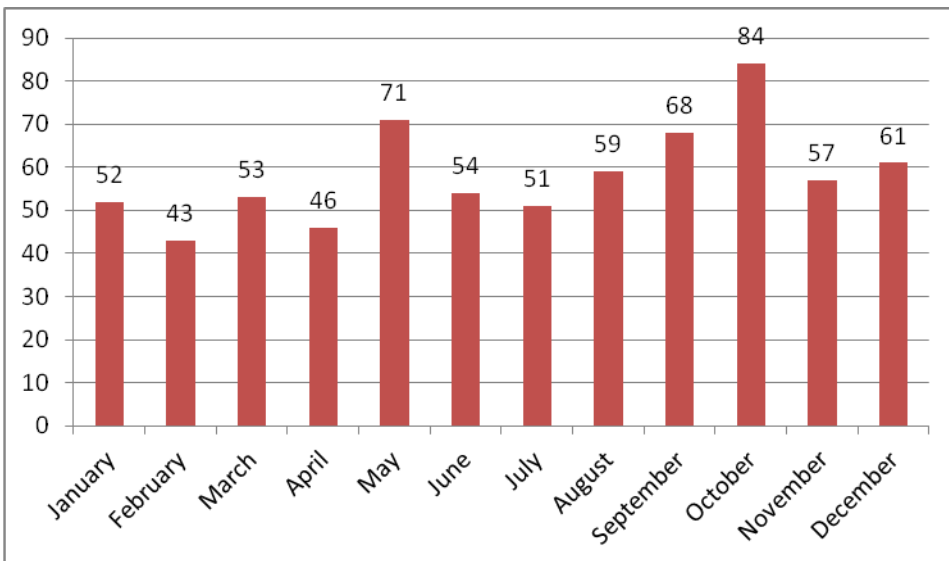


Fatal collisions increased 300% from zero (0) in 2009, 2010, and 2011, to 3 fatal collisions that killed four people. Prior to 2012, the last fatal collision was a DUI crash in November 2008 when a passenger was killed when the DUI driver collided with a tree on North McDowell Blvd. The annual average fatal crash rate since 1986 is 1.44 fatal crashes per year.



The following charts and information look more closely at the 2012 collision data collected by officers conducting collision investigations.

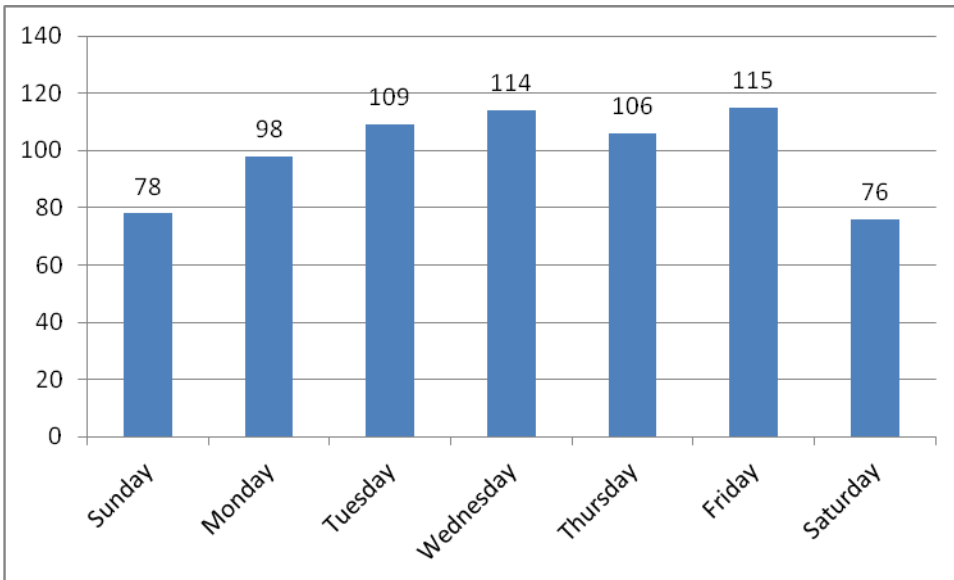
2012 Collisions by Month



Top 5 Months of Year

1. October
2. May
3. September
4. December
5. August

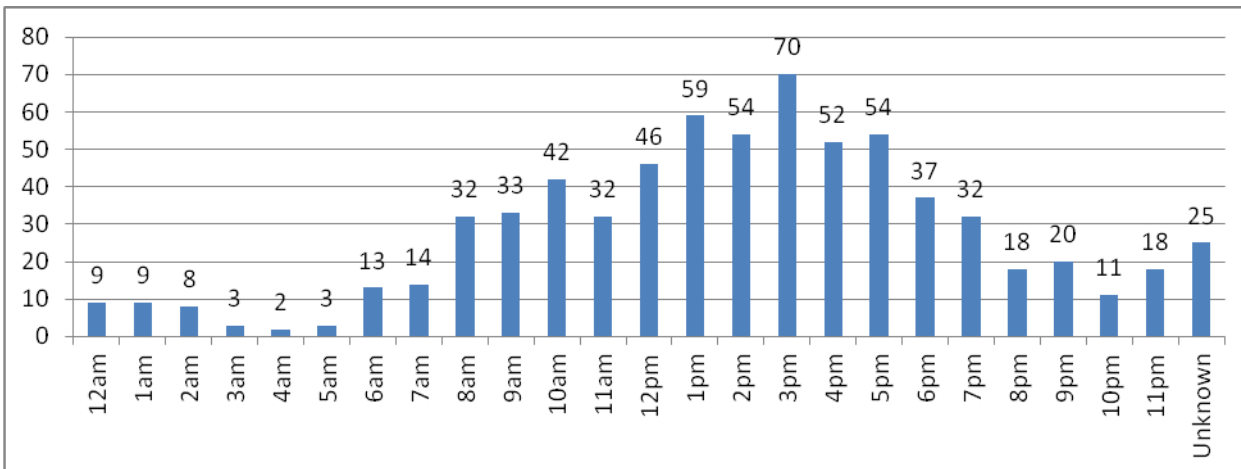
2012 Traffic Collisions by Day of Week



Top 3 Days of Week

1. Friday
2. Wednesday
3. Tuesday

2012 Traffic Collisions by Hour of the Day



2012 Traffic Collision Top 5 Hours of Day 1pm to 6pm

1. 3pm
2. 1pm
3. 5pm
4. 2pm
5. 4am

2012 Top 10 Traffic Collisions by Cause (Primary Collision Factor or PCF)

Primary Collision Factor (Cause)	2012 Collisions	Percentage of Collisions
1. Unsafe Speed	149	22.21%
2. Auto Right of Way	114	16.99%
3. Improper Turning	81	12.07%
4. Driving Under the Influence	61	9.09%
5. Unsafe Starting or Backing	54	8.05%
6. Unknown Cause	53	7.90%
7. Other Improper Driving	32	4.77%
8. Traffic Signals and Signs	31	4.62%
9. Other	18	2.68%
10. Other Than Driver	16	2.38%

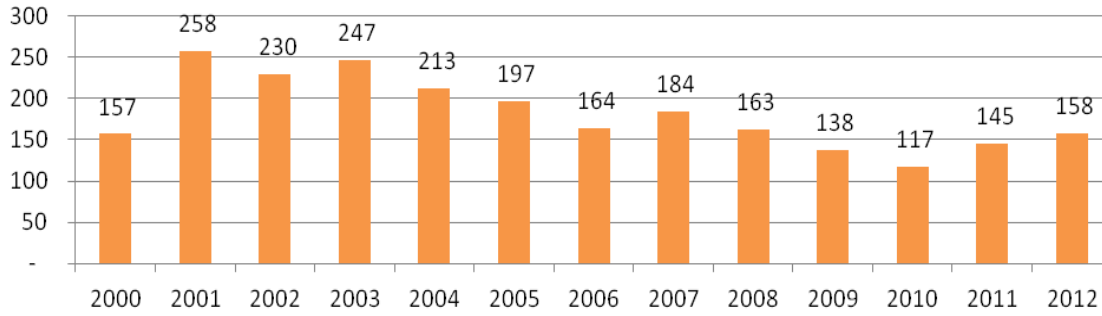
2012 Top 10 High Collision Intersections

Intersection	Collisions
1. East Washington Street at Lakeville Street	10
2. East Washington at Ely Blvd South /Sonoma Mtn Pkwy	9
3. Washington Street at Keller Street	9
4. East Washington Street at McDowell Blvd	8
5. East Washington Street at Payran Street	7
6. Lakeville Hwy at Frates Road	7
7. B Street at Petaluma Blvd South	6
8. Lakeville Street at East D Street	6
9. Lakeville Street at Caulfield Lane	5
10. East Washington Street at Petaluma Blvd North	5

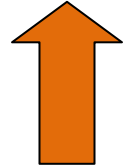
2012 Top 5 High Collision Mid-Block Locations

Intersection	Collisions
1. Lakeville Street from Caulfield Lane to Lindberg Lane	5
2. Petaluma Blvd North from Water Street to Washington Street	5
3. Petaluma Blvd South from C Street to B Street	4
4. Petaluma Blvd North from Prospect Street to Oak Street	3
5. North McDowell Blvd from Corona Road to Rand Street	3

Hit and Run Collisions



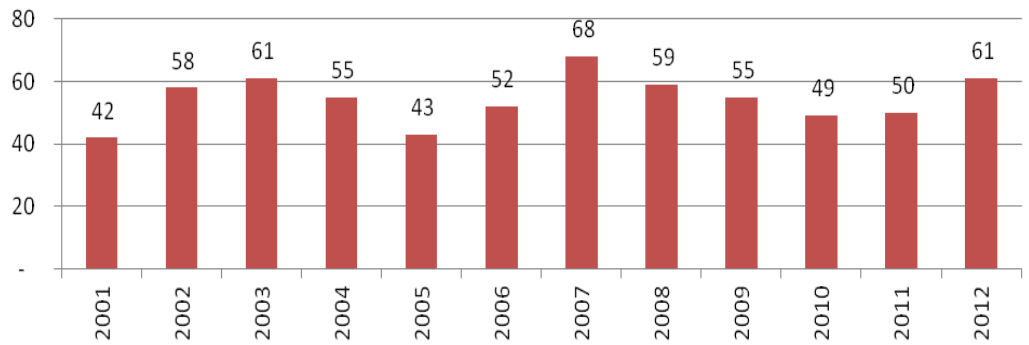
Hit and run collisions increased by 9% from the 2011 total of 145 collisions to 158 in 2012



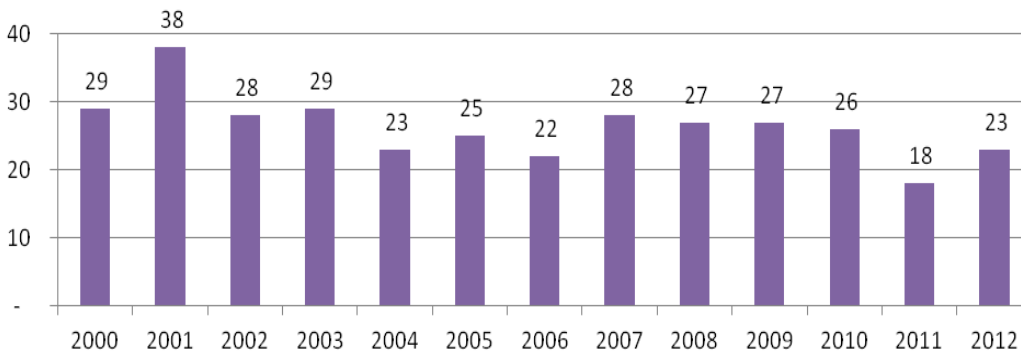
DUI collisions increased by 20% from the 2011 total of 50 collisions to 60 in 2012



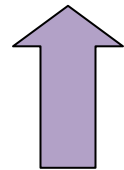
Alcohol Involved Collisions



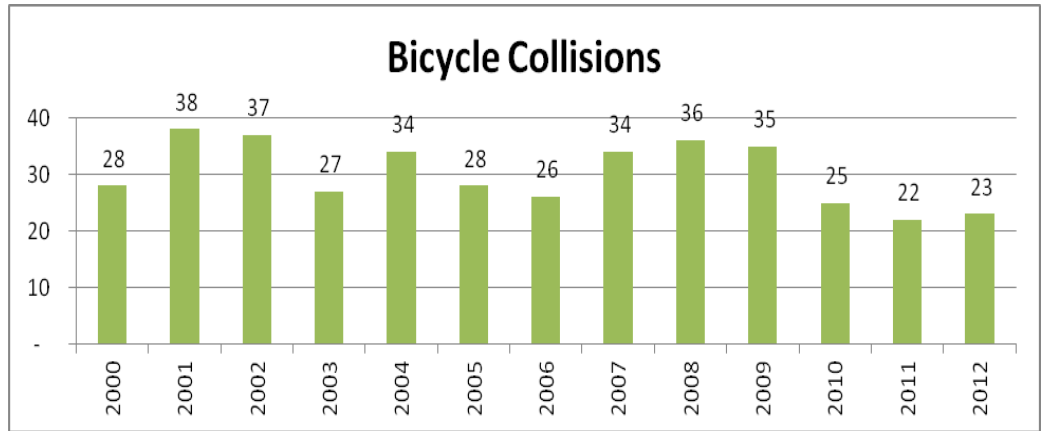
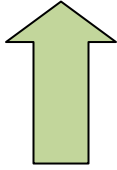
Pedestrian Collisions



Pedestrian collisions increased by 28% from the 2011 total of 18 collisions to 23 in 2012.



Bicycle collisions increased by 4.5% from the 2011 total of 22 collisions to 23 in 2012.



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