CITY OF HAYWARD

SPEED MANAGEMENT PLAN

April 2026

HAYWARD
Vision Zero

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Executive Summary

The City of Hayward adopted its Local Roadway Safety Plan (LRSP) in June 2023, making a commitment to achieving the goal of Vision Zero by 2050. Achieving this goal requires alignment with the Safe System Approach, which is a comprehensive framework for preventing roadway collisions and minimizing the risk of fatalities and severe injuries when collisions occur. Safer speeds are one of the six building blocks of the Safe System Approach.

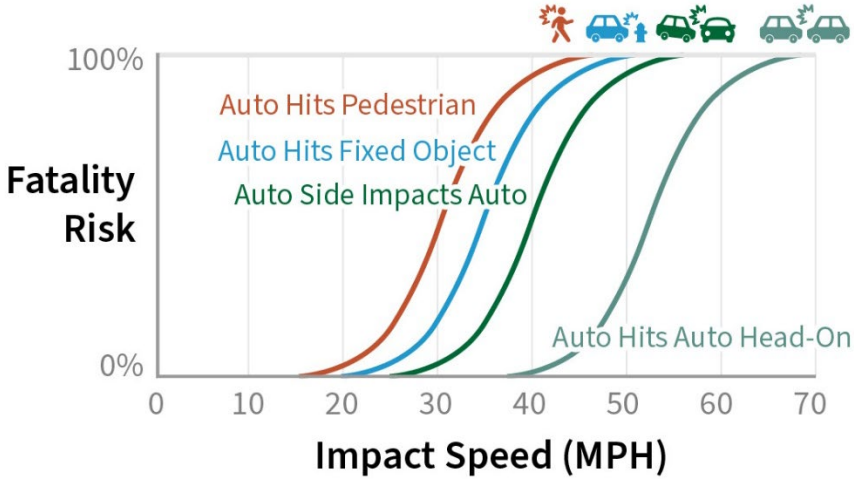
What is the Speed Management Plan?

The Speed Management Plan (SMP) is a comprehensive strategy to reduce speeds in the City of Hayward, thereby reducing the likelihood of speed-related collisions and the severity of all collisions. The SMP includes an assessment of existing speeds and collisions in Hayward to understand and demonstrate the relationship between speed and safety outcomes. This is followed by a Target Speed Framework that identifies ideal speeds for each street based on land use and roadway contexts and a speed reduction toolbox to reduce observed speeds to match target speeds. Finally, the SMP includes several priority actions that the City can implement to institutionalize safe speeds in Hayward.

Why is the Speed Management Plan needed?

Speeds play a significant role in determining the severity of all collisions. **Figure ES-1** shows that higher speeds lead to a much higher fatality risk for all collisions, especially those involving pedestrians. Reducing speeds is therefore crucial to reduce the likelihood of severe injuries and fatalities.

Figure ES-1. Fatality Risk based on Impact Speed for All Collision Types



Source: Caltrans, Making Strides Toward Saving Lives; Fehr & Peers.

Based on collisions reported in Hayward between 2017-2022, unsafe speed was the most commonly cited Primary Collision Factor (PCF), accounting for 21% of all collisions. Studies have shown that higher speeds dramatically increase the risk of fatalities and severe injuries, proving that unsafe

vehicle speed is a significant factor influencing the severity of every collision, even if is not cited as the PCF.

Speeding is common in Hayward. While speeds vary throughout the day, several arterials and collectors experience speeds over 40 mph across all time periods, including Mission Boulevard, Hesperian Boulevard, Hayward Boulevard, Industrial Parkway, and Industrial Boulevard. About a quarter to a third of local streets, which primarily serve residential neighborhoods, experience speeds over 30 mph during most time periods. Collisions occurring at these speeds have a high chance of being fatal, especially for vulnerable road users such as pedestrians and bicyclists. This is supported by reported collision data in Hayward, which shows that over 70% of collisions that resulted in a fatality or severe injury occurred on roadways with speeds of 35 mph or more.

Defining a Target Speed Framework

Target speed is defined as the ideal speed at which vehicles should be operating on a roadway to support the safety of all users. This is different from posted speed or the speed limit, which is the maximum lawful speed for a roadway. To define an ideal target speed for each street segment, the SMP categorized each street segment in Hayward based on the primary purpose served by the segment. These categories, which are based on a combination of the segment's roadway classification and surrounding land uses are as follows:

1. **Connector Streets:** These streets are primarily movers of people and goods and are defined as arterials and collectors that are outside commercial areas.
2. **Core Streets**: These streets move all modes, while also serving as places where people go for work, school, and recreation. These include arterials and collectors that are within commercial areas (excluding Downtown) or along schools.
3. **Place Streets:** These streets are centers of community and business, with higher concentrations of people walking or biking. These include all streets that are within Downtown Hayward, as well as local streets within other commercial areas, such as along mixed-use development near Mission Boulevard.
4. **Neighborhood Streets:** These streets are primarily in residential neighborhoods where people live, walk to school, and exercise. These include all local streets that are outside commercial areas, which make up most of the City's roadway network.

A map of street types in Hayward is shown in **Figure ES-2** and target speeds for each of the four street types are shown in **Figure ES-3.**

Figure ES-2: Street Types in Hayward

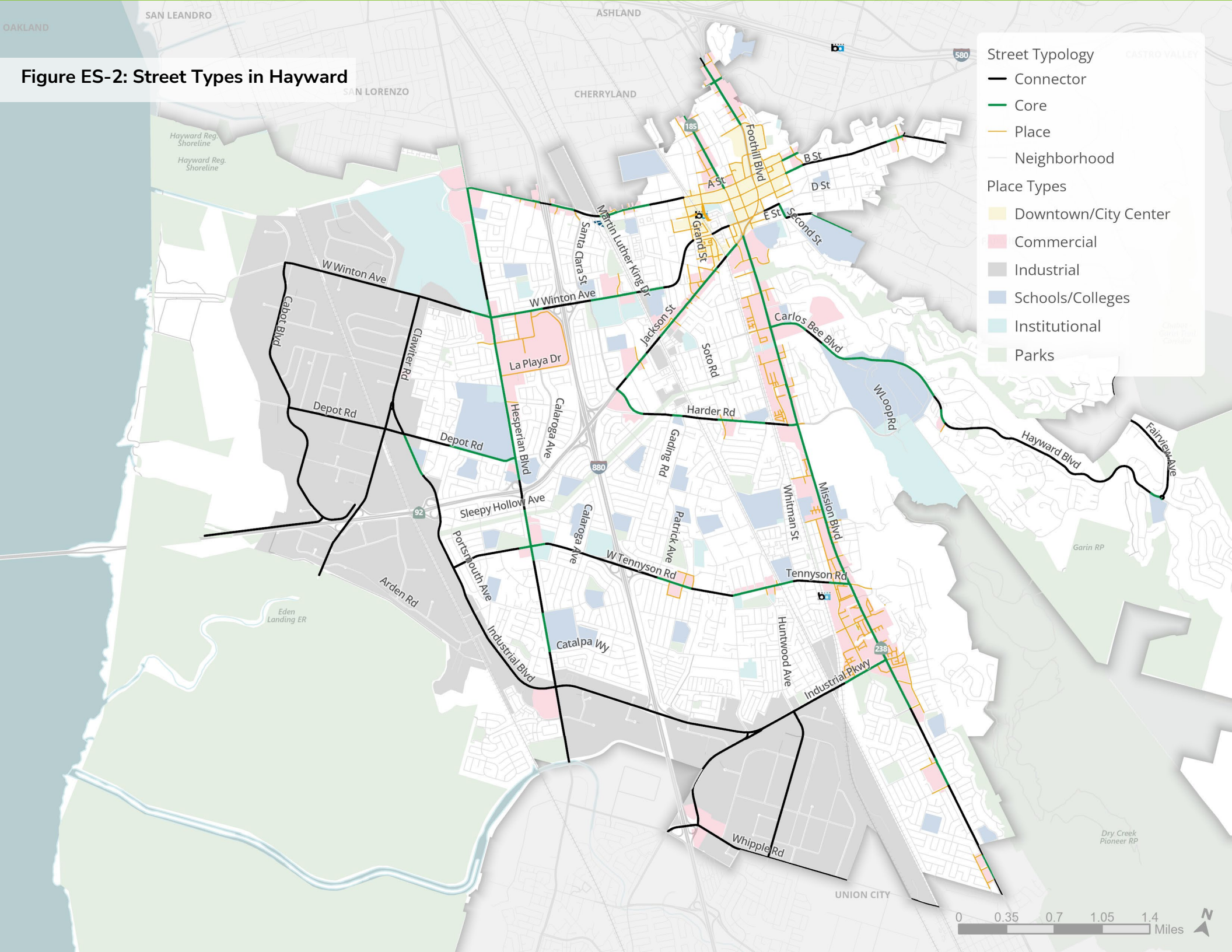
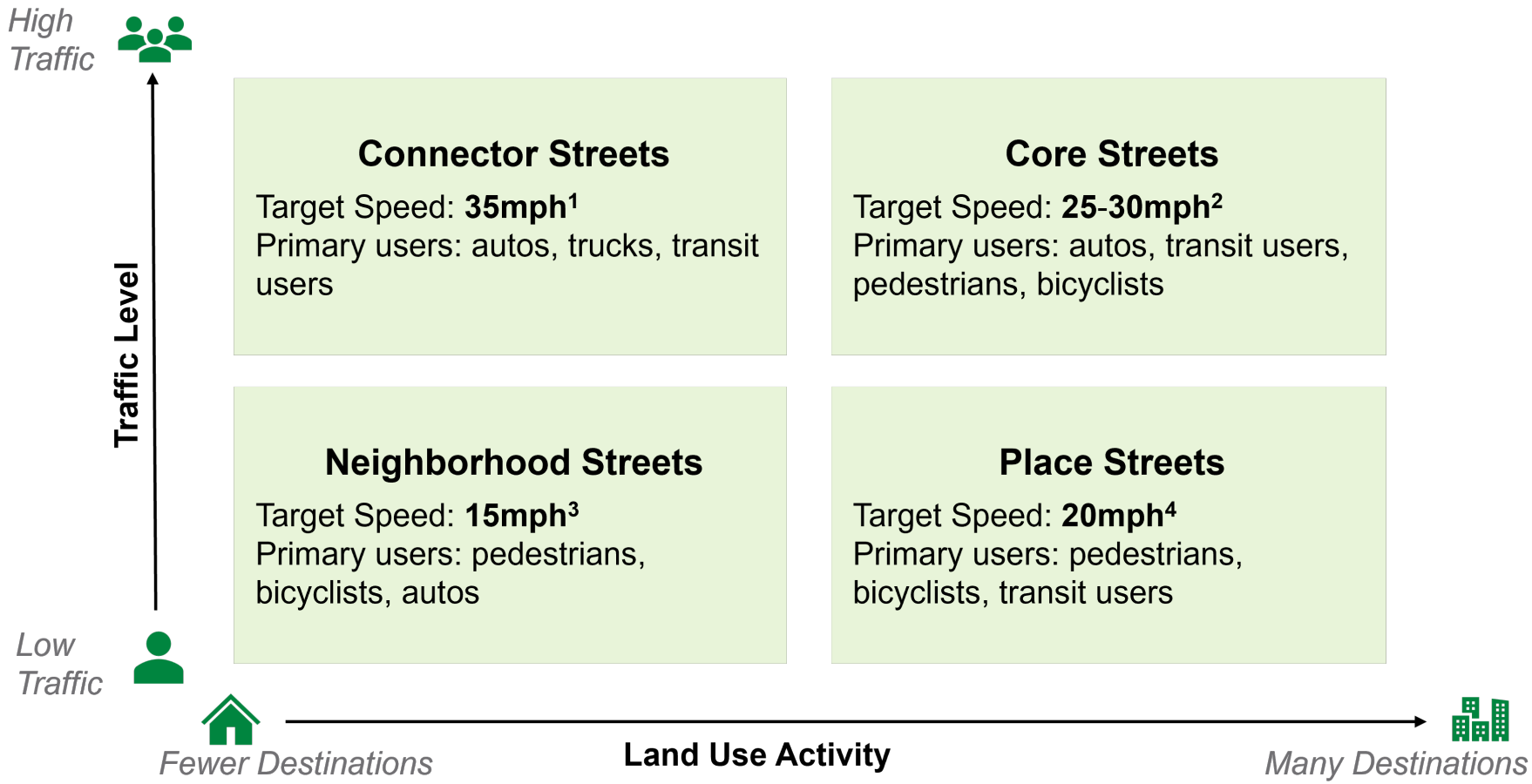


Figure ES-3: Target Speed Framework



[1]Target Speeds on residential-serving parts of Connector Streets: 25 mph
[2]Target Speeds on Core Streets along a school: 25mph
[3]Target Speeds on Neighborhood streets in industrial areas: 25mph
[4]Target Speeds on Foothill Boulevard: 25mph

Developing a Speed Reduction Toolbox

To reduce observed speed such that they are aligned with the target speeds, this Plan includes a Speed Reduction Toolbox with countermeasures that encourage slower speeds. These tools are organized into two categories: (1) at or through intersections and (2) along street segments. More details on each speed reduction tool, including a description and the types of streets where it may be most appropriate to implement is provided in **Appendix B**.

Applying Speed Reduction Tools to Priority Corridors

To provide examples for implementation of speed reduction tools to reduce observed speeds, the SMP includes recommendations for lowering speeds on five Priority Speed Reduction Corridors (PSRC). While speed reduction on all corridors where observed speeds are higher than target speeds is crucial, the PSRCs serve as a template for applying the Speed Reduction Toolbox. These corridors were identified based on the following two factors:

- **High Injury Network:** overlap with the City's High Injury Network (HIN) from the Local Roadway Safety Plan (LRSP)
- **High Need Areas:** serves a school or areas with a high percentage of Transportation Disadvantaged Population as identified in the LRSP

The resulting five PSRCs are as follows:

1. Hesperian Blvd between SR-92 ramp and Turner Ct
2. Industrial Blvd between W Tennyson Rd to Baumberg Ave
3. Huntwood Ave between Shafer Rd to W Tennyson Rd
4. Calaroga Ave between Peterman Ave to W Tennyson Rd
5. Santa Clara St between Winton Ave to W Jackson St

Defining Priority Actions to Institutionalize Safe Speeds

A benchmarking assessment of existing safety plans, policies and programs was conducted to assess alignment with industry best practices for speed management and identify opportunities to institutionalize safe speeds.

This benchmarking assessment shows that the City has made significant progress toward institutionalizing several best practices, especially through the adoption of the LRSP. However, while the City has codified several other best practices in an adopted standard or policy, their implementation status remains unclear. To address these gaps and support safe speeds, this Plan identifies six types of priority actions. Some examples of these priority actions are listed below:

1. **Stakeholder Collaboration:** includes convening a Safety Task Force

2. **Training & Education:** includes providing Safe System Trainings and piloting Safety Demonstration Projects
3. **Policies & Procedures:** includes updating Standard Details to ensure alignment with Safe System design and setting context-specific speed limits
4. **Enforcement:** includes deploying red light running cameras and automated speed cameras (once permitted by state legislation)
5. **Evaluation & Prioritization**: includes prioritizing PSRCs for future funding and developing a Safe System project evaluation framework
6. **Monitoring:** includes expanding speed data collection and reporting, and enhanced collision investigation and monitoring.

CHAPTER 1

Introduction

1.1 Hayward's Vision Zero Commitment

Vision Zero is a movement to eliminate all traffic-related fatalities and severe injuries. Vision Zero acknowledges that even one death on our public roadways is unacceptable and focuses on safe and equitable mobility for all road users. Achieving Vision Zero requires integrating layers of protection into the design of the transportation system to withstand human error. By adopting its Local Road Safety Plan in June of 2023, the City of Hayward committed to achieving the goal of Vision Zero by 2050.

Vision Zero Policy (June 2023)

City shall plan and design its transportation system with the goal of eliminating fatalities and serious injuries among all system users by 2050.

City staff are to prioritize safety when balancing needs and demands for space within the public right of way on the high injury network.

Vision Zero will be implemented in an equitable manner, accounting for historic inequities in transportation and safety investments across the Hayward Community.

Achieving Vision Zero requires the **Safe System Approach**, a comprehensive framework for preventing roadway collisions and minimizing the risk of fatal and severe injuries when collisions occur. It is based on the principles that humans inevitably make mistakes and that human bodies have physical limits to tolerate crash impacts. The Safe System Approach builds redundancy and shared responsibility through six building blocks of a safe transportation system, including safe speeds (**Figure 1**: Safe System Wheel).

Figure 1: Safe System Wheel

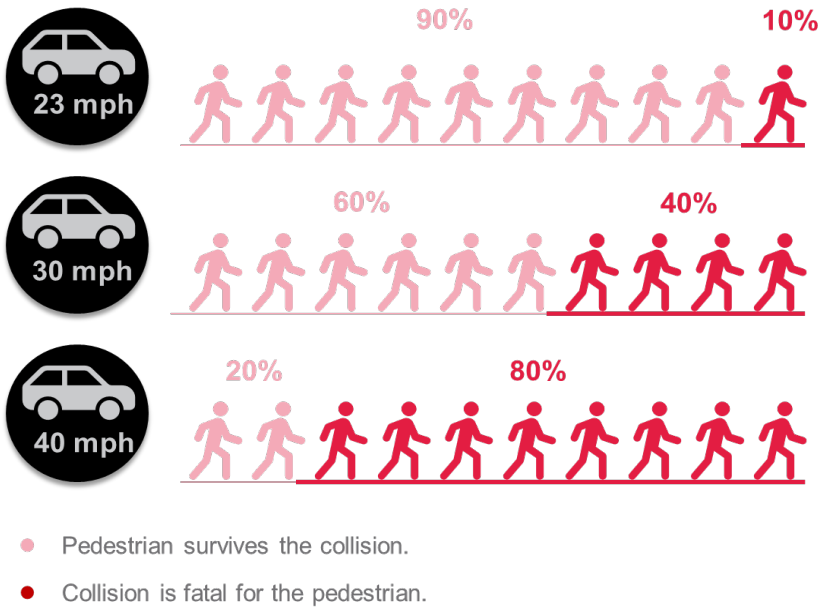
Source: Target Zero: Washington's Strategic Highway Safety Plan (2024).

1.2 The Importance of Managing Speeds

Slowing speeds is a core principle of Vision Zero. As vehicle speeds increase both the frequency and the severity of all collision types also increase. Humans are increasingly less likely to survive collisions where vehicles are traveling over 23 mph. This is particularly true for seniors, youth, and other vulnerable users. Drivers have less time to react as vehicle speed increases and the required stopping distances also become longer as vehicle speeds increase.

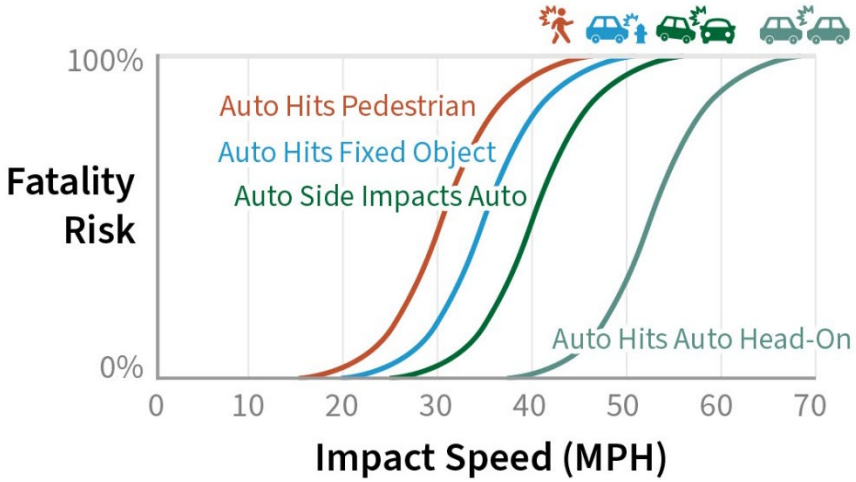
Studies have shown that the fatality risk for a pedestrian hit by a vehicle increases dramatically beyond 20 to 25 mph (**Figure 2**). Higher speeds increase the risk of fatalities for all collision types, including collisions involving other vehicles (**Figure 3**). Reducing speeds can accommodate human injury tolerances by reducing impact forces, providing additional time for drivers to stop, and improving visibility.

Figure 2: Likelihood of Pedestrian Fatality based on Impact Speed



Source: USDOT, Literature Reviewed on Vehicle Travel Speeds and Pedestrian Injuries. March 2000.

Figure 3. Fatality Risk based on Impact Speed for All Collision Types



Source: Caltrans, Making Strides Toward Saving Lives; Fehr & Peers.

1.3 About this Plan

The Speed Management Plan (SMP) sets out a comprehensive strategy to reduce speeds in the City of Hayward. The City is committed to taking a holistic approach to speed management and implementing street design improvements that encourage slower speeds and create safer streets for all users.

The development of the SMP involved four key steps: (1) determining desired speeds citywide based on the roadway and land use context, (2) developing a set of countermeasures to apply where existing speeds exceed desired speeds, (3) developing implementation plan for priority projects, and (4) identifying opportunities to institutionalize safe speeds. To ensure buy-in from key stakeholders, a Technical Advisory Committee (TAC) and a Stakeholder Advisory Committee (SAC) was convened to provide input on each step. The TAC included staff from City of Hayward, including the Police Fire, and Planning Departments. The SAC included residents and community stakeholders representing organizations such as Bike East Bay, Community Resources for Independent Living (CRIL), Cal State University Easy Bay, and Hayward Unified School District.

This SMP is organized into five additional chapters:

- **Chapter 2 Speeds in Hayward Today** summarizes observed speeds and speed-related collisions in Hayward.
- **Chapter 3 Target Speed Framework** lays out the framework used to categorize streets and define target speeds by street type.
- **Chapter 4 Speed Reduction Toolbox** outlines tools to manage speeds at intersections and on streets.
- **Chapter 5 Speed Reduction Corridors** establishes speed reduction corridors in the City for priority investments.
- **Chapter 6 Institutionalizing Safe Speeds** describes policy actions to codify speed management practices in Hayward.

CHAPTER 2

Speeds in Hayward Today

This chapter provides an overview of collisions and observed speeds in Hayward, as well as the relationship between locations and severity of collisions with higher observed speeds. As is shown in the following sections, speeding is common throughout the day and collisions with the most severe outcomes are concentrated on segments with higher observed speeds.

2.1 Speed-related Collisions in Hayward

Between 2017-2022, a total of 1,713 injury collisions occurred in Hayward, summarized in **Table 1**. Over 200 collisions resulted in a person being killed or severely injured (KSI) and 75 of those involved a pedestrian or a bicyclist. Vehicle speed is a significant factor influencing the severity of every collision in Hayward.

Table 1: Total Collisions in Hayward between 2017-2022

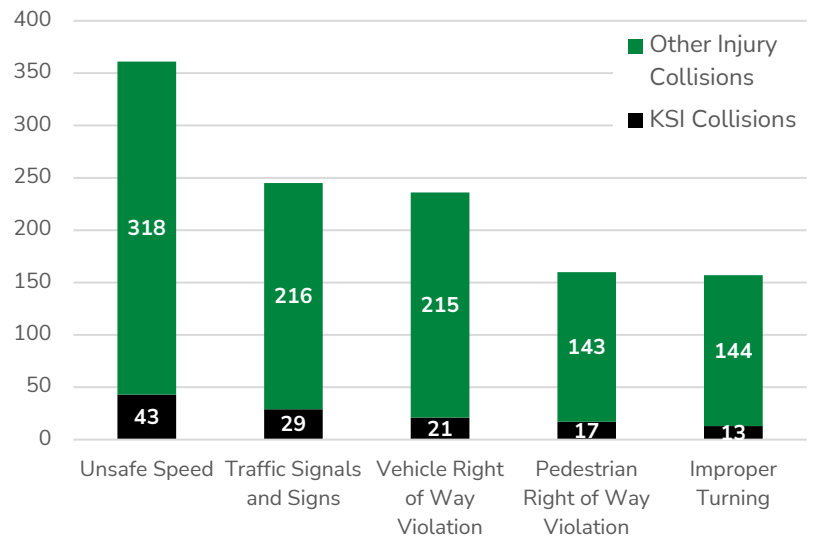
Collisions (2017-22)	All Injury Collisions	Fatal or Severe Injury Collisions
All Modes	1713	209
Pedestrian	286	60
Bicyclist	125	15

Source: Transportation Injury Mapping System (TIMS), 2017-22

Unsafe Speed is the most commonly cited contributing factor to collisions

While speed always affects the severity of a collision, this is supported by how officers report Primary Collision Factors (PCFs) in Hayward. Unsafe speed is the leading PCF for all injury and KSI collisions in Hayward, accounting for 361 collisions (21%) as shown in **Figure 4**. Unsafe speeds also make up the largest share (30%) of driver KSI collisions, accounting for 50 drivers being killed or severely injured. Regardless of the reported PCF, unsafe vehicle speed is a significant factor influencing the severity of every collision.

Figure 4: Top 5 Reported Primary Collision Factors (2017-22)



Source: TIMS (2017-22)

2.2 Observed Speeds in Hayward

Observed speeds (miles per hour (mph)) were analyzed using 85th percentile speed data from StreetLight, which provides aggregated GPS data.[1] This assessment is based on observed speeds during weekdays (Monday-Thursday) in October 2024. To understand variation in speeds throughout the day, observed speed data was assessed for five time periods as follows:

1. AM Peak (6AM – 10AM)
2. Midday (10AM – 3PM)
3. PM Peak (3PM – 7PM)
4. Late PM (7PM – 12AM)
5. Overnight (12AM – 6AM)

To compare speeds across streets with similar roadway characteristics, streets were grouped and assessed based on their functional classification (i.e. arterials, collectors, or local streets). Arterials are roadways that serve as the principal network for through-traffic flow, connecting Hayward to adjacent cities and places, while collectors channel traffic from local streets to the arterials. Observed speed data from StreetLight was available for all arterials and collectors and approximately 60% of local streets in Hayward.

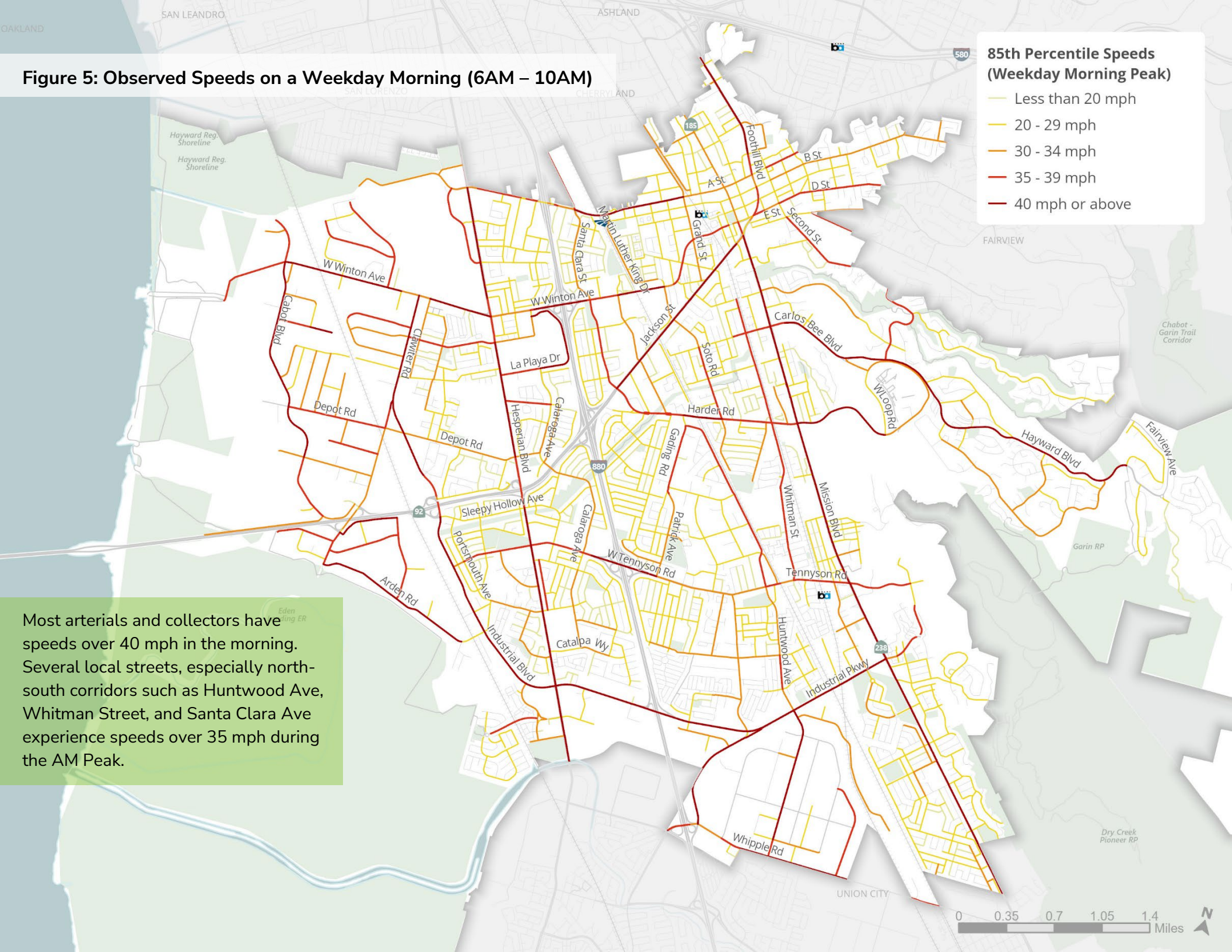
Speeds over 40 mph are common on major streets

Figure 5 shows observed speeds during the AM peak period, during which speeds are the highest outside of the overnight period. During the AM peak, most of the city's arterials and collectors experience speeds over 40 mph and most local streets see speeds between 20-29 mph. While speeds vary throughout the day, several major streets consistently exceed 40 mph across all time periods. Maps showing observed speeds across different time periods are included in Appendix A. The top 5 corridors with the most street miles that exceed 40 mph across all time periods include:

1. Mission Boulevard (3 miles)
2. Hesperian Boulevard (2 miles)
3. Hayward Boulevard (2 miles)
4. Industrial Parkway (2 miles)
5. Industrial Boulevard (2 miles)

[1] Speed data provided by StreetLight are based on a sampling of segments. StreetLight validates this data against speed data reported by state Department of Transportation (DOTs). Based on this validation, StreetLight reports that their speed data is more accurate for higher speed bins, since those segments tend to have higher volumes and a larger sample size.

Figure 5: Observed Speeds on a Weekday Morning (6AM – 10AM)

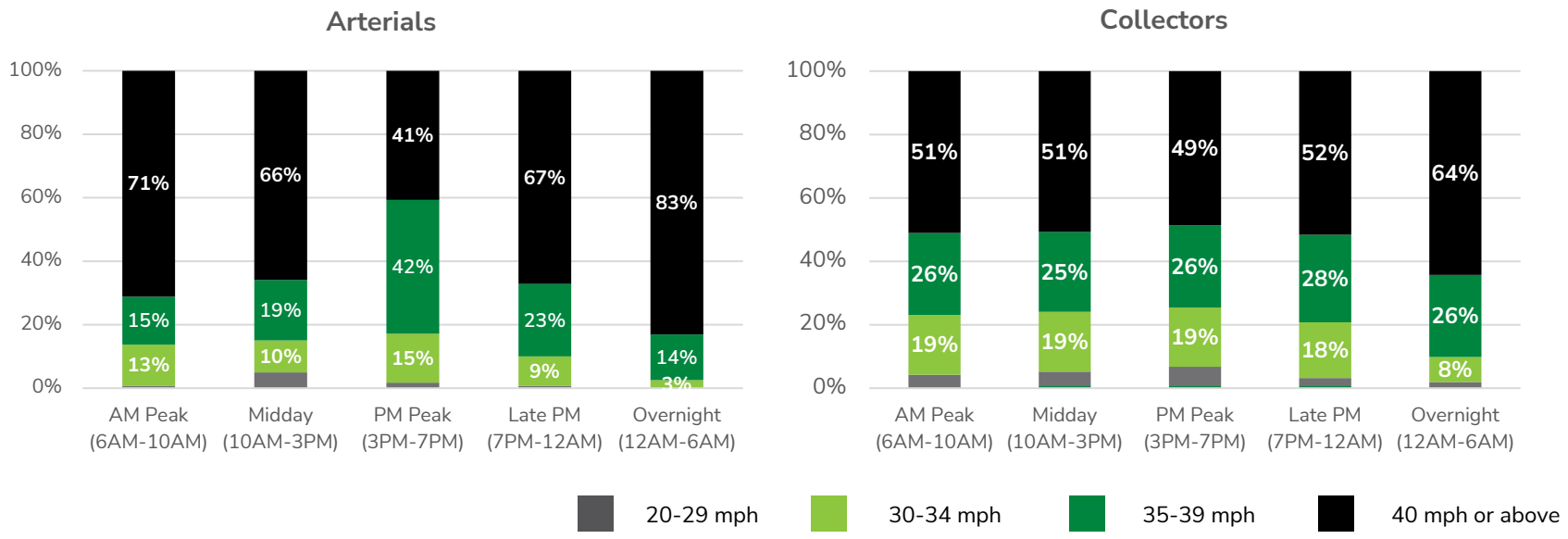


Most arterials and collectors have speeds over 40 mph in the morning. Several local streets, especially north-south corridors such as Huntwood Ave, Whitman Street, and Santa Clara Ave experience speeds over 35 mph during the AM Peak.

Figure 6 shows that most arterials and collectors have speeds over 40 mph during all time periods except during the PM peak period. While speeds over 40 mph are most common in the overnight period, the morning peak and late PM periods also have a large share of arterials and collectors operating at or above 40 mph.

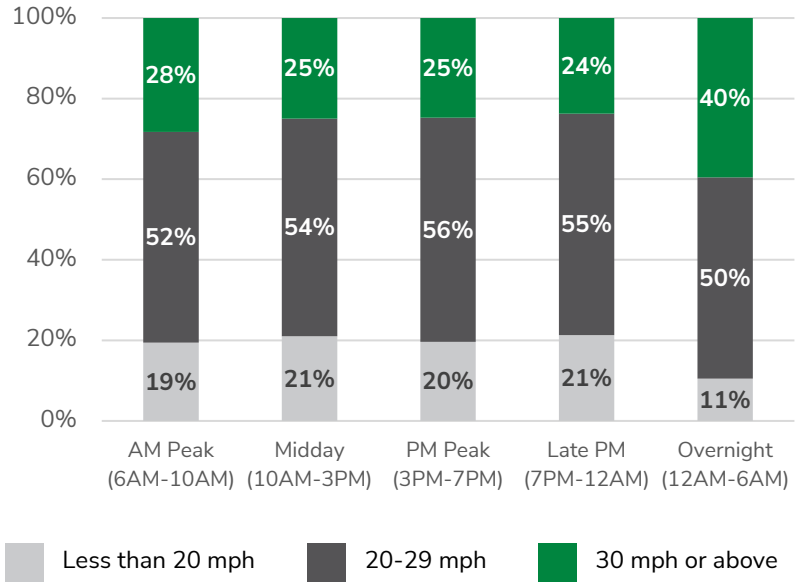
The majority of local streets have observed speeds below 30 mph across all time periods, as shown in **Figure 7**. However, about a quarter of local streets experience speeds over 30 mph during most time periods, and about 40% during the overnight period**.** Since these streets mostly serve residential areas, including schools and parks, speed management on the local street network is crucial.

Figure 6: Observed Speeds on Arterials and Collectors by Time Period



Source: StreetLight, Oct 2024

Figure 7: Observed Speeds on Local Streets by Time Period

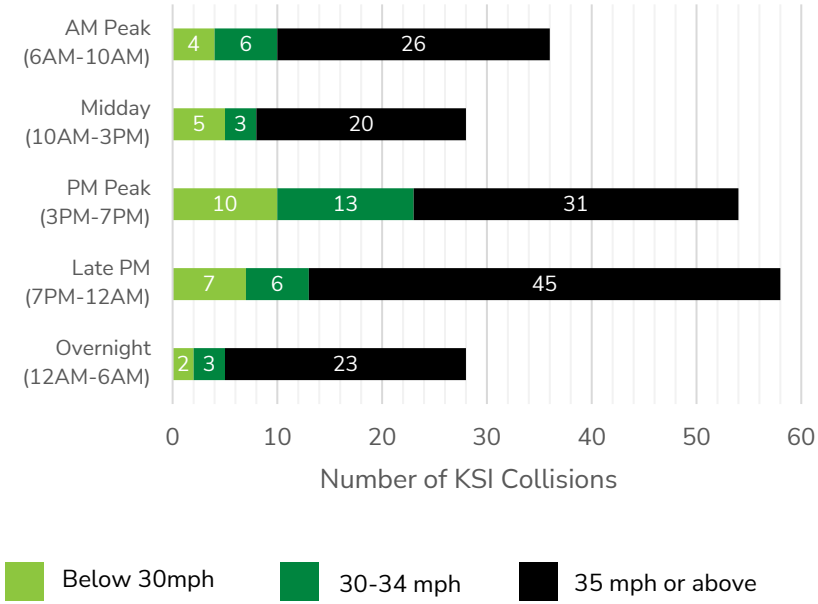


Source: StreetLight, Oct 2024

Severe and fatal collisions are concentrated on higher-speed roadways

To assess the relationship between observed speeds and collisions, each collision was overlayed with the observed speed at its location during the corresponding time period. Over 70% of KSI collisions (145 collisions) occurred on roadways with speeds of 35 mph or more. The distribution of KSI collisions across time periods and observed speeds, as shown in **Figure 8**, highlights that the late PM period makes up for the largest share (45 collisions) of KSI collisions occurring on roadways with speeds over 35 mph.

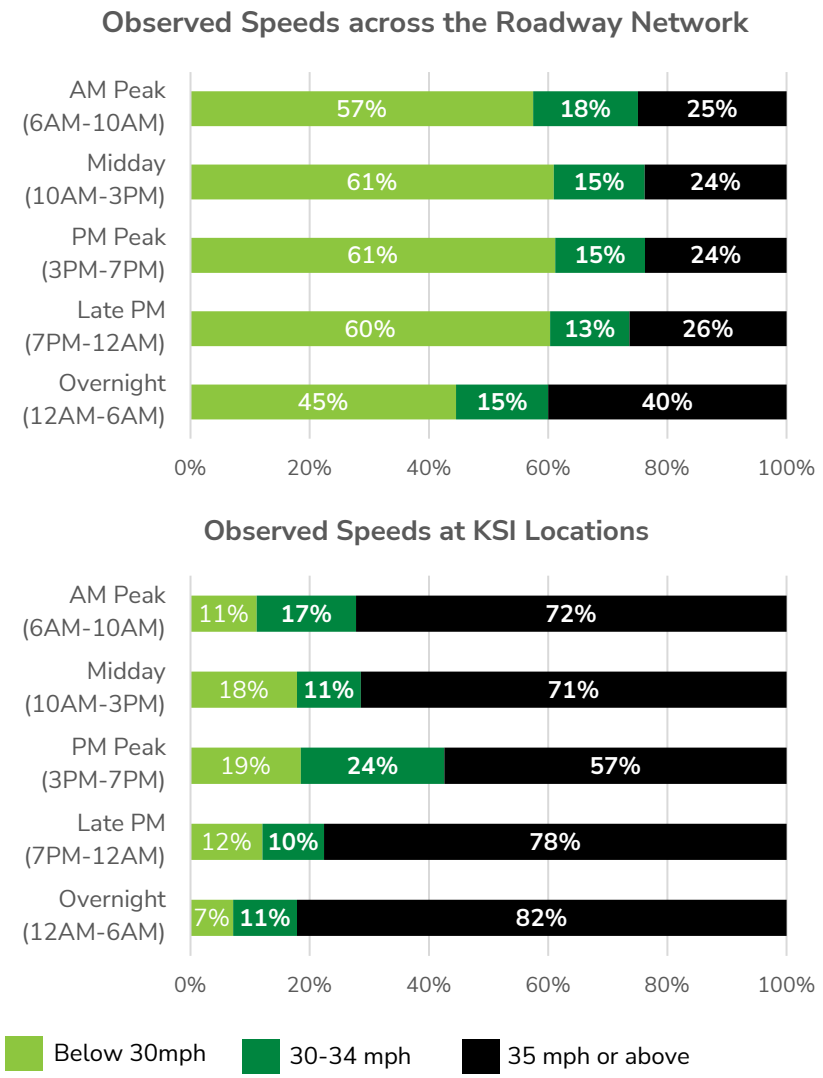
Figure 8: Distribution of KSI Collisions by Time Period and Observed Speeds



Source: TIMS (2017-22), StreetLight (Oct 2024)

While roadways with speeds over 35 mph make up for the majority of KSI collisions, they make up a much smaller share of the total roadway network, showing that the most severe collisions are disproportionately occurring on high-speed segments.

Figure 9: Distribution of Observed Speeds at KSI Locations vs. the Roadway Network



Source: TIMS (2017-22), StreetLight (Oct 2024)

Figure 9 compares the distribution of observed speeds across the city's overall roadway network to the speeds at which KSI collisions have occurred. These charts show that while segments operating over 35 mph make up approximately 25-40% of the roadway network, they account for nearly 60-75% of all KSI collisions. During most time periods, the share of these high-speed segments among all KSI collisions is almost 3 times higher than the share of those segments in the overall roadway network. For example, 72% of KSI collisions occurring in the morning peak period occurred on segments with speeds over 35 mph, while only 25% of the roadway network operates at that speed during that time period.

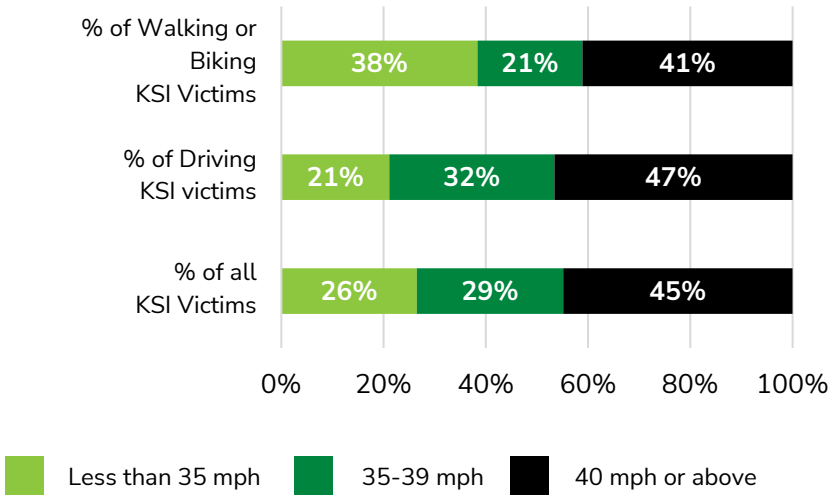
During the late PM and overnight periods, segments with speeds over 35 mph make up over 3 times as many KSI collisions than those with speeds under 35 mph, further demonstrating the overrepresentation of KSI collisions on a small share of roadways and the opportunity to reduce likelihood of severe crashes by managing speeds.

People walking, biking, or rolling are disproportionately impacted by unsafe speeds

Compared to people in an automobile, pedestrians and bicyclists are vulnerable to death and severe injury collisions at lower speeds. **Figure 10** compares the observed speeds associated with walking or biking KSI collisions to speeds

associated with an automobile-only KSI collision. The share of pedestrians and bicyclists that are killed or severely injured in collisions occurring where observed speeds are less than 35 mph is almost double the share of drivers/passengers that are killed or severely injured at the same speeds. This emphasizes the importance of managing speeds to a lower target at locations where people are expected to be walking or biking.

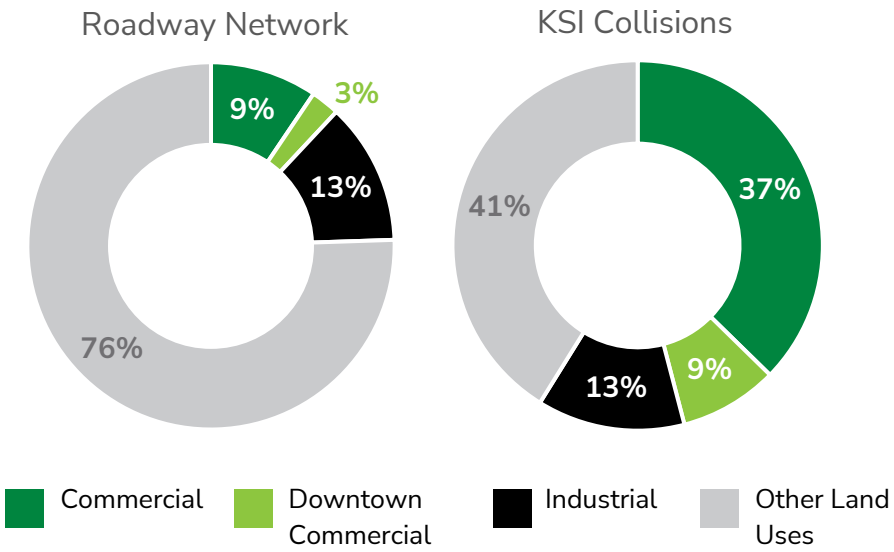
Figure 10: KSI Victims by Observed Speed at Collision Location



Source: TIMS (2017-22), StreetLight (Oct 2024)

Similarly, land uses that have higher pedestrian or multimodal activity are overrepresented in the total share of KSI collisions. As shown in **Figure 11**, commercial and downtown commercial land use account for only 12% of the total roadway network, but account for 46% of KSI collisions. These areas typically have higher multimodal activity, where people walking, biking, or taking transit are susceptible to severe injury and death if exposed to vehicles at high speeds.

Figure 11: Distribution of Roadways and KSI Collisions by Land Use



Source: TIMS (2017-22), City of Hayward

CHAPTER 3

Target Speed Framework

This section outlines the framework used to define citywide target speeds based on roadway and land use characteristics.

3.1 Defining Street Types

The SMP Target Speed Framework categorizes each street segment in Hayward based on the primary purpose served by the street. For example, some street segments primarily facilitate the movement of cars, trucks, and transit, whereas some segments primarily serve as places for pedestrians to shop, dine, or recreate. Identifying the primary purpose or the combination of purposes served by a street helps inform the target speed for that street.

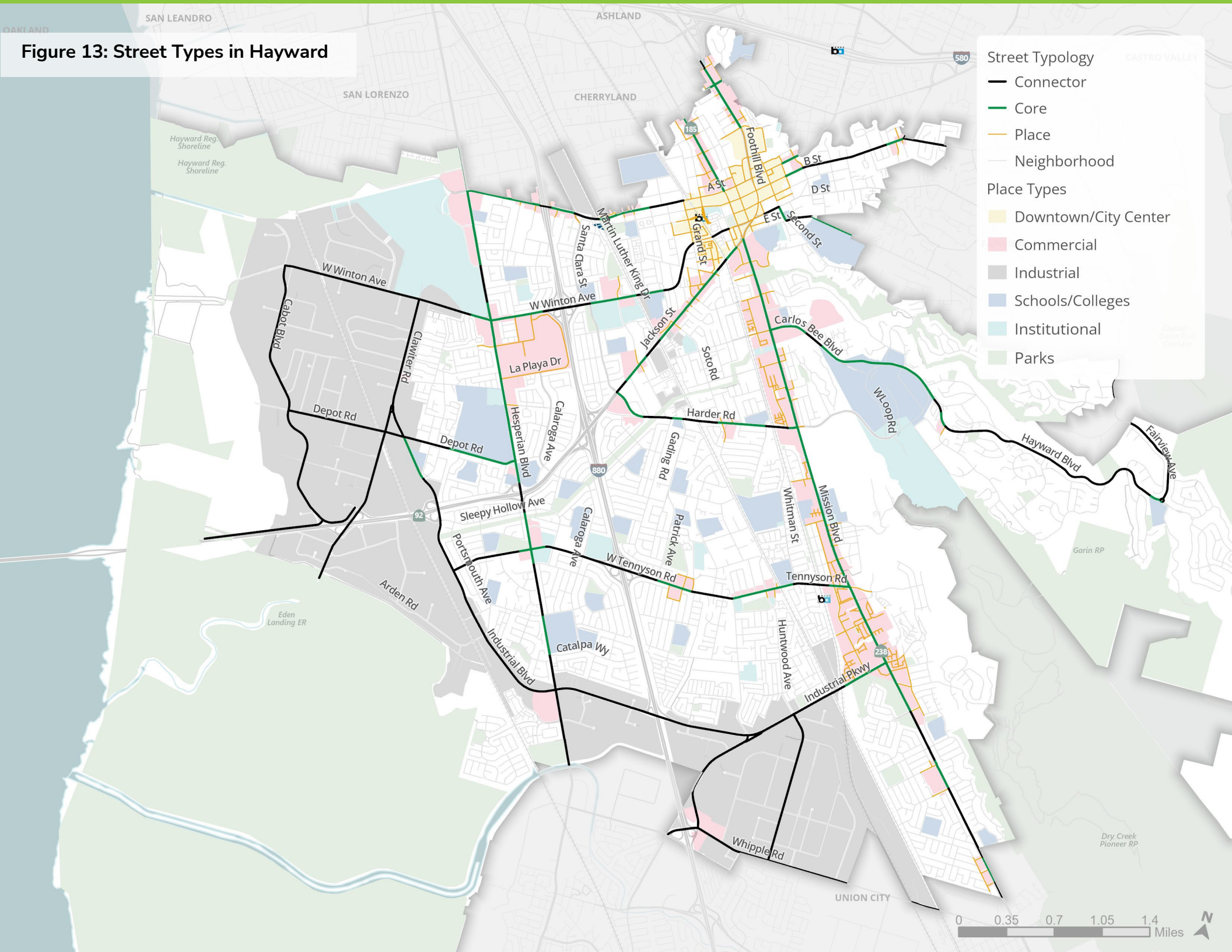
The target speed framework is primarily based on two factors: 1) roadway classification as an approximation of traffic level and 2) surrounding land use to assess activity level (**Figure 12**). Based on this framework, the roadway network in Hayward is categorized into the following four categories and mapped in **Figure 13**:

1. **Connector Streets:** These include arterials and collectors that are outside commercial areas. Connector Streets are movers of people and goods. They typically have limited active land uses, with intersections spaced further apart. Connector Streets are frequently within industrial areas, such as Industrial Parkway, Whipple Road, Clawiter Road, and Cabot Boulevard. Some Connector Streets also line residential areas, such as Hayward Boulevard.
2. **Core Streets:** These include arterials and collectors that are within commercial areas (excluding Downtown) or along schools. Core Streets connect to regional transit centers and move all modes, while also serving as places where people go for work, school, and recreation. Core Streets are mostly along key commercial areas, including Mission Boulevard, Hesperian Boulevard, Jackson Street, and A Street.
3. **Place Streets:** These include all streets that are within Downtown Hayward, as well as local streets within other commercial areas, such as along mixed-use development near Mission Boulevard. Place Streets are centers of community and business, and the blocks are typically shorter with frequent crossings. People often visit these streets on foot or bicycle, and the sidewalk and curbs are often used for dining, loading, and other business and community functions.
4. **Neighborhood Streets:** These include all local streets that are outside commercial areas. Neighborhood Streets are typically in residential areas where people live, walk to school, and exercise. Most of the City's roadway network are Neighborhood Streets, primarily serving residential areas.

Figure 12: Street Types Based on Traffic Level and Land Use Activity

The land use character can vary along a corridor, meaning some streets can have multiple street typologies, such as A Street, Harder Rd, and Jackson St. Countermeasures on these corridors should be selected to ensure appropriate transition between target speeds. For example, the target speed can be set for the whole corridor based on connector street type, but additional countermeasures such as roundabout or chicanes can be used to further slow vehicles as appropriate for a core segment.

Figure 13: Street Types in Hayward



3.2 Setting Target Speeds

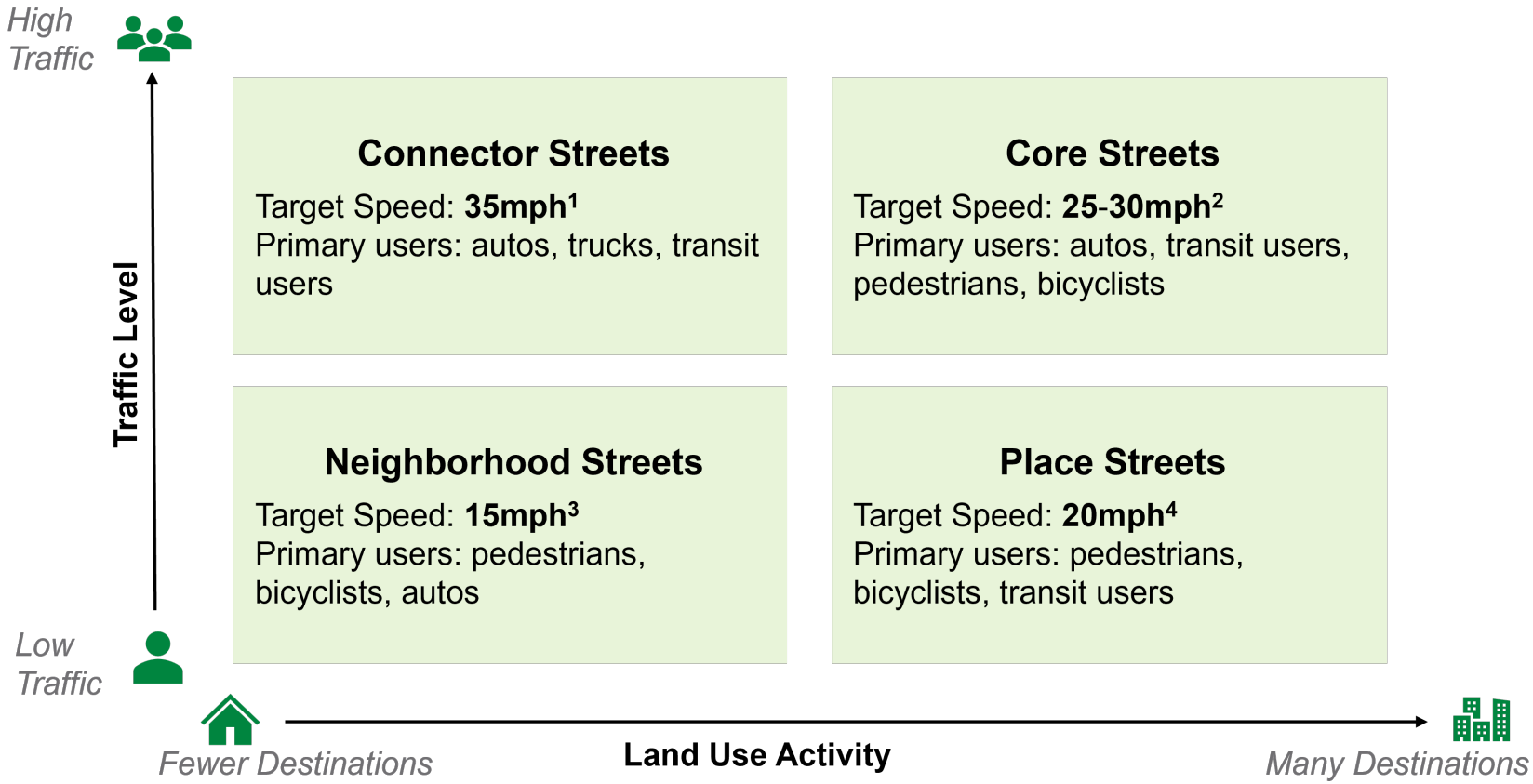
The Target Speed Framework lays out the highest speeds at which vehicles should operate on streets in Hayward to support the safety of all road users. Target speeds are different from posted speeds (or the speed limit). The posted speed is the maximum lawful speed for a roadway as displayed on a regulatory sign, whereas the target speed is the ideal vehicle speed for a roadway. While the City may be able to lower the posted speed to match the target speed in some cases, the SMP recommends safety treatments that aim to lower observed speeds to better match target speeds.

The target speeds are determined by the four street types, considering the typical mix of road users, land use context, and needs for movement and placemaking on each street type (**Figure 14**). The lowest target speed of 15 mph is recommended on Neighborhood Streets, where families live and kids go to school. This is followed by a target speed of 20 mph on Place Streets, where people gather and where pedestrians and bicyclists are primary users. The lowering of target speeds from 20 mph to 15 mph on Neighborhood Streets is needed to prioritize safety of the most vulnerable road users, such as children and seniors. State law allows setting 15 mph posted speeds near school zones, so by setting the same target speeds, the SMP provides strategies to bring actual speeds closer to the posted speed near schools. Additionally, since 15 mph is closer to biking speed, it reduces the likelihood of severe collisions involving bicyclists.

The target speed on Core Streets is typically 30 mph but reduces to 25 mph in front of schools. Connector Streets have a target speed of 35 mph unless segments are primarily residential serving, such as on B Street and Hayward Boulevard.

Speed reduction tools (**Chapter 4**) can be applied to align prevailing speeds with target speeds, such as lowering the posted speed limit and changing the roadway design.

Figure 14: Target Speed Framework



[1]Target Speeds on residential-serving parts of Connector Streets, including B Street and Hayward Boulevard: 25 mph
[2]Target Speeds on Core Streets along a school: 25mph
[3]Target Speeds on Neighborhood streets in industrial areas: 25mph
[4]Target Speeds on Foothill Boulevard: 25mph

CHAPTER 4

Speed Reduction Toolbox

This chapter presents speed management tools that the City can use to encourage slower speeds and align prevailing vehicle speeds to target speeds. As these tools are implemented and observed speeds are lowered, the City will update speed limits to bring speed limits into closer alignment with target speeds.

The tools are organized into two locational categories: (1) at or through intersections, and (2) along street segments. A combination of these tools will need to be implemented along any given corridor (i.e., series of segments and intersections) to experience consistent speed reduction benefits. Some of the tools noted below are also effective at providing additional safety benefits.

Table 2 and **Table 3** below show the speed reduction toolboxes for intersections and streets. **Appendix B** provides greater detail on each speed reduction tool, including a description and the types of streets where it may be most appropriate to implement.

4.1 Speed Management at Intersections

Managing speed on the approach to an intersection, as well as managing vehicle speeds either traveling through or turning at an intersection, are critical for improved safety outcomes. Intersections are where most multimodal paths of travel cross at angles that increase the likelihood of a severe collision. Managing vehicle speeds by requiring vehicles to stop before turning or proceeding, to turn at slower speeds, and/or progress through an intersection at a slower speed all provide substantive safety benefits. In the context of a corridor, slowing vehicles at intersections also makes it easier to manage vehicle speeds between intersections on the street segments. **Table 2** summarizes tools that help slow vehicle speeds at intersections.

4.2 Speed Management along Street Segments

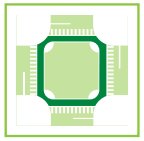
Higher vehicle speeds on street segments make it difficult, uncomfortable, and higher risk for people traveling by any mode to cross the street. Higher vehicle speeds along the street also create a loud and unappealing environment for people living along those streets as well as for walking, biking, and accessing transit along those streets.

Table 4 summarizes countermeasures that help slow vehicle speeds along street segments.

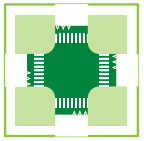
Table 2. Intersection Strategies that Help Slow Vehicle Speeds

A. Intersection Control			
	Roundabouts		All-Way Stop Control Intersections
	Neighborhood Traffic Circles		Traffic Signals with Slow Green Wave Progression
B. Traffic Signal Operations			
	Protected Left-Turn Phasing		Leading Pedestrian Interval and Pedestrian Recall
	Prohibit Right-Turn on Red		Separate Pedestrian and/or Bicycle Crossing Phases
	Rest in Red		Red Light Running Cameras
	Flashing Red		Shorter Cycle Length

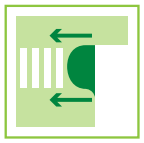
C. Geometric Features at Intersections



Protected Intersection



Raised Intersection



Curb Extensions or Tighter Curb Radii

Diverters

Eliminating or Closing Slip Lanes for Turning Vehicles

Raised Median or Splitter Island

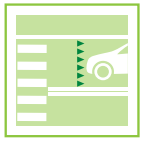
Raised Crosswalks

Floating Transit Island or Bus Boarding Island

D. Pavement Markings at or on Approach to Intersections

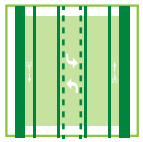
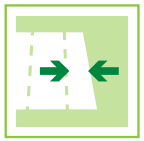
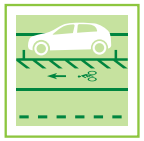
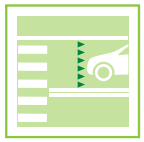
Centerline Hardening

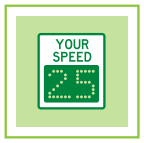
Painted Optical Speed Bars



High Visibility Crosswalks with Advanced Yield Line or Stop Line

Table 3. Street Segment Strategies that Help Slow Vehicle Speeds

A. Physically or Visually Narrowing Vehicle Traveled Way			
	Road Diet		Centerline Hardening
	Vehicle Lane Narrowing		Landscaping Buffer
	Separated Bikeway		Chicane or Horizontal Deflection
	Buffered Bike Lanes and Door Zone Markings		Raised Median and/or Refuge Island
	Centerline and Edgeline Markings		Back-in Angled Parking
B. Other Treatments (Humps, Pavement Markings, Signs, and Beacons)			
	Speed Hump or Speed Table		High Visibility Crosswalks with Advanced Yield or Stop Markings and Warning Signs



Speed Feedback Sign

Transverse Rumble Strips

Pedestrian Hybrid Beacons

Painted Optical Speed Bars

Rectangular Rapid Flashing Beacon

Chevron Signs on Horizontal Curves

C. Ordinance or Enforcement Related

Speed Limit Reduction

In-Person Enforcement[2]

Speed Safety Cameras[1]

D. Education

Traffic Safety Campaigns

Traffic Safety School for Violators

Parent-oriented Traffic Safety Trainings at schools

1. Installing Speed Safety Cameras is currently not legal in Hayward though is being trialed elsewhere in the state. California state legislation would need to change to allow for speed safety cameras to be used more broadly.
2. Effectiveness varies depending on the resources and officers available for enforcement.

CHAPTER 5

Speed Reduction Corridors

This chapter outlines the framework for identifying speed reduction corridors based on observed speeds and target speeds. It further provides examples on how to apply the speed reduction toolbox outlined in the previous chapter to a set of Priority Speed Reduction Corridors (PSRC).

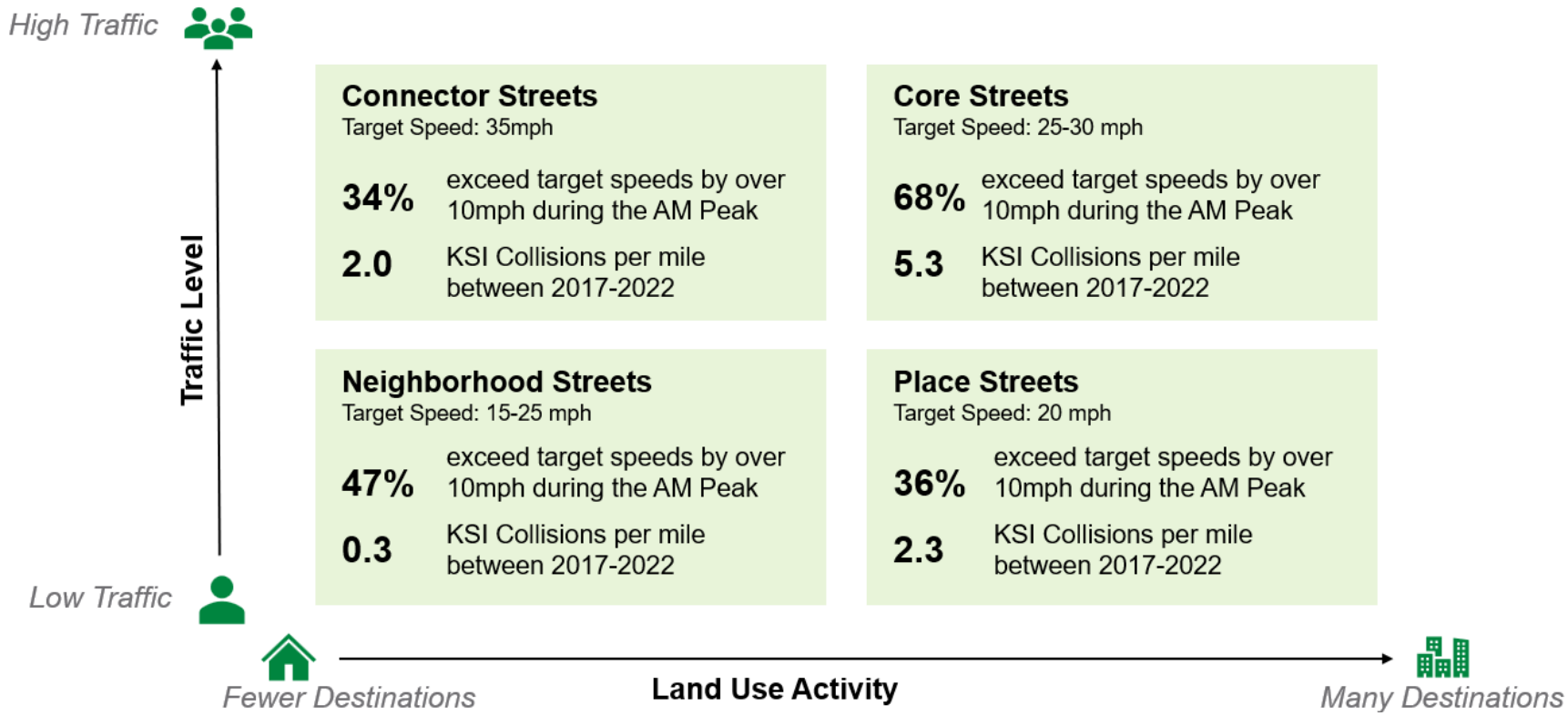
5.1 Defining Speed Reduction Corridors

Speed Reduction Corridors are corridors with a high discrepancy between observed speeds and target speeds, thereby demonstrating a high need for speed management.

Figure 15 shows a comparison between the observed speeds during the AM peak period, which sees the highest speeds outside of the overnight period, and the target speeds for each street type defined in **Chapter 3**. Across the four street types, Core Streets have the largest difference between target speeds and observed speeds with nearly 70% of Core Streets exceeding target speeds by over 10 mph in the AM peak. Core Streets also account for the highest number of KSI collisions per mile compared to other street types. Observed speeds on nearly 50% of Neighborhood streets also exceed target speeds by more than 10 mph, reinforcing the need for continued neighborhood traffic calming efforts.

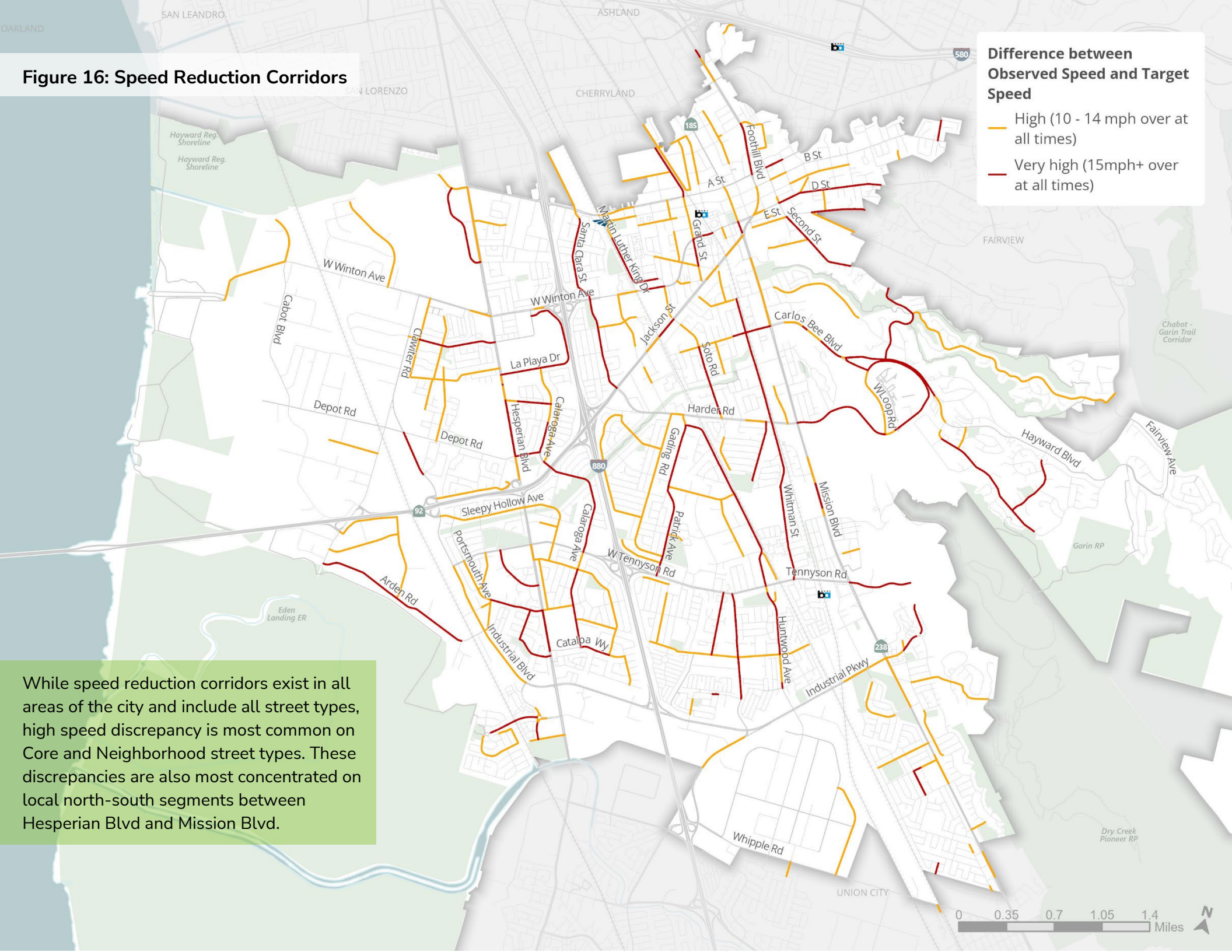
Since observed speeds vary across the day, with different corridors operating at their highest speeds during different time periods, this plan defines speed reduction corridors as segments where observed speeds exceed target speeds by 10 mph or more across all time periods, as shown in **Figure 16**. This network serves as a tool for the City to identify segments for speed management implementation.

Figure 15: Comparison between Target Speeds and Observed Speeds



Source: TIMS, 2017-2022; Streetlight, Oct 2024

Figure 16: Speed Reduction Corridors



While speed reduction corridors exist in all areas of the city and include all street types, high speed discrepancy is most common on Core and Neighborhood street types. These discrepancies are also most concentrated on local north-south segments between Hesperian Blvd and Mission Blvd.

5.2 Criteria for Priority Speed Reduction Corridors

While reducing speeds on all speed reduction corridors is crucial, a set of Priority Speed Reduction Corridors (PSRC) were identified to serve as a template for applying speed reduction tools. These PSRCs were identified based on high speed discrepancy and the following two factors:

- **High Injury Network:** overlap with the City's High Injury Network (HIN) from the LRSP
- **High Need Areas:** serves a school or areas with a high percentage of Transportation Disadvantaged Population as identified in the LRSP

Table 4 shows the five PSRCs selected, along with street type, target speed, and the three criteria. To demonstrate application of a variety of speed reduction tools in different roadway and land use contexts, this list includes PSRCs of different street types.

Criteria for Speed Reduction Corridors

High Speed Discrepancy

Streets where observed speeds exceed target speeds by 10mph or more throughout the day

Additional Criteria for **Priority** Speed Reduction Corridors

Priority locations from Local Roadway Safety Plan (LRSP)

This includes streets on the High Injury Network, streets along priority population zones, or along schools

Table 4: Priority Speed Reduction Corridors

Corridor	Street Type[1]	Target Speed	High Speed Discrepancy	Serves Priority Locations from LRSP
Hesperian Blvd between SR-92 ramp and Turner Ct	Core	30 mph	✓	✓
Industrial Blvd between W Tennyson Rd to Baumberg Ave	Connector	35 mph	✓	✓
Huntwood Ave between Shafer Rd to W Tennyson Rd	Neighborhood	15 mph	✓	✓
Calaroga Ave between Peterman Ave to W Tennyson Rd	Neighborhood	15 mph	✓	✓
Santa Clara St between Winton Ave to W Jackson St	Neighborhood	15 mph	✓	✓

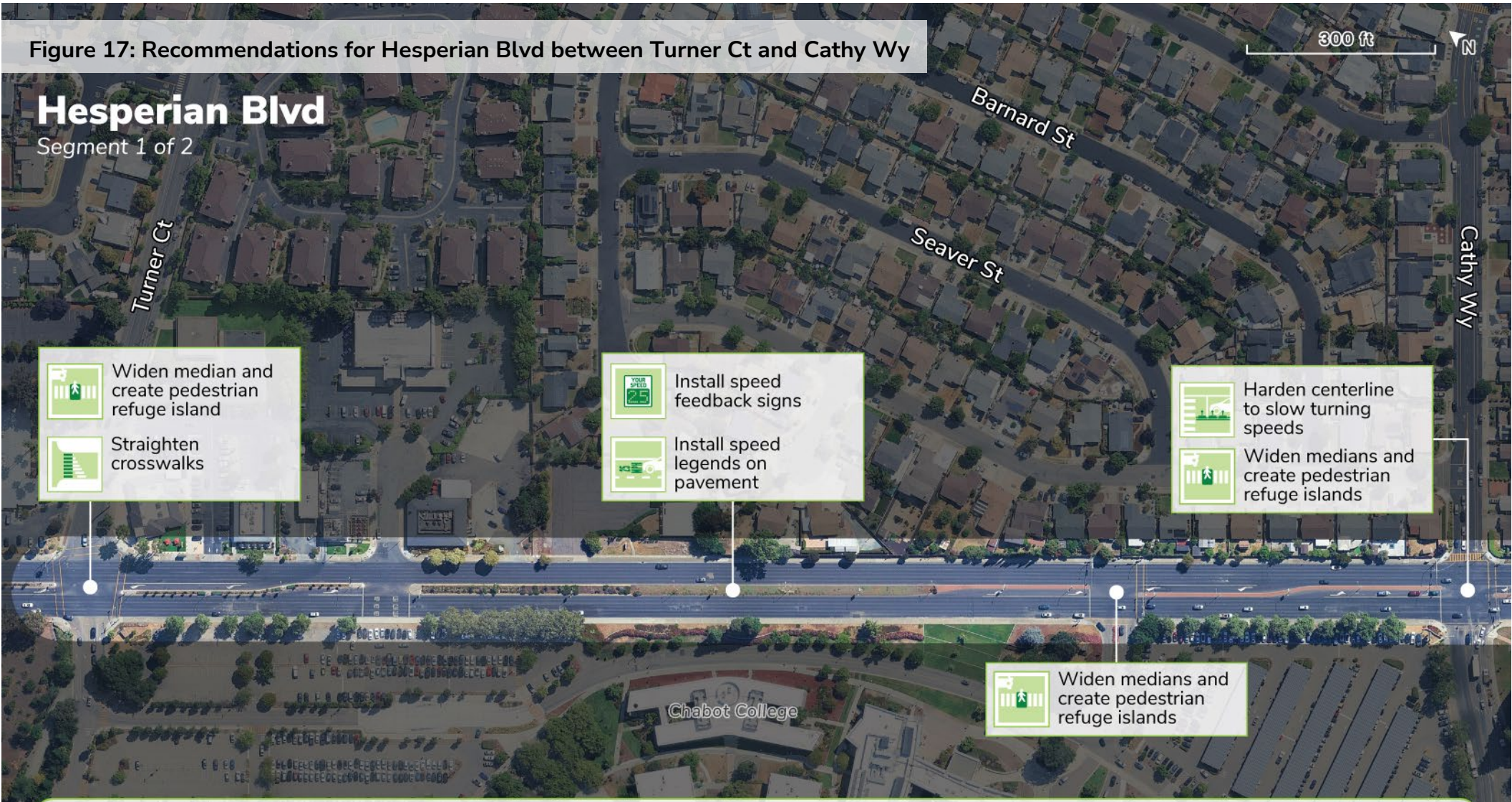
Notes:

1. A Place Street corridor is not included because the City is leading a separate study (Safe Streets Downtown) focused on improving safety along the Downtown Loop, which will serve as a template in applying speed reduction measures on these street types.

5.3 Applying Countermeasures to Priority Corridors

This section includes recommendations for applying speed reduction countermeasures to the five PSRCs. The plans shown below (**Figure 17** through **Figure 26**) serve as examples of using a variety of tools to bring observed speeds closer to target speeds and can be applied to other corridors with similar roadway and land use characteristics.

Figure 17: Recommendations for Hesperian Blvd between Turner Ct and Cathy Wy



Corridorwide Strategies

- Reduce the speed limit along the corridor to 30 mph
- Add high-visibility crosswalks where appropriate
- Tighten corner radii and provide bulbouts to slow turning speeds
- Install speed sensitive rest-in-red signals at all signalized intersections
- Install leading pedestrian intervals with accessible pedestrian signals at all signalized intersections where missing
- Prohibit right turn on red at appropriate signalized intersctions
- Evaluate road diet or lane narrowing (from seven lanes to five) and install separated bikeway per the Bike and Pedestrian Master Plan

Figure 18: Recommendations for Hesperian Blvd between Cathy Wy and Sleepy Hollow Ave

Corridorwide Strategies

- Reduce the speed limit along the corridor to 30 mph
- Add high-visibility crosswalks where appropriate
- Tighten corner radii and provide bulbouts to slow turning speeds
- Evaluate road diet or lane narrowing, install separated bikeway per the Bike and Pedestrian Master Plan
- Install leading pedestrian intervals with accessible pedestrian signals at all signalized intersections where missing
- Prohibit right turn on red at appropriate signalized intersctions
- Install speed sensitive rest-in-red signals at all signalized intersections
- Install separated bikeway per the Bike and Pedestrian Master Plan

Figure 19: Recommendations for Industrial Blvd between Tennyson Rd and Arf Ave

Corridorwide Strategies

- Evaluate road diet
- Add high-visibility crosswalks where appropriate
- Tighten corner radii and provide bulbouts to slow turning speeds
- Install speed sensitive rest-in-red signals at all signalized intersections
- Install two-way separated bikeway on east side, switching to west side at Baumberg Ave
- Prohibit right turn on red at appropriate signalized intersctions
- Replace existing raised dome style lane markers with painted markings to increase visibility of lane markings

Figure 20: Recommendations for Industrial Blvd between Arf Ave and Baumberg Ave

Corridorwide Strategies

- Evaluate road diet
- Add high-visibility crosswalks where appropriate
- Tighten corner radii and provide bulbouts to slow turning speeds
- Install speed sensitive rest-in-red signals at all signalized intersections
- Install two-way separated bikeway on east side, switching to west side at Baumberg Ave
- Prohibit right turn on red at appropriate signalized intersctions
- Replace existing raised dome style lane markers with painted markings to increase visibility of lane markings

Figure 21: Recommendations for Huntwood Ave between Schafer Rd and Sierrawood Ave

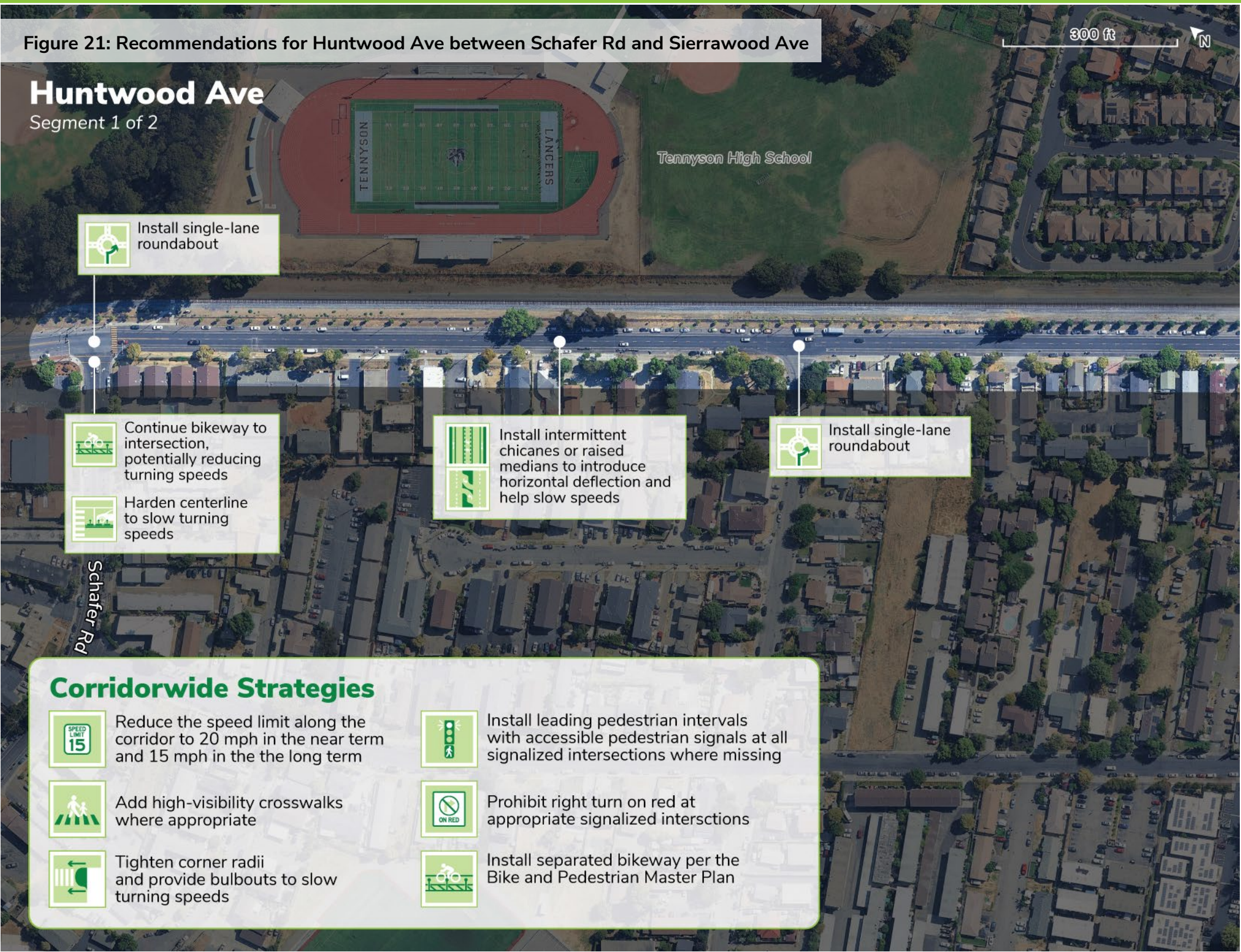


Figure 22: Recommendations for Huntwood Ave between Harris Rd and Tennyson Rd

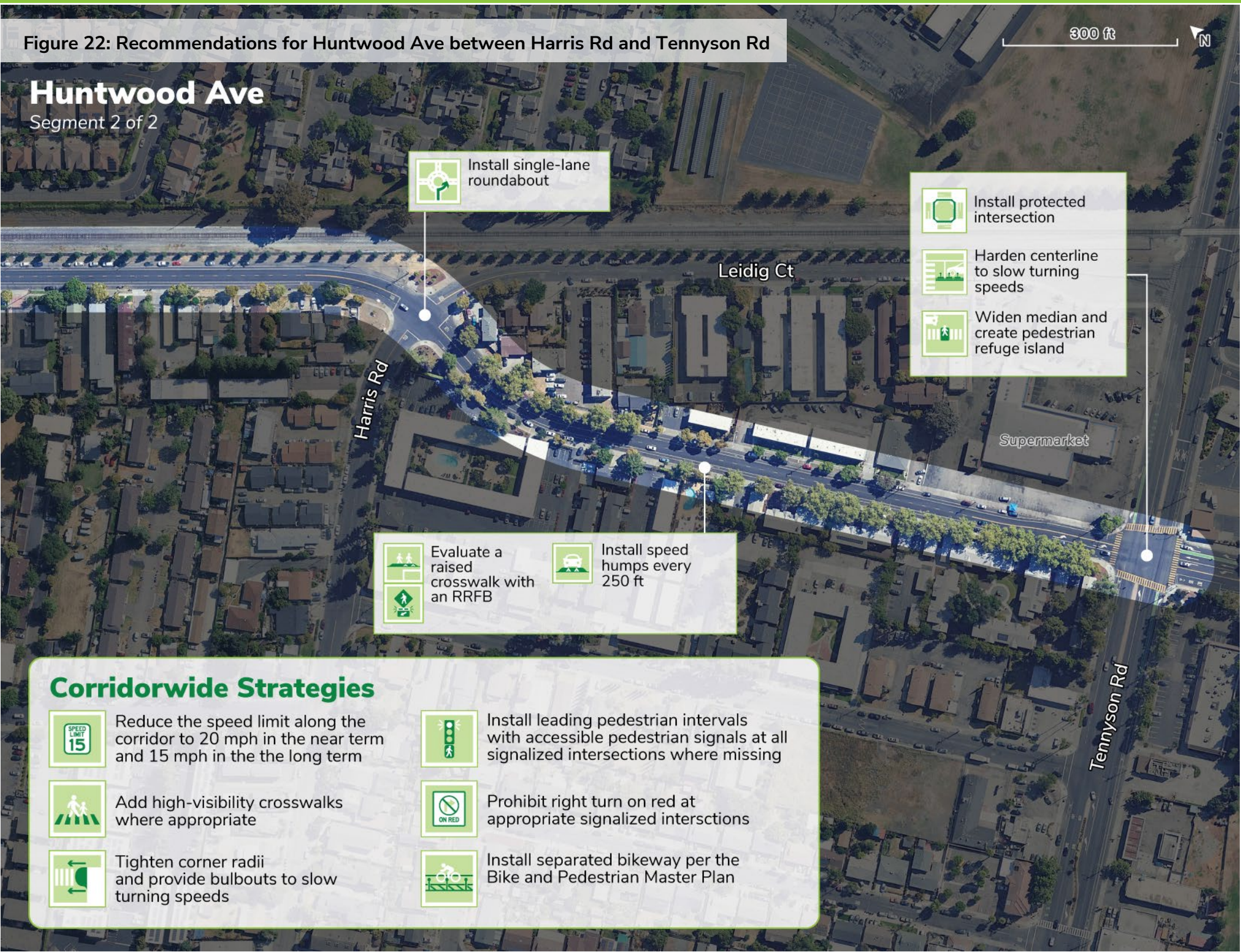


Figure 23: Recommendations for Calaroga Ave between Peterman Ave and Sunny Pl

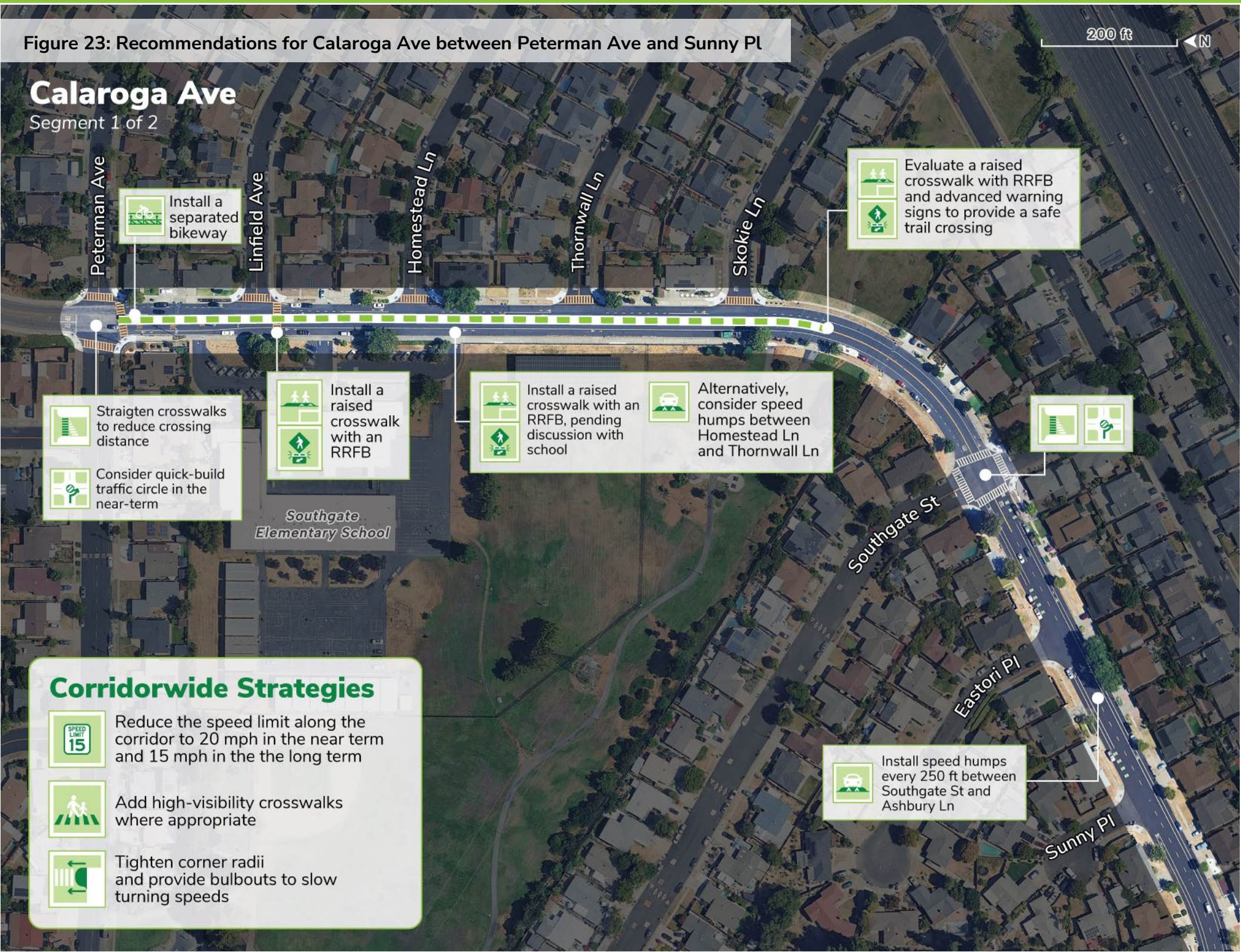


Figure 24: Recommendations for Calaroga Ave between Sunny Pl and Tennyson Rd

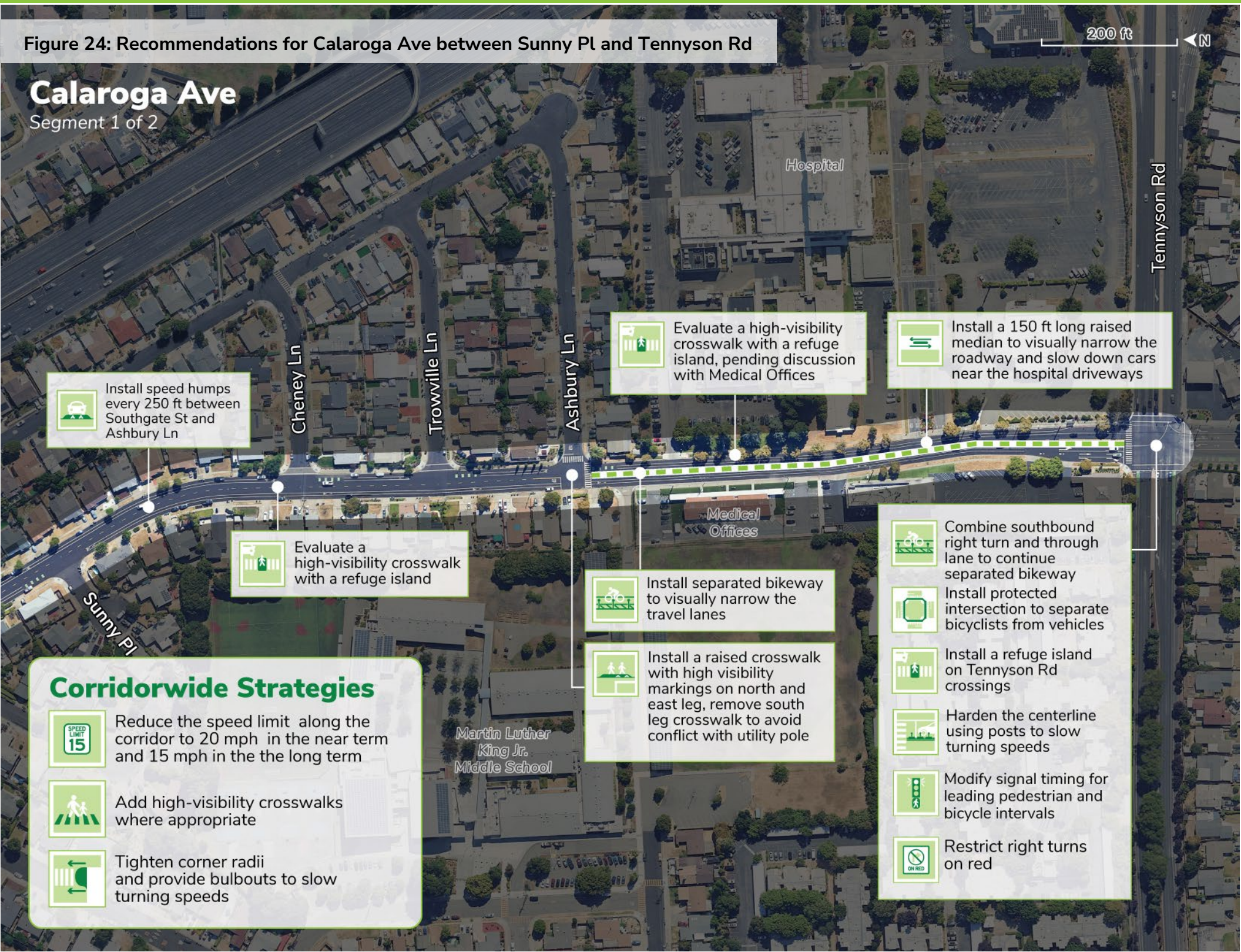


Figure 25: Recommendations for Santa Clara St between Winton Ave and Larchmont St

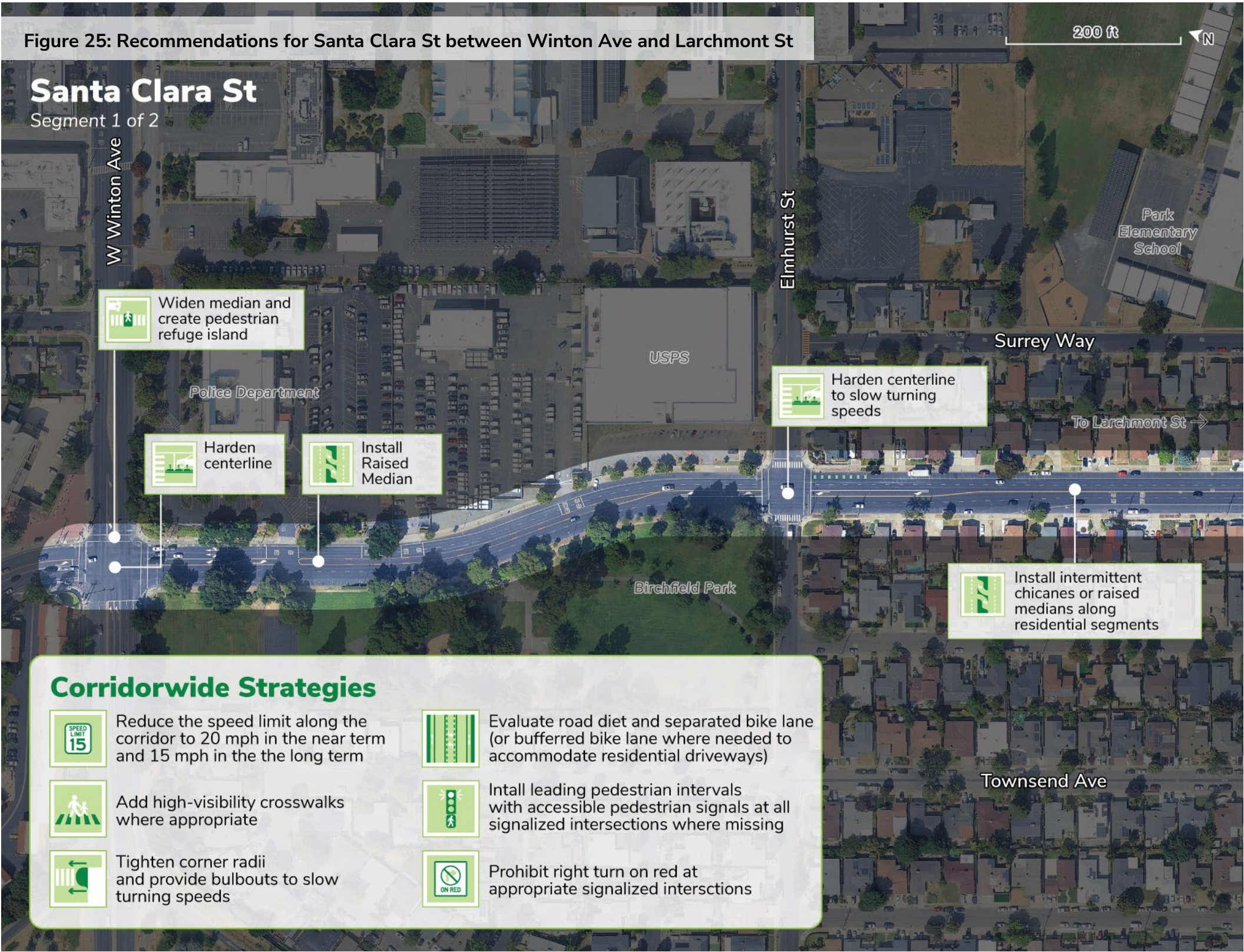
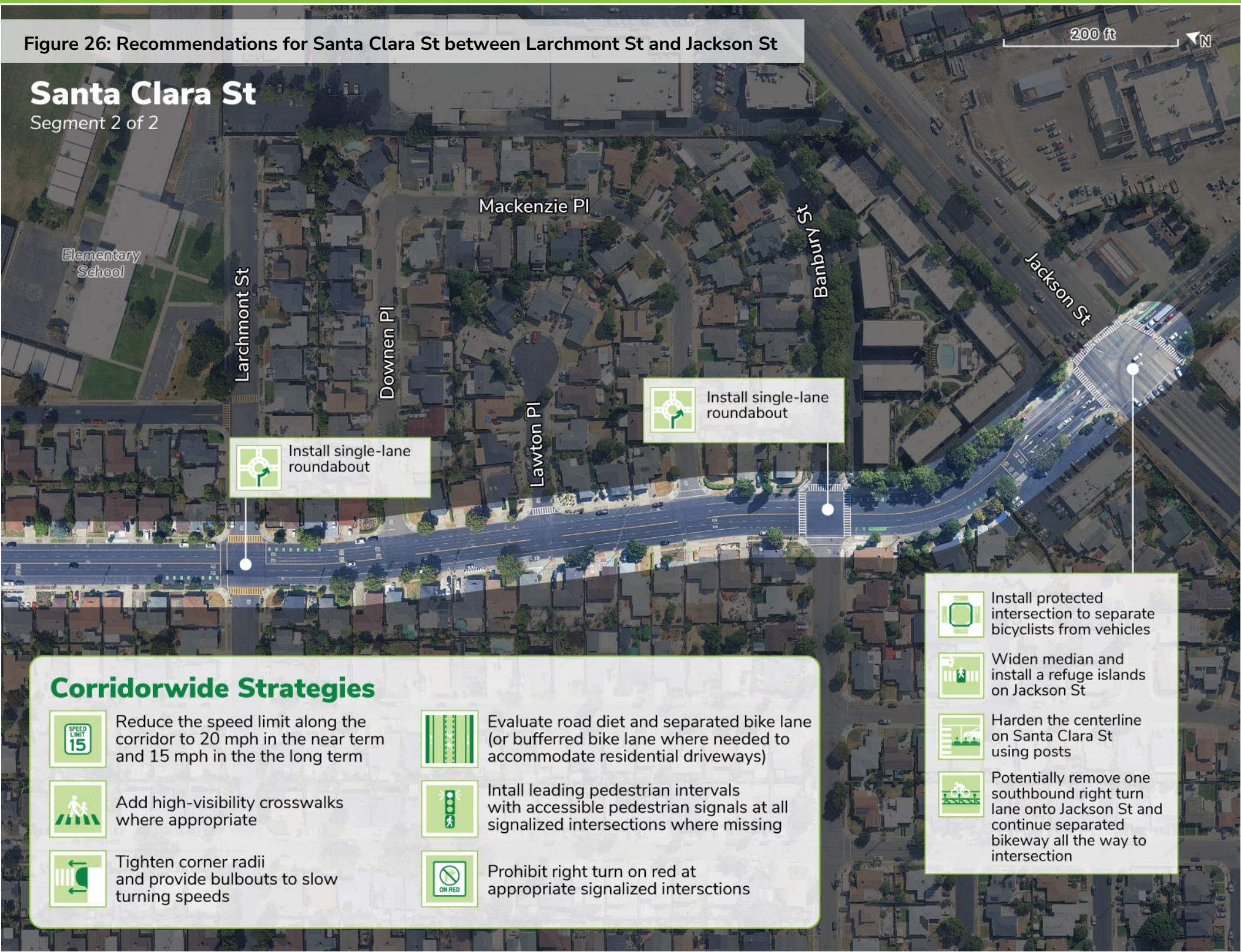


Figure 26: Recommendations for Santa Clara St between Larchmont St and Jackson St



CHAPTER 6

Institutionalizing Safe Speeds

This chapter outlines how speed management can be institutionalized in the City of Hayward. A benchmarking assessment of existing safety plans, policies, and programs was conducted to identify the state of current practice in Hayward as well as opportunities to institutionalize safe speeds.

6.1 Policy Review

Applying the Safe System approach, the following plans and programs were reviewed for alignment with industry best practices for speed management:

- Hayward Local Road Safety Plan (LRSP)
- Bicycle and Pedestrian Master Plan (BPMP)
- 2040 Hayward General Plan
- Safe Routes to School (SR2S) Program
- Safe Routes for Seniors (SR4S) Program
- Neighborhood Traffic Calming Program

Existing policies and programs were compared to benchmark safety policies to assess the level of implementation and institutionalization of speed management practices in Hayward. These benchmarks support the objectives of the Safe System approach, including Safety Planning and Culture, Safe Users, Safe Roadways, Safe Vehicles, Safe Speeds, and Post-Crash Care.

When compared to the state of the current practice, most benchmark approaches have been codified in a standard or policy adopted by the City, but the status of implementation remains unclear. With the adoption of the LRSP, the City has made significant progress toward institutionalizing several best practices, such as identifying causal factors for collisions, developing an implementation plan to achieve the Vision Zero goal, and prioritizing safety improvements that would have benefit vulnerable users such as children and seniors. Remaining opportunities are described in the next section.

6.2 Priority Actions for Speed Management

While the City has made advancements toward institutionalizing several best practices, the benchmarking assessment identified some gaps between current safety policies in Hayward and best practices for speed management. The priority actions in **Table 5** address these gaps and support safe speeds. The priority actions are organized into the following six categories:

1. Stakeholder Collaboration
2. Training & Education
3. Policies & Procedures
4. Enforcement
5. Evaluation & Prioritization
6. Monitoring

Each action is assigned to a lead department at the City for implementation. Some actions may require collaboration with other departments or stakeholders to ensure successful implementation of the action.

Table 5: Recommended Speed Management Actions

Action Category	Description	Lead Department
1. Stakeholder Collaboration		
Safety Task Force	Regularly convene a Safety Task Force of safety partners and stakeholders, including community groups, business organizations, emergency services, and school districts, to provide input on the implementation of the LRSP and SMP actions. The task force will consist of the same safety partners who have participated in stakeholder meetings for the SMP.	Public Works – Transportation Division
2. Training & Education		
Safe System Trainings	Provide annual Safe System training to City of Hayward staff, directors, and elected officials, focused on best practices for speed management and roadway design and the role of speed in fatal and severe injury collisions.	Public Works – Transportation Division
Safety Demonstration Projects	Use temporary pop-ups and project demonstrations to build support among stakeholders and the public for safety improvements and solicit feedback to further improve project design.	Public Works – Transportation Division
Traffic Collision Reports	Provide training to police officers on how to complete the field for race/ethnicity on traffic collision reports (Form 555) to ensure it is completed consistently and accurately in order to track the equity impacts of speed enforcement.	Police Department
3. Policies & Procedures		
By-Right Safety Projects	Determine which types of projects the City will implement given certain conditions to systematically implement speed management through operations and maintenance efforts (e.g., repaving).	Public Works – Transportation Division
Update Standard Details	Review and update the City of Hayward's Standard Details to ensure that standard designs and diagrams are aligned with Safe System design.	Public Works – Engineering Division

Action Category	Description	Lead Department
Objective Design Standards	Develop Objective Design Standards (ODS) for new developments to guide safety impact assessments and identify opportunities to incorporate speed management and Safe System design. As conditions of approval, the ODS must be met for the project to be approved.	Public Works – Transportation Division
Update City's General Plan	Remove Level of Service (LOS) standards from the requirements for all Transportation Impact Analysis (TIAs) and replace it with another measure of exposure, such as vehicle miles traveled (VMT). This would expand the City's previous General Plan amendment that removed LOS under CEQA.	Public Works – Transportation Division
Context-Specific Speed Limits	Use Assembly Bill 43, which allows flexibility in determining speed limits, to set speed limits that are based on the land use context, roadway characteristics, modal priorities, and presence of vulnerable road users.	Public Works – Transportation Division
Safety-Optimized Signal Timing	Use signal timing and phasing strategies to slow vehicle speeds and improve safety outcomes, particularly during off-peak time periods.	Public Works – Transportation Division
Update City Vehicle Procurement	Update the Fire Department's fleet procurement policies to ensure that new vehicles purchased by departments include safety features and are compatible with Safe System design.	City Manager
4. Enforcement		
Safe System-Aligned Enforcement	Target enforcement efforts on locations most linked to speeding and fatal and severe injury collisions.	Police Department
Automated Speed Cameras	Deploy speed safety cameras in Hayward once permitted by state legislation, particularly at locations with high rates of speeding and fatal and severe injury collisions (see callout on page 47).	Public Works – Transportation Division
Red Light Cameras	Deploy red light running cameras, particularly at locations with high rates of red light running and illegal right turns (see callout on page 47).	Public Works – Transportation Division

Action Category	Description	Lead Department
5. Evaluation & Prioritization		
Speed Reduction Corridors Prioritization	Prioritize the Speed Reduction Corridors for future funding, including grant funding applications.	Public Works – Transportation Division
Safe System Project Evaluation Framework	Develop a project evaluation framework for projects on the CIP list, that highlights opportunities to strengthen speed management design.	Public Works – Transportation Division
6. Monitoring		
Speed & Collision Data Collection & Reporting	Continue to use big data (e.g. StreetLight speed data, near-miss data) to track network-wide speed changes and collisions and develop a monitoring process to evaluate progress on key safety performance indicators, including reduction in speeds and fatal and severe injury collisions, on an annual basis.	Public Works – Transportation Division
Collision Investigation & Monitoring	Partner with emergency services to monitor the locations, frequency, and severity of collisions to evaluate progress, the effectiveness of speed management projects, and inform future project design.	Public Works – Transportation Division & Emergency Services

Automated Enforcement in Hayward (2026)

The City previously operated a red-light camera (RLC) program, but in 2013, the City Council voted to discontinue it. Several factors contributed to that decision, including concerns about rear-end crashes, perception of safety benefits, cost recovery, public impressions that the program was a revenue grab, and ethical concerns involving the vendor.

Despite these issues, community members continue to cite red-light running as a major safety concern. Research supports the effectiveness of RLCs: an IIHS study found that they reduce fatal red-light-running crashes by 21% and all types of fatal crashes at signalized intersections by 14%, driven largely by significant reductions in deadly T-bone collisions.

The City could take the following steps to improve program performance and boost public confidence:

1. **Transparency**: Share data on red-light running with the public and routinely review intersection selection, signal conditions, and engineering treatments to ensure safety benefits over time. Clearly communicate revenue uses with the public.
2. **Enforcement**: Modernize the citation process by using new opportunities, such as virtual court attendance, and adjust timing thresholds to help reduce dismissal rates. Additionally, as of 2026, SB 720 also allows cities to opt into issuing red-light citations as civil violations (similar to parking citations), eliminating the need for facial identification associated with criminal violations.
3. **Collisions**: Rear-end crashes have decreased as automatic emergency braking (AEB) has become widespread since 2016. The City can further improve safety by lengthening yellow intervals at traffic signals with cameras.
4. **Contracts**: Align vendor incentives with safety goals, ensure strong privacy protections, reduce overhead costs, and incorporate clear exit provisions to avoid past issues.

Speed camera programs are also being piloted in six California cities in 2026. Speed cameras are effective at reducing speeds: IIHS research shows that speeding violations exceeding the limit by more than 10 mph dropped by 70–88% within six to eight months of camera deployment. If the opportunity to implement these cameras after the pilot becomes available, Hayward should consider implementing speed cameras as another tool to improve safety for all roadway users in the City.