

# Vision Zero San Jose

*“Moving toward  
zero traffic deaths  
and providing  
safe streets for all”*



# Vision Zero Cities

## A Vision Zero City meets the following minimum standards:

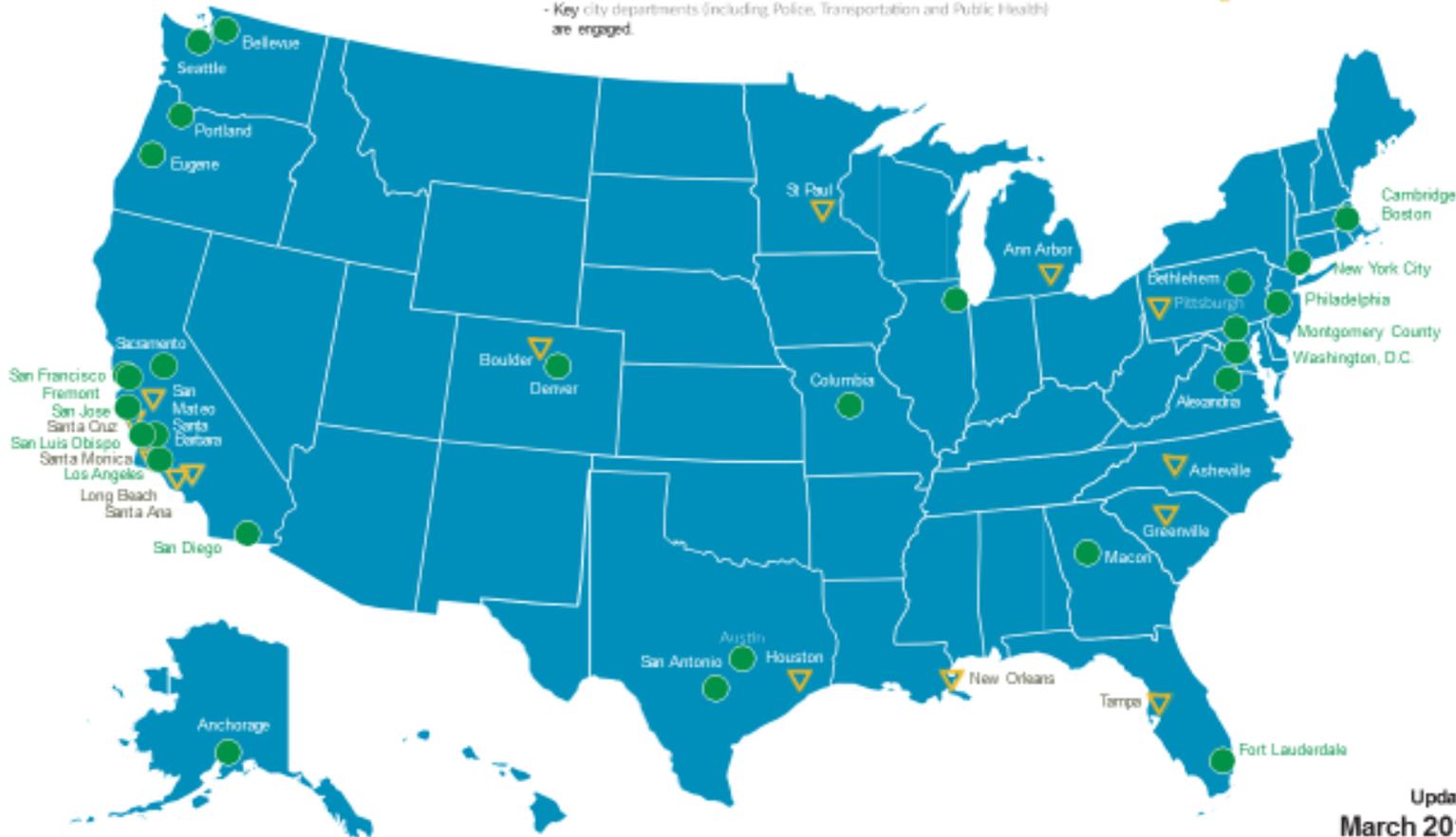
- Sets clear goal of eliminating traffic fatalities and severe injuries
- Mayor has publicly, officially committed to Vision Zero
- Vision Zero plan or strategy is in place, or Mayor has committed to doing so in clear time frame
- Key city departments (including Police, Transportation and Public Health) are engaged.



Vision Zero City



Considering Vision Zero



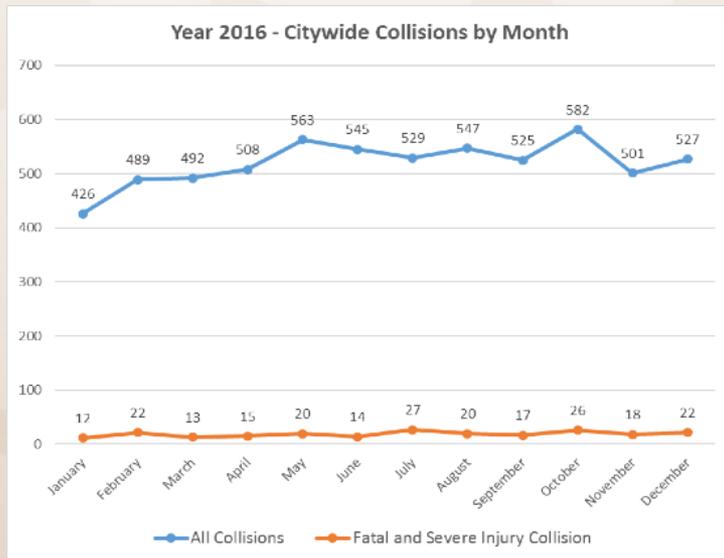
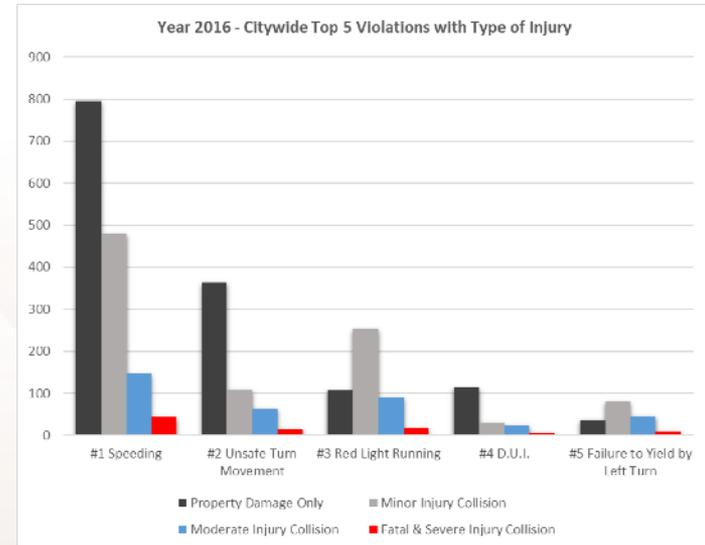
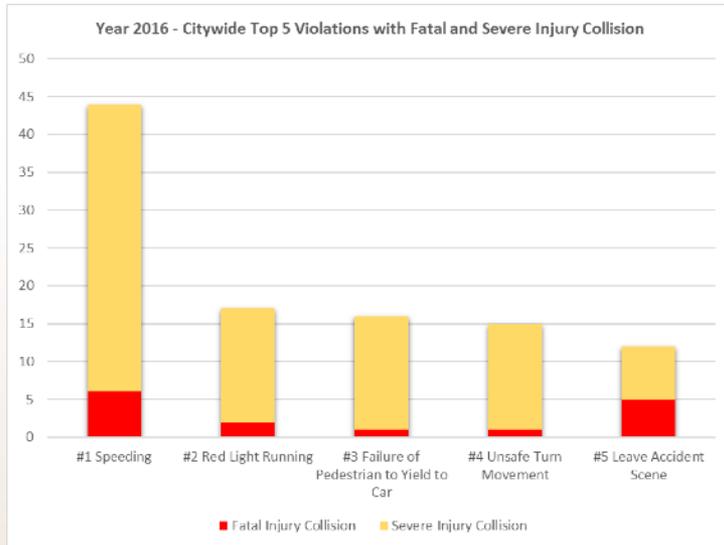
Updated  
March 2017

Source: Vision Zero Network

# Vision Zero Core Principles

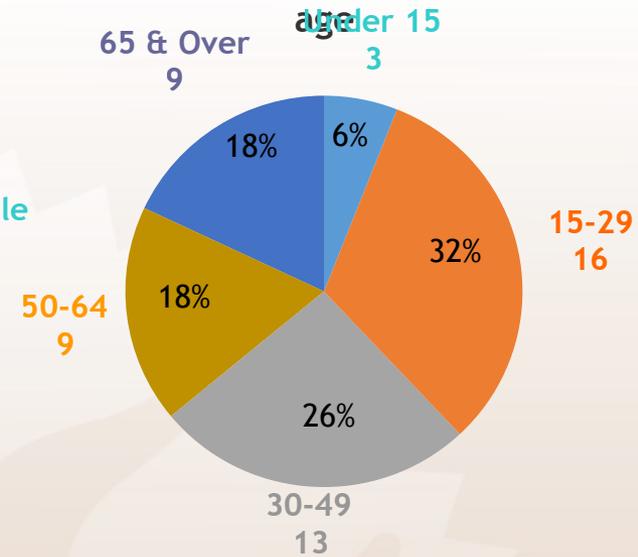
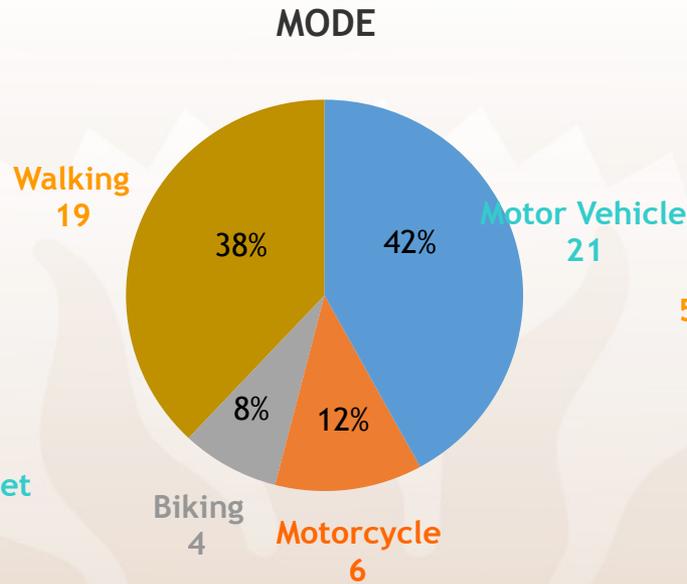
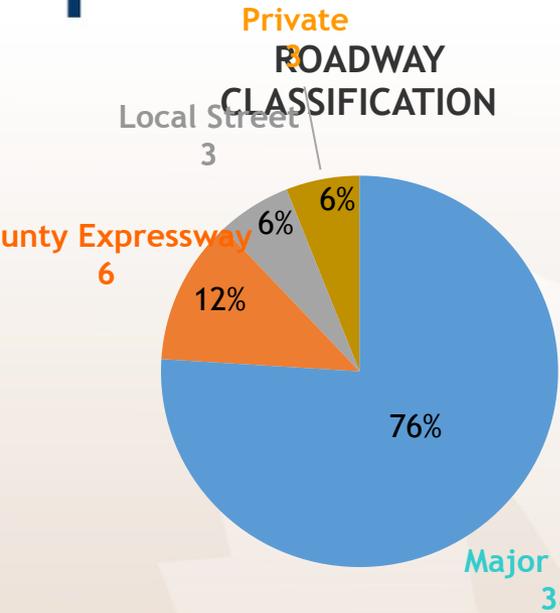
1. Traffic deaths are preventable and unacceptable.
2. Human life and safety takes priority over mobility.
3. Transportation system that accounts for human error.
4. Speed is a fundamental predictor of crash survival.
5. Safe human behaviors, education, engineering and enforcement are essential to a safe system.
6. Policy alignment at all levels of government.

# 2016 Citywide Traffic Collisions Data



- 40,200 traffic fatalities on US streets in 2016, 6% increase over 2015 and 14% increase over 2014 (highest two-year escalation in 53 years)
- 50 traffic fatalities within San Jose in 2016, relative to 60 fatalities in 2015 and 42 fatalities in 2014.

# 2016 Traffic Fatality Data



## San Jose Commute Modes: Workers 16+ for Years 2010-2014

77.7% Drove alone  
 1.6% Walked  
 1.1% Other means

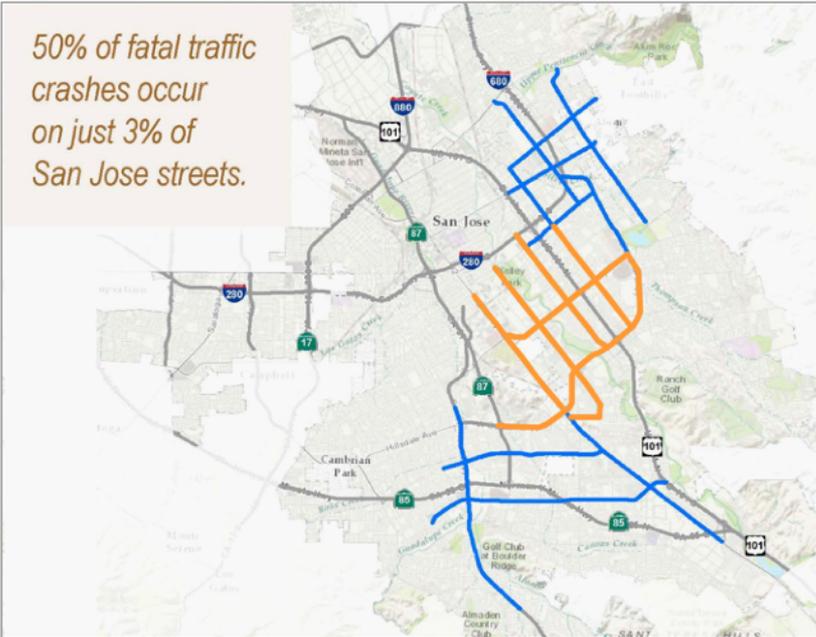
11.1% Carpooled  
 0.9% Cycled

3.7% Public Transportation  
 3.9% Worked at home

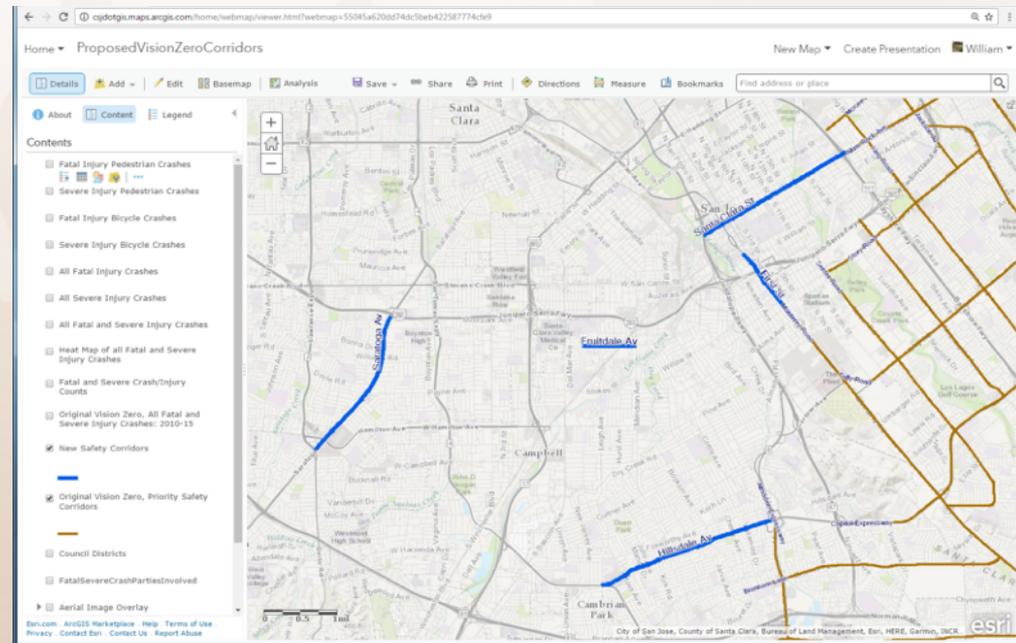
# Priority Safety Streets



50% of fatal traffic crashes occur on just 3% of San Jose streets.



Based on:  
- 2012-2016 Fatalities & Major Injuries



Based on:  
- 2010-2014 Fatalities & Major Injuries  
- 2014 Fatalities

# Ongoing VZ Efforts



Updating the two-year Action Plan

Aligning limited resources to Priority Safety Corridors

Targeted Enforcement due to limited staffing

Culture of safety through Education

Updating the Vision Zero web page

Pursuing Automated Speed Enforcement Legislation

## Engineering

### Corridors:

- Regional projects: Story Road
- Local projects: Ongoing Jackson Ave (OBAG) McLaughlin Ave (HSIP)  
Upcoming Tully Rd and McKee Rd (OBAG)  
Upcoming Senter Rd and White Rd (HSIP)

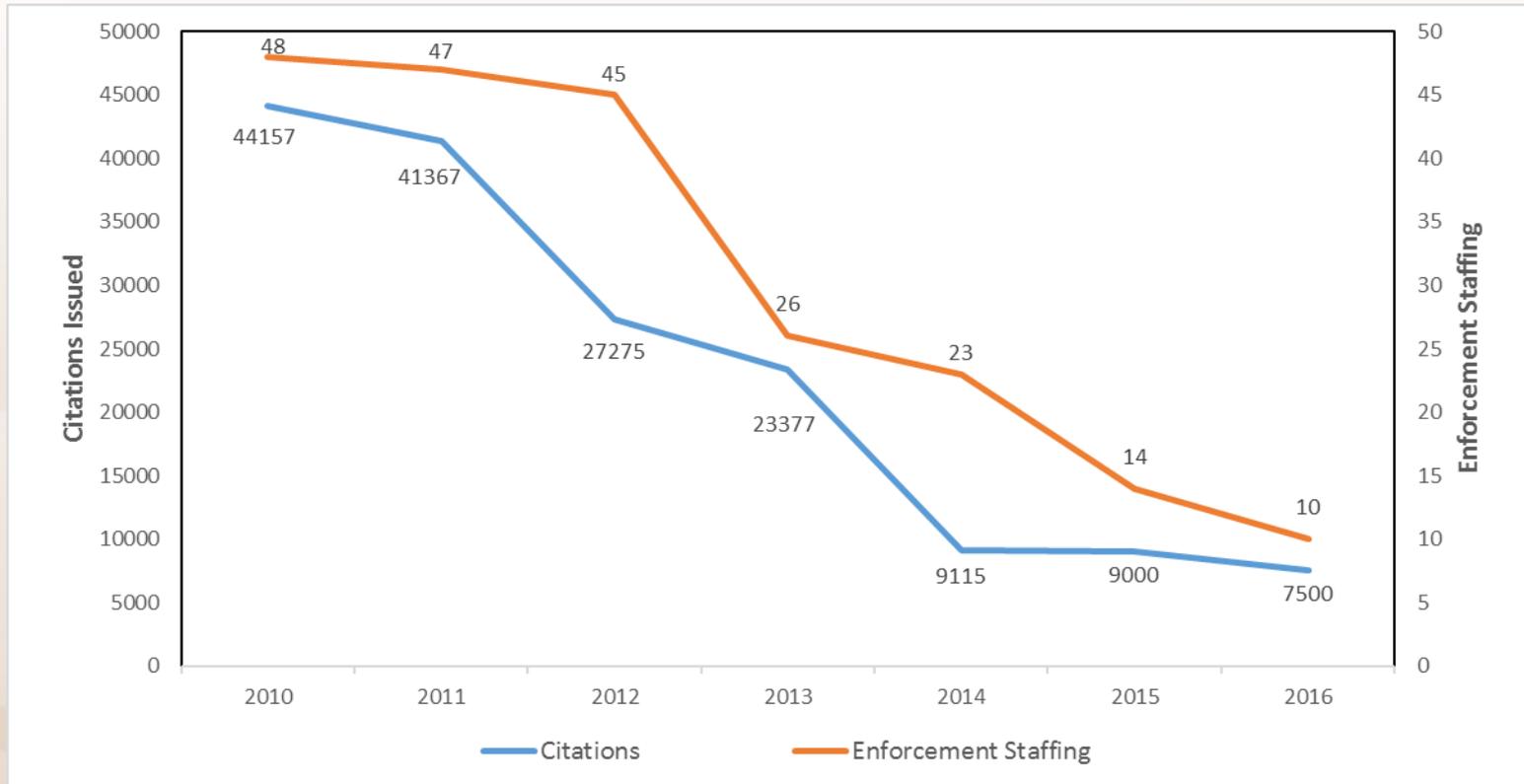
### Programs:

- Bike and Ped facilities improvements
- Traffic Calming
- Radar Speed Display Signs
- Traffic Signal Projects
- LED “Smart” Streetlights



# Enforcement

## Decrease in Enforcement Resources



# Education



- Maintaining Elementary and Middle Schools program
- Expanding program to High Schools
- Targeting Community and Senior centers
- Targeting Large and Medium size businesses
- Targeting homeless population
- Offering educational materials in multiple languages
- Handing out VZ brochures during enforcement
- Banners, web site update, and announcements



SPEED  
KILLS  
SLOW  
DOWN

Funding made possible by the Centers for Disease Control and Prevention

IT TAKES  
ALL  
OF US



Funding made possible by the Centers for Disease Control and Prevention

# Education & Engagement

Expanding the Walk&Roll Program  
under Measure B –  
VTA Board of Directors on 4/6/2017



# Web Page Update



csjdotgis.maps.arcgis.com/apps/webappviewer/index.html?id=5461b5a149524b4986611dc9ab40a41f

## Fatal and Severe Injury Crashes

Data covers January 1, 2012 to December 31, 2016

Esri World Geocoder

**Fatal and/or Severe Injury Crash**

AccidentDateTime	11/3/2012, 3:54 PM
TcrNumber	123080523
IntersectionId	59630
Distance	60
Vehicle_Dir	East Of
AStreetNameAndSuffix	FIFTEENTH ST
AStreetType	LO
BStreetNameAndSuffix	JULIAN ST
BStreetType	MA
Shop	
Vehicle_Involved_With	Pedestrian
Road_Cond	No Unusual Conditions

[Zoom to](#)

**Layer List**

**Operational Layers**

- Fatal Injury Pedestrian Crashes
- Severe Injury Pedestrian Crashes
- Fatal Injury Bicycle Crashes
- Severe Injury Bicycle Crashes
- All Fatal Injury Crashes
- All Severe Injury Crashes
- All Fatal and Severe Injury Crashes
- Heat Map of all Fatal and Severe Injury Crashes

High

csjdotgis.maps.arcgis.com/apps/webappviewer/index.html?id=478530be64264590a81b03be84093052

## Vision Zero Safety Projects

Safety Projects FAQ

**(1 of 4) Complete**

**Projects:** Mantel Cottle Park & Shell installed a HAWK Pedestrian Signal at mid-block crossing for ped access to Mantel Cottle Park

**Completion:** September 30, 2015

[Zoom to](#)

**Layer List**

**Operational Layers**

- Future Ped Safety Projects
- Rectangular Rapid Flashing Beacon (RRFB)
- Other Safety Improvements
- Completed Ped Safety Projects
- High Intensity Activated Crosswalk (HAWK)
- Rectangular Rapid Flashing Beacon (RRFB)
- Other Safety Improvements
- Future Bikeways
- Existing Bikeways
- Future Speed Radar Sign Installations
- Completed Speed Radar Sign Installations
- Future Traffic Signal Projects
- Completed Traffic Signal Projects
- Future Multimodal/Streetcape and Other Safety Projects
- Completed Multimodal/Streetcape and Other Safety Projects

Construction  
Plan/Design  
Preliminary  
Completed Multimodal/Streetcape and Other Safety Projects  
Complete

## Automated Speed Enforcement

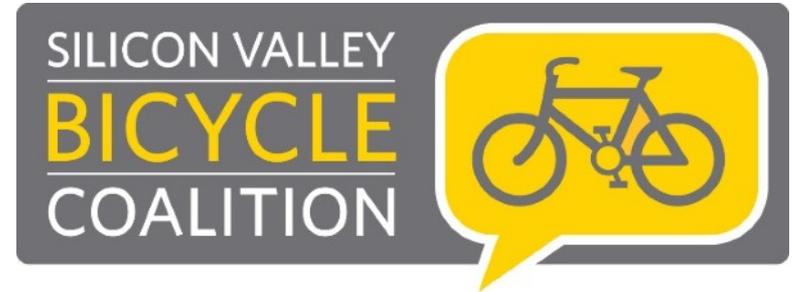
- 5-year pilot program for San Francisco and San Jose
- Only deployed on streets with documented collisions resulting in injuries and deaths
- Speeding defined as 10 mph over posted speed limit
- \$100 fine, administrative penalty
- Reduced fines and payment plan to accommodate low income



# CONTACT INFORMATION

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San Jose Department of Transportation

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# It Takes All of Us: Vision Zero San Jose

SPUR San Jose  
April 4, 2017

Jaime Fearer, AICP  
Deputy Director, California Walks

Colin Heyne  
Deputy Director, Silicon Valley Bicycle Coalition

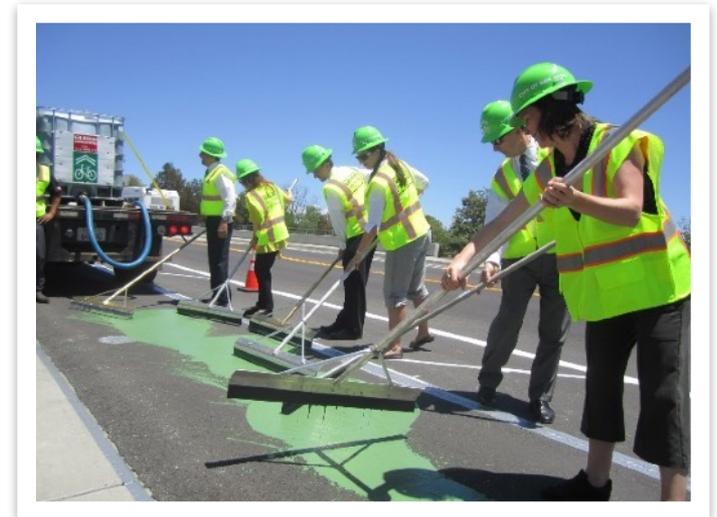
# Who We Are



We are the statewide voice for pedestrian safety and healthy, walkable communities for people of all ages and abilities.



Creating a healthy community, environment, and economy through bicycling for people who live, work, or play in San Mateo and Santa Clara Counties.



# Vision Zero San Jose



# Vision Zero San Jose

In the US, roughly **35,000 people** die annually in traffic collisions  
**10% of those are in California**



Created by Saeed Ferrahi  
from Noun Project

#2  
Cause of  
Death



Created by Piotr Chuchta  
from Noun Project

#1  
Cause of  
Death



Created by Marie Van den Broeck  
from Noun Project

#2  
Cause of  
Death

Source: National Center for Health Statistics (NCHS), National Vital Statistics System

@CaliforniaWalks + @bikesv | #VisionZero

# Vision Zero San Jose

Traffic fatalities in San Jose to date in 2017:



Created by Hea Poh Lin  
from Noun Project

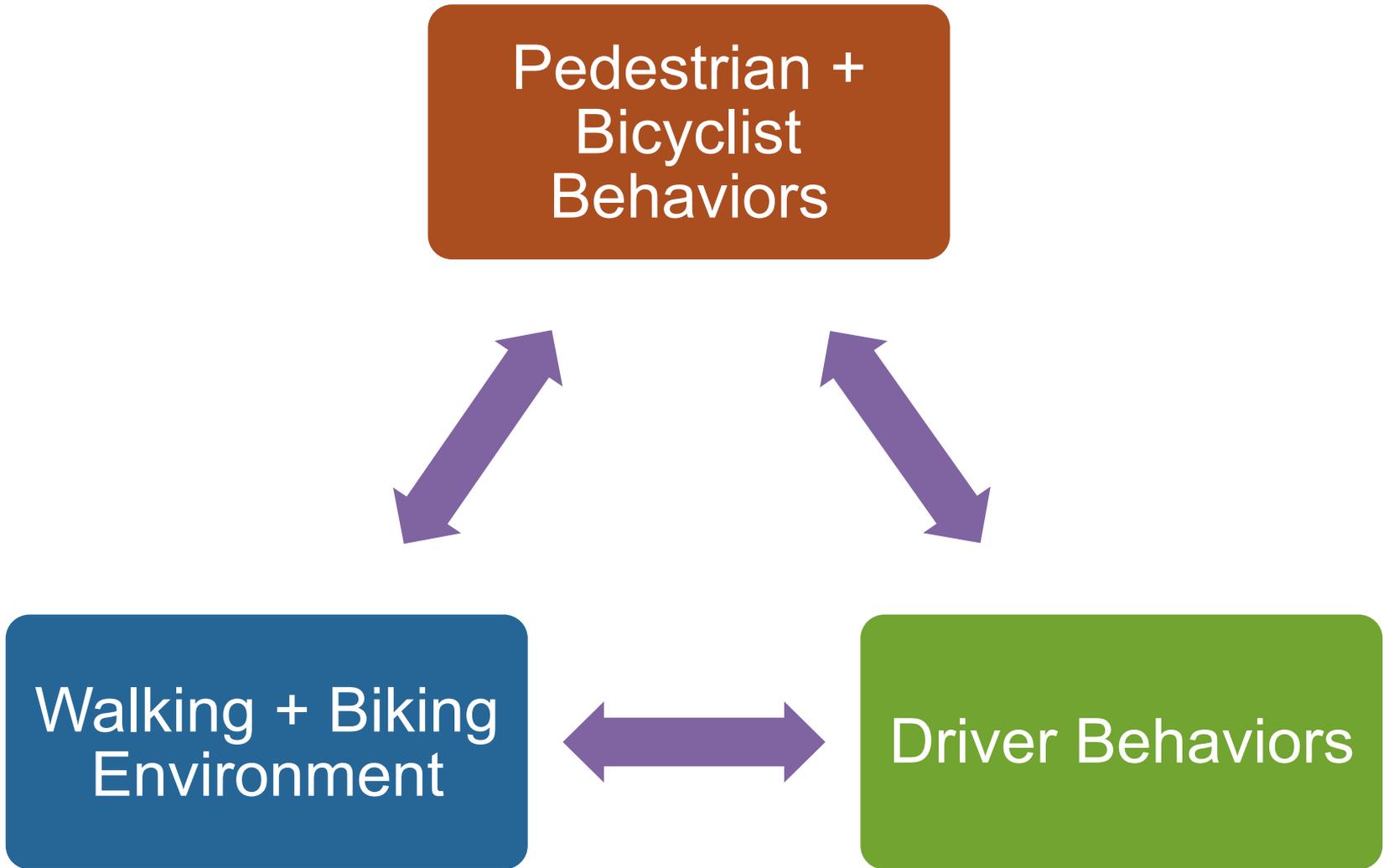


Created by Hea Poh Lin  
from Noun Project



Created by Magicon  
from Noun Project

# Advocating – Safety Factors



# Vision Zero San Jose

• Vision Zero San Jose Plan adopted by City Council

• First round of community outreach

• Priority Safety Corridor assessments

• Annual Transportation System Safety Report to the Transportation & Environment Committee (T&E)

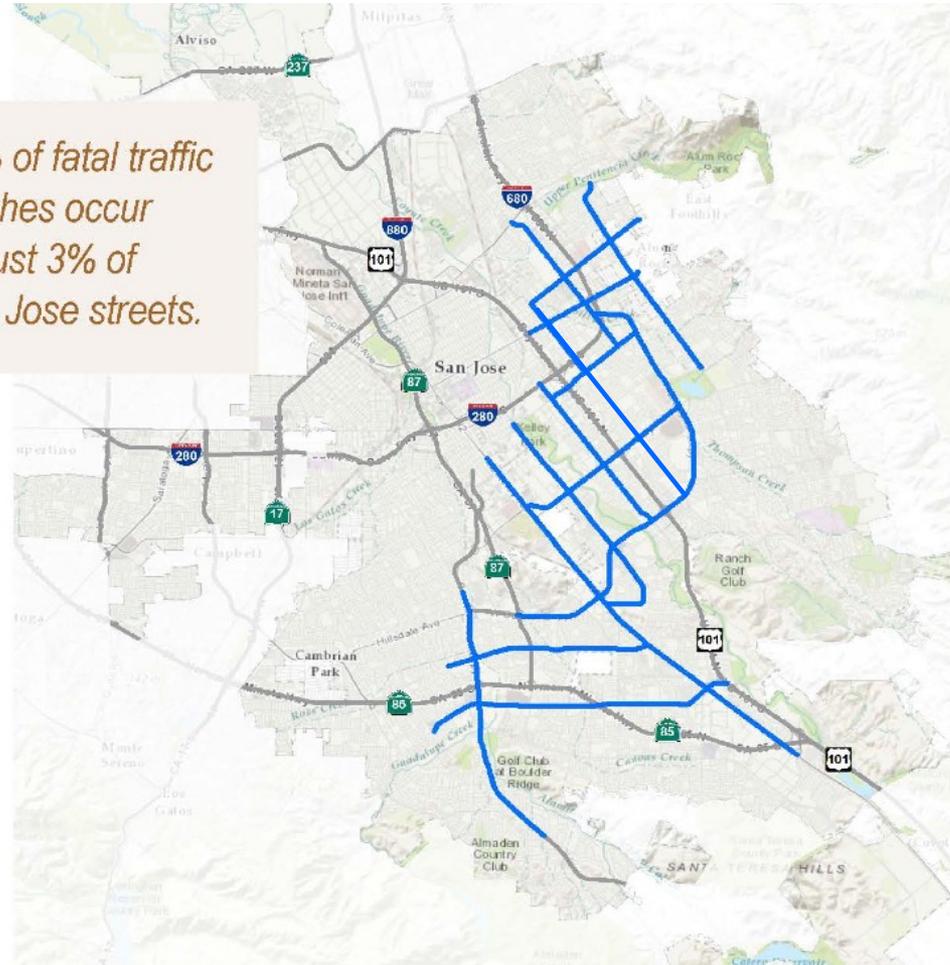
• Second round of community outreach, including surveys  
• Begin implementation – outreach materials, engineering, and enforcement  
• Draft Two-Year Action Plan

• Ongoing advocacy; Promote ASE legislation



# Priority Safety Corridor Assessments

*50% of fatal traffic crashes occur on just 3% of San Jose streets.*



## City of San Jose, Collisions 2010-14

Source: City of San Jose; <http://www.visionzerosj.org/>

# Priority Safety Corridor Assessments

## WALK/BIKE AUDIT CHECKLIST

Use one sheet (front and back) for each block of each street.

STREET \_\_\_\_\_

BLOCK \_\_\_\_\_

**RATE:** ① Bad ② Acceptable ③ Good **COMMENTS:** Please be specific

### SIDEWALK

Is the sidewalk wide enough to comfortably walk with others?  
① ② ③ **COMMENTS:** \_\_\_\_\_

What is the sidewalk condition [broken, trip hazards, etc.]?  
① ② ③ **COMMENTS:** \_\_\_\_\_

Is the sidewalk often interrupted for cars [driveways, loading, etc.]?  
① ② ③ **COMMENTS:** \_\_\_\_\_

Do intersections have ramps for wheelchairs, strollers, and carts?  
① ② ③ **COMMENTS:** \_\_\_\_\_

### BIKE FACILITIES

Does the street have bike facilities? If so, circle which type and rate below. If no, continue to the STREET section.  
**Bike Lane** ① ② ③ **Enhanced Bike Lane** ① ② ③ **Sharrows** ① ② ③

Do the bike facilities feel comfortable given the street width, speed, and traffic volume?  
① ② ③ **COMMENTS:** \_\_\_\_\_

What condition are the bike facilities in [consider paint reflectiveness/visibility and legibility]?  
① ② ③ **COMMENTS:** \_\_\_\_\_

Are there bike-actuated traffic signal detectors at signalized intersections?  
① ② ③ **COMMENTS:** \_\_\_\_\_

### STREET

Are there safe places to cross the street [how far between them]?  
① ② ③ **COMMENTS:** \_\_\_\_\_

Does traffic move at a speed that feels safe walking by, crossing, or biking alongside? How is the volume of road noise?  
① ② ③ **COMMENTS:** \_\_\_\_\_

Are sidewalks separated from traffic [parkways, parking, trees, etc.]?  
① ② ③ **COMMENTS:** \_\_\_\_\_

Do drivers yield to people crossing the street at crosswalks?  
① ② ③ **COMMENTS:** \_\_\_\_\_

Does the street feel safe and comfortable to ride a bike [consider street width, speed, and traffic volume]?  
① ② ③ **COMMENTS:** \_\_\_\_\_

Is there room for a bike and car to travel side-by-side with 3' between them?  
① ② ③ **COMMENTS:** \_\_\_\_\_

What is the street condition and cleanliness of the bike lane, shoulder, and/or gutter [potholes, debris, etc.]?  
① ② ③ **COMMENTS:** \_\_\_\_\_

Would you feel comfortable making a left turn at an intersection on your bike?  
① ② ③ **COMMENTS:** \_\_\_\_\_

### EXPERIENCE

Is there shade provided by trees, canopies, or building awnings?  
① ② ③ **COMMENTS:** \_\_\_\_\_

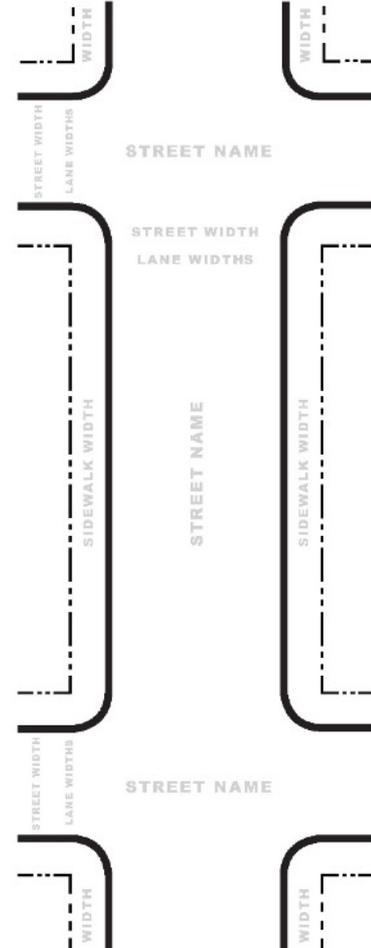
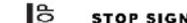
Do buildings face the sidewalk [doors/windows or blank walls, etc.]?  
① ② ③ **COMMENTS:** \_\_\_\_\_

Is there adequate lighting at night and an overall feeling of safety?  
① ② ③ **COMMENTS:** \_\_\_\_\_

What is the condition of the area [trash, graffiti, light, etc.]?  
① ② ③ **COMMENTS:** \_\_\_\_\_

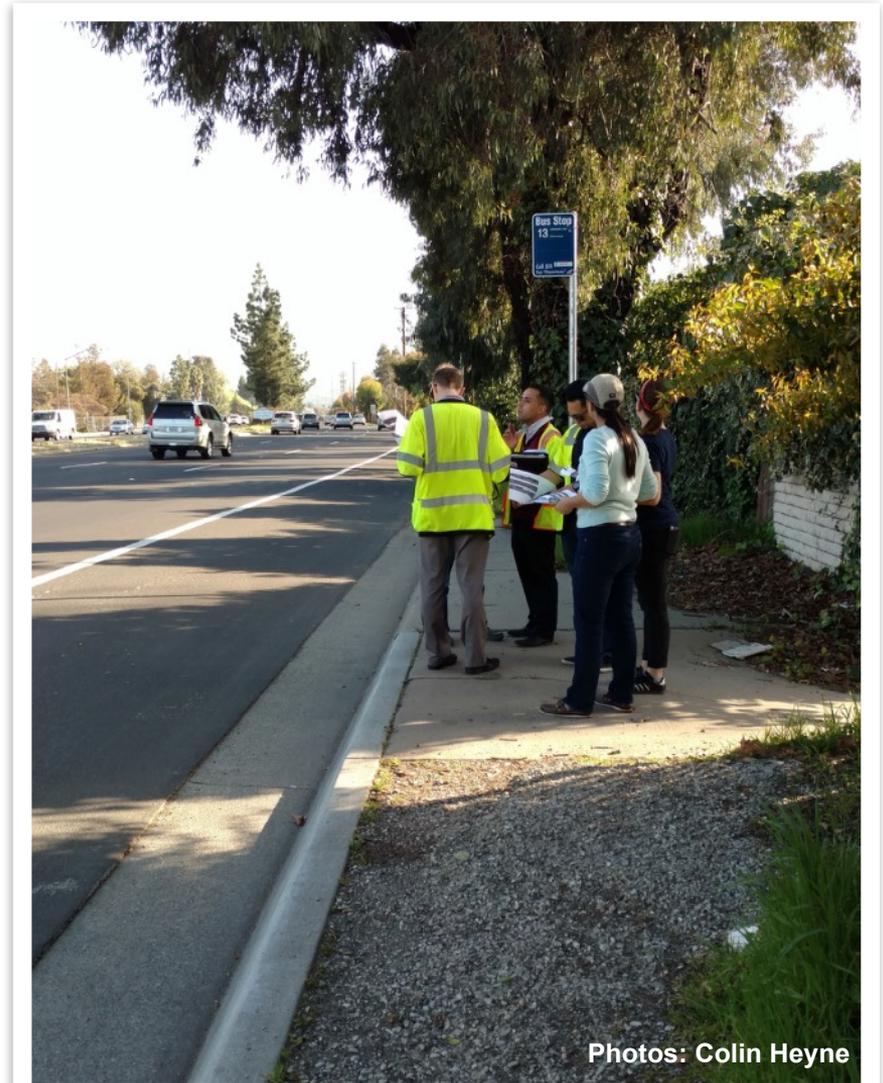
Funding made possible by the Centers for Disease Control and Prevention

## WALK/BIKE AUDIT KEY MAP



CALIFORNIAWALKS.ORG + BIKESILICONVALLEY.ORG

# Priority Safety Corridor Assessments



Photos: Colin Heyne

# Priority Safety Corridor Assessments



Photo: Colin Heyne



# Priority Safety Corridor Assessments



Photo: Colin Heyne

# Engineering – Speed

HIT BY A VEHICLE  
TRAVELING AT:

**20  
MPH**

**10%**  
DEATH RISK



HIT BY A VEHICLE  
TRAVELING AT:

**30  
MPH**

**40%**  
DEATH RISK



HIT BY A VEHICLE  
TRAVELING AT:

**40  
MPH**

**80%**  
DEATH RISK



# Engineering – Speed



**HITTING SOMEONE**  
AT **40 MPH** IS LIKE  
**THROWING THEM**  
FROM A  
**4 STORY**  
BUILDING

Watch and Slow for Walkers

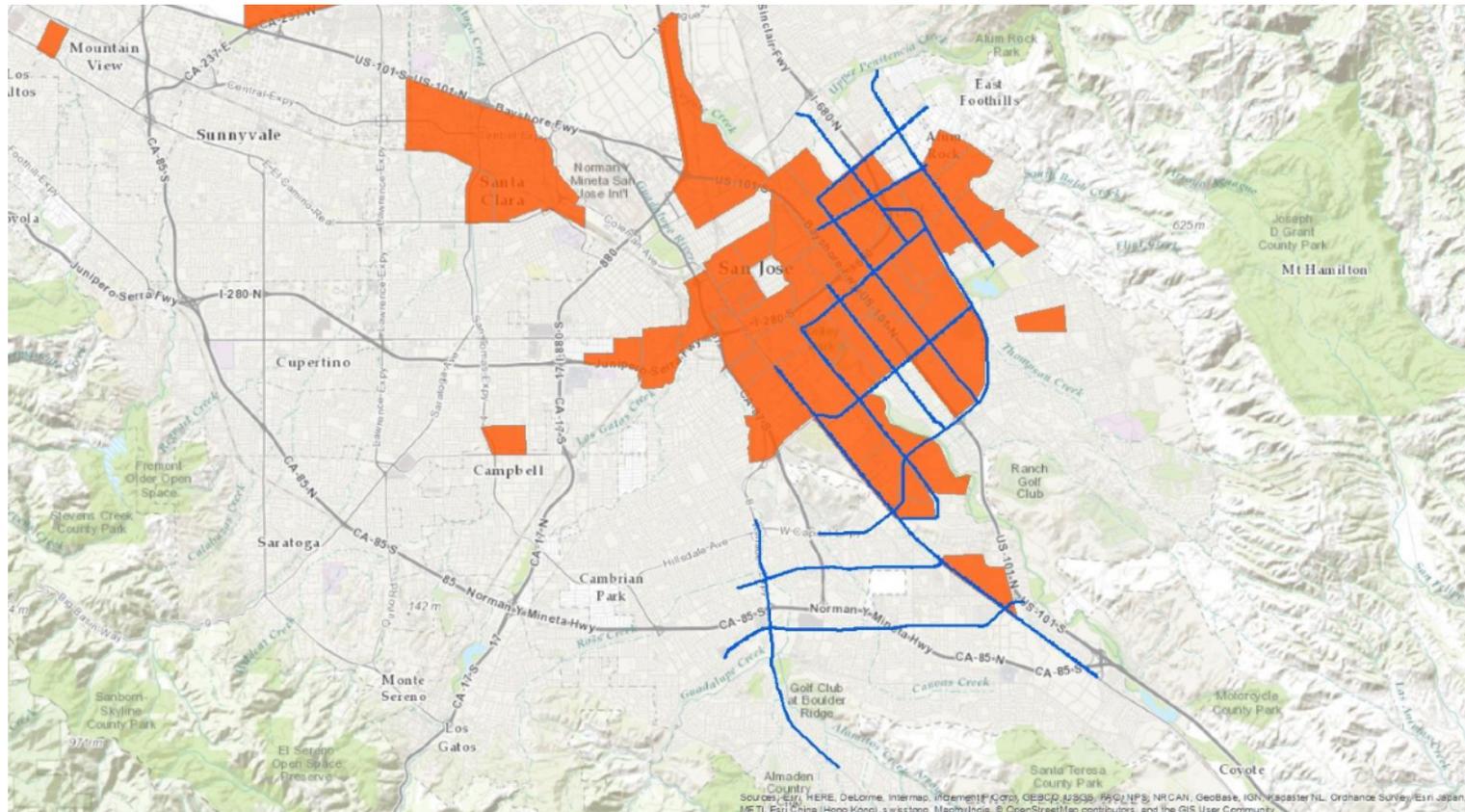
WalkSmartCA.org  
CALIFORNIA OFFICE OF TRAFFIC SAFETY AND CALIFORNIA DEPARTMENT OF PUBLIC HEALTH

IT'S UP TO ALL OF US

# Equity & Engagement

## Communities of Concern

Metropolitan Transportation Commission (MTC)



Sources: Plan Bay Area Equity Analysis; MTC Communities of Concern; San Jose Dept. of Transportation

@CaliforniaWalks + @bikesv | #VisionZero



# Community Education & Outreach

The screenshot shows the San Jose Department of Transportation website. At the top, there is a search bar and navigation links for Home, City Services, Departments, Follow Us, and Sign up. Below the navigation is a banner image of a street scene with a yellow pedestrian crossing sign overlaid. The main content area is titled 'Message from City Leaders' and contains the following text:

**Message from City Leaders**

One traffic death is one too many... and that is why we are committed to safer streets for San Jose. Vision Zero San Jose is our City's commitment to prioritize street safety and ensure all road users—whether you walk, bike, drive, or ride transit—are safe.

San Jose has a proud history as having one of the safest roadway systems among the larger cities in California and our nation. However, we can and must do even better. Vision Zero programs emerging initially from Europe and now in the US are showing that tremendous improvement in safety is possible through data analytics, better street design, targeted enforcement, collaborative education, removing policy barriers, and deploying crash avoidance technologies—technologies being invented right here in Silicon Valley.

Another key ingredient for achieving safer streets is through a network of strategic partnerships. San Jose government has limited resources and can't just build or enforce our way toward zero traffic deaths, though with our smart and diverse community we can unleash the power of partnerships and our people to create a "safety first" culture that moves us toward our Vision Zero goal, as soon as possible.

We look forward to working with you all to make Vision Zero San Jose a reality.

Be safe,

  
Sam Liccardo  
Mayor

  
Jim Ortbal  
Director of Transportation

  
Eddie Garcia  
Chief of Police

**IT TAKES ALL OF US!**

**Vision Zero San Jose**

**What is Vision Zero?**

A traffic safety initiative to eliminate deaths and severe injuries on our roadways.

[www.visionzerosj.org](http://www.visionzerosj.org)

# Community Education & Outreach



**Vision Zero  
San Jose**



**SPEED  
KILLS  
SLOW  
DOWN**



San Jose County  
PUBLIC HEALTH  
Funding made possible by the Centers for Disease Control and Prevention

**IT TAKES  
ALL  
OF US**





**Vision Zero  
San Jose**



San Jose County  
PUBLIC HEALTH  
Funding made possible by the Centers for Disease Control and Prevention



**Vision Zero  
San Jose**



**WATCH  
FOR  
ME**



San Jose County  
PUBLIC HEALTH  
Funding made possible by the Centers for Disease Control and Prevention

# Community Education & Outreach



Photo: Colin Heyne

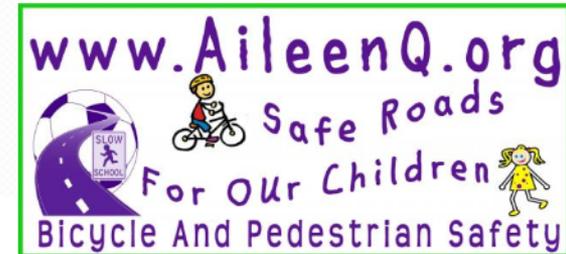
# Community Education & Outreach



Photos: Jaime Fearer



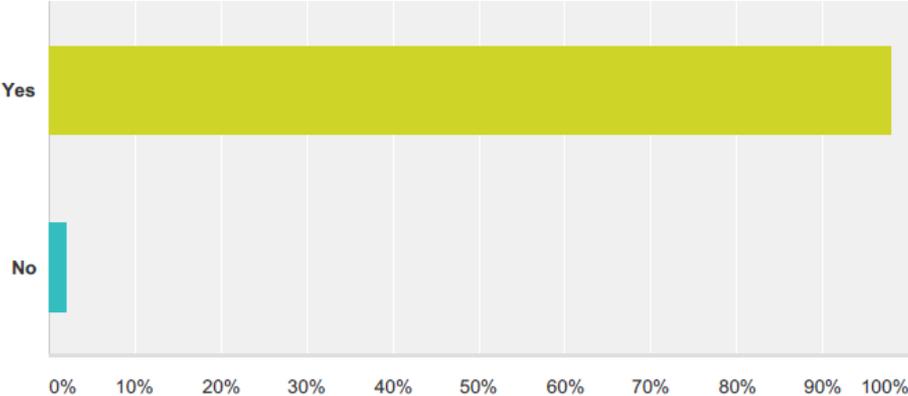
# Community Education & Outreach



# Community Education & Outreach

**Q1 Do you agree with this core principle of Vision Zero San José?: “Traffic deaths are preventable and unacceptable. One traffic death is one too many. The street system should be safe for all users, for all modes of transportation, in all communities, and for people of all ages and abilities.”**

Answered: 498 Skipped: 0

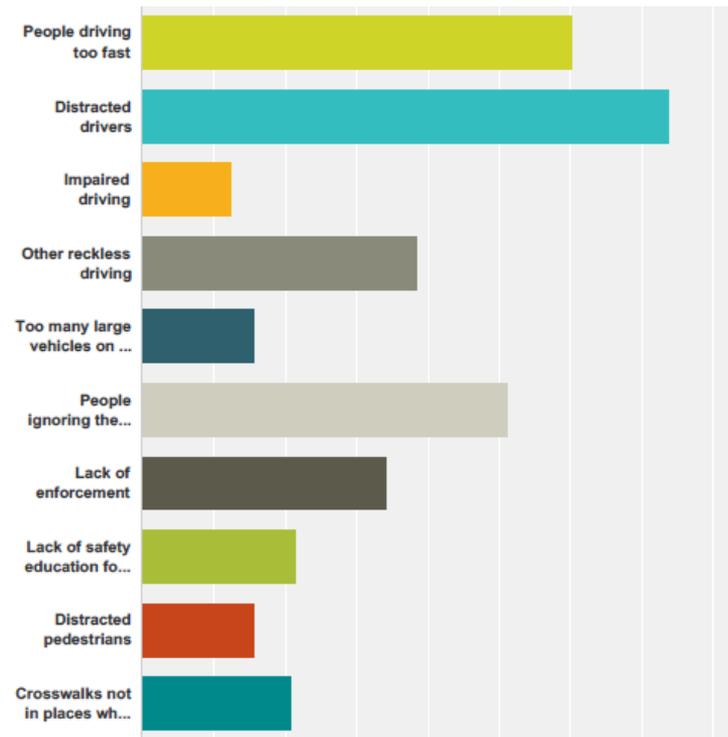


Answer Choices	Responses
Yes	97.99% 488
No	2.01% 10
<b>Total</b>	<b>498</b>

# Community Education & Outreach

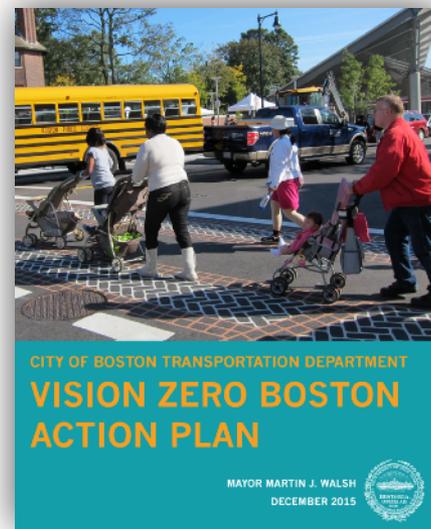
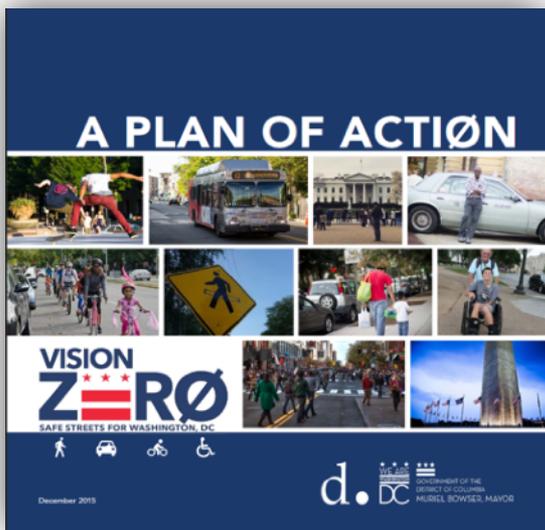
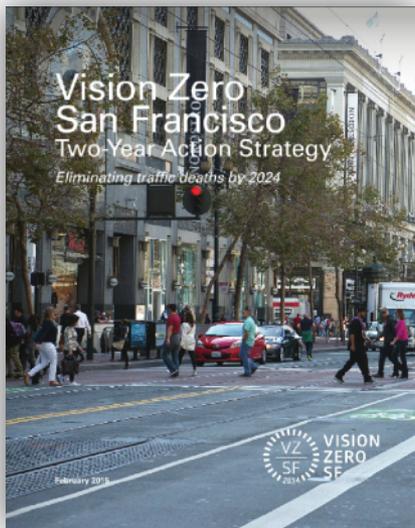
**Q5 What do you think are the top 5 challenges to moving safely around San José? (Please provide exactly 5 answers - no more, no fewer)**

Answered: 498 Skipped: 0



Answer Choices	Responses	Count
People driving too fast	60.24%	300
Distracted drivers	73.90%	368
Impaired driving	12.45%	62
Other reckless driving	38.55%	192
Too many large vehicles on the streets	15.66%	78
People ignoring the laws and traffic signals	51.20%	255
Lack of enforcement	34.14%	170
Lack of safety education for motorists, bicyclists, and pedestrians	21.49%	107
Distracted pedestrians	15.66%	78
Crosswalks not in places where people want to cross	20.88%	104
People crossing when they do not have the walk signal	11.85%	59
People crossing midblock where there is not marked crosswalk	11.65%	58
Distracted bicyclists	6.63%	33
Riding a bicycle in the wrong direction	10.44%	52
Riding a bicycle without lights in the dark	9.84%	49
Not enough bike facilities (bike lanes, cycletracks, etc.)	31.93%	159
Roadway conditions	28.51%	142
Sidewalk conditions	14.46%	72
Confusing or lack of signs to help you find your way	7.23%	36
Faded, obscured, or unreadable signs	7.03%	35
Other (please explain)	14.86%	74
<b>Total Respondents: 498</b>		

# Next Steps: Two-Year Action Plan



# Next Steps: AB 342 – The Safe Streets Act of 2017

Portland  
**53%**

Reduction in fatalities

Denver  
**28%**

Decrease in average speed

Chicago  
**31%**

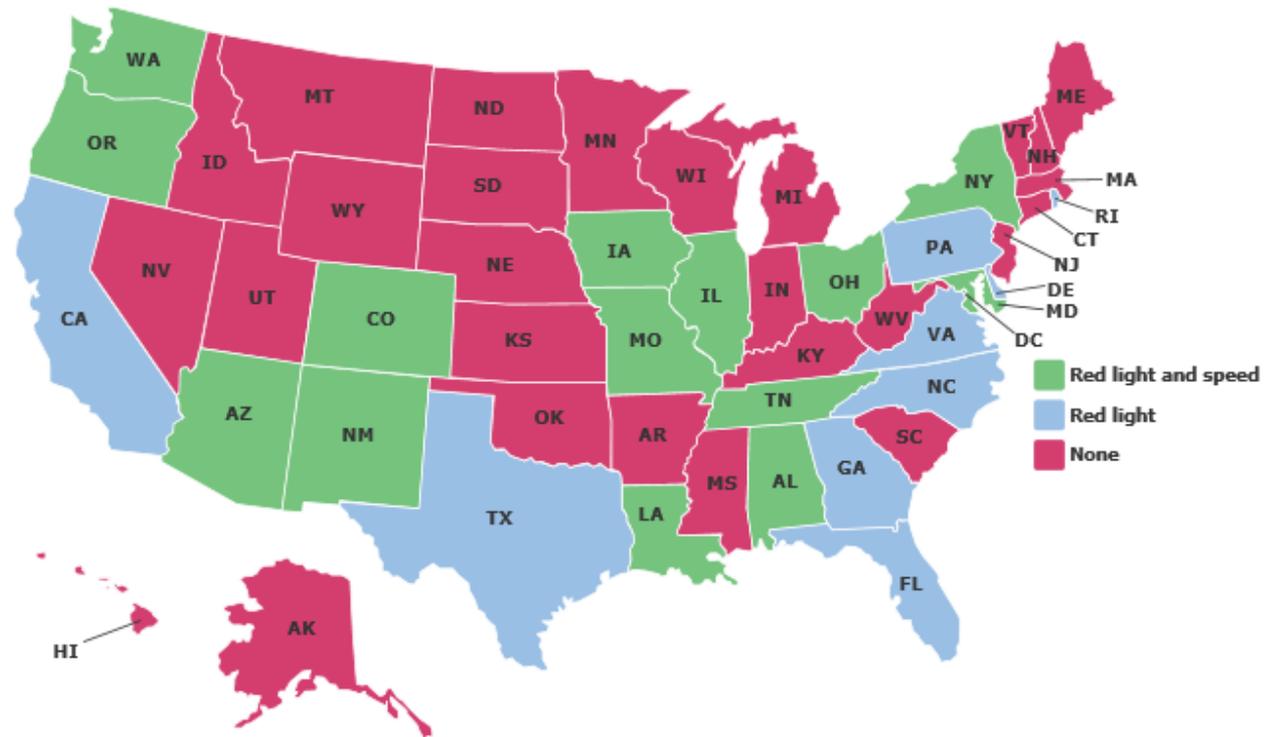
Decrease in the # of violators per passing vehicle

New York City  
**13%**

Decrease in collisions with injuries near cameras sites



## 142 COMMUNITIES IN 15 STATES + DC



Map Source: Institute for Highway Safety/Highway Loss Data Institute

# Next Steps: AB 342 – The Safe Streets Act of 2017

- California Bicycle Coalition
- San Francisco Bicycle Coalition
- SF Bay Area Families for Safe Streets
- California Walks
- Walk San Francisco
- AARP
- SPUR
- San Francisco Mayor Ed Lee
- San Jose Mayor Sam Liccardo
- San Francisco Police Chief William Scott
- San Jose Police Chief Eddie Garcia
- California Association for Retired Americans (CARA)
- Senior & Disability Action
- Livable City
- **YOU!**

[bit.ly/ASE\\_Privacy\\_Committee](https://bit.ly/ASE_Privacy_Committee)



Photo: Jaime Fearer

## Questions?

Jaime Fearer, AICP  
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408-693-0602

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408-287-7259 x. 224