

SPUR

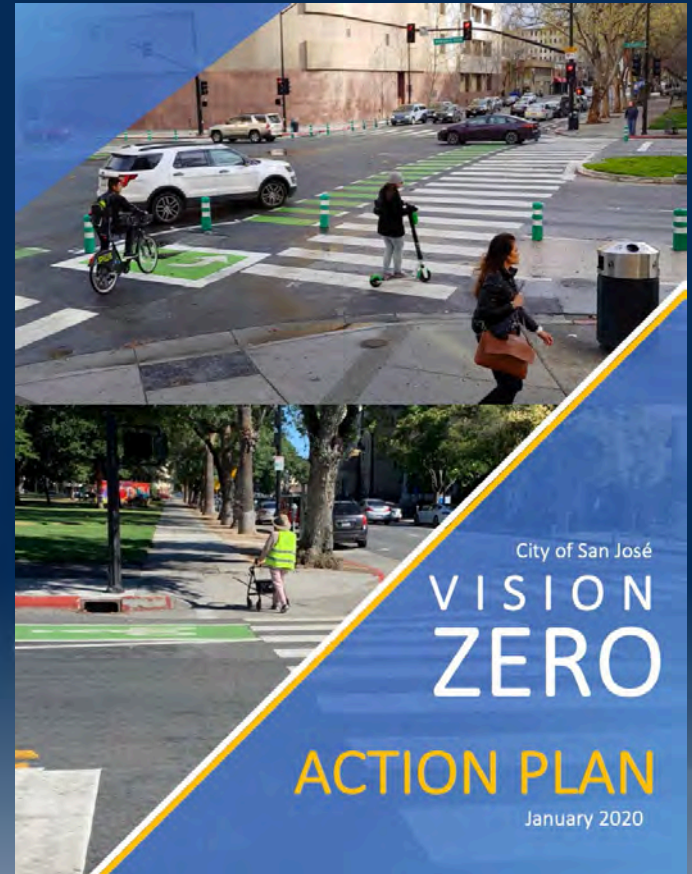
Ideas + Action for a Better City

learn more at SPUR.org

*tweet about this event:
@SPUR_Urbanist
#VisionZero*

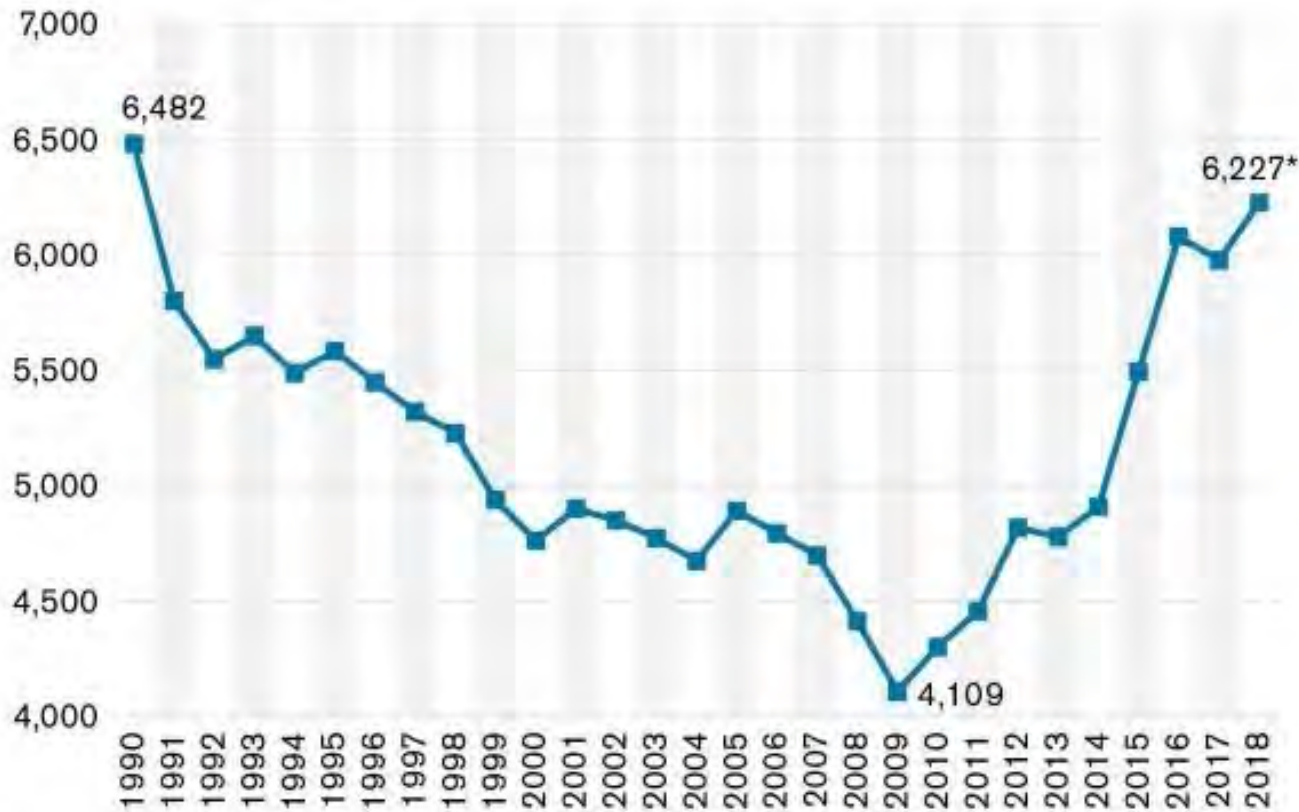
San José Vision Zero

Jesse Mintz-Roth, AICP
Vision Zero Program Manager



US Pedestrian Fatalities

Uptrend since 2009

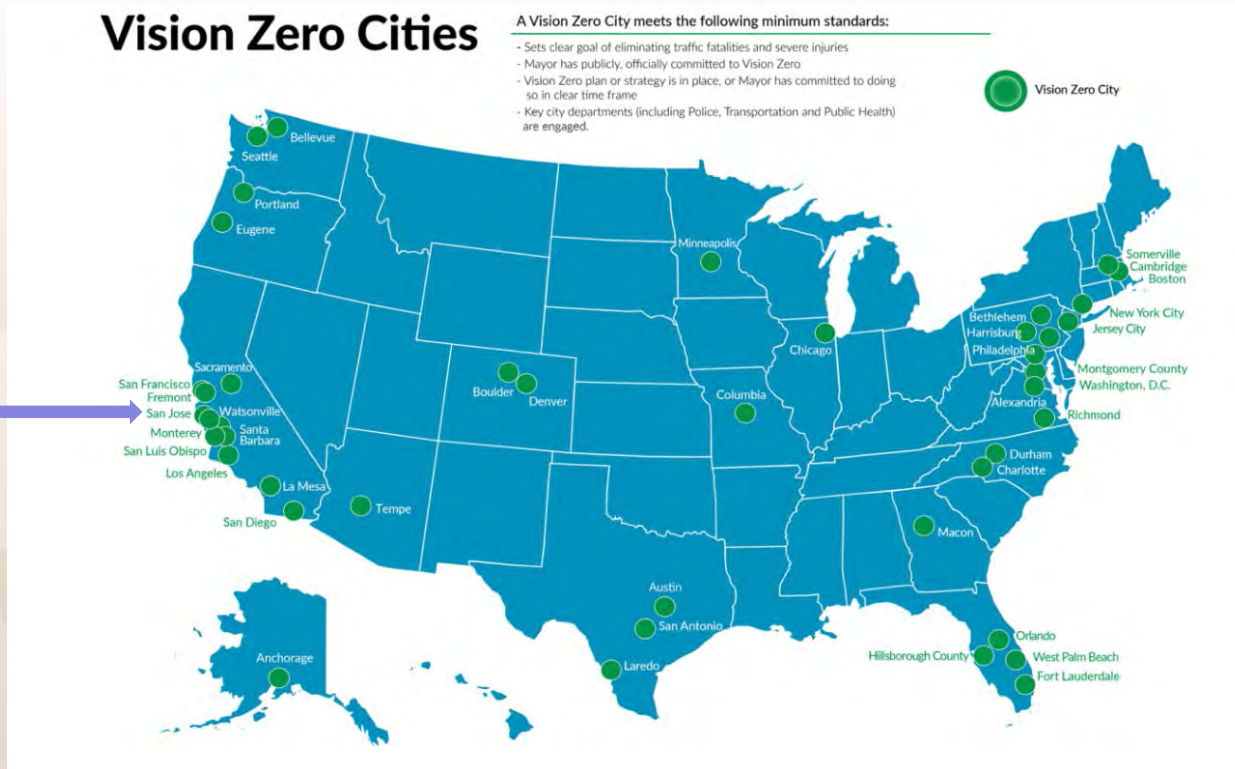


Source: SHSOs and FARS

* 2018 estimate based on preliminary data and historical trends

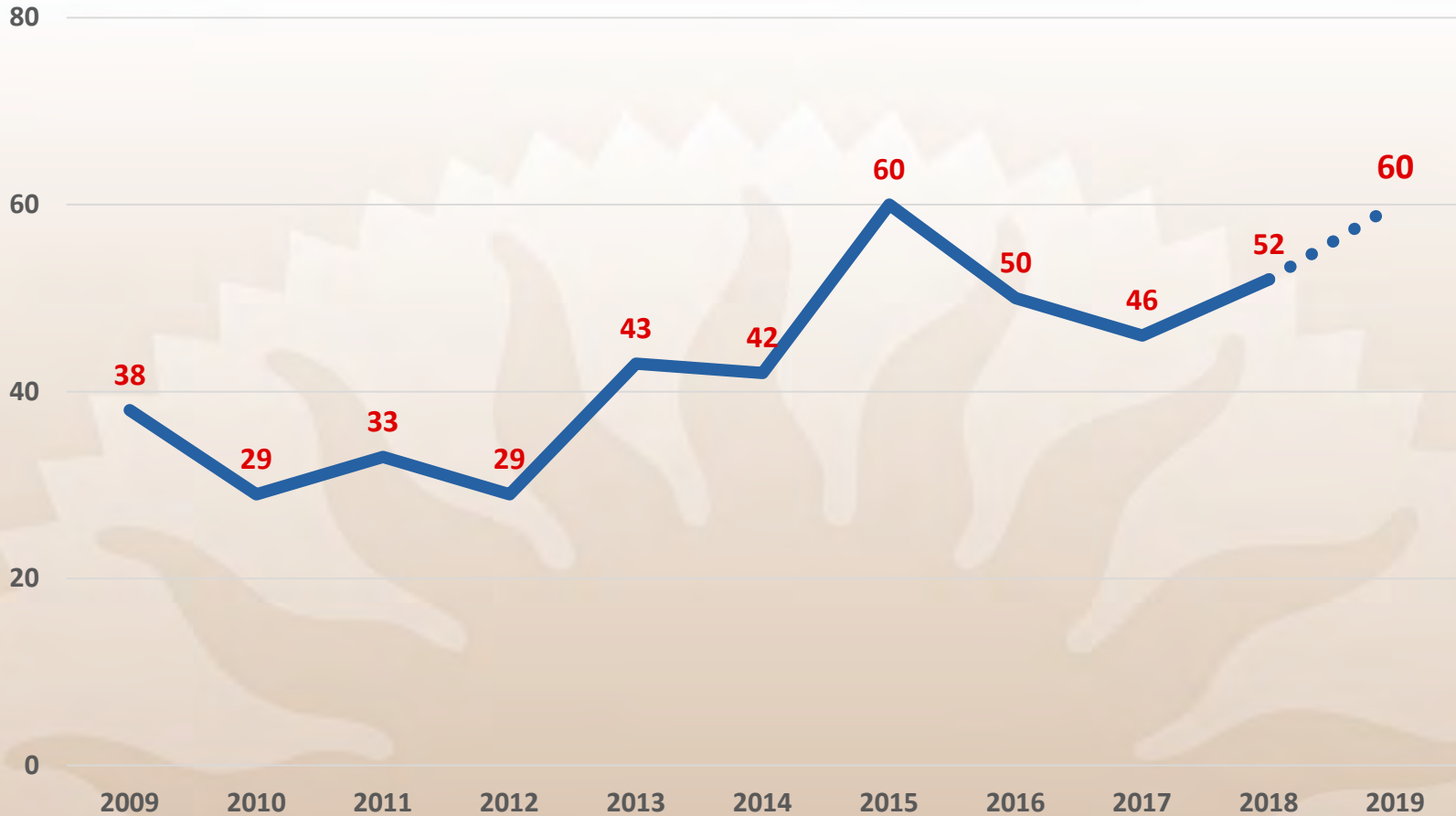
Vision Zero in the US

Adopted in 40+ cities since 2014



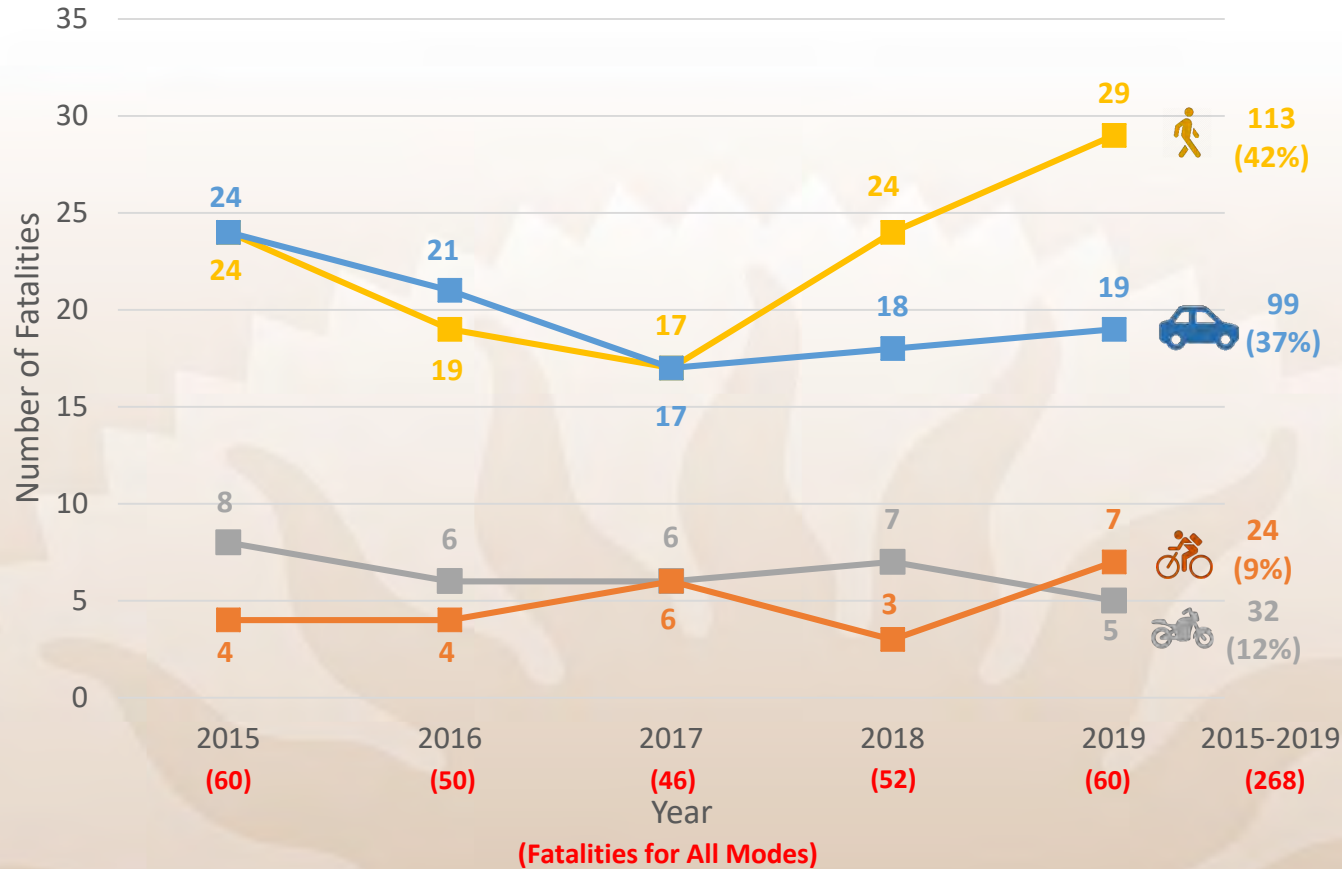
San José Traffic Fatalities

2019 was a peak year



Traffic Fatality Data: 5-year Trend

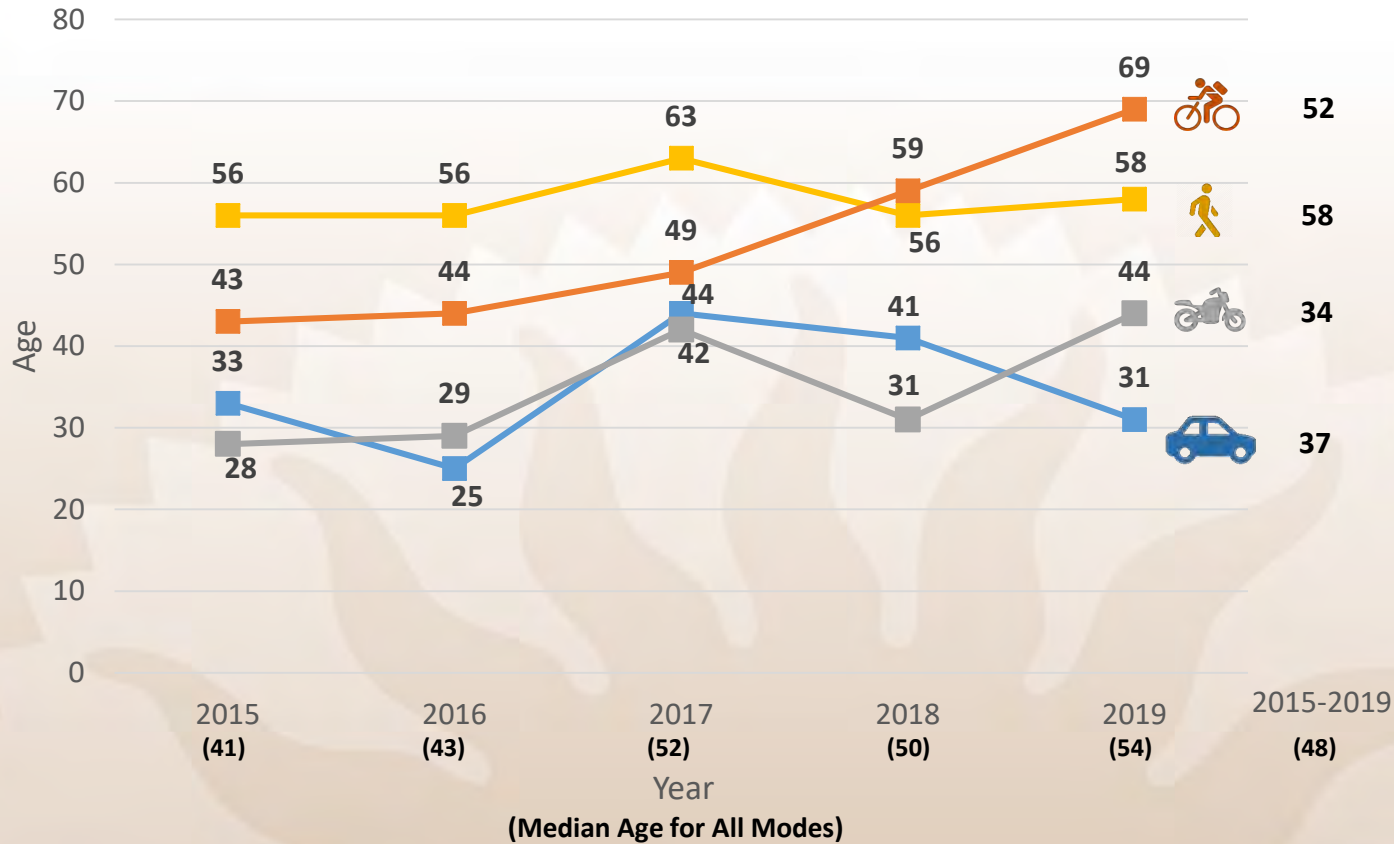
By Street User Type: 2015-2019



- People hit while walking are the largest traffic fatality group, and increasing

Traffic Fatality Data: 5-year Trend

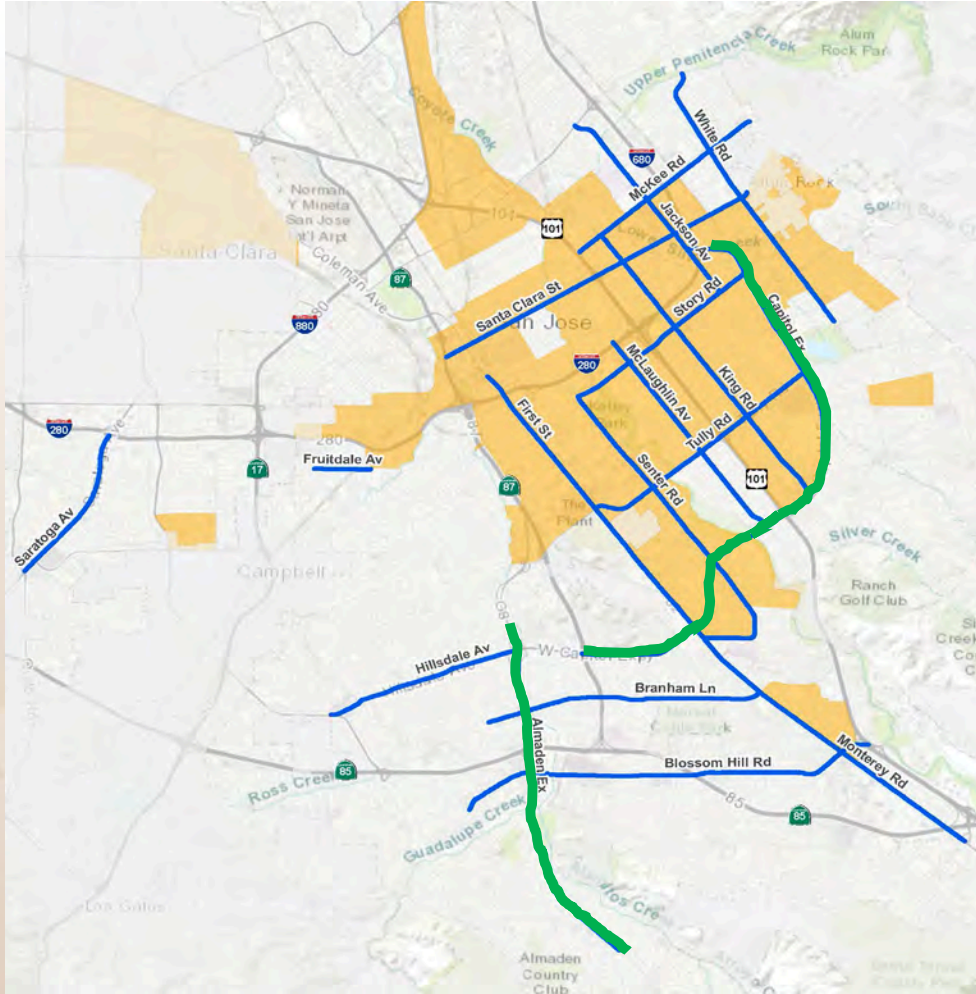
By Median Age of Street User Type: 2015-2019



- Older adults (median age: 58) killed while walking are the focus.
- People killed while cycling are also increasingly older adults.

Crash Data Analysis

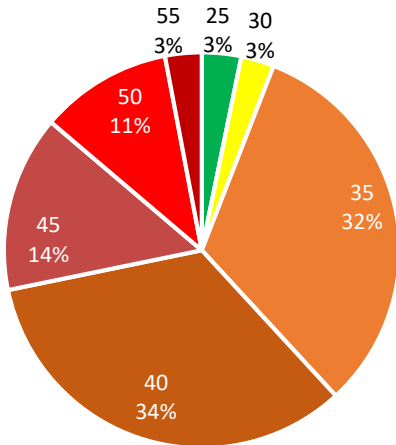
Priority Geographies



- 17 Priority Safety Corridors
 - 15 City/56 mi
 - 2 County/14 mi
 - Multi-lane, High Speed
- Significant overlap with Communities of Concern

Speed is the Top Factor

Speed vs. *Speeding*



IF HIT BY A VEHICLE TRAVELING AT

20

MPH



10%

likelihood of fatality

30

MPH



50%

likelihood of fatality

40

MPH



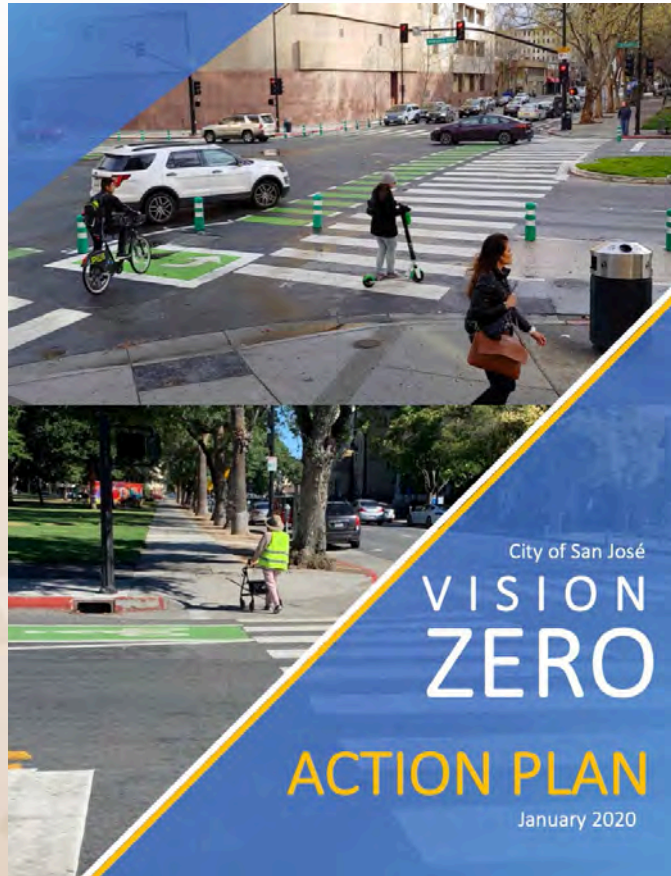
90%

likelihood of fatality

- 43% of 2018 fatalities and 33% of severe injuries occur on PSCs (3% of roads)
- 94% of PSCs have posted speeds over 30 mph, where the likelihood of a pedestrian fatality is over 50%
- Speeding above the already high posted speeds, is the top known factor contributing to KSI crashes

2020 Vision Zero Action Plan

6 Priority Action Areas

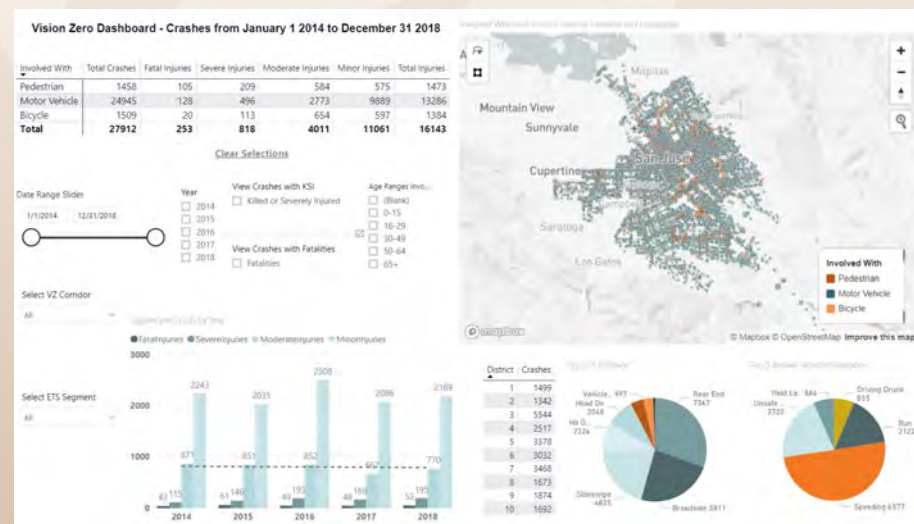


1. **Build Robust Data Analytics Tools**
2. **Form a Vision Zero Task Force**
3. **Increase Traffic Enforcement**
4. **Increase Community Outreach and Engagement**
5. **Implement Quick Build data-driven safety improvements**
6. **Prioritize resources on high KSI-corridors and districts**

1. Build Robust Data Analytics Tools

visionzerosj.org

- Analytics, Insights, and Predictive Modeling
 - Analysis of future growth and socioeconomic impacts
 - Identify potential feature in *My San Jose* for safety concern reporting
 - Collision risk - KSI frequency and KSI per vehicle volume
- Link data: Police, Fire, Trauma Centers, Medical Examiner, VTA
- Emerging Priority Geographies
- Before/After Project Evaluation



2. Form Vision Zero Task Force

- Increased accountability and focus on cross-department/agency strategies
- Quarterly Meetings – Starting: Thurs March 26, 2020, 9AM: City Hall T1734
- Initial Work Plan Items to Include:
 - Fatality and severe injury trends
 - Traffic enforcement activity and strategies
 - Link data: Police, Fire, Trauma Centers, Medical Examiner, VTA
- Task Force Members

Chair: Councilmember Peralez

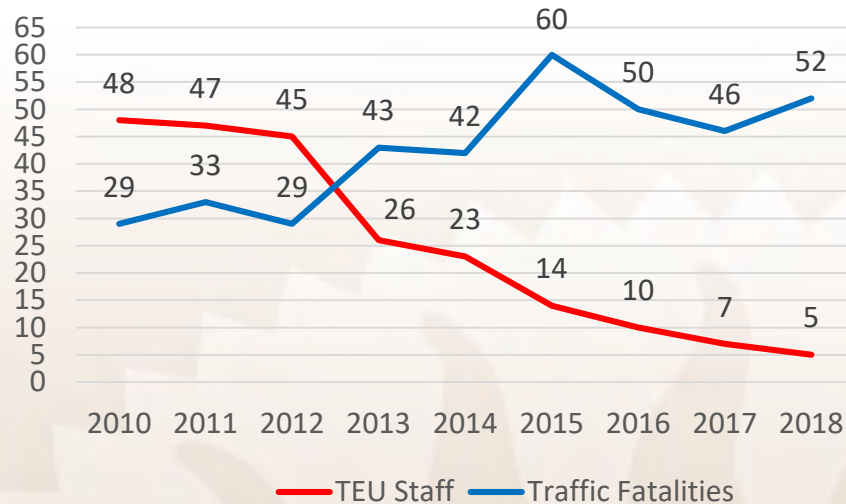
City: DOT, Police, Fire, Public Works, PRNS, OED, Housing

County: Roads & Airport, Public Health, Office of Education,
Medical Examiner-Coroner, VTA

Advocates: California Walks, Silicon Valley Bicycle Coalition, AARP

3. Increase Traffic Enforcement

Prioritize KSI-reduction Strategies



Top 5 Known KSI Factors

- 1 Speeding
- 2 Red light running
- 3 Ped Failure to Yield to Car
- 4 Unsafe turn movement
- 5 Car Failure to Yield to Ped

- Continue increase of traffic enforcement
- Increase coverage during evenings and weekends
- Target Enforcement to Top 5 known KSI factors
- Continue to lobby for Automated Speed Enforcement

CA Zero Traffic Fatalities Task Force AB 2363 (Friedman)

- San Jose DOT participated on Task Force
- CalSTA Report of Findings
 - Greater flexibility on setting speed limits
 - Engineering and California Vehicle Code (CVC) recommendations
 - Support for Automated Speed Enforcement as an effective tool
- AB 2121 (Friedman, Ting) introduced Feb. 2020 as spot bill



4. Increase Community Outreach

Build Culture of Safety

- Create and implement safety messaging strategy
- Reach City's vulnerable communities: ex. older and/or unsheltered pedestrians
- Start South Bay Chapter of *Families for Safe Streets* to connect affected families



5. Quick-Build Safety Projects

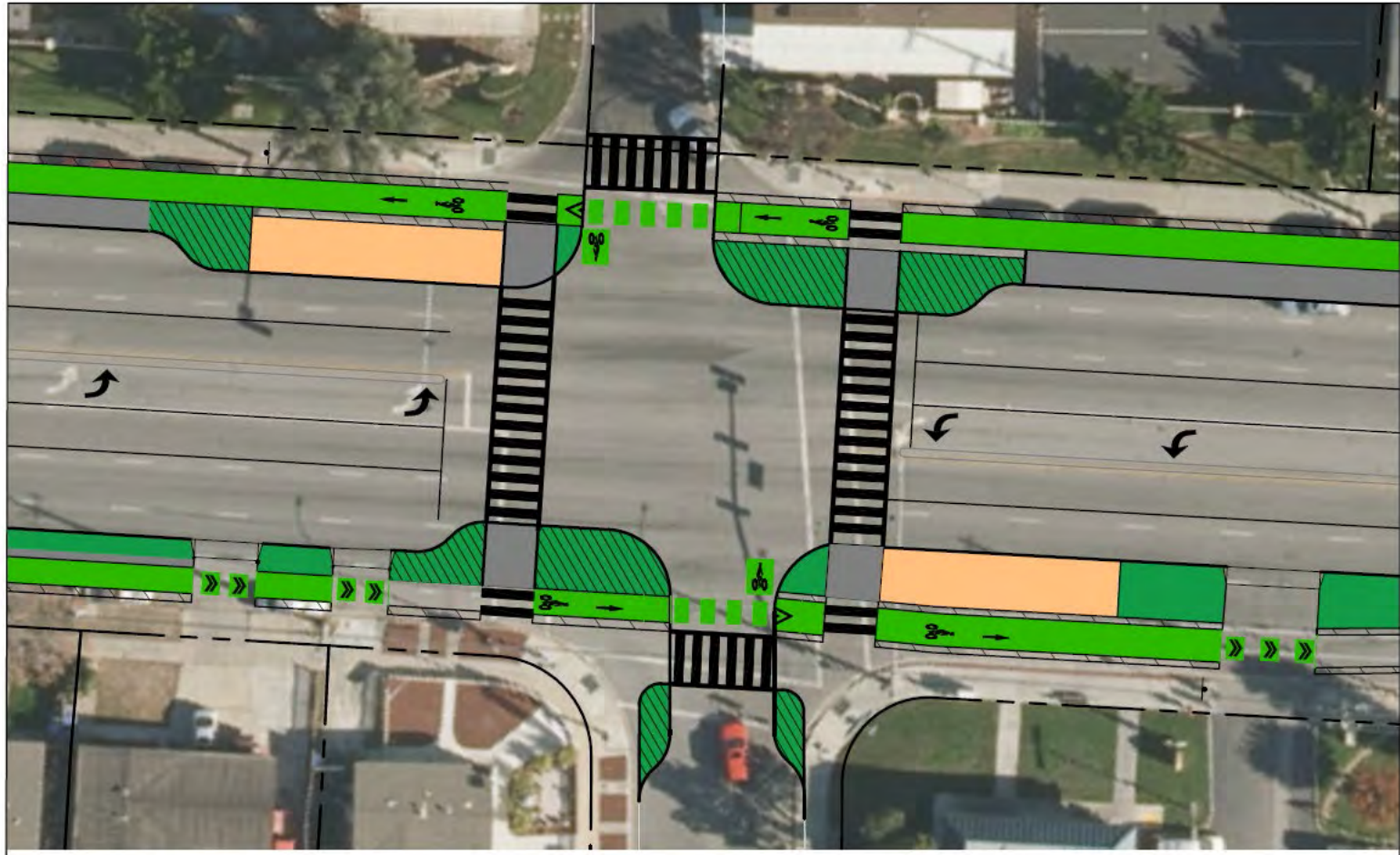
Faster, cheaper: quicker results



- Better Bikeways materials -- 3.5% of comparable capital project costs
- City Priority Safety Corridors (56 miles: 33% of fatalities) -- \$20 million
- Build \$4 million per year (approximately 11 miles)

5. Quick-Build Safety Projects

Senter Road



6. Prioritize resources on high-KSI corridors and districts

	2014 - 2018			
Council District	Crashes	Fatal	Severe	Fatal + Severe KSI
1	1,499	9	43	52
2	1,342	20	41	61
3	5,544	34	118	152
4	2,517	17	75	92
5	3,378	17	92	109
6	3,031	21	110	131
7	3,469	52	111	163
8	1,673	20	38	58
9	1,874	15	64	79
10	1,692	24	63	87

2019-2020 Funded Actions

Passed San Jose City Council 2/11/20

\$6.78 million for FY2019-2021:

\$1.3 million to begin work immediately in 2019-2020

- Develop an expanded robust data analytics tool -- \$200 K
- Retain consultant services to develop and implement outreach -- \$300 K
- Initiate design for quick build projects on ~11 miles of PSCs – \$500 K
- Initiate design improvements at Story Road/Jackson Ave -- \$300 K

\$5.48 million Vision Zero reserve for allocation in 2020-2021

- Continued implementation of first-year Action Plan projects.

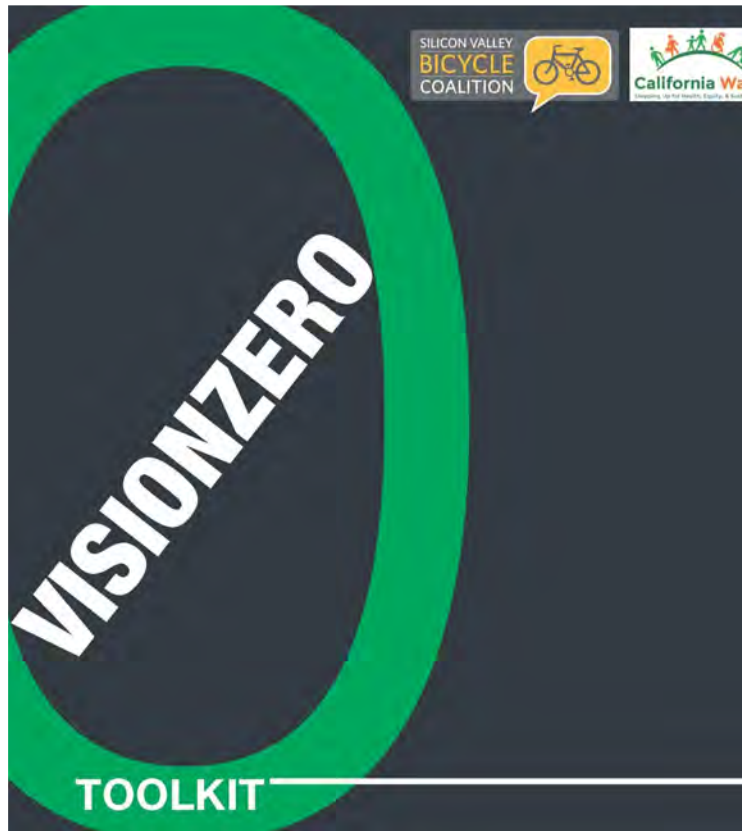
Continued implementation of Action Plan priority items in future years will require identification of approximately \$18 million

Vision Zero

February 27, 2020

Emma Shlaes
Deputy Director
Silicon Valley Bicycle Coalition

What is Vision Zero?



Vision Zero =
Zero deaths
or major
injuries on
our roadways

<http://bikesiliconvalley.org/resources/vision-zero-toolkit/>

@bikesv #VisionZero



Traditional vs. Vision Zero Approach

TRADITIONAL APPROACH

Traffic deaths are **INEVITABLE**

PERFECT human behavior

Prevent **COLLISIONS**

INDIVIDUAL responsibility

Saving lives is **EXPENSIVE**

VS

VISION ZERO

Traffic deaths are **PREVENTABLE**

Integrate **HUMAN FAILING** in approach

Prevent **FATAL AND SEVERE CRASHES**

SYSTEMS approach

Saving lives is **NOT EXPENSIVE**

History of Vision Zero



The Essentials

1. Adopt a Vision Zero policy in your municipality

- A clear goal of eliminating traffic fatalities and severe injuries has been set.
- The Mayor/Council has publicly, officially committed to Vision Zero.

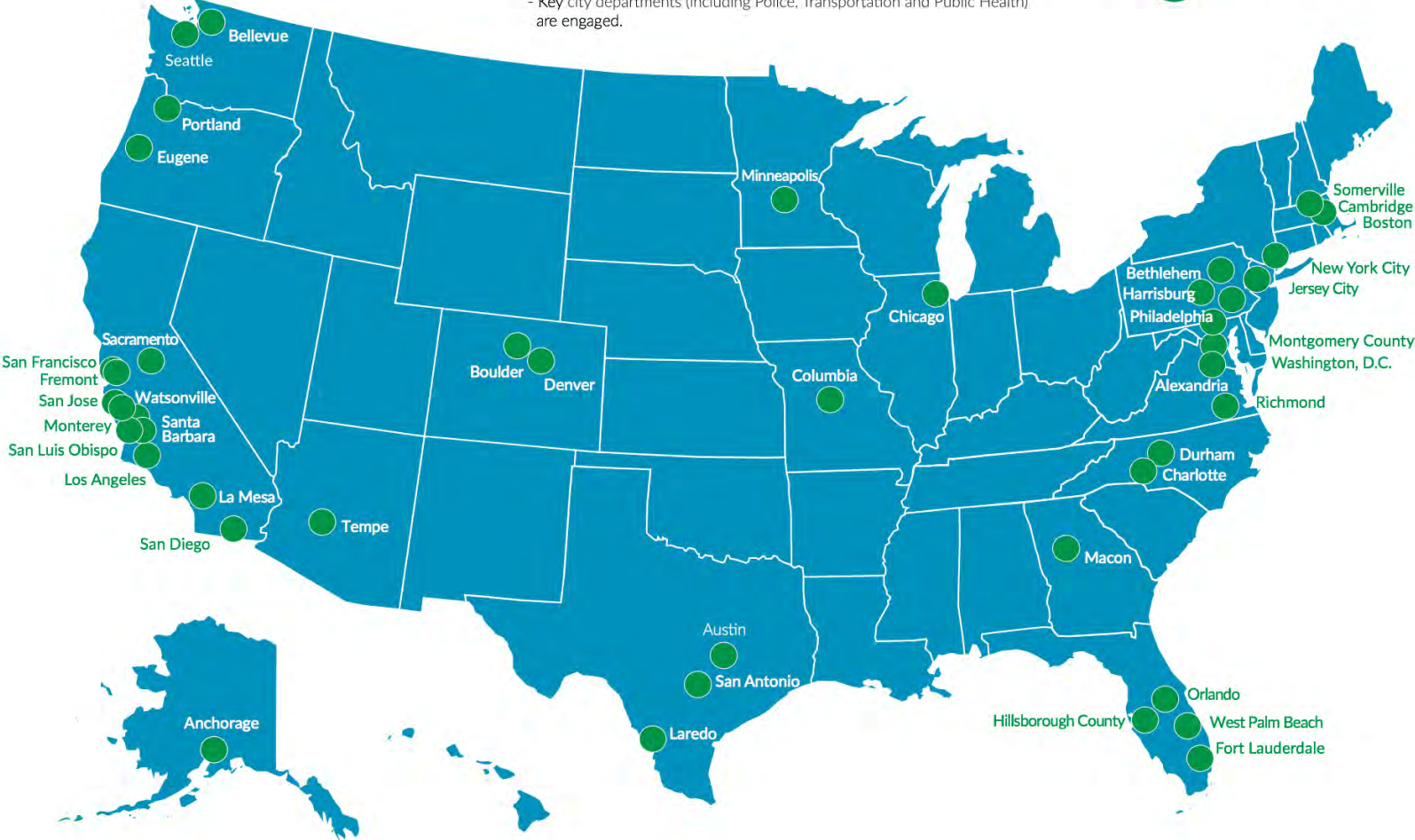
2. Develop a Vision Zero implementation plan

- A Vision Zero plan or strategy is in place, or the Mayor/Council has committed to doing so in clear time frame.
- Key departments (including police, transportation and public health) are engaged.

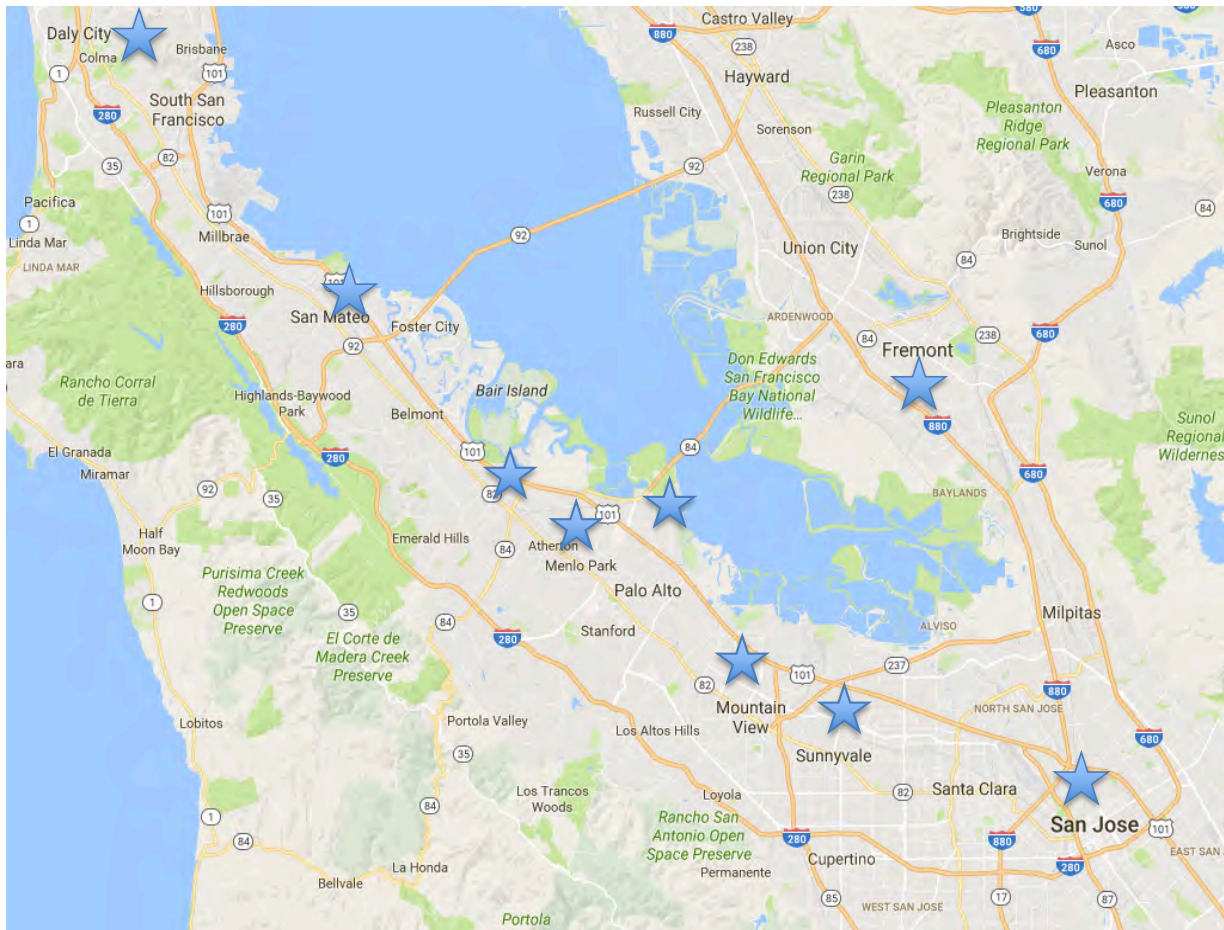
Vision Zero Cities

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.



Local Vision Zero Status: Policy or Plan



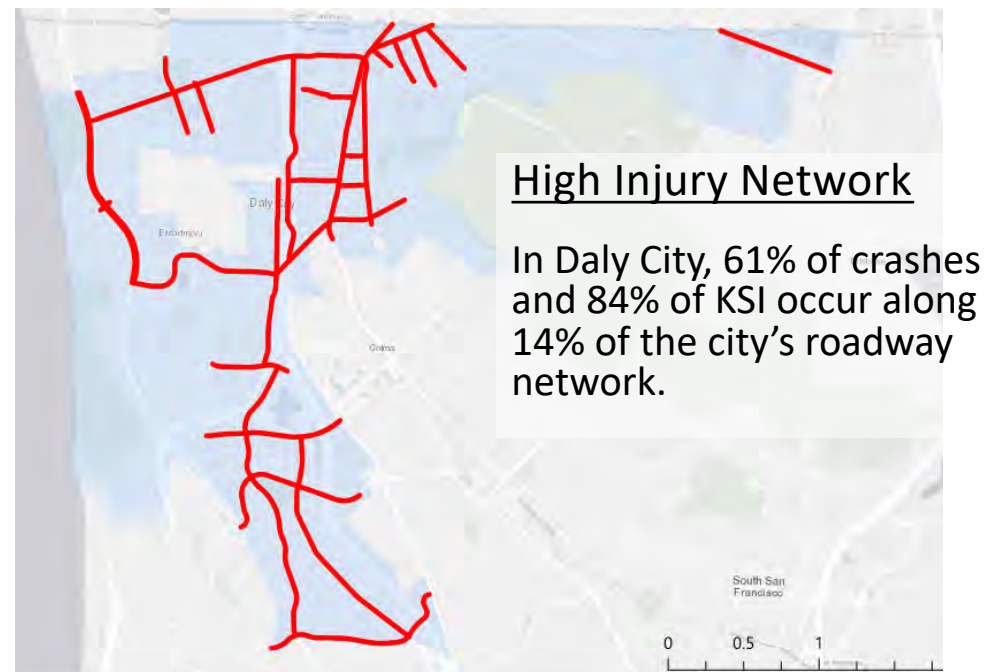
@bikesv #VisionZero

Local Vision Zero Status: Policy or Plan

City	Policy/Resolution	Plan
Daly City	2016	Coming March 2020
San Mateo	Yes, in 2015 Sustainable Streets Plan : Eliminate pedestrian- and bicycle-related fatalities and reduce the number of non-fatal pedestrian- and bicycle-related collisions by 50% from 2010 levels by 2020.	
Redwood City	Yes, in 2017 Transportation Plan : Develop and adopt a strategic plan to meet the goal of eliminating traffic fatalities and serious injuries for all modes by 2030	
Menlo Park	Yes, in 2016 General Plan	
East Palo Alto	Yes, in 2016 General Plan : Eliminate traffic fatalities and reduce the number of non-fatal injury collisions by 50% by 2030.	
Mountain View	Yes, since January 2019	
Sunnyvale	Yes, since 2016	August 2019
Santa Clara	Working on in 19-20 Bike Plan Update	
San Jose	Yes, since 2015	Yes, since 2015
Fremont	Yes, since 2015	Yes, since 2016
San Francisco	Yes, since 2014	Yes, since 2014

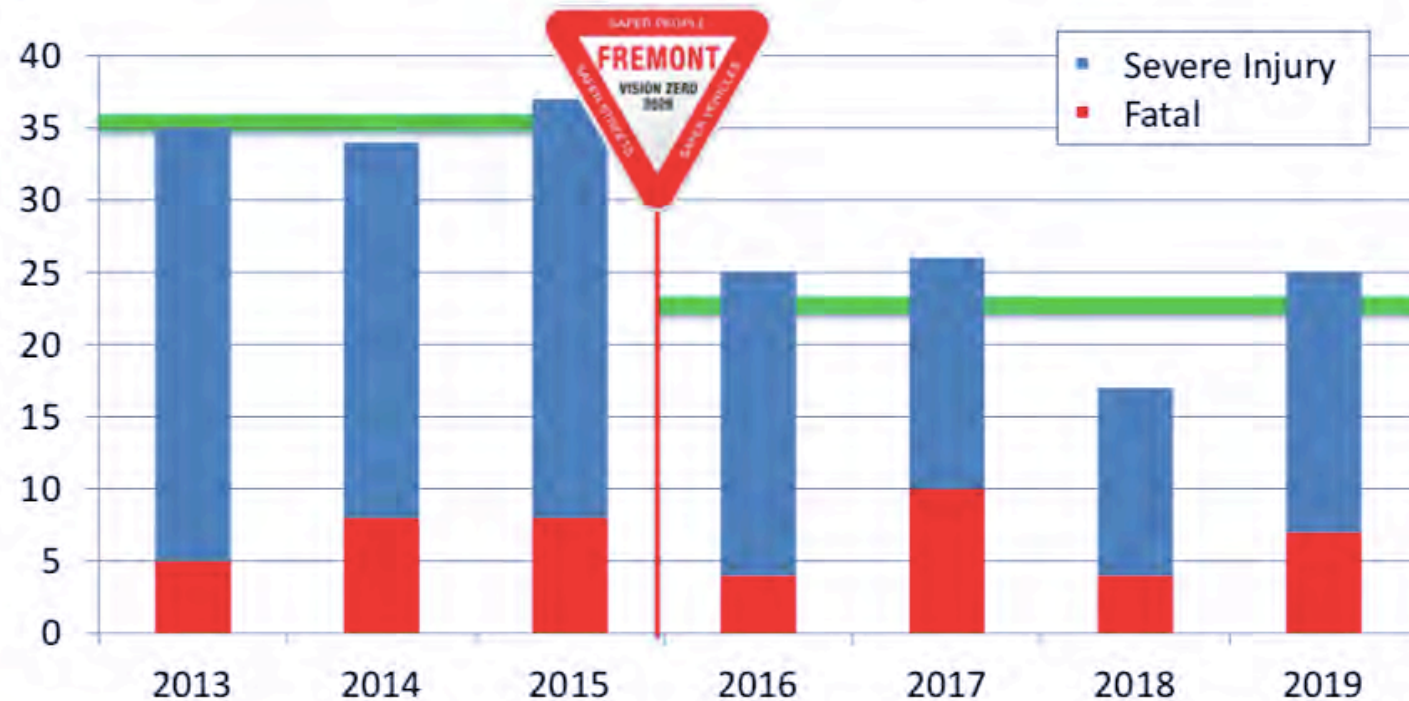
Daly City

- Adopt Action Plan (March 2020)
 - Near-term, mid-term, long-term
- Shift in mindset required
- Begin Vision Zero Task Force
- Outreach, stakeholder engagement
- Data collection and prioritization – focus on high injury network
- Projects (existing, new and future!)



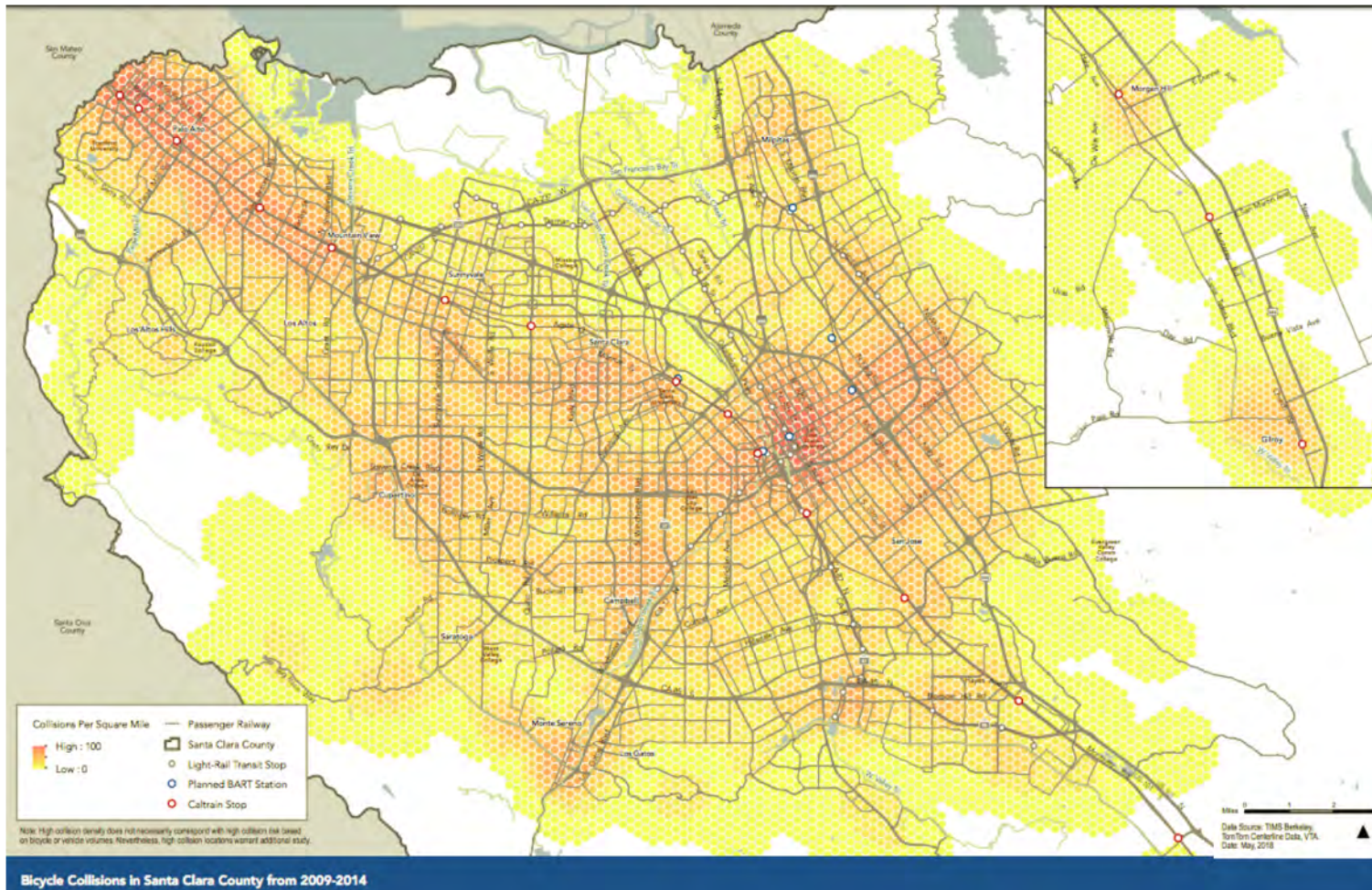
Fremont Major Traffic Crash Trends

Since start of Vision Zero program, major traffic crashes are down over 30%

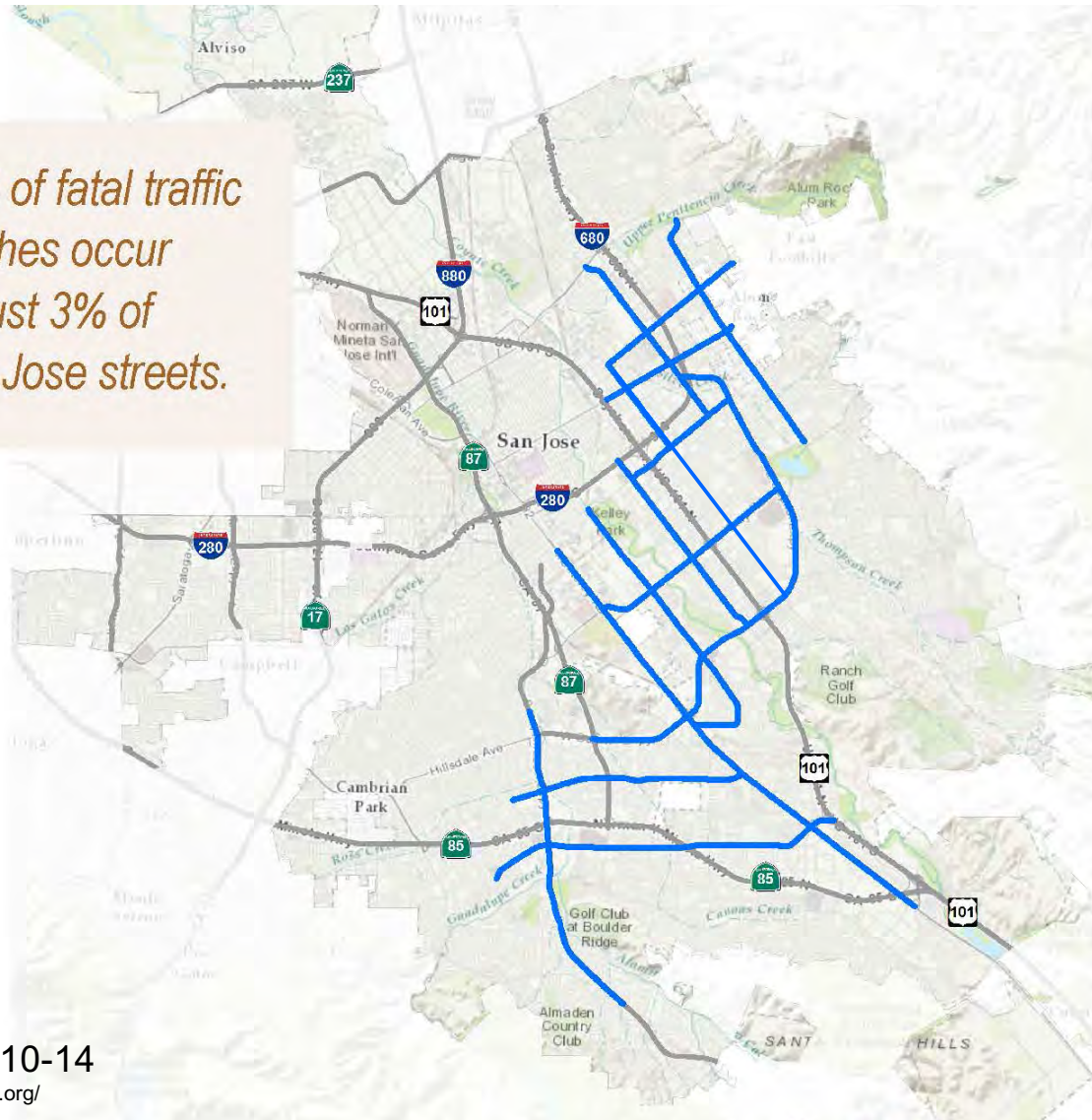


In past two years, traffic fatalities included: people walking (7), bicycling (1), on motorcycle (2), and driving (1)

Santa Clara County Bike Collisions



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/>

Better Bikeways San José



Stay involved!

- Become a member – help us make it easier to ride a bike in Silicon Valley and the Peninsula: bikesiliconvalley.org through a small annual donation of five hours of volunteer time.
- Learn about advocacy in your town: Local Team in San José meets fourth Wednesday of every month at our office. bikesiliconvalley.org/local-teams/
- San Jose Bike Plan being updated now
- Volunteer
- Get involved in rides, educational events, and fun



Emma Shlaes
Deputy Director
Emma@bikesiliconvalley.org

Vision Zero Advocacy in San Jose

Nikita Sinha
Walk San Jose Program Manager
California Walks



California Walks
Stepping Up for Health, Equity, & Sustainability

Who we are



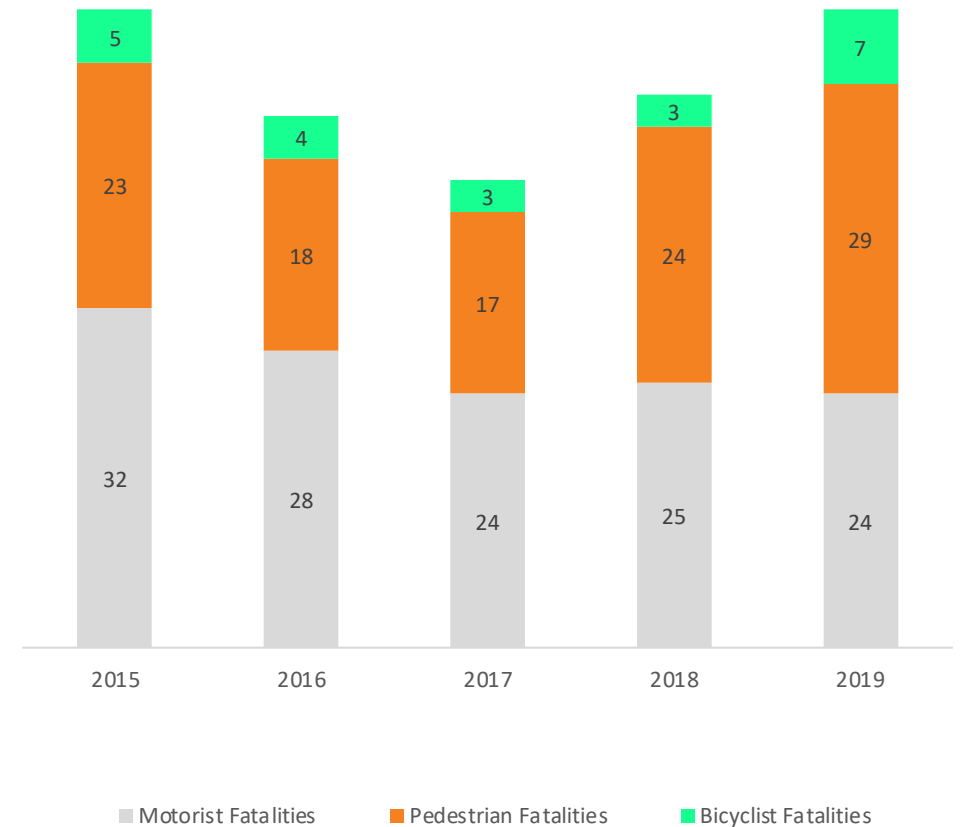
California Walks is the statewide voice for pedestrian safety & healthy, walkable communities for people of all ages & abilities.

We have been working in to advance safe streets in San Jose since 2012.

Vision Zero San Jose Coalition

- Coalition Goals
 - Advocate for a broader understanding of and support for Vision Zero in San Jose
 - Track the City's progress on VZSJ

San Jose Traffic Fatalities, 2015-2019



Vision Zero San Jose Coalition

- Coalition Goals
 - Advocate for dedicated funding of VZSJ to ensure implementation of critical policy concerns and safety programs and projects



Families for Safe Streets



- Crash survivors and family members who lost their loved ones in a crash
- Local chapters across the country to advocate for safe streets and provide supportive services for survivors and loved ones of victims
- Bay Area Families for Safe Streets

World Day of Remembrance

On 1/28/19,

**A 57-year-old
man died after
he was hit at
Almaden Exwy
& Camden Ave.**



**WORLD DAY OF REMEMBRANCE
FOR ROAD TRAFFIC VICTIMS**

SUNDAY 11/17

www.facebook.com/WalkSanJoseCA

Honor the people hit and killed,
and the hundreds injured yearly
in San Jose traffic crashes.



#CrashNotAccident

- International event to remember the victims of traffic crashes.
- 40,000 people are killed every year in the US

World Day of Remembrance

- San Jose has had 3 annual WDoR events to raise visibility and support for traffic safety efforts

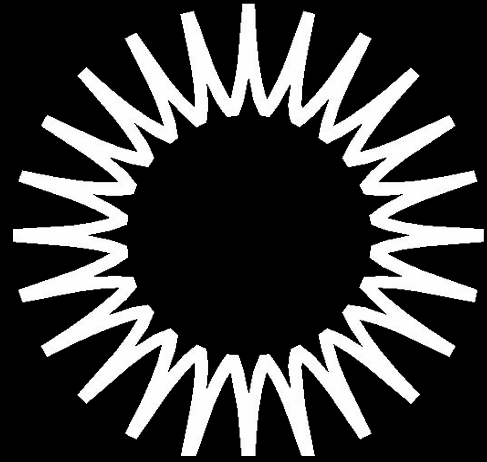


Thank you!

Nikita Sinha

Walk San Jose Program Manager

nikita@calwalks.org



SPUR

Ideas + Action for a Better City

learn more at SPUR.org

*tweet about this event:
@SPUR_Urbanist
#VisionZero*