San José Vision Zero

Jesse Mintz-Roth, AICP
Vision Zero Program Manager
US Pedestrian Fatalities
Uptrend since 2009

* 2018 estimate based on preliminary data and historical trends

Source: SHSOS and FARS
Vision Zero in the US
Adopted in 40+ cities since 2014

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 timeframe
- Key city departments (including Police, Transportation and Public Health) are engaged.
San José Traffic Fatalities
2019 was a peak year
• People hit while walking are the largest traffic fatality group, and increasing
• 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
• 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

![Vision Zero Dashboard - Crashes from January 1 2014 to December 31 2018](image_url)
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

- 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

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
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

<table>
<thead>
<tr>
<th>Council District</th>
<th>2014 - 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Crashes</td>
</tr>
<tr>
<td>1</td>
<td>1,499</td>
</tr>
<tr>
<td>2</td>
<td>1,342</td>
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<tr>
<td>3</td>
<td>5,544</td>
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<td>4</td>
<td>2,517</td>
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<td>5</td>
<td>3,378</td>
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<td>7</td>
<td>3,469</td>
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<td>8</td>
<td>1,673</td>
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<tr>
<td>9</td>
<td>1,874</td>
</tr>
<tr>
<td>10</td>
<td>1,692</td>
</tr>
</tbody>
</table>
$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

**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

1997: • Sweden introduces Vision Zero policy with 2020 goal

2011: • SVBC launches Vision Zero initiative and Roadway Safety Solutions Team with Stanford Trauma

2014: • New York City and San Francisco debut Vision Zero plans

2015 • San Jose, San Mateo, Fremont pass Vision Zero policies; SVBC’s Vision Zero Toolkit

2019 • Oslo, Norway and Helsinki, Finland achieves 0 deaths of people biking and walking

2020 • San Jose invests $7M toward VZ Plan

@bikesv #VisionZero
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.

@bikesv #VisionZero
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
<table>
<thead>
<tr>
<th>City</th>
<th>Policy/Resolution</th>
<th>Plan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daly City</td>
<td>2016</td>
<td>Coming March 2020</td>
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<tr>
<td>San Mateo</td>
<td>Yes, in <a href="#">2015 Sustainable Streets Plan</a>: 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.</td>
<td></td>
</tr>
<tr>
<td>Redwood City</td>
<td>Yes, in <a href="#">2017 Transportation Plan</a>: Develop and adopt a strategic plan to meet the goal of eliminating traffic fatalities and serious injuries for all modes by 2030</td>
<td></td>
</tr>
<tr>
<td>Menlo Park</td>
<td>Yes, in <a href="#">2016 General Plan</a></td>
<td></td>
</tr>
<tr>
<td>East Palo Alto</td>
<td>Yes, in <a href="#">2016 General Plan</a>: Eliminate traffic fatalities and reduce the number of non-fatal injury collisions by 50% by 2030.</td>
<td></td>
</tr>
<tr>
<td>Mountain View</td>
<td>Yes, since <a href="#">January 2019</a></td>
<td></td>
</tr>
<tr>
<td>Sunnyvale</td>
<td>Yes, since 2016</td>
<td>August 2019</td>
</tr>
<tr>
<td>Santa Clara</td>
<td>Working on in 19-20 Bike Plan Update</td>
<td></td>
</tr>
<tr>
<td>San Jose</td>
<td>Yes, since 2015</td>
<td>Yes, since 2015</td>
</tr>
<tr>
<td>Fremont</td>
<td>Yes, since 2015</td>
<td>Yes, since 2016</td>
</tr>
<tr>
<td>San Francisco</td>
<td>Yes, since 2014</td>
<td>Yes, since 2014</td>
</tr>
</tbody>
</table>
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!)

High Injury Network

In Daly City, 61% of crashes and 84% of KSI occur along 14% of the city’s roadway network.
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.
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
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.
• **Coalition Goals**
  
  • Advocate for a broader understanding of and support for Vision Zero in San Jose
  
  • Track the City’s progress on VZSJ
Coalition Goals

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

• 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
Ideas + Action for a Better City

learn more at SPUR.org

tweet about this event:
@SPUR_Urbanist
#VisionZero