



PUBLIC WORKS

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BICYCLE PEDESTRIAN COMMISSION INFORMATIONAL MEMORANDUM

Date: October 15, 2025

To: Bicycle Pedestrian Commission

From: Matthew Schroeder, Senior Transportation Planner, Transportation Division

Re: Vision Zero Task Force Framework and Function

Background

Establishing a Vision Zero Task Force is an implementable action identified in the 2024 Vision Zero Action Plan (VZAP). The purpose of the Task Force is to foster “essential cross-departmental collaboration to achieve the program’s goal of eliminating traffic fatalities and serious injuries...A task force enables this by bringing together key representatives from all major city functional divisions. For example, cities like New York, Los Angeles, Washington D.C., and San Francisco have established task forces that include management-level staff from multiple city departments, ensuring comprehensive buy-in and coordinated action.” (VZAP pg. 83)

The VZAP emphasizes the need for intra- and inter-agency coordination in order to deliver the Plan’s implementable actions and priority corridor countermeasures.

In Cupertino, the Task Force will include agency staff with expertise in data, engineering, education, enforcement, and organizational decision-making. Together, these stakeholders will develop recommendations to the City Council on how best to implement the VZAP through the City Work Program (CWP). In addition to completing the tasks outlined in the VZAP Task Force Work Plan, the Task Force may also make recommendations to fund projects such as increased traffic enforcement on the High Injury Network, investments in new technologies (for data collection, monitoring, and enforcement), or infrastructure improvements. Ultimately, the City Council will decide which actions to support and advance through the CWP.

To carry out the Work Plan, the Task Force will follow a recurring cycle of activities. Each year, it will publish a report on traffic fatalities and severe injuries, analyze enforcement data focused on the leading causes of KSI (killed or seriously injured) crashes, and conduct targeted outreach to vulnerable road users. As stated in the adopted VZAP, the Task Force will also coordinate

with the Santa Clara Valley Transportation Authority (VTA) to improve safety in and around transit. The Work Plan emphasizes that the Task Force shall focus on strengthening the quality of collision and speed data, aligning education efforts with enforcement strategies, and producing an annual public report.

Task Force Representatives/Partners:

Meets every three months and submits annual reports to the City Council and the public.

- Sheriff's Office staff (TBD)
- VTA staff (TBD)
- CUSD (Chris Jew) and FUHSD (TBD) staff
- Cupertino Transportation Division Engineering, Planning, and SR2S staff
- Cupertino City Manager's Office staff
- Cupertino Communications and Video Department staff
- Cupertino GIS staff
- BPC Commissioner

Vision Zero Task Force Work Plan (VZAP pg. 93):

- The Vision Zero Task Force aims to eliminate all traffic fatalities and severe injuries in Cupertino while increasing safe, healthy, and easily accessible mobility for all. This Work Plan outlines the key actions, responsible parties, timelines, and desired outcomes to achieve these goals. The Task Force will use collaboration, data-driven strategies, and community engagement to make Cupertino's streets safer for all. The Task Force goals are as follows:
 - Eliminate traffic fatalities and severe injuries.
 - Improve safety for vulnerable road users.
 - Enhance crash and injury data quality.
 - Strengthen local and regional partnerships.

The VZAP defines 7 tasks in the Work Plan for the Task Force:

- 1) Annual Traffic Fatality and Severe Injury Reporting
 - a) Action: Collect, analyze, and report data.
 - i) Outcome: Data-driven decision-making.
- 2) Review Annual Traffic Enforcement, Citations for Top 5 KSI Causes
 - a) Action: Analyze and adjust enforcement strategies.
 - i) Outcome: Targeted enforcement to reduce severe incidents.
- 3) Reach Vulnerable Road Users Via Existing Efforts

- a) Action: Integrate safety messages into city programs.
 - i) Outcome: Increased safety awareness.
- 4) Collaborate with VTA for Safer Transit Areas
 - a) Action: Conduct safety audits and implement improvements.
 - i) Outcome: Safer transit stops.
- 5) Coordinate Campaigns with Enforcement
 - a) Action: Launch campaigns timed with enforcement blitzes.
 - i) Outcome: Increased public compliance with traffic laws
- 6) Improve Crash and Injury Data Quality
 - a) Action: Update data collection protocols and train staff.
 - i) Outcome: Reliable data for safety initiatives.
- 7) Improve Speed Data Quality
 - a) Action: Create annual report from speed-monitoring devices and any vehicle speed study reports on the High Injury Network Corridors of Concern.
 - i) Outcome: Reliable data for speed of vehicles on key corridors.

Performance Metrics:

- Reduction in traffic fatalities and severe injuries
- Number of citations for top 5 KSI causes
- Safety improvements around transit stops
- Public awareness levels
- Quality of crash and injury data

Reporting:

- Frequency: Annual reports to City Council and public
- Review: Annual review meetings for effectiveness adjustments