



CITY OF CUPERTINO

AGENDA

BICYCLE PEDESTRIAN COMMISSION

This will be a teleconference meeting without a physical location.

Wednesday, November 17, 2021

7:00 PM

Teleconference Meeting

TELECONFERENCE / PUBLIC PARTICIPATION INFORMATION TO HELP STOP THE SPREAD OF COVID-19

In accordance with Government Code 54953(e), this will be a teleconference meeting without a physical location to help stop the spread of COVID-19.

Members of the public wishing comment on an item on the agenda may do so in the following ways:

1) E-mail comments by 5:00 p.m. on Wednesday, November 17 to the Commission at bikepedcommission@cupertino.org. These e-mail comments will be received by the commission members before the meeting and posted to the City's website after the meeting.

2) E-mail comments during the times for public comment during the meeting to the Commission at bikepedcommission@cupertino.org. The staff liaison will read the emails into the record, and display any attachments on the screen, for up to 3 minutes (subject to the Chair's discretion to shorten time for public comments). Members of the public that wish to share a document must email bikepedcommission@cupertino.org prior to speaking.

3) Teleconferencing Instructions

Members of the public may observe the teleconference meeting or provide oral public comments as follows:

Oral public comments will be accepted during the teleconference meeting. Comments may be made during "oral communications" for matters not on the agenda, and during the public comment period for each agenda item.

To address the Commission, click on the link below to register in advance and access the meeting:

Online

Register in advance for this webinar:

https://cityofcupertino.zoom.us/webinar/register/WN_eRRvX1kzSmCYeda76YKdUQ

Phone

Dial 669 900 6833 and enter Webinar ID: 953 3953 6690 (Type *9 to raise hand to speak)

Unregistered participants will be called on by the last four digits of their phone number.

Or an H.323/SIP room system:

H.323:

162.255.37.11 (US West)

162.255.36.11 (US East)

213.19.144.110 (Amsterdam Netherlands)

213.244.140.110 (Germany)

103.122.166.55 (Australia)

69.174.57.160 (Canada)

Meeting ID: 953 3953 6690

SIP: 95339536690@zoomcrc.com

After registering, you will receive a confirmation email containing information about joining the webinar.

Please read the following instructions carefully:

1. You can directly download the teleconference software or connect to the meeting in your internet browser. If you are using your browser, make sure you are using a current and up-to-date browser: Chrome 30+, Firefox 27+, Microsoft Edge 12+, Safari 7+. Certain functionality may be disabled in older browsers, including Internet Explorer.
2. You will be asked to enter an email address and a name, followed by an email with instructions on how to connect to the meeting. Your email address will not be disclosed to the public. If you wish to make an oral public comment but do not wish to provide your name, you may enter "Cupertino Resident" or similar designation.
3. When the Chair calls for the item on which you wish to speak, click on "raise hand." Speakers will be notified shortly before they are called to speak.
4. When called, please limit your remarks to the time allotted and the specific agenda topic.

In compliance with the Americans with Disabilities Act (ADA), anyone who is planning to

attend this teleconference meeting who is visually or hearing impaired or has any disability that needs special assistance should call the City Clerk's Office at 408-777-3223, at least 48 hours in advance of the meeting to arrange for assistance. In addition, upon request, in advance, by a person with a disability, meeting agendas and writings distributed for the meeting that are public records will be made available in the appropriate alternative format.

ROLL CALL

APPROVAL OF MINUTES

1. Subject: October 20, 2021 Minutes
Recommended Action: Approve the October 20, 2021 Minutes.
[A - Draft Minutes](#)

POSTPONEMENTS

ORAL COMMUNICATIONS

This portion of the meeting is reserved for persons wishing to address the Commission on any matter within the jurisdiction of the Commission and not on the agenda. Speakers are limited to three (3) minutes. In most cases, State law will prohibit the Commission from making any decisions with respect to a matter not on the agenda.

WRITTEN COMMUNICATIONS

OLD BUSINESS

2. Subject: Future Agenda Items (Eschelbeck)
Recommended Action: Develop and Maintain a List of Future Agenda Items for the Bicycle Pedestrian Commission
3. Subject: Cupertino Vision Zero Program (Eschelbeck)
Recommended Action: Develop Programs and Policies for Cupertino's Vision Zero Program

NEW BUSINESS

4. Subject: Junipero Serra Trail Update (Moran)
Recommended Action: Receive Update on Junipero Serra Trail Project
5. Subject: Suggestions for FY2022-2023 City Work Program Inclusion (Eschelbeck)
Recommended Action: Propose Suggestions for FY 2022-2023 City Work Program Inclusion (Action Item)

STAFF AND COMMISSION REPORTS

6. Subject: Staff Update and Commissioner Activity Report (All)
Recommended Action: Receive Updates from Staff and Commissioners Regarding Recent Activities

FUTURE AGENDA SETTING

ADJOURNMENT

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Any writings or documents provided to a majority of the members after publication of the agenda will be made available for public inspection. Please contact the City Clerk's Office in City Hall located at 10300 Torre Avenue, Cupertino, California 95014, during normal business hours.

IMPORTANT NOTICE: Please be advised that pursuant to Cupertino Municipal Code section 2.08.100 written communications sent to the Cupertino City Council, Commissioners or City staff concerning a matter on the agenda are included as supplemental material to the agenda item. These written communications are accessible to the public through the City's website and kept in packet archives. Do not include any personal or private information in written communications to the City that you do not wish to make public, as written communications are considered public records and will be made publicly available on the City website.

Members of the public are entitled to address the members concerning any item that is described in the notice or agenda for this meeting, before or during consideration of that item. If you wish to address the members on any other item not on the agenda, you may do so during the public comment.



CITY OF CUPERTINO

Agenda Item

21-10120

Agenda Date:
11/17/2021 Agenda #: 1.

Subject: October 20, 2021 Minutes

Approve the October 20, 2021 Minutes.



DRAFT MINUTES
MINUTES OF THE REGULAR MEETING OF THE
BICYCLE PEDESTRIAN COMMISSION
October 20, 2021

Draft Minutes

The meeting was called to order at 7:01 p.m.

ROLL CALL:

Present: Jack Carter, Maanya Condamoor, Gerhard Eschelbeck (Chair), Ilango Ganga (Vice Chair), Erik Lindskog

Staff: David Stillman, Staff Liaison

Others Present: Lillian Tsang, Principal Transportation Engineer, City of Sunnyvale Vision Zero Program; Jesse Mintz-Roth, Vision Zero Program Coordinator, City of San Jose; Lily Lim-Tsao, Deputy Director, City of San Jose

APPROVAL OF MINUTES

1. September 15, 2021 Minutes

Commissioner Carter motioned to approve the minutes as presented, Commissioner Condamoor seconded the motion. Motion passed 4-0, Ganga Absent

POSTPONEMENTS

None.

ORAL COMMUNICATIONS

Lisa Warren, public speaker commented on a discussion at a previous Council meeting regarding setbacks between the building line to the curb line and how this relates to new bike lanes that were constructed. She suggested the new bike lanes be monitored to see if they are being used as hoped. David Stillman, Transportation Manager remarked that there was a pilot program along De Anza Boulevard with cameras that would perform bicycle, pedestrian and vehicle counts; this provided data on the usage of the bike lanes.

Vice Chair Ganga joined the meeting at 7:08 p.m.

WRITTEN COMMUNICATIONS

None.

OLD BUSINESS

2. Future Agenda Items

Carmen Road Bridge

Public places for bike racks

Education on how to use two-stage left turn boxes

Path between Lincoln Elementary and Monta Vista High School

Touchless pedestrian push buttons

The impact of semi-rural designation on bike and ped projects/priorities

Adaptive traffic signal pilot update

Multi-modal traffic count pilot update

Junipero Serra Trail

Reassess the Intersection at Bubb Rd/McClellan Rd

Stevens Creek Boulevard, Phases 1-3

Bicyclists legally allowed behavior at stop signs

Vision Zero

2022/2023 Workplan discussion

3. City of Sunnyvale Vision Zero Program (Tsang)

Lillian Tsang, Principal Transportation Engineer, City of Sunnyvale Vision Zero Program gave a presentation on the City of Sunnyvale Vision Zero Program. She discussed the background of the Program and explained some of the lessons learned in its implementation.

Chair Eschelbeck asked how the City of Sunnyvale began their engagement model. Ms. Tsang said they hired a consultant and looked at various development phases. The first phase was “project initiation and existing conditions assessment.” During that first phase, the consultant looked at various types of collision conditions and what the existing situation was. After that initial phase, they developed a “priority project development phase,” which meant identifying where the major collisions were, based on data. They tried to understand where the fatalities took place. They had a public workshop and a stakeholder meeting to gather more information and understand where the issues might be; they looked at trends. Next, they worked on the “Implementation Strategy Phase,” which meant looking at collision profiles. They then presented this information to the public and to their commission, to gather feedback. They provided walking tours at three of the sites identified as needing improvements and gathered further recommendations. They also provided an on-line survey where they asked questions to the community and tried to understand their concern.

Commissioner Carter asked if there was significant pushback from the community. Ms. Tsang did not recall any pushback but said a challenge was bringing this idea to the different entities. She explained that at first, it was an education effort because staff had to explain why the city was asking for certain improvements from developers. Commissioner Carter asked if any projects with Vision Zero implementations were finished. Ms. Tsang said there was a project happening now, which would be complete sometime next year.

Vice Chair Ganga asked if Sunnyvale's Action Plan was separate from the Vision Zero Plan. Ms. Tsang said they identified the Vision Statement, what the goals were, but they did not identify additional policy statements. The main goal identified was to achieve a 50% reduction by 2029 and to continue to work toward zero in the years that followed. Their plan itself included information related to different collision profiles and what types of measures worked well with each individual collision profile. In their report, they included a long list of actions they could implement. They had difficulty pinpointing what to focus on first. Vice Chair Ganga asked if there were ongoing data collection reports and if there was a task force to assess progress in the Action Plan. Ms. Tsang said there was no task force. Sunnyvale did not have the funding for a designated person to focus on just Vision Zero. Their staff tried to prioritize projects to figure out the easiest way to implement actions. The second piece was education, to influence people's behavior. In terms of data collection, they will do collision analysis every two years to understand what types of injuries there were, in comparison with the past. Success criteria was based on collision data.

Commissioner Lindskog inquired why vehicles were left out of the 'Implementable Actions' in the Sunnyvale presentation. Ms. Tsang replied that some of the operations focused on pedestrians and bicyclists and others focused on drivers. Commissioner Lindskog replied that almost all collisions involved cars. He also questioned the training Sunnyvale listed because he noticed it was for pedestrians and bicyclists, but not drivers. Ms. Tsang relayed that vulnerable road users were typically children and the elderly. Commissioner Lindskog thought the focus should be on the driver, not the victim.

Chair Eschelbeck asked about a series of improvements Sunnyvale made and if they looked at the changes as small. He wanted to know how Sunnyvale incorporated those, how that drove some of the bigger projects out of the Vision Zero Program. Ms. Tsang replied that their Vision Zero Program identified locations that consisted of a corridor

where they could make improvements. There were 10 locations identified and they were currently working on two of them; both were in the design phase.

David Stillman, Transportation Manager declared that Cupertino was developing a Local Roadway Safety Plan (LRSP), and he understood Sunnyvale had one. He wanted to know the similarities in Sunnyvale's Vision Zero Program and their LRSP. Ms. Tsang said they selected locations by looking at where there were serious injuries or fatalities. Then they focused on what would make things safer. The LRSP had a slightly different focus, and they were looking to get grants for those projects, which had different requirements. Sunnyvale looked at how much of a benefit the improvements were, versus the cost, as they might not be able to implement certain projects associated with the LRSP because the cost might be too high. Also, regarding the LRSP, they tried to identify systematic improvements that could be implemented to similar roadways.

Vice Chair Ganga asked if there were specific funding sources for Sunnyvale's Vision Zero Program. Ms. Tsang said no but they tried to find grant opportunities. Vice Chair Ganga asked if significant funding was needed to develop the Vision Zero Plan. Ms. Tsang said yes, there was a lot of coordination between the departments as well.

4. City of San Jose Vision Zero Program (Mintz-Roth)

Jesse Mintz-Roth, Vision Zero Program Coordinator, City of San Jose gave a presentation regarding creating a Vision Zero Action Plan.

Commissioner Carter asked about the 'areas of concern' and if that was because more people were walking. He also wondered how San Jose determined why things happened in certain areas. Mr. Mintz-Roth said the areas of concern were discovered by tracking police reports where fatal and severe accidents occurred. They used that data to create the Vision Zero Action Plan and focused on those areas.

Commissioner Carter concluded from the presentations that there was going to be a two-year implementation process for the City of Cupertino. Lily Lim-Tsao, Deputy Director, City of San Jose said that depended on how much data Cupertino had; this was the basis for building a plan.

Chair Eschelbeck recognized San Jose did a thorough job on data collection and thought it was good that they did future planning on infrastructure, which was based on their data analysis. He commented on the Vision Zero Program satisfying the funding needs, but he wanted to hear more. Mr. Mintz-Roth said there were many grants available for street redesign work but the one that was closest to Vision Zero was called Highway

Safety Improvement Program (HSIP.) In order to apply for grants through HSIP, it is required for municipalities to have an Local Roadway Safety Plan (LRSP.) There was more philosophy to a Vision Zero Plan than there was to an LRSP.

Chair Eschelbeck asked if the LRSP was implemented by agencies in the area. David Stillman, Transportation Manager responded that Cupertino was initiating a process to develop an LRSP. Cupertino has a \$72,000 grant for development. Chair Eschelbeck wondered if that was in alignment with the Vision Zero Program. Mr. Stillman referred to the discussion with Sunnyvale regarding the difference between Vision Zero and the LRSP. Cupertino does not have a budget right now for hiring a consultant for the development of the Vision Zero Plan. Cupertino was looking at a paired down version of the plan, spearheaded by the Bicycle Pedestrian Commission (Commission) and staff. It was possible to use some of the data from the LRSP toward the Vision Zero Plan.

Chair Eschelbeck was doubtful that Cupertino was going to be successful in the Vision Zero Plan without any funding. Vice Chair Ganga agreed.

Vice Chair Ganga recalled that San Jose had three Vision Zero Action Plans; he wondered if San Jose began with a Vision Zero Policy and then worked on the Vision Zero Action Plan. Ms. Lim-Tsao said 2015 was when large municipalities signed on to the philosophy that all fatalities could be avoided. The beginnings of the discussions related to bringing more safety to the city, including strategic plans. By 2017, San Jose had an extensive list of improvements that could be constructed to make things safer. They did not focus just on infrastructure improvement, but on the multi-disciplinary task force, which helped brainstorm the process. They then committed to a meaningful plan and delivering on that plan. Vice Chair Ganga thought it was good to take San Jose's 2020 Plan as a model. Ms. Lim-Tsao said yes.

Vice Chair Ganga remarked that it looked like San Jose was collecting data continuously. He wondered if they were using consultants to collect the data. Ms. Lim-Tsao said San Jose developed their own manual process where they took police reports and manually entered that information in their own data collection program; they used that to apply a predictive model. San Jose did not have automatic data transfer from their traffic systems. Vice Chair Ganga asked what San Jose's success rate was because it looked like their collisions were increasing. Mr. Mintz-Roth answered that capital programs took a long time to implement, including the ability to gather enough data.

Commissioner Carter commented that the data for the last two years was not normal data because of the pandemic. The roads were being used, temporarily, differently than

they were before the pandemic. Mr. Mintz-Roth agreed and said they like to use multiple data years, typically five years.

Vice Chair Ganga wanted to hear more about the educational programs. He was interested in two facets: 1) enforcement and public safety; and 2) education, going to schools to help the children to learn about road safety. Mr. Mintz-Roth said San Jose has a Walk and Roll Program, which includes about 52 schools. The biggest project they were starting was the Strategic Communications Contract. This had to do with educating people about issues such as speeding. The other types of education they did were safety walk audits, which were formally done in-person but were now done on Zoom. Regarding working with law enforcement, they did not work too much in engagement, only a little.

Chair Eschelbeck said tonight's information was good and Vision Zero will be a continuous topic on the agenda.

NEW BUSINESS

STAFF AND COMMISSION REPORTS

5. Staff Update and Commissioner Activity Report (All)

David Stillman, Transportation Manager relayed that the 2021 Bike Fest was last month. He thanked everyone and said it was the biggest one yet. He was continuing the pilot on Traffic Adaptive and Multi-Modal Data Collection Count; they were in a data collection mode right now. Staff was on phase two of the Stevens Creek Boulevard Class IV Bikeway Project. Staff has passed the 35% percent level design of the De Anza & McClellan Road upgrade, and they were at 35% for the eastern segment of the Junipero Serra Trail Project. Staff was also moving forward on the Carmon Road Bridge Project.

Vice Chair Ganga wanted to know more about the Multi-model Traffic Counts. Mr. Stillman said the software for the Multi-Model Traffic Counts was very similar software as the Traffic Adaptive software and two projects were interrelated.

The City of Cupertino received an award on the McClellan Road Separated Bike Lane Phase II Project from the American Public Works Association.

Commissioner Lindskog updated the commission on the Valley Transportation Authority (VTA) Bicycle Pedestrian Advisory Committee (BPAC).

Commissioner Condamoor attended the Safe Routes to School (SR2S) and Mayor's Meeting. Commissioner Carter will attend the SR2S and Mayor's meeting for November 2021.

ADJOURNMENT

Meeting adjourned at 9:06 p.m.

SUBMITTED BY:

David Stillman, Staff Liaison

Note: Any attachments can be found on the Cupertino Website
<https://www.cupertino.org/our-city/agendas-minutes>



Sunnyvale

Sunnyvale Vision Zero Plan

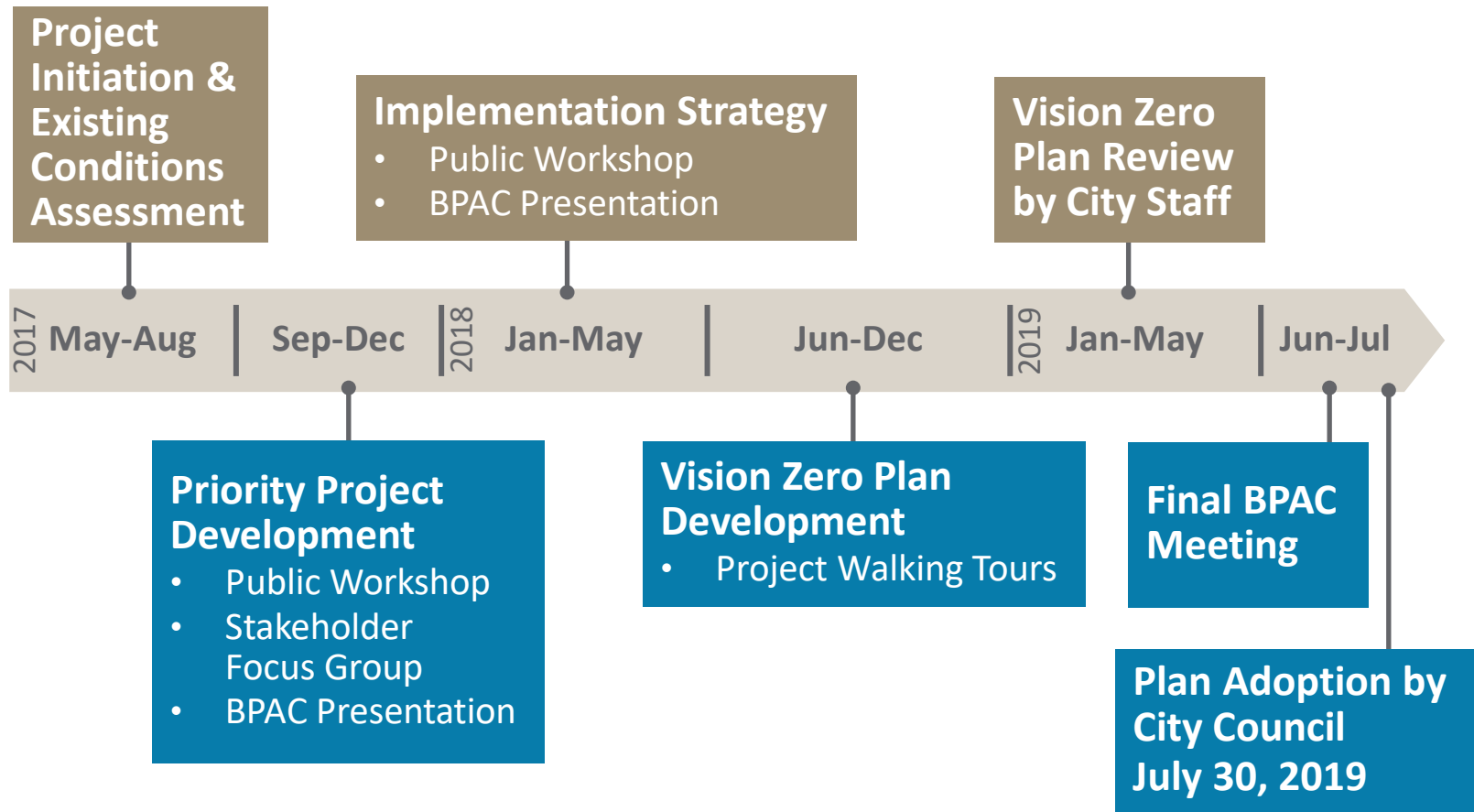
Lillian Tsang
Principal Transportation Engineer
October 20, 2021



What is Vision Zero?

1. **“Safety First”** - prioritizes traffic safety over other transportation considerations
2. **Preventable** - acknowledges that traffic deaths and serious injuries are preventable
3. **Multidisciplinary Approach** - brings together a diverse set of stakeholders to address the complex problem of traffic safety

Sunnyvale Vision Zero Plan - Project Timeline



Vision Zero Goal Statement

Achieve a **50% reduction** in fatalities and serious injuries by 2029.

Continue progress towards **zero** in the ten years that follow.

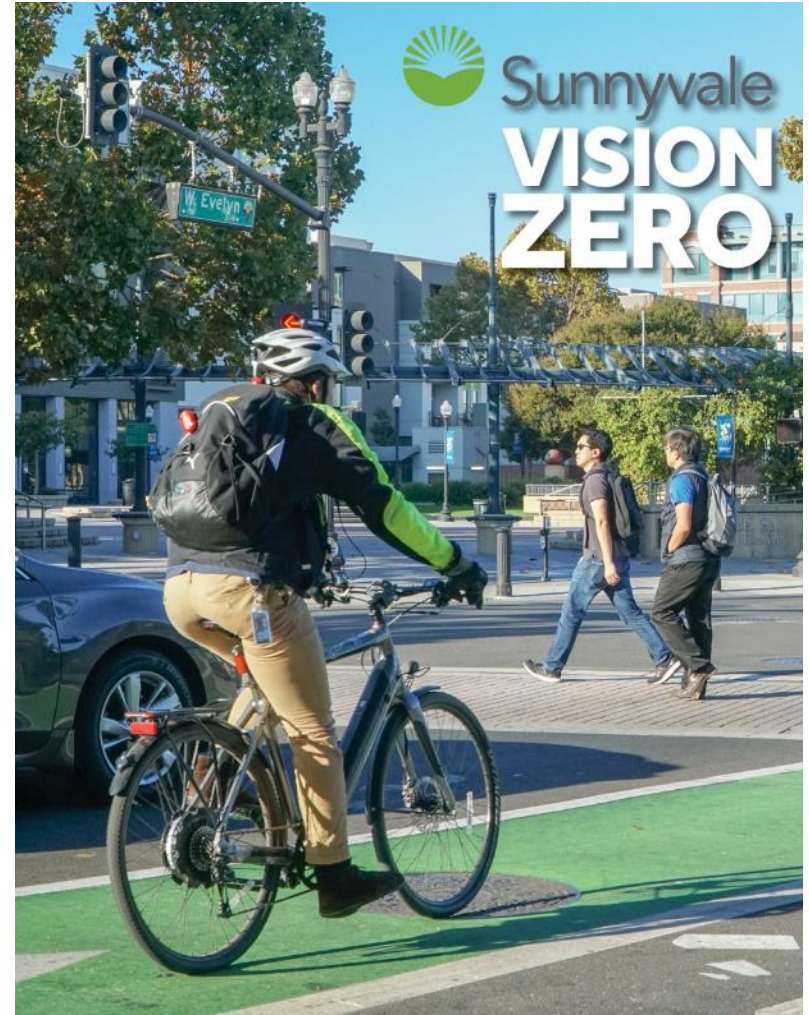


Guiding Principles

1. Traffic deaths are unacceptable and preventable
2. Safe transportation options for all users in all communities
3. Safety over efficiency
4. A quantitative, collaborative, and equitable approach to Vision Zero actions
5. Design to anticipate error and minimize injury severity
6. Design for speeds that safely accommodate all modes of travel
7. Ongoing evaluation to measure performance against the Sunnyvale Vision Zero Plan objectives

Plan Development

- Collision Analysis
- High Injury Network
- Collision Profiles
- Countermeasure Toolbox
- Action Plan



Implementable Actions



Vision Zero Program
Initiatives and Evaluation



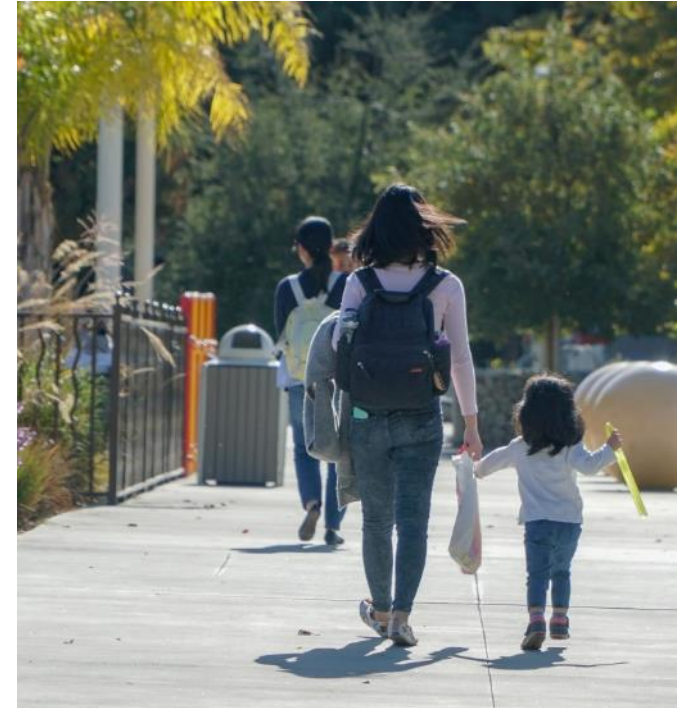
Street Design and Operation



Behavioral Change



Vulnerable Road Users



Implementable Actions

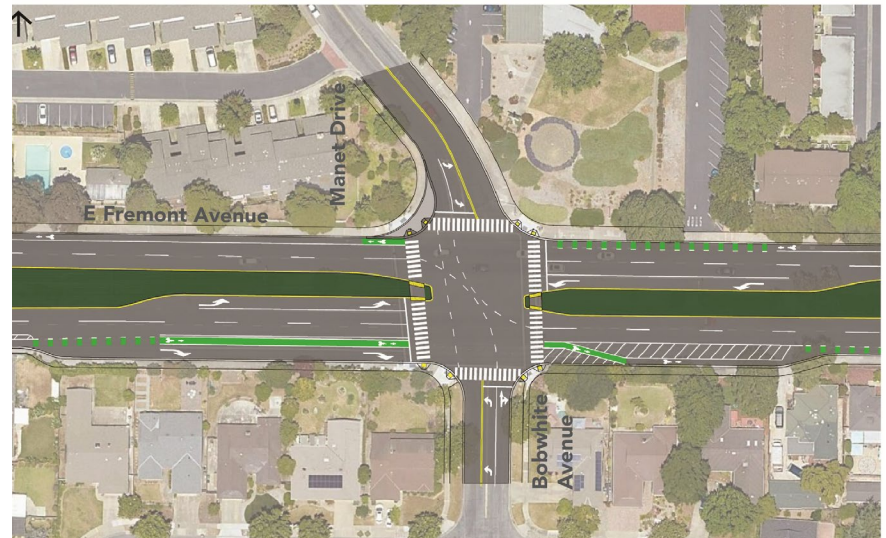
Program Initiatives and Evaluation

- Collect Annual Bicycle, Pedestrian and Vehicle Count
- Incorporate Vision Zero Concept into Future Plans and Projects
- Set up/Maintain a Vision Zero Website

Implementable Actions

Street Design and Operation

- Capital Improvement Projects
- Pavement Rehabilitation Projects
- Quick Build Projects



Implementable Actions

Land Use Development Improvements



Consolidated Driveways



Installation of Adjacent Bicycle and Pedestrian Facilities



Roadway Lighting



Installation of Bulb-outs and Reduced Corner Radius



Sidewalk to Close Gaps

Implementable Actions

Behavioral Change

- DUI Saturation Patrols
- Pedestrian and Bicycle Enforcement Operations
- Develop a Comprehensive, Strategic Outreach Plan for Vision Zero Campaign



Implementable Actions

Vulnerable Road Users

- Virtual Bicycle Safety Training for K-5th Graders
- Walk, Bike & Roll Banners
- SRTS Incentives



Vision Zero Plan

Key Takeaways

- Robust Community Engagement
- Comprehensive Collision Analysis
- Development an Outreach plan for Vision Zero Campaign
- Focus on how to incorporate Vision Zero Concept/Design in Future Projects

Vision Zero Plan

Challenges in Implementation

- Coordination with Key Partners
- Prioritized Near-term Implementation Plan
 - ◆ Based on Available Budget & Resource
- Competing Priority Projects in Various Adopted Plans
- Reduction in Fatalities and Serious Injuries Does Not Happen Overnight

For a copy of the final
report, search
**Transportation and Traffic
Safety** on
www.Sunnyvale.ca.gov

Lillian Tsang
Principal Transportation
Engineer
Ltsang@sunnyvale.ca.gov

The screenshot shows the Sunnyvale City website. At the top, there is a navigation bar with links for 'Pay & Apply', 'Access Sunnyvale', 'Subscribe', 'color contrast', 'low graphics', 'a a a', 'Translate', 'Search', and 'GO'. Below this is the Sunnyvale logo and a secondary navigation bar with links for 'Your Government', 'Recreation and Community', 'Homes, Streets and Property', 'News Center and Events Calendar', 'Business and Development', and 'City Services'. The main content area is titled 'Transportation and Traffic Safety' and includes a breadcrumb trail: 'Home > Homes, Streets and Property > Transportation and Traffic Safety'. On the left, there is an 'Explore' sidebar with links to various city services, including 'Transportation and Traffic Safety'. The main content area features a 'Services' section with a dropdown menu showing 'Walk and Bike'. Below this is a section titled 'Transportation Plans, Policies and Solutions' which includes 'Plans' such as the 'Active Transportation Plan 2020' and the 'Vision Zero Plan'. The 'Active Transportation Plan 2020' section lists goals and recommendations, including making infrastructure changes and teaching walking and biking safety skills. The 'Vision Zero Plan' section describes the goal of reducing roadway fatalities and serious injuries by 50% by 2029 and nearing zero by 2039. It also lists the 'Vision Zero Plan' and 'Vision Zero Technical Appendix' as approved documents.

Pay & Apply Access Sunnyvale Subscribe color contrast low graphics a a a Translate Search GO

Sunnyvale

Your Government Recreation and Community Homes, Streets and Property News Center and Events Calendar Business and Development City Services

Home > Homes, Streets and Property > Transportation and Traffic Safety Share

Explore

- Homes, Streets and Property Home
- Water and Sewer
- Flood Protection
- Utility Services
- Trees
- Parking
- Street Maintenance
- Transportation and Traffic Safety
- Recycling and Garbage
- Housing
- Neighborhood Resources

Access Sunnyvale

Utility Services

How to Get Rid of Anything

Transportation and Traffic Safety

Services +

Walk and Bike +

Transportation Plans, Policies and Solutions -

Plans

Active Transportation Plan 2020

The main goal of the plan is to encourage bicycling and walking. It's comprised of three plans: bicycle, pedestrian and safe routes to school. Our plan is to create a safe, connected network for bicycling and walking. Some recommendations include:

- Making infrastructure changes (such as adding bike lanes or crosswalks)
- Teaching walking and biking safety skills

Active Transportation Plan - Approved by City Council, Aug. 25, 2020 (43 MB PDF)

Vision Zero Plan

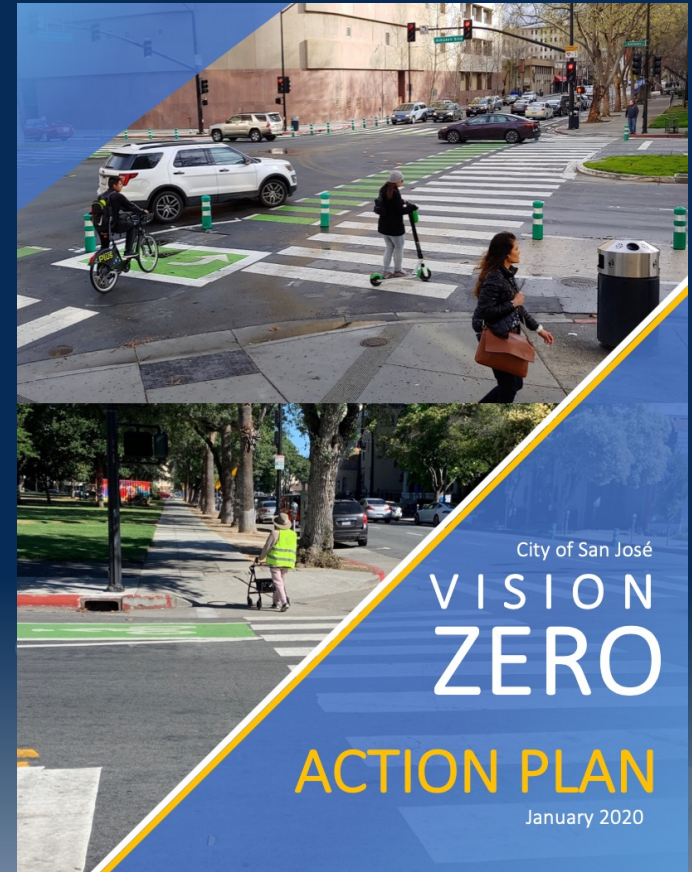
We developed the Vision Zero Plan to reduce roadway fatalities and serious injuries. The plan is a phased approach with a goal of 50% reduction by 2029, and nearing zero by 2039.

- Vision Zero Plan - Approved by City Council, July 30, 2019 (5 MB PDF)
- Vision Zero Technical Appendix - Approved by City Council, July 30, 2019 (7 MB PDF)

Creating a Vision Zero Action Plan

Jesse Mintz-Roth, AICP

Vision Zero Manager, San José
Department of Transportation



City of San José

VISION
ZERO

ACTION PLAN

January 2020

Adopting a Vision Zero Action Plan

BPC 11-17-2021
29 of 52

Step 1: Create a High Injury Network.
See [Recommendations for California Statewide Guidance: High Injury Networks](#) by the Southern California Association of Governments (SCAG) – September 2021

The HIN map is a basis to write a Vision Zero Action Plan, apply for funding, and begin the program.

A VZ plan checks the Local Roadway Safety Plan requirement, required for HSIP Cycle 11 applications by Caltrans



Adopting a Vision Zero Action Plan

BPC 11-17-2021
30 of 52

San José adopted Vision Zero in 2015

3 Action Plans: 2015, 2017, 2020

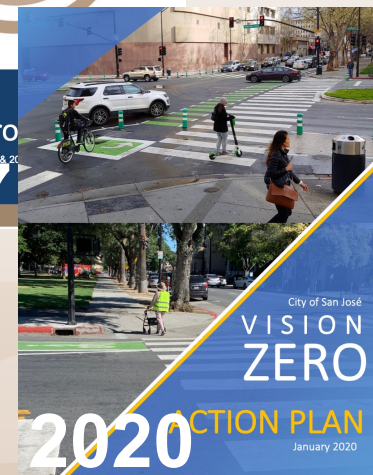
2020 Vision Zero Action Plan was adopted on February 11, 2020

- Goals: Six Priority Action Areas
- Initial \$6.8 million city investment in \$18 million plan

Complements city goals and policies

- Safety, vulnerable modes, mode shift

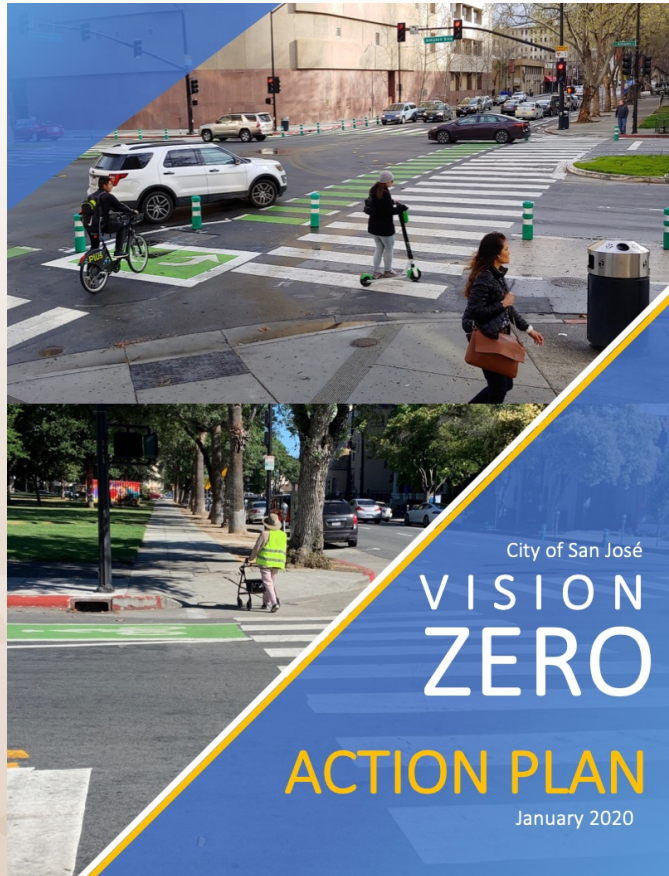
Strategy: Data analysis informs investment



2020 Vision Zero Action Plan

6 Priority Action Areas

BPC 11-17-2021
31 of 52



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

Implementing the Action Plan

BPC 11-17-2021
32 of 52

Manageable number of deliverables

Regular progress reports structured on the 6 areas

Create accountability goals

- 2 City Council committee appearances per year
- New: Vision Zero Task Force – quarterly public meetings

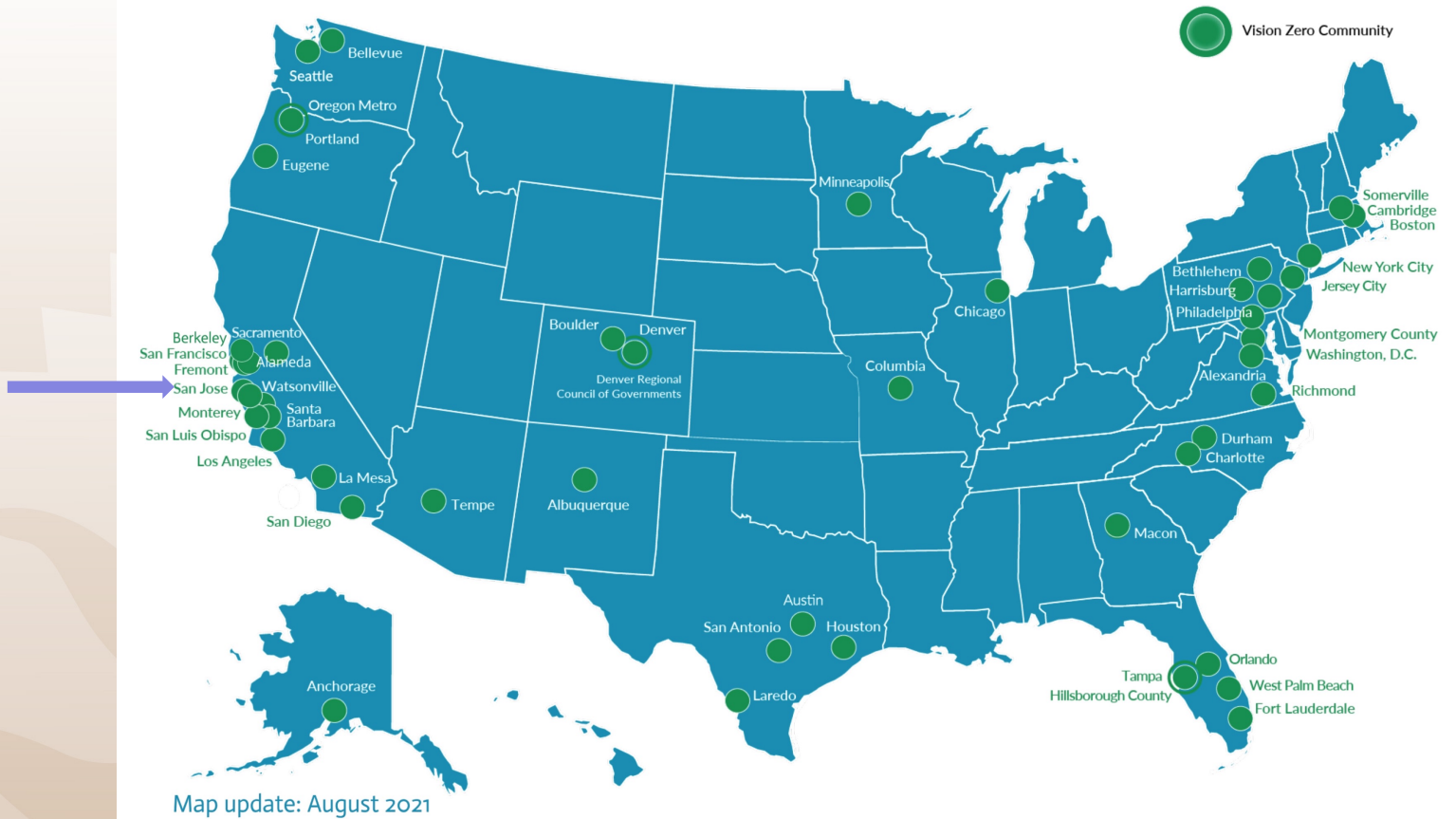
Increase local awareness of Vision Zero meaning/brand

- Use outreach, news stories, public speaking to increase literacy
- Make crash and injury data publicly available
- Discuss how project types are the result of data analysis
- Explain how proposed solutions respond to the data
- Future: post project data evaluation to show project performance

Vision Zero in the US

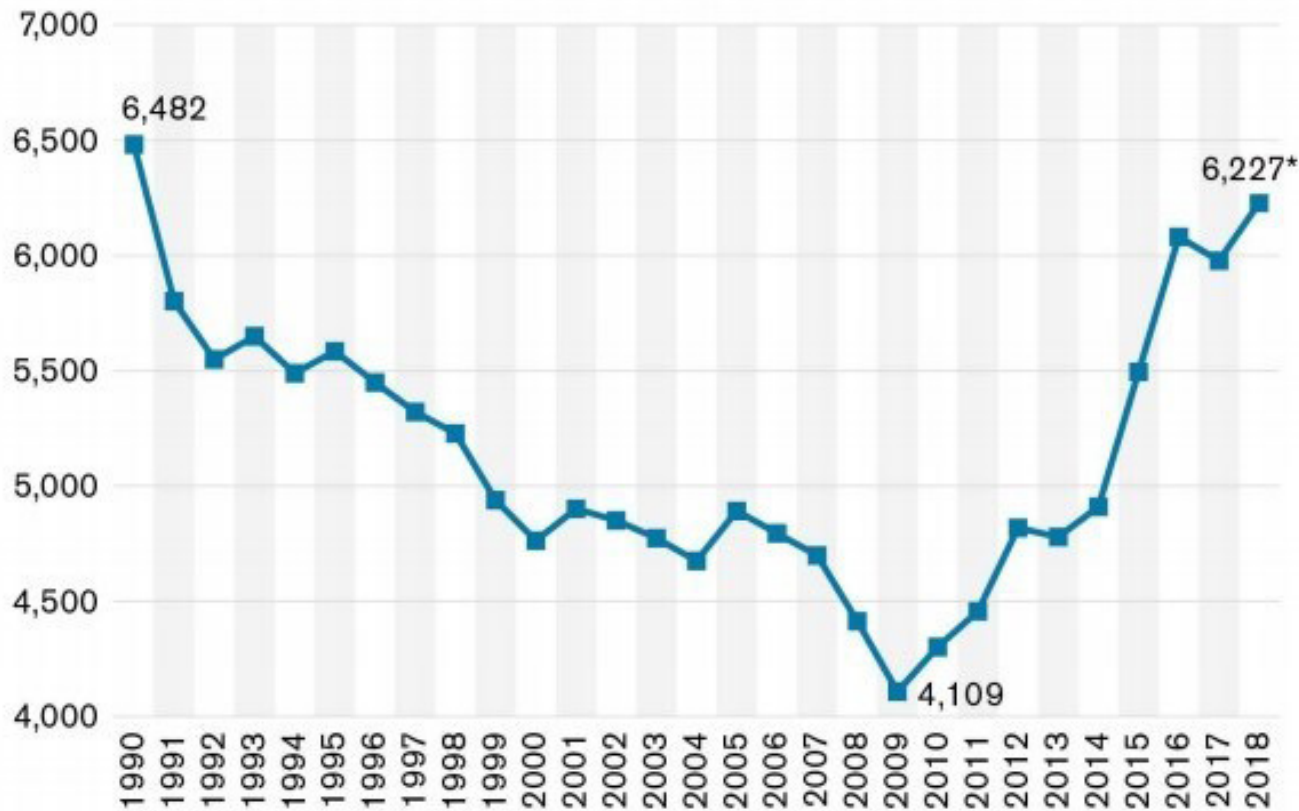
Adopted in 50 cities since 2014

VISION ZERO NETWORK



US Pedestrian Fatalities

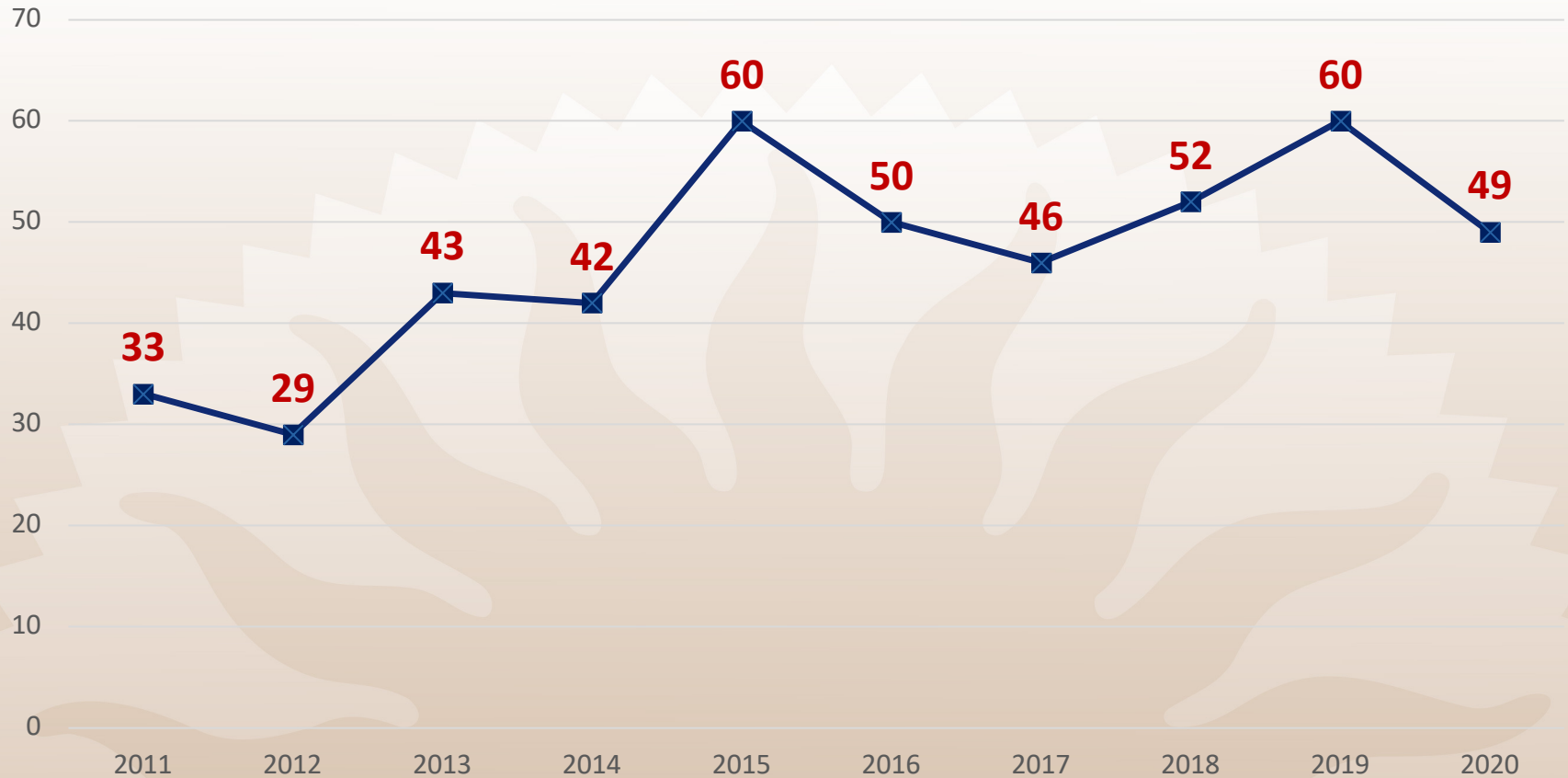
Uptrend since 2009



Source: SHSOs and FARS

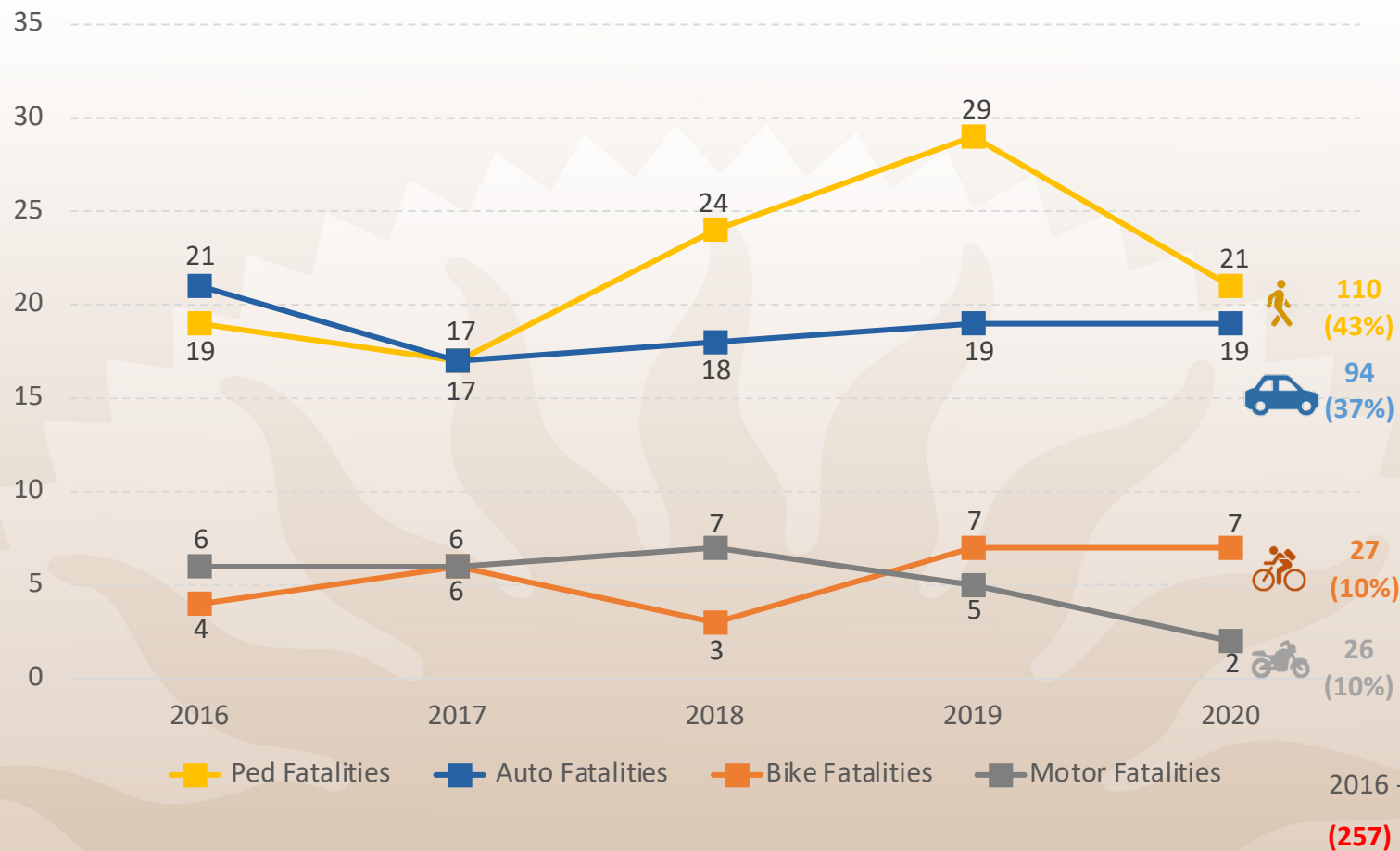
* 2018 estimate based on preliminary data and historical trends

San Jose Traffic Fatalities (Last 10 years)



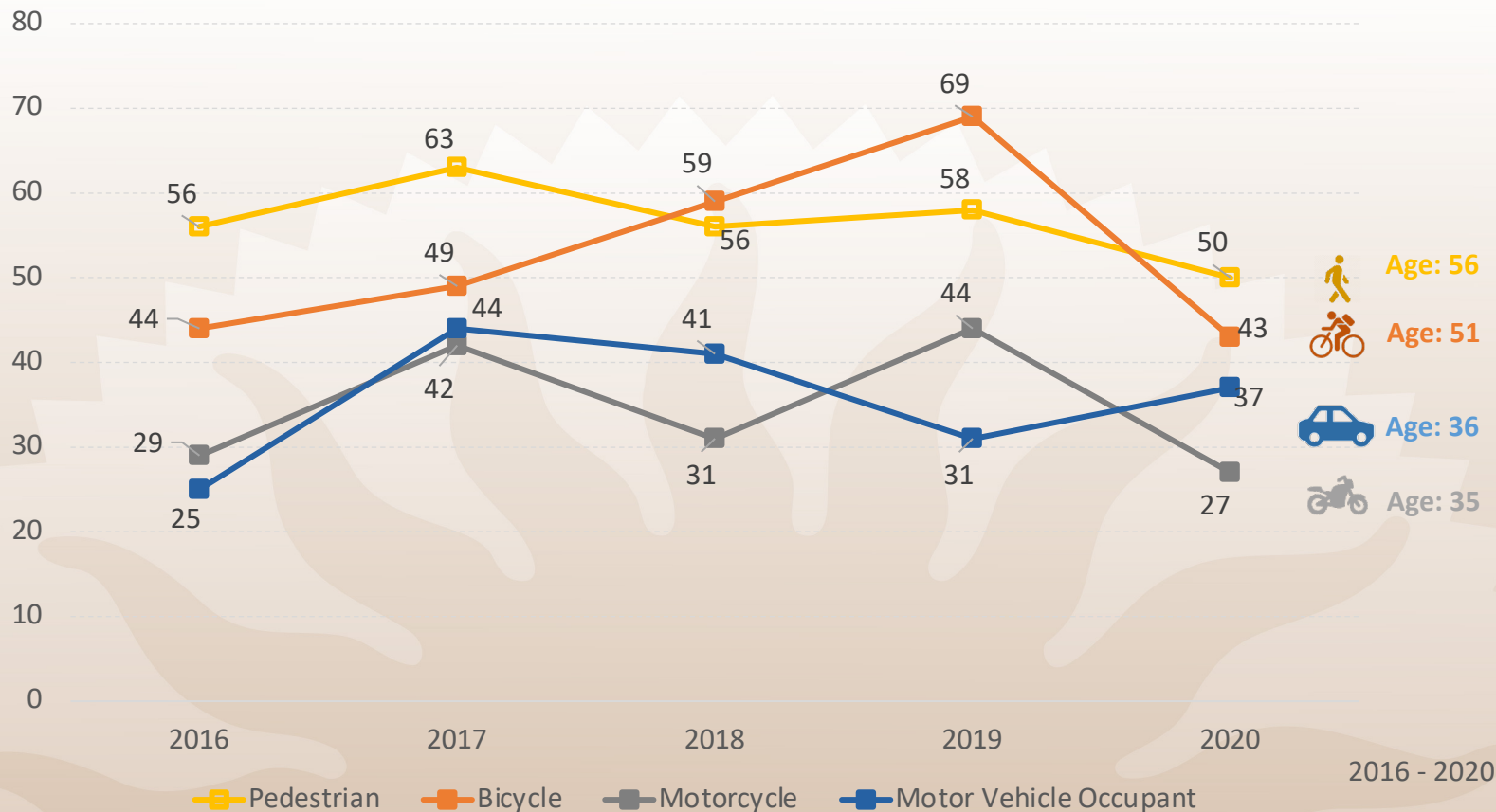
Traffic Fatalities

2016-2020 by Street User Type



Traffic Fatalities

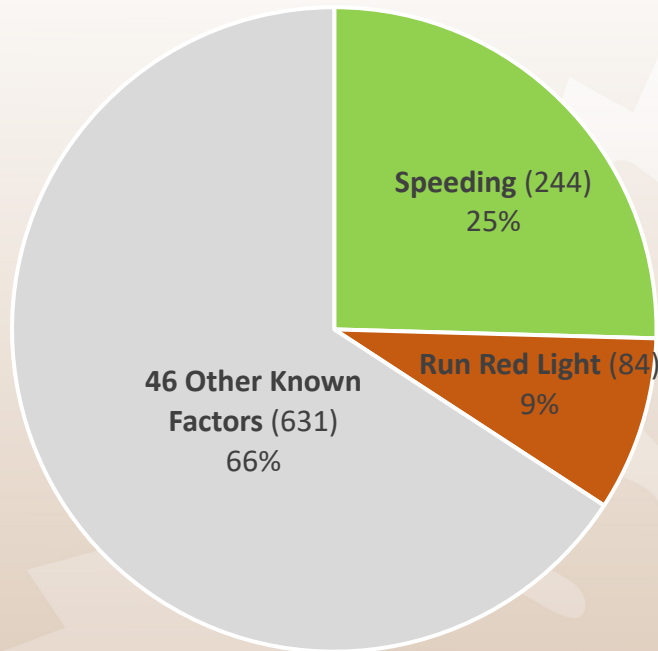
Median Age



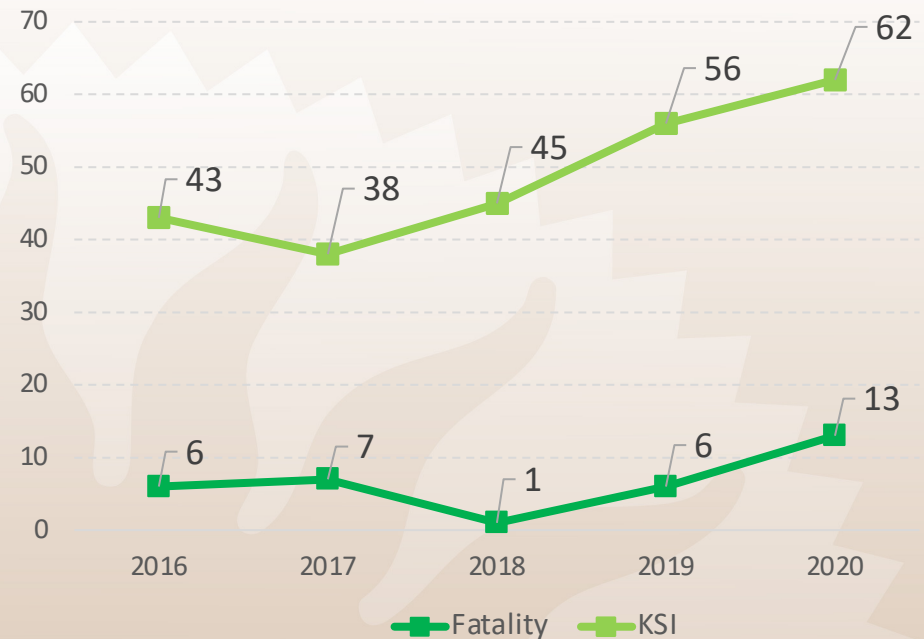
Top Known Factors Leading to KSI

Speeding, Red Light Running

2016 - 2020 Top Known KSI Factors



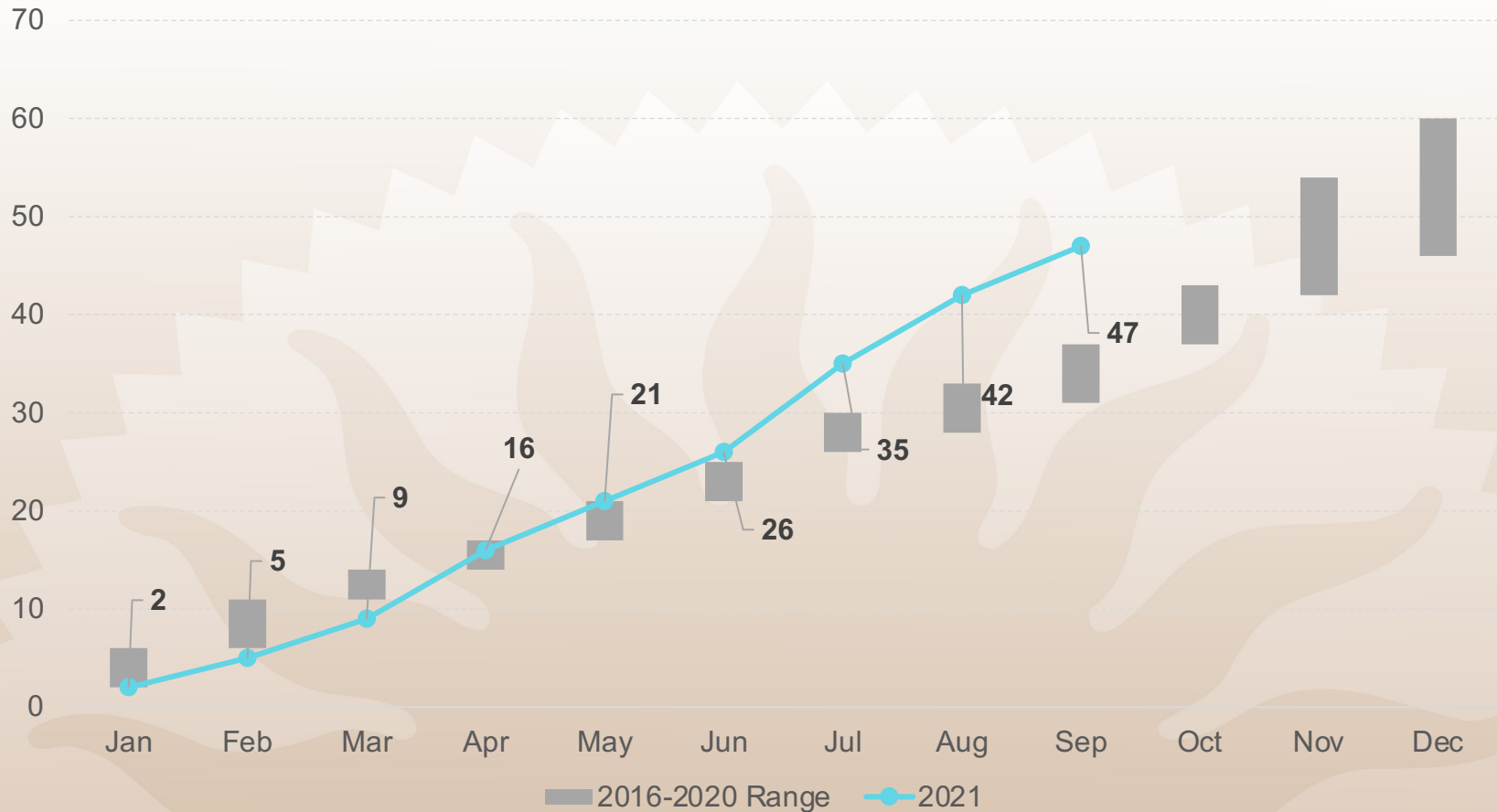
Speeding As Primary Factor for Fatality and KSI



- 2020 Primary Factor - Speeding is 3 times Red Light Running in KSI
- Traffic fatalities caused by Speeding more than doubled from 2019

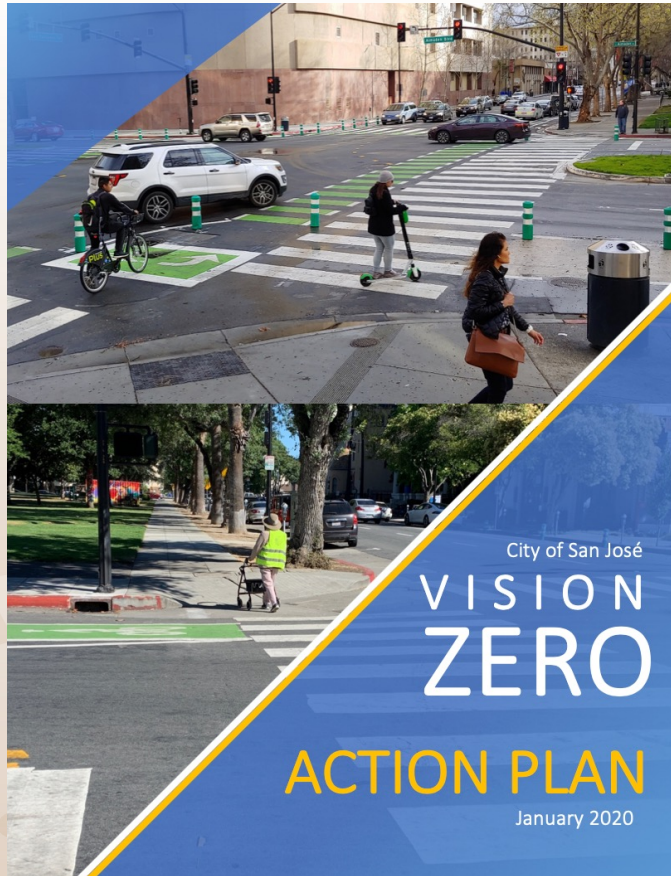
2021 Traffic Fatalities (1/1-9/30/21)

Appear related to State reopening on June 15



2020 Vision Zero Action Plan

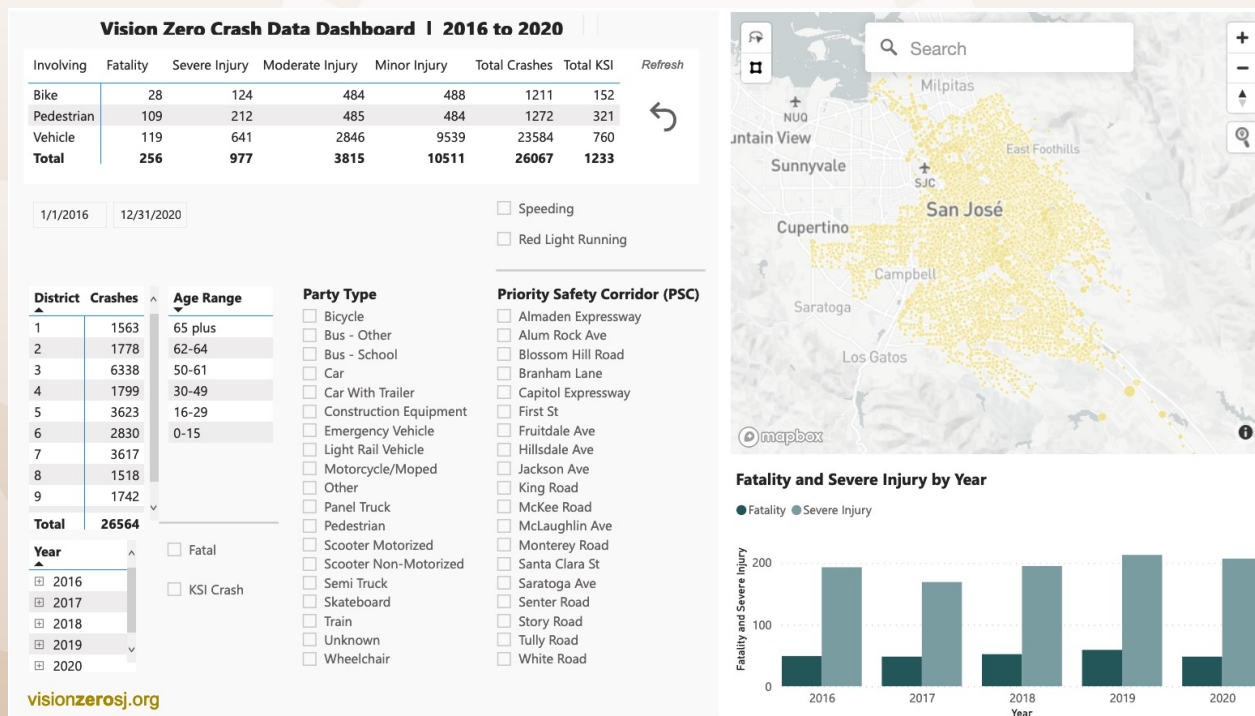
Progress on 6 Priority Action Areas



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

1. Build Robust Data Analytics Tools

1. Transportation Specialist to Perform Data Analysis
2. Urban Logiq – Startup in Residence (STiR) began March 2021
3. Smart City/Near Miss - Intersection Safety Analytics
4. Crash and Injury data at visionzerosj.org



2. Form a Vision Zero Task Force



20 members

- Chair Raul Perez
- Vice Chair Pam Foley
- 9 CSJ members
- 6 Santa Clara County members
- 3 Local advocates

Quarterly Meetings

1. Welcome: September 25, 2020
2. Outreach: December 10, 2020
3. Data: March 5, 2021
4. Task Force #4: June 4, 2021
5. Task Force #5: September 23, 2021
6. Task Force #6: December 10, 2021
7. Task Force #7: March 28, 2022
8. Task Force #8: June 30, 2022

3. Strategize Traffic Enforcement

Working with the San José Police Department:

- First staff increase in Traffic Enforcement unit in ten years
- Focus on: Top 2 known KSI factors: Speeding, Red Light Running
- Work with PD on upgrading their e-Citations systems
- Coordinate on enforcement during the darkest time of the year (November to March) when we typically see more fatalities

Took part in Zero Traffic Fatalities Task Force (2019) in Sacramento

Co-sponsor legislation with California cities for safer streets

4. Increase Community Outreach

1. Strategic Communications RFP: professional safety messaging and distribution
2. Safety Walk Audits – Funded by OTS
3. “Look Out When It’s Dark Out” campaign –
 - Changeable Message Signs were used on Priority Corridors: November to March
 - Messages in 3 languages
4. Increasing Vision Zero coordination in the County, Region, and State

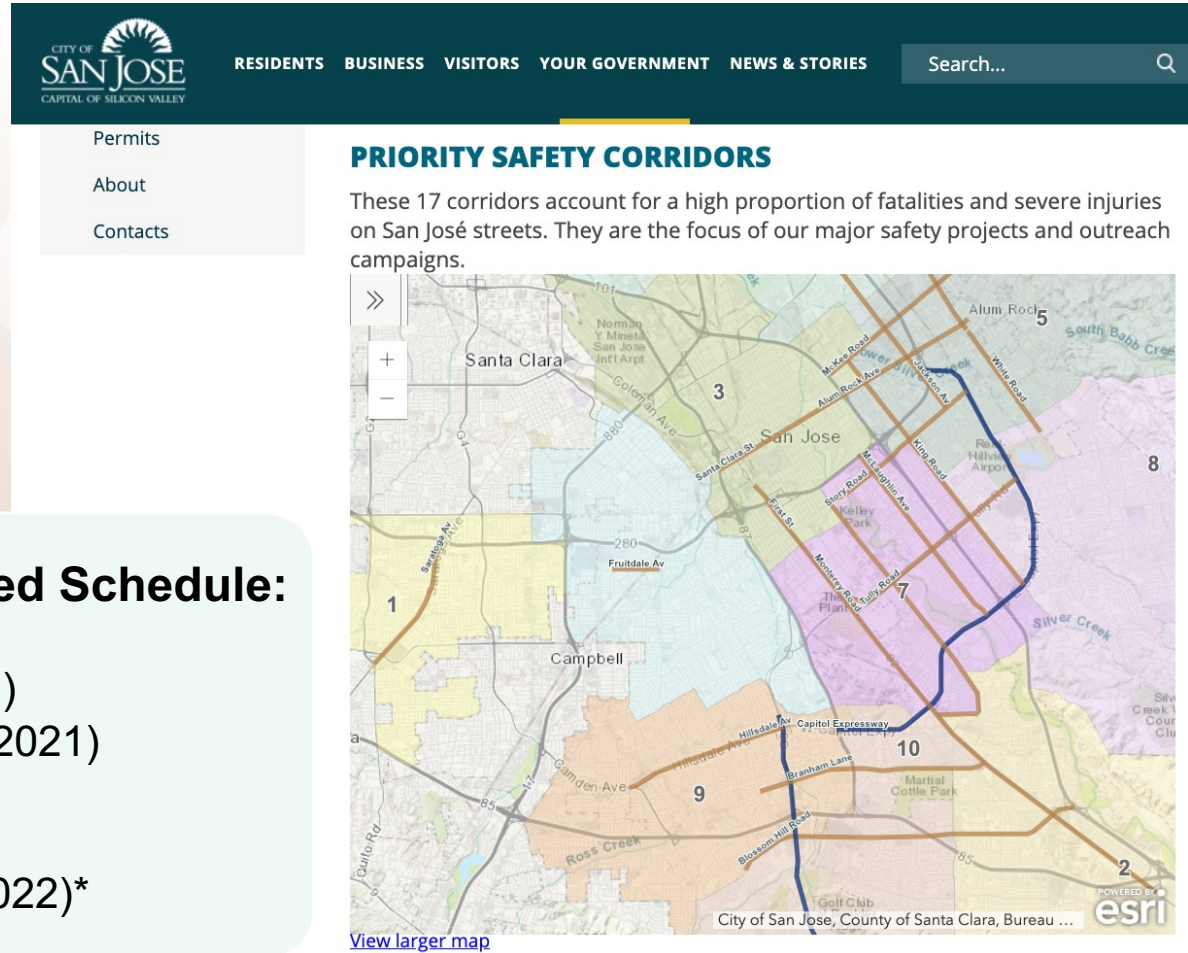


5. Quick-Build Safety Projects

30-40% of fatal and severe injuries occur on 3% (70 miles) of San José's roadways

Corridor Project Anticipated Schedule:

- **Senter Rd** (Spring 2021)
- **Fruitdale Ave** (Summer 2021)
- **Story Rd Phase 1** (Summer 2021)
- **Hillsdale Ave** (Winter 2021)
- **Branham Ln** (Spring 2022)
- **McLaughlin Ave** (Summer 2022)*



5. Quick-Build Safety Projects

Senter Road

SENDER ROAD
Safety Improvements Project
www.movesanjosel.org/senter-road-project-information/
Starting October 2020



Improving Safety for All Roadway Users
Mejora de la seguridad para todos los usuarios de carreteras
Cải thiện sự an toàn cho mọi người

Senter Road is identified in San Jose's Vision Zero Action Plan as one of the city's 15 streets with a high frequency of fatal and severe injury traffic crashes. This project will redesign the street to improve safety for people who walk, bike, and drive.



For more information, contact Anna Le (408) 535-7985
Để biết thêm thông tin, liên lạc Anna Le (408) 535-7985
Para más información, contact Mike Medina (408) 535-4997



- The 2020 VZ Action Plan funds Quick Build street safety redesigns of the 17 Priority Safety Corridors. The first project to be delivered was Senter Road.

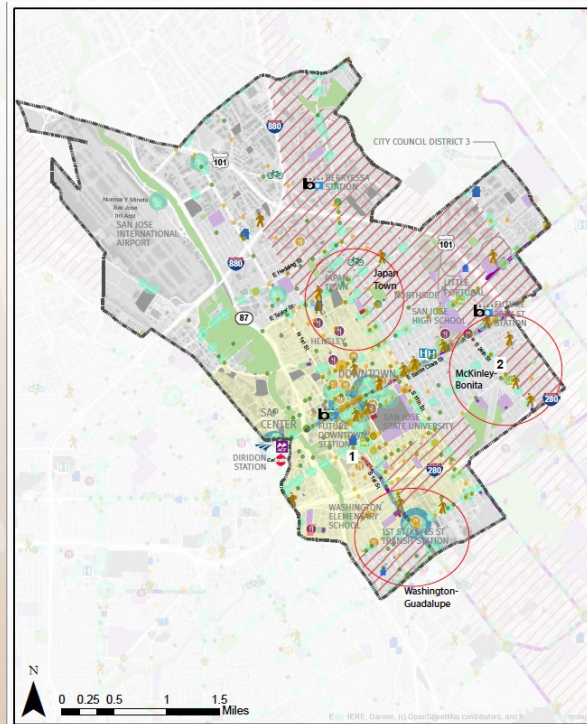
6. Prioritize Resources on High-KSI Corridors and Districts

Caltrans Sustainable Transportation Planning Grant program - \$507,000

November 2021 to February 2024

Main deliverables:

1. CalWalks: Inclusive outreach to determine focus areas
2. Quick Build street redesigns (D3,5,6,7)
3. Multi-stakeholder safety/placemaking strategies



District 3 - Characteristics, Community Feedback & Study Areas

Characteristics:

San José District 3 is the cultural, civic, and economic center of San José, encompassing downtown at its core and reaching out to include several of the most diverse neighborhoods in the city, including Japan Town, Little Italy, and Little Portugal. Also present are landmarks like San José State University, the SAP Center, Mineta San José International Airport, and the new Berryessa BART station. The two future BART stations (28th Street and Downtown) are also planned to be in District 3. The downtown business district is home to most of the city's art, entertainment and cultural venues. Because the downtown area is considered in several past and existing planning efforts, for the specific area study, Walk Safe San José will focus on other areas with vulnerable populations in District 3. The district wide study will comprehensively review and provide strategies for the entire district, including the downtown area.

Community Feedback:

San José District 3 has the **second highest frequency of fatal and severe injuries** (2015-2019) in San José. Last summer, California Walks received several community feedback about transportation network in District 3, including concerns about unsafe conditions for walking, wide streets, and speeding issue.

Existing Conditions:

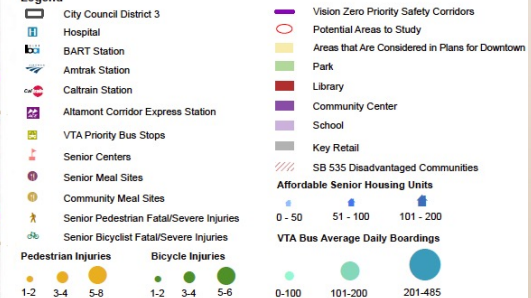


The lack of pedestrian safety coordination along sidewalks for construction projects forces pedestrian to cross in the middle of the street.



The narrow sidewalk is too close to outside travel lane and has no barriers despite high volume and fast traffic near grocery stores, shopping areas, and transit stops in McKinley-Bonita area.

Legend





CITY OF CUPERTINO

Agenda Item

21-10121

Agenda Date:
11/17/2021 Agenda #: 2.

Subject: Future Agenda Items (Eschelbeck)

Develop and Maintain a List of Future Agenda Items for the Bicycle Pedestrian Commission



CITY OF CUPERTINO

Agenda Item

21-10122

Agenda Date:
11/17/2021 Agenda #: 3.

Subject: Cupertino Vision Zero Program (Eschelbeck)

Develop Programs and Policies for Cupertino's Vision Zero Program



CITY OF CUPERTINO

Agenda Item

21-10123

Agenda Date:
11/17/2021 Agenda #: 4.

Subject: Junipero Serra Trail Update (Moran)

Receive Update on Junipero Serra Trail Project



CITY OF CUPERTINO

Agenda Item

21-10124

Agenda Date:
11/17/2021 Agenda #: 5.

Subject: Suggestions for FY2022-2023 City Work Program Inclusion (Eschelbeck)

Propose Suggestions for FY 2022-2023 City Work Program Inclusion (Action Item)



CITY OF CUPERTINO

Agenda Item

21-10125

Agenda Date:
11/17/2021 Agenda #: 6.

Subject: Staff Update and Commissioner Activity Report (All)

Receive Updates from Staff and Commissioners Regarding Recent Activities