



Sunnyvale

Sunnyvale Vision Zero Plan

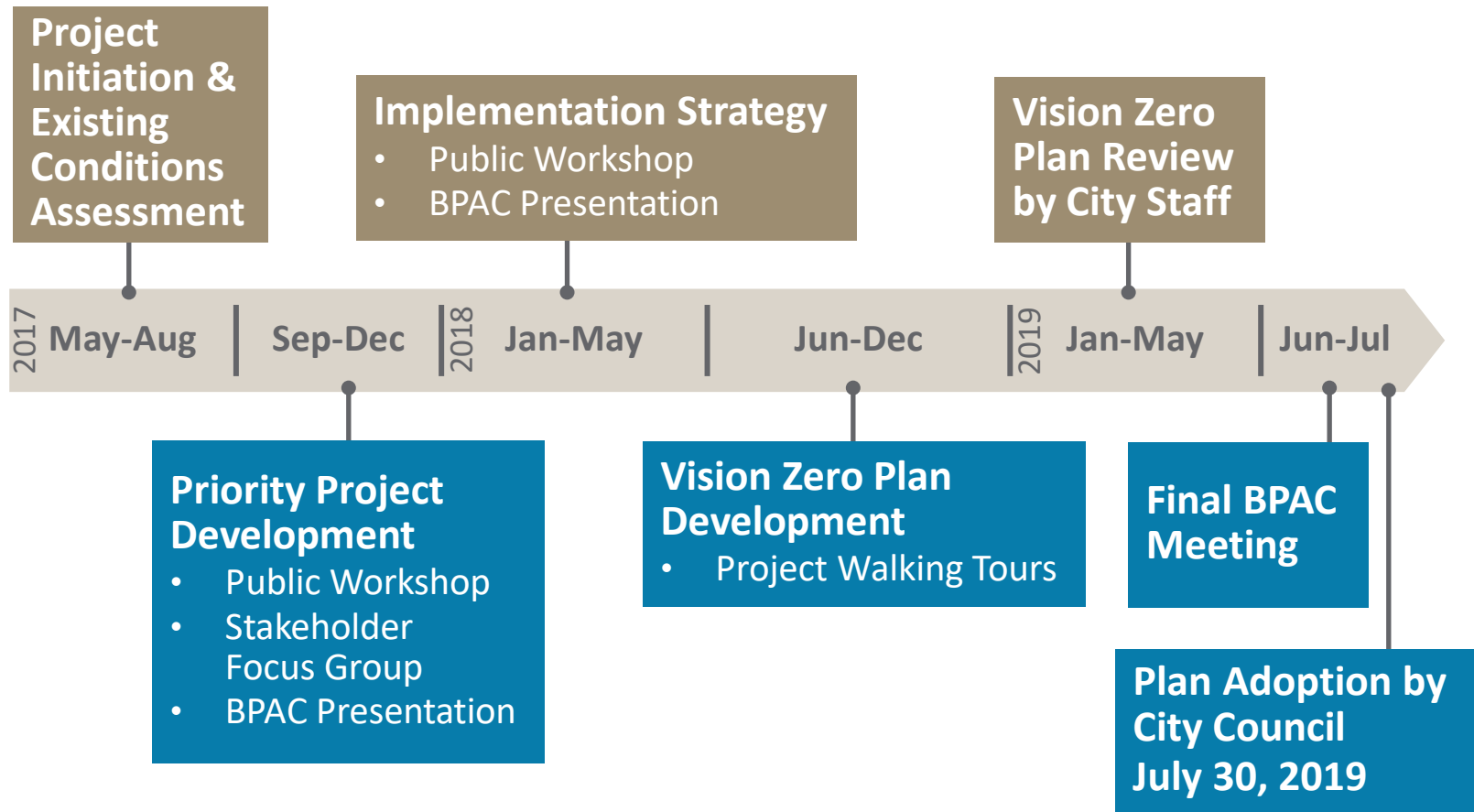
Lillian Tsang
Principal Transportation Engineer
October 20, 2021



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.

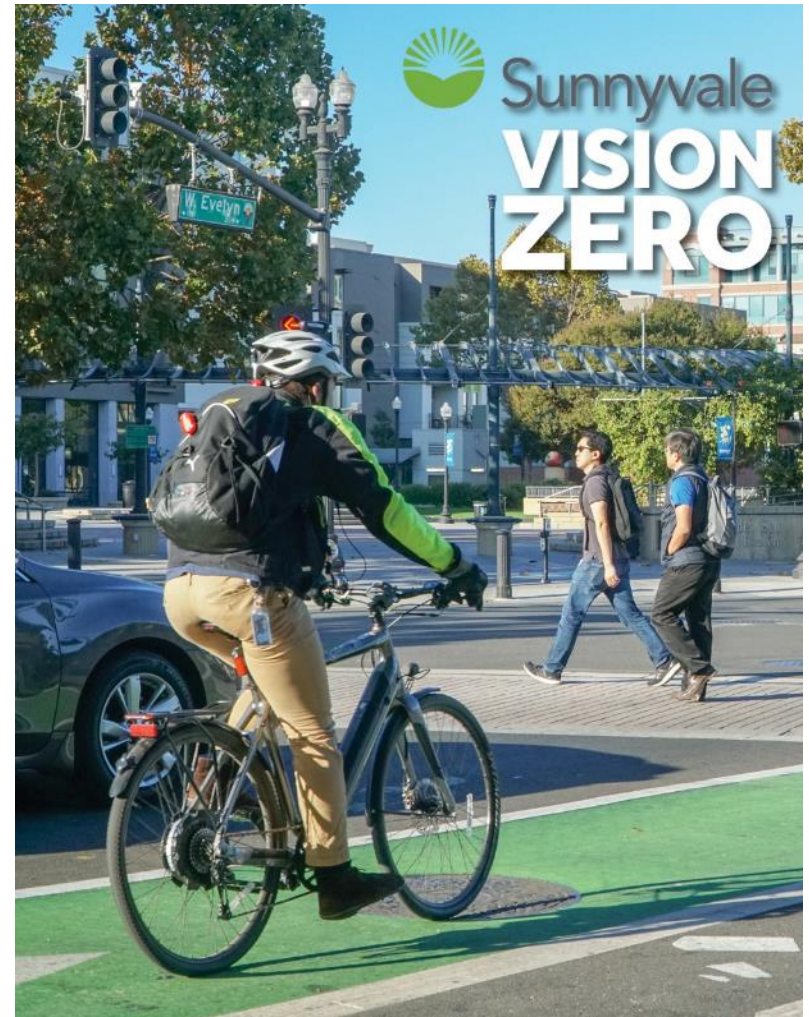


Guiding Principles

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



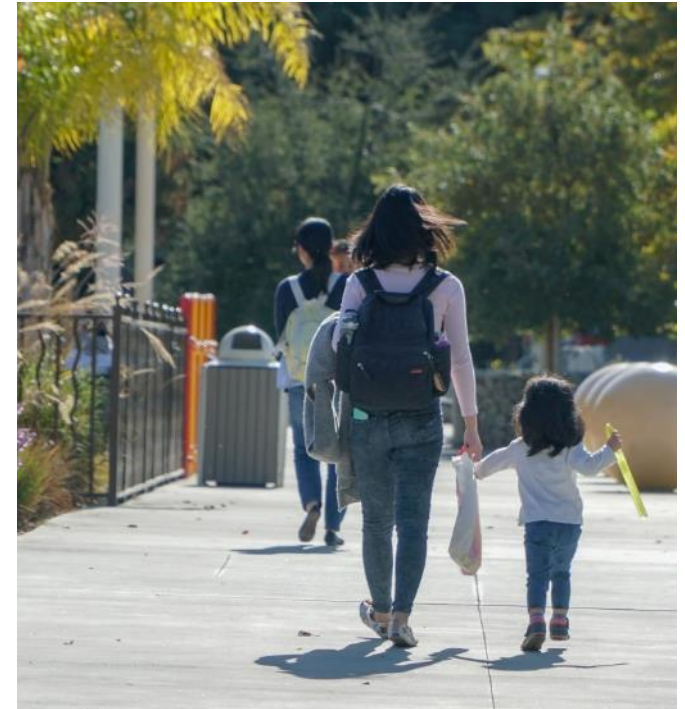
Street Design and Operation



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

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The screenshot shows the Sunnyvale City website. The header includes navigation links: Pay & Apply, Access Sunnyvale, Subscribe, color contrast, low graphics, a a a, Translate, Search, and GO. The Sunnyvale logo is on the left, and a secondary navigation bar lists: Your Government, Recreation and Community, Homes, Streets and Property, News Center and Events Calendar, Business and Development, and City Services. The breadcrumb trail reads: Home » Homes, Streets and Property » Transportation and Traffic Safety. A left sidebar titled 'Explore' lists various city services with right-pointing arrows. The main content area is titled 'Transportation and Traffic Safety' and features a 'Services' dropdown menu with 'Walk and Bike' selected. Below this is a section titled 'Transportation Plans, Policies and Solutions' which contains a 'Plans' subsection. Under 'Plans', there are two entries: 'Active Transportation Plan 2020' and 'Vision Zero Plan'. Each entry includes a brief description and a list of bullet points. The 'Active Transportation Plan 2020' includes links to the plan document and a PDF of the approved version. The 'Vision Zero Plan' includes links to the plan document, a PDF of the approved version, and a PDF of the technical appendix.

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

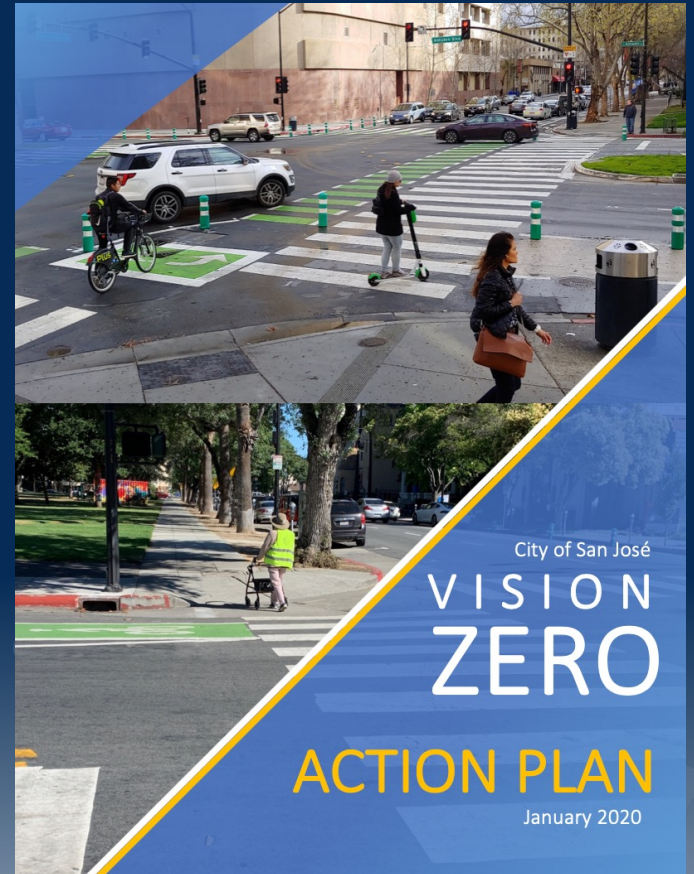
We developed the Vision Zero Plan to reduce roadway fatalities and serious injuries. The plan is a phased approach with a goal of 50% reduction by 2029, and nearing zero by 2039.

- 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



Cupertino Bicycle Pedestrian Commission
October 20, 2021

Adopting a Vision Zero Action Plan

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

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

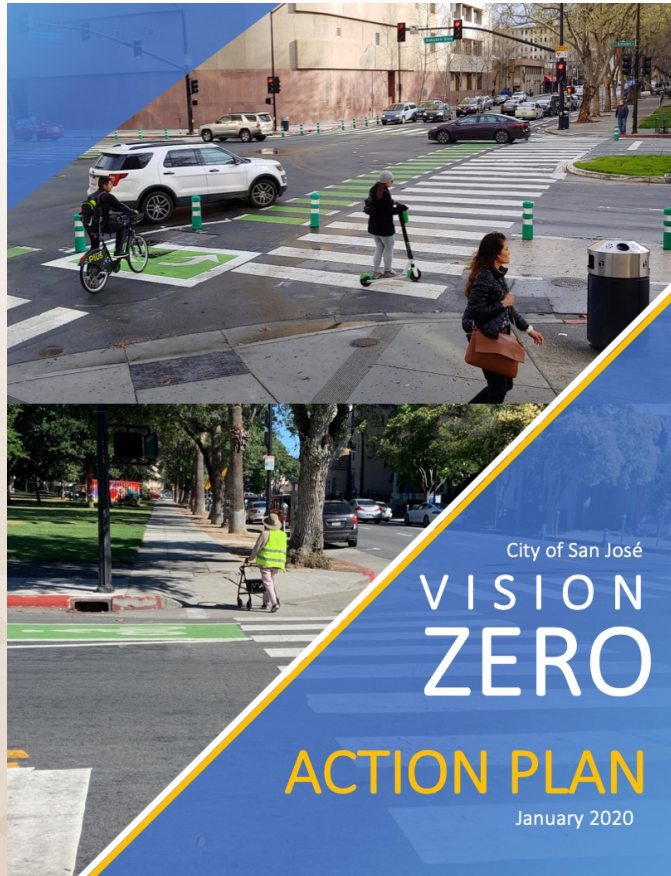
- Safety, vulnerable modes, mode shift

Strategy: Data analysis informs investment



2020 Vision Zero Action Plan

6 Priority Action Areas



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

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

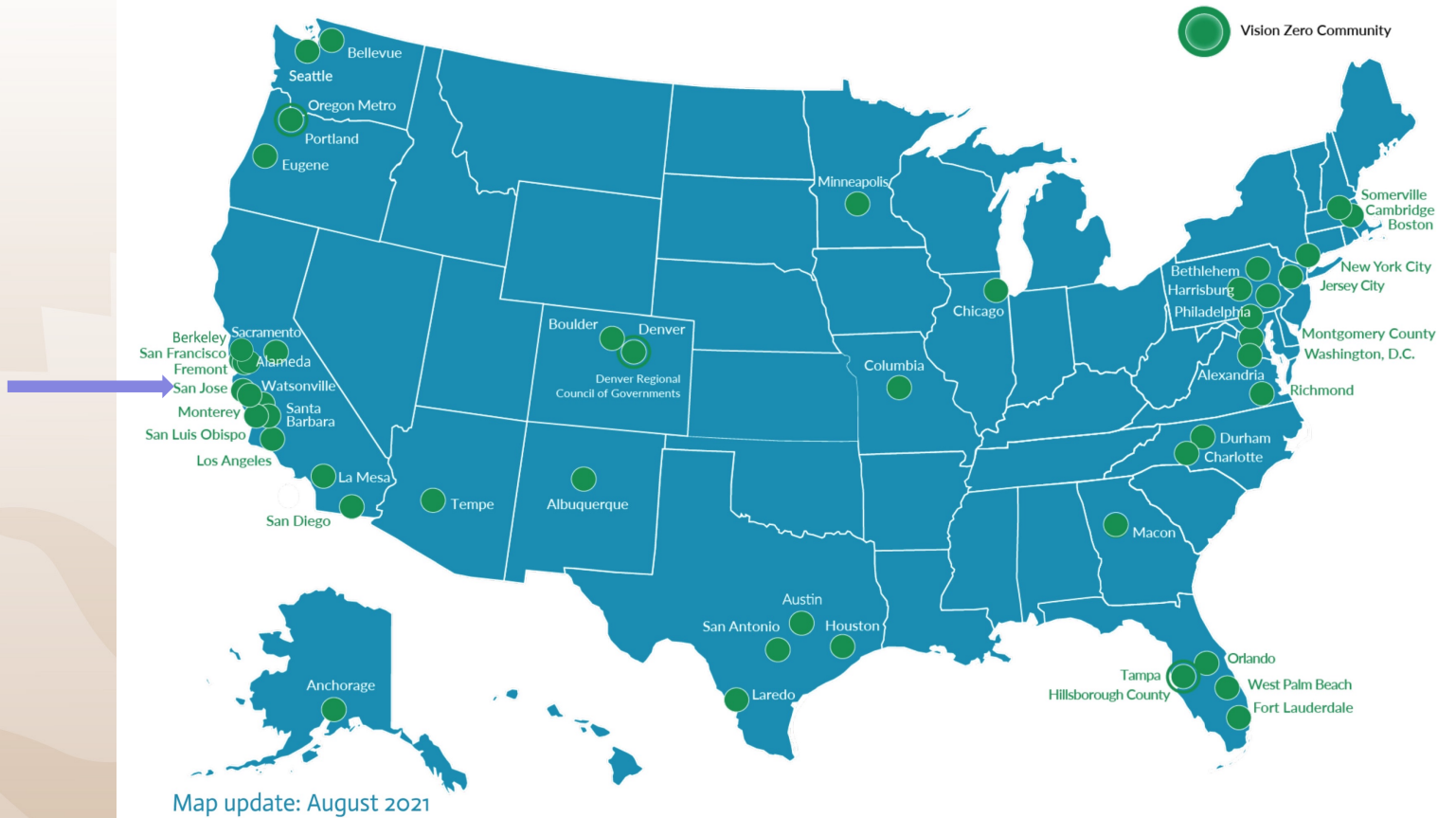
Increase local awareness of Vision Zero meaning/brand

- 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

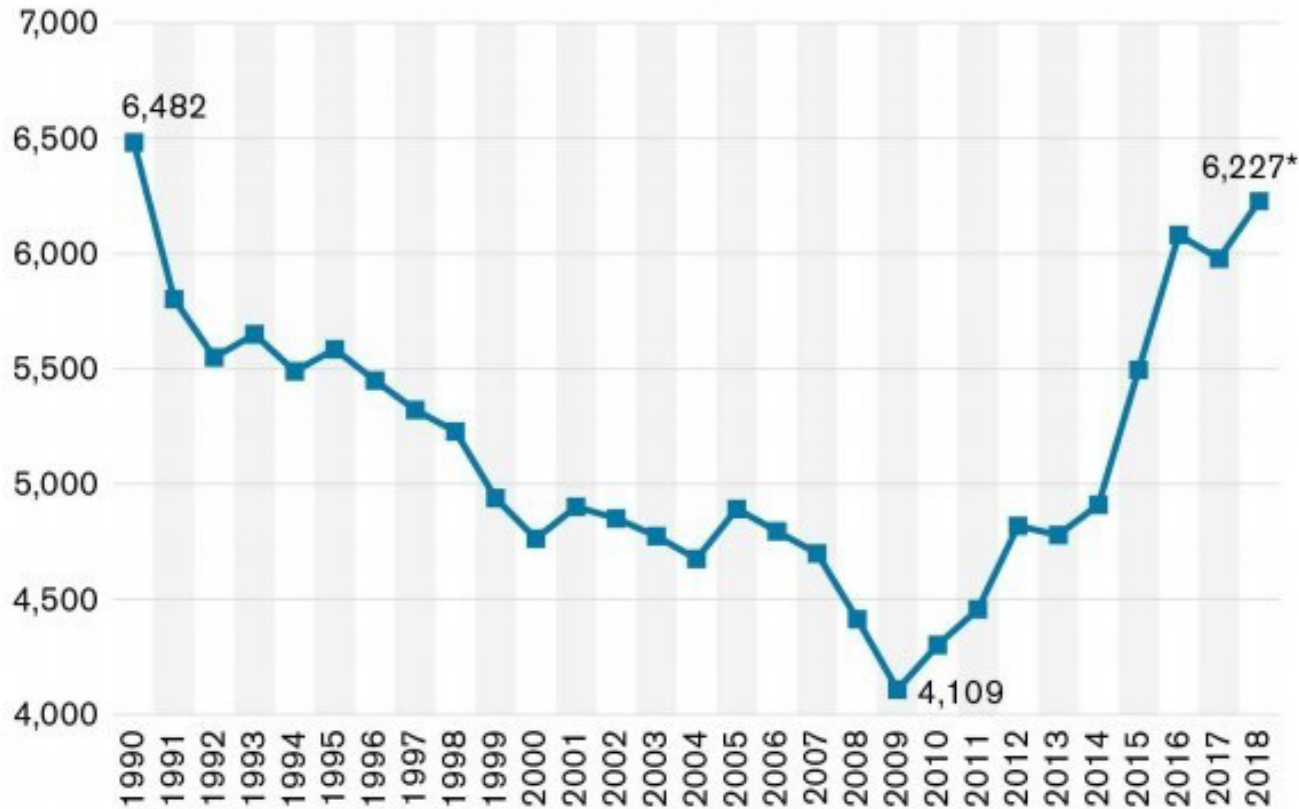
Adopted in 50 cities since 2014

VISION ZERO NETWORK



US Pedestrian Fatalities

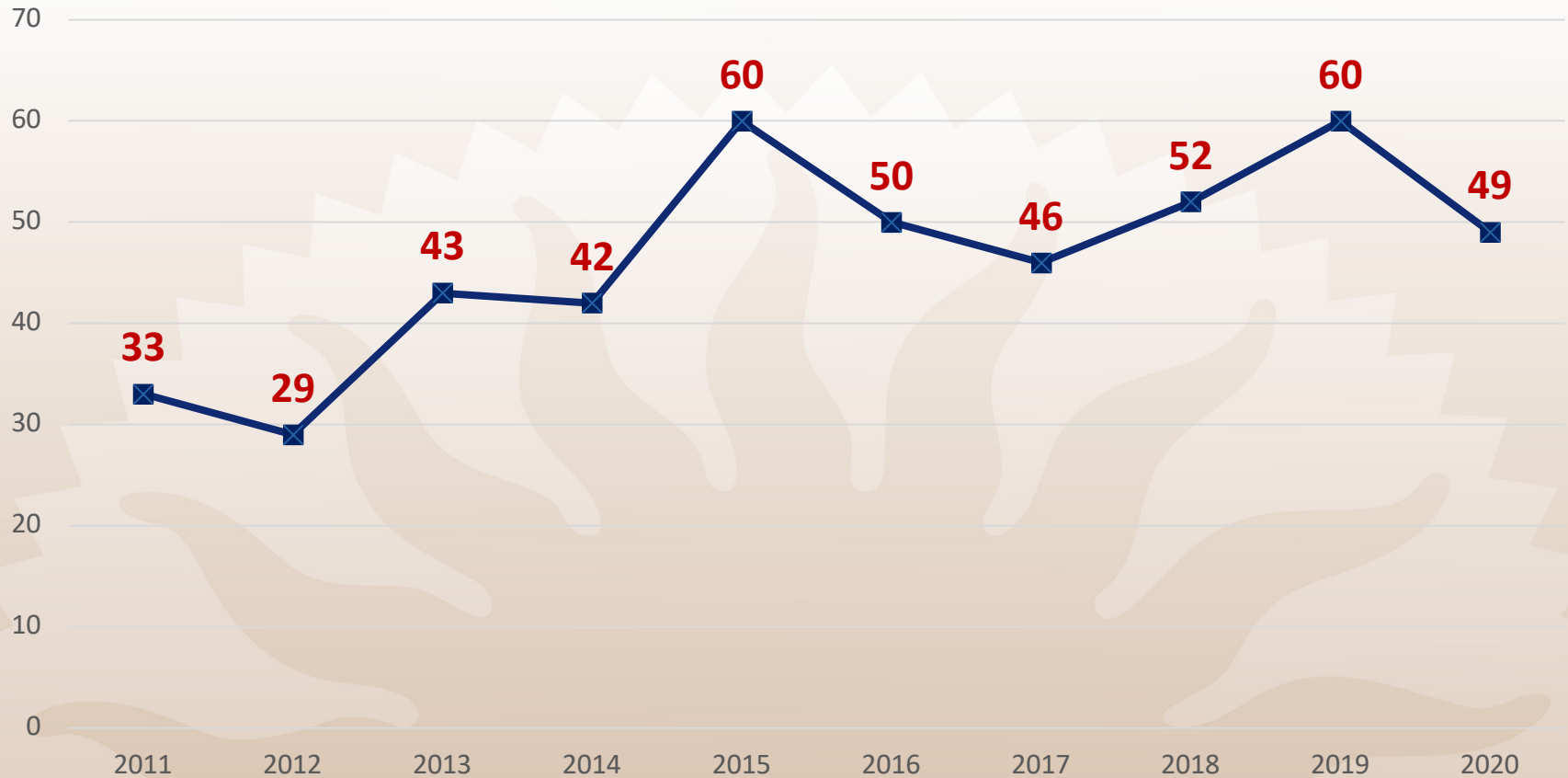
Uptrend since 2009



Source: SHSOs and FARS

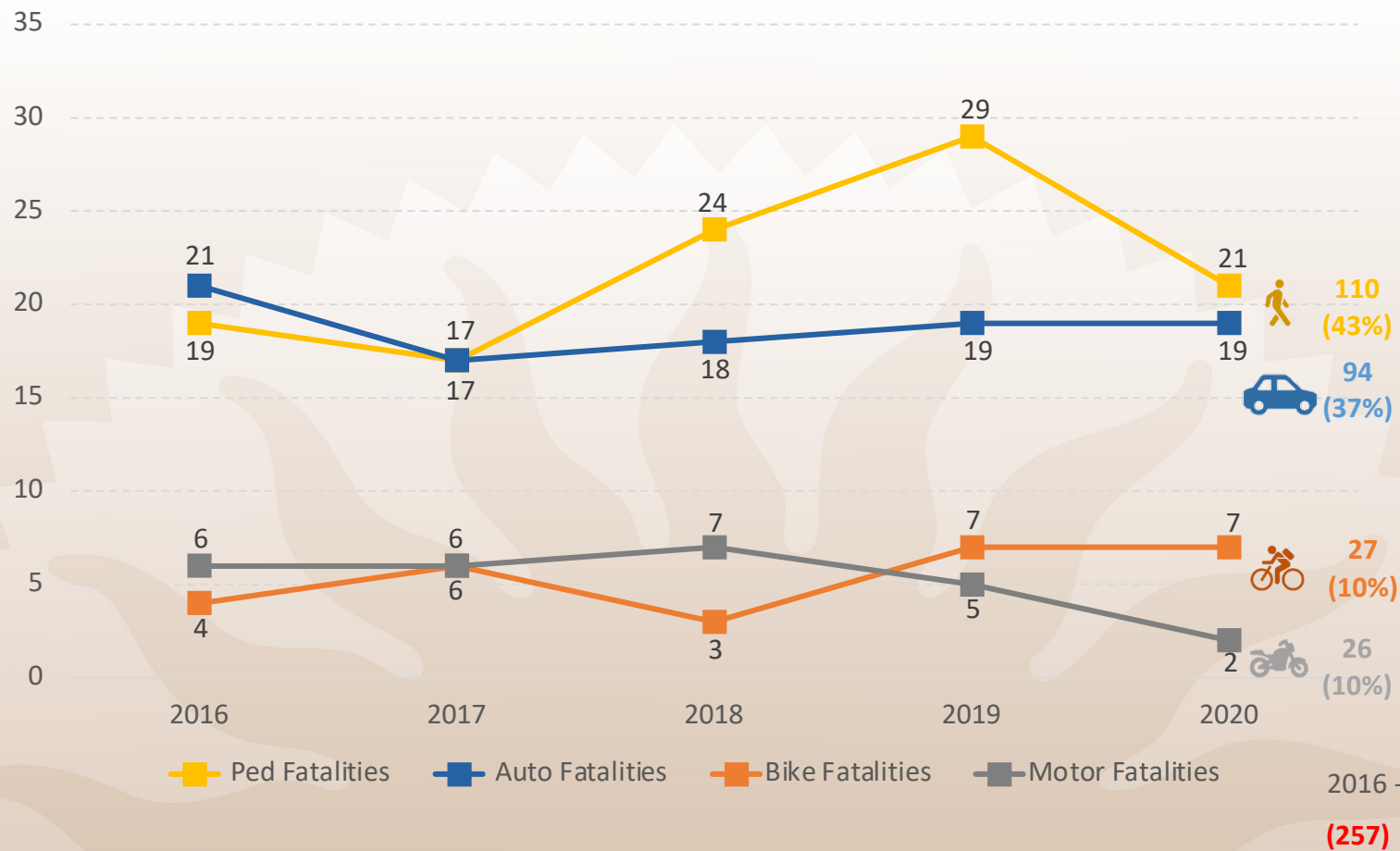
* 2018 estimate based on preliminary data and historical trends

San Jose Traffic Fatalities (Last 10 years)



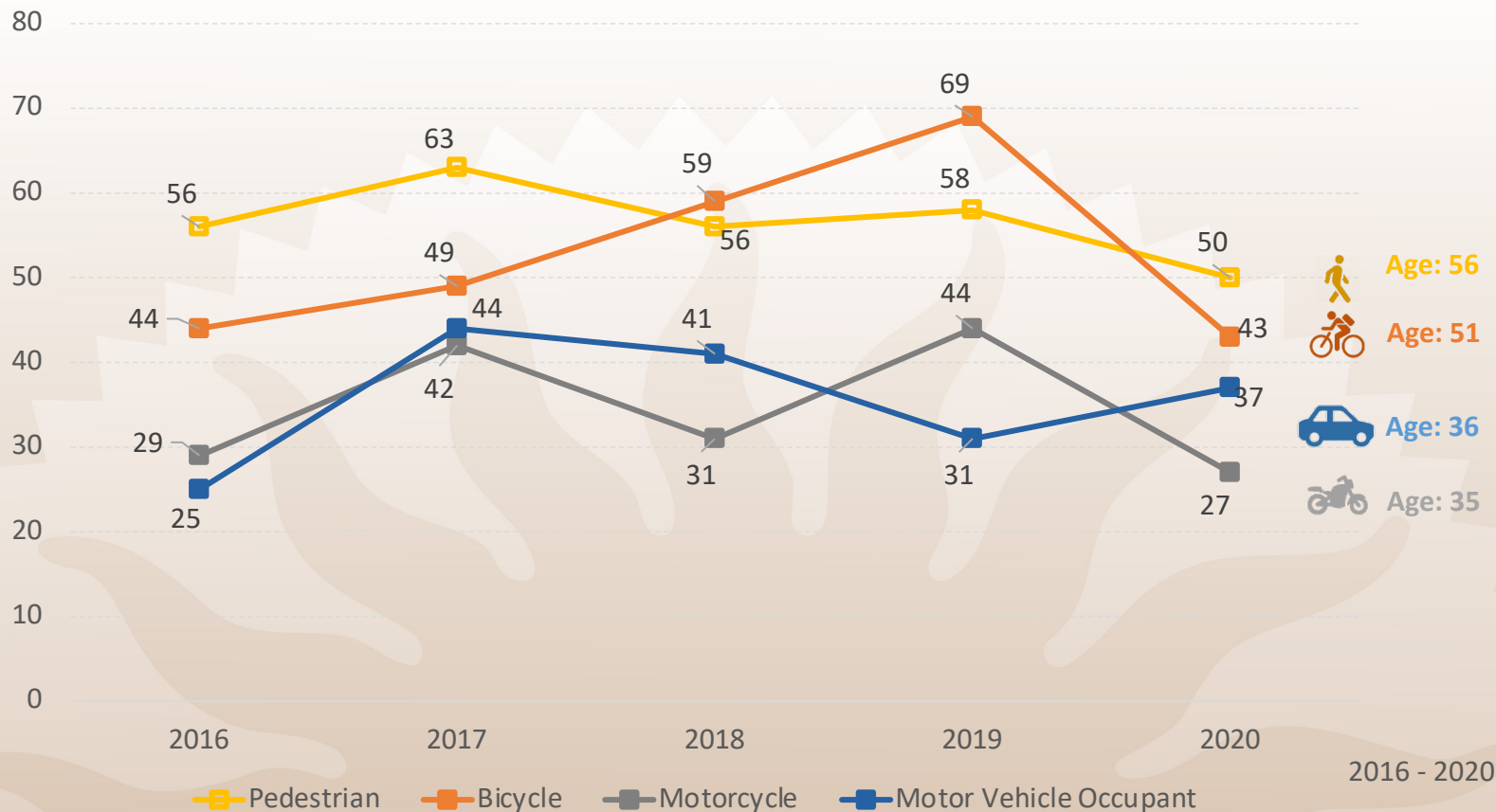
Traffic Fatalities

2016-2020 by Street User Type



Traffic Fatalities

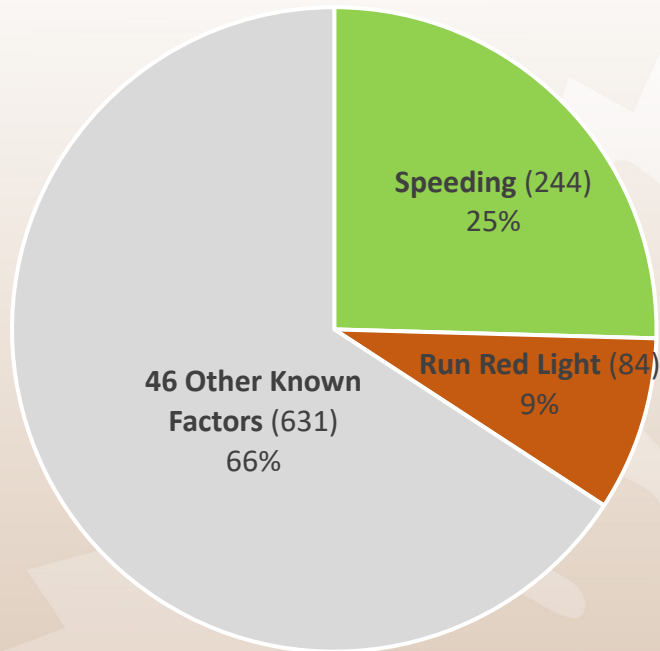
Median Age



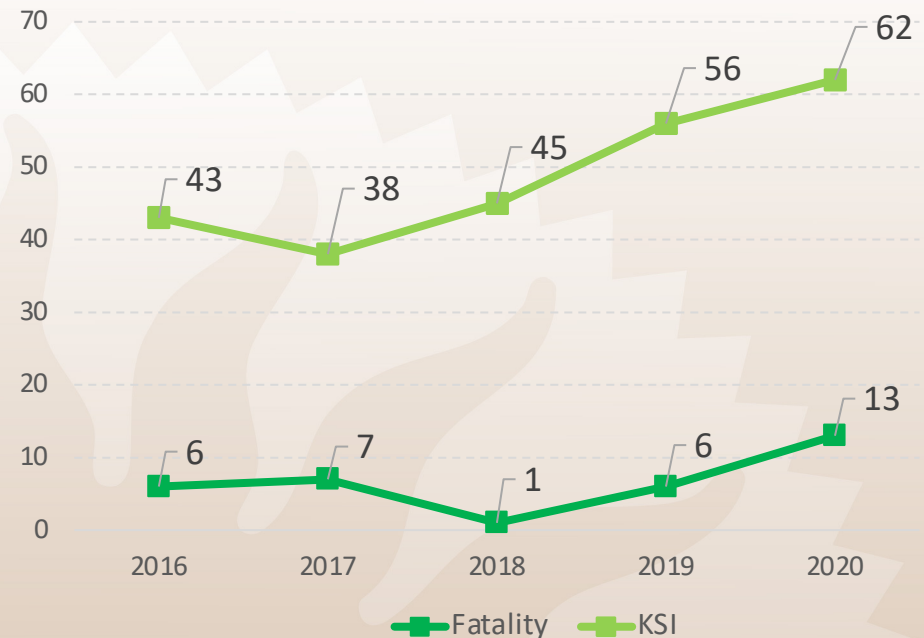
Top Known Factors Leading to KSI

Speeding, Red Light Running

2016 - 2020 Top Known KSI Factors



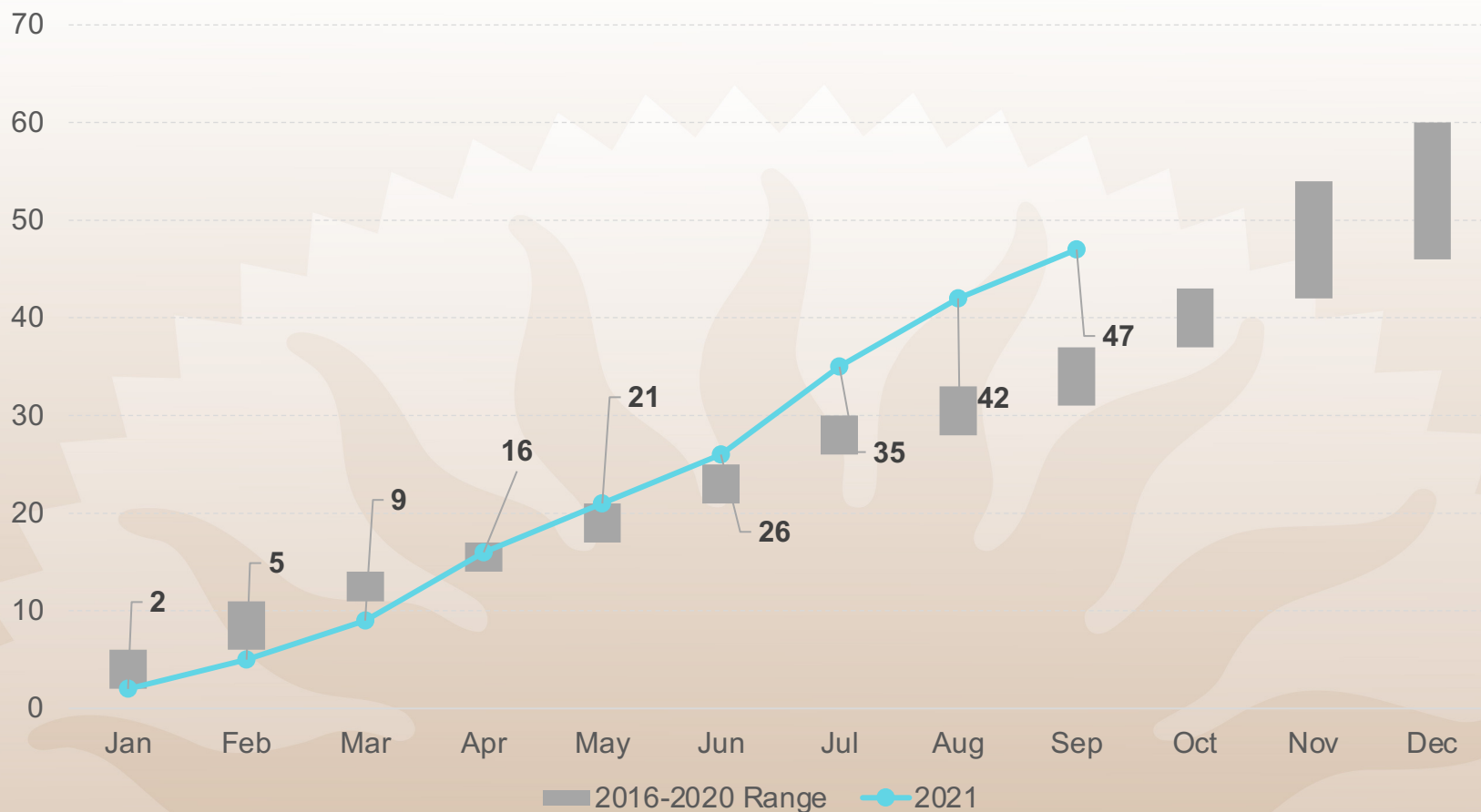
Speeding As Primary Factor for Fatality and KSI



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

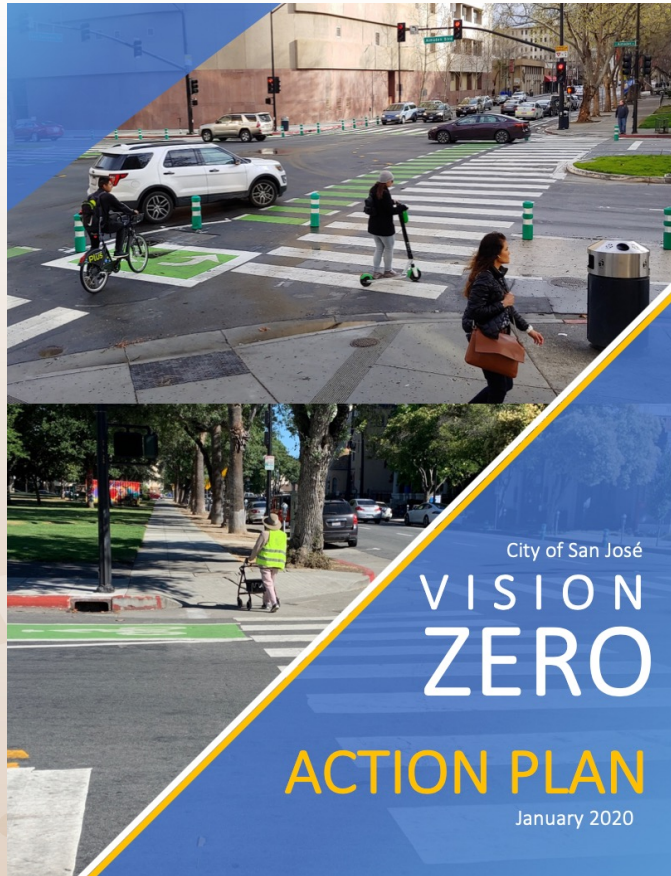
2021 Traffic Fatalities (1/1-9/30/21)

Appear related to State reopening on June 15



2020 Vision Zero Action Plan

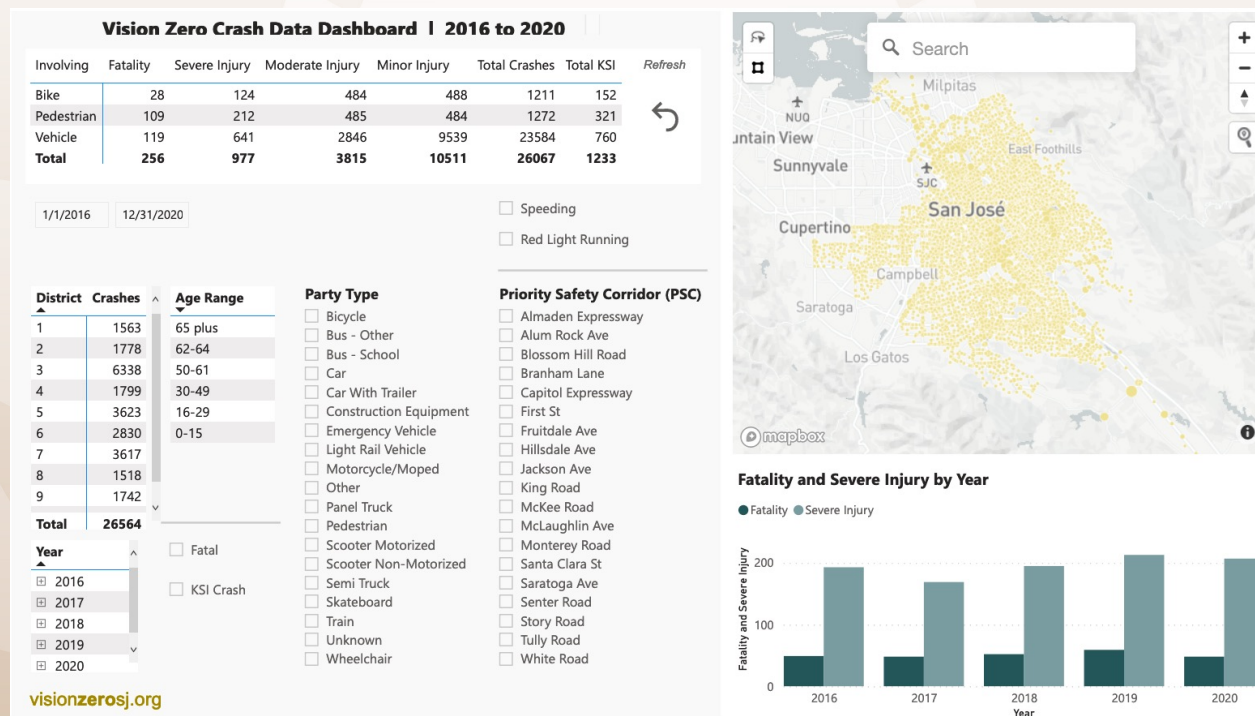
Progress on 6 Priority Action Areas



1. Build Robust Data Analytics Tools
2. Form a Vision Zero Task Force
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4. Increase Community Outreach and Engagement
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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

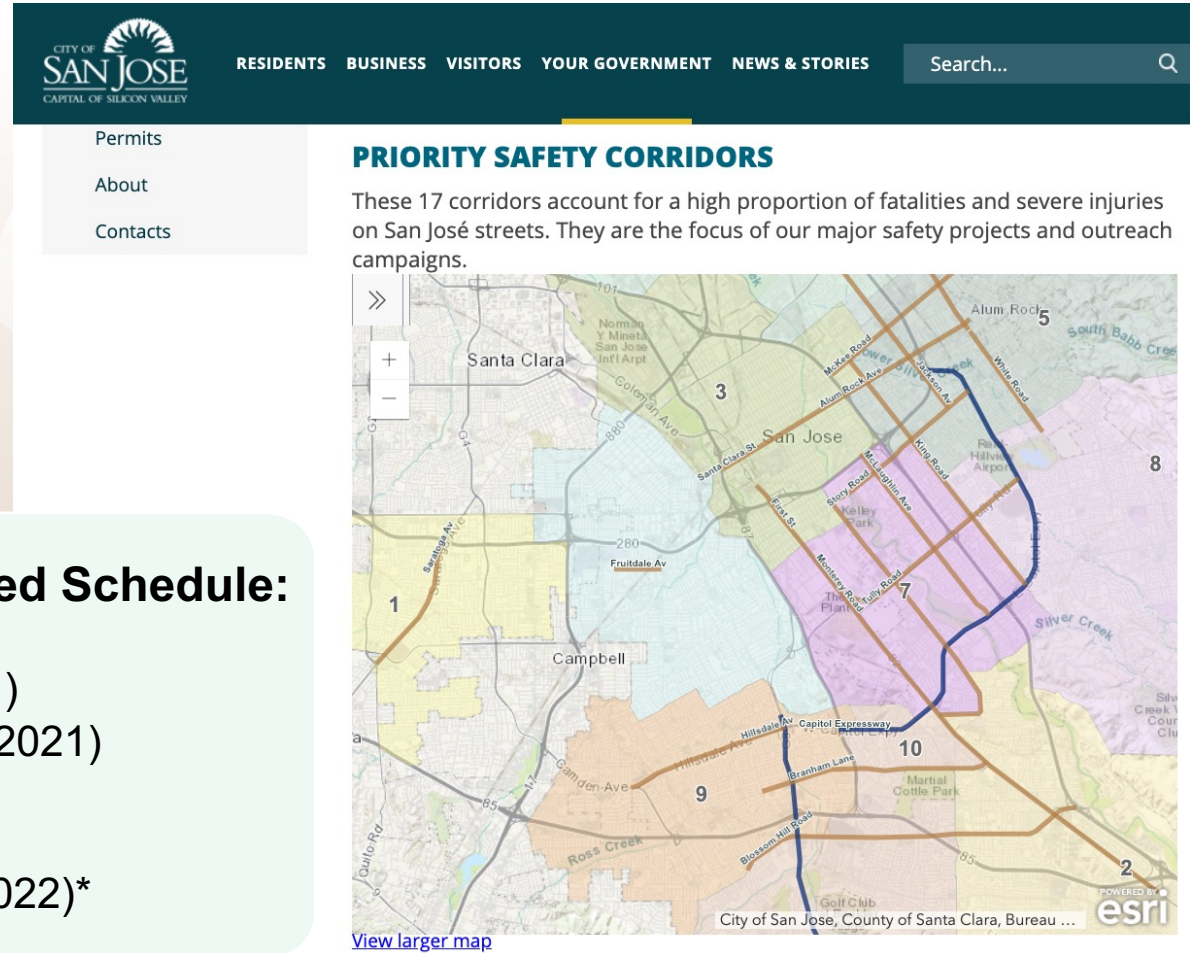


5. Quick-Build Safety Projects

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.

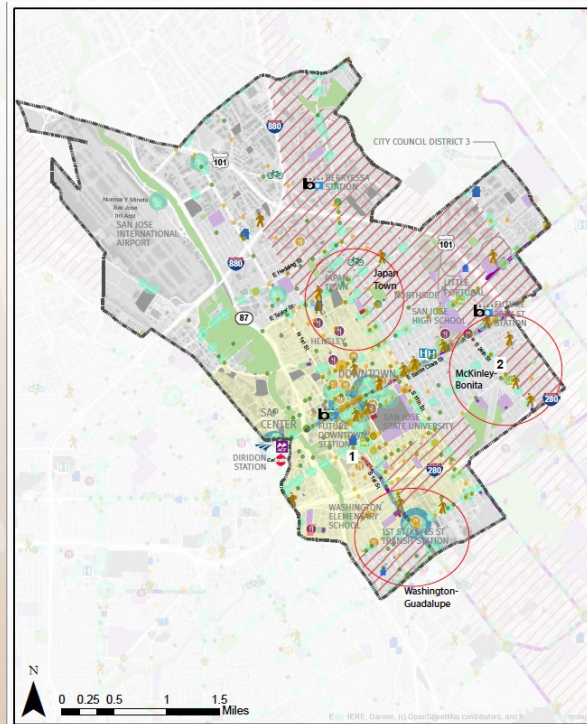
6. Prioritize Resources on High-KSI Corridors and Districts

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

