

# VISION ZERO

Zero Traffic Deaths in San Diego by 2025



# VISION *ZERO* Defined

Vision Zero is a strategy to eliminate all traffic fatalities and severe injuries in a designated time period.

First implemented in Sweden in the late 1990s and now spreading across the United States, the message with Vision Zero is:

*No loss of life is acceptable – death on the street does not have to be part of modern life.*



# VISION *ZERO* in the U.S.

## 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.



Updated  
August 2015

# VISION *ZERO* Strategy

## Data Driven Actions and the 3 Es

- Engineering Safe Street Design
- Education
- Enforcement



# VISION *ZERO* Strategy

## Vision Zero Action Plans

*The New York City Vision Zero Action Plan is intended to help end traffic deaths and injuries on City streets.*

*The plan seeks to improve streetsafetyby:*

- Increasing the enforcement of moving violations
- Improving street designs
- Holding public outreach sessions
- Increasing penalties for dangerous drivers
- Reducing speed limits
- Increasing the use of enforcement cameras

## Collaboration among multiple departments

- City Hall
- Police Department
- Department of Transportation



# VISION *ZERO* San Diego

## *The Problem*

- On average, one person each day is seriously injured or killed while walking, bicycling or driving in San Diego
- People walking in disadvantaged neighborhoods are ten times more likely to be hit by cars
- Traffic collisions are the leading cause of accidental death for children ages 0-13
- Collisions with injury among people walking and bicycling increased 30%+ between 2014 and 2015
- Traffic collision rate on par or greater than homicide rate

**2.9**

Homicides per 100,000

**4.9**

Traffic fatalities per 100,000

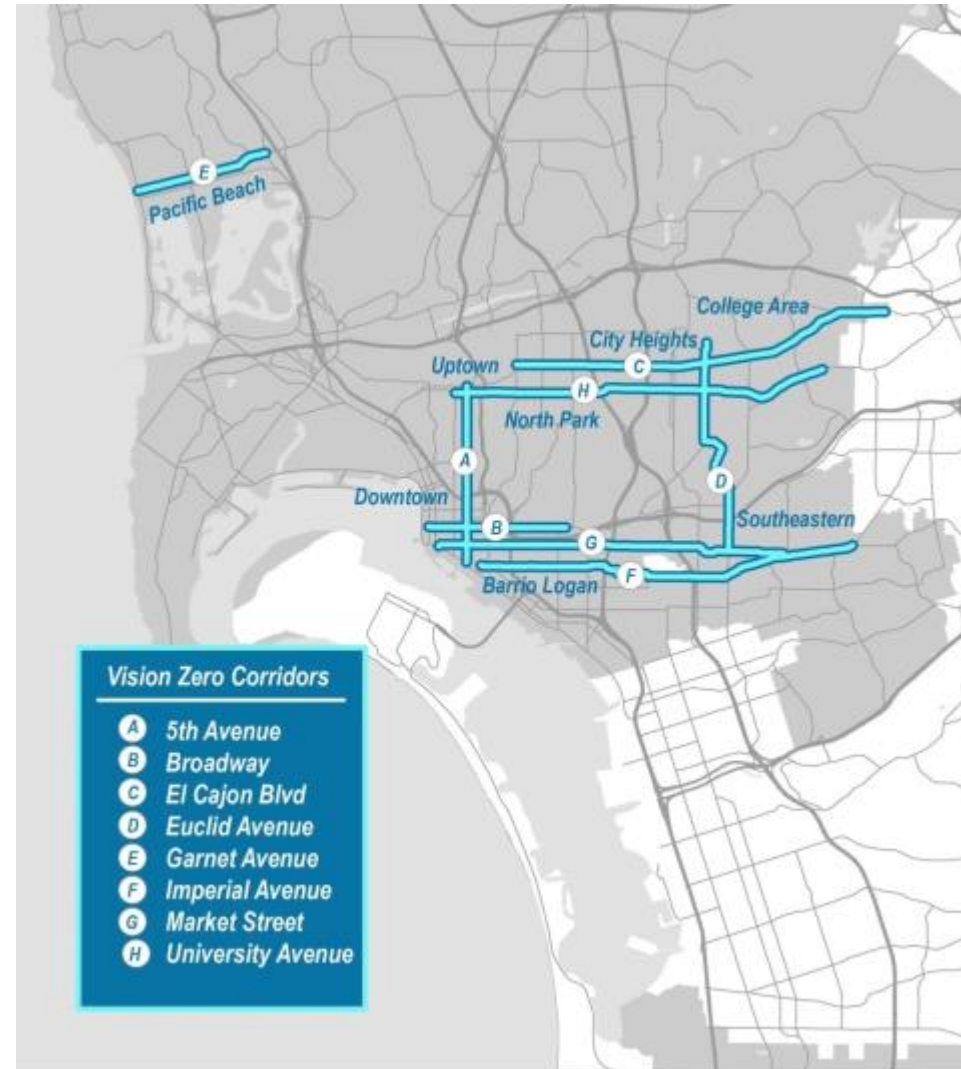
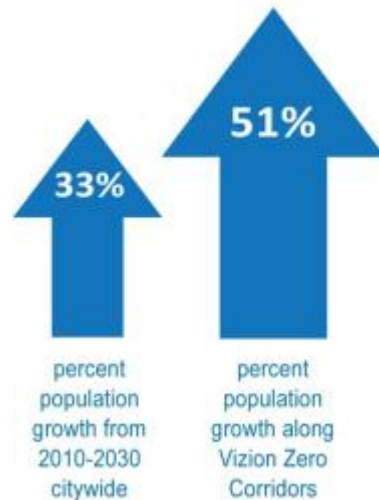
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# VISION *ZERO* San Diego

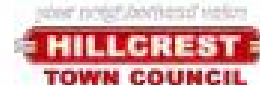
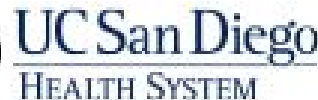
## *The Problem*

- Collisions are concentrated on corridors that connect our neighborhoods
- These corridors are poised to see the most growth



# VISION *ZERO* San Diego

*Support for Vision Zero and safe streets*

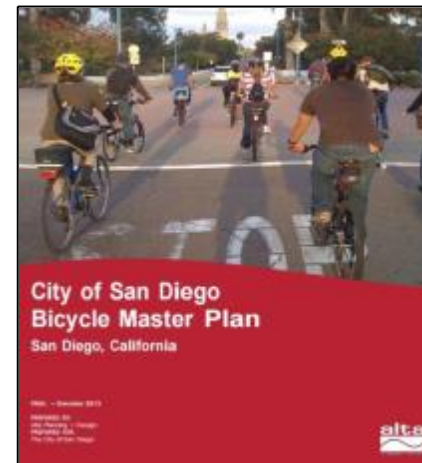
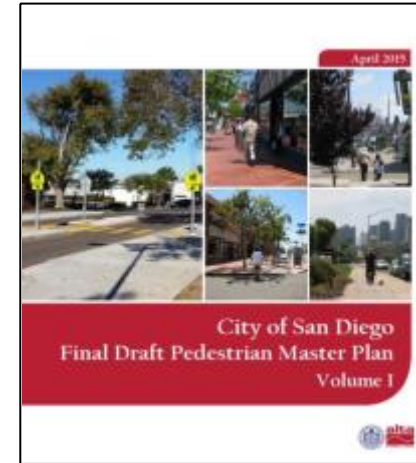




# VISION *ZERO* Steps Taken

## *Important Steps Have Been Taken*

- Focus on infrastructure and repaving
- New/ improved bike lanes with repaving
- Comprehensive Sidewalk Assessment 2015
- Pedestrian crosswalk council policy update 2015
- Update of Pedestrian Master Plan 2015
- Update of Bicycle Master Plan 2013
- Establishment of Bicycle Advisory Committee 2015
- Climate Action Plan drafted



# VISION *ZERO* Plans in Place

*University  
Avenue  
Mobility Plan*

*University  
Avenue  
Mobility  
Study*



**FLORIDA ST TO ARIZONA ST**



# VISION *ZERO* Plans in Place

## *Community Plan Updates*



# VISION *ZERO* San Diego

## *Improved Safety in Our City*

- Adopt a Vision Zero Resolution
- Establish Vision Zero Task Force
- Create Vision Zero Action Plan guided by:
  - Prioritization of funding for safe street design, especially for the most vulnerable
  - Strategies to reduce dangerous speeds, especially on Vision Zero corridors
  - Data driven enforcement of dangerous behaviors
  - Education to promote good behavior
  - Performance measures to monitor and evaluate progress



**A RESOLUTION OF THE CITY OF SAN DIEGO TO ADOPT A VISION ZERO PLAN TO ELIMINATE TRAFFIC FATALITIES AND SERIOUS INJURIES TO ZERO IN THE NEXT TEN YEARS**

WHEREAS, on average one person each day is seriously injured or killed on the road while walking, bicycling, or driving the streets of San Diego; and,

WHEREAS, the City has adopted numerous studies and plans that outline design concepts to improve safety for people walking and biking in the City including a Pedestrian Master Plan and Bicycle Master Plan; and,

WHEREAS, the City of San Diego's Climate Action Plan proposes to achieve 50 percent of commuter mode share for walking, biking and transit use in transit priority areas by 2050 and safer conditions for walking and biking can help implement this Plan; and,

WHEREAS, the City will increase in population by approximately 30 percent by 2050 and the majority of growth will result from infill development thereby increasing demand for safe walking and bicycling; and,

WHEREAS, communities in San Diego have prioritized infrastructure projects that improve walking and biking safety among other project types as represented by the Community Planning Committee report to Infrastructure Committee in November 2013; and,

WHEREAS, the City incurs costs to respond to lawsuits on the City's failure to provide safer streets; and,

WHEREAS, restoring infrastructure in the City is a priority of the Council and Mayor; and,

WHEREAS, Vision Zero provides a framework for reducing traffic deaths to zero through a combination of safe engineering measures, education, and enforcement practices; and,

WHEREAS, Vision Zero has been adopted in many cities throughout the country, most notably in New York City which has seen the lowest number of pedestrian fatalities in its first year of implementation since documentation began in 1910; and,

WHEREAS, Circulate San Diego is convening an Advisory Committee to advance Vision Zero goals,

THEREFORE,

BE IT RESOLVED, by the Council of the City of San Diego, that it hereby adopts a goal of eliminating traffic deaths and serious injuries to zero by 2025; and

BE IT FURTHER RESOLVED, by the Council of the City of San Diego, that it recommends for City staff from the Mayor's office, Transportation and Stormwater Department, San Diego Police Department, and a representative of the City's Bicycle Advisory Committee to attend meetings of Circulate San Diego's Vision Zero Advisory Committee for a limited time to develop a traffic safety plan that will help the City reach the goal of zero deaths; and

BE IT FURTHER RESOLVED, that the traffic safety plan will be guided by innovative engineering solutions to improve road safety for all users, especially the most vulnerable; will measure and evaluate performance annually; and will include enforcement and education tactics to prevent the most dangerous behaviors that cause public harm, especially along the corridors where collisions are concentrated.