



# Highlights

## Why OCA Did This Study

In accordance with the City Auditor's FY 2016 Work Plan, we conducted a performance audit of the City's programs responsible for pedestrian safety in order to evaluate: 1) whether the City utilizes available data to target its efforts to improve pedestrian safety on locations and behaviors that place pedestrians at the greatest risk; 2) whether the City's efforts to educate the public about pedestrian safety are consistent with successful practices used by other cities; and 3) whether the City's Vision Zero Task Force is developing strategies to finance and evaluate the effectiveness of Vision Zero initiatives and communicate results to the public.

## What OCA Recommends

OCA made [18 recommendations](#) that will improve pedestrian safety in the City of San Diego, all of which management agreed to implement. Key recommendations include:

- Utilize available data on pedestrian collisions to identify the locations and behaviors that place pedestrians at the greatest risk;
- Set measurable goals to 1) improve pedestrian safety infrastructure at a minimum number of high-collision locations each year; and 2) increase the percentage of traffic citations issued for the driver violations that frequently cause pedestrian collisions, injuries, and fatalities;
- Incorporate an educational aspect into enforcement efforts;
- Make targeted pedestrian safety operations highly visible to maximize their exposure to residents and earn media coverage of the City's enforcement efforts;
- Develop a Citywide pedestrian safety public education campaign;
- Develop financing plans and performance evaluation strategies for Vision Zero initiatives; and
- Create a Vision Zero website to communicate current initiatives and results to the public.

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## Pedestrian Safety

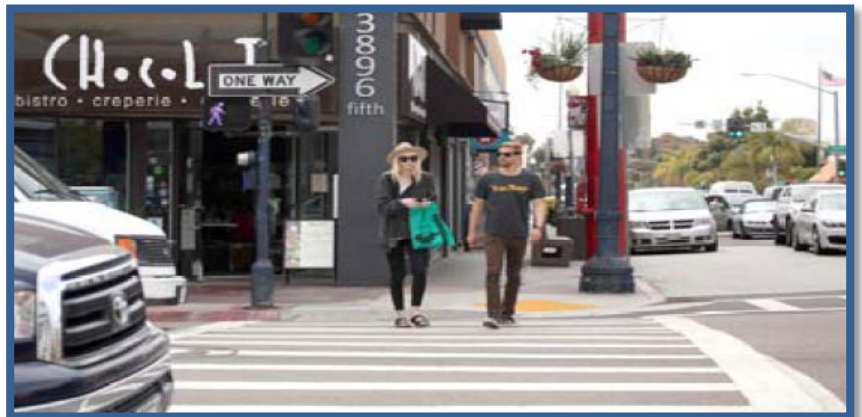
*The City Can Improve Pedestrian Safety by Using Available Data to Focus Engineering, Enforcement, and Educational Resources on Locations and Behaviors that Place Pedestrians at the Greatest Risk*

## What OCA Found

[Pedestrians are some of the most vulnerable roadway users.](#) Between 2001 and 2015, more than 8,000 pedestrians were injured in the City of San Diego (City), and 270 pedestrians were killed. In recent years, the number of pedestrians who were killed in collisions on City streets increased significantly—from 2013–2015 alone, 66 pedestrians were killed, more than any other three-year period since 2001.

In response, the Mayor and City Council adopted Vision Zero in 2015, which includes a goal of eliminating all traffic fatalities and serious injuries, including for pedestrians, by 2025. Vision Zero is based on the concept that traffic fatalities and serious injuries are unacceptable, preventable, and can be eliminated through a combination of Engineering/Infrastructure, Enforcement, and Education efforts. As the City moves forward with Vision Zero, we found several areas where the City can improve its use of data and leverage the experiences of other cities to improve pedestrian safety. Specifically, we found:

**FINDING 1:** Many intersections that have experienced the highest pedestrian collision, injury, and fatality rates have not been modernized to improve pedestrian safety. At the same time, the City has invested resources for pedestrian safety infrastructure at many other locations where pedestrians were at lower risk.



**FINDING 2:** The percentage of traffic citations that the San Diego Police Department (SDPD) issued for the driver violations that caused a large proportion of the City's pedestrian fatalities and serious injuries from 2013–2015 was low, and enforcement of these driver violations could likely be increased.

**FINDING 3:** SDPD does not generally use data to determine where to conduct targeted pedestrian safety enforcement operations and what traffic violations to focus on during these enforcements. Also, targeted pedestrian safety enforcement operations are not made highly visible, and do not include an educational component, limiting their impact on driver and pedestrian behavior.

**FINDING 4:** There are no current plans for a Citywide pedestrian safety educational campaign, which other cities have found to be an effective means of increasing awareness of pedestrian safety and improving driver and pedestrian behavior.

**FINDING 5:** The City's Vision Zero Task Force does not currently have comprehensive strategies for financing Vision Zero efforts, evaluating their effectiveness, and communicating results to the public.