Vision Zero Saves Lives

End all traffic fatalities in 10 years

- On average, 1,000 pedestrians and bicyclists are hit and seriously injured each year in San Diego.
- Pedestrian collisions increased 20% in 2012 and fatalities almost doubled – these numbers have not decreased.*
- Vehicle collisions with bicyclists and pedestrians happen on the same corridors.
- **Residents living in neighborhoods where more people walk** - Downtown, Southeastern and City Heights – are hardest hit. They are 10x more likely to be hit by a car.

**San Diego organizations that support Vision Zero:**

AIA Design Committee, Bame CDC, Beautiful PB, Bike SD, City Heights CDC, Discover Pacific Beach, El Cajon Boulevard Improvement Association, Great Streets San Diego, Safe Kids San Diego, San Diego Chamber of Commerce, San Diego County Bicycle Coalition, San Diego Safe Routes to School Coalition, The Urban Collaborative Project

* City of San Diego Comprehensive Pedestrian Collision Analysis, April 2014, Transportation and Stormwater Division
Vehicle collisions with bicyclists and pedestrians have occurred on the same corridors.

City of San Diego, Pedestrian Collision History 2008-2012*
City of San Diego, Bicycle Collision Density 2006-2010

* KTU+A Analysis, Bicycle Collision Heat Zones
30% of Collisions happen in 8 corridors:
• University Ave
• El Cajon Blvd
• Broadway
• Market St
• 5th Ave
• Garnet Ave (167) (not pictured)
• Euclid Ave
• Imperial Ave

* Circulate San Diego analysis of pedestrian collision history 1998-2012, numbers printed represent # collisions 1998-2012
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- Imperial Ave

* Circulate San Diego analysis of pedestrian collision history 1998-2012, numbers printed represent # collisions 1998-2012
<table>
<thead>
<tr>
<th>8 Most Dangerous Corridors</th>
<th>Bike Facility</th>
<th>Segment</th>
<th>Corridor Length</th>
<th>Cost</th>
<th>Rank</th>
<th># Reported Bike Crashes 2002-2007</th>
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<tbody>
<tr>
<td>University Ave</td>
<td>Class II</td>
<td>Utah Street to Fairmount Ave</td>
<td>1.9</td>
<td>$465,183</td>
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<td>Class II</td>
<td>Florida St to Utah St</td>
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<td>$152,705</td>
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<td>Fairmount Ave to La Mesa City limit</td>
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<td>C St to Harbor Dr</td>
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<td>Garnet Ave</td>
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<td>Euclid Ave</td>
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<td>Imperial Ave</td>
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SANDAG Uptown Bike Corridor

- Community process engaged right now
- 2016 construction
SANDAG Uptown Bike Corridor
Southeastern Draft Plan Update

- Market Street Road Diet and Cycle Track
- City Staff Considering Market Street Urban Greenway for ATP Grant
Encanto Draft Plan Update

Continuation of Market Street Road Diet and Cycle Track
• Adopt mayoral Vision Zero Resolution
• Fix top ten most dangerous intersections with things like zebra striped crosswalks, curb extensions, and no turn on red signals
• Fund bike lanes, road diets and crosswalks to calm traffic speeds and provide safe transit access on 8 most dangerous corridors – FY16 Budget
• Police + City Transportation Education Campaign
• Update Pedestrian Crossing Policy*
• Adopt Pedestrian Master Plan**
• Fund small scale public improvements to beautify neighborhoods and calm traffic speeds
• Amend vehicular Level of Service policy
• Adopt Complete Streets policy
• Create Vision Zero Committee to guide program implementation

* Council Policy 200-06 slated for Council review and adoption Fall 2014
** Draft Plan complete and slated for Council review and adoption Fall 2014
Policy Opportunities

• Implement Climate Action Plan which calls for higher bicycling and walking trips
• Police education grant starting Oct. 2014
• Pedestrian Crossing Policy Fall 2014
• Pedestrian Master Plan Fall 2014
• Statewide amendment to Level of Service (SB743)