The City of SAN DIEGO

Photo by: Martin Kane

VISION ZERO

SD VISION ZERO

Strategic Plan **2020 - 2025**

Table of Contents

Message from Mayor 3

Executive Summary 4

Background 6

Strategic Plan Actions 10

- Action 1: Taking a Data-Driven Approach 10
- Action 2: Plan for Long Term Transformation Based on Safe System Principles 14
- Action 3: Budget and Build Improvements in Identified Equity Communities 21
- Action 4: Engagement and Enforcement 23
- Action 5: Education, Community and a Culture of Safety 26

Conclusion 28

Acknowledgements 33

Appendix 34

References 35

Message from Mayor

Every resident, citizen, visitor and guest of San Diego should be safe – whether you walk, wheelchair, bike, scooter, skateboard, ride transit or drive. There is no level of acceptable loss of life when traveling on our city streets. Thus, in 2015, the City Council adopted and I signed San Diego's goal of zero traffic deaths and serious injuries, known as Vision Zero.

Since 2015 the City has invested more than $140 million into projects to protect and save lives. This has resulted in numerous improved intersections, sidewalks, bikeways, roundabouts and streets. The City works collaboratively between various departments of Transportation and Storm Water, Engineering and Capital Projects, Planning, Development Services, Communications and Police to work toward our Vision Zero goal.

Our dedicated staff are continually updating plans, evaluating locations for improvements using crash data, and analyzing the information developed in the Systemic Safety Analysis.

The results of these efforts are now documented in this Vision Zero Action Plan from 2020 to 2025. This plan lays out the near term, long term and concrete actions to help achieve our goals for a safer San Diego.

The City cannot accomplish this vision without the input and assistance of our residents and citizens. Every time you travel, your choices make a difference. Go slow, save a life. Put down the phone in the car, save a life. Working together to create a culture of safety, we will eliminate traffic deaths and severe injuries making San Diego a safe place for every traveler.

Kevin L. Faulconer
Mayor, City of San Diego

Public Review Process

Draft Public and Mobility Board Review Item #8
November 4, 2020

Active Transportation and Infrastructure Committee Review and Information Item #6
November 19, 2020

Final Published
December 4, 2020

Executive Summary

In 1997 Vision Zero was conceived in Sweden, taking the approach to road safety that no loss of life is acceptable. In October 2015, the City of San Diego joined a growing list of cities around the United States and the world to become a Vision Zero City. San Diego recognized that solutions exist to prevent and deter serious injury crashes and fatalities. Preventing death and severe injuries requires the commitment to rethink priorities, change the approach to the problem, and redesign safety into the transportation system. People and their actions are not perfect, mistakes will be made, but the consequences should not be fatal.

CITY OF SAN DIEGO VISION ZERO 2020 STRATEGIC PLAN

While this Strategic Plan will lay out a course of action, the field of transportation safety is constantly evolving and improving. Circumstances and context will change over time, and the City must remain adaptive to keep pace with an ever-accelerating world. Eliminating severe injuries, road deaths and eliminating GHG emissions are part of a common goal for a livable future. Safe streets are a tool in the fight against climate change, another challenge San Diego has tackled head on. Roundabouts, for example, elegantly connect these goals and have proven essential to Vision Zero countries around the world.

"In every situation a person might fail; The road system should not."

– Vision Zero Network

The Vision Zero 2020 Strategic Plan has been five years in the making since the initial commitment. In five years much has been improved and learned, but much remains to be accomplished. This Strategic Plan details achievements of the past five years, and it lays out a framework for the next five years and beyond. Building upon innovative engineering solutions, deployed equitably, with on-going education and engagement, the City can improve road safety for all users and especially the most vulnerable. Focusing on fatal and severe crashes at the expense of minor crashes is essential. Funds, staff, and time are constrained. Hospital emergency rooms are similarly constrained and have to make tough choices between life-threatening conditions and those that are serious but not life-threatening. Therefore, the Vision Zero approach is to put attention to the most serious crashes as the highest priority to eliminate.

Strategic Actions in this Plan:

1. **Use a Data-Driven Approach to Deploy Effective Countermeasures**
2. **Plan for Long Term Transformation Based on Safe System principles**
3. **Budget and Build Improvements, with Increased Focus on Communities of Concern**
4. **Engagement and Enforcement**
5. **Education, Community and a Culture of Safety**

Follow San Diego's data and progress at sandiego.gov/visionzero.

Background

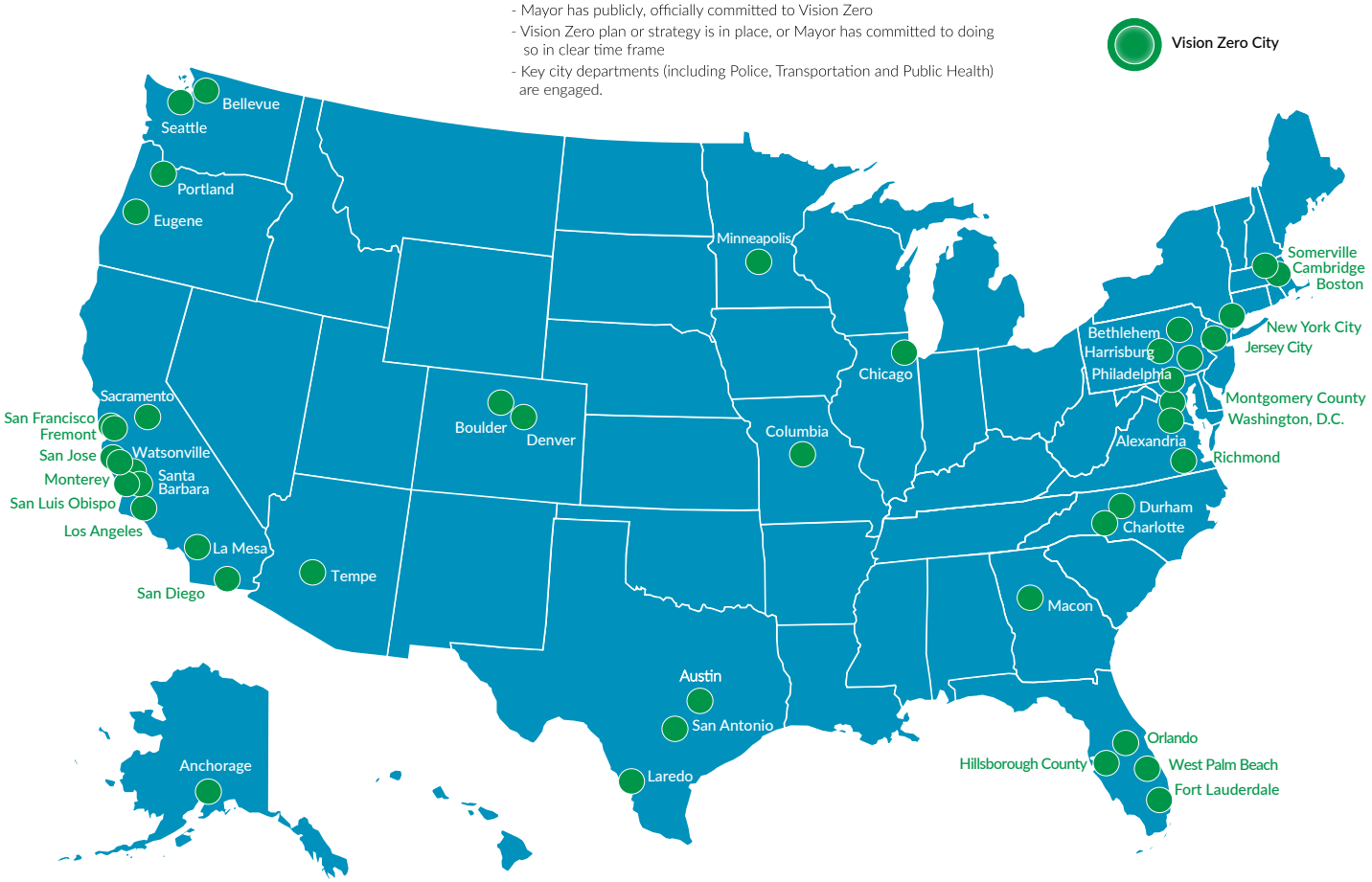
Vision Zero is a strategy to eliminate all traffic fatalities and severe injuries associated with transportation. It was first implemented in Sweden in the late 1990s and is now spreading across the world.

In June 2015 San Diego Mayor Kevin L. Faulconer joined Circulate San Diego, Councilmember Mark Kersey and Councilmember Marti Emerald to announce the City's support for Vision Zero. This was followed by a formal adoption of the initiative by San Diego City Council in October 2015. With adoption, the City of San Diego joined a growing movement around the world to recognize that traffic injuries and fatalities are unacceptable and can be eliminated through purposeful action.

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.



visionzeronetwork.org/resources/vision-zero-cities

Safety on our streets is a shared responsibility that crosses many internal City operations in San Diego: the Mobility Planning Department oversees designations and future conditions, the Transportation & Storm Water Department is the asset manager of public facilities within the right-of-way, and the Engineering & Capital Projects Department designs and builds new and retrofit projects. The San Diego Police Department and Communications Department are also involved and round out the enforcement and education responsibilities, respectively. The City also relies on community partners to help communicate, promote and engage with our Vision Zero efforts.

Community partners with Vision Zero include many local and national organizations, and the coalition is growing every day.

DEVELOPING THE STRATEGIC ACTION PLAN

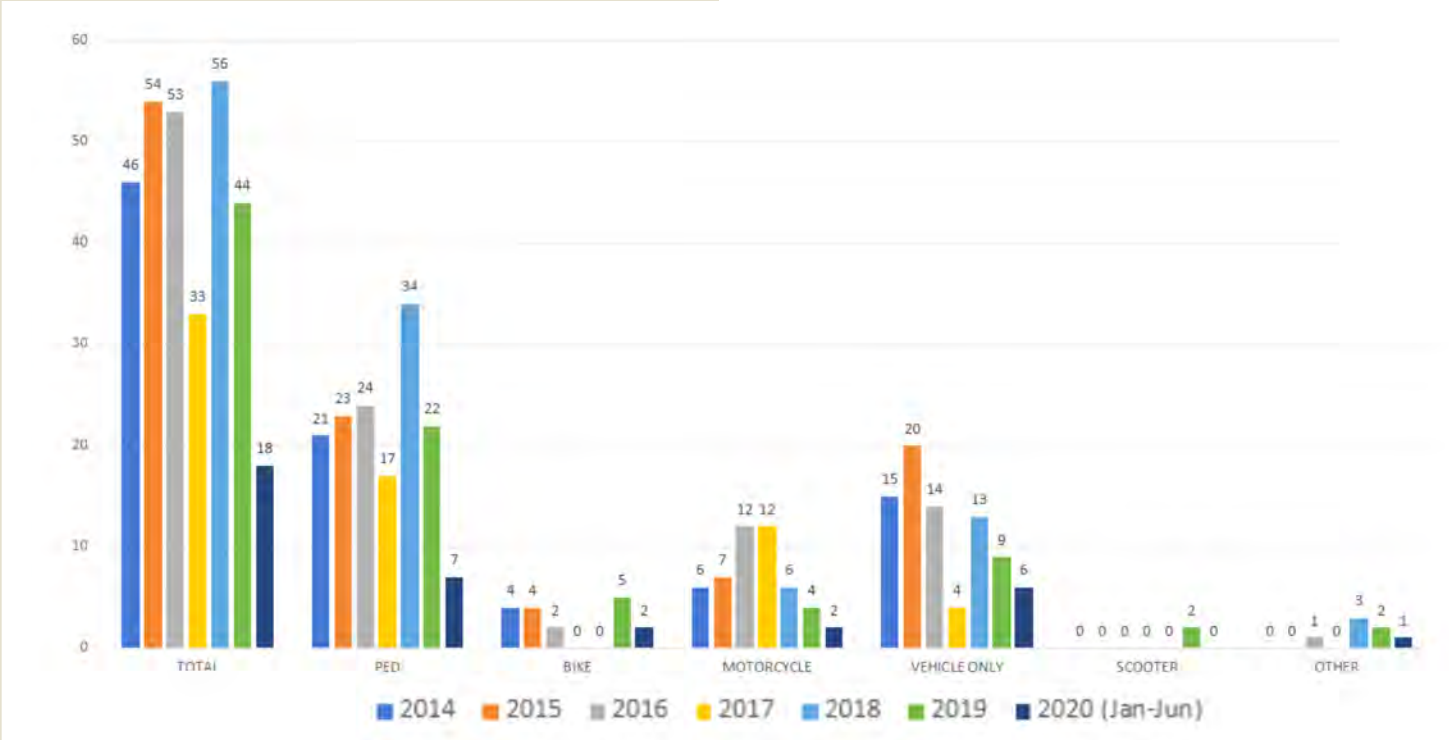
The City has taken critical steps to strengthen its ability to reach the goals of Vision Zero. These steps include completing a comprehensive sidewalk assessment, updating Council Policy related to pedestrian crosswalks, completing a systemic safety analysis report, securing highway safety grants, programming capital improvement projects, establishing the Mobility Board and implementing an aggressive Climate Action Plan.

Taking into account input from community partners, this Strategic Plan reflects issues that impact San Diegans. Reducing and eliminating traffic injuries and fatalities will take a sustained coalition of partners working together toward common goals related to livability, including housing affordability, clean air and water, and equal opportunity to jobs and resources.

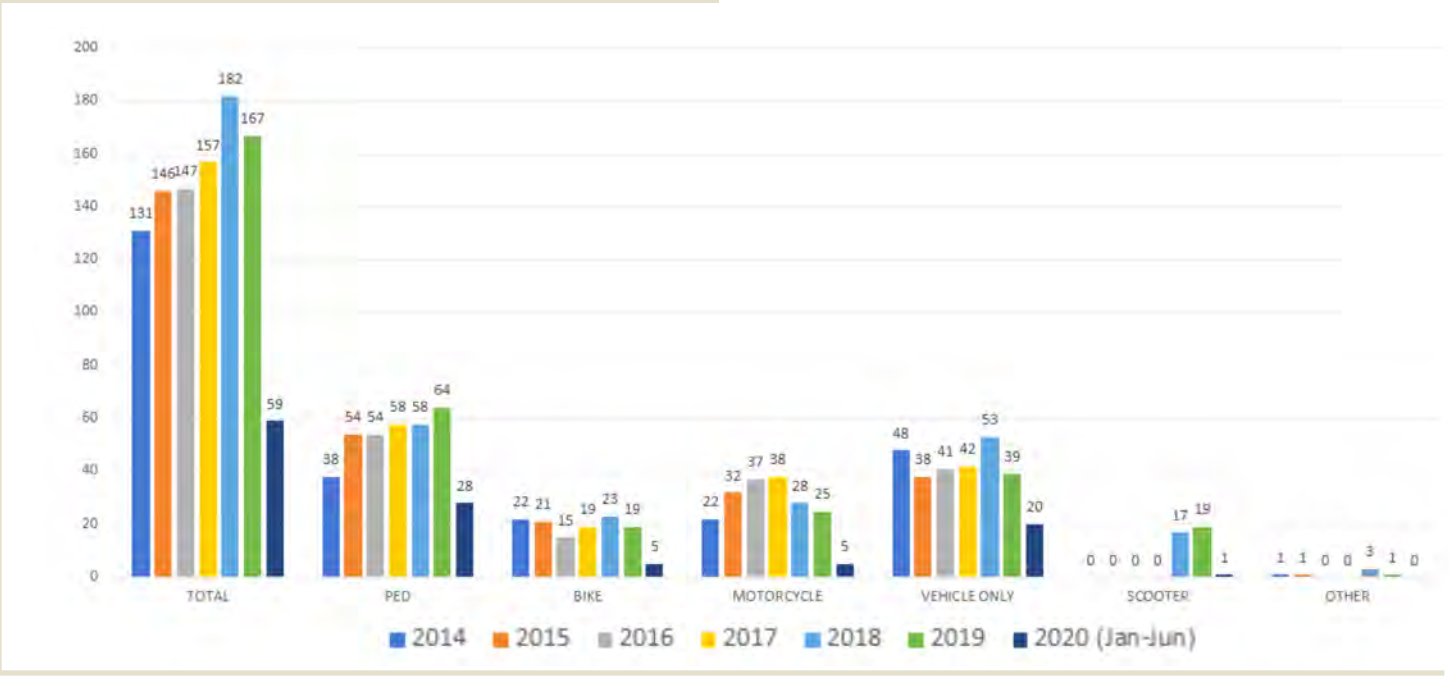
Before and After
High-Visibility Crosswalks

During the past five years, the City has seen total numbers of fatalities remain relatively constant, while total severe injuries have increased. Additionally, consistent with national trends, pedestrian injuries and fatalities are on the rise. These trends are based on many variables and factors including larger vehicles, more mobile phone use while driving, and relatively low fuel prices that keep people driving at high levels.

Jan. 1 to Dec. 31 - Fatal



Jan. 1 to Dec. 31 - Severe



In February 2016 the City of San Diego formed its first Vision Zero Task Force made up of community leaders, health practitioners, advocates and City staff, including police and transportation planners. With the formation of the Mobility Board in 2019, a Vision Zero Subcommittee was created to advise the City on engineering, enforcement and education initiatives. The subcommittee also had a direct role in the development of this strategic plan.

Strategic Plan Actions

The following Strategic Plan Actions are derived from existing work the City has completed, and build upon research and experience from cities around the world to implement a system for change.

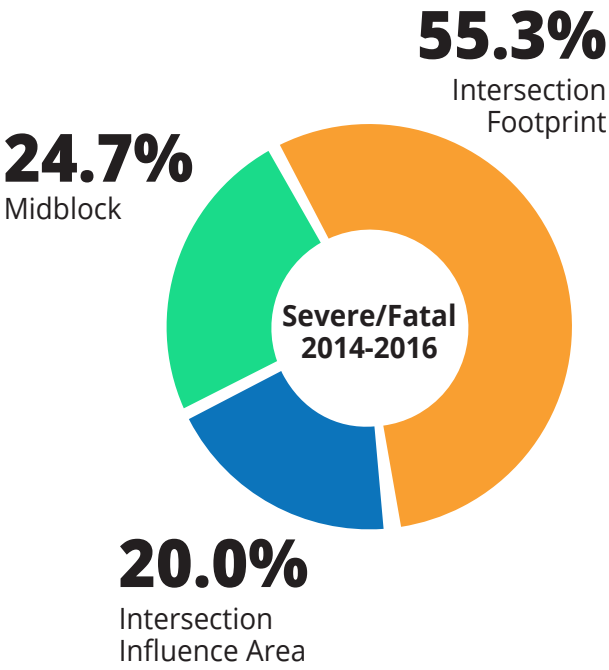
ACTION 1

Taking a Data-Driven Approach

In 2016 the City received a grant from the California Highway Safety Improvement Program (HSIP) to develop a **Systemic Safety Analysis Report Program (SSRARP)**.

The SSARP used three years of crash data in San Diego to develop matrices of predictive crash patterns based on street typologies.

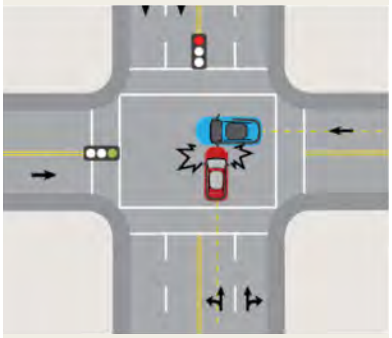
The City pursued a systemic series of low-cost safety improvements at high-risk locations, reducing the likelihood of crashes that are difficult to predict. This systemic strategy is expected to have a greater impact on the total number of crashes in the City when compared with the same level of capital investment in spot location improvements.



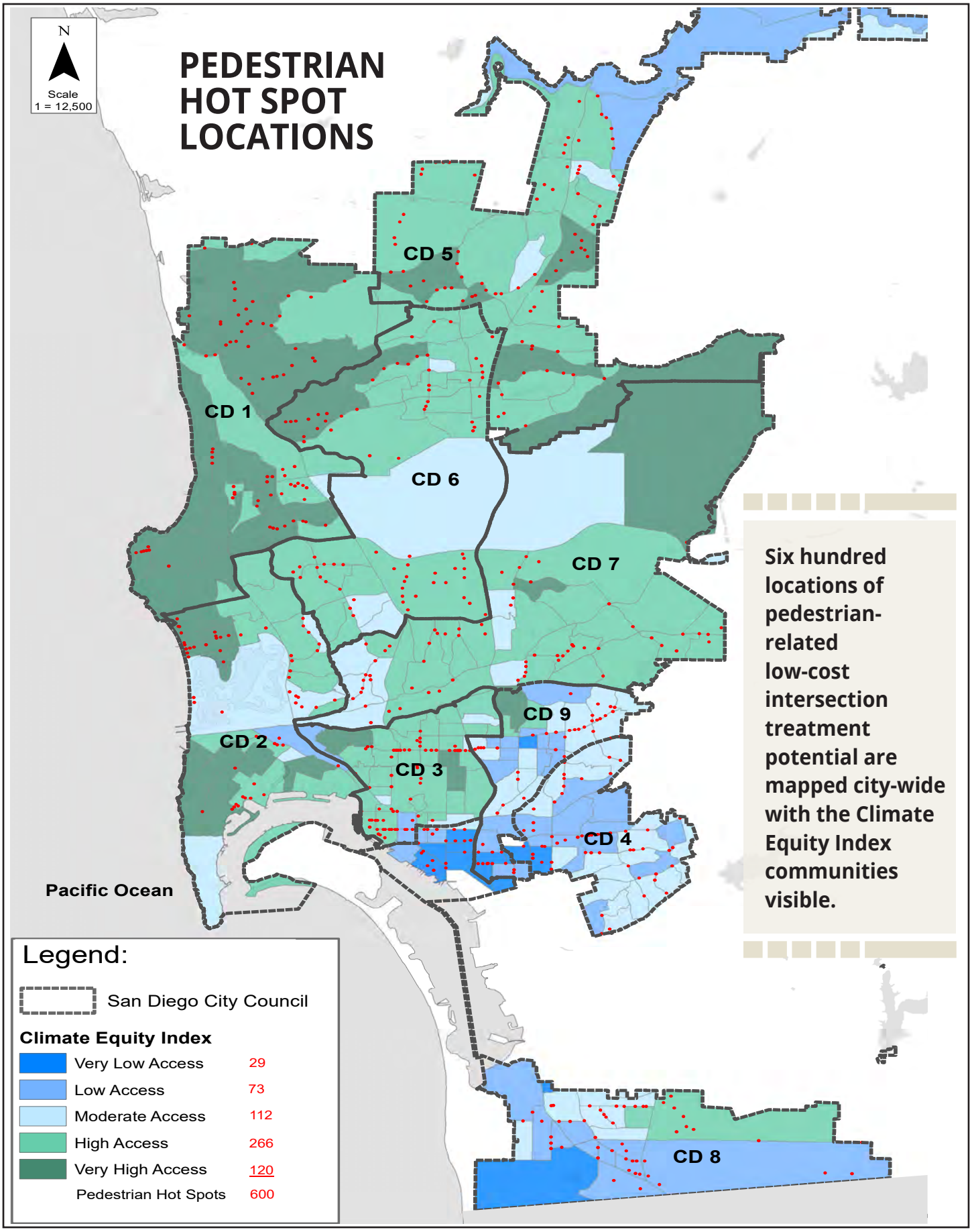
75% of Severe/Fatal Crashes in San Diego occur at or near intersections

Harvest

Hot spot criteria and potential countermeasures

EXAMPLES	HOTSPOTS	COUNTERMEASURES
	PEDESTRIAN • Turning vehicle fails to yield to pedestrian crossing in the crosswalk at a traffic signal • Signalized (permitted left turn) • 3x3 (both 1-way), (1-way) 3x4, 4x2 • Primary Roadway ADT: 7,001 – 25,000 (varies by lane configuration)	**Low-cost Recommendations** • Leading Pedestrian Interval (LPI) with blankout turn restriction signs (expect 60% drop in crashes)* • High Visibility Pedestrian Crosswalks (expect 40% drop in crashes)* • Pedestrian Countdown Signal Heads (expect 25% drop in crashes)* • Left Turn Lane • Other improvements as appropriate **Higher-cost Recommendations** • Left Turn Lane and Protected Left Turn Phase (expect 55% drop in crashes)* • Flashing Yellow Arrows (expect 36.5% drop in crashes)* • Roundabout (expect 35-67% drop in crashes)*
	BICYCLIST • Bicyclist proceeding straight and not stopping at a red light or stop sign • Signalized 4x4, 4x2 • Stop-controlled 2x2	**Low-cost Recommendations** • Robust detection and robust detector maintenance • Other bicycle infrastructure as appropriate **Higher-cost Recommendations** • Roundabout (expect 35-67% drop in crashes)* or other bicycle infrastructure as appropriate
	**VEHICLE** • Vehicle proceeding straight and not stopping at a red light. • Signalized 4x2, 4x4, 6x4, 3x3 (both 1-way) • Primary and Secondary Roadway ADT varies by lane configuration	**Low-cost Recommendations** • Reflective border around traffic signal heads (expect 15% drop in crashes)* • Other improvements as appropriate **Higher-cost Recommendations** • Roundabout (expect 35-67% drop in crashes)* • Other improvements as appropriate

***Expected drop in crashes are taken from the California Local Roadway Safety Manual. www.dot.ca.gov/hq/LocalPrograms/HSIP/2016/CA-LRSM.pdf**



Six hundred locations of pedestrian-related low-cost intersection treatment potential are mapped city-wide with the Climate Equity Index communities visible.

In 2018, with the early findings of the SSARP, the City applied for and received a grant award to deploy lead pedestrian intervals (LPIs) as a systemic safety approach at nearly 300 locations citywide.

Deployment began in the summer of 2020 at these HSIP-funded locations.

ADDITIONAL DATA-INFORMED ACTIONS

- **Annually Review crash data per Transportation Department directive**
  - Each analysis results in a series of corrective factors for budget and further evaluation

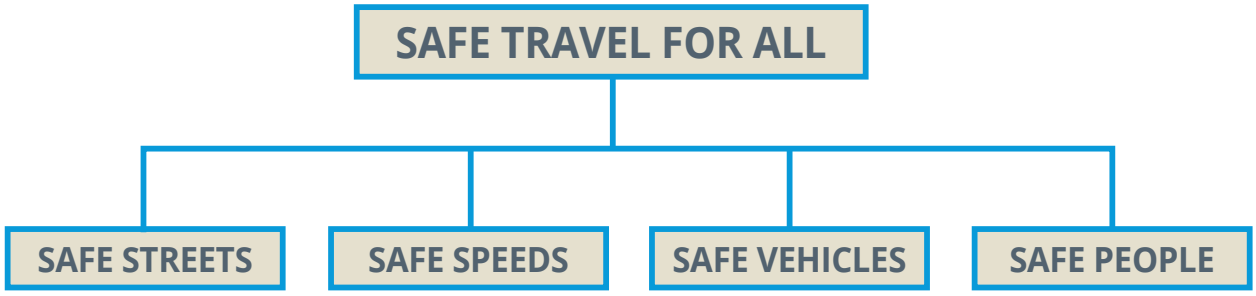
ACTION 2

Plan for Long Term Transformation Based on Safe System Principles

The City of San Diego has more than 2,900 centerline miles of roads and more than 3,800 repair miles, the majority of which were designed and built (or rebuilt) in the post-war era of automobile primacy. This era focused on vehicle throughput at high speeds across and through communities. However, evidence and better understanding of the correlation between crash severity and speed has prompted Vision Zero efforts to address the relationship between speed and human interactions.

Road network planning and allocation of space within the public right of way in the previous model will have to change to meet the goal of eliminating severe injuries and fatalities.

Vision Zero requires a shift to the principles of systemic safety, which acknowledge that mistakes will be made by drivers or people on the street. With that knowledge, redesigning streets to be accommodating for the mistakes and survivable when mistakes occur is a principle of systemic safety.



TOWNEPLACE SUITES
UnionBank
PROCO

SYSTEMIC SAFETY PRINCIPLES

Learning from countries that have successfully reduced severe and fatal injuries on their roads has led to the identification of several best practices detailed in the following section.

Identifying places where crashes occur is helpful, as is building safety into the entire system itself, with an objective of reducing high speed crashes and injury risk. However, it is important to remember that every user of the road is responsible for their behavior choices, and Systemic Safety principles are not meant to exonerate users of San Diego's public infrastructure from personal responsibility.

1. **Anticipating Human Error**
   Systemic safety recognizes these fundamental human properties of anticipating human error and accommodating human injury tolerance. The following descriptions below will use roundabouts as examples:
   - While roundabouts employ predictability (no permissive turns or change intervals) and simplicity (conflict separation) to minimize the chance of human error, they also provide fault-tolerance in the event of human error.
     - In contrast to other intersection types where vehicles may conflict with pedestrians from behind, all pedestrian crossings are at 90 degrees, providing the best possible chance for conflicting users to see and/or hear each other.
     - In contrast to traffic signals, there are no intermediary controls to watch, giving conflicting users the best possible chance of noticing others' errors and compensating. Traffic signals also provide no fault-tolerance against red-light runners or power-out scenarios.
2. **Accommodating Human Injury Tolerance**
   - Roundabouts employ carefully designed raised curbs that provide two effects that combine to greatly reduce impact energy in the event of a crash:
     - Self-enforcing speed control prevents non-survivable speeds at pedestrian conflict points.
     - Joining conflicting vehicle paths are much gentler than right angles when crashes do occur.

Understanding the two categories of human mistake potential and injury tolerance, leads to five basic principles of systemic safety for road design:

Systemic Safety Principle	Description
1. Functionality of roads	Single function roads either as through roads, distributor roads, or access roads, in a hierarchically structured road network
2. Homogeneity of mass and/ or speed and direction	Equality in speed, direction and mass at both medium and high speeds
3. Predictability of road course and road user behavior by a recognizable road design	Road environment and road user behavior that support road user expectations through consistency and continuity in road design
4. Forgiveness of the environment and road users	Injury limitation through a forgiving road environment and anticipation of user behavior
5. State awareness by the road users	Ability to assess one's task capability to handle the driving task

roadsafety.piarc.org/en/road-safety-management-safe-system-approach/safe-system-elements

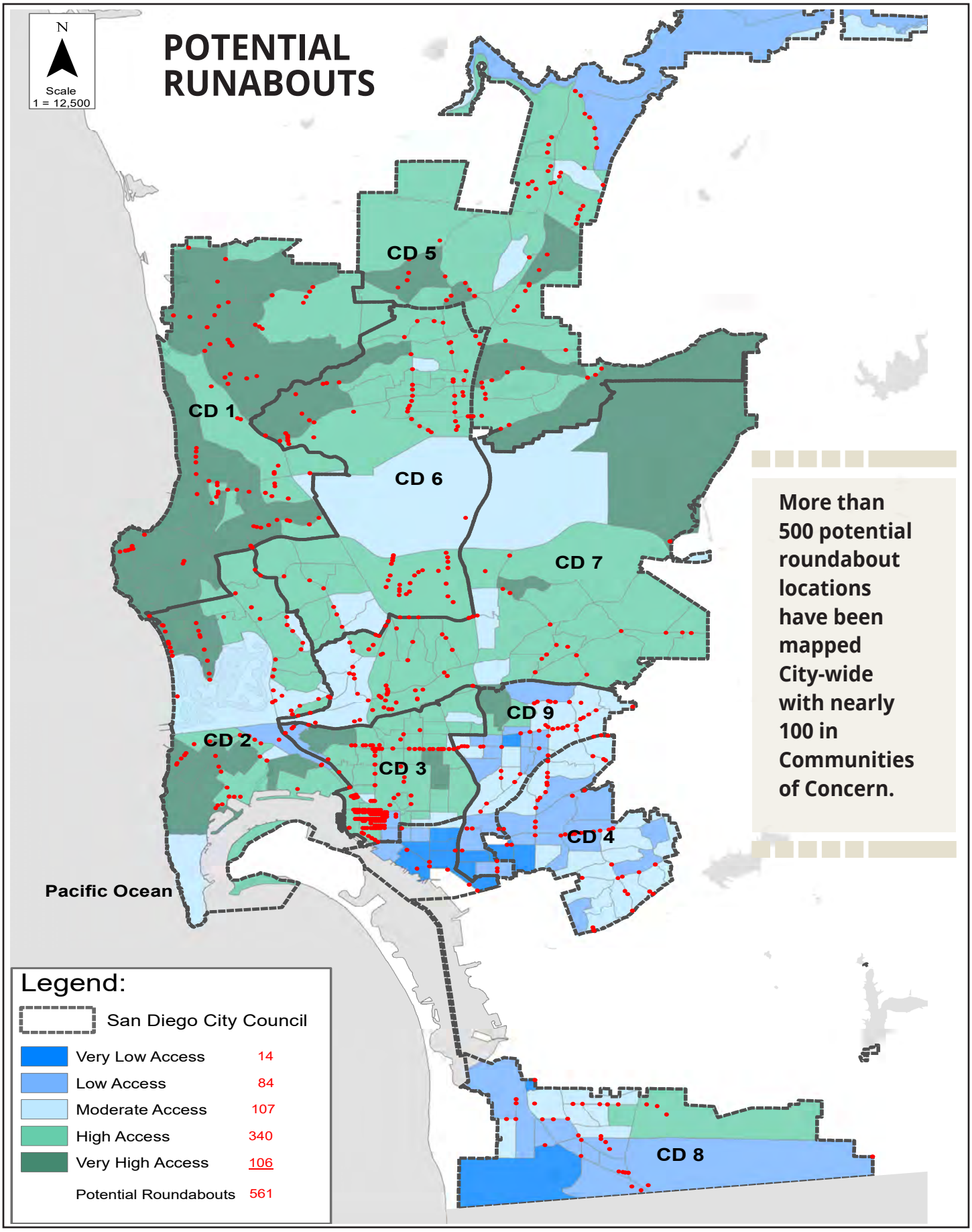
City staff have worked with the Mobility Planning Department to incorporate these safe systems concepts into mobility planning updates and land use frameworks. Planners will also help identify candidate locations for roundabouts during community plan updates.

ROUNDABOUTS

The City of San Diego has seen the success of roundabouts as a safe system approach to road design with the success of the La Jolla Boulevard corridor in Bird Rock. Roundabouts have co-benefits of lowering greenhouse gas emissions from less stopping and starting, and lower speeds. These outcomes are beneficial under the City's Climate Action Plan. As of publication, the City has 13 roundabouts in design with the Engineering & Capital Projects Department. At least 20 locations have been identified but funding has not yet been secured; an additional 25 locations are on record as being requested from community input.

Looking ahead, City staff are identifying locations for future roundabouts by initiating capital projects, adding onto resurfacing projects and exploring quick builds using modular materials.

The La Jolla Boulevard corridor was redesigned in 2007 from four lanes to two with roundabouts replacing traffic signals.



More than 500 potential roundabout locations have been mapped City-wide with nearly 100 in Communities of Concern.

The current phase of implementation identifies opportunities at more than 500 traffic signals on four-lane streets that could potentially be replaced by roundabouts. Using this map, City staff are working to identify potential locations for future consideration. It makes no guarantee, however, that the City intends to install a roundabout at any particular location, since that process includes further technical analysis and funding availability.

LONG-TERM POLICY SUPPORT ACTIONS

- **Support the state of California's efforts to reform the 85th percentile rule for speed limit setting.**
- **Explore alternative criteria for speed limit setting; including NACTO's publication:**

  nacto.org/wp-content/uploads/2020/07/NACTO_CityLimits_Spreads.pdf

ACTION 3

Budget and Build Improvements in Identified Equity Communities

The City uses a mix of several annual funding sources (subject to budget availability) to create projects that improve road safety. These projects include sidewalks, bikeways, new signals, signal modifications, streetlights, traffic calming and median installation. Projects can be created individually or bundled in larger capital improvement projects that incorporate many of the above-mentioned elements, but also include other city asset maintenance, such as water and sewer transmission services.

Each year's budget includes a Capital Improvement Program section where the Transportation and Storm Water Department includes a description of Vision Zero infrastructure budgets for the fiscal year:

www.sandiego.gov/finance/annual/vol3

Vision Zero funding by fiscal year shows the amounts allocated over the past seven years. These amounts combine various funds that make up the annual allocations and standalone projects that qualify as Vision Zero projects.

Vision Zero Funding FY 2015-2021	
Fiscal Year	**Vision Zero Budget Total**
2015	**$ 22,008,912**
2016	**$ 14,154,415**
2017	**$ 24,107,360**
2018	**$ 21,561,322**
2019	**$ 31,742,955**
2020	**$ 15,573,835**
2021	**$ 17,156,000**

$146.3 million
invested during the first seven fiscal years of Vision Zero

EQUITY INVESTMENTS

The City has made a commitment to invest equitably in communities that have historically lacked resources. Staff creating the City's Climate Equity Index engaged with community-based organizations to identify indicators signaling lower access to opportunity and requiring more attention when addressing climate equity. These Communities of Concern are identified as having very low and low access, and residents in those communities may suffer from transportation injuries at a greater level due to an increased reliance on walking, biking and public transit use.

Similar to the hot spot and roundabout maps, potential improvements can be mapped citywide and grouped by relative access to opportunity defined by the Climate Equity Index.

Working with the Sustainability Department, Engineering & Capital Projects is working to add an equity measure to the ranking of new capital projects in **Council Policy 800-14.** This will allow more points to be awarded to projects in Communities of Concern.

Read more about interim and permanent improvements at 50th and University in City Heights

ACTION 4

Engagement and Enforcement

By engaging with community members to design safe streets and communities, the City aims to make safe movement possible for all residents and visitors. In order to provide equal access, institutional inequities and histories of injustice must first be acknowledged and remedied. Traditional traffic safety efforts have, historically, accompanied high levels of police officer-initiated interactions.

In 2017 a performance audit of City programs responsible for improving pedestrian safety identified that "the San Diego Police Department (SDPD) should set a measurable goal to increase enforcement of the driver violations that are most likely to result in pedestrian injuries and fatalities in the City".

Source: sandiego.gov/sites/default/files/17-006_performance_audit_ped_safety.pdf

To ensure that enhanced enforcement of certain traffic violations is effective, the audit recommendations resulted in the following actions:

- **Use data analysis to determine the violations that SDPD should prioritize.**
- **Use a method to ensure the public is aware of violations being targeted.**
- **Publicly report SDPD's performance toward meeting its measurable goals at least on an annual basis.**

SDPD Traffic Division analyzed data to determine which violations are most likely to cause harm to pedestrians. This information is communicated to division captains using maps detailing locations with high rates of pedestrian collisions.

SDPD then identified goals of increasing enforcement (time spent focusing on pedestrian safety) of the most likely violation, in the most common locations, contributing to pedestrian and bicycle crashes by 10%. This includes a minimum of two Traffic Division grant funded enforcement/educational details per month in the identified areas.

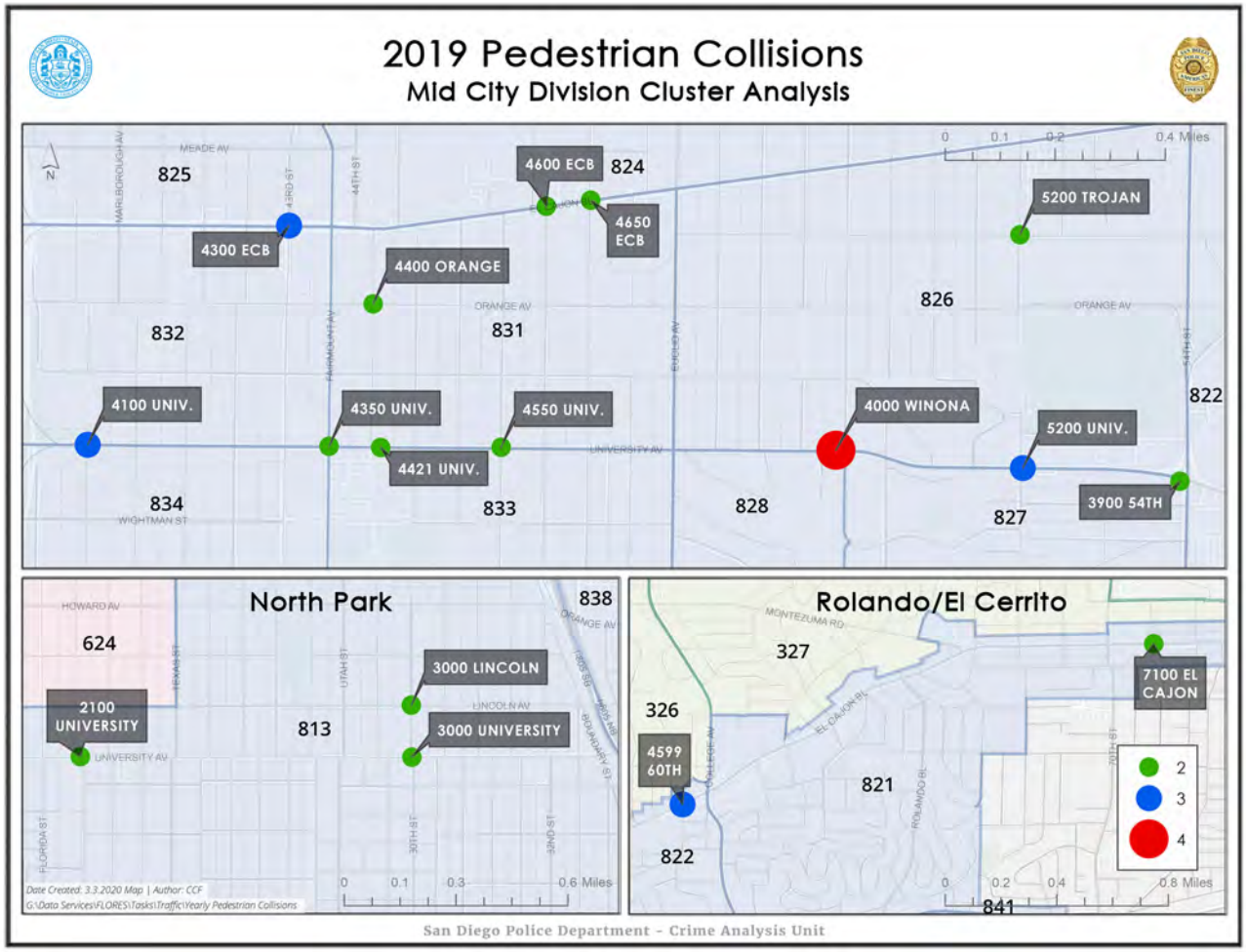
SDPD works with the California Office of Traffic Safety (OTS) whose mission "is to effectively and efficiently administer safety grants while fostering partnerships to deliver innovative programs that reduce traffic deaths, injuries and economic losses."

During OTS grant-funded distracted driving operations, the following enforcement denominations have occurred during nine operations since November 2019:

Stops made	**407**
Cellphone citations	**108**
Texting citations	**130**
Other hazardous citations	**129**

Records show no citations for section 21760(a) VC, or the Three Feet For Safety Act. Citation records and maps of pedestrian collisions are available on the Vision Zero Website:

www.sandiego.gov/vision-zero/resources



"We recognize that our safety work needs to focus not only on the safety of people in the context of walking, biking, driving, riding transit, etc. We must better understand and address the unsafe conditions faced by Black, Brown, and other people of color in public spaces and more broadly, as well as in many of our country's systems and institutions".

– Vision Zero Network

Unfortunately, what the 2017 audit did not acknowledge was the disproportionate burden of increased enforcement on people of color and on low-income communities. The summer of 2020 will be remembered for its incredible outpouring of frustration, anger and exhaustion in the form of protests against systemic injustice by police forces across the country.

Starting with this Strategic Plan, the City of San Diego will develop and recommend an approach to de-emphasize enforcement within Vision Zero and identify and support solutions to reduce over-reliance on police actions, including in traffic safety efforts.

ADDITIONAL ACTION

Staff and stakeholders will continue to engage with community members to rethink the role of police and enforcement in achieving Vision Zero goals.

POLICY SUPPORT

Automated speed enforcement has been shown to be effective around the world and in the United States in cities like Philadelphia, Portland and Seattle. It is a critical tool to get people to slow down when engineering has not yet modified the road system, and until integrated speed control becomes wide-spread and automatic. Automated speed enforcement allows an opportunity to have a color blind, ethnicity blind and income blind system of enforcement, if done in consultation with the community. The City of San Diego will support efforts to bring automated speed enforcement to California.

ACTION 5

Education, Community and a Culture of Safety

Education has been shown to be an effective counter measure, especially when combined with engineering. As a relatively new program, public education around Vision Zero is a key component to help residents understand the importance of safe streets and changes they might see in their neighborhoods.

Staff working with the City's Communications Department have developed outreach materials for the Vision Zero program. These include videos, public service announcements and engagement with local media on safety projects.

The City has partnered with several community-based organizations over the years to promote safety and assist messaging with residents, visitors and people of all demographics.

Early in 2020, a safety pledge to reduce distracted driving was developed in coordination with Circulate San Diego.

SD VISION ZERO

This is a **safe streets** project
To learn more visit sandiego.gov/visionzero

Este es un proyecto de **calles seguras**
Para más información visite sandiego.gov/visionzero

Don't Be A Distracted Driver Pledge

VISION ZERO SAN DIEGO
Ending Traffic Deaths Together By 2025

CRASH NOT ACCIDENT

In August 2020, Circulate San Diego launched the **Crash Not Accident** campaign.

In its various communication channels, City staff have committed to meaningful word choices when describing events, following the Crash Not Accident example.

VARIOUS DELIVERY CHANNELS ARE USED TO SPREAD THE WORD ABOUT VISION ZERO:

News Media

- Earned media coverage in newspaper, television, blogs and more.
- Public service announcements.

Community Engagement

- Public meetings, public comment, community organizations.
- Social media.

Website

- Documents, maps and files.

Other Options

- Transit stop benches and billboards, vehicle wraps.
- Electronic signs and billboards.
- Internal employee communications and trainings.

One of the most effective ways to engage with citizens about the promise of safe active travel is with open streets events. One of the most popular events like this in San Diego is CicloSDias. The City partners with community organizations to close down streets to cars for the day, opening them for people on foot, bike, wheelchair, skateboard and other modes to have a healthy and vibrant street experience. These events help build a culture of safety where people can experience the potential for safe streets and then seek to support these options in their neighborhoods.

CicloSDias SAN DIEGO

Thousands of people rode bicycles and scooters on Adams Avenue during the CicloSDias open street event on Oct. 27, 2019.

Photo by: Oliver L. Asis

Conclusion

Reducing and eliminating severe and fatal injuries will require a sustained long-term commitment. Examples from cities like Oslo, Norway and Helsinki, Finland, which reported zero pedestrian fatalities in 2019, shows that traffic safety goals can be met. This transformation must start with committed vision toward a safer future and efforts must be substantial and sustained.

The following table lays out ongoing actions the City of San Diego will pursue through 2020 to 2025 and beyond, subject to available funding.

CREATE SAFE STREETS FOR ALL USERS				
Focus Area	**2020**	**2025**	**2030**	**Lead/ Partners**
Equity Investment	Identify budgeted Vision Zero investments in communities of concern	Identify budgeted Vision Zero investments in communities of concern	Identify budgeted Vision Zero investments in communities of concern	**TSW** ECP DSD Sustainability
Pedestrian Network	Repair and/or construct at least 2 miles of sidewalk per year	Repair and/or construct at least 2 miles of sidewalk per year	Repair and/or construct at least 2 miles of sidewalk per year	**TSW** ECP DSD
Pedestrian Crossings	Construct new or improved pedestrian crossings at 25 independent locations annually as determined by data	Construct new or improved pedestrian crossings at 25 independent locations annually as determined by data	Construct new or improved pedestrian crossings at 25 independent locations annually as determined by data	**TSW** ECP DSD
Bicycle Network	Annually complete 40 miles of new or improved bikeway	Annually complete 40 miles of new or improved bikeway	Annually complete 40 miles of new or improved bikeway	**TSW** ECP Caltrans SANDAG
Planning Corridor Studies	Study community plan update corridors for safe systems approach; including road diet and roundabout potential	Study community plan update corridors for safe systems approach; including road diet and roundabout potential	Study community plan update corridors for safe systems approach; including road diet and roundabout potential	**Mobility/ Planning** TSW DSD
Roundabouts	Construct three projects (subject to available funding)	Construct five (subject to available funding)	Construct five projects (subject to available funding)	**TSW** ECP DSD
Speed Reduction	Review findings of AB 2363 Zero Traffic Fatalities Task Force	Evaluate three corridors with new speed limit assessment tools	Evaluate three corridors with new speed limit assessment tools	**TSW** Planning

SHAPE COMMUNITY CULTURE OF SAFETY

Benchmark	2020	2025	2030	**Lead**/ Partners
Education	Implement education campaigns in coordination with community partners	Implement education campaigns in coordination with community partners	Implement education campaigns in coordination with community partners	**Communications Department** Circulate, San Diego County Bicycle Coalition and Rady's Children's Hospital TSW
Safety Trainings	Leverage community partnerships to identify safety trainings	Develop Vision Zero safety trainings for special user groups	Complete 10 safety trainings	**Communications Department** Circulate, San Diego County Bicycle Coalition and Rady's Children's Hospital TSW
Marketing and Public Relations	Include Vision Zero's role in marketing the importance of traffic safety events ——— Include Vision Zero messaging in media briefs	Continue to target media with Vision Zero messaging and updates ——— Conduct surveys to gauge public understanding of Vision Zero mission and progress	Continue to target media with Vision Zero messaging and updates ——— Conduct surveys to gauge public understanding of Vision Zero mission and progress	**Communications Department** SDPD TSW
Vision Zero Task Force (Mobility Board Sub-committee)	Consult with Vision Zero Task Force to evaluate and monitor engineering, education and enforcement of Vision Zero initiative ——— Evaluation to include outputs (annual reports) and outcomes (reduced severe and fatal injuries) ——— Consult with Vision Zero Task Force about funding needs and budget requests	Consult with Vision Zero Task Force to evaluate and monitor engineering, education and enforcement of Vision Zero initiative ——— Evaluation to include outputs (annual reports) and outcomes (reduced severe and fatal injuries) ——— Consult with Vision Zero Task Force about funding needs and budget requests	Consult with Vision Zero Task Force to evaluate and monitor engineering, education and enforcement of Vision Zero initiative ——— Evaluation to include outputs (annual reports) and outcomes (reduced severe and fatal injuries) ——— Consult with Vision Zero Task Force about funding needs and budget requests	**Mobility Board Vision Zero Subcommittee**, Circulate San Diego, Rady's, SDPD, Bike Coalition, BikeSD TSW

Every resident, citizen, visitor and guest of San Diego should be safe – whether you walk, wheelchair, bike, scooter, skateboard, ride transit or drive. There is no level of acceptable loss of life when traveling on our city streets.

— Mayor Kevin Faulconer

ANALYZE THE DATA AND BUDGET FOR IMPROVEMENTS

Benchmark	2020	2025	2030	Partners
Annual Vision Zero Progress Report	Publish Vision Zero Annual Report ——— Include data from annual severe and fatal crash location review	Publish Vision Zero Annual Report ——— Include data from annual severe and fatal crash location review	Publish Vision Zero Annual Report ——— Include data from annual severe and fatal crash location review	**TSW** SDPD
Crash Investigations	Continue annual severe and fatal crash pattern investigation ——— Continue quality assurance of crash coding	Continue annual severe and fatal crash pattern investigation ——— Continue quality assurance of crash coding	Continue annual severe and fatal crash pattern investigation ——— Continue quality assurance of crash coding	**TSW** SDPD
Share Data	Publish annual severe and fatal crash information on Vision Zero website ——— Publish information on safety improvement projects on Vision Zero website	Publish annual severe and fatal crash information on Vision Zero website ——— Publish information on safety improvement projects on Vision Zero website	Publish annual severe and fatal crash information on Vision Zero website ——— Publish information on safety improvement projects on Vision Zero website	**TSW** Communications Dept. SDPD
Project prioritization and budget process	Prioritize projects based on findings of annual severe and high crash review ——— Describe Vision Zero projects in annual budget process	Prioritize projects based on findings of annual severe and high crash review ——— Describe Vision Zero projects in annual budget process	Prioritize projects based on findings of annual severe and high crash review ——— Describe Vision Zero projects in annual budget process	**TSW** ECP City Council and Mayor's Office

Acknowledgements

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Appendix

ADT – Average Daily Traffic
CALTRANS – California Department of Transportation
CIP – Capital Improvement Program
DSD – Development Services Department
ECP - Engineering & Capital Projects Department
SANDAG – San Diego Association of Governments
SDPD – San Diego Police Department
TSW – Transportation & Storm Water Department

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SD VISION ZERO

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