ZERO TRAFFIC DEATHS

VISION ZERO

IN SAN DIEGO BY 2025

CIRCULATE SAN DIEGO
Vision Zero is a strategy to eliminate all traffic fatalities and severe injuries, while increasing safe, healthy, equitable mobility for all.

- **Traffic deaths are preventable and can be fixed with clear, measurable strategies.**

- **Multidisciplinary, data-driven approach**

Engineering – Education - Enforcement
VISION ZERO Sweden

Number of deaths
Traffic volume


Swedish Road Administration
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
January 2017
* Focus on safe speeds

* Speed is a fundamental predictor of crash survival

Hit by a vehicle traveling at 20 MPH: 9 out of 10 pedestrians survive.

Hit by a vehicle traveling at 30 MPH: 5 out of 10 pedestrians survive.

Hit by a vehicle traveling at 40 MPH: only 1 out of 10 pedestrians survives.
Half of the 12% of streets are located in Communities of Concern, defined by Metropolitan Transportation Commission.

VISION ZERO Trends

* Bring equity to the forefront

HIGH-INJURY STREETS

San Francisco

12% OF TOTAL STREETS
70% OF TOTAL CRASHES
6% of LA streets account for 65% of deaths and serious injuries for people walking & biking.

49% of the HIN falls within the most vulnerable communities.

Los Angeles
VISION ZERO Trends

* Create an actionable plan with the 3 Es
VISION ZERO Trends

* Multi-disciplinary approach
The Problem

- On average, one person is injured or killed each day 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
The Problem

- Collisions are concentrated on corridors that connect our neighborhoods
- These corridors are poised to see the most growth
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<thead>
<tr>
<th>Location</th>
<th>Collision Death Rate, per 100,000 People</th>
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<tr>
<td>LOS ANGELES</td>
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<td>NEW YORK</td>
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Source: National Highway Traffic Safety Administration; 2012 Calendar Year
Vision Zero is making streets safer for everyone, but pedestrians are the most vulnerable and continue to have the highest percentage of crashes.

66 people died while walking in San Diego between 2013-2015, the deadliest three-year period since 2001.
VISION ZERO Steps Taken

Steps Taken

- 2015 - Mayoral endorsement
- 2015 – Council resolution
- 2016 – Vision Zero Task Force
- 2016 – One Year Strategic Plan
- 2016 – Office of City Auditor Report on Pedestrian Safety Programs
- 2016 – City Heights project
- 2016 – Data driven enforcement
- 2017 – Public Education Safety Campaign
- 2017 – Vision Zero block parties
VISION ZERO Plans in Place

Community Plan Updates

Market Street

Euclid Ave
VISION ZERO Plans in Place

Imperial Avenue between 25th and 26th Street Plan view

Imperial Avenue between 25th and 26th Street Illustrative view

Source: Southeastern Community Plan, Adopted December 2015
Contact:

Kathleen Ferrier
kferrier@circulatesd.org
619-544-9255, x. 301

Thank you!