



# Memorandum

**TO:** CITY COUNCIL

**FROM:** Mayor Sam Liccardo  
Councilmember Raul Peralez  
Councilmember Magdalena Carrasco  
Councilmember Dev Davis  
Councilmember Maya Esparza

**SUBJECT:** GETTING TO ZERO

**DATE:** February 7, 2020

Approved

Date 2/7/20

## RECOMMENDATION

Accept the Vision Zero Action Plan and related budget actions, with the following additional direction:

1. Develop a geospatial data tool for Vision Zero analytics, insights, and predictive modeling to inform Vision Zero policies, programs and projects as recommended in the action plan. In addition, future work on data analytic tools should include:
  - a. Integration with My San José App
    - i. Work with the City Manager's Office of Civic Innovation to identify a potential feature in the upcoming update to My San José for residents to report unsafe streets.
  - b. Nudging tools
    - i. Identify potential nudging tools in partnership with private sector partners, like Waze, that could be used to make drivers more aware near Vision Zero corridors, and emerging priority geographies.
  - c. Expanding Data Capture and Analysis
    - i. Include data on future growth trends within Vision Zero corridors to assess potential impacts.
    - ii. Identify potential private sector partners that may have data that could be used to develop a more holistic understanding of crashes in Vision Zero corridors.

- iii. In addition to all relevant traffic collision data and emergency response, the data tool should incorporate equity indicators, including homelessness, overcrowded neighborhoods, income, and other socio-economic factors that provide a clearer picture of which communities are being most impacted by collisions.
    - iv. Return to Council with an evaluation of whether we might reconsider geographic targeting of traffic safety resources if we evaluated collision risk per traffic volume, rather than merely identifying those corridors with the highest number of KSI collisions, as more fully described below.
2. Form the Vision Zero Taskforce, and appoint Councilmember Peralez as the Chair. The Taskforce will meet quarterly, be composed of partner agencies and community based organizations, and report to the Transportation and Environment (T&E) and Public Safety, Finance and Strategic Support (PSFSS) Committees on Taskforce activities, trend analysis, and initiatives.
3. Return with an MBA in the budget process to evaluate Traffic Enforcement Unit staffing options including redeployment or potential ways to increase staffing -- specifically for evenings and weekends where we don't have traffic enforcement but have the highest incidence of traffic collisions resulting in fatalities or severe injuries. Report updated staffing plan to the PSFSS and T&E committee.
4. Retain a consultant to design a community engagement strategy and messaging campaign. Staff should leverage outside partners, messaging platforms, and strategies in this effort, as well as engage Council Offices and Commissions as channels to raise awareness in the community. The campaigns should be culturally inclusive and offered in multiple languages, with careful consideration given to the elderly population, the largest segment of pedestrian fatalities statistically, and our homeless neighbors.
5. Accelerate "quick-build" project implementation, and grow the Vision Zero Safety Initiatives funding in the Traffic Capital Fund to implement traffic safety improvement projects along priority safety corridors (PSCs) by:
  - a. Pursuing funding from Measure B, One Bay Area Grant, State Active Transportation Program, and other sources; and
  - b. Exploring flexibility in allocating regional and state pavement maintenance funding for Vision Zero safety improvements in years 2021/22 and beyond; and
  - c. Joining other cities in advocacy for a loosening of federal rules to enable use of Airport-generated TNC revenue to fund traffic safety improvements elsewhere.
6. Direct staff to continue engaging in legislative advocacy efforts to advance Automated Speed Enforcement (ASE) authority in California – as currently exists in other states. This should also include advocating for increased flexibility and local authority to reduce speed limits, particularly on our PSCs, and areas near vulnerable communities, as recommended in the 2020 CalSTA Report of Findings pursuant to AB 2363, Zero Traffic Fatalities Task Force.

## **BACKGROUND**

Sixty people lost their lives on our streets in traffic collisions in 2019, and thousands of San Joseans grieved over neighbors, friends and family members who didn't come home. We can identify many reasons for these losses: speeding, distracted and fatigued driving, intoxication, car-centric street infrastructure, and growing populations of senior and homeless pedestrians. No one "solution" provides the guarantee of safe passage, and no guarantees that our attention to implementing the Vision Zero Action Plan will provide a "fix." Nonetheless, the cost of inaction is too great.

We cannot boil the ocean, however. We live in a city with roughly 2400 roadway miles and an unconstrained budget for Vision Zero capital improvements of \$3 to \$4 billion. To ensure a more strategic allocation of our scarce dollars, DOT has prioritized traffic safety measures on the PSCs. DOT has obtained \$29 million in grant funds for projects on those corridors, upgrading streetlights with LED lights, creating bicycle facilities, and narrowing travel lanes. The Traffic Enforcement Unit (TEU) focuses on deploying officers to the highest crash locations; including the PSCs.

We appreciate this essential work, but we'd like to learn more about how we can best target our scarce resources to reduce collision risk. For that reason, we have also asked for us to take another cut at the data, above, as described in I.c.iv. As we might expect, PSCs with the highest aggregate number of collisions also have much higher traffic flows than neighborhood streets. Identifying those locations with high numbers of injury collisions or pedestrian collisions relative to total traffic volume may yield additional insights about where to dedicate scarce resources to reduce safety risk. Interestingly, the council district (District Three) with the largest number of collisions and severe injuries (although the second-most fatal collisions) has only a modest intrusion from any PSC. We may learn more through a deeper dive in the data.

We support the mid-year budget actions to begin our important work on quick-build projects in PSCs, establishing a robust data tool to inform our work, and expanding community engagement and education efforts. The pursuit of grants at the regional, state and federal level, as well as flexibility on our paving dollars in future years, can provide additional opportunities to supplement our resources.

Traffic enforcement can help reduce speeding, which comprises the greatest cause of injury and death. We have funding to deploy 24 TEU officers, but currently staff only 12—albeit double our deployment since the end of FY18-19. We should better understand why we have not fully staffed TEU, and through the budget process, Staff should return with a plan to identify funding—including through potential measures—to increase staffing levels. We should focus our attention on TEU deployment on the evenings and weekends, when we see most of the severe collisions happening. Additionally, staff should continue to advocate in the legislature for Automated Speed Enforcement (ASE) authority -- as we have in years past-- with the acknowledgement that the forces seeking to defeat legislation are formidable. In addition, our advocacy should focus on receiving authority to lower speed limits locally, especially on our

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PSCs, as recommended in the recently released California State Transportation Agency (CalSTA) Zero Fatalities Taskforce report.

Data is essential for the work we must do. In addition to aggregating data from partners, we must also focus on collecting data on frequent collisions that don't result in fatalities or severe injuries. We can leverage existing efforts to collect data, including through applications like My San José. We understand staffing will be limited to respond to concerns that our community may report, but the data collected can be used to identify locations of concern, and assist staff in scoping future capital and grant projects. We can also begin to look towards the technology companies around us to inform our work. Nudging tools, like sending push notifications to drivers that are driving near Vision Zero corridors to slow down and be aware of pedestrians, can provide a unique opportunity to reduce crashes.

Our community is our critical partner in this effort, and therefore we support a robust community engagement strategy to build a culture of safety in San José that is culturally inclusive, in multiple languages, that reaches our diverse community. We see an enormous opportunity to leverage our partners, traditional and nontraditional, in getting the word out that it is our collective work to make our streets safe. Our Department of Transportation, law enforcement, and select community based organizations (CBOs) are already deeply engaged in this work – but we have an opportunity to message through multiple city channels, faith-based partners, senior and youth focused partners, media partners, and others that we are all focused and committed to making our streets safer.

We recommend appointment of Councilmember Peralez to Chair the Vision Zero Taskforce that includes the County, VTA, Public Health, CBOs, and others to analyze fatality and severe injury trends, and provide a forum for communicating, collaborating, and coordinating amongst city departments and partners. We ask that our homeless outreach team coordinate with the work of the taskforce to ensure that our homeless residents are accounted for in our Vision Zero efforts.

Finally, we thank John Ristow and his team in DOT and San Jose Police Department officers, as well as AARP, the Silicon Valley Bicycle Coalition and California Walks, among others who are engaged in this important work, and committed to a safer San Jose. We remember, always, those who have lost their lives, and work to make our streets safer in their names.

*BROWN ACT: The signers of this memorandum have not had, and will not have, any private conversation with any other member of the City Council, or that member's staff, concerning any action discussed in the memorandum, and that each signer's staff members have not had, and have been instructed not to have, any such conversation with any other member of the City Council or that member's staff.*