

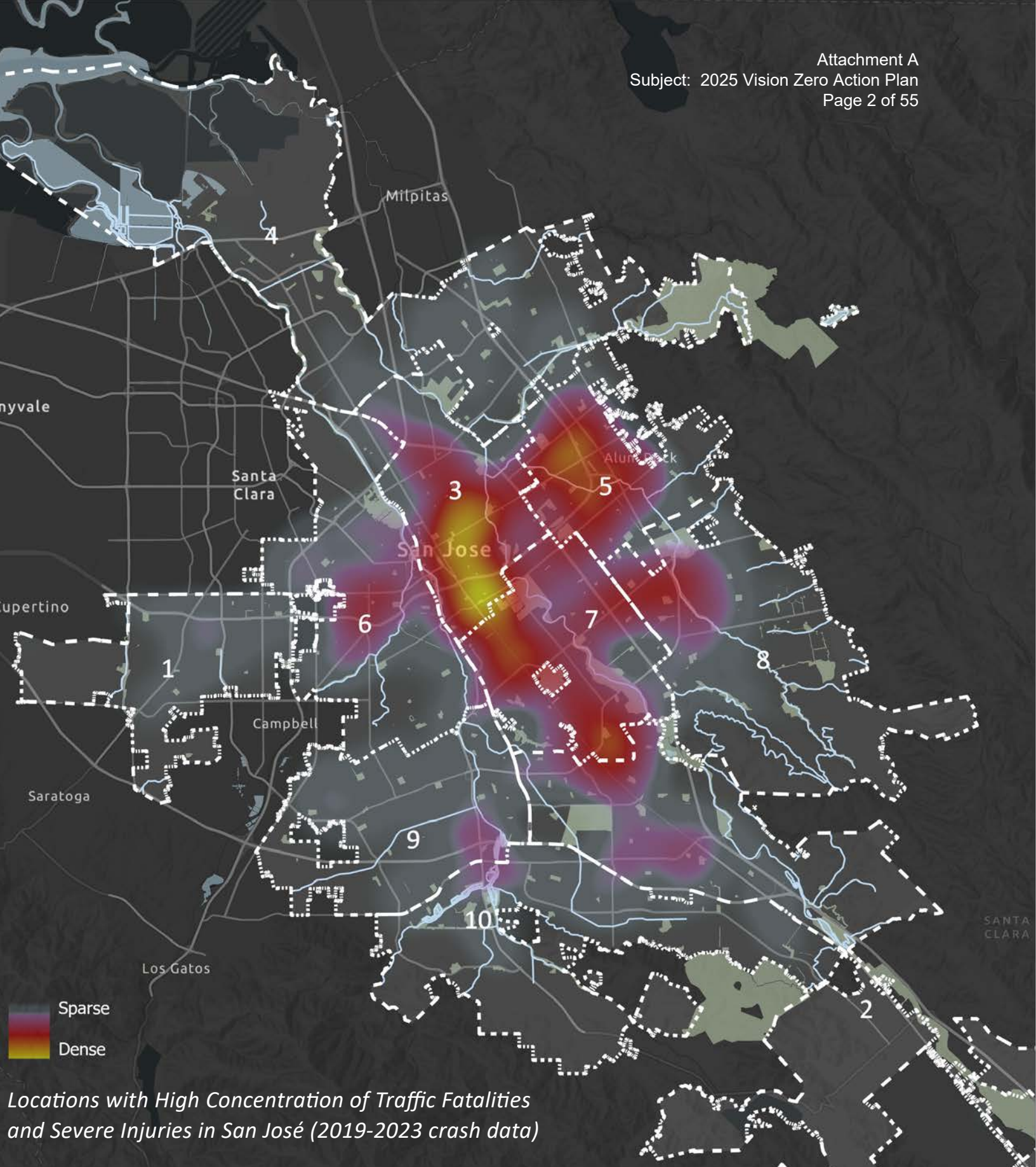


City of San José

VISION ZERO ACTION PLAN

2025





Locations with High Concentration of Traffic Fatalities and Severe Injuries in San José (2019-2023 crash data)

Vision Zero is San José's initiative to reduce traffic fatalities and severe injuries.

ACKNOWLEDGEMENTS

The 2025 Vision Zero Action Plan team respectfully acknowledges all individuals who have lost their lives in traffic crashes on San José roadways.

The development of the San José 2025 Vision Zero Action Plan was guided by the following contributors:

San José Elected Officials

Mayor | Matt Mahan
District 1 | Rosemary Kamei
District 2 | Pamela Campos
District 3 | Carl Salas (Interim)
District 4 | David Cohen
District 5 | Peter Ortiz
District 6 | Michael Mulcahy
District 7 | Bien Doan
District 8 | Domingo Candelas
District 9 | Pam Foley
District 10 | George Casey

San José Department of Transportation

John Ristow, *Director*
Rick Scott, *Assistant Director*
Heather Hoshii, *Deputy Director*
Colin Heyne, *Public Information Manager*
Lam Cruz, *Safety Division Manager & Acting Speed Safety System Manager*
Jim Bittner, *School Safety Manager & Acting Safety Division Manager*
Anna Le, *Community Engagement Manager*
Vu Dao, *Senior Engineer, Quick Build Program*
Shu Su, *Senior Engineer, Neighborhood and Traffic Management*
Jesse Mintz-Roth, *Vision Zero Program Leader*
Thao Nguyen, *Vision Zero Data Manager*
Kaushalya Gunasena, *Vision Zero Transportation Data Specialist*

San José Vision Zero Task Force

Councilmember Pam Foley, *Chair*
Councilmember Bien Doan, *Vice Chair*
AARP
Bay Area Families for Safe Streets
Santa Clara County Department of Education
Santa Clara County Emergency Medical Services
Santa Clara County Medical Examiner-Coroner
Santa Clara County Public Health
Santa Clara County Roads and Airports
San José City Manager Office
San José Department of Transportation
San José Fire Department
San José Housing Department
San José Parks, Recreation, and Neighborhood Services Department
San José Police Department
Valley Transportation Authority
Silicon Valley Bicycle Coalition

The report was authored by the Vision Zero team.

We extend our gratitude to the many San José Department of Transportation employees whose daily efforts and contributions lead progress toward Vision Zero.

Your dedication and collaboration are deeply appreciated.

MESSAGE FROM CITY LEADERSHIP

Fellow San Joseans,

We are pleased to share the City of San José’s 2025 Vision Zero Action Plan– a roadmap for eliminating fatal and severe injuries on our streets by 2040.

Traffic violence affects our family members, neighbors, co-workers and friends. The City of San José is deeply committed to ensuring safer streets throughout the city.

As leaders from the City of San José administration, City Council, and departments of Transportation and Police, all dedicated to public health and safety, we are proud to champion San José’s initiatives to reduce and eventually eliminate traffic fatalities and severe injuries.

We started a Vision Zero Task Force in 2020 to bring greater attention to the issue. We have so many more tools available than we did even five years ago. We have worked with other California cities and the state legislature to gain the ability to pilot speed cameras.

The tactics laid out in the 2025 Vision Zero Action Plan are informed by data analysis and community input. The actions, strategies, and priorities contained in this action and work plan are about making our streets safe for all and saving lives.



Mayor
Matt Mahan

Vice Mayor
Pam Foley

DOT Director
John Ristow

Chief of Police
Paul Joseph



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EXECUTIVE SUMMARY

The 2025 Vision Zero Action Plan builds upon San José’s commitment to eliminating traffic fatalities and severe injuries through data-driven strategies, community engagement, and alignment with national best practices. This Plan introduces significant updates since the 2020 Vision Zero Action Plan, as well as initiatives aimed at creating safer streets for all users while prioritizing equity, vulnerable road users, and systemic safety improvements.

Key Updates in the 2025 Plan

The 2025 Vision Zero Action Plan aligns with federal Safe Streets and Roads for All (SS4A) grant requirements and adopts the U.S. Department of Transportation’s Safe System Approach. Oversight will transition from the Vision Zero Task Force to the Transportation and Environment (T&E) Committee with supplemental guidance from the Bicycle and Pedestrian Advisory Committee (BPAC). The Plan also doubles the mileage of Priority Safety Corridors, focuses on implementation, and increases focus on the needs of vulnerable road users.

Safety Analysis and Key Initiatives

The Plan includes a comprehensive safety analysis to identify crash trends, high-risk locations, and contributing factors. The City of San José has identified two major crash trends: (1) people walking and biking are the most vulnerable road users, and (2) speeding is a leading cause of fatalities and severe injuries.

Key initiatives include implementing recommendations from the *Walk Safe San José: Pedestrian Safety Plan*, launching the “Slow Down, San José” behavior change campaign, and initiating speed safety system pilots enabled by Assembly Bills 43 (Speed Limits) and 645 (Speed Cameras). These initiatives reflect the City’s focus on addressing the root causes of crashes while advancing public awareness and legislative tools.

Rectangular Rapid Flashing Beacon (RRFB): Pedestrian-activated flashing lights to help notify approaching drivers when a pedestrian wants to cross a street.

Reference: <https://highways.dot.gov/safety/proven-safety-countermeasures/rectangular-rapid-flashing-beacons-rrfb>

High Visibility Crosswalk: Patterned striping that is more visible to drivers.

Reference: <https://highways.dot.gov/safety/proven-safety-countermeasures/crosswalk-visibility-enhancements>



Priority Action Areas

The 2025 Vision Zero Action Plan is organized around five Priority Action Areas:

- 1. Prioritize Equity and Vulnerable Road Users:** Focus on underserved communities and high-risk populations to ensure equitable access to safe streets.
- 2. Center Data Analytics and Reporting:** Use advanced data tools to track progress and target safety interventions effectively.
- 3. Strategize Traffic Enforcement:** Deploy focused enforcement strategies, including speed and red-light camera systems.
- 4. Engineer for Safety:** Enhance infrastructure through data-driven Quick Build projects and capital improvements.
- 5. Engage the Community and Message Safety:** Strengthen public outreach, education, and safety awareness efforts.

With an increased focus on equity for vulnerable road users, funding the *Walk Safe San José: Pedestrian Safety Plan* is the program’s newest priority. San José will continue building on the Quick Build Priority Safety Corridor redesigns that were the largest area of program investment in the last five years. Quick Build is a project delivery model that uses paint and simple physical objects to rapidly implement changes to streets, with the expectation that it may undergo change after installation and built using materials that allow such changes. It is often used to “test” how a concept works both operationally and for the community or as a short-term, inexpensive solution to an immediate problem while the longer-term permanent solution is being designed or seeking funding.¹ Since 2020, over \$4 million has been spent on approximately 20 miles of Quick Build improvements on the streets with the highest concentrations of fatal and severe injury crashes. An estimated additional \$26 million will be needed to complete the network Quick Build redesign of the new larger Priority Safety Corridor map.

Through collaboration with stakeholders, proactive policies, and a commitment to equity, **the 2025 Vision Zero Action Plan aims to reduce fatal and severe injuries 30% by 2030 with the ultimate goal of eliminating fatal and severe injuries by 2040.** This Plan lays the foundation for a safer, more equitable transportation system in San José.

¹ <https://www.vta.org/cdt/street-design-implementation-home-page/quick-build-projects>



ABOUT VISION ZERO

Vision Zero, launched in Sweden in 1997, is a global initiative aimed at eliminating traffic fatalities and severe injuries. By prioritizing safety through data-driven strategies and collaboration, Sweden reduced road deaths to 2.8 per 100,000 people by 2016, a significant contrast to the United States' rate of 12.4 fatalities per 100,000.²

In the United States, New York City, San Francisco and San José were early adopters of Vision Zero, setting examples by applying Vision Zero's principles to reduce rising traffic fatalities. Today, Vision Zero has evolved into a comprehensive framework embraced by communities nationwide. Its approach emphasizes shared responsibility among stakeholders—city officials, road designers, law enforcement, educators, health professionals, community advocates, and residents—to design safer systems and behaviors.

San José adopted Vision Zero in 2015, becoming the fourth city in the United States to commit to eliminating traffic fatalities and severe injuries. San José's adoption of Vision Zero came during a time of rising traffic fatalities nationwide. By aligning infrastructure improvements, enforcement strategies, and community engagement, Vision Zero advances the goal of a transportation system in which no loss of life is acceptable.

² <https://www.weforum.org/stories/2015/10/countries-with-the-most-and-least-road-traffic-deaths/>
<https://www.cdc.gov/vitalsigns/pdf/2016-07-vitalsigns.pdf>

Walk N' Roll Program: Walk audit



VISION ZERO IN SAN JOSÉ

Since adopting Vision Zero, San José has employed a multidisciplinary approach to improve street safety and work towards eliminating traffic fatalities and severe injuries. The City's major accomplishments over the first 10 Vision Zero years (2015-2024) include:

- **Committed Funding:** \$13.4 million since 2020, 70% of which was on safety engineering.
- **Physical Improvements:**
 - o 848 leading pedestrian intervals (LPIs).
 - o 41,100 streetlight upgrades to brighter and more energy efficient LED.
 - o 218 miles of bike lanes installed: 96 miles striped bike lanes, 68 miles bike routes with sharrows, 16 miles bike boulevards, 38 miles separated bikeways.
 - o 352 signal safety improvement projects.
- **Rapid Adoption:** Better Bikeways project in 2018 redesigned much of downtown San José near City Hall and San José State University: worked with National Association of City Transportation Officials, pioneered protected intersection designs to slow turns, shortened pedestrian crossing distances, and created protected bikeways.
- **Focused Investments:**
 - o \$9.3 million invested in Quick Build redesigns
 - o Capital improvement projects
 - o Vision Zero Quick Build team created to redesign Priority Safety Corridors.
- **Grant Awards:** Over \$100 million since 2019. Won the new United States Department of Transportation Safe Streets and Roads for All (SS4A) grant twice, funding two important safety efforts:

Quick Build pop-up demonstration



Vision Zero in San José

Senior Walk Day event



- o Redesign of four intersections with some of the highest fatal and severe injury crashes.
- o Implement the citywide five-year speed camera pilot.
- **Legislative Wins:**
 - o 2021 Assembly Bill (AB) 43 tools to lower speed limits.
 - o 2023 AB 645 speed safety system pilot.
 - o 2023 AB 251 vehicle weight study.
 - o 2023 AB 361 photographs of bicycle parking violations.
 - o 2024 SB 960 requires Caltrans to prioritize road improvements for pedestrians, cyclists, and transit riders.
- **Branding and Education:**
 - o New logo
 - o “Slow Down, San José” behavior change campaign
 - o Promoting speed reduction safety.
- **Public Engagement:** A public opinion poll conducted for San José’s “Slow Down” campaign revealed that 68% of San José residents support the use of speed cameras to improve street safety. The polling showed an even distribution of support across the city. Additionally, the survey showed that 68% to 79% of residents of color support the use of the cameras.
- **Fatality Review:** Evaluation of every San José traffic fatality to identify cause of crash, develop design recommendations, and pursue implementation.
- **Data Driven Decisionmaking:** Creating crash data dashboards and working with companies to build near-miss crash detection systems that can collect data about vulnerable road users at and near intersections.
- **Walk Safe San José: Pedestrian Safety Plan (2024):** Complements Priority Safety Corridor redesigns with input on how pedestrians use streets, from big data and an Equity Steering Committee.
- **Advancing Equity in Transportation Safety:** Pioneered research into traffic fatalities involving people experiencing homelessness, which was included in a 2024 U.S. Federal Highway Administration Case Study on Roadway Safety Equity.

Slow Down.
Speed limits save lives.

visionzerosj.org



Although nationwide fatalities and severe traffic related injuries have increased in recent years, especially during the pandemic, San José’s investment in street improvements resulted in a slower increase in our city compared to other major cities.³ In 2023, fatalities in San José dropped from 65 in 2022 to 49 and are projected to remain at the same level in 2024.

Changes in Road Deaths in the 30 Largest U.S Cities, 2019-2022

Memphis	+74%	Houston	+26%
Philadelphia	+58%	Columbus	+26%
Phoenix	+55%	Dallas	+25%
Las Vegas	+55%	Fort Worth	+23%
Milwaukee	+55%	Denver	+21%
Seattle	+39%	Boston	+20%
Washington	+39%	Nashville	+15%
Chicago	+36%	New York	+11%
San Antonio	+34%	San Francisco	+8%
San Diego	+33%	Oklahoma City	+6%
Austin	+31%	Detroit	+5%
Indianapolis	+31%	El Paso	+3%
Los Angeles	+28%	Jacksonville, Fla.	-
Charlotte, N.C.	+27%	Baltimore	-10%
Portland, Ore.	+27%	San Jose, Calif.	-24%

Total traffic fatalities per city based on Federal Fatality Analysis Reporting System. Deaths include non-motorists like pedestrians. 2023 data not yet available.

Source: NY Times, “Traffic Enforcement Dwindled in the Pandemic. In Many Places, It Hasn’t Come Back.” 7/29/24.

Note: The fatality data is sourced from the National Highway Traffic Safety Administration (NHTSA)’s Fatality Analysis Reporting System (FARS), which includes all known motor vehicle crashes, including those recorded by the California Highway Patrol (CHP). San José Vision Zero reports only crash data collected by the San José Police Department (SJPD). SJPD collects crash data occurring on city streets and County expressways within San José.

³ NY Times, “Traffic Enforcement Dwindled in the Pandemic. In Many Places, It Hasn’t Come Back.” 7/29/24. <https://www.nytimes.com/interactive/2024/07/29/upshot/traffic-enforcement-dwindled.html?smid=url-share> – see table “Change in road deaths in the 30 largest U.S. cities, 2019-2022” comparing federally reported data in the Fatality Analysis Reporting System (which, unlike city reported data, includes Caltrans facilities).

Reduce Tu Velocidad.
 Los límites de velocidad salvan vidas.

visionzerosj.org



Vision Zero Task Force and Beyond

Following the adoption of the 2020 Vision Zero Action Plan, the Vision Zero Task Force was established. From 2020 to 2024, the Vision Zero Task Force played the important role of bringing together City of San José departments and County of Santa Clara agency decisionmakers, as well as private nonprofit partners and advocates, to share data and resources and raise awareness of Vision Zero in the city and county. Task Force members provided comprehensive oversight and ensured collaborative planning and implementation.

As part of the 2025 Vision Zero Action Plan, the role of oversight and stakeholder engagement will transition to the San José City Council's Transportation and Environment

(T&E) Committee and Bicycle and Pedestrian Advisory Committee (BPAC). The Vision Zero team will make two presentations per year to each committee to maintain transparency and accountability.

Led by the Department of Transportation (DOT), Vision Zero efforts are closely coordinated with a broad network of partner agencies and City departments, underscoring a citywide commitment to reducing traffic fatalities and severe injuries. This collaborative planning structure ensures that Vision Zero strategies are implemented effectively and consistently, and that progress is continually monitored and reported.

The **Transportation and Environment (T&E) Committee** will provide oversight and direction for the Action Plan implementation, reviewing progress reports and guiding necessary adjustments to achieve Vision Zero targets. T&E will facilitate cross-departmental collaboration and ensure the integration of safety objectives into broader transportation and environmental strategies.

The **Bicycle and Pedestrian Advisory Committee (BPAC)** will serve as a community-focused advisory body, receiving regular updates on Action Plan initiatives and progress. BPAC will offer input on pedestrian and cyclist safety measures, helping to align Vision Zero actions with the needs of vulnerable road users and supporting equitable access to safe transportation options citywide.

Creating the 2025 Vision Zero Action Plan: Engagement and Collaboration

Developing the 2025 Vision Zero Action Plan involved extensive public engagement and collaboration with stakeholders, ensuring diverse representation and meaningful input at every stage. The Vision Zero Task Force led the planning process, engaging members of the public, community groups, and interagency partners to incorporate feedback from all levels of the community and to align Vision Zero priorities with other local and regional safety plans.

The engagement timeline, announced in February 2024, provided Task Force members and the public with an opportunity to review and influence each phase of the 2025 Vision Zero Action Plan. Key milestones included a draft discussion with the City Council in May, followed by a public comment period from July to August. Public feedback was then reviewed and incorporated in October, including prioritization guidance, and further discussed at the T&E Committee in November. The final draft, incorporating all recommendations, was presented to City Council in February 2025 for adoption.



Public Comment: What We Heard

Public Comment Highlights

Engineering

- Systemic approach focusing on roadways with speed limits of 35 mph or higher.
- Add pedestrian refuge islands.
- Implement daylighting.
- Remove slip lanes.
- Add Quick Build curb extensions.
- Use safety as a factor for repaving schedule.
- Improve lighting.
- Enhance accessibility.
- Reduce speeding.
- Prohibit right turns on red.
- Deliver Quick Build projects faster.
- Lower posted speed limits.

Focus Areas

- Older adults.
- People experiencing homelessness.
- Near transit.
- Near trails.
- Spend more on engineering.
- Proactive about reducing injuries before they happen.

Engagement and Outreach

- Realign, don't end the Task Force.
- More leadership.
- Educate drivers about redesigns.

Additional Deliverables

Through the public engagement process, additional deliverables were identified to guide future strategies and projects, including:

- **Data Sharing Across Jurisdictions:** Incorporate trauma injuries (EMS), light rail injuries (VTA), shared jurisdictions.
- **Innovation:** Pilot new types of safety projects, close slip lanes.
- **Messaging:** Pedestrian safety, speeding, distraction.
- **More:** Traffic calming, pedestrian projects, walk audits.
- **Proactive Work:** Create a system-wide map of a road network with similar characteristics to the Priority Safety Corridors to comprehensively identify and address high-risk areas.
- **Quicker:** Build Quick Build projects faster and in high-injury locations.
- **Learn and Adapt:** Expand assessment activities to severe injuries (~220/year) in addition to all traffic fatalities (~50/year) that we are currently review.
- **Transparency:** More project progress reporting on web/dashboard.
- **Vulnerable Road Users:** *Walk Safe San José: Pedestrian Safety Plan*, top five killed and severely injured (KSI) locations for unhoused people and older adults.

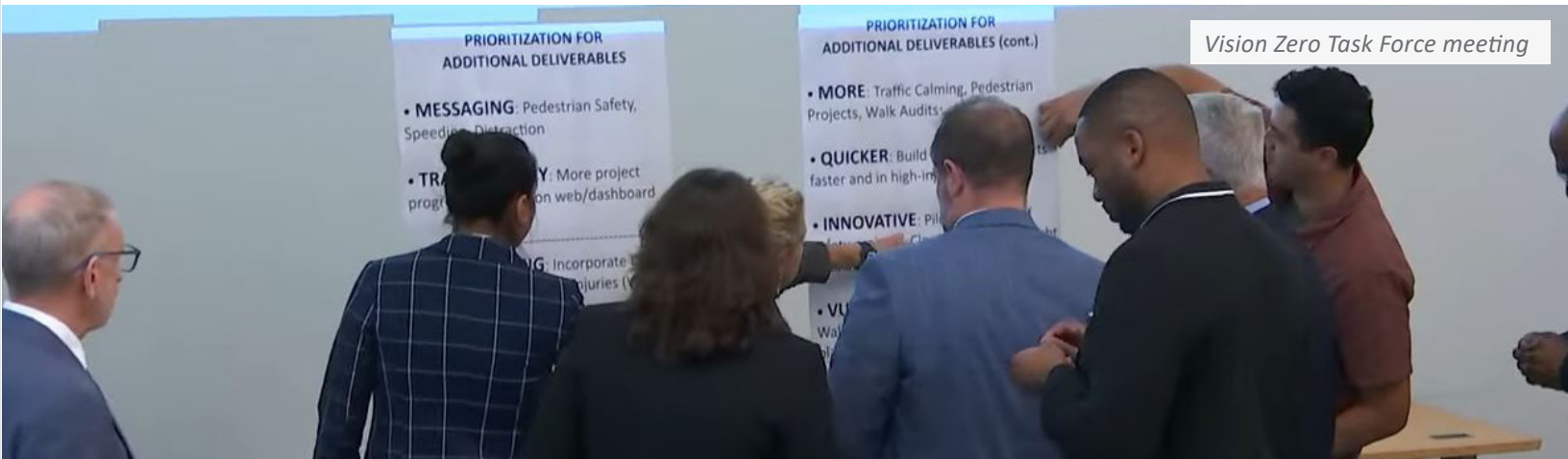
Prioritizing Additional Deliverables

At the October 2024 Vision Zero Task Force meeting, DOT presented these public comments and conducted a prioritization exercise for the additional deliverables requested from public comments. In the prioritization exercise, each of the 16 Task Force members identified two top focus areas for the 2025 Vision Zero Action Plan by selecting from priority categories. Key priorities emerging from this exercise included:

- **More** traffic calming and pedestrian safety projects: Emphasizing additional traffic calming measures, pedestrian safety initiatives, and walk audits.
- **Messaging** on safety: Highlighting the importance of public awareness campaigns on pedestrian safety, speeding, and distraction.
- **Quicker** safety project delivery: Prioritizing faster implementation of Quick Build and capital projects in high-injury locations.
- **Vulnerable Road Users:** Addressing the needs of vulnerable populations with plans like *Walk Safe San José: Pedestrian Safety Plan* and focusing on high killed and severely injured locations for people experiencing homelessness and older adults.

In the conversation that followed, there was also greater interest in the **Learn and Adapt to Review** of severe injuries. This would be in addition to the current San José staff review of all traffic fatalities.

The above Task Force priorities, along with the public’s input, guided the 2025 Vision Zero Action Plan’s strategies and project selections, reinforcing San José’s commitment to an inclusive and data-driven approach in achieving Vision Zero goals.

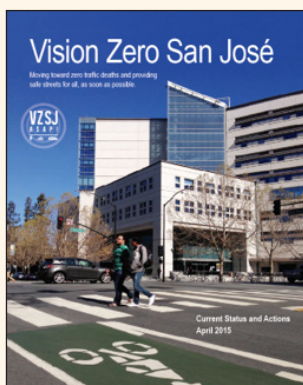


NEW ELEMENTS IN THE 2025 VISION ZERO ACTION PLAN

The 2025 Vision Zero Action Plan is San José’s fourth Action Plan and the second to include a significant funding request. Building on the 2020 Vision Zero Action Plan, it continues to analyze traffic crash trends and prioritize safety improvements. Key updates include:

- 1. Federal Grant Compliance:** The Plan aligns with U.S. DOT’s Safe Streets and Roads for All (SS4A) grant requirements to ensure eligibility and adherence to national standards.
- 2. Leadership Commitment and Goal Setting:** The Plan aims to reduce fatal and severe injuries by 30% by 2030 with the ultimate goal of eliminating fatal and severe injuries by 2040.
- 3. Shift in Oversight:** Oversight transitions from the Vision Zero Task Force to the Transportation and Environment (T&E) Committee, with additional guidance and stakeholder engagement through the Bicycle and Pedestrian Advisory Committee (BPAC).
- 4. Safe System Approach:** The plan changes from the traditional “E’s” model (enforcement, engagement, education, engineering, and evaluation) to the Safe System Approach, which emphasizes systemic safety improvements to reduce crash severity and protect all road users.
- 5. Expanded Priority Safety Corridors:** The 2023 Priority Safety Corridor (PSC) network now includes double the mileage of the previous PSC network, addressing more high-risk roadways based on injury crash data.
- 6. Priority Action Areas: Strategy and Project Selections:** The Plan has five Priority Action Areas, each with objectives, deliverables, and a project list. Each deliverable is assessed and categorized into short-, mid-, and long-term delivery timeframes.
- 7. Greater Emphasis on Implementation:** Leveraging data inventory and analysis tools developed since 2020, the plan places a stronger emphasis on addressing severe injuries and supporting vulnerable road users, ensuring a targeted and effective response.

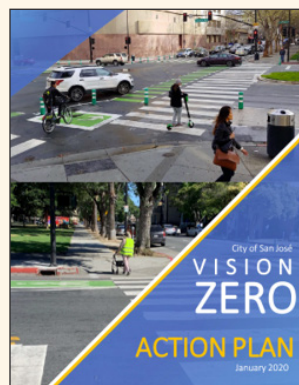
These updates reflect San José’s continued commitment to creating safer streets through innovation, equity, and collaboration.



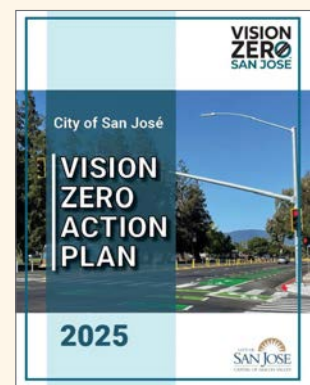
2015



2017-2018 San José
Vision Zero Action Plan Editions



2020



2025

PRINCIPLES OF A SAFE SYSTEM APPROACH

The 2025 Vision Zero Action Plan is guided by the principles of the Safe System Approach, as defined by the U.S. Department of Transportation. This approach reimagines road safety by anticipating human error and designing transportation systems to accommodate for these errors and limitations to prevent fatalities and severe injuries. It emphasizes shared responsibility and proactive risk management to create safer streets for all users.

Traditional E's Approach

- Prevent crashes
- Improve human behavior
- Control speeding
- Individuals are responsible
- React based on crash history

Safe System Approach

- Prevent deaths and severe injuries
- Design for human mistakes/limitations
- Reduce system kinetic energy
- Share responsibility
- Proactively identify and address risks

The Safe System Approach is built on six foundational principles:⁴

- **Death and Severe Injuries are Unacceptable:** A Safe System Approach prioritizes the elimination of crashes that result in death and severe injuries.
- **Humans Make Mistakes:** People will inevitably make mistakes and decisions that can lead or contribute to crashes, but the transportation system can be designed and operated to accommodate certain types and levels of human mistakes and avoid death and severe injuries when a crash occurs.
- **Humans Are Vulnerable:** Human bodies have physical limits for tolerating crash forces before death or severe injury occurs; therefore, it is critical to design and operate a transportation system that is human-centric and accommodates physical human vulnerabilities.

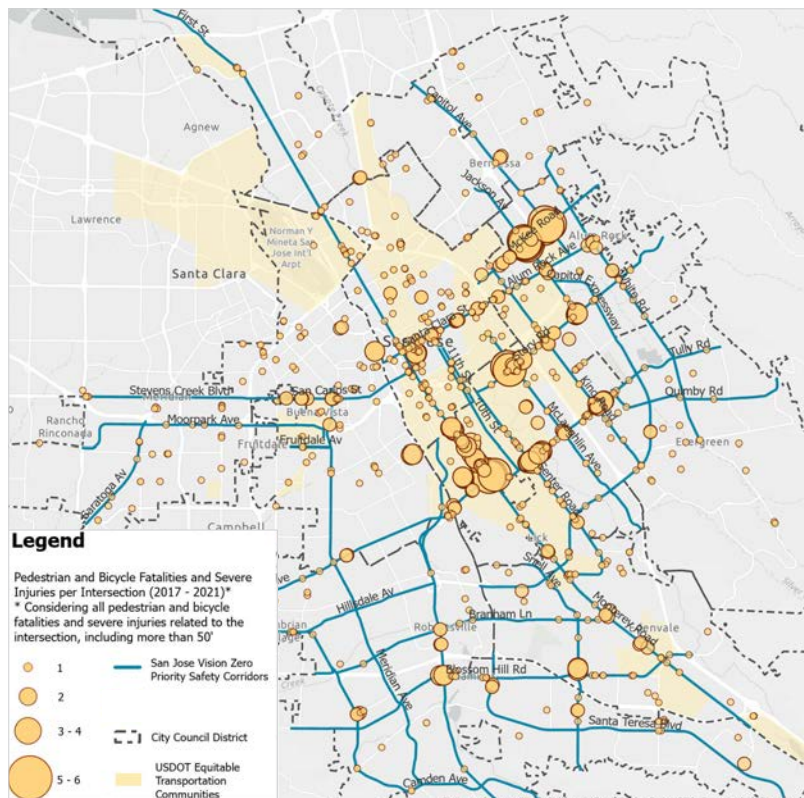
- **Responsibility is Shared:** All stakeholders—including government at all levels, industry, non-profit/advocacy, researchers, and the general public—are vital to preventing fatalities and severe injuries on our roadways.
- **Safety is Proactive:** Proactive tools should be used to identify and address safety issues in the transportation system, rather than waiting for crashes to occur and reacting afterwards.
- **Redundancy is Crucial:** Reducing risks requires that all parts of the transportation system be strengthened, so that if one part fails, the other parts still protect people.

Adopting this approach aligns San José's Vision Zero efforts with national best practices, ensuring a proactive, equitable, and effective strategy to eliminate traffic deaths and severe injuries.

SAFETY ANALYSIS

The Safety Analysis provides a comprehensive review of San José’s existing traffic safety conditions, focusing on historical trends in killed and severely injured (KSI) crashes across all roadway users, including motorists, pedestrians, and bicyclists. This foundation ensures that the 2025 Vision Zero Action Plan’s strategies and projects are informed, effective, and aligned with the Safe System Approach, prioritizing the goal of eliminating traffic fatalities and severe injuries across San José.

This Safety Analysis section establishes a baseline understanding of crash and injury frequency and intensity, locations, and contributing factors to identify the highest-risk areas and behaviors. By examining systemic safety needs and specific risk factors, this assessment supported the development and expansion of San José’s Priority Safety Corridors, pinpointing key corridors where targeted safety interventions can have the greatest safety impact.

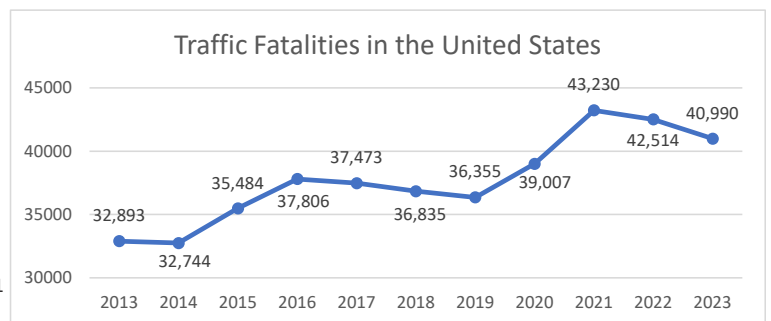


Pedestrian and Bicycle Fatalities and Severe Injuries per Intersection

National Fatality Trends

From 2019 to 2023, traffic fatalities in the United States saw significant annual fluctuations (3.6% decrease to 10.8% increase).⁵

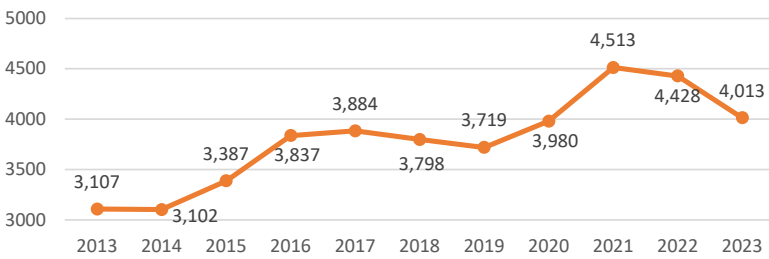
⁵ <https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/813561>



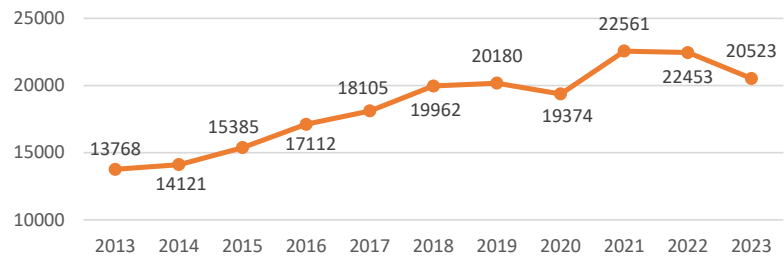
California KSI Trends

California’s traffic fatalities mirrored severe injury patterns, peaking in 2021.⁶

Traffic Fatalities in California



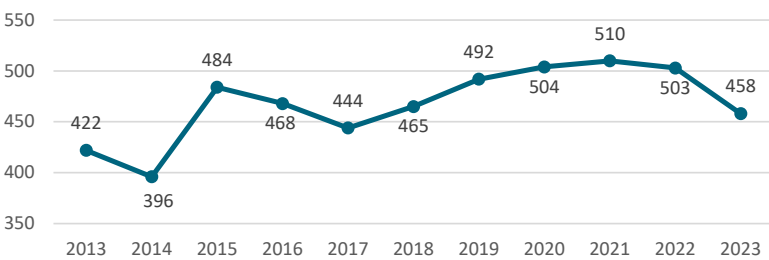
Traffic Fatal and Severe Injuries in California



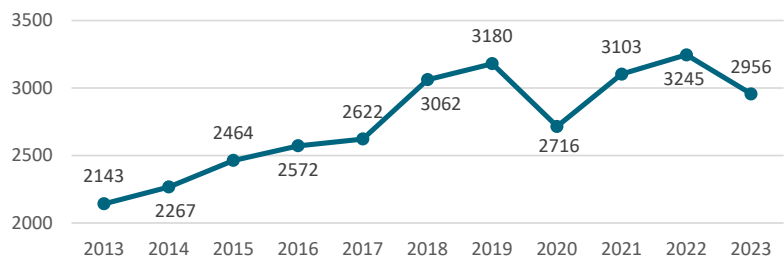
Bay Area KSI Trends

The nine Bay Area counties collectively experienced fatal and severe injury crash rates similar to state and national trends, also peaking in 2021.⁷

Traffic Fatalities in Bay Area



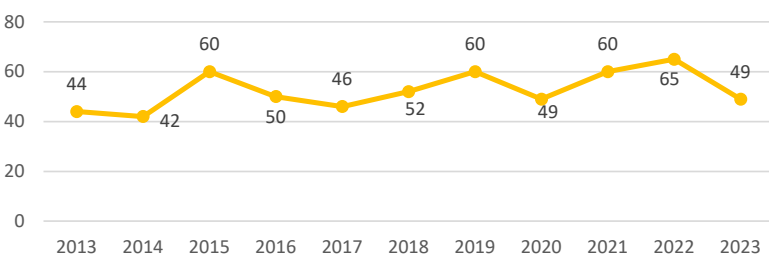
Traffic Fatal and Severe Injuries in Bay Area



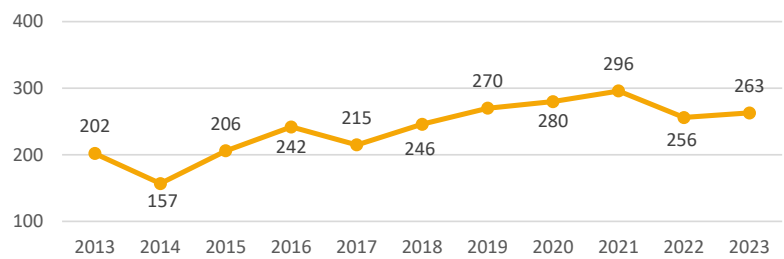
San José KSI Trends

San José’s traffic fatalities peaked in 2022, similar to national, state, and regional trends. However, KSI has shown a slight upward trend since 2014.

Traffic Fatalities in San José



Traffic Fatal and Severe Injuries in San José



⁶ <https://www-fars.nhtsa.dot.gov/States/StatesCrashesAndAllVictims.aspx>

⁷ 2018-2022 data: <https://www-fars.nhtsa.dot.gov/States/StatesCrashesAndAllVictims.aspx>

2023 data: <https://tims.berkeley.edu/summary.php>

Source for KSI data: <https://tims.berkeley.edu/tools/query/index.php>

San José Traffic Crash Trends

San José’s traffic crash trends from 2019 to 2023 reveal critical patterns that inform the City’s Vision Zero priorities. These data-driven insights underscore the persistent issues of high-severity crashes and highlight vulnerable populations and risk factors to prioritize for safety interventions. With a total of 24,153 crashes over the five-year period, resulting in 1,365 killed and severely injured (KSI), the data illustrate both ongoing challenges and areas for targeted improvements.

- **Killed and Severely Injured (KSI) Crash Trends Over Time:** From 2019 to 2023, San José recorded 283 traffic fatalities. Fatalities in San José remain high, with a peak of 65 fatalities in 2022 before decreasing to 49 in 2023. The KSI crashes consistently accounted for 5-6% of total crashes annually. While total crashes and KSI fluctuated year to year, the steady proportion of KSI crashes highlights a need for targeted safety interventions to reduce high-severity crashes.
- **Primary Collision Factors:**
 - o Over the past five years, speeding has been the top identified primary collision factor, contributing to 24% of total crashes and 17% of total KSI crashes.
 - o Unsafe turn movements account for 11% of total crashes and 5% of total KSI.
 - o Red-light running contributes to 8% of total crashes and 5% of total KSI.



Crossing Safely - Educational Flyer



Slower Turns for Safer Streets - Educational Flyer



52% of KSI occurred during dark hours.



75% of KSI occurred on streets with speed limits of 35mph or higher.



11% of traffic crashes involved people walking and biking, but they accounted for 42% of KSI and 59% of fatalities San José.

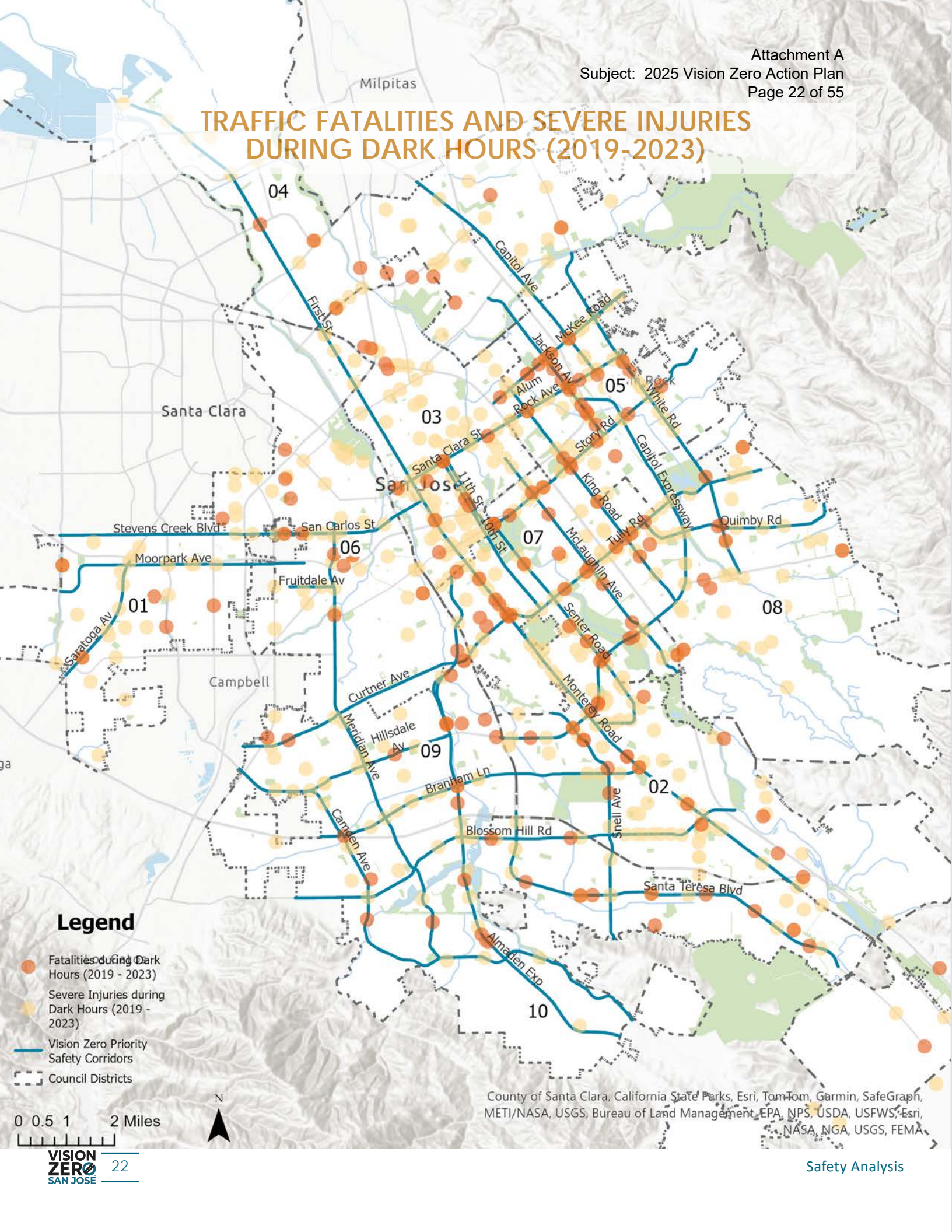
• **High-Risk Locations and Populations:**

Location analysis grouped by individual Council Districts shows the highest concentration of fatalities and severe injuries in Districts 3, 5, and 7, with District 7 alone accounting for 224 KSI crashes. Nearly 68% of Priority Safety Corridors intersect Equity Priority Communities, reflecting the need for equitable access to safer roadways citywide.

San Jose Crash Data by Council District (2019-2023)

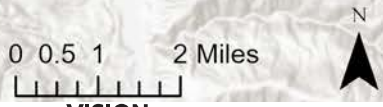
Council District	Crash	Fatality	Severe Injury	Fatal and Severe Injury
1	1,461	11	60	71
2	1,976	34	111	145
3	4,875	35	165	200
4	1,625	21	78	99
5	3,213	37	127	164
6	2,965	25	123	148
7	3,449	51	173	224
8	1,821	21	109	130
9	1,661	19	75	94
10	1,178	29	62	91

TRAFFIC FATALITIES AND SEVERE INJURIES DURING DARK HOURS (2019-2023)



Legend

- Fatalities during Dark Hours (2019 - 2023)
- Severe Injuries during Dark Hours (2019 - 2023)
- Vision Zero Priority Safety Corridors
- - - Council Districts



County of Santa Clara, California State Parks, Esri, TomTom, Garmin, SafeGraph, METI/NASA, USGS, Bureau of Land Management, EPA, NPS, USDA, USFWS, Esri, NASA, NGA, USGS, FEMA

Through collaboration with stakeholders, proactive policies, and a commitment to equity, the 2025 Vision Zero Action Plan aims to reduce KSI 30% by 2030, with the ultimate goal of eliminating these crashes by 2040. Over the past decade, KSI in San José has risen by 68%, increasing from 157 in 2014 to 263 in 2023. Achieving a 30% reduction reflects both an ambitious target and alignment with USDOT requirements.

San Jose Fatal and Severe Injuries Data (2014-2023)

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Fatalities	42	60	50	46	52	60	49	60	65	49
Severe Injuries	115	146	192	169	194	210	231	236	191	214
Fatal and Severe Injuries	157	206	242	215	246	270	280	296	256	263
% KSI Change Year Over Year		+31%	+17%	-11%	+14%	+10%	+4%	+6%	-14%	+3%

The City of San José has identified two major crash trends: (1) people walking and biking are the most vulnerable road users, and (2) speeding is a leading cause of fatalities and severe injuries. These trends are detailed in the following sections.

To protect vulnerable road users, San José completed the *Walk Safe San José: Pedestrian Safety Plan* in 2024 and will incorporate its recommendations into the 2025 Vision Zero Action Plan. To address speeding, the City launched the “Slow Down, San José” behavior change campaign in 2023 and is implementing *Speed Safety System Pilots* enabled by Assembly Bills 43 (Speed Limits) and 645 (Speed Cameras). These projects and strategies are further discussed in the Strategy and Project Selections section.

People Walking and Biking Are Most Vulnerable

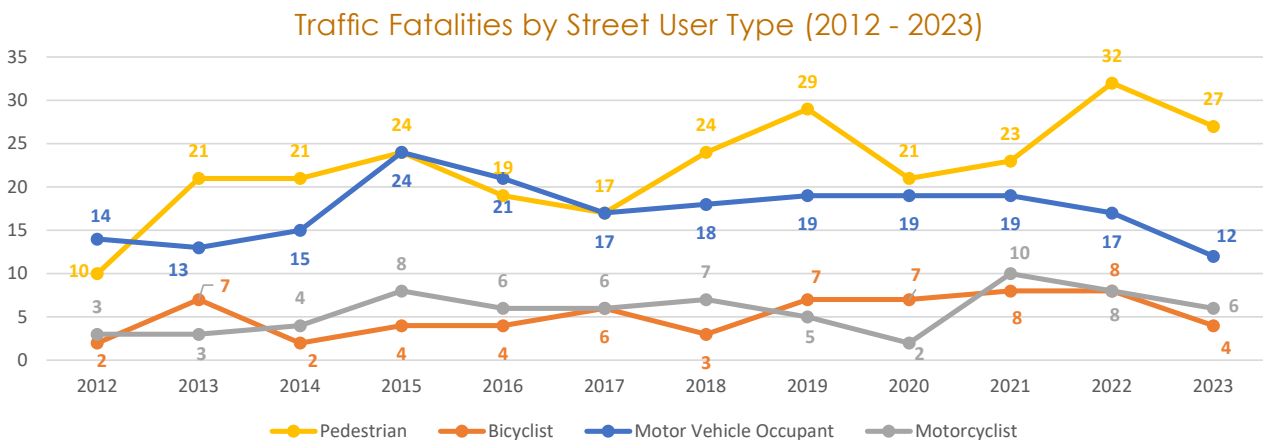
People walking and biking remain disproportionately vulnerable to traffic-related deaths and severe injuries in San José. From 2019 to 2023, crashes involving people walking and biking made up approximately 11% of total crashes, yet they represented well over half of traffic fatalities (59%).

- Pedestrian and Bicyclist Fatalities:** Of the total 283 fatalities (2019-2023), pedestrians accounted for 47% (132) and bicyclists accounted for 12% (34).
- Age-Based Vulnerability:** Fatalities among pedestrians and bicyclists are particularly prevalent among older adults. Of the total pedestrian and bicyclist fatalities in the last five years, nearly half (48%) were aged 55 or older and nearly one-third (29%) were aged 65 or older. Children 15 years old and under, although less frequently involved (10 pedestrian and bicyclist fatalities in the last

five years), face elevated risks due to their smaller stature resulting in limited visibility on the streets.

- Gender:** Males accounted for 67% of pedestrian fatalities, 88% of bicyclist fatalities, and 77% of all traffic fatalities citywide.
- Pedestrian Fatalities During Dark Hours:** Over the five-year period, 67% of pedestrian fatalities occurred during dark hours, peaking at 78% (18 of 23 pedestrian fatalities) in 2021.

With pedestrians being the top fatality group by street user type each of the past eleven years, creating a plan to reduce pedestrian fatalities was central to the 2020 Vision Zero Action Plan. The resulting *Walk Safe San José: Pedestrian Safety Plan*⁸ is a top priority to implement in the 2025 Vision Zero Action Plan.



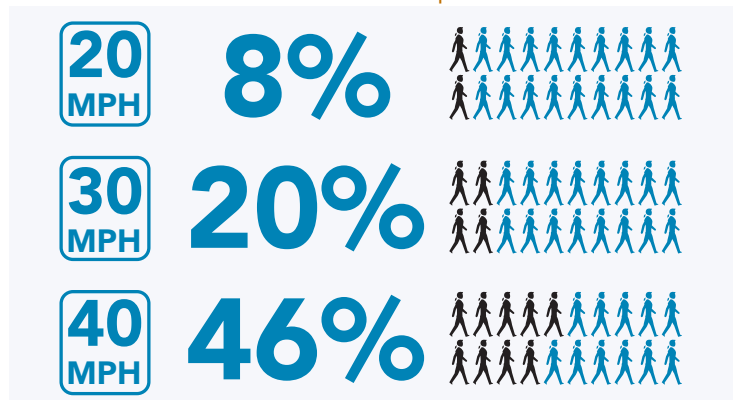
⁸ <https://www.sanjoseca.gov/your-government/departments-offices/transportation/safety/vision-zero/walk-safe-san-jos>

Speed Leads to Fatalities and Severe Injuries

Speeding remains a major cause of fatal and severe crashes on San José streets, making crashes more dangerous and putting everyone at risk, especially those most vulnerable.

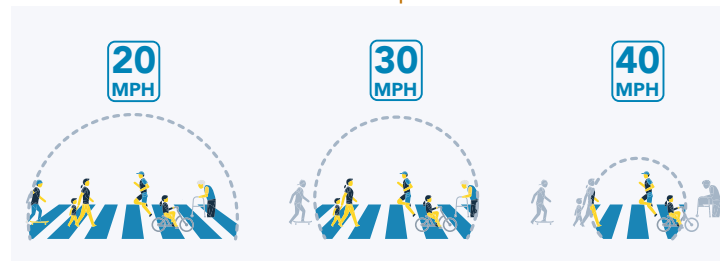
- Annual Trends:** KSI crashes due to speeding as the known primary collision factor peaked in 2021 (71 KSI). Although there was a slight reduction in total KSI crashes in 2023, speeding remains a key concern, contributing significantly to the fatality and severe injury rates.
- Equity:** Many neighborhoods with higher rates of speed-related crashes are historically underserved areas. Fourteen percent of citywide area is identified as Metropolitan Transportation Commission’s Equity Priority Communities, 48% of speed-related crashes happened in these communities. Addressing speeding in these communities aligns with equity goals and ensures safer streets for everyone.
- High Legal Speeds:** More than 90% of the total mileage on San Jose ‘s PSC have a posted speed limit of 35 mph or higher. The likelihood of a pedestrian surviving a vehicle hit at the legal speed limit on the vast majority of these corridors is less than half.

Likelihood of Death for People Walking
 If Hit at These Speeds



Source: AAA Foundation, Tefft, B.C. (2011)

Driver’s Field of Vision
 at These Speeds



Source: NACTO Urban Street Design Guide (2013)

Reference: <https://visionzeronetWORK.org/resources/safety-over-speed/#:~:text=Higher%20vehicle%20speeds%20significantly%20increase,of%20severe%20injuries%20and%20deaths.>

Slow Down, San José.

Speeding is the top known cause of traffic deaths and severe injuries in our city. **In 2022, 670 people were killed or injured in speeding related collisions.**

Through street safety projects, Vision Zero San José is making our streets safer for people walking, rolling, biking and driving.



WATCH OUT
for people walking, rolling and biking—keep your eyes on the road



SPEED LIMIT 25
OBEY THE SPEED LIMIT
Driving the limit keeps us all safe



PLAN AHEAD
Leave early to give yourself plenty of time

We all have family, friends and loved ones. Let's slow down to save lives.



Learn more at visionzerosj.org





Priority Safety Corridors: 2023 Update

San José’s Priority Safety Corridors (PSCs), also known as the High Injury Network, represent streets with the highest concentrations of fatal and severe crashes, have been prioritized for Quick Build safety improvement projects. Established in 2017, the PSC originally included 17 corridors with focused resources to reduce high-severity crashes.

For the 2023 PSC update, a revised methodology was applied, following recommendations from the Southern California Association of Governments’s 2021 report, *Recommendations for California Statewide Guidance on High Injury Network*, to which San José contributed. Fatal and severe injuries were assigned three times the weight of other injuries, while all other injuries (moderate and minor) were weighted equally. The analysis was based on five years of crash data (2017–2021).

The 2023 Priority Safety Corridor list now includes 30 streets. Of these, 28 corridors fall within San José’s jurisdiction, while two fall fully within Santa Clara County’s jurisdiction (expressways). Certain segments, such as Blossom Hill Road, Camden Avenue, McKee Road, Moorpark Avenue, and Stevens Creek Boulevard, overlap with neighboring jurisdictions, including the cities of Santa Clara and Los Gatos, and Santa Clara County (unincorporated).

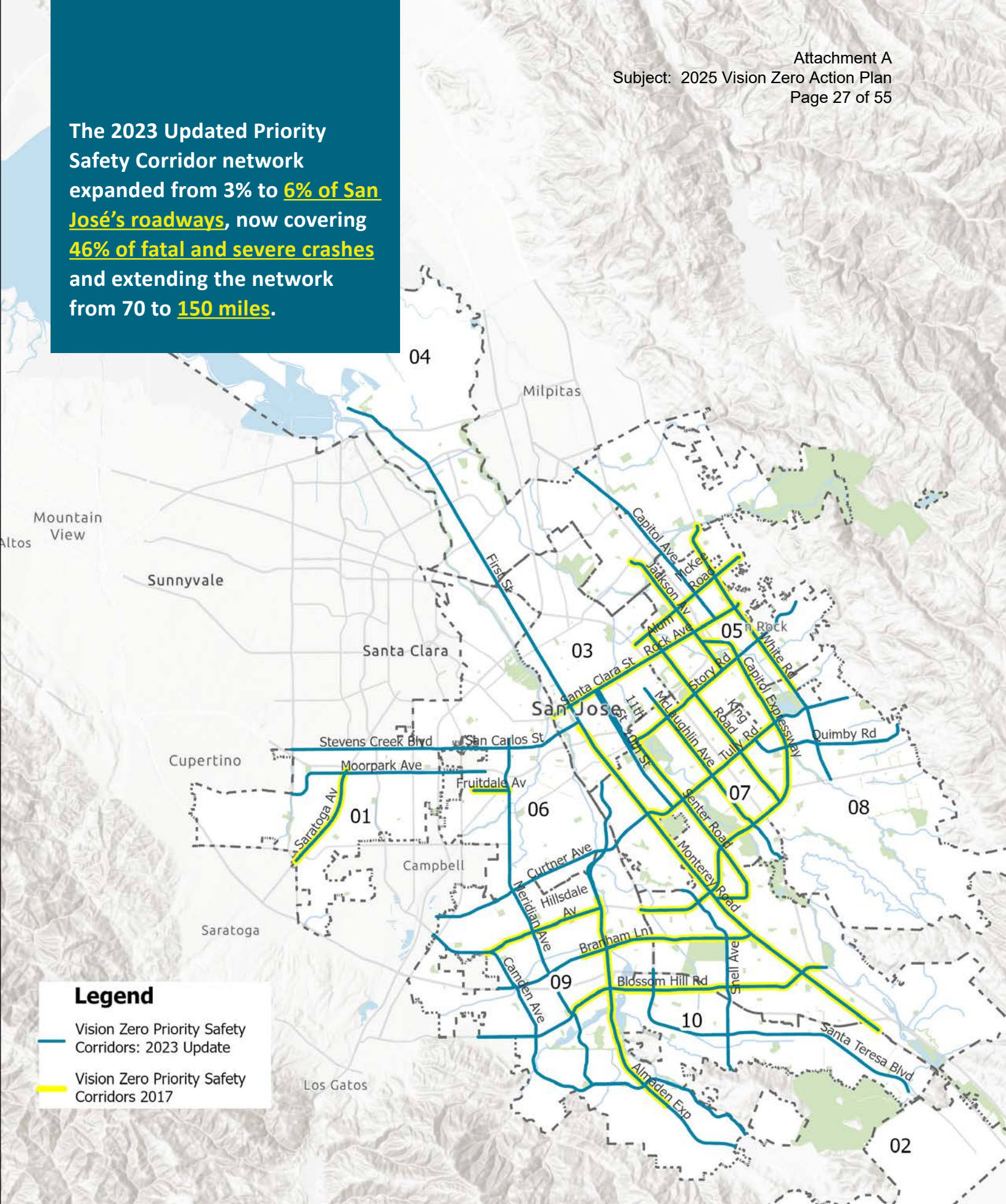
Approximately 68% of the updated Priority Safety Corridors are located within San José’s Equity Priority Communities as defined by the Metropolitan Transportation Commission. No existing corridors were removed; instead, all remain part of the updated network, pending before-and-after project evaluations to confirm reductions in fatal and severe crashes.

The estimated cost to complete the Quick Build redesign of the remaining 2023 Priority Safety Corridors is \$26 million. Additional funding would be required.



Quick Build Project - Outreach Poster

The 2023 Updated Priority Safety Corridor network expanded from 3% to **6% of San José's roadways**, now covering **46% of fatal and severe crashes** and extending the network from 70 to **150 miles**.



Legend

- Vision Zero Priority Safety Corridors: 2023 Update
- Vision Zero Priority Safety Corridors 2017

STRATEGY AND PROJECT SELECTIONS

The Strategy and Project Selections section provides a comprehensive array of interventions designed to address San José’s most critical traffic safety challenges.

Key Safety Initiatives and Legislative Actions

The City has implemented key initiatives and legislative actions to address its two primary traffic safety challenges: (1) protecting vulnerable road users, including pedestrians and cyclists, and (2) mitigating the impact of speeding, a leading known cause of fatalities and severe injuries.

This section summarizes the categories recommended in the *Walk Safe San José: Pedestrian Safety Plan*. It also outlines the “Slow Down, San José” behavior change campaign launched in 2023 to reduce speeding through public awareness and highlights the implementation of a speed safety system pilot made possible by Assembly Bills 43 (Speed Limits) and 645 (Speed Cameras). These targeted efforts represent San José’s commitment to addressing crash trends and improving roadway safety for all users.

High Visibility Crosswalk: Patterned striping that is more visible to drivers.

Reference: <https://highways.dot.gov/safety/proven-safety-countermeasures/crosswalk-visibility-enhancements>

Quick Build Pedestrian Refuge Island: Reduces pedestrian crossing distance in traffic.

Reference: <https://nacto.org/publication/urban-street-design-guide/intersection-design-elements/crosswalks-and-crossings/pedestrian-safety-islands/>



Implementing Walk Safe San José: Pedestrian Safety Plan

In 2021, the San José Vision Zero program was awarded a Caltrans Sustainable Transportation Planning Grant to develop a pedestrian safety plan. The *Walk Safe San José: Pedestrian Safety Plan* focused on improving pedestrian safety and mobility in priority areas throughout the city and was completed in 2024. It leveraged big data and included extensive engagement with vulnerable road users to identify key locations where San José residents would most benefit from pedestrian safety enhancements.

The plan resulted in the development of Quick Build projects for eight focus areas, along with strategies to improve access to transit, enhance traffic signal timing, and address challenges navigating urban spaces. These spaces include construction sites, Caltrans facilities such as elevated freeways and on- and off-ramps, and transitions between public and private areas.



WSSJ: Coordination with VTA to test a Quick Build pop-up demonstration project

Recommended Improvement Categories

Traffic Signal Projects and Strategies to Improve Pedestrian Safety

- Signal Design and Phasing
 - Identify considerations for when to have left turn before or after crosswalk phase.
 - Prioritize Leading Pedestrian Interval (LPI) implementation in study area and set standards for LPI duration – providing pedestrians a head start to cross prior to vehicles receiving green light.
 - Adopt and/or develop a standard for when to provide protected left turn arrows.
 - Develop guidelines for application of fixed signal timing (same green time every cycle).
 - Pilot signal timing strategies to reduce vehicle speeds and evaluate its effectiveness.
 - Develop a standard around appropriate context for median refuge islands as an opportunity to time two-stage signalized crossings.

- Reduce Pedestrian Wait Times
 - Minimize traffic signal cycle lengths where feasible.
 - Install pedestrian detection where feasible.
- Reduce Signal Construction Costs
 - Explore adoption of a signal standard that is not frequently updated.

Safer Pedestrian Access to Transit

- Coordinate contact information and organization charts with VTA.
- Create a project charter template, possibly using the VTA format, for VTA/San José projects.
- Create project-specific goals that align with agency-specific goals and state those in intergovernmental agreements.
- Rename the Bus Stop-Bikeway Integration Meeting to “VTA-SJ DOT Design Integration Meeting” to discuss bus stop relocation/consolidation and pedestrian/bike safety improvements.
- Data sharing (crash data specifically): Analyze data to understand where

pedestrians and riders are getting injured on their way from/to bus stops.

Pedestrian Quick Builds

- Coleman Avenue (Hedding Street to Julian Street)
- Fourth Street (St. James Street to San Fernando Street)
- Leigh Avenue (Cheney Drive to Hamilton Avenue)
- Lincoln Avenue (Coe Avenue to Minnesota Avenue)
- McLaughlin Avenue (Capitol Expressway to Yerba Buena Road)
- Meridian Avenue (Hamilton Avenue to Husted Avenue)
- Oakland Road (Montague Expressway to US-101)
- Story Road (King Road to Clayton Road/ Meadow Lane)

An estimate of \$6 million is needed to implement Walk Safe San José: Pedestrian Safety Plan Quick Build improvements.

“ Wide crossing needs pedestrian refuge island. ”

“ Lots of people run red lights, even when the pedestrian crossing light is on. ”

“ All over San José is very dangerous as a pedestrian. ”

- Community Input from Walk Safe San José: Pedestrian Safety Plan Outreach

Navigating Urban Spaces: Citywide Strategies

Improve Pedestrian Walking Space Next to Construction Sites

- Prioritize pedestrians along construction sites. Ensure overall comfort, safety, and ADA compliance for pedestrians of all abilities.
- Require signage around construction areas.
- Standardize details for a temporary traffic control and safety plan, incorporating measures for both bikes and pedestrians.
- Establish a system that penalizes construction site owners when their temporary measures do not comply with City standards.
- Ensure pathways around construction sites are clear of materials and debris.
- Establish standard hours of construction and minimum duration for when a sidewalk or bike lane can be impeded.

Improve Walking Conditions Under Caltrans Elevated Freeways and at on and off Ramps

- Coordinate with Caltrans on public improvement projects and develop a joint strategy to improve walking conditions in challenging areas.
- Establish design solutions to create functional and safe walking improvements.
- Activate spaces to make it more attractive for users through pilot projects and/or permanent design solutions.
- Engage the community to develop concepts, programs, and culturally appropriate ideas that will be beneficial to the surrounding community.

“ Locations with right-turn slip lanes,-designated right turn lanes encourage drivers to speed through the turn without looking for other road users. Recommend curb extensions in these locations. ”

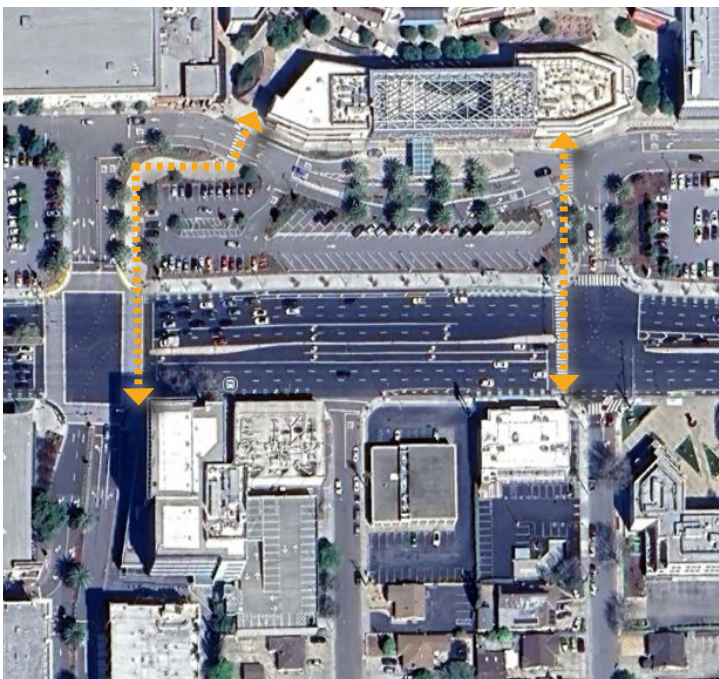
- Community Input from Walk Safe San José: Pedestrian Safety Plan Outreach

Channel Pedestrians Safely and Comfortably Through Public and Private Space

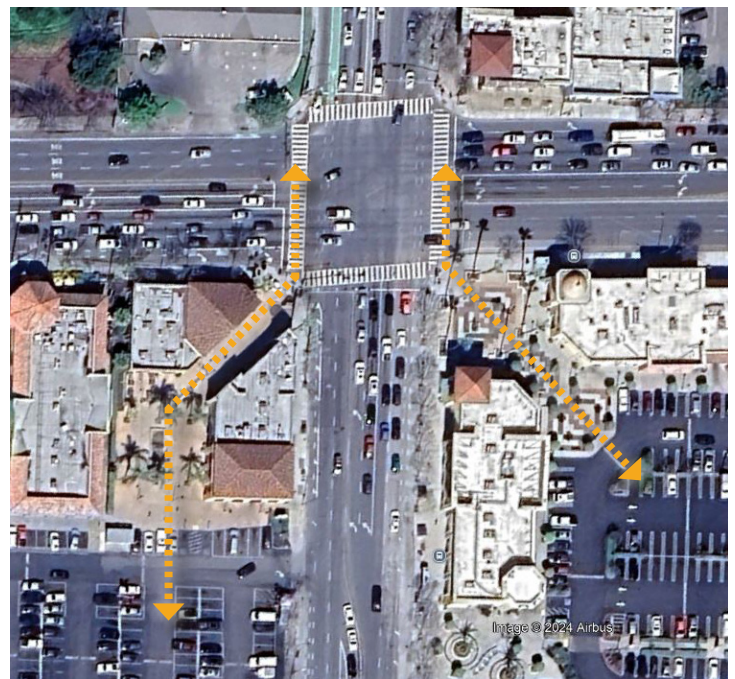
- Discuss with the Department of Transportation and the Department of Planning, Building, and Code Enforcement about safety goals and implementation strategies for public and private spaces.
- Require and/or incentivize infill development along major intersections to channel pedestrians to safe crossing locations.

Identify Key Cultural Destinations and Create Destination Strategies Including Strategies for Public and Private Partnership

- Reimagine parking lots, vacant lots, and rights-of-way.
- Establish partnerships for creating destination opportunities.
- Create a unified branding scheme with similar colors, patterns, and traditions around popular areas and cultural districts.
- Create Business Improvement Districts (BID) in key districts to fund branding, creating destinations, public-serving amenities, and programming.
- Enhance existing transit stations by adding a mix of “pedestrian-oriented” amenities that appeal to more than just transit riders such as wide and well-maintained sidewalks, clearly marked crosswalks, good lighting, accessible pathways, etc.

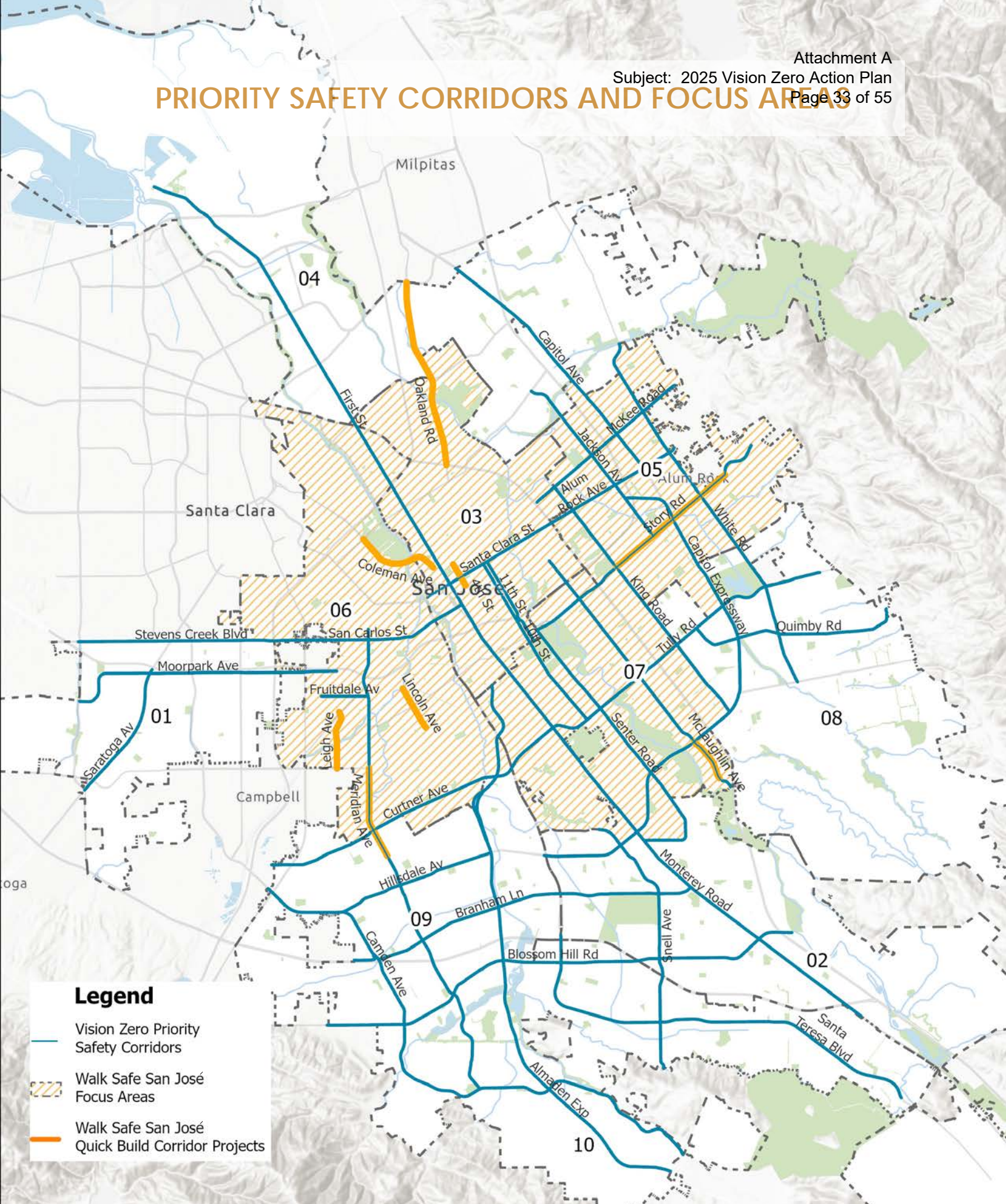


Public and Private Space at West Valley Fair: Pedestrian circulation in private space on north side guides pedestrians safely through surface parking lots in a direct, separated, and clear walkway to the City’s crosswalks across Stevens Creek Boulevard.



Public and Private Space at Story Road and King Road: On the south side of Story Rd, gaps between mall buildings in privately owned space create diagonal pedestrian pathways that guide pedestrians from parking and private plazas to the City’s crosswalks across Story Road.

PRIORITY SAFETY CORRIDORS AND FOCUS AREAS



Legend

- Vision Zero Priority Safety Corridors
- Walk Safe San José Focus Areas
- Walk Safe San José Quick Build Corridor Projects

Advancing Speed Safety Through Policy, Awareness, and Enforcement

San José is leveraging legislative tools and public outreach to address speeding. Through policies such as Assembly Bills (AB) 43 and 645 and initiatives like the “Slow Down, San José” campaign, the City is implementing data-driven strategies to address speeding and enhance road safety. These efforts reflect a multifaceted approach that combines speed management, enforcement, and public education to create safer streets for all.

AB 43 Speed Limits: Assembly Bill 43, effective January 1, 2022, grants local authorities greater flexibility to lower speed limits on high-injury roadways, near vulnerable populations, and in business districts. Utilizing this authority, in June 2022, City Council approved six 20 mph business activity districts, including sections of Santa Clara Street, Almaden Avenue, Post Street, Willow Street, Jackson Street, and Evergreen Village Square. The 20 mph signs were installed in September 2022. The Bill also permits extending Engineering and Traffic Surveys up to 14 years (previously 10 years) if no major changes to roadway or traffic conditions are identified by a traffic engineer. As a result, the City extended the survey period for 130 roadway segments, covering about 125.5 miles, and will resurvey

530 segments (approximately 500 miles) for updated speed limits.

AB 645 Speed Cameras: In October 2023, the California State Legislature passed Assembly Bill 645, granting the City of San José the authority to pilot an automated *Speed Safety System*. San José will be one of only six cities authorized to establish and operate a Speed Safety System Pilot Program under specific conditions and guidelines outlined in the Bill. This major new program will begin under the 2025 Vision Zero Action Plan.

“Slow Down, San José” Behavior Change Campaign: Vision Zero San José launched a citywide campaign in 2023 to spread the word about the impact of speeding and actions we all can take to make our streets safer. A public opinion poll of 800 San Jose residents conducted before and after this campaign revealed that 68% of San José residents support the use of speed cameras to improve street safety. The polling showed an even distribution of support across the city. Additionally, the survey showed that 68% to 79% of residents of color support the use of the cameras.

5 Priority Action Areas

Achieving Vision Zero’s goal requires a sustained long-term commitment. Using data analysis, best practices, and stakeholder input, the City developed five Priority Action Areas, each with objectives, deliverables, and a project list. These projects and strategies embody the Safe System Approach, prioritizing infrastructure, behavioral, and operational safety solutions. Each deliverable is assessed and categorized into short-, mid-, and long-term timeframes, ensuring a phased approach to implementation that aligns with resource availability and community needs.

These Priority Action Areas were carefully reviewed by the Vision Zero Task Force and the public, with City staff incorporating feedback to ensure the strategies reflect community priorities and safety goals.

Timeframe:

Short term	1-2 years
Mid term	2-5 years
Long term	5+ years



Adult Traffic Safety Education Program
at San José Public Library

- 1** Prioritize Equity, Vulnerable Road Users
- 2** Center Data Analytics, Report Metrics
- 3** Strategize Traffic Enforcement
- 4** Engineer for Safety
- 5** Engage the Community, Message Safety



Walk N’ Roll Program: Bike rodeo

Priority Action Area 1: Prioritize Equity, Vulnerable Road Users

The Priority Action Area for this Plan focuses on equity and protecting the most vulnerable users of our street network. The City of San José defines equity as “fairness and justice in policy, practice, and opportunity consciously designed to address the distinct challenges of non-dominant social groups, with an eye to equitable outcomes.”⁹

Equity is at the heart of Vision Zero. Most of our Priority Safety Corridors travel through parts of San José identified as Equity Priority Communities. The Metropolitan Transportation Commission notes that these census tracts “have a significant concentration of underserved populations, such as households with low incomes and people of color.”¹⁰ The strong correlation between these underserved neighborhoods and streets with a history of high traffic fatalities and severe injuries demands focused action to improve traffic safety for these communities.

By focusing on the most vulnerable users in these and other neighborhoods in San José, we can improve traffic safety for all users of

the road. Our strategies include installing safety measures near high-risk locations for pedestrians, implementing recommendations from the *Walk Safe San José: Pedestrian Safety Plan*, and adding and improving disability-focused infrastructure such as curb ramps. We acknowledge the long history of government neglect in Equity Priority Communities. As such, it is vital that we start by fostering deeper community engagement. We must work with community leaders and meet residents in the venues they already go to and the events they already attend. We must consistently provide non-English language support at meetings. And we must also be diligent about considering the negative impacts our well-intentioned efforts might have and mitigating them to the extent possible.

Together, these infrastructure and engagement efforts prioritize the safety of people of color, low-income households, older adults, unhoused individuals, bicyclists, pedestrians, school-aged children, and other vulnerable groups. Protecting these groups can reduce fatalities and enhance safe mobility for all.

⁹ <https://www.sanjoseca.gov/your-government/departments-offices/office-of-the-city-manager/racial-equity/racial-equity-resources/racial-equity-glossary>

¹⁰ <https://mtc.ca.gov/planning/transportation/access-equity-mobility/equity-priority-communities>

Objectives:

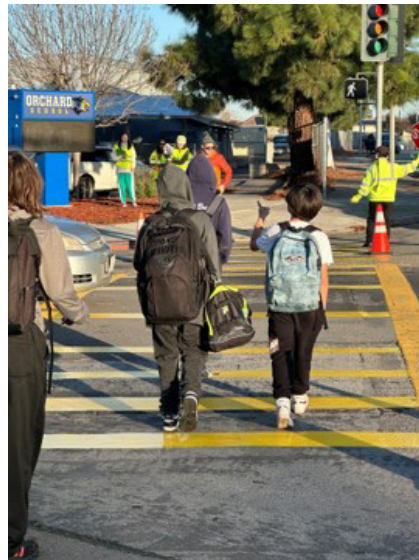
- Prioritize resources to areas with high fatal and severe injuries for project planning and delivery, and grant applications, especially in areas with the highest equity scores of San José Equity Atlas.¹¹
- Improve safety at locations where vulnerable road users are experiencing fatal and severe injury crashes.
- Provide accessibility improvements (e.g., audible pedestrian signals, Americans with Disabilities Act [ADA] transition plan, ADA ramps, trail access).
- Reduce pedestrian fatalities and injury crashes.
- Enhance mobility for all road users, especially vulnerable road users.

Deliverables:

- Implement street safety pilots near hotspot locations involving vulnerable road users.
- Implement *Walk Safe San José: Pedestrian Safety Plan (WSSJ)* recommendations.
- Improve roadway accessibility.
- Provide interpreters at community meetings for engagement when needed.



WSSJ: Engagement with Vietnamese-speaking older adults at the Vietnamese American Cultural Center



WSSJ: Quick Build pop-up demonstration event



Engagement with people experiencing homelessness

¹¹ <https://gis.sanjoseca.gov/maps/equityatlas/>

Focus on Vulnerable Road Users: Identify and improve top five fatal and severe injury locations for older adults	Short/Mid
Focus on Vulnerable Road Users: Identify and improve top five fatal and severe injury locations for people experiencing homelessness	Short/Mid
Implement <i>Walk Safe San José: Pedestrian Safety Plan (WSSJ)</i> : Pedestrian Quick Builds	Mid/Long
Implement <i>WSSJ</i> : Signal design and phasing	Long
Implement <i>WSSJ</i> : Signals: Reduce pedestrian wait times (citywide strategy)	Long
Implement <i>WSSJ</i> : Reduce signal construction cost	Long
Implement <i>WSSJ</i> : Maintain pedestrian walking space next to construction sites	Long
Implement <i>WSSJ</i> : Improve walking conditions under Caltrans elevated freeways and at on- and off-ramps	Long
Implement <i>WSSJ</i> : Channel pedestrians safely through public and private space	Long
Implement <i>WSSJ</i> : Create pedestrian destinations	Long
Maintain Bikeway: buy more narrow street sweepers to enable street sweeping in Quick Build and protected bike lanes	Long
Collaborate with other city and county government entities to encourage them to buy city fleet vehicles with better pedestrian collision safety standards	Long



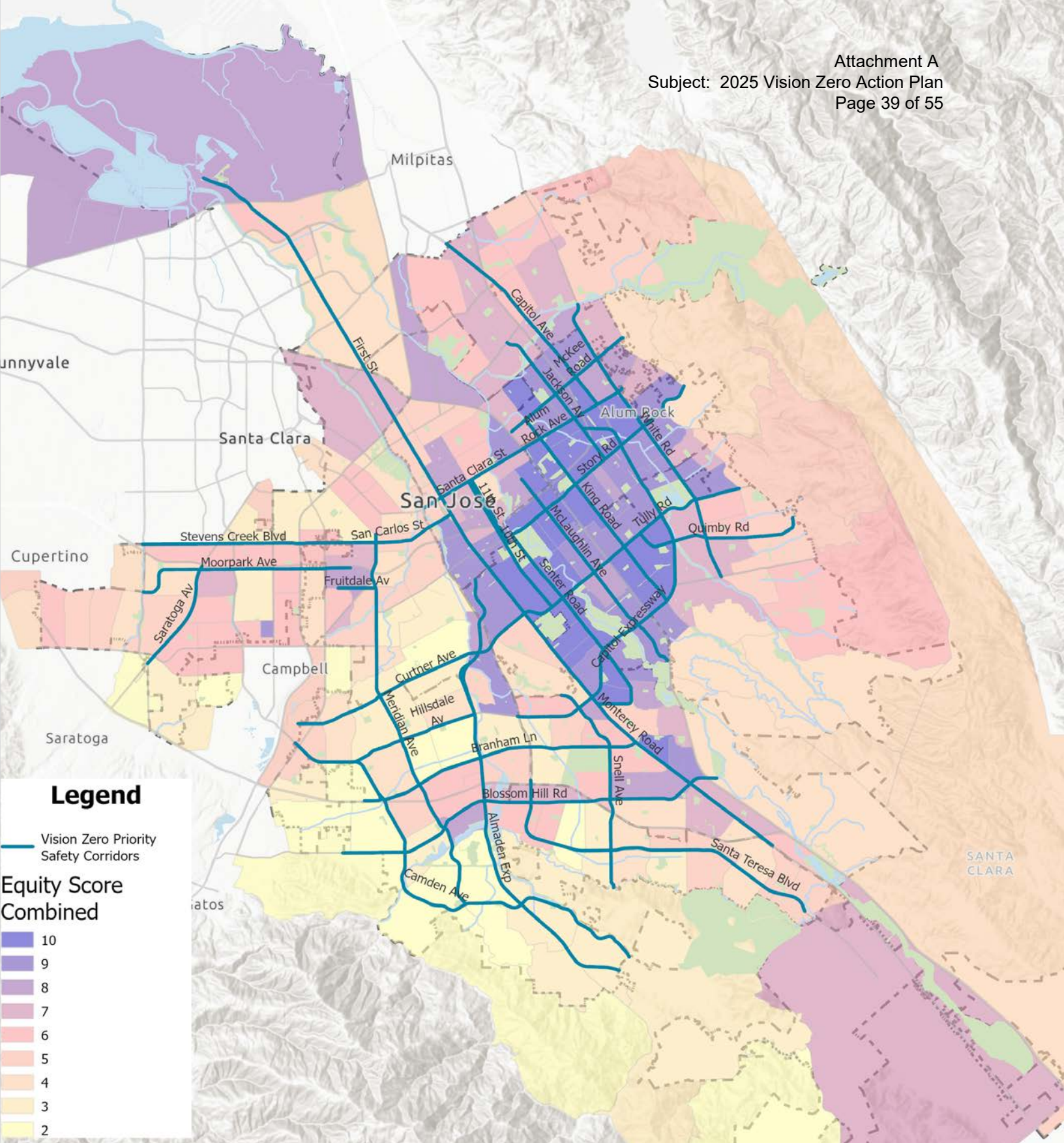
Protected Bike Lane: Painted buffer with bollards provides visible separation and more comfort for cyclists.

Reference: <https://dot.ca.gov/-/media/dot-media/programs/local-assistance/documents/hsp/2024/lrsm2024-v2.pdf>



Hardened Centerline: Prevents turning vehicles from crossing centerline, resulting in slower turn speeds.

Reference: <https://dot.ca.gov/-/media/dot-media/programs/safety-programs/documents/ped-bike/caltrans-ped-safety-countermeasures-toolbox-a11y.pdf>



San José Vision Zero employs a data-driven approach to ensure that safety interventions are informed by the specific needs and characteristics of underserved communities. Using resources like the San José Equity Atlas and current demographic data, the City identifies areas with the highest concentration of people of color and low-income households with darker purple color on the map. These communities frequently experience higher risks of traffic injuries and fatalities, partly due to historical disparities in infrastructure design.

Priority Action Area 2: Center Data Analytics, Report Metrics

Data analytics play a critical role in understanding and addressing traffic safety issues effectively. This focuses on leveraging data to enhance accountability, evaluate project outcomes, and guide evidence-based safety strategies. The City will build upon the data work from the past five years, continuing to use data in decision-making processes to ensure that projects and strategies are informed by real-time, actionable insights. Before-and-after project evaluations provide essential insights into the effectiveness of safety interventions, ensuring resources are used effectively and enabling adjustments to

future projects based on evidence. Expanding data sharing with hospitals for trauma injury data, VTA for light rail crash information, and neighboring jurisdictions strengthens San José's ability to identify high-risk locations and trends. These collaborations offer a more complete understanding of where and why fatal and severe injuries occur, allowing for targeted safety improvements. By improving public-facing dashboards, creating tracking metrics, and fostering transparency through regular reporting, this Priority Action Area ensures informed decision-making and builds public trust in San José's Vision Zero initiatives.

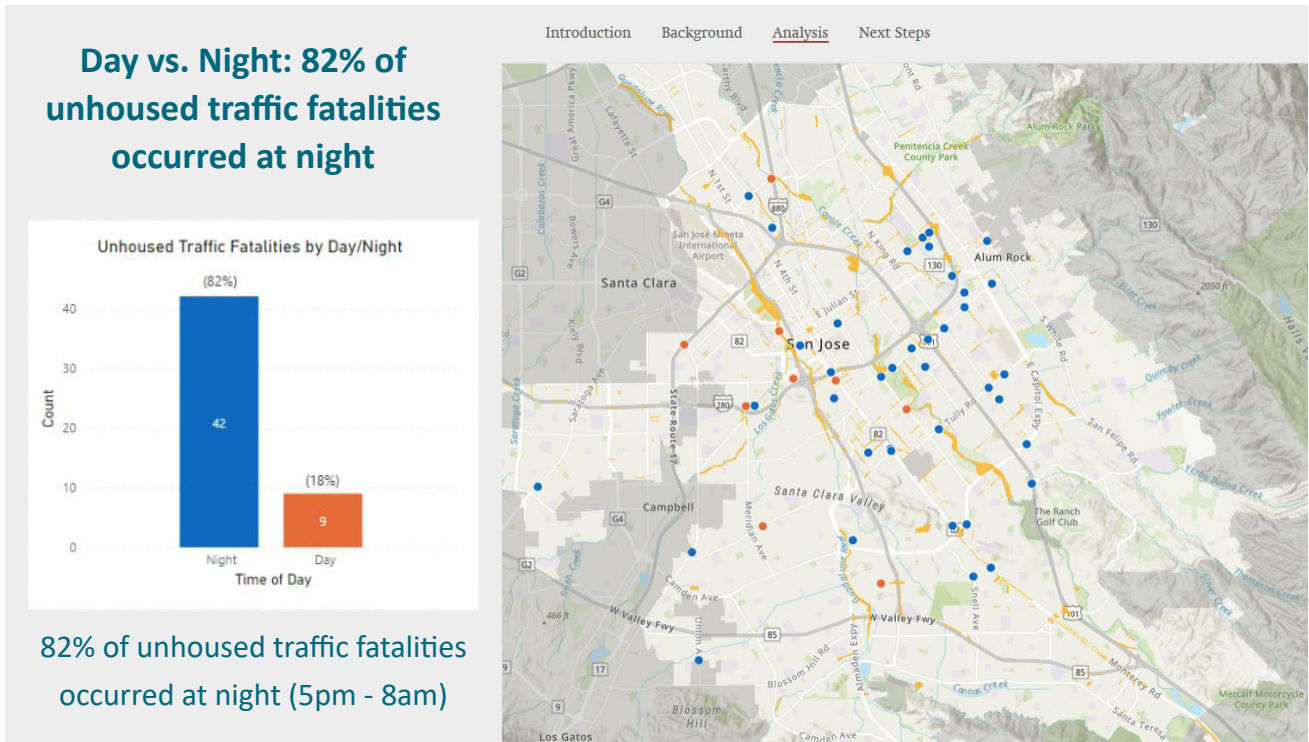
Objectives:

- Increase accountability.
- Understand project effectiveness.
- Expand data to better understand where fatal and severe injuries are occurring.
- Collaborate for data sharing: Trauma injury data from hospitals, light rail crashes and injuries, neighboring jurisdictions.
- Improve and regularly update public facing data dashboards.
- Implement evidence-based strategies and policies.

Deliverables:

- Report findings from before/after project evaluations.
- Create metrics for tracking progress of 2025 Vision Zero Action Plan, such as reductions in fatal and severe injuries, the number of safety projects implemented, community engagement participation rates, improvements in travel speed compliance, etc.
- Report key metrics twice per year.
- Collaborate for data sharing agreement with county agencies (EMS, VTA).
- Utilize trauma injury data in data analysis.
- Develop and maintain new public facing crash data dashboards.

Data/Metrics Projects/Strategies	Timeline
Create user-friendly public-facing dashboards, available in multiple languages	Short
Increase transparency, report metrics	Short
Report findings from before/after project evaluations	Short
Collaborate for data sharing: Trauma injury data from hospitals	Mid
Collaborate for data sharing: Light rail crashes and injuries	Mid
Collaborate for data sharing: Other shared jurisdiction data	Mid



In 2023, San José Vision Zero took further steps by publishing the first analysis of traffic fatalities among people experiencing homelessness on the City’s Open Data Portal, marking a pioneering effort to raise awareness and drive targeted safety initiatives. This report was included in a September 2024 Federal Highway Administration case study, highlighting San José’s commitment to addressing this critical equity issue.

Promising Practices to Address Road Safety among People Experiencing Homelessness. September 2024. <https://highways.dot.gov/safety/zero-deaths/promising-practices-address-road-safety-among-peopleexperiencing-homelessness>

Priority Action Area 3: Strategize Traffic Enforcement

In Vision Zero, Enforcement refers to the use of strategic, data-driven efforts to address dangerous driving behaviors that contribute to severe crashes. In San José, this Priority Action Area focuses on addressing the top three known violations leading to fatal and severe injuries: speeding, unsafe turn movements, and red-light running.

A key initiative under this action area is the implementation of automated enforcement programs, including the *Speed Safety System Pilot* authorized by Assembly Bill 645 and a *Red-Light Camera Pilot*. The speed safety camera program will deploy 33 cameras over five years, while the red-light camera pilot will

target four high-risk intersections for one year. These programs aim to reduce crash severity and improve compliance with traffic laws. Their effectiveness will be assessed through before-and-after studies to guide future decisions on automated enforcement.

By leveraging technology, analyzing enforcement data, and aligning efforts with the Safe System Approach, this Priority Action Area ensures that enforcement strategies are precise, equitable, and focused on preventing fatal and severe crashes. Regular reporting on enforcement metrics and violations will enhance transparency and accountability in achieving Vision Zero goals.

Objectives:

- Inform traffic enforcement using top three known violations that leads to fatal and severe injury crashes.
- Implement speed cameras (Assembly Bill 645).
- Implement red light cameras.
- Strategize enforcement using data driven enforcement efforts.
- Utilize technology to enhance enforcement capabilities.

Deliverables:

- Report on top 3 traffic citations annually (SJPD).
- Implement 33 speed cameras (5-year pilot).
- Implement red light running cameras at 4 intersections (1-year pilot).
- Conduct before/after study of camera programs' effectiveness.

Traffic Enforcement Projects/Strategies	Timeline
Report on top three known traffic violations that result in fatal and severe injuries	Short
Implement automated enforcement: <i>Speed Safety System Pilot</i> (SS4A demonstration project)	Short
Implement automated enforcement: <i>Red-Light Camera Pilot</i>	Short
Conduct before/after studies of automated enforcement pilots	Mid
Better coordination to share Traffic Investigations Unit (TIU) reports	Mid/Long



Walk N' Roll Program: Safety event with SJP, Ledesma Elementary, and the Basking Ridge Neighborhood Association

Priority Action Area 4: Engineer for Safety

Engineering improvements are essential to creating safer, more accessible streets for all users. Engineering refers to the design and modification of roadways and infrastructure to eliminate traffic-related fatalities and severe injuries. Engineering solutions play a critical role in creating safer streets by addressing roadway issues, traffic flow, and the interaction between various road users. This Priority Action Area focuses on enhancing infrastructure with the goal of reducing crash severity through innovative, data-driven engineering strategies.

San José's 2025 Vision Zero Action Plan emphasizes the urgent need to deliver **more safety projects, more efficiently**. The Vision Zero Task Force has stressed the importance of ensuring safety improvements are implemented quickly where they are most needed. A key focus is the implementation of the **Vision Zero Quick Build Program**, using temporary, low-cost interventions that can be rapidly deployed and tested in high-injury areas. These Quick Build projects, such as protected bike lanes and protected intersections, help reduce crash

risk and serve as models for future permanent improvements. However, the goal is to **transition these Quick Builds to permanent solutions** using durable materials after conducting before-and-after project evaluations, ensuring that the most effective interventions are fully integrated into the city's infrastructure.

Critical to this approach is the need for **protected intersections**, which provide safer crossings for pedestrians and bicyclists, particularly in areas with high traffic volumes. These improvements may be funded through a combination of city resources, state or federal grants, and private development projects.

This Priority Action Area underscores the importance of quick implementation, continuous evaluation, and strategic investment in engineering solutions that protect all road users, from pedestrians to drivers. Through these efforts, San José aims to make lasting improvements that reduce fatalities and severe injuries, moving closer to the goal of Vision Zero.

The integration of **protected intersections** into new developments and as retrofits in existing areas is essential to creating a safer, more equitable transportation system.

Converting Quick Builds to permanent materials requires significant investment, and additional funding will be needed to ensure these improvements are sustainable and expanded throughout the city such as through grants, developments, public-private partnerships, and regional funding programs, etc.

Objectives:

- Continue and expand the Vision Zero Quick Build Program.
- Enhance pedestrian safety through targeted infrastructure and programmatic initiatives.
- Advance capital improvement projects that prioritize safety and accessibility.
- Develop and implement controlled crosswalks near bus stop pairs on Priority Safety Corridors to enhance pedestrian safety by incorporating features, such as traffic signals, flashing beacons, or stop signs to manage vehicle flow and ensure safe crossing.
- Strengthen safety measures around schools.
- Establish a comprehensive review process for traffic fatalities and severe injuries.
- Partner with Santa Clara County Roads and Airports to address safety at the top City-County severe injury locations.
- Utilize data-driven approaches to implement Quick Build and capital safety projects effectively.
- Identify, benchmark, and incorporate best practices and innovative engineering

solutions from other cities and countries.

- Optimize signal timing to reduce pedestrians' and cyclists' conflicts.

Deliverables:

- **Street Safety Improvements**
 - o 1200 traffic safety requests/studies per year.
 - o 15 bikeway project miles per year.
 - o All traffic fatalities reviewed.
 - o 35 pedestrian safety and traffic calming projects per year.
 - o 4 Vision Zero Quick Build projects per year.
 - o 150+ signal safety projects.
 - o Daylight crosswalks (2023 Assembly Bill 413) on Priority Safety Corridors and at schools.
- **K-12 School Safety Improvements**
 - o 35 access/circulation studies and improvements per year.
 - o 100 high-visibility school crosswalks per year.
- **Monitor Street Safety Bills**
 - o Lower speed limit (2021 AB 43): business activity district analyses, 130 roadway segments (about 125 miles) extension to 14 years, 530 roadway segments (about 500 miles) being resurveyed for speed limit.



*Quick Build Protected Intersection
at S 4th Street and San Fernando Street*



*Permanent Protected Intersection
at Park Avenue and Almaden Boulevard*

Engineering Projects/Strategies	Timeline
Maintain existing Quick Build implementations	Short
Conduct traffic safety studies	Short
Implement pavement projects	Short
Review traffic fatalities and implement safety improvements	Short
Implement Vision Zero Priority Safety Corridor redesigns in Quick Build	Short
Conduct signal safety evaluations	Short
Deliver more projects: traffic calming, pedestrian projects, walk audits*	Short/Mid
Implement school safety projects: High-visibility crosswalks, access/circulation improvements	Short/Mid
Implement high visibility school crosswalks citywide	Short/Mid
Build bike lanes: implement Better Bike Plan 2025	Short/Mid
Implement pedestrian safety and traffic calming projects	Short/Mid
Build projects quicker: implement Quick Build and capital projects faster and in high-KSI locations*	Short/Mid
Lower speed limits	Mid
Implement <i>Walk Safe San José: Pedestrian Safety Plan: Quick Builds*</i>	Mid/Long
Review severe traffic injuries*	Mid/Long
Daylight crosswalks: keep the areas at crosswalks approaches clear of parked cars, signs, or other obstacles*	Mid/Long
Deliver signal safety projects	Mid/Long
Build protected intersections	Mid/Long
Implement Vision Zero improvements as part of pavement project	Mid/Long
Collaborate with the County to apply for grants for Priority Safety Corridor – County Expressway (e.g., Almaden Expressway and Foxworthy Avenue: signal modification, responding to traffic fatality) and to remove slip lanes where feasible	Long
Convert Quick Build to permanent materials via grant applications: SS4A, Local Highway Safety Improvement Program (HSIP), Affordable Housing and Sustainable Communities (AHSC), MTC One Bay Area Grant (OBAG), CA Active Transportation Program (ATP), and other programs*	Long

* *Additional Staff Needed. In addition, an estimate of \$6 million is needed to implement Walk Safe San José: Pedestrian Safety Plan Quick Build improvements.*



Curb Extension to increase the overall visibility of pedestrians, create safer and shorter crossing, allow large trucks to turn while keeping car turns slow.

Reference: <https://nacto.org/publication/urban-street-design-guide/street-design-elements/curb-extensions/>

Buffered Bike Lane to provide a greater space for bicycling.

Reference: <https://nacto.org/publication/urban-bikeway-design-guide/bike-lanes/buffered-bike-lanes/>



Hardened Median to channelize left turns away from crosswalk.



Rectangular Rapid Flashing Beacon (RRFB): Pedestrian-activated flashing lights to help notify approaching drivers when a pedestrian wants to cross a street.

Reference: <https://highways.dot.gov/safety/proven-safety-countermeasures/rectangular-rapid-flashing-beacons-rrfb>



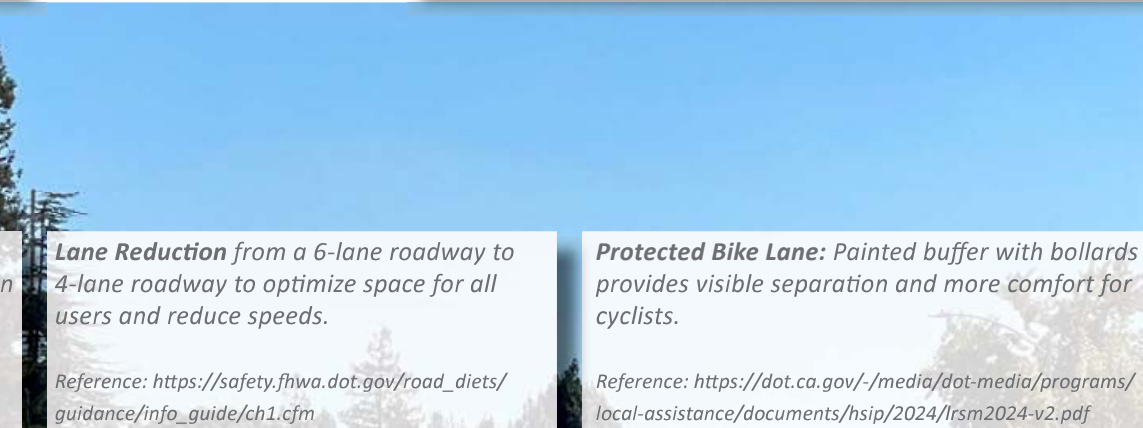
High Visibility Crosswalk: Patterned striping that is more visible to drivers.

Reference: <https://highways.dot.gov/safety/proven-safety-countermeasures/crosswalk-visibility-enhancements>



Pedestrian Refuge Island to help protect pedestrians who are crossing a multilane road and shorten their exposure area to traffic.

Reference: <https://nacto.org/publication/urban-street-design-guide/intersection-design-elements/crosswalks-and-crossings/pedestrian-safety-islands/>



Hardened Centerline: Prevents turning vehicles from crossing centerline, resulting in slower turn speeds.

Reference: <https://dot.ca.gov/-/media/dot-media/programs/safety-programs/documents/ped-bike/caltrans-ped-safety-countermeasures-toolbox-a11y.pdf>



Lane Reduction from a 6-lane roadway to 4-lane roadway to optimize space for all users and reduce speeds.

Reference: https://safety.fhwa.dot.gov/road_diets/guidance/info_guide/ch1.cfm



Protected Bike Lane: Painted buffer with bollards provides visible separation and more comfort for cyclists.

Reference: <https://dot.ca.gov/-/media/dot-media/programs/local-assistance/documents/hisp/2024/lrsm2024-v2.pdf>



Priority Action Area 5: Engage the Community, Message Safety

Community engagement and education are central to building awareness and fostering a culture of safety. In Vision Zero, Engagement refers to the active involvement of the community in traffic safety initiatives, ensuring that all road users are informed and empowered to contribute to safer streets.

This Priority Action Area builds on existing programs, such as safety education in the Walk N’ Roll program, and continues to expand efforts to raise traffic safety awareness. The City will engage the community through campaigns like “Slow Down, San José” and the promotion of Street Safety Awareness months, focusing on distracted driving, pedestrian safety, and visibility during darker months. Targeted outreach will be conducted through schools, community events, and partnerships with organizations serving vulnerable road users, including older adults, school-aged children, and people experiencing homelessness.

The City will also focus on educating the public about the purpose and benefits of newly implemented safety projects and pilots, such as the *Speed Safety System Pilot*, ensuring that community members understand how these changes will improve their safety.

Building trust and connection with the community is central to these efforts. By partnering with organizations serving vulnerable road users, conducting transparent outreach, and using platforms like educational videos and changeable message signs, San José aims to strengthen relationships with residents. This ongoing dialogue helps foster support for safety projects and encourages safer behaviors across all road user groups, while ensuring that all voices are heard and considered in the City’s Vision Zero work.



Walk N’ Roll Program: School safety education - helmet fitting

Objectives:

- Increase public awareness of traffic safety issues, projects, and programs.
- Engage community for speed camera and red-light running camera deployments: city and region.
- Promote street safety awareness month campaigns, and awareness of darker months.
 - o April: Distracted Driving
 - o October: Pedestrian Safety
 - o November-March: Look Out When It's Dark Out
- Provide traffic safety education.
 - o School aged children
 - o Older adults
 - o People experiencing homelessness
- Conduct safety engagement work at schools, community events, and through Walk N' Roll.
- Coordinate with organizations serving vulnerable road users when injury uptrends are observed.
- Explain the purpose and benefits of safety projects ("How do I use this?") after they are built.
- Continue "Slow Down, San José" campaign.
- Encourage safer driving and mindful behavior for pedestrians and bicyclists.

Deliverables:

- Deploy Changeable Message Signs with safety messages.*
- Engage community for speed camera and red-light running camera deployments.
- Reach out to 10,000 adults per year receiving traffic safety education.
- Reach out to 25,000 children ages 5-17 (K-12) per year receiving traffic safety education.
- Create 5 educational videos online explaining projects that have already been built.*
- Partner with stakeholders on a pedestrian and bicyclist safety campaign.*

* Pending Additional Funding



Changeable Message Signs displaying safety messages, along with coordination efforts with SJPD to support enforcement activities



San José Department of Transportation's Director, John Ristow, engaging with residents at a ribbon-cutting event for a pedestrian safety enhancement project

Messaging Projects/Strategies	Timeline
Engage community about automated enforcement: <i>Speed Safety System Pilot</i>	Short
Deploy changeable message signs	Short
Promote street safety awareness months: Pedestrian Safety (October), Look Out when It's Dark Out (November-March annually), Distracted Driving (April)	Short
Provide safety education: school-aged children (Walk N' Roll)	Short
Provide safety education: adults	Short
Provide safety education: people experiencing homelessness	Short
Create videos educating people about recently built projects	Short/Mid
Partner with BPAC on bike/pedestrian safety education	Mid
Promote safety messages about rail safety	Long



*Ribbon Cutting Event:
 Jackson Avenue and Woodset Lane
 pedestrian safety enhancement project*



*Walk N' Roll Program:
 School safety education -
 bicycle safer journey*

Prioritization Criteria

San José DOT uses a custom-built software solution called the Decision Support System (DSS) to analyze projects for their potential to meet our mobility, equity, climate change, and safety goals, among others. The DSS uses “big data” and the key performance indicators (KPIs) from our *Move San José* transportation plan to understand changing conditions.¹² This helps us pick the best strategies and projects to address issues in our transportation system and track how they change conditions over time.

The DSS lets us define, evaluate, and prioritize projects based on their potential impact to each KPI. In its current form, the DSS functions as an effective evaluation system. It scores the existing performance of each KPI at the census tract level. We are currently working with consultants to develop a more robust, upgraded version of the DSS (2.0). DSS 2.0 will be able to fully track planned projects, monitor performance of key indicators, and forecast outcomes of a project or strategy.

DSS 2.0 will also be able to predict potential changes in each KPI throughout the city because of an individual project. This KPI change will present a detailed perspective of disparities throughout the city. This knowledge will help San José staff prioritize projects that offer a more targeted, tailored, and impactful approach based on the City’s goals.

Transportation Safety is one of nine goals defined in *Move San José*. As such, the DSS comprises a set of KPIs devoted to personal safety among the most vulnerable users. San José uses the DSS to inform how safe different parts of the city currently are for vulnerable users like pedestrians and bicyclists. DSS 2.0 will let us gauge the incremental impact of Vision Zero and other safety projects on these safety KPIs and help prioritize future work.

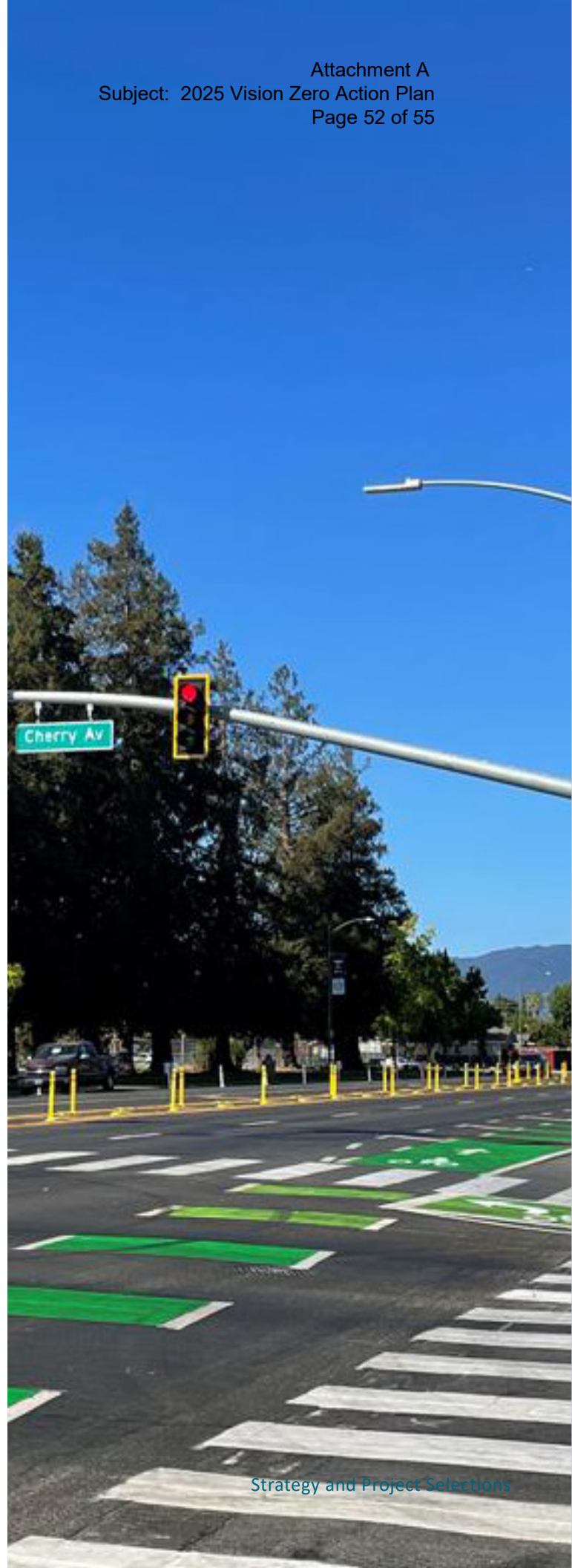
We will use the DSS to evaluate the projects and strategies in this Plan. Recommendations from the DSS will be considered along with community input, funding availability, and project feasibility to help us develop a more fine-grained, prioritized implementation plan.

¹² <https://www.sanjoseca.gov/your-government/departments-offices/transportation/projects-planning/move-san-jos>

Implementation Teams

The Vision Zero Action Plan is supported by a network of dedicated teams within San José's DOT, working collaboratively to enhance road safety across the city. The DOT Safety team leads several core programs, including the Fatality Review Board, Pedestrian Safety Enhancement, Neighborhood Traffic Management, School Safety, and Walk Safe San José, all aimed at reducing traffic fatalities and severe injuries and improving accessibility for all road users. Additionally, specialized programs like Walk N' Roll and safety education initiatives focus on outreach to vulnerable populations, including children, the unhoused, and older adults.

To ensure comprehensive safety improvements, DOT collaborates with teams involved in active transportation planning, capital improvement, pavement program, and development projects. These efforts are complemented by grant administration, policy development, and legislative advocacy, alongside critical functions in signal design and operations. Together, these teams deliver a coordinated approach to implementing the Vision Zero Action Plan's priorities, ensuring that safety interventions are integrated throughout San José's transportation system.



PROGRESS, TRANSPARENCY, ACCOUNTABILITY

San José Vision Zero is committed to maintaining transparency and accountability by tracking and publicly sharing progress toward eliminating roadway fatalities and severe injuries. This 2025 Vision Zero Action Plan outlines a comprehensive framework for monitoring, evaluating, and reporting results to ensure residents and stakeholders can follow the City’s progress in achieving safer streets for all.

To facilitate ongoing transparency, interactive dashboards will be available on the Vision Zero website, allowing residents and stakeholders to view data on progress and project accomplishments. These dashboards will serve as a central resource for tracking the City’s Vision Zero achievements and understanding the beneficial impact of Vision Zero initiatives on community safety.

Regular updates will also be presented twice annually to the T&E Committee and the Bicycle and Pedestrian Advisory Committee (BPAC), ensuring that both City leadership and community representatives can provide direct input on recent data and project milestones. Additionally, San José Vision Zero will perform one-year and two-year before-and-after evaluations of completed safety projects to measure of their effectiveness in reducing traffic crashes.

By fostering an open dialogue with residents, community partners, and city stakeholders, San José Vision Zero strives to ensure that progress is measurable, transparent, and timely. This approach enables a collective commitment to a safer San José, holding the City accountable to its Vision Zero goals and strengthening trust with the communities it serves.

An additional \$26 million is the projected need to complete Quick Build redesign for the remaining of 2023 Priority Safety Corridors, as well as \$6 million to implement Walk Safe San José: Pedestrian Safety Plan Quick Build improvements. To deliver all projects and strategies of the five Priority Action Areas in the 2025 Vision Zero Action Plan, the identified potential funding need would be about \$80 million for short-term improvements and \$4 billion in total. This funding is essential to ensure the successful execution of key initiatives, including infrastructure improvements, safety education programs, data-driven enforcement strategies, and equity-focused interventions. Achieving these goals will depend on securing adequate resources from grants, public and private funding, and local investments.

Vision Zero Crash Data Dashboard | 2019 to 2023

Involving	Fatality	Severe Injury	Moderate Injury	Minor Injury	Total Crashes	Total KSI
Vehicle	96	555	2719	9057	20854	651
Pedestrian	131	259	508	501	1366	390
Motorcycle	20	123	178	181	534	143
Bicycle	34	145	594	492	1345	179
Total	281	1082	3999	10231	24099	1363

1/1/2019 12/31/2023

Fatal
 Killed & Severely Injured
 Speeding
 Red Light Running

Clear Selections

San José Vision Zero Data Dashboard

GETTING INVOLVED

Community involvement is essential to the success of San José’s Vision Zero Action Plan implementation. Residents can contribute by participating in public meetings, sharing feedback on proposed projects, and staying informed through the Vision Zero website and public dashboards. Join educational events, such as Walk N’ Roll programs or safety workshops, to learn more about traffic safety and how to advocate for safer streets in your neighborhood. Community members can also engage with the San José Bicycle and Pedestrian Advisory Committee (BPAC) or volunteer with local organizations supporting Vision Zero initiatives including: the Silicon Valley Bicycle Coalition (SVBC) San José team, San Francisco Bay Area Families for Safe Streets, and American Association of Retired Persons (AARP) San José. Together, we can create a safer, more equitable transportation system for everyone.

Walk N’ Roll Program: Viva EscuelaSJ event



SAN JOSÉ DEPARTMENT OF TRANSPORTATION CONTACT LIST

Local Street Safety Improvements

408-535-3850

traffic.safety@sanjoseca.gov

Pothole Repair and Pavement Maintenance

408-794-1900

streets.dispatch@sanjoseca.gov

Parking Enforcement

408-277-8900

parking.compliance@sanjoseca.gov

San José Police Department Traffic Enforcement

408-277-4341

www.sjpd.org/TEU

All Other San José Service Requests

311

311.sanjoseca.gov

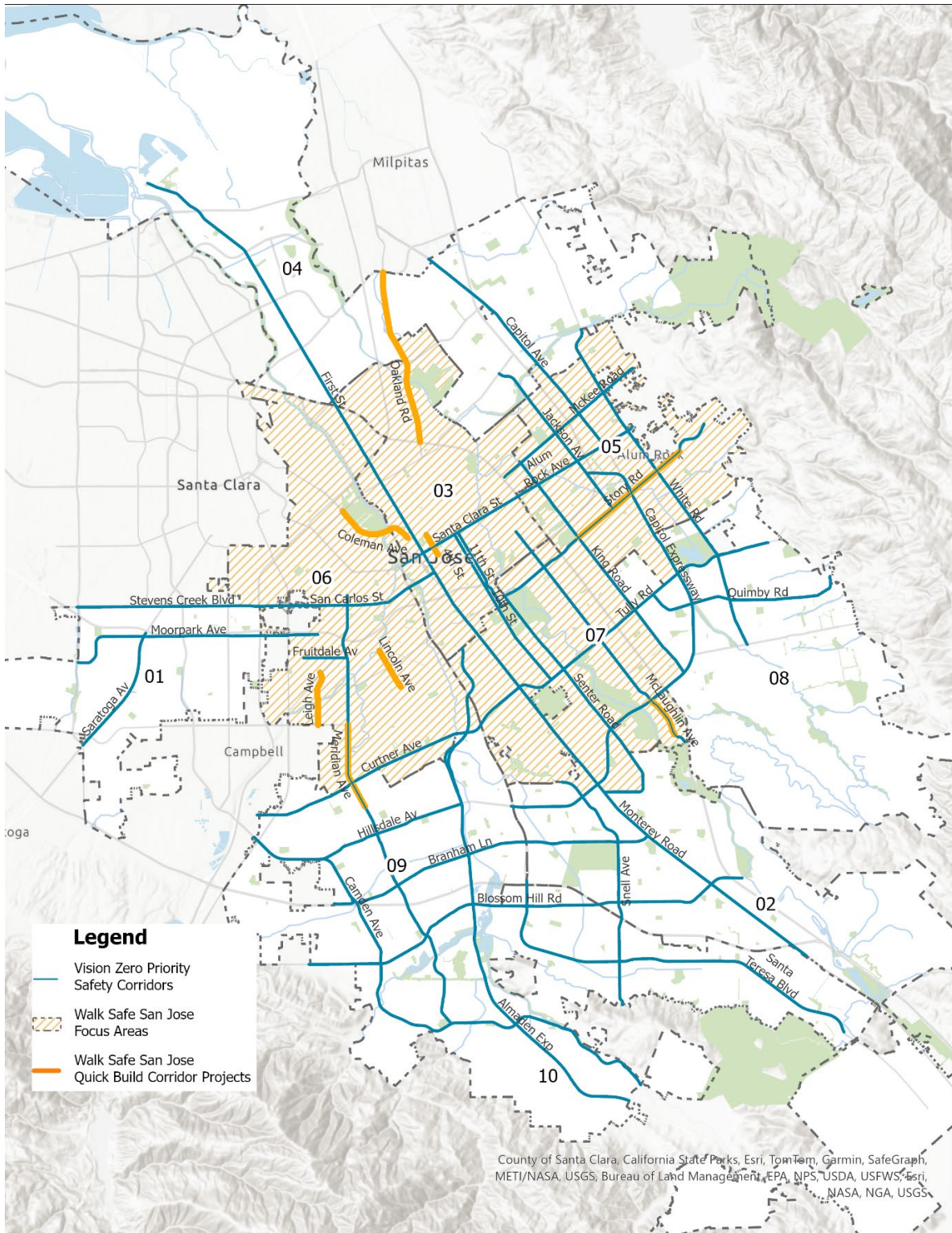
VISION ZERO IN SAN JOSE: 10 YEARS OF ACCOMPLISHMENTS

Since adopting Vision Zero in 2015, San José has employed a multidisciplinary approach to improving street safety and work towards eliminating traffic KSI. San José's major accomplishments over the first 10 years of Vision Zero (2015-2024) include:

- **Committed City Funding:** \$13.4 million for the 2020 Vision Zero Action Plan.
- **Grant Awards:** San José has been awarded over \$100 million since 2019, including the new United States Department of Transportation Safe Streets and Roads for All (SS4A) grant twice, funding two crucial safety efforts:
 - Four intersection redesigns where some of the highest fatal and severe injury crashes occurred.
 - Began planning and implementation of citywide five-year speed camera pilot.
- **Physical Improvements:**
 - 848 leading pedestrian intervals, which allow pedestrians more time to cross while adjacent vehicles still have a red light, increasing pedestrian visibility and reducing conflicts.
 - 41,100 streetlight upgrades to brighter and more energy efficient LED.
 - 218 miles of bike lanes installed
 - 96 miles of standard bike lanes;
 - 68 miles of bike routes with sharrows;
 - 16 miles of bike boulevards; and
 - 38 miles of separated bikeways.
 - 352 signal safety improvement projects.
- **Rapid Adoption:** 2018 Better Bikeways project redesigned much of downtown San José near City Hall and San José State University and included collaboration with National Association of City Transportation Officials, pioneered protected intersection designs to install protected bikeway, created slower intersection turns for vehicles, and provided shorter pedestrian crossing distances.
- **Focused Investments:**
 - \$9.3 million dedicated to Quick Build roadway redesigns;
 - Capital improvement projects (six on Priority Safety Corridors); and
 - Created Vision Zero Quick Build project team dedicated to redesign of Priority Safety Corridors.
- **Legislative Wins:**
 - 2021 Assembly Bill (AB) 43 – tools to lower speed limits;
 - 2023 AB 645 – speed (camera) safety system pilot;
 - 2023 AB 251 – vehicle weight study;
 - 2023 AB 361 – photographs of bicycle parking violations; and
 - 2024 SB 960 – requires Caltrans to prioritize road improvements for pedestrians, cyclists, transit riders.
- **Branding and Education:**
 - New logo for Vision Zero program;
 - “Slow Down, San José” roadway behavior change campaign;
 - Promoted speed reduction safety;

- Provided safety education to 145 schools, including 13 Viva EscuelaSJ events, and created suggested walking/biking route maps for 30 schools since 2020;
- Provided safety education events to approximately 3,000 people experiencing homelessness since 2020;
- Promoted street safety awareness months: Pedestrian Safety (October), Look Out when It's Dark Out (November-March annually), Distracted Driving (April); and
- Deployed changeable message signs with safety messages during street safety awareness months.
- **Public Engagement:** A public opinion poll conducted for the City's "Slow Down San José" campaign revealed that 68% of San José residents support the use of speed cameras to improve street safety. The polling showed an even distribution of support across the city. Additionally, the survey showed that 68 - 79% of residents of color support the use of the cameras.
- **Fatality Review:** Evaluation of every San José traffic fatality crash report to identify crash factors, develop design recommendations, and pursue implementation.
- **Data Driven Decision Making:** Created crash data dashboards and worked with companies to create innovative near-miss crash detection systems to collect data about vulnerable road users at and near intersections.
- **Walk Safe San José: Pedestrian Safety Plan (2024):** Complements Priority Safety Corridor redesigns with input on how pedestrians use streets, from big data and an Equity Steering Committee.
- **Advancing Equity in Transportation Safety:** Pioneered research into traffic fatalities involving people experiencing homelessness, which was incorporated into a 2024 U.S. Federal Highway Administration Case Study on Roadway Safety Equity.

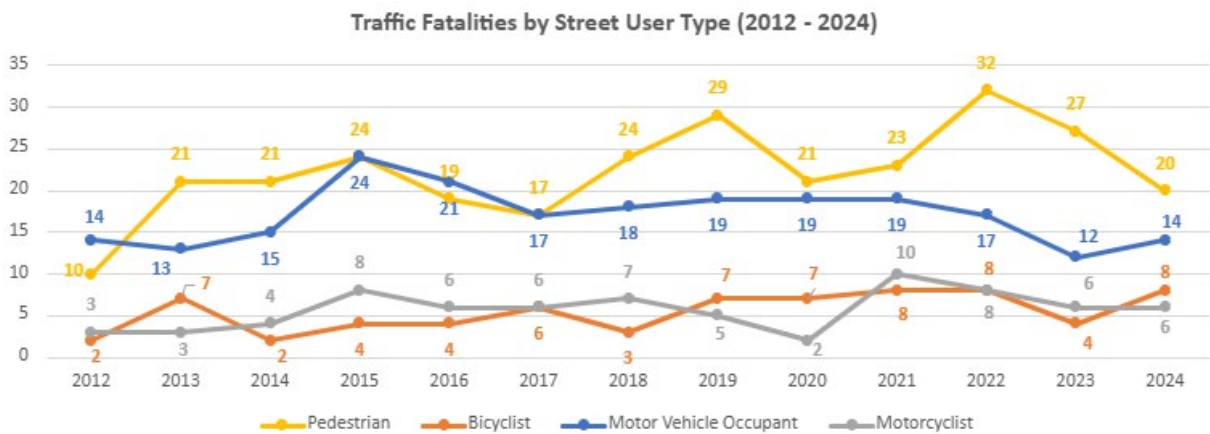
PRIORITY SAFETY CORRIDORS AND FOCUS AREAS



SAFETY ANALYSIS

The Action Plan includes a comprehensive safety analysis to identify crash trends, high-risk locations, and contributing factors. The City of San José has identified three major crash trends.

1. **People Walking and Biking Are Most Vulnerable:** People walking and biking remain disproportionately vulnerable to traffic-related KSI in San José. From 2019 to 2023, crashes involving people walking and biking made up approximately 11% of total crashes, yet they represented well over half of traffic fatalities (59%).



2. **Speed Leads to Fatalities and Severe Injuries:** Speeding remains a major cause of KSI crashes on San José streets, making crashes more dangerous and putting everyone at risk, especially the most vulnerable. KSI crashes due to speeding peaked in 2021 (71 KSI). Although there was a slight reduction in total KSI crashes in 2023, speeding remains a top KSI concern.
3. **Priority Safety Corridors: 2023 Update:** San José's Priority Safety Corridors, also known as the High Injury Network, represent streets with the highest concentrations of fatal and severe injury crashes and have been prioritized for Quick Build safety improvement projects. Established in 2017, the Priority Safety Corridors originally included 17 corridors with focused resources to reduce high-severity crashes. The 2023 Priority Safety Corridor list now includes 30 streets. Approximately 68% of the updated Priority Safety Corridors are located within San José's Equity Priority Communities, as defined by the Metropolitan Transportation Commission. Since establishing the Quick Build Priority Safety Corridor redesign team in 2020, over \$4 million has been spent on approximately 20 miles of Quick Build improvements. The estimated unfunded cost to complete Quick Build improvements along the remaining 2023 Priority Safety Corridors is \$26 million.

PRIORITY ACTION AREAS

5 Priority Action Areas

Achieving Vision Zero's goal requires a sustained long-term commitment. Using data analysis, best practices, and stakeholder input, the City developed five Priority Action Areas, each with objectives, deliverables, and a project list. These projects and strategies embody the Safe System Approach, prioritizing infrastructure, behavioral, and operational safety solutions. Each deliverable is assessed and categorized into short-, mid-, and long-term timeframes, ensuring a phased approach to implementation that aligns with resource availability and community needs.

These Priority Action Areas were carefully reviewed by the Vision Zero Task Force and the public, with City staff incorporating feedback to ensure the strategies reflect community priorities and safety goals.

Timeframe:

Short term	1-2 years
Mid term	2-5 years
Long term	5+ years



Adult Traffic Safety Education Program at San José Public Library

- 1** Prioritize Equity, Vulnerable Road Users
- 2** Center Data Analytics, Report Metrics
- 3** Strategize Traffic Enforcement
- 4** Engineer for Safety
- 5** Engage the Community, Message Safety



Walk N' Roll Program: Bike rodeo

Priority Action Area 1: Prioritize Equity, Vulnerable Road Users

The Priority Action Area for this Plan focuses on equity and protecting the most vulnerable users of our street network. The City of San José defines equity as “fairness and justice in policy, practice, and opportunity consciously designed to address the distinct challenges of non-dominant social groups, with an eye to equitable outcomes.”⁹

Equity is at the heart of Vision Zero. Most of our Priority Safety Corridors travel through parts of San José identified as Equity Priority Communities. The Metropolitan Transportation Commission notes that these census tracts “have a significant concentration of underserved populations, such as households with low incomes and people of color.”¹⁰ The strong correlation between these underserved neighborhoods and streets with a history of high traffic fatalities and severe injuries demands focused action to improve traffic safety for these communities.

By focusing on the most vulnerable users in these and other neighborhoods in San José, we can improve traffic safety for all users of

the road. Our strategies include installing safety measures near high-risk locations for pedestrians, implementing recommendations from the *Walk Safe San José: Pedestrian Safety Plan*, and adding and improving disability-focused infrastructure such as curb ramps. We acknowledge the long history of government neglect in Equity Priority Communities. As such, it is vital that we start by fostering deeper community engagement. We must work with community leaders and meet residents in the venues they already go to and the events they already attend. We must consistently provide non-English language support at meetings. And we must also be diligent about considering the negative impacts our well-intentioned efforts might have and mitigating them to the extent possible.

Together, these infrastructure and engagement efforts prioritize the safety of people of color, low-income households, older adults, unhoused individuals, bicyclists, pedestrians, school-aged children, and other vulnerable groups. Protecting these groups can reduce fatalities and enhance safe mobility for all.

⁹ <https://www.sanjoseca.gov/your-government/departments-offices/office-of-the-city-manager/racial-equity/racial-equity-resources/racial-equity-glossary>

¹⁰ <https://mtc.ca.gov/planning/transportation/access-equity-mobility/equity-priority-communities>

Objectives:

- Prioritize resources to areas with high fatal and severe injuries for project planning and delivery, and grant applications, especially in areas with the highest equity scores of San José Equity Atlas.⁴⁴
- Improve safety at locations where vulnerable road users are experiencing fatal and severe injury crashes.
- Provide accessibility improvements (e.g., audible pedestrian signals, Americans with Disabilities Act [ADA] transition plan, ADA ramps, trail access).
- Reduce pedestrian fatalities and injury crashes.
- Enhance mobility for all road users, especially vulnerable road users.

Deliverables:

- Implement street safety pilots near hotspot locations involving vulnerable road users.
- Implement *Walk Safe San José: Pedestrian Safety Plan (WSSJ)* recommendations.
- Improve roadway accessibility.
- Provide interpreters at community meetings for engagement when needed.



WSSJ: Engagement with Vietnamese-speaking older adults at the Vietnamese American Cultural Center



WSSJ: Quick Build pop-up demonstration event



Engagement with people experiencing homelessness

⁴⁴ <https://gis.sanjoseca.gov/maps/equityatlas/>

Equity Projects/Strategies	Timeline
Focus on Vulnerable Road Users: Identify and improve top five fatal and severe injury locations for older adults	Short/Mid
Focus on Vulnerable Road Users: Identify and improve top five fatal and severe injury locations for people experiencing homelessness	Short/Mid
Implement <i>Walk Safe San José: Pedestrian Safety Plan (WSSJ)</i> : Pedestrian Quick Builds	Mid/Long
Implement WSSJ: Signal design and phasing	Long
Implement WSSJ: Signals: Reduce pedestrian wait times (citywide strategy)	Long
Implement WSSJ: Reduce signal construction cost	Long
Implement WSSJ: Maintain pedestrian walking space next to construction sites	Long
Implement WSSJ: Improve walking conditions under Caltrans elevated freeways and at on- and off-ramps	Long
Implement WSSJ: Channel pedestrians safely through public and private space	Long
Implement WSSJ: Create pedestrian destinations	Long
Maintain Bikeway: buy more narrow street sweepers to enable street sweeping in Quick Build and protected bike lanes	Long
Collaborate with other city and county government entities to encourage them to buy city fleet vehicles with better pedestrian collision safety standards	Long



Protected Bike Lane: Painted buffer with bollards provides visible separation and more comfort for cyclists.

Reference: <https://dot.ca.gov/-/media/dot-media/programs/local-assistance/documents/hcip/2024/lrsm2024-v2.pdf>



Hardened Centerline: Prevents turning vehicles from crossing centerline, resulting in slower turn speeds.

Reference: <https://dot.ca.gov/-/media/dot-media/programs/safety-programs/documents/ped-bike/caltrans-ped-safety-countermeasures-toolbox-a11y.pdf>

Priority Action Area 2: Center Data Analytics, Report Metrics

Data analytics play a critical role in understanding and addressing traffic safety issues effectively. This focuses on leveraging data to enhance accountability, evaluate project outcomes, and guide evidence-based safety strategies. The City will build upon the data work from the past five years, continuing to use data in decision-making processes to ensure that projects and strategies are informed by real-time, actionable insights. Before-and-after project evaluations provide essential insights into the effectiveness of safety interventions, ensuring resources are used effectively and enabling adjustments to

future projects based on evidence. Expanding data sharing with hospitals for trauma injury data, VTA for light rail crash information, and neighboring jurisdictions strengthens San José's ability to identify high-risk locations and trends. These collaborations offer a more complete understanding of where and why fatal and severe injuries occur, allowing for targeted safety improvements. By improving public-facing dashboards, creating tracking metrics, and fostering transparency through regular reporting, this Priority Action Area ensures informed decision-making and builds public trust in San José's Vision Zero initiatives.

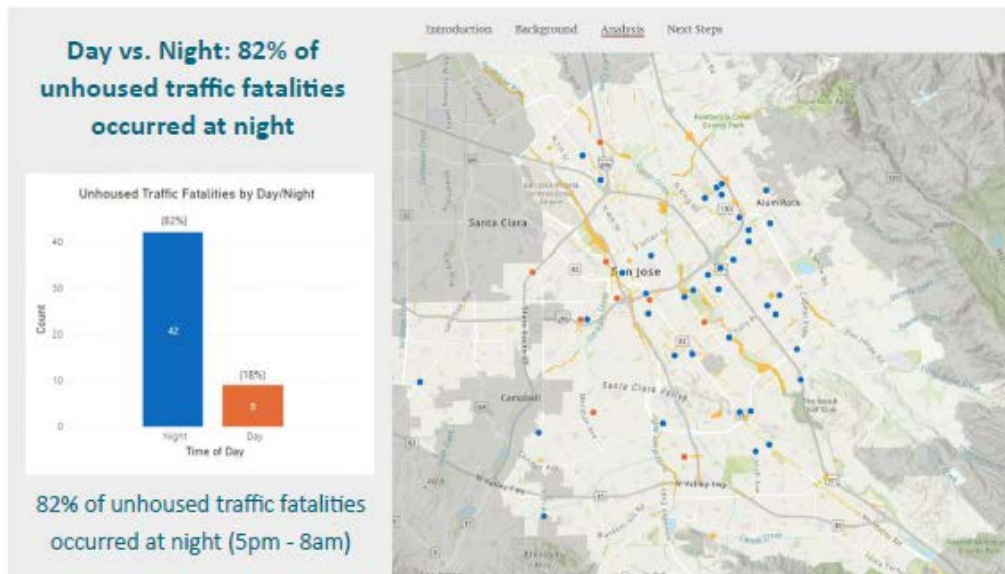
Objectives:

- Increase accountability.
- Understand project effectiveness.
- Expand data to better understand where fatal and severe injuries are occurring.
- Collaborate for data sharing: Trauma injury data from hospitals, light rail crashes and injuries, neighboring jurisdictions.
- Improve and regularly update public facing data dashboards.
- Implement evidence-based strategies and policies.

Deliverables:

- Report findings from before/after project evaluations.
- Create metrics for tracking progress of 2025 Vision Zero Action Plan, such as reductions in fatal and severe injuries, the number of safety projects implemented, community engagement participation rates, improvements in travel speed compliance, etc.
- Report key metrics twice per year.
- Collaborate for data sharing agreement with county agencies (EMS, VTA).
- Utilize trauma injury data in data analysis.
- Develop and maintain new public facing crash data dashboards.

Data/Metrics Projects/Strategies	Timeline
Create user-friendly public-facing dashboards, available in multiple languages	Short
Increase transparency, report metrics	Short
Report findings from before/after project evaluations	Short
Collaborate for data sharing: Trauma injury data from hospitals	Mid
Collaborate for data sharing: Light rail crashes and injuries	Mid
Collaborate for data sharing: Other shared jurisdiction data	Mid



In 2023, San José Vision Zero took further steps by publishing the first analysis of traffic fatalities among people experiencing homelessness on the City's Open Data Portal, marking a pioneering effort to raise awareness and drive targeted safety initiatives. This report was included in a September 2024 Federal Highway Administration case study, highlighting San José's commitment to addressing this critical equity issue.

Promising Practices to Address Road Safety among People Experiencing Homelessness. September 2024. <https://highways.dot.gov/safety/zero-deaths/promising-practices-address-road-safety-among-peopleexperiencing-homelessness>

Priority Action Area 3: Strategize Traffic Enforcement

In Vision Zero, Enforcement refers to the use of strategic, data-driven efforts to address dangerous driving behaviors that contribute to severe crashes. In San José, this Priority Action Area focuses on addressing the top three known violations leading to fatal and severe injuries: speeding, unsafe turn movements, and red-light running.

A key initiative under this action area is the implementation of automated enforcement programs, including the *Speed Safety System Pilot* authorized by Assembly Bill 645 and a *Red-Light Camera Pilot*. The speed safety camera program will deploy 33 cameras over five years, while the red-light camera pilot will

target four high-risk intersections for one year. These programs aim to reduce crash severity and improve compliance with traffic laws. Their effectiveness will be assessed through before-and-after studies to guide future decisions on automated enforcement.

By leveraging technology, analyzing enforcement data, and aligning efforts with the Safe System Approach, this Priority Action Area ensures that enforcement strategies are precise, equitable, and focused on preventing fatal and severe crashes. Regular reporting on enforcement metrics and violations will enhance transparency and accountability in achieving Vision Zero goals.

Objectives:

- Inform traffic enforcement using top three known violations that leads to fatal and severe injury crashes.
- Implement speed cameras (Assembly Bill 645).
- Implement red light cameras.
- Strategize enforcement using data driven enforcement efforts.
- Utilize technology to enhance enforcement capabilities.

Deliverables:

- Report on top 3 traffic citations annually (SJPD).
- Implement 33 speed cameras (5-year pilot).
- Implement red light running cameras at 4 intersections (1-year pilot).
- Conduct before/after study of camera programs' effectiveness.

Traffic Enforcement Projects/Strategies	Timeline
Report on top three known traffic violations that result in fatal and severe injuries	Short
Implement automated enforcement: <i>Speed Safety System Pilot</i> (SS4A demonstration project)	Short
Implement automated enforcement: <i>Red-Light Camera Pilot</i>	Short
Conduct before/after studies of automated enforcement pilots	Mid
Better coordination to share Traffic Investigations Unit (TIU) reports	Mid/Long



Walk N' Roll Program: Safety event with SJPD, Ledesma Elementary, and the Basking Ridge Neighborhood Association

Priority Action Area 4: Engineer for Safety

Engineering improvements are essential to creating safer, more accessible streets for all users. Engineering refers to the design and modification of roadways and infrastructure to eliminate traffic-related fatalities and severe injuries. Engineering solutions play a critical role in creating safer streets by addressing roadway issues, traffic flow, and the interaction between various road users. This Priority Action Area focuses on enhancing infrastructure with the goal of reducing crash severity through innovative, data-driven engineering strategies.

San José's 2025 Vision Zero Action Plan emphasizes the urgent need to deliver **more safety projects, more efficiently**. The Vision Zero Task Force has stressed the importance of ensuring safety improvements are implemented quickly where they are most needed. A key focus is the implementation of the **Vision Zero Quick Build Program**, using temporary, low-cost interventions that can be rapidly deployed and tested in high-injury areas. These Quick Build projects, such as protected bike lanes and protected intersections, help reduce crash

risk and serve as models for future permanent improvements. However, the goal is to **transition these Quick Builds to permanent solutions** using durable materials after conducting before-and-after project evaluations, ensuring that the most effective interventions are fully integrated into the city's infrastructure.

Critical to this approach is the need for **protected intersections**, which provide safer crossings for pedestrians and bicyclists, particularly in areas with high traffic volumes. These improvements may be funded through a combination of city resources, state or federal grants, and private development projects.

This Priority Action Area underscores the importance of quick implementation, continuous evaluation, and strategic investment in engineering solutions that protect all road users, from pedestrians to drivers. Through these efforts, San José aims to make lasting improvements that reduce fatalities and severe injuries, moving closer to the goal of Vision Zero.

The integration of **protected intersections** into new developments and as retrofits in existing areas is essential to creating a safer, more equitable transportation system.

Converting Quick Builds to permanent materials requires significant investment, and additional funding will be needed to ensure these improvements are sustainable and expanded throughout the city such as through grants, developments, public-private partnerships, and regional funding programs, etc.

Objectives:

- Continue and expand the Vision Zero Quick Build Program.
- Enhance pedestrian safety through targeted infrastructure and programmatic initiatives.
- Advance capital improvement projects that prioritize safety and accessibility.
- Develop and implement controlled crosswalks near bus stop pairs on Priority Safety Corridors to enhance pedestrian safety by incorporating features, such as traffic signals, flashing beacons, or stop signs to manage vehicle flow and ensure safe crossing.
- Strengthen safety measures around schools.
- Establish a comprehensive review process for traffic fatalities and severe injuries.
- Partner with Santa Clara County Roads and Airports to address safety at the top City-County severe injury locations.
- Utilize data-driven approaches to implement Quick Build and capital safety projects effectively.
- Identify, benchmark, and incorporate best practices and innovative engineering

solutions from other cities and countries.

- Optimize signal timing to reduce pedestrians' and cyclists' conflicts.

Deliverables:

- **Street Safety Improvements**
 - o 1200 traffic safety requests/studies per year.
 - o 15 bikeway project miles per year.
 - o All traffic fatalities reviewed.
 - o 35 pedestrian safety and traffic calming projects per year.
 - o 4 Vision Zero Quick Build projects per year.
 - o 150+ signal safety projects.
 - o Daylight crosswalks (2023 Assembly Bill 413) on Priority Safety Corridors and at schools.
- **K-12 School Safety Improvements**
 - o 35 access/circulation studies and improvements per year.
 - o 100 high-visibility school crosswalks per year.
- **Monitor Street Safety Bills**
 - o Lower speed limit (2021 AB 43): business activity district analyses, 130 roadway segments (about 125 miles) extension to 14 years, 530 roadway segments (about 500 miles) being resurveyed for speed limit.



*Quick Build Protected Intersection
at S 4th Street and San Fernando Street*



*Permanent Protected Intersection
at Park Avenue and Almaden Boulevard*

Engineering Projects/Strategies	Timeline
Maintain existing Quick Build implementations	Short
Conduct traffic safety studies	Short
Implement pavement projects	Short
Review traffic fatalities and implement safety improvements	Short
Implement Vision Zero Priority Safety Corridor redesigns in Quick Build	Short
Conduct signal safety evaluations	Short
Deliver more projects: traffic calming, pedestrian projects, walk audits*	Short/Mid
Implement school safety projects: High-visibility crosswalks, access/circulation improvements	Short/Mid
Implement high visibility school crosswalks citywide	Short/Mid
Build bike lanes: implement Better Bike Plan 2025	Short/Mid
Implement pedestrian safety and traffic calming projects	Short/Mid
Build projects quicker: implement Quick Build and capital projects faster and in high-KSI locations*	Short/Mid
Lower speed limits	Mid
Implement <i>Walk Safe San José: Pedestrian Safety Plan: Quick Builds*</i>	Mid/Long
Review severe traffic injuries*	Mid/Long
Daylight crosswalks: keep the areas at crosswalks approaches clear of parked cars, signs, or other obstacles*	Mid/Long
Deliver signal safety projects	Mid/Long
Build protected intersections	Mid/Long
Implement Vision Zero improvements as part of pavement project	Mid/Long
Collaborate with the County to apply for grants for Priority Safety Corridor – County Expressway (e.g., Almaden Expressway and Foxworthy Avenue: signal modification, responding to traffic fatality) and to remove slip lanes where feasible	Long
Convert Quick Build to permanent materials via grant applications: SS4A, Local Highway Safety Improvement Program (HSIP), Affordable Housing and Sustainable Communities (AHSC), MTC One Bay Area Grant (OBAG), CA Active Transportation Program (ATP), and other programs*	Long

* *Additional Staff Needed. In addition, an estimate of \$6 million is needed to implement Walk Safe San José: Pedestrian Safety Plan Quick Build improvements.*



Curb Extension to increase the overall visibility of pedestrians, create safer and shorter crossing, allow large trucks to turn while keeping car turns slow.

Reference: <https://nacto.org/publication/urban-street-design-guide/street-design-elements/curb-extensions/>

Priority Action Area 5: Engage the Community, Message Safety

Community engagement and education are central to building awareness and fostering a culture of safety. In Vision Zero, Engagement refers to the active involvement of the community in traffic safety initiatives, ensuring that all road users are informed and empowered to contribute to safer streets.

This Priority Action Area builds on existing programs, such as safety education in the Walk N' Roll program, and continues to expand efforts to raise traffic safety awareness. The City will engage the community through campaigns like "Slow Down, San José" and the promotion of Street Safety Awareness months, focusing on distracted driving, pedestrian safety, and visibility during darker months. Targeted outreach will be conducted through schools, community events, and partnerships with organizations serving vulnerable road users, including older adults, school-aged children, and people experiencing homelessness.

The City will also focus on educating the public about the purpose and benefits of newly implemented safety projects and pilots, such as the *Speed Safety System Pilot*, ensuring that community members understand how these changes will improve their safety.

Building trust and connection with the community is central to these efforts. By partnering with organizations serving vulnerable road users, conducting transparent outreach, and using platforms like educational videos and changeable message signs, San José aims to strengthen relationships with residents. This ongoing dialogue helps foster support for safety projects and encourages safer behaviors across all road user groups, while ensuring that all voices are heard and considered in the City's Vision Zero work.



Walk N' Roll Program: School safety education - helmet fitting

Objectives:

- Increase public awareness of traffic safety issues, projects, and programs.
- Engage community for speed camera and red-light running camera deployments: city and region.
- Promote street safety awareness month campaigns, and awareness of darker months.
 - o April: Distracted Driving
 - o October: Pedestrian Safety
 - o November-March: Look Out When It's Dark Out
- Provide traffic safety education.
 - o School aged children
 - o Older adults
 - o People experiencing homelessness
- Conduct safety engagement work at schools, community events, and through Walk N' Roll.
- Coordinate with organizations serving vulnerable road users when injury uptrends are observed.
- Explain the purpose and benefits of safety projects ("How do I use this?") after they are built.
- Continue "Slow Down, San José" campaign.
- Encourage safer driving and mindful behavior for pedestrians and bicyclists.

Deliverables:

- Deploy Changeable Message Signs with safety messages.*
- Engage community for speed camera and red-light running camera deployments.
- Reach out to 10,000 adults per year receiving traffic safety education.
- Reach out to 25,000 children ages 5-17 (K-12) per year receiving traffic safety education.
- Create 5 educational videos online explaining projects that have already been built.*
- Partner with stakeholders on a pedestrian and bicyclist safety campaign.*

* Pending Additional Funding



Changeable Message Signs displaying safety messages, along with coordination efforts with SJPD to support enforcement activities

Strategy and Project Selections



San José Department of Transportation's Director, John Ristow, engaging with residents at a ribbon-cutting event for a pedestrian safety enhancement project

Messaging Projects/Strategies	Timeline
Engage community about automated enforcement: <i>Speed Safety System Pilot</i>	Short
Deploy changeable message signs	Short
Promote street safety awareness months: Pedestrian Safety (October), Look Out when It's Dark Out (November-March annually), Distracted Driving (April)	Short
Provide safety education: school-aged children (Walk N' Roll)	Short
Provide safety education: adults	Short
Provide safety education: people experiencing homelessness	Short
Create videos educating people about recently built projects	Short/Mid
Partner with BPAC on bike/pedestrian safety education	Mid
Promote safety messages about rail safety	Long



*Ribbon Cutting Event:
Jackson Avenue and Woodset Lane
pedestrian safety enhancement project*



*Walk N' Roll Program:
School safety education -
bicycle safer journey*