

**SAN JOSÉ VISION ZERO TASK FORCE**  
**Meeting Minutes**  
**December 10, 2020; 10-12am PST**

**Call to Order and Chairperson Report**

The first Vision Zero Task Force Meeting was called to order on Thursday, December 10, at 10.00 a.m. via Zoom

**Attendees**

**Chair, CM Peralez (CD3)**

**Vice Chair, CM Foley (CD9)**

**City of San Jose, Dept of:**

**Transportation**

John Ristow, Director

Laura Wells, Assistant Director

Lily Lim-Tsao, Deputy Director

Jesse Mintz-Roth, VZ Program Manager

Lam Cruz, Traffic Safety Division Manager

Anne Le, Community Engagement Manager

Vu Dao, Associate Engineer

Thao Nguyen, Transportation Specialist

**Police**

David Anaya, Police Lieutenant

Heather Randol, Deputy Chief

**Fire**

Robert Sapien, Chief

**Public Works**

Michelle Kimball, Senior Engineer

**Economic Development**

Salvador Alvarez, Executive Analyst

**Housing**

Ragan Henninger, Deputy Director

**VTA**

Angelique Gaeta, Chief: Systems Safety and Security

Lauren Ledbetter, Senior Transportation Planner

**Santa Clara County, Dept of:**

**Roads and Airports**

Harry Freitas, Director

Ananth Prasad, Engineer

**Public Health**

Rhonda McClinton-Brown, Healthy Communities Branch Director

**Education**

Marry Ann Dewan, Superintendent

Christina Arpante, Assistant Director

**California Walks**

Nikita Sinha, Walk San Jose Program Manager

**Silicon Valley Bicycle Coalition**

John Cordes, Santa Clara Co. Advocate

**AARP**

Fred Buzo, Associate State Director

The Chairperson opened the meeting by acknowledging that there have been 44 traffic fatalities in 2020 till date and the Chair and the Vice Chair read out the names of the victims.

Minutes of previous meeting will be posted on Vision Zero website.

**Follow-up items:**

- Angelique Gaeta, Chief, Systems, Safety and Security, VTA:
  - VTA has been collaborating and sharing data with the City of San Jose (CSJ).
  - VTA conducts in-depth investigation when fatal and severe injury collisions occur.

- VTA collaborates with CSJ to identify high risk areas and CSJ will be posting signage on VZ Priority Safety Corridors.
- VTA has appointed a point-person for their collaborations with CSJ.
- There has been an increase of incidents in “Quiet Zones” and VTA would like to consider the possibility of changing “Quiet Zones”, where sounding horns is prohibited to “Partially Quiet Zones” during higher traffic activity periods to enhance traffic safety.
- Further, VTA would like to be in the discussion with the Kiwibot (delivery bots) operating downtown that cross light rail and would like to have a point person to contact.

## **Reports / Updates**

### **A. Quarterly Update on Vision Zero Key Metrics**

- Despite less traffic volume in roadways due to the pandemic, speeding is still an issue.
- Similar to reports in other US cities, crashes and injuries are down, but KSI and fatalities remain in range from recent years.
- The number of fatalities monthly indicates a high uptick in certain months.
- Trends of fatality by modes continue to be the same.
- There have been 44 fatalities resulting from 43 crashes up to date this year, two of which occurred on private properties.

### **B. 2020 Action Plan: Priority Action Area Update**

1. Build Robust Data Analytics Tools
  - Selected Urban Logiq as data consultant through Start-Up in Residency (STiR) Program.
  - After the scope development in December, there will be a 3-month Residency period.
  - In Spring of 2021, the 1-year contract will start with an option for a 3-year extension.
2. Form a Vision Zero Task Force
  - This is the second meeting of the VZ Task Force with the “Outreach” theme.
  - Next meetings are on March 5<sup>th</sup> 2021 and June 4<sup>th</sup> 2021.
3. Strategize Traffic Enforcement - Lt. Dave Anaya, SJPd-
  - Less warnings and more citations as compared to 1<sup>st</sup> Quarter, which was more impacted by Covid-19 restrictions.
  - DUI check points after hours on designated dates.
  - ‘Fight the Spike’ campaign in collaboration with DOT to put up signage on VZ corridors. SJPd will carry out after hour enforcement and education as part of the campaign, mainly educating road users on main traffic violations and in addition, on how to be safer road users.
  - Updating SJPd analytics software to provide better data for VZ: currently looking at vendors to upgrade data collection software rather than doing so manually.
  - TEU staffing update: Anticipating two team staffing mechanism to address a void in evening hours. Two 6-person teams would increase efficiency.
4. Increase Community Outreach and Engagement
  - VZ Strategic Communication RFP is posted on the given website
  - Proposals from consultants are welcome until 01/08/2021.
  - It is expected that the selected Consultant will start the work in Spring 2021.
  - “Fight the Spike” campaign with Changeable Message Sign (CMS) boards and “Look Out When It’s Dark Out” poster installation are on-going.
5. Implement Quick Build data-driven safety improvements – Vu Dao, Associate Engineer, DOT
  - Quick Build (QB) program uses lower cost material for road improvements.
  - 5 safety corridors have been identified and QB projects are on-going.
  - Other high-risk areas are also identified to adopt QB projects to enhance road safety.

6. Prioritize resources on high-KSI corridors and districts

- Guadalupe Washington Project was a community request.
- Resources was prioritized based on data analysis.
- Vision Zero team worked with Parks, Recreation, and Neighborhood Services (PRNS) to install QB techniques to enhance the safety of the area for the trail users.

**Questions from TF members:**

- CM Foley
  - Can the number of citations and warnings issued YTD be included in the presentation, with a quarterly breakdown? What are the numbers in the 1<sup>st</sup> quarter? And can a comparison to previous years be given?
    - PD: Presenting comparative data was not an initial intent but PD will include that information next time. The higher number of warnings in comparison to previous years is a result of the pandemic. Warnings are more effective, particularly under current circumstances.
  - What is the current number of officers engaged in TEU?
    - PD: 11 officers (enforcement) and 1 sergeant
- Rhonda McClinton Brown
  - Did the fatalities on Private Properties occur of commercial or private areas? Story Rd corridor is a high-risk zone.
    - DOT: Commercial areas

**C. Meeting Theme: Outreach (10:35-11:15)**

- County Office of Education – Christina Arpante
  - SCCOE led by Marry Ann Dewan serves 31 school districts.
  - Engage with district PIO through calls and share information through emails, newsletter social media posts
  - Include a Vision Zero section in the newsletter in the future
  - Collaborative content development with social media toolkits, webinar hosting and support
  - Present to classes with school-based content collaboration and development
  - COE has production ability that other departments can work with them to use
- California Walks – Nikita Sinha
  - Completed a senior safety outreach program with safe walking tips including COVID related tips. Outreach does not rely on electronic resources. PRNS helped distribute with their senior meal distribution program.
  - Delivered 15 online Zoom presentations instead of in-person presentation at the community center and 3 virtual walk audits
  - Distributed flyers of safety resources to reach senior with limited access to technology. Planning to do outreach through mailers and radio.
  - Connecting to existing network, such as neighbor association, libraries, community centers should be highlighted
  - Know your audience: languages people need interpretation, if community members need transcript or caption
  - Recent Word Day of Remembrance on 11/17/20: remembered and honored people died on our San Jose's streets -- CM Peralez, CM Foley, and John Ristow spoke in online event. Made memorial with over 200 pairs of shoes symbolizing lives lost in the last 5 years.

- AARP – Fred Buzo
  - Nearly 100% of outreach events to be online because of COVID-19
  - Primary methods of communication include social media, Zoom meeting, Facebook live events.
  - Experienced hard time connecting with members because there is no in-person events
  - Alternative methods include tele-townhalls, direct mail, spatially-distanced in-person offerings, creative virtual offerings
- VTA – Lauren Ledbetter
  - VTA outreach efforts are multi-departmental.
  - In 2021, VTA will operate Bicycle and Pedestrian Safety campaign. VTA is collaborating with the Public Health department to review data.
  - Coordinating with the SJDOT Vision Zero team
  - Annual Rail safety campaign every September
  - Adult bike education courses with multi-languages will start in 2021, building on a successful pilot in 2018.
  - Senior outreach programs with transit training and resources for seniors

#### **D. Task Force Member Discussion (11:15-11:45)**

- CM Peralez:
  - COVID-19 impacted outreach methods, but agencies have come up with alternative methods.
  - Everyone is targeting a similar audience; therefore, collaborating in outreach efforts is effective.
  - Reaching audiences using radio stations or TV programs in their own language is important.
- CM Foley:
  - Appreciate all presentations on outreach and especially commend the use of print material to reach out to older adults who have limited access to technology.
  - Educating adult bike riders is good but can a program be arranged for adult drivers?
    - VTA:
      - There are opportunities to have a campaign targeting drivers, for example, a speeding ticket can be dismissed by taking a class. While such programs are not available yet, funding is available under 2016 measure B.
- CM Foley:
  - Would love to see a campaign educating drivers either as billboards, signs on poles etc. to notify the drivers the importance of road safety.
  - Councilmembers are ready to distribute any information from different agencies.
- Fred Buzo (AARP):
  - AARP has driver safety classes, which had to be suspended because of COVID. However, AARP just began a new virtual program.
- Lt. David Anaya (SJPD):
  - Due to high number of bike fatalities last year a Bike Safety Campaign was organized and statistics from March 2019 – March 2020 (pre-Covid) indicated that 284 citations were issued to motorists for violation of not yielding to bikes on bike lanes alone, mostly in downtown area.
- John Cordes (SVBC):

- There is a lack of consistency in branding. Other agencies do not indicate Vision Zero in their programs, but it should be included in the literature of all agencies to enhance the outreach of Vision Zero efforts.
- Memorial programs for traffic victims are important to make an impact. Constructing memorial monuments in high-risk areas in particular could attract more attention that our roadways are not safe.
- CM Peralez:
  - It is worth reflecting on how we can cross collaborate on outreach and messaging.

#### **E. Open Forum**

- Mary Lou
  - There is no sidewalk on a section of the east side of Edenvale Avenue.
  - Despite communications with Councilmember and the City, no action has been taken to improve safety on Edenvale Avenue.
    - DOT:
      - John Ristow, DOT Director provided his official email address to contact him regarding safety issues on Edenvale Avenue.
- Blair Beekman
  - Rather than VZ imposing new technological surveillance and enforcement, it is better to develop a conversation with the community and include open public policy ideas to technological developments.
- Dial in caller- Lilian
  - Haven't heard of VZ before; therefore, more community outreach is required.
  - As an older adult, it is fearful to bike in the neighborhood
  - Even cycling on existing trails does not feel safe.
  - Uncertain where it would be safer to cycle.
  - With schools are potentially reopening next year, helmets should be enforced for children biking to schools.
- Hugo Meza
  - The Governor recently signed a bill that allows a court to grant diversion for misdemeanor offenses.
  - Would like to suggest a program for traffic safety misdemeanor suspects to go through.
- Brandon Alvarado
  - Ride of Silence supports the request for more remembrance events.
  - While more driver education is important, it should not be done at the expense of educating cyclists. Bicyclists should continue to be educated for road usage.

#### **New Business / Updates / Future Action Items**

- Next meeting on March 5<sup>th</sup>, 2021 at 9am. Theme: Data

#### **Adjournment**

Meeting adjourned at 12pm