

VISION ZERO

Zero Traffic Deaths in San Diego by 2025



VISION *ZERO* Defined

Vision Zero is a strategy to eliminate all traffic fatalities and severe injuries in a designated time period.

First implemented in Sweden in the late 1990s and now spreading across the United States, the message with Vision Zero is:

No loss of life is acceptable – death on the street does not have to be part of modern life.



VISION *ZERO* in the U.S.

Vision Zero Cities

A Vision Zero City meets the following minimum standards:

- Sets clear goal of eliminating traffic fatalities and severe injuries
- Mayor has publicly, officially committed to Vision Zero
- Vision Zero plan or strategy is in place, or Mayor has committed to doing so in clear time frame
- Key city departments (including Police, Transportation and Public Health) are engaged.



Updated
August 2015

VISION *ZERO* Strategy

Data Driven Actions and the 3 Es

- Engineering Safe Street Design
- Education
- Enforcement



VISION *ZERO* Strategy

Vision Zero Action Plans

The New York City Vision Zero Action Plan is intended to help end traffic deaths and injuries on City streets.

The plan seeks to improve street safety by:

- Increasing the enforcement of moving violations
- Improving street designs
- Holding public outreach sessions
- Increasing penalties for dangerous drivers
- Reducing speed limits
- Increasing the use of enforcement cameras

Collaboration among multiple departments

- City Hall
- Police Department
- Department of Transportation



VISION *ZERO* San Diego

The Problem

- On average, one person each day is seriously injured or killed while walking, bicycling or driving in San Diego
- People walking in disadvantaged neighborhoods are ten times more likely to be hit by cars
- Traffic collisions are the leading cause of accidental death for children ages 0-13
- Collisions with injury among people walking and bicycling increased 30%+ between 2014 and 2015
- Traffic collision rate on par or greater than homicide rate

2.9

Homicides per 100,000

4.9

Traffic fatalities per 100,000

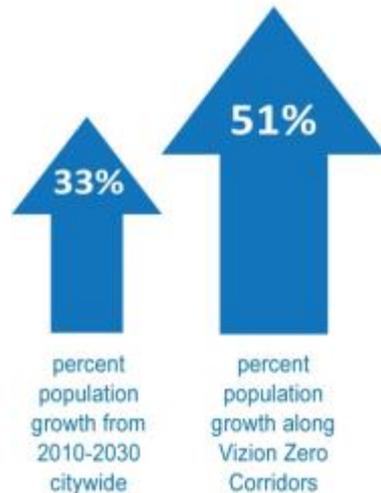
2013



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The Problem

- Collisions are concentrated on corridors that connect our neighborhoods
- These corridors are poised to see the most growth



VISION *ZERO* San Diego

Support for Vision Zero and safe streets



North Park Planning Committee

Pacific Beach Planning Group

VISION *ZERO* San Diego

Improved Safety in Our City

- City Adopted Vision Zero Resolution 10/27/16
- Established Vision Zero Task Force January 2016
- Create Vision Zero Action Plan guided by:
 - Prioritization of funding for safe street design, especially for the most vulnerable
 - Strategies to reduce dangerous speeds, especially on Vision Zero corridors
 - Data driven enforcement of dangerous behaviors
 - Education to promote good behavior
 - Performance measures to monitor and evaluate progress



VISION *ZERO* Steps Taken

Important Steps Have Been Taken

- Focus on infrastructure and repaving
- New/ improved bike lanes with repaving
- Comprehensive Sidewalk Assessment 2015
- Pedestrian crosswalk council policy update 2015
- Update of Pedestrian Master Plan 2015
- Update of Bicycle Master Plan 2013
- Establishment of Bicycle Advisory Committee 2015
- Climate Action Plan drafted
- Community Plan Updates

