



April 5, 2021

Chair Catherine Blakespear
Board of Directors
San Diego Association of Governments
401 B. Street, Suite 800
San Diego, CA 92101

RE: SANDAG Adoption of Vision Zero

Dear Chair Catherine Blakespear and SANDAG Board of Directors:

On behalf of a coalition of local organizations, we write to urge SANDAG to formally adopt Vision Zero as a policy commitment in the 2021 Regional Plan. Vision Zero is a data-driven approach to eliminate all street traffic fatalities and severe injuries within a specific time frame, by increasing safe, healthy, and equitable mobility.

Vision Zero was first implemented in Sweden in the late 1990s and has spread across the United States. Locally, the Cities of San Diego, La Mesa, Imperial Beach, and Chula Vista have already adopted Vision Zero commitments. These jurisdictions already represent nearly a majority of weighted votes at SANDAG.

Metropolitan planning organizations like SANDAG are uniquely positioned to embrace a Vision Zero policy and end traffic deaths on our roadways. No single jurisdiction can eliminate all traffic fatalities and severe injuries alone. We need a regional commitment and incentives for cities to participate to create safe, healthy, and equitable mobility options for our region.

To achieve regional Vision Zero, SANDAG should:

1. Set a goal for zero street traffic fatalities and serious injuries by a specific date.
2. Encourage jurisdictions within SANDAG to adopt Vision Zero commitments and plans following the same model as the Climate Action Plan and Complete Streets requirements in the 2015 Regional Plan. This approach would include:
 - a. Requiring local governments to adopt Vision Zero plans in order to be eligible for discretionary grants like the Active Transportation and Smart Growth Incentive programs.

- b. Providing funding for jurisdictions to create Vision Zero plans.
- 3. Incorporate Vision Zero principles into the scoring criteria for Active Transportation and Smart Growth Incentive Program grants.
- 4. Incorporate "Safe Routes" funding in the budgets for future transit projects, to ensure safe access to new transit stations by pedestrians and bicycle riders.
- 5. Incorporate "Safe Routes" funding in the budgets for any future highway projects, to ensure safe infrastructure for pedestrians and bicycle riders that need to cross on-ramps, off-ramps, or other pieces of highways.
- 6. Collect and publish region-wide data regarding traffic collision information, through their preexisting Regional Criminal Justice Research arm, or another appropriate division.
- 7. Assist localities to identify their High Injury Network at the local level to identify concentrations of collisions at corridors and intersections.

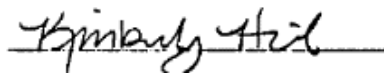
Traffic deaths and serious injuries are preventable. By adopting Vision Zero, SANDAG has the opportunity to play a critical regional role in saving lives. Not only that, Vision Zero aligns closely with SANDAG's climate goals and Complete Streets policy to create safe routes for pedestrians and cyclists, who are disproportionately injured and killed in traffic crashes.

SANDAG can take this opportunity to make a lasting contribution to safer streets, and to save lives.

Sincerely,



Colin Parent
Circulate San Diego



Kim Heinle
Bayside Community Center



Katie Matchett
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Kyle Heiskala
BikeSD



Noah Harris
Climate Action Campaign



Tara Hammond
Hammond Climate Solutions



Jerry Sanders
San Diego Chamber of Commerce



Andy Hanshaw
San Diego County Bicycle Coalition



Susie Murphy
San Diego Mountain Bike Association



David Grubb
Sierra Club San Diego Chapter



Brian Pollard
Urban Collaborative