

City of San Diego

Vision Zero One Year Action Plan

Engineering

Objective: To develop and implement a strategy that employs best planning, design and engineering practices.

Background: Over the last 5 years, the City of San Diego has implemented numerous measures with the goal of repurposing its streets so people can safely walk, bike, drive, utilize transit and socialize. These actions and the adoption of the Vision Zero campaign further strengthen the City's commitment to improving safety for all modes of transportation.

- Completed the City of San Diego's Pedestrian Master Plan for multiple communities
- Completed an update to the City's Bike Master Plan
- Established a Bike Advisory Committee
- Updated the City's Comprehensive Pedestrian Crossing Policy, City Council Policy 200-07, to improve the design and placement of safe crossings throughout the City
- Adopted a new standard for the installation of high visibility crosswalks at all crosswalk locations citywide
- Installed a new safety signal called hybrid pedestrian beacons to maximize pedestrian safety crossings while minimizing vehicular delays
- Implemented a Bike Share Program to encourage cycling and provide an additional alternative mode of transportation
- Adopted a Climate Action Plan with goals of increasing walking mode share to 3% by 2020 and 7% by 2035 in Transit Priority Areas and increasing bike mode share to 6% by 2020 and 18% by 2035 in Transit Priority Areas
- Finalized a Citywide sidewalk assessment which identifies sidewalk improvement needs
- Committed to pave 1,000 miles of roadway in the next five years and look for opportunities to install and improve bike and pedestrian facilities, concurrently with this effort. Improvements include lane diets, green bike lanes, sharrows, and buffered bike lanes.

Vision Zero Strategic Plan for FY17

Initiative/Goal	Summary	Timeline
Train staff on Complete Street planning and design	<ul style="list-style-type: none"> Form a department internal training program enhanced with classes offered through professional organizations 	Ongoing
Complete the Planning Phase for the University Avenue Safety Improvement Pilot Program	<ul style="list-style-type: none"> Create and work closely with a working group consisting of stakeholders Establish scope for future design of a complete street, prepare preliminary drawings, complete the engineering analysis, prepare cost estimates Obtain funding for design phase 	Summer-Fall 2016
Develop a Transportation Strategic Plan	<ul style="list-style-type: none"> Develop preliminary scope of work Complete process to secure consultant to perform work Develop final scope of work, schedule and fee 	Summer 2017
Update the City's Street Design Manual	<ul style="list-style-type: none"> Incorporate guidelines and practices from the National Association of City Transportation Officials (NACTO) into the Street Design Manual 	Fall 2016
Assess, identify and recommend specific locations for safety improvements and/or traffic calming measures.	<ul style="list-style-type: none"> Identify the next location/ corridor that has a high incident rate of traffic related injuries/ deaths Begin outreach and analysis Identify staff to work on next project 	Fall 2016
Develop a data sharing portal that promotes transparency and accountability	<ul style="list-style-type: none"> Monthly Reports Statistics on cases involving severe and/or fatal collisions Parking violation problem areas Data from Traffic Division Data Analyst, SWITRS and CHP 	March 2016-December 2017
Include Vision Zero Performance Indicator in Transportation & Stormwater Strategic Plan	<ul style="list-style-type: none"> Reduce preventable severe crashes and fatalities by 5% each year from the baseline 2015 through 2035 	May 2016

City of San Diego

Vision Zero One Year Action Plan

Enforcement

Objective: Ensure the City of San Diego employs proven methods of traffic safety enforcement and proactively seeks opportunities to enhance existing initiatives.

Background: Effective law enforcement practices are an essential component of the Vision Zero Campaign and since 2013 the department has applied for and received numerous grants from the California Office of Traffic Safety to address the growing pedestrian and cyclist fatality rate. Effective law enforcement practices are an essential component of the Vision Zero Campaign.

The San Diego Police Department’s Traffic Division has adopted several initiatives over the past years that specifically serve to address the leading causes of multi-modal deaths and severe injuries. In addition, the department has also partnered with an array of community based organizations such as Circulate San Diego and the San Diego Bicycle Coalition to achieve the goals of the Vision Zero Campaign.

- Targeted enforcement against signal violations, improper turns, failure to yield to pedestrians, texting, and speeding
- Implemented database for electronic collision data reporting
- Established reporting system to notify law enforcement of traffic concerns
- Established a multi-agency response team for analyzing the contributing factors in crashes that resulted in fatal/severe injuries
- Improved emergency response times
- Utilize speed cameras in problem areas
- Regularly deploy drunk driving checkpoints

Vision Zero Strategic Plan for FY17

Initiative/Goal	Summary	Timeline
Work collaboratively with the region’s state delegation to explore legislation that would improve public safety.	<ul style="list-style-type: none"> • Improve the Ignition Interlock Program • Require mandatory installation for first drunk driving conviction 	May 2016-August 2017

Develop a data sharing portal that promotes transparency and accountability	<ul style="list-style-type: none"> • Monthly Reports • Statistics on cases involving severe and/or fatal collisions • Parking violation problem areas • Data from Traffic Division Analyst, SWITRS and CHP 	March 2016-December 2017
Evaluate the viability of deferred adjudication through the establishment of a Bicyclist Community Court	<ul style="list-style-type: none"> • Partnership with the San Diego Bicycle Coalition, the San Diego Bicycle Advisory Committee, and the District Attorney's Office 	April 2016-April 2017
Begin analysis of the leading causes of crashes/ fatalities in the city	<ul style="list-style-type: none"> • Focus on targeting enforcement of top five citations 	August 2016-July 2017
Utilize existing grant funds to improvement enforcement in high priority corridors	<ul style="list-style-type: none"> • Focus on addressing improper U Turns, impeding bicycle facilities, illegal parking, and failure to observe the three foot passing law 	Ongoing
Evaluate the Traffic Division's Collision Investigation Unit	<ul style="list-style-type: none"> • Develop methods to incentive officer to obtain the collision certification 	April 2016-December 2016

City of San Diego

Vision Zero One Year Action Plan

Education

Objective: To develop and implement an array of educational strategies that will serve to inform bicyclists, pedestrians, drivers, and regional stakeholders about the Vision Zero campaign.

Background: Streets safety education and public outreach will help advance multi-modal safety throughout the City. Effective street safety education will foster comprehensive support for the Vision Zero campaign as well as change behavioral patterns which in turn create safer, more livable streets for all San Diegans .

Vision Zero Strategic Plan for FY17

Initiative/Goal	Summary	Timeline
Identify, review, and apply for additional grant funding opportunities that would serve to advance the City of San Diego’s Vision Zero Initiative	<ul style="list-style-type: none"> • Caltrans Active Transportation Program (ATP) Statewide Grant Competition • Highway Safety Improvement Program (HSIP) Grants • Systemic Safety Analysis Report Program (SSARP) Grants • SANDAG Active Transportation Grants • Office of Traffic and Safety (OTS) Grants • TIGER 	Ongoing
Engage local stakeholders to improve the regional awareness of the Vision Zero Campaign	<ul style="list-style-type: none"> • County of San Diego • Metropolitan Transit System • San Diego City Council • San Diego Association of Governments • City of San Diego (interdepartmental) 	May 2016-December 2016

Develop and host a series of Vision Zero Exposés	<ul style="list-style-type: none"> • One per council district • Showcase specific multimodal safety improvements, educational resources, and law enforcement personnel. 	July 2016-July 2017
Advocate for the regional designation of a Vision Zero week that will serve to heighten public awareness	<p>City of San Diego</p> <ul style="list-style-type: none"> • Mayor Kevin Faulconer • City Council <p>County of San Diego</p> <ul style="list-style-type: none"> • Board of Supervisors 	July 2016
Develop media campaign strategy	<ul style="list-style-type: none"> • In partnership with the City of San Diego's Communication Department 	July 2017

DRAFT