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July 19, 2017

Committee Chair Chris Cate
Public Safety and Livable Neighborhoods Committee
202 C Street, 10th Floor
San Diego, CA 92101
City of San Diego

RE: 2017 Vision Zero Strategic Implementation Update (Item-4)

Honorable Committee Chair Cate and Committee members:

On behalf of Circulate San Diego, whose mission is to promote excellent mobility choices and healthy, vibrant neighborhoods, I want to thank you for bringing an update on San Diego's Vision Zero program to the Public Safety and Livable Neighborhoods Committee.

1. The City of San Diego has made meaningful progress on Vision Zero.

First, Circulate San Diego is grateful that in 2015, the City of San Diego took on the important step of establishing the Vision Zero goal of reaching zero deaths and serious injuries by 2025. Since then, the City has taken important steps toward that goal such as:

- Committing \$2.5 million to implement the bicycle elements of the Downtown Mobility Plan;
- Installing high visibility crosswalks and countdown timers at the 15 dangerous intersections identified in the Pedestrian Audit; and
- Fully funding Phase 2 design of the intersection of SR94 at Euclid Avenue, one of the eight Vision Zero corridors.

However, on average at least 50 people die in the City in traffic crashes each year, and almost half of these are pedestrians. This is a higher per capita rate than many large U.S. cities. While the City has committed itself to Vision Zero, and taken some actions to implement this goal, more urgency and strategy should be taken by prioritizing engineering projects, convening the Vision Zero Task Force on a regular schedule, and by sharing collision data in an accessible manner.

2. San Diego should prioritize engineering, the single most important strategy to create safe streets.

Vision Zero is established on the three Es of Engineering, Education, and Enforcement. While all of these components are necessary for success, the Es are not created equal: Engineering is the single-most important element to create safe streets. Priority must be given to engineering improvements to the streets where the health, safety, and well-being of San Diegans are most in danger.

Engineering projects cost money. Fortunately, Governor Brown signed Senate Bill 1 into law this April, and a major transportation funding windfall is headed toward San Diego. Over \$23.5 million¹ will be allocated to the City of San Diego alone in FY 2018-19, which can be spent on eligible uses² such as bicycle and pedestrian safety projects. *Now is the time to do more to save lives.*

A number of priority bicycle and pedestrian projects have not been funded by the City in the most recent budget. Given the impending millions of dollars expected as a result of SB 1, we reassert that the following projects (all recommended in previous letters and not yet fully funded) be prioritized and funded in future budget years:

- Close the gap entirely between 5th Avenue and Park Boulevard to create a complete and connected bike facility. While current plans to shorten the gap are an improvement, the utility of bike facilities is in the connected network;
- Construct a safe crossing at Kansas Street and El Cajon Boulevard, where Mr. Abera Kebede Tura was killed while crossing at this intersection;
- Construct new medians, sidewalk improvements, curb extensions, and safe crossings in front of Hoover High School at the intersection of El Cajon Boulevard and Highland Avenue, and El Cajon Boulevard and 45th Street;
- Construct new medians, sidewalk improvements, curb extensions, and safe crossings at the intersections of (a) El Cajon Boulevard and Menlo Avenue, and (b) El Cajon Boulevard and Euclid Avenue; and
- Create and hire one dedicated Vision Zero/multi-modal full-time staff person to oversee Vision Zero activities and complete streets implementation.

3. San Diego should reconvene the Vision Zero Task Force as a stand-alone entity, establish a routine meeting time, and meet at least bi-monthly instead of quarterly.

A critical component to Vision Zero is coordination across departments. In fact, this is one of the features required to be recognized as a Vision Zero city by the national Vision Zero Network. The Vision Zero Task Force has been meeting quarterly, with meeting announcements provided only weeks in advance of the meeting. This has led to weak participation.

We request that the Task Force continue to be convened as a stand-alone entity, for example, not combined with the Bicycle Advisory Committee, and established with a routine meeting schedule once every two months to share updates, and evaluate ongoing program progress.

¹ The California Local Government Finance Almanac , Shared Revenue Estimates: State Revenue Allocations to Cities and Counties, Attachment C, (May 2017) available at, <http://www.californiacityfinance.com/LSR1704.pdf>

² League of California Cities, \$5.2 Billion Transportation Funding Deal Announced, includes \$1.5 Billion for Local Streets and Roads, page 5 (April 2017), available at <http://www.cacities.org/Resources-Documents/Policy-Advocacy-Section/Hot-Issues/Transportation-Funding/Summary-of-Transportation-Agreement-04042017.aspx>.

4. San Diego should provide greater transparency and accessibility with goals, data, and status of strategies.

Circulate San Diego released its Vision Zero report in 2015 outlining eight Vision Zero corridors with the endorsement of Mayor Kevin Faulconer. These eight corridors were also included in the Vision Zero resolution adopted by the City Council. Since then, the City Auditor released a report with additional data. This data should be shared with the public in an easily accessible manner, e.g. the City of San Diego's Vision Zero website, along with Vision Zero strategies and progress towards goals. Currently, it is difficult to track crash data, and the City's website only includes a PDF version of the Strategic Plan, without details about what improvements are being planned for dangerous streets. Other Vision Zero cities have maps highlighting crash data, lists of Vision Zero strategies, evaluation metrics, and ongoing progress reports included on their websites.

5. Conclusion.

Again, we thank you for having a Vision Zero update heard at the Public Safety and Livable Neighborhoods Committee. We ask that you direct staff to take the important steps outlined above that are necessary to ensure that the City meets the Vision Zero goal of working in partnership with all of our communities to achieve safe and livable neighborhoods, and to end traffic fatalities.

Thank you,



Maya Rosas
Advocacy Manager