

Executive Summary

As San Diego's population grows, more people are walking, bicycling, and driving on our streets. Along with this growth comes the need for a commitment to road safety for all San Diegans.

The City has worked hard to bring safety to San Diego's neighborhoods by addressing crime, repairing infrastructure, and restoring much needed services. These efforts have proven successful as San Diego has one of the lowest crime rates among other cities of its size.

A strategy for neighborhood safety must also include safe streets. **Vision Zero** is an approach to safety already being implemented in five U.S. cities that delivers a simple, straightforward message: No loss of life is acceptable. Vision Zero focuses on the three Es: Engineering safe street design, Education for community safety, and Enforcement by local police to reach a goal of **zero traffic deaths**.

***“Every San Diegan
deserves to feel safe in his
or her neighborhood.”***

***~ Mayor Kevin Faulconer
2015 Budget Priorities***

Mayor Faulconer prioritized road and infrastructure repair in his public remarks and FY2016 budget, dedicating more than 50 percent of major revenue growth towards streets and neighborhood repair. He also released a bold Climate Action Plan that includes a transformation in transportation among its key strategies. These two initiatives can both be channeled toward saving lives.

The Problem

On average, one person each day is seriously injured or killed while walking, biking, or driving the streets of the City of San Diego.¹ Traffic collisions are the leading cause of accidental death for children ages zero to 13 in the City.²

Fatalities among people driving have continuously fallen since 2005, yet fatalities among people walking have increased or remained static in the same time frame, outpacing population growth.³

Tragically, collisions happen repeatedly in the same neighborhoods and on the same corridors like University Avenue and El Cajon Boulevard. These corridors connect

San Diego's neighborhoods and are poised to see the most growth and development in the next 10-20 years.⁴ People living and walking in low-income neighborhoods experience the greatest risk of being hit; they are 10 times more likely to be hit by a car while walking than residents living elsewhere in San Diego.⁵

The Solution

As a great city, we owe it to San Diegans to provide street design that emphasizes safety, predictability, and protection from human error, along with broad community education and data-driven enforcement. Studies in San Diego and other cities show these changes will also lead to economic and sustainability gains. Adopting a Vision Zero strategy will guide the City to:

- Recognize the scale of traffic fatalities and serious injuries
- Prioritize funding for safety
- Design forgiving streets, especially for the most vulnerable
- Provide education to promote a culture of traffic safety for everyone on the road
- Employ data-driven enforcement

To reach these goals, we recommend the following actions:

- Create a strategy for funding safe street design
- Reduce dangerous speeding by building traffic calming projects
- Adopt a Complete Streets policy
- Simplify the process to implement neighborhood initiated projects
- Launch an education campaign for safer streets
- Work with San Diego Police Department to increase enforcement of safe street behavior
- Establish a Vision Zero Advisory Committee to guide program implementation

***No loss of life is acceptable.
That is why the City should
adopt an ambitious but
attainable goal: To reduce
all traffic fatalities to zero by
2025; Vision Zero.***