



Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Councilmember Pam Foley

SUBJECT: SEE BELOW

DATE: February 10, 2020

Approved

Date

2-10-20

SUBJECT: TRANSPORTATION SAFETY VISION ZERO ACTION PLAN

RECOMMENDATION

Accept the Vision Zero Action Plan along with related budget actions as well as the memorandum released by Mayor Liccardo and Councilmembers Peralez, Carrasco, Davis, and Esparza, and direct staff to

1. Investigate the possibility of procuring and deploying cloud-based Internet of Things (IoT) technology to collect traffic data and instantly send the traffic data to a central database.
2. Ensure multiple City departments, including the Police Department and Department of Transportation, have access to the centralized database to be used for analysis purposes when determining how best to deploy limited resources.

BACKGROUND

Traffic violence claimed sixty lives in San José last year and resulted in many more injuries. The trend of increased death and serious injury caused by collisions is both alarming and disheartening. Vision Zero and the work surrounding it has been fantastic, but we must do more to address the crisis of traffic violence that has been plaguing our City. The problem that faces us is both widespread and complex and so it requires innovative and modern solutions.

Cloud-based IoT devices installed on San José's streets could massively increase the amount of data that staff has available for decision-making. The devices could be, for example, radar speed signs that are connecting to a cloud service where all the data is stored and retrieved for analysis. The City of Fremont has already begun to use these radar speed signs to assist with their traffic safety objectives.¹

¹ <https://www.mercurynews.com/2019/12/24/fremont-spending-150000-on-radar-signs-that-will-track-your-speed/>

Data collection is a key component of accomplishing our Vision Zero objectives. By collecting and centralizing key traffic-related metrics, Staff will be better able to allocate scarce resources to areas that will have the highest impact. For example, collected real-time data could be utilized by the Traffic Enforcement Unit to prioritize areas with consistent speeding issues during a certain time of day. Additionally, more data will assist Staff in better recognizing and diagnosing traffic safety issues that are likely to result in a killed or seriously injured (KSI) collision.

By adding IoT devices to the City's arsenal we could better identify areas that need enforcement or infrastructure changes. The data collected by IoT devices could also give us a better understanding of the causes of KSI collisions and how to most effectively mitigate or eliminate those causes. Furthermore, storing collected data in a central database shared between multiple City departments would allow for greater collaboration and more rapid response to traffic issues in the City.