

SAN JOSÉ VISION ZERO TASK FORCE

Meeting Minutes

Thursday, September 28, 2023: 1:30 pm – 3:30 pm PST

Call to Order and Chairperson Report

The eleventh Vision Zero Task Force Meeting was called to order on September 28, 2023, 1:30 pm in-person at San Jose City Hall and via Zoom.

Attendees

Chair — CM Pam Foley (CD 9)	Member (SCC Emergency Medical) — Jackie Lowther
Vice Chair — CM Bien Doan (CD7)	Member (SCC Public Health) – Rhonda McClinton-Brown
Member (CSJ Transportation)—John Ristow	Member (SCC Education) — Dr. Jessica Bonduris
Member (CSJ City Manager’s Office) – Rob Lloyd	Member (SCC Medical Examiner) — Candace Garcia
Member (CSJ Fire) — Robert Sapien	Member (VTA) – Aston Greene
Member (CSJ Parks) — Liz Sewell	Member (Silicon Valley Bike Coalition) — Diana Crumedy
Member (CSJ Police) — Lt. Nqui Scherry	Member (AARP) – Joe Glynn
Member (CSJ Housing) — Ragan Henninger	Member (SF Family for Safe Streets) – Gina LaBlanc
Member (SCC Roads + Airports) — Harry Freitas	

Call to Order and Chairperson Report

- Roll Call
- Approve By-Laws
 - **By-Laws Comments (Public)**
 - Add every department who interacts with the public to the VZ Task Force membership, including Environmental Services Department (ESD).
 - TF Response: Changes to membership is done only if new members are ready for active participation, therefore discussions need to be made with other departments about their participation.
 - More opportunity for the public to give input regarding by-laws and decisions.
 - Have a representative from the unhoused community in the Task Force, considering the high number of unhoused traffic fatality victims.
 - Explore ways to remove recyclables/debris from bike lanes.
 - By-Law was approved with a unanimous vote.
- Addition of three new members to the Task Force membership
 - Jackie Lowther – County Emergency Medical Services (EMS)
 - Gina LaBlanc – Bay Area Families for Safe Streets
 - Aston Green – VTA
 - **Addition to Membership (Public Comments)**
 - Welcome new members. Consider adding members from other departments who deal with the public.
 - Vision Zero does not collect data on victims at the time of death and claims that the policies and procedures is what is killing people.
 - Reiterated earlier comments and aware of the impact waste management on infrastructure blocking bike lanes and trash. ESD could become a member of Task Force as they are a public-facing department.

- Check accountability and representation of Vision Zero data.
 - Disappointment expressed in some Task Force members no longer being part of the committee going forward.
- Names of people who lost their lives to traffic fatalities since last Task Force meeting were read out by the Chair and Vice Chair.
 - Roll Call (Departments/Agencies present)
 - Meeting minutes for the Vision Zero Task Force of April 27th, 2023 are posted.

Reports / Updates

- **2023 Traffic Collision Data Trends (Jesse Mintz-Roth, DOT)**

Data up to 9/26/2023. 40 in total but when compared to 5-year range it is on the lower end.

2023: 40 fatalities (39 crashes)

 - 22 (55%) – on PSC
 - 4 (20%) – on White Road and Monterey Road
 - 2 (10%) – on Santa Clara St, Capitol Ex, Tully Rd
 - 33 (83%) – On major roadways with posted speed limits of 35 MPH or higher
 - 13 (33%) – Speeding as contributing factor
 - 24 (60%) – in dark hours
 - 23 (58%) – People walking and 11 (28%) outside of crosswalks or in roadway
 - 23 (58%) Pedestrian
 - 3 (8%) Bicyclist
 - 10 (25%) Motorist
 - 4 (10%) Motorcyclist

Comparison of traffic fatalities in Cities on the West of the country indicates the fatality increase from pre-pandemic to post-pandemic (2019-2022) in San Jose is only 8%, a much lower percentage as compared to peer cities.
- **2023 Legislations on Governor’s Desk**
 - **AB 645 (Friedman):** Authorize the cities of San José, Los Angeles, San Francisco, Oakland, Glendale and Long Beach to implement a 5-year speed camera pilot until 2032.
 - **AB 413 (Lee):** Prohibits a person from stopping, parking, or leave standing any vehicle whether attended or unattended within 20 feet of a marked or unmarked crosswalk, or 15 feet of any crosswalk where a curb extension is present, as specified.
 - **AB 251 (Ward):** Require the California Transportation Commission to convene a task force to study the relationship between vehicle weight and injuries to vulnerable road users, such as pedestrians and cyclists, and degradation to roads, and to study the costs and benefits of imposing a passenger vehicle weight fee to include consideration of vehicle weight.
 - **AB 361 (Ward):** Authorize a local agency, as defined, to install automated forward facing parking control devices on city-owned or district-owned parking enforcement vehicles for the purpose of taking photographs of parking violations occurring in bicycle lanes until January 1, 2030.
- **Vision Zero Action Plan Updates: Accomplishments & Work Plan (Jesse Mintz-Roth, DOT)**
 - Changeable Message Signs (CMS) alerting drivers to slow down and watch out for pedestrians.
 - In October for Pedestrian Safety Month. Locations were identified through pedestrian safety plan
 - From November 2023 – March 2024 during the darkest months of the year
 - Quick Build Safety Improvements – working on 8 miles of quick build improvements on
 - Saratoga Av (in construction)
 - Julian St/McKee Rd (2024)
 - Moorpark Av (2024)

- Blossom Hill Rd (2024)
- Submitted 'Safe Streets and Roads for All' federal grant application for \$16M for 4 high injury locations:
 - Curtner Av: Canoas Garden Av – Hwy 87
 - Monterey Rd and Curtner Av/Tully Rd
 - Capitol Ex and Senter Rd
 - East Santa Clara St and 11th St
- **Safe Routes to School Program updates (Jim Bittner)**
 - \$6.8M (5-year plan)
 - Engage with all schools interested in joining the Walk N Roll program.
 - Enhance school crosswalks to high visibility markings (75 intersections/year - approx. 35 schools).
 - Perform comprehensive school access/circulation assessments; complete signs/markings work orders at 35 schools/year. Priority to be given to schools that show the ability to engage with the city to establish a comprehensive Safe Route to School Action Plan.
 - Conduct monthly parking education & enforcement at 30 schools to ensure compliance of parking laws along school frontages and promote safe access to school grounds using existing resources.
 - Further evaluate the Adult Crossing Guard (ACG) Program by DOT and SJPD, to evaluate alternatives to facilitate filling existing vacant ACG positions.
 - Pursue Safe Routes to School grant funding.
- **Adult Crossing Guards recruitment (Michelle Barte)**
 - Vacancy Rate
 - Onboards 4 crossing guards a month. 2-3 guards terminate.
 - Hiring is done on a weekly basis.
 - Recruitment challenges
 - Many quit because they join thinking it is an easy job.
 - The standards required for the job is help at the highest level, with no intention of lowering it.
 - Many roadblocks prevent people from becoming crossing guards.
 - Minimum requirements include auto insurance and driver's license to become a crossing guard.
 - 70% or recruitments do not pass background check.
 - Requirement to use technology for application and on boarding processes, deter most applicants due to lack of technical background.
 - Split shifts are not ideal for people who want to do other activities.
 - Salary is minimum wage, but considering the number of hours per week, tax deductions and the expenses (uniform etc.) only a nominal salary is received.
 - Effective recruitment efforts
 - Street signs and Flyers posted in strategic locations
 - Recruitment at Senior Centers
 - Current crossing guards recruiting others. This could be incentivized by providing a referral bonus.
 - 18 Intersections are removed from the crossing guard program due to lack of crossing guards.
 - Exploring creative ways to accelerate backfilling vacancies.
 - High School Senior CG Pilot Program
 - Proposed pilot program for high school seniors to act as crossing guards as grade rather than being paid for it.

- Defined to have schools to take the lead by conducting trainings and run the crossing guard programs.
 - Students can receive grade points by becoming a crossing guard.
- **Task Force comments: Vision Zero updates and reports**
 - Include injury data in the presentation, in addition to fatality data, to gather a better understanding of the nature of traffic crashes in the city.
- **Task Force comments: School Safety Plan**
 - How do you prioritize which schools get enhanced crosswalks?
 - Conduct conversation on how to proceed with the pilot program, taking into consideration the seniors' schedules.
 - Add Driver Education course for those who join the pilot program.
 - There are many roadblocks for seniors deterring them from applying for this job. Consider options to minimize these roadblocks without bringing down the standards of the job.
 - Create a separate taskforce sub-group to discuss the crossing guard program.
 - Create ways to make the Crossing Guard position more appealing and worthy.
 - High School Crossing Guards pilot program is a great idea. It will give students the opportunity to hone their leadership skills and make a change in their life.
- **“Walk Safe San Jose” Project (Cal Walks and Nelson/Nygaard)**
- Project background:
 - A pedestrian safety plan to encourage more walking, transit and emerging mobility in council districts 3, 5, 6, and 7. Funded by Caltrans Sustainable Transportation Planning Grant Program.
 - 3 Key outcomes –
 - Improve priority areas by providing safe routes of travel for vulnerable road users who walk.
 - Develop 30% quick build design plans and gain stakeholder buy-in
 - Gain stakeholders buy-in to use pedestrian safety best practices and improvements
- Timeline:
 - Three phases
 1. Existing conditions and visioning.
 2. Analyses and alternatives development.
 3. Preferred alternative development.
 - Currently wrapping up Phase 2. Phase 3 planned to end in May 2024
- Analysis:
 - Equity Based prioritization framework categories: Desktop analysis & Map survey.
 - Potential areas to study were identified.
- Phase 1 – Engagement:
 - 8 major engagement events, ~335 people reached, 11 engagement activities (digital media and surveying) ~ 7350 people reached.
- Phase 2 – Engagement (Refining Potential quick build project locations):
 - 8/10 scheduled events were completed. ~275 people engaged. 2 upcoming events in D3 and D7 until mid-October.
 - Radio public service announcements, newsletters, social media posting and flyers.
 - Survey engagement is the main priority. Draft study areas have been identified and in the process of refining.
- Request to use the QR code to spread awareness about the project
- Questions to be directed to presenters later due to time constraints

- **Vision Zero Campaign (MIG) Slow Down Campaign (May – July 2023)**
 - Paid Media Out of home
 - Billboards
 - Up to 8 weeks per location
 - VTA contribution
 - 30 bus shelters
 - 10 bus tails
 - 4+ weeks
 - Broadcast Radio played 5 A.M to 10 P.M, 70% during driving time
 - Paid Media Digital
 - Digital Display
 - Devices within City of San Jose
 - Aged 18-65+
 - Additional Targeting:
 - Contextual
 - Information about traffic laws
 - License Renewal
 - How to handle traffic tickets
 - Behavioral
 - Sports car & driving enthusiast
 - New drivers
 - Streaming
 - English & Spanish
 - Audio
 - Video
 - Social Media
 - Facebook
 - Instagram
 - Tik Tok
 - Ages 16-24
 - English and Spanish
 - 38% Spanish
 - 62% English
 - Paid Media Summary
 - 16.3 million out-of-home impressions
 - 5.7 million digital impressions
 - More than 22M paid impressions
 - Earned Media Public Relations
 - Press Conference
 - Media Coverage
 - Community Outreach
 - Community-Based Partners
 - Outreach Activities
 - Large Workshop – 326 Participants
 - Small Workshop – 424 Participants
 - Tabling Event – 4,403 Participants
 - Palm Card Distribution – 3,543 Participants
 - Total – 8,413
 - Citywide Events
 - Multilingual Outreach

- Material Distribution
 - 5,000 Activity books
 - 7,000 Palm cards
- Personal Commitments
 - “I care about the safety and wellbeing of my community.”
 - “I want all people to be safe.”
 - “I love my family and want to stay alive.”
 - “I don’t want to risk a life.”
 - “I want to get home to my children.”
- City of San Jose Additional Outreach
 - “Organic” Out of Home
 - Changeable Message Signs (CMS)
 - 150 Street light pole banners
 - 1,000 Laminated signs
- Outreach and Education
 - Distributed 1,500-yard signs and over 45,000 palm cards.
 - Hosted community meetings and events throughout San Jose to educate residents about the importance of slowing down.
- Countywide Bicycle & Pedestrian Safety Campaign
 - Extending “slow Down, San Jose” campaign
 - Target audience: Drivers
 - Key messages
 - Slow down
 - Stop for pedestrians
 - Watch for bicyclists
 - English, Spanish, Vietnamese, Chinese
 - Launched August 10
 - Vehicle Wraps (Bus & Light rail)
 - Press conference
 - Shareable video
 - Social media
 - Newspaper ads
 - Digital display
 - Radio spots
 - VTA Websites
- Upcoming Outreach
 - 150 addition street light pole banners
 - Banners on stations
 - Banners on schools
- Tracking Research
 - Address-based tracking survey conducted August/September.
 - 800 representative responses.
 - About 40% saw campaign imagery.
 - Concern for “the safety of people walking in residential areas of San Jose” - Increased.
 - Viewing pedestrians and cyclists’ behavior as problematic decreased.
 - In Agreement with “Every collision involving people walking or biking is preventable.
 - Support for improvements on streets to make them safer for those walking and biking increased
 - Helping drivers slow down? Suggest Infrastructure:

- About ¼ reference speedbumps and barriers
 - Lights, signs, speed limits, speed cameras also mentioned
 - Majority support safety improvements on roadways
- **Open Forum (Public)**
 - o Concerned that Task Force only meets every six months. Some Task Force members are available/want to meet more often. Explore possibility of quarterly meetings, like San Francisco.
 - o Would be more effective to talk about action agendas rather than providing campaign/project updates.
 - o Everyone can play a part in reducing traffic fatalities.
 - o Provide more clear and detailed data.
 - o Every public facing department of the city should take part in the VZTF.
 - o The messaging on light poles is sometimes distracting.
 - o Consider implementing 'No Right Turn on Red' and conduct enforcement.
 - o Banners should come down to eye level and around center medians so people can see them easily.
 - o Drivers along certain roadways disregard speed limit signs, speed cameras could work in slowing down these drivers.
 - o Steven Poolos (Santa Clara County DA's Office) Introduced himself and requested victims' families to reach out to him about status of traffic fatality cases. Extended his support to the Task Force.

New Business / Updates / Future Action Items

- Next Task Force meeting date to be confirmed.

Adjournment

- Meeting adjourned at 3.40 p.m.