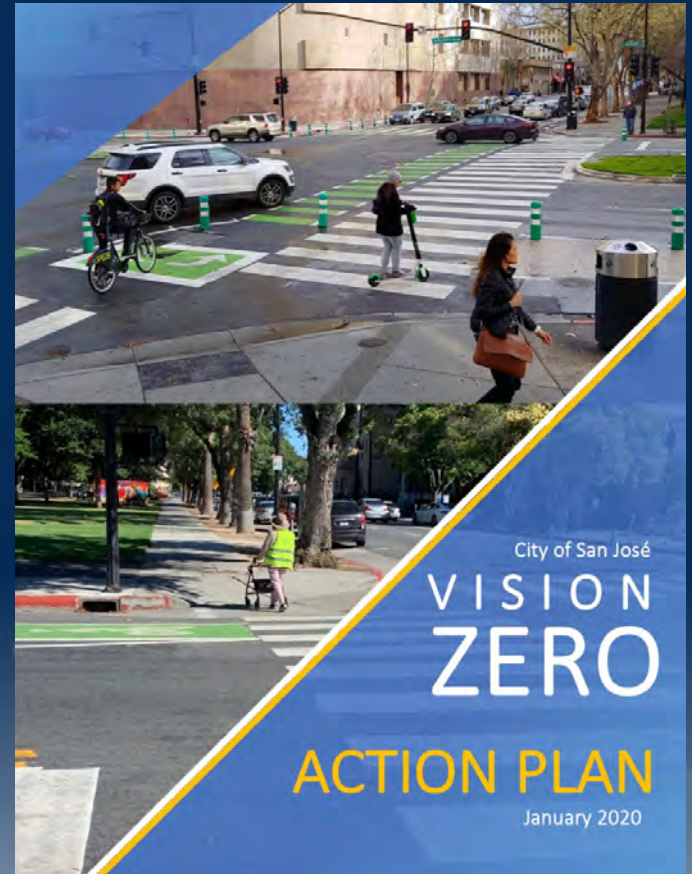


# San José Vision Zero

## Meeting #4



Vision Zero Task Force  
June 04, 2021

# 6/4/21 Agenda

9:00-9:10

- 1. Call to Order and Chair Report (9:00-9:10)**
- 2. Reports and Updates (9:10-9:30)**
- 3. Task Force Member Discussion (9:30-9:45)**
- 4. Presentations and Task Force Member Discussion (9:45-10:45)**
- 5. Open Forum (10:45-11:00)**

# Vision Zero Task Force

## 1. Call to Order and Chairperson Report

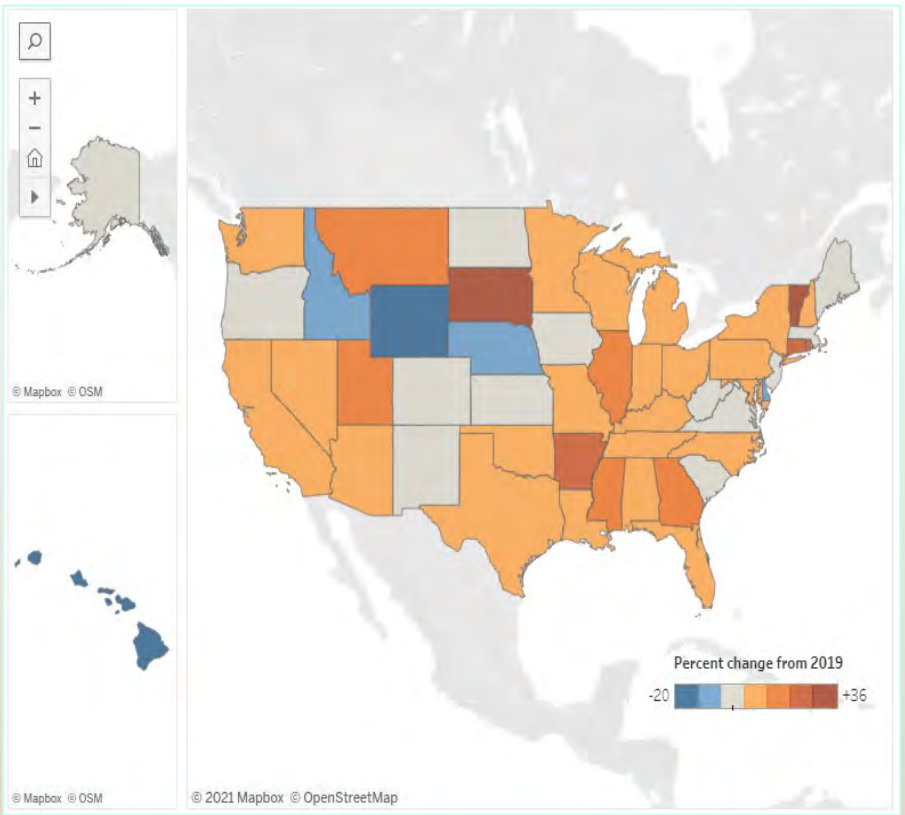
**Welcome – CM Raul Peralez**

**Roll Call (Departments/Agencies Present)**

**Minutes posted for the Vision Zero Task Force of  
March 05, 2021**

# Vision Zero Task Force

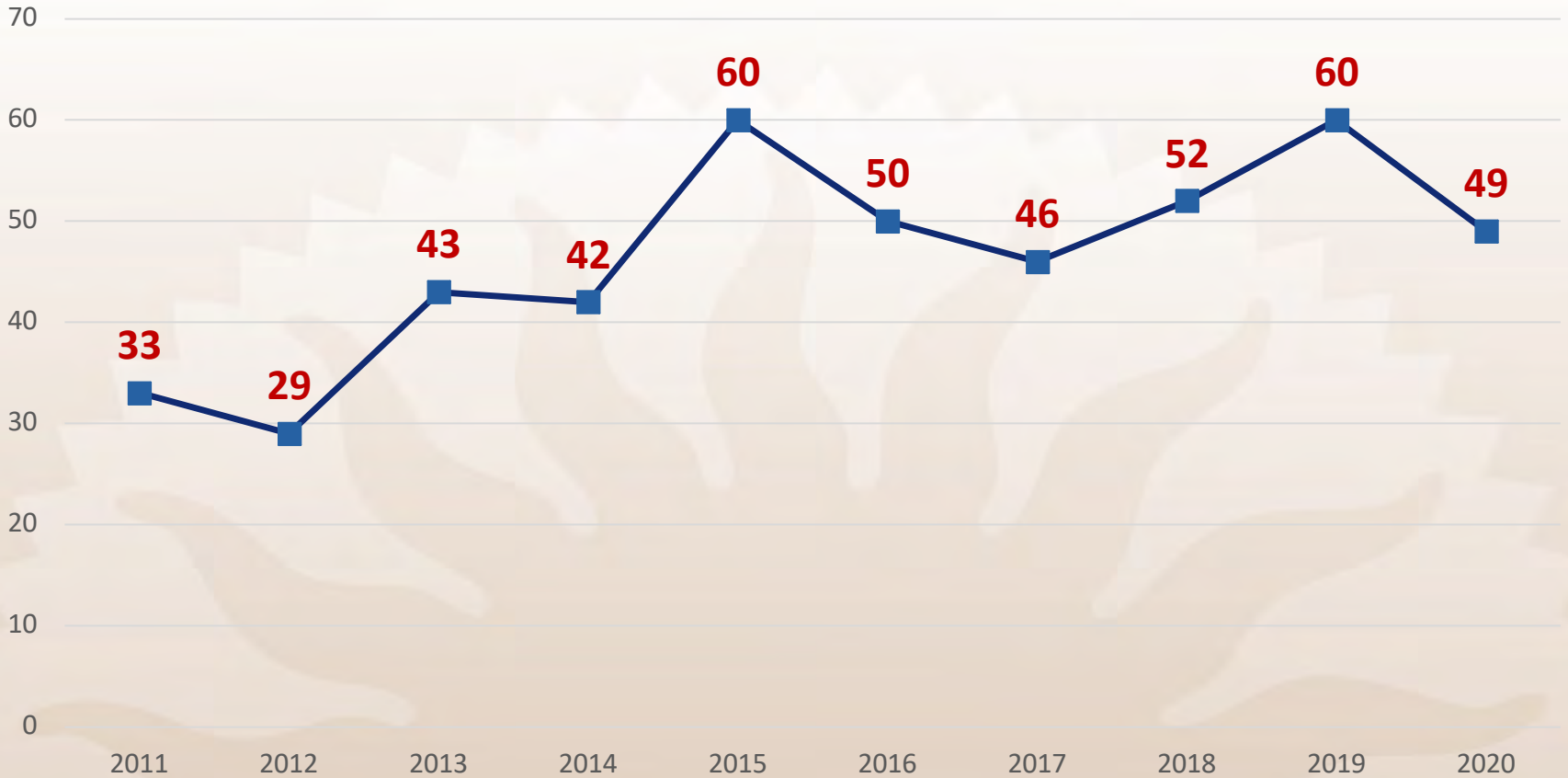
## 2. Reports and Updates: A. Key Metrics



City	Traffic fatalities (2019 → 2020) ▼▲
San José, CA	▼ -18% (60 → 49)
Los Angeles, CA	▼ -3% (246 → 238)
San Francisco, CA	No change (29)
Austin, TX	▲ +2% (86 → 88)
Portland, OR	▲ +8% (50 → 54)
New York, NY	▲ +12% (218 → 243)

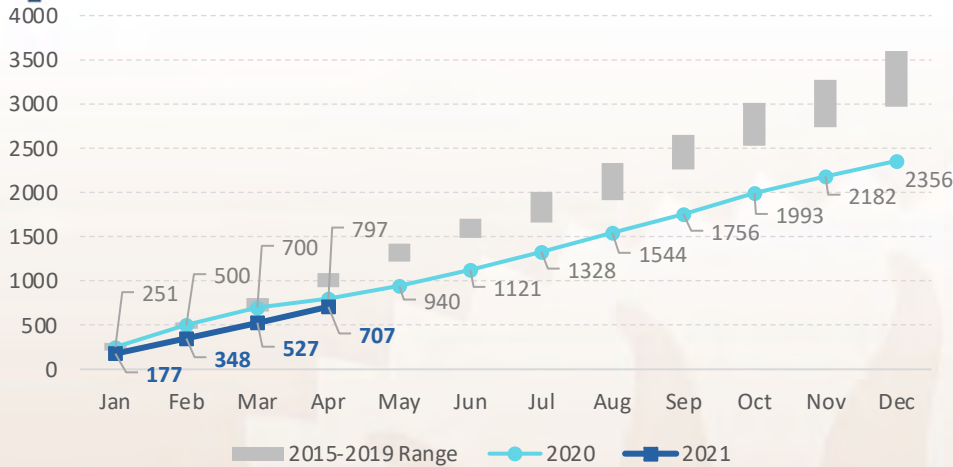
# Traffic Fatalities

## 2015 and 2019 were peak years

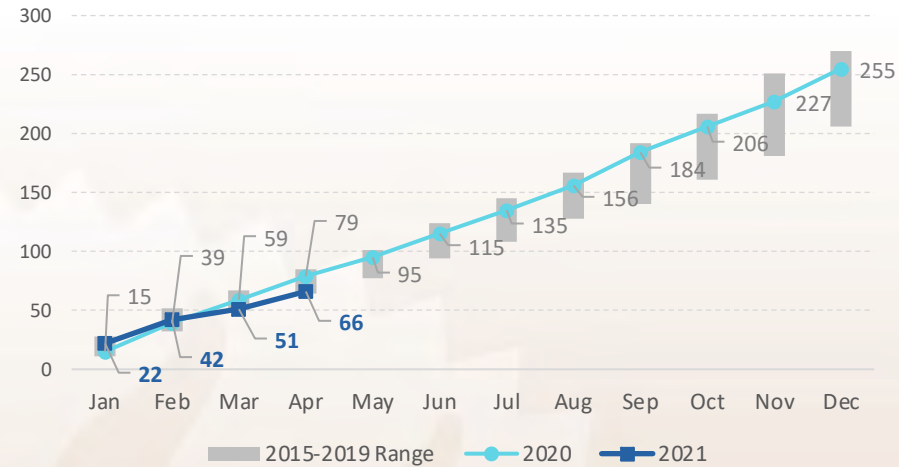


# 2021 Traffic Crashes by Month (Jan-Apr)

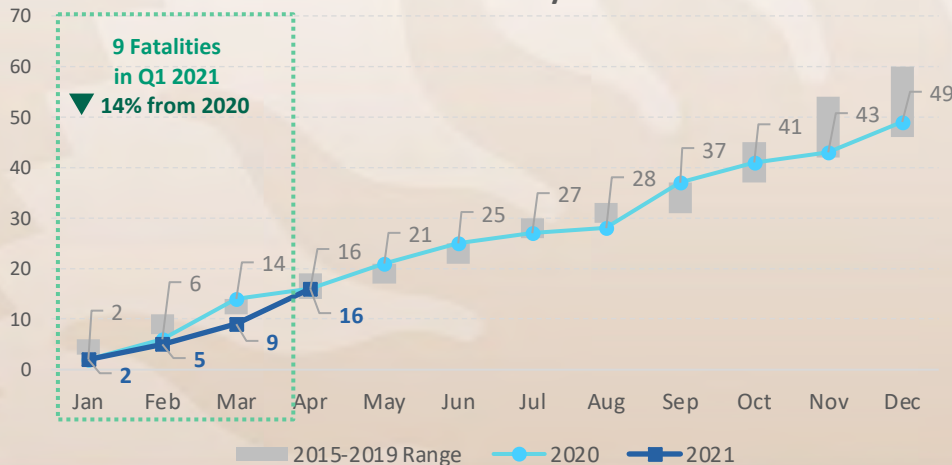
Cumulative Injuries by Month



Cumulative KSI by Month



Cumulative Fatalities by Month



Fatalities: January 1 – June 1, 2021:

19 crashes with 20 traffic fatalities

2 in April at Monterey Rd/Tully Rd

compared to

21 crashes with 21 fatalities, in 2020

# Traffic Fatalities (03/05/21-06/01/21)

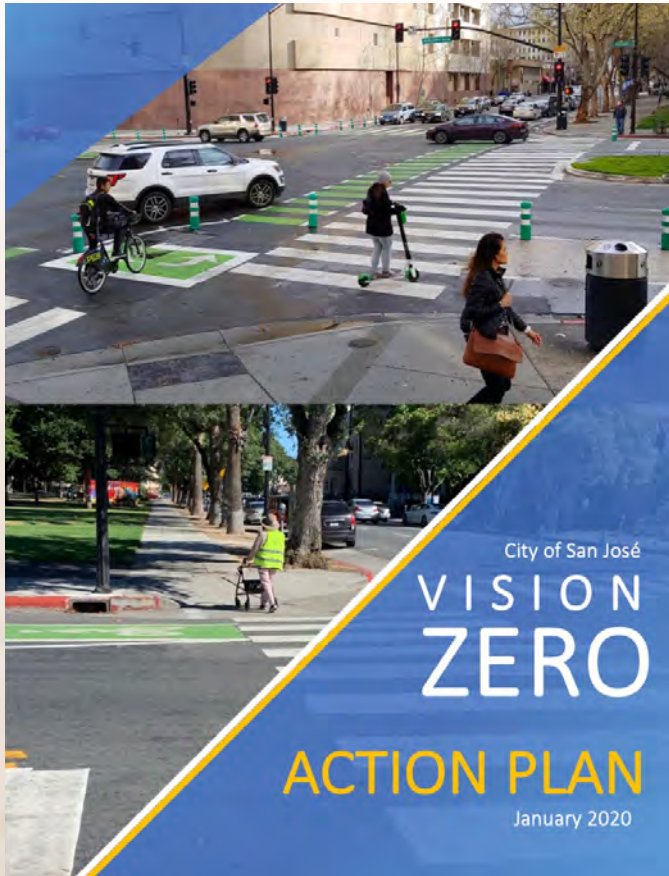
## Since Last Task Force Meeting (03/05/21)

Case #	Crash Date	Mode/Deceased	Age	Victim's Gender	Driver's Gender	Collision Factor	Closest Intersection	VZ Corridor	District
6	03/06/21	Bicycle	81	Male	Male	Unsafe Turning	McLaughlin Ave and Tully Rd	Yes	7
7	02/24/21	Pedestrian	36	Male	Male	Pedestrian Walking at "Don't Walk" Signal	Meridian Ave and Parkmoor Ave	No	6
8	03/27/21	Driver	39	Male	Male	DUI & Speeding	Monterey Rd and Live Oak Ave	No	2
9	03/28/21	Motorcycle	40	Male	Male	Unsafe Turning	Hillsdale Ave and Quinto Way	Yes	9
10	04/01/21	Pedestrian	37	Female	Unknown	Speeding	Monterey Rd and Tully Rd/Curtner Ave	Yes	7
11	04/05/21	Bicycle	45	Male	Male	Unsafe Turning	E Brokaw Rd and Hwy 880	No	4
12	04/18/21	Driver	57	Male	Male	Medical	Williams Rd and San Tomas Exp	No	1
13	04/01/21	Bicycle	70	Male	Male	Unknown	W San Carlos St and Leigh Ave	No	6
14	04/26/21	Driver, Passenger	22, 25	Male, Female	Male	Red Light Running	Lawrence Exp and Mitty Way	No	1
15	04/28/21	Pedestrian	65	Female	Unknown	Pedestrian Outside Crosswalk	Monterey Rd and Tully Rd/Curtner Ave	Yes	7
16	05/04/21	Bicycle	52	Male	Unknown	Unknown	Kooser Rd and Carter Ave	No	9
17	05/11/21	Motorcycle	40	Male	Male	DUI & Red Light Running	Zanker Rd and Trimble Rd	No	4
18	05/21/21	Pedestrian	38	Female	Female	Pedestrian Outside Crosswalk	Senter Rd and Lewis Rd	Yes	7
19	5/28/21	Pedestrian	77	Male	Male	Pedestrian Outside Crosswalk	Monterey Rd and Valleyhaven Wy	Yes	2, 10

5 3 4 2 

# Vision Zero Task Force

## 2. Reports and Updates: B. Action Plan Update



1. **Build Robust Data Analytics Tools**
2. **Form a Vision Zero Task Force**
3. **Strategize Traffic Enforcement**
4. **Increase Community Outreach and Engagement**
5. **Implement Quick Build data-driven safety improvements**
6. **Prioritize resources on high-KSI corridors and districts**



# Vision Zero Task Force

## (1) Build Robust Data Analytics Tools

1. Transportation Specialist to Perform Data Analysis
2. Urban Logiq – Startup in Residence (STiR) began March 2021
3. Smart City/Near Miss - Intersection Safety Analytics
4. Cloud-based Radar Speed Signs (7 retrofitted, 4 new)



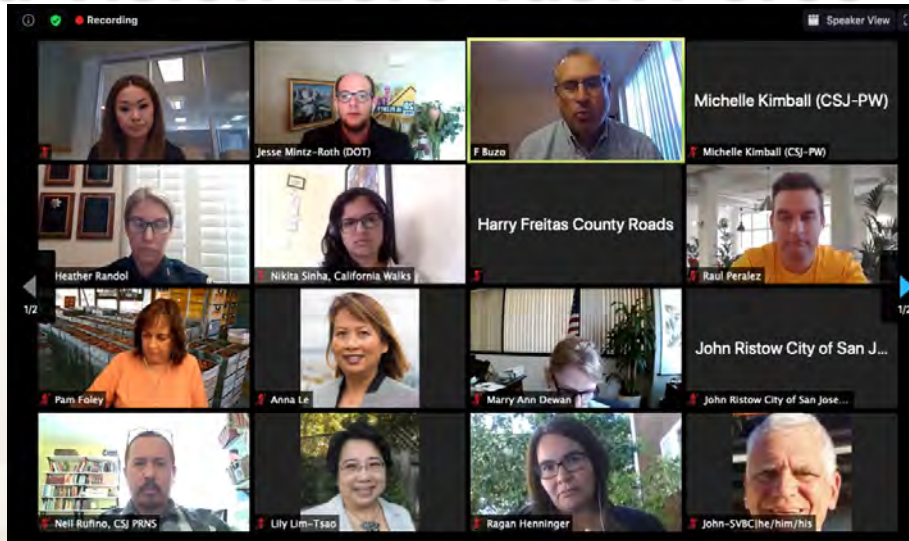
### Preliminary Near Miss Insights from Meridian Ave and W San Carlos St

Almost 50% of near miss events are on south leg

- 60% involve vehicles going northbound
- 83% involve peds outside crosswalk

# Vision Zero Task Force

## (2) Form a Vision Zero Task Force



### 20 members

- Chair Raul Peralez
- Vice Chair Pam Foley
- 9 CSJ members
- 6 Santa Clara County members
- 3 Local advocates

### Quarterly Meetings

1. Welcome: September 25, 2020
2. Outreach: December 10, 2020
3. Data: March 5, 2021
4. Task Force #4: June 4, 2021
5. Task Force #5: September 23, 2021
6. Task Force #6: December 10, 2021

# Vision Zero Task Force

## (3) Strategize Traffic Enforcement – Lt. Anaya

### Enforcement Activity Update

2019	Q1 (1/1-3/31/19)	Q2 (4/1-6/30/19)	Q3 (7/1-9/30/19)	Q4 (10/1-12/31/19)
<b>Total</b>	2,189	3,223	1,871	3,308
2020	Q1 (1/1-3/31/19)	Q2 (4/1-6/30/19)	Q3 (7/1-9/30/19)	Q4 (10/1-12/31/19)
<b>Citations</b>	2,394	251	414	843
<b>Warnings</b>	476	2,101	476	896
<b>TOTAL</b>	2,870	2,352	890	1,739
2021	Q1 (1/1-3/31/19)	Q2 (4/1-6/30/19)	Q3 (7/1-9/30/19)	Q4 (10/1-12/31/19)
<b>Citations</b>	2,761			
<b>Warnings</b>	871			
<b>TOTAL</b>	3,631			

**Compared to Previous Year**

**Q1 2020 vs Q1 2019**

**▲ 681**

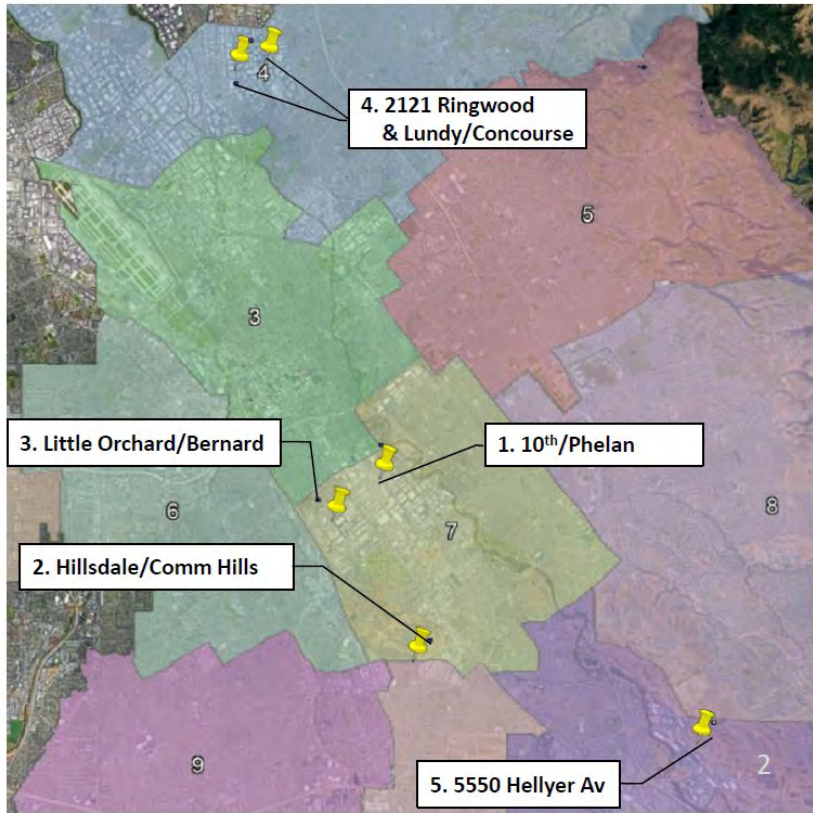
**Q1 2021 vs Q1 2020**

**▲ 761**

\*Note: Feb/March 2020: SJPD began tracking warnings issued as an alternative to citations in order to comply with county protocol/departments restrictions

# Vision Zero Task Force

## (3) Strategize Traffic Enforcement: sideshow pilot projects



Ruby/Tully (D8) pilot location

5 locations selected from council offices and SJPD

1. 10<sup>th</sup> St/Phelan Ave (D7)
2. Hillsdale Ave/Comm Hill Blvd (D7)
3. Little Orchard/Bernard (D7)
4. Concourse Dr (Lundy/Ringwood) (D4)
5. Hellyer Ave/Fontanoso Way (D2)

DOT has been meeting with other Bay Area cities to discuss Quick Build designs to slow speeding vehicles at these locations and improve pedestrian safety

## (4) Increase Community Outreach and Engagement

1. Strategic Communications RFP – Council Award to MIG anticipated in June 2021
2. Safety Outreach in 8 locations by Fehr & Peers (OTS Grant)
3. Campaigns on Priority Safety Corridors:
  - “Look Out When It’s Dark Out” Posters
  - “Slow Down” Changeable Message Boards
4. Increasing Vision Zero coordination: County (TSCN), Region (MTC), State (CaCTI)



# Vision Zero Task Force

## (4) Increase Community Outreach and

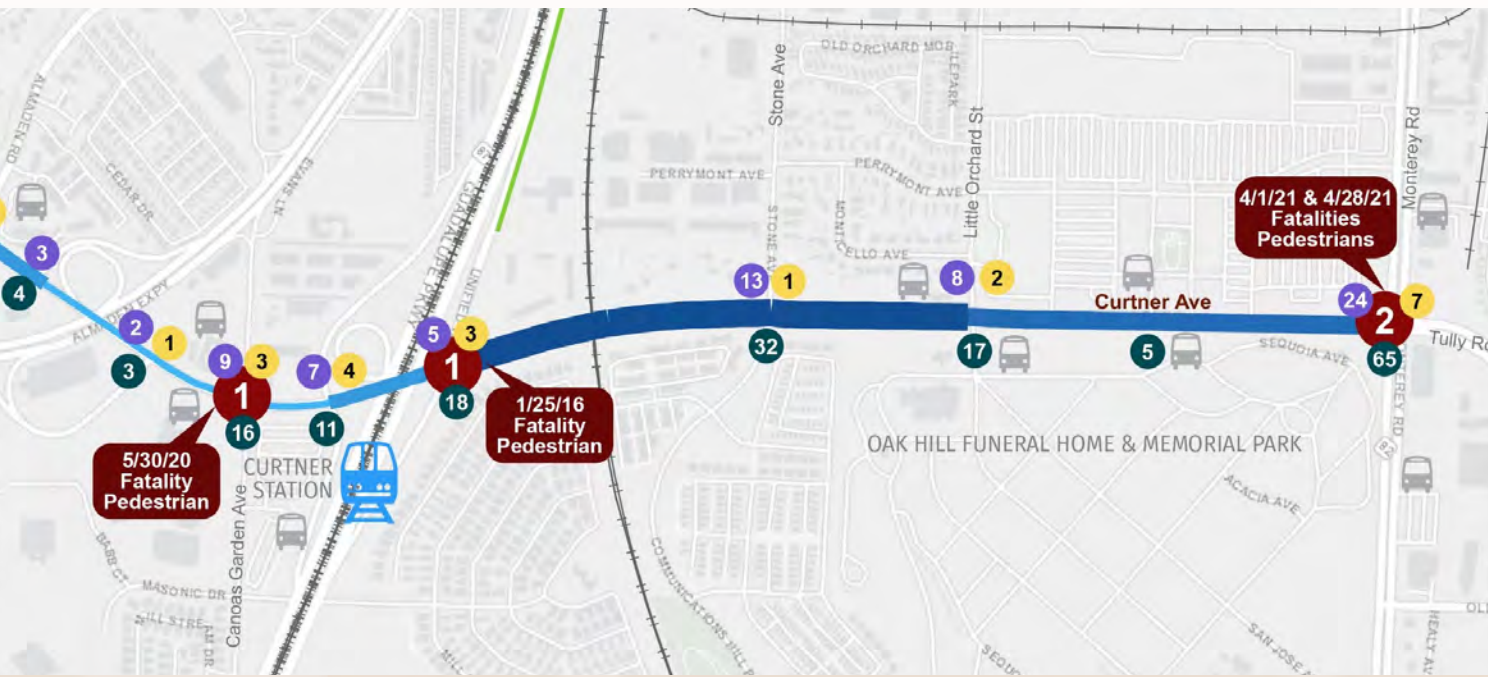
## Engagement: Safety Outreach at 8 locations

<u>Project Name</u>	<u>Council Districts</u>	<u>Event Date</u>
Curtner Ave (Monterey-Almaden Rd)	6, 7	Thurs 6/24 6PM
Melody Park	2	Weds 6/30 6PM
Buena Vista	6	Tues 7/27 7PM
Spartan Keyes	3	Mon 8/16 6PM
Moreland School	1	July
Via Valiente/Rajkovich Wy	10	July
Jackson Ave (McKee Rd-Story Rd)	5	Early August
Lyndale	5	Early August

- Funded by the California Office of Traffic Safety grant (ends 9/30/21)
- 2 High injury corridors, 6 neighborhood areas
- Virtual walk audits will be conducted by consultant, Fehr & Peers
- Coordinated with Council Offices; Open to Public; Inviting all local entities
- Meeting info will be on [visionzerosj.org](http://visionzerosj.org) and City of San José event calendar

# Vision Zero Task Force

## (4) Increase Community Outreach and Engagement: Safety Outreach at 8 locations



**Legend**

- All Mode Fatalities
- All Mode Crashes
- All Mode Injuries
- Pedestrian and Bicycle Injuries
- Street Segments with Concentration of Crashes Caused by Speeding
- Low High

**Project Name**

Curtner Ave (Monterey-Almaden Rd)

**Council Districts**

6, 7

**Event Date**

Thurs 6/24 6PM

# Vision Zero Task Force

## (5) Quick Build Data-Driven Safety Improvements

**SENDER ROAD**  
**Safety Improvements Project**  
[www.movesanjosel.org/senter-road-project-informatinn/](http://www.movesanjosel.org/senter-road-project-informatinn/)  
 Starting October 2020

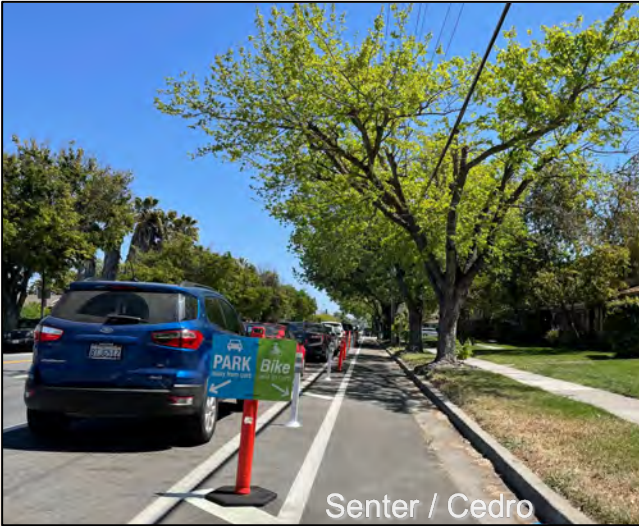


**Improving Safety for All Roadway Users**  
 Mejora de la seguridad para todos los usuarios de carreteras  
 Cải thiện sự an toàn cho mọi người

Senter Road is identified in San Jose's Vision Zero Action Plan as one of the city's 15 streets with a high frequency of fatal and severe injury traffic crashes. This project will redesign the street to improve safety for people who walk, bike, and drive.



For more information, contact Anna Le (408) 535-7925  
 Để biết thêm thông tin, liên hệ Anna Le (408) 535-7925  
 For more information, contact Mike Medina (408) 535-4997

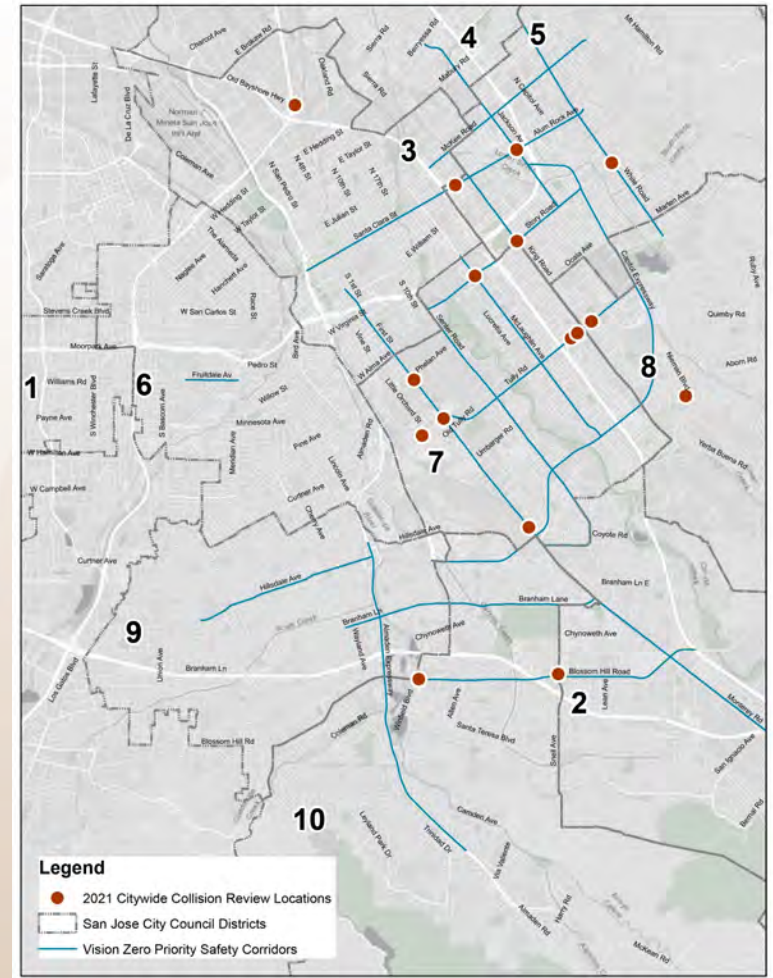


# Vision Zero Task Force

## (6) Prioritize Resources on High-KSI Corridors and Districts: Citywide Collision Review

16 locations: Selected by crashes, KSI, bike/ped KSI, injuries, other improvements

- Blossom Hill/Snell (CD2/10)
- Old Bayshore/Tenth (CD3)
- Huran/Tully (CD8)
- Story/White (CD5)
- Alum Rock/Thirty-Third (CD5)
- Alum Rock/Jackson (CD5)
- King/Story (CD 5/7)
- McLaughlin/Story (CD7)
- Monterey/Phelan (CD7)
- Monterey/Rancho (CD7)
- Curtner/Tully/Monterey (CD7)
- Curtner/Little Orchard (CD7)
- Seacliff/Tully (CD7)
- Huran/Tully (CD8)
- Daniel Maloney/Nieman (CD8)
- Blossom Hill/Winfield (CD9/10)



# Vision Zero Task Force

## 2. Reports and Updates: C. Legislative Update

### 2021 AB 43 (Friedman) – Traffic Safety

- Flexibility to lower the speed limit on high injury and fatality streets and vulnerable populations including children, seniors, people with disabilities, and people experiencing homelessness

**Held in Assembly Appropriations 5/20/21 | Likely to be revived:**

### 2021 AB 550 (Chiu) – Speed Safety System Pilot Program

- Allows 5 cities to pilot Speed Safety Systems (7/1/22 - 1/1/27)
- Near a school, senior zone, public park, recreational center, or on a street within a high injury network
- Requirements on equity, privacy issues, facial recognition ban
- Fine (\$50-\$500) based on speed exceeded, no points
- Allowable uses of revenue include traffic calming and threshold metrics requirements to enable continued operation of the Systems

# Vision Zero Task Force

## 3. Task Force Member Discussion

### Questions for:

- **San José Department of Transportation**
- **San José Police Department**

## 4. Presentations

- **Data:**

- Mapping Analysis Dashboard**

- Mark Masongsong, CEO, Co-Founder: Urban Logiq**

- **Outreach:**

- Vision Zero Strategic Communications Scope of Work**

- Deanna Chow Trotter, Principal: MIG  
Director of Marketing Strategy**

# Data: Mapping Analysis Dashboard

**Mark Masongsong**

**CEO, Co-Founder  
Urban Logiq**



# UrbanLogiq

Building Better Communities with Data

## **SAN JOSE VISION ZERO TASK FORCE**

June 4, 2021

Mark Masongsong, CEO & Co-Founder

# ABOUT US

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UrbanLogiq is a cloud-based Smart City software solution that empowers governments with actionable and accurate insights from data founded in 2016, and we have been working with the City of San Jose since 2018.



# WHO ARE WE SERVING?

*Our clients' active use cases span traffic and mobility, Vision Zero/safety, planning, economic development, land analysis & negotiations, public safety, emergency preparedness, and more.*





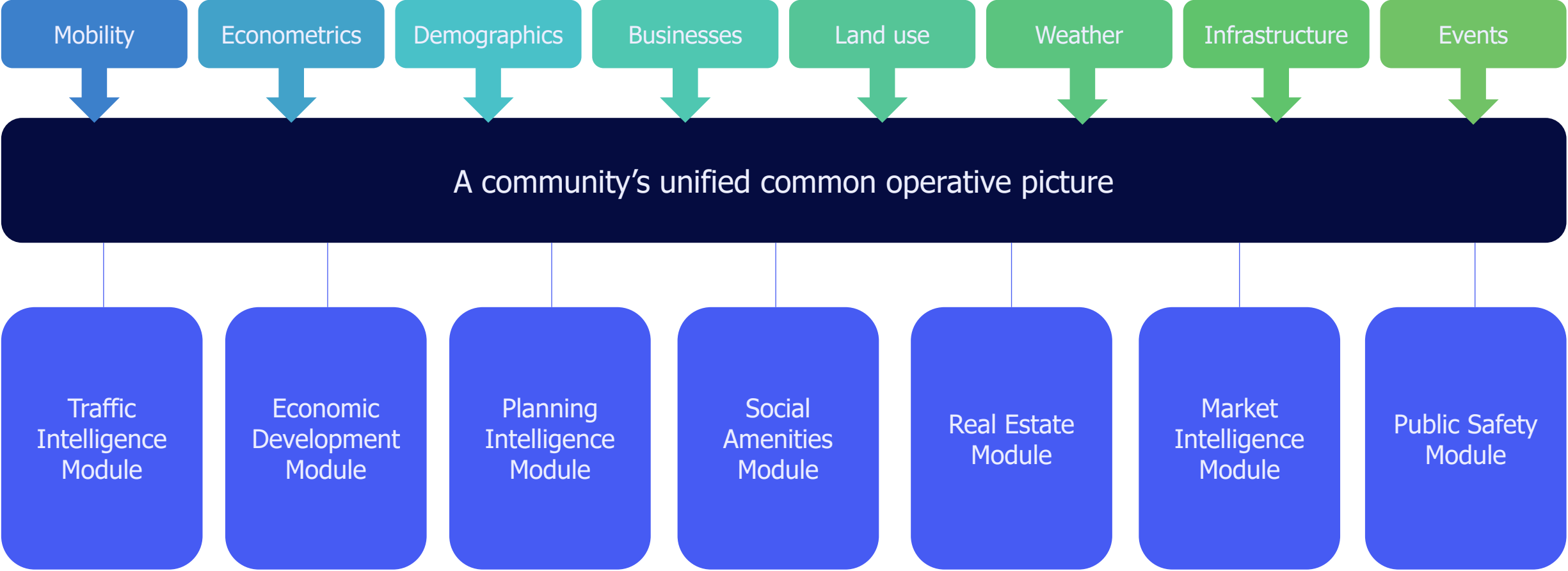
# STATIC DATA SILOED & DIFFICULT TO CONSUME



Blind spots  
Duplication  
Inconsistency  
Manual Integration  
Time & Monetary Cost



# SAN JOSE UNIFIED DATA PLATFORM



Time →



# DATA PRIVACY

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UrbanLogiq takes additional proactive measures by working to obtain globally recognized certification:

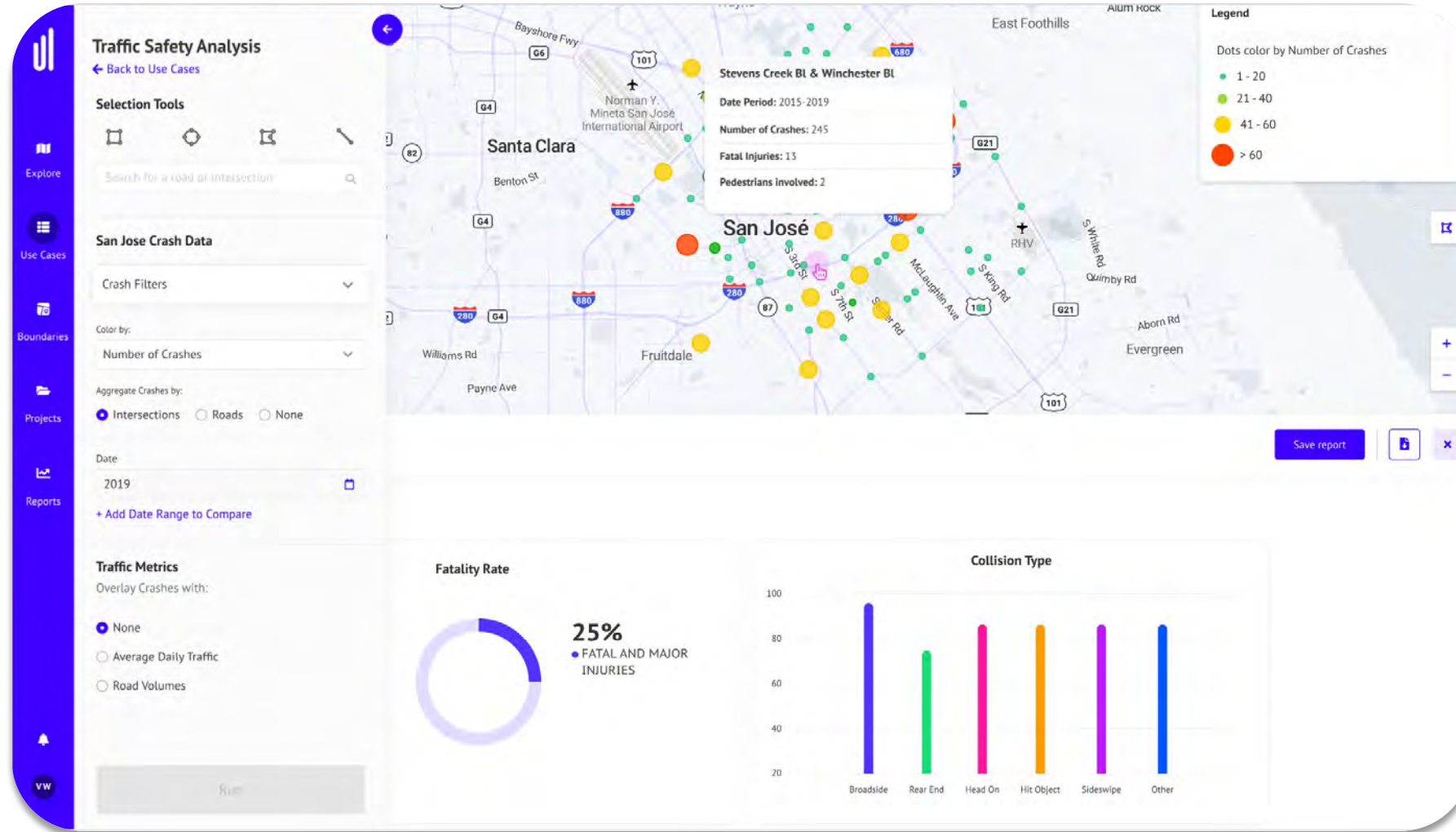
**ISO/IEC 27001:** Information Security Management System (ISMS) standards and requirements for security, cybersecurity, and privacy security.

**ISO/EIC 27701:** A privacy extension to ISO/EIC 27001 which outlines a framework for Personally Identifiable Information (PII) and PII Processors to manage privacy controls to reduce the risk to the privacy rights of individuals.

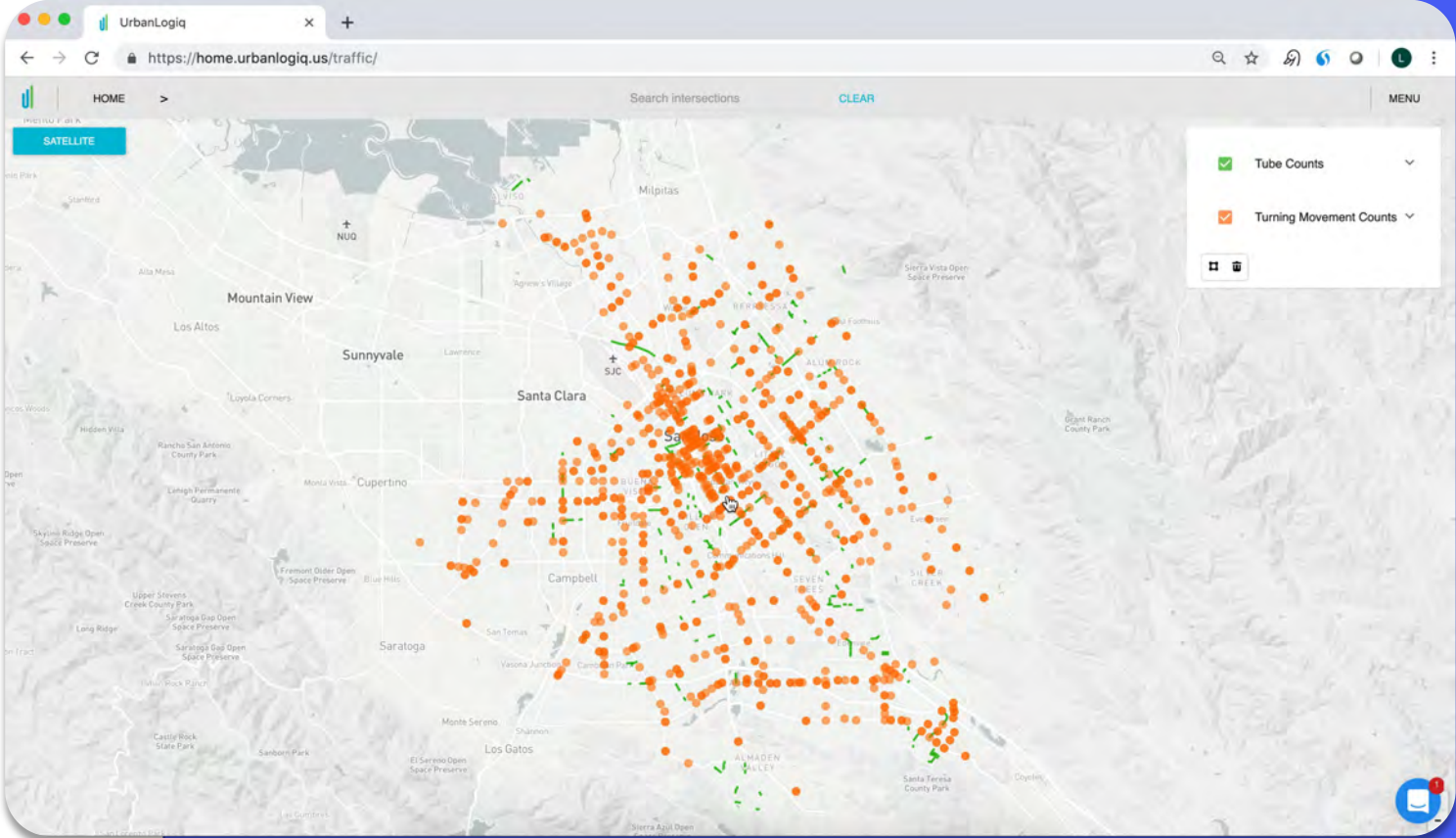


**27000 SERIES**

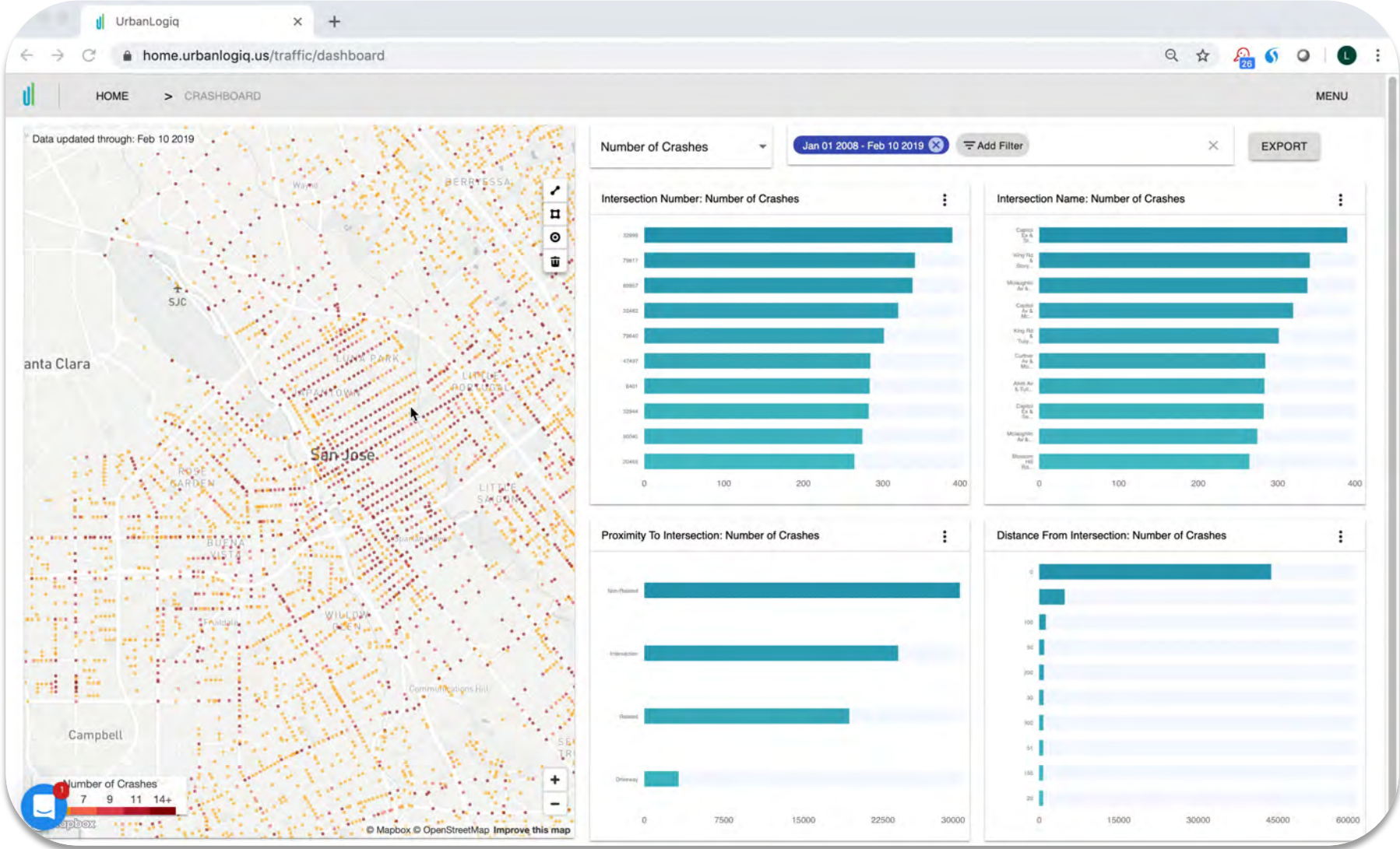
# THE ROAD TO VISION ZERO



# SAN JOSE INTEGRATED MOBILITY PICTURE



# SAN JOSE CRASHBOARD



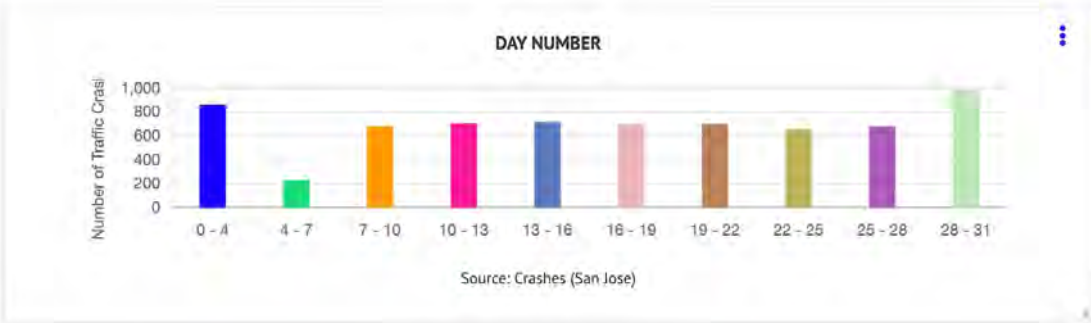
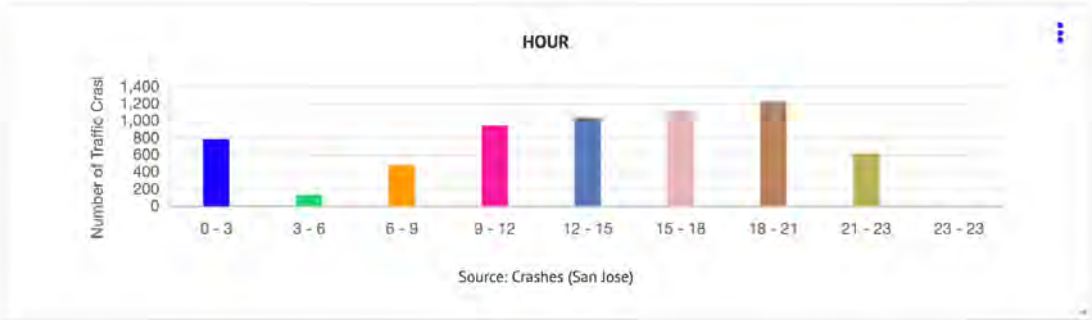
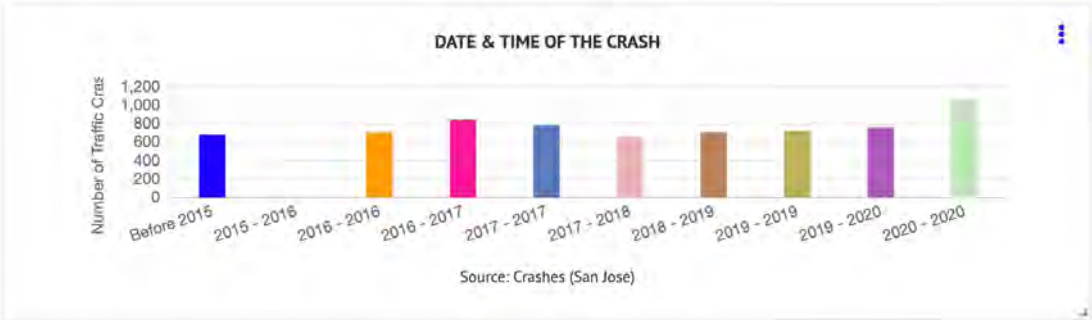
# AMERICAN PLANNING ASSOCIATION SMART CITY TECHNOLOGY AWARD



# CRASH SUMMARY

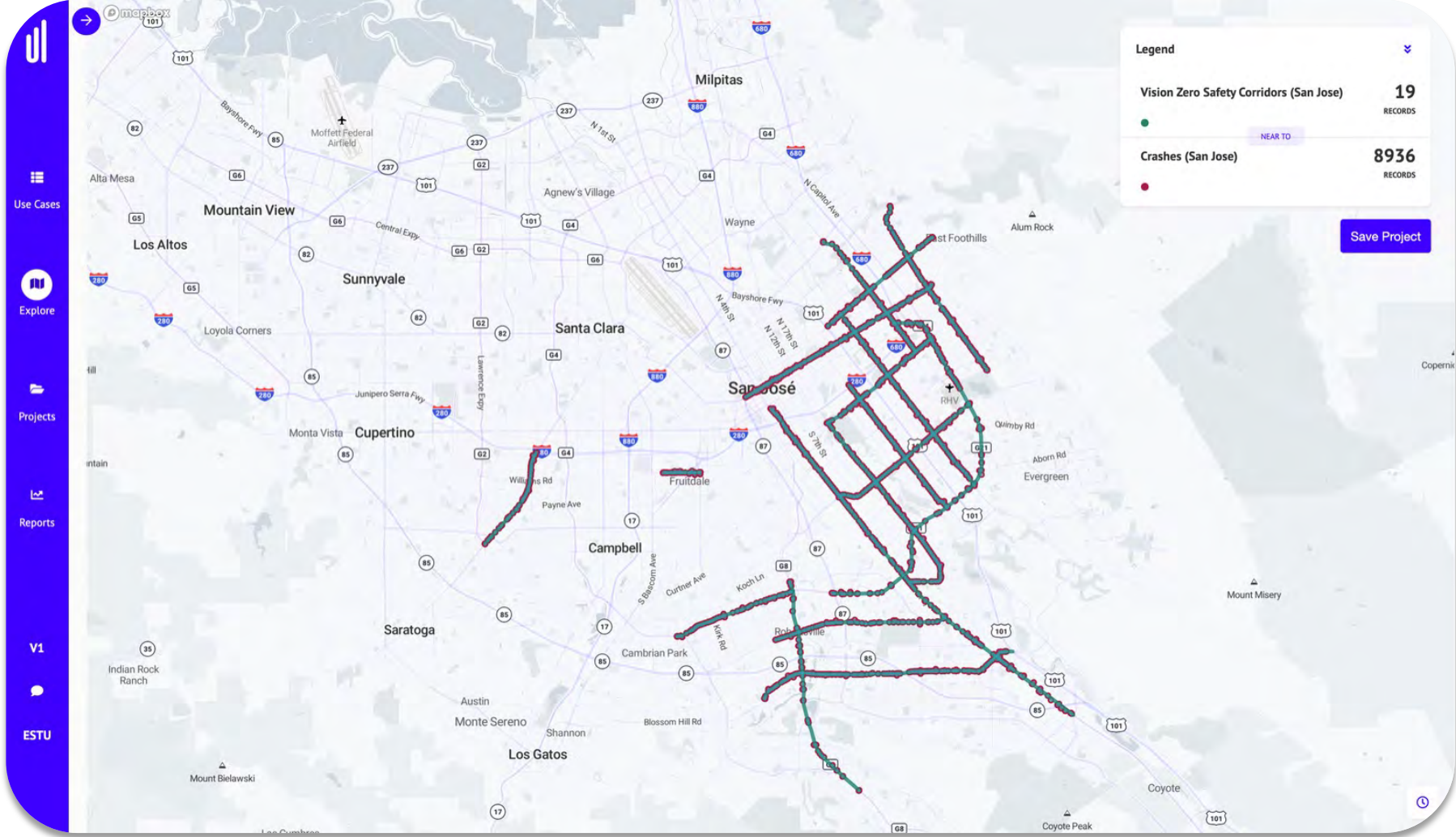
Events

+ Add A Chart

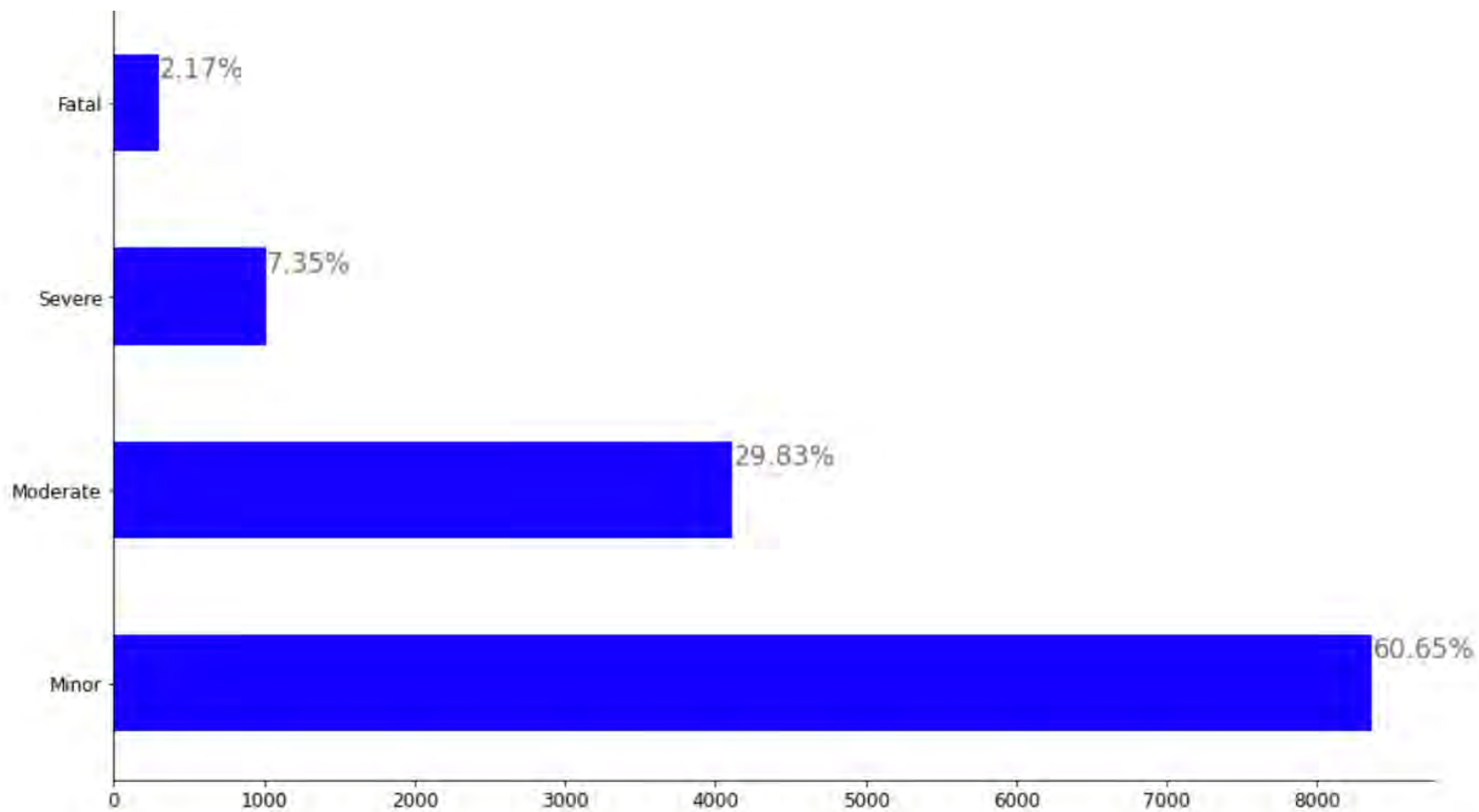




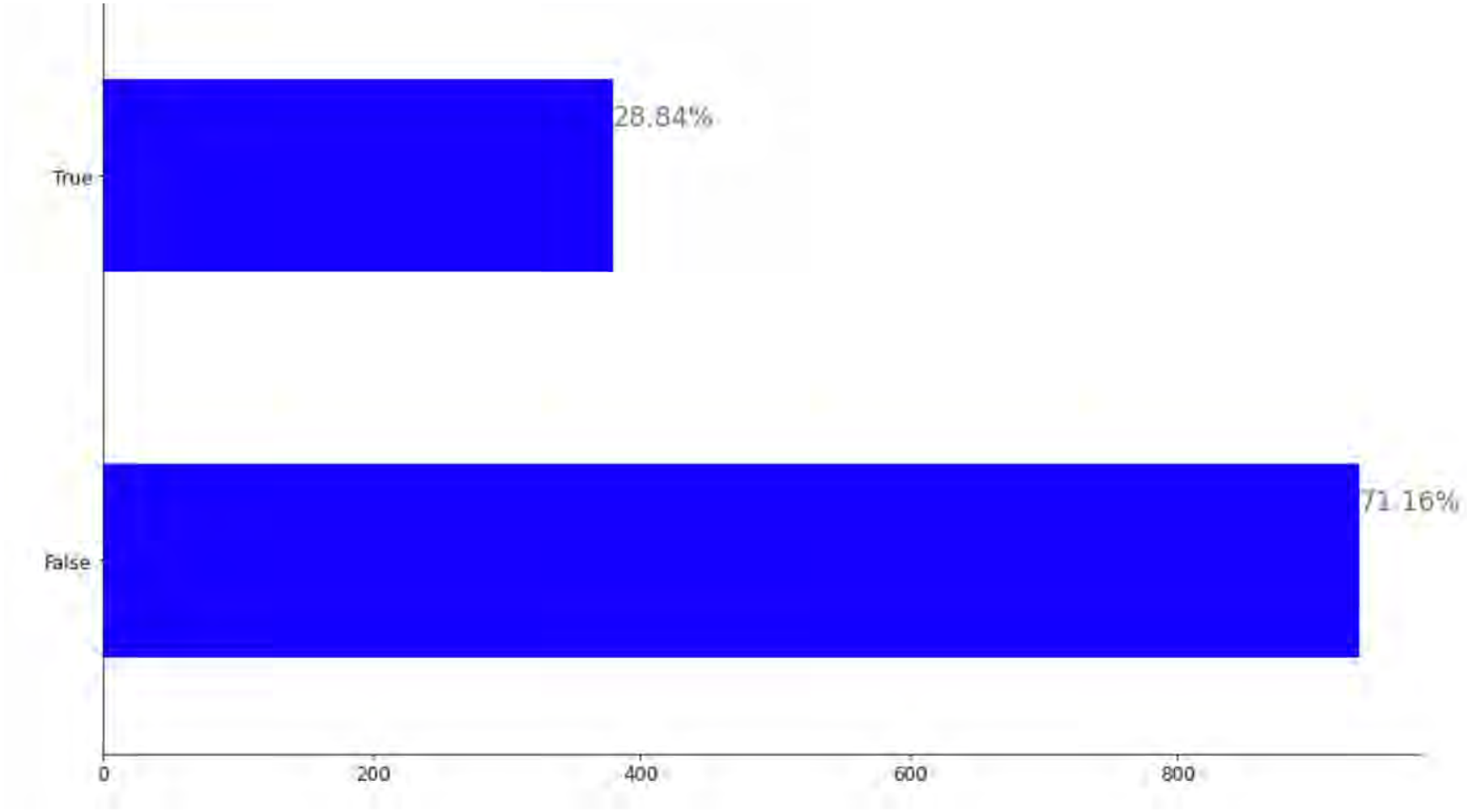
# VISION ZERO SAFETY CORRIDORS



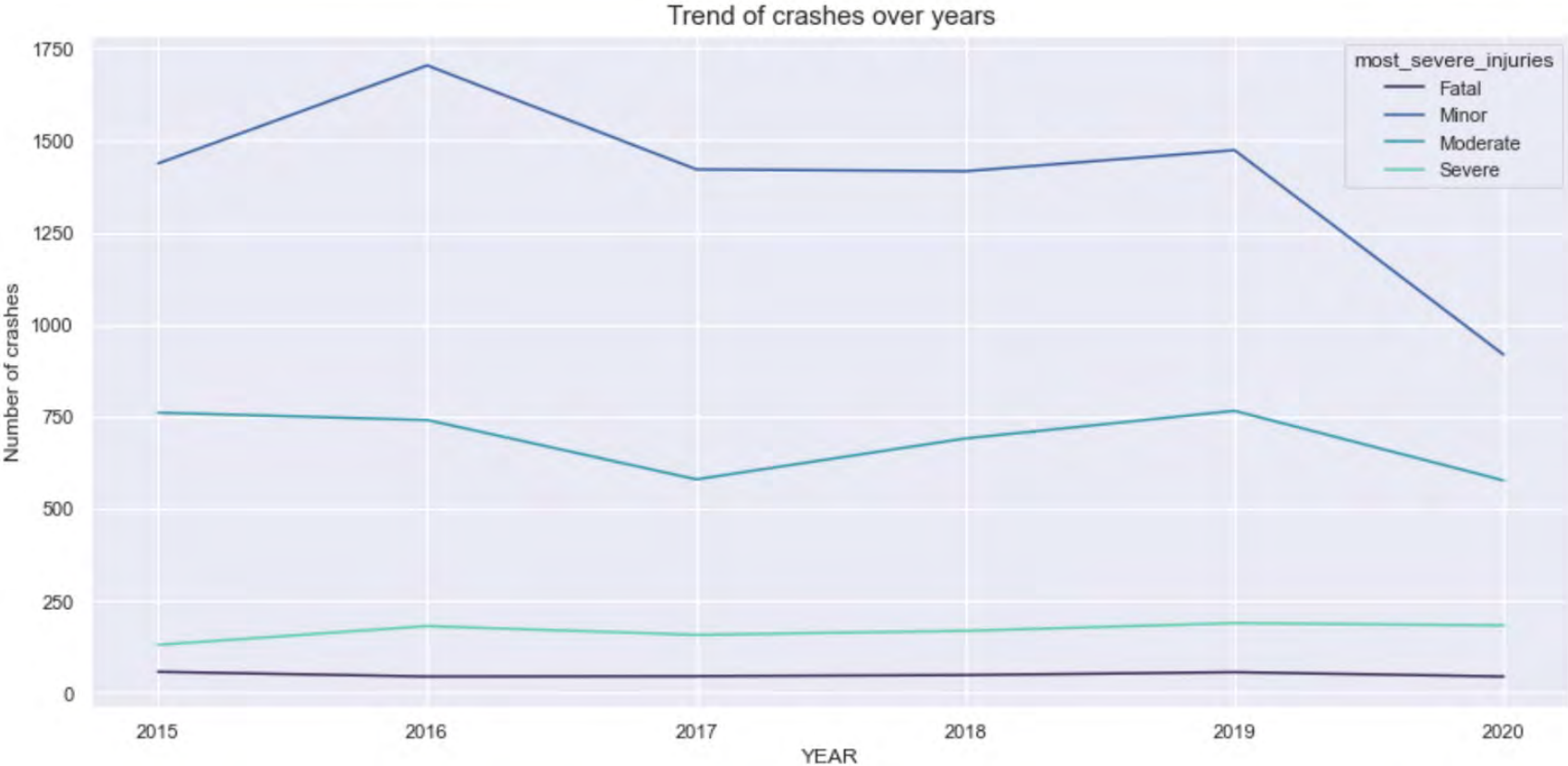
# CRASH SEVERITY ANALYSIS



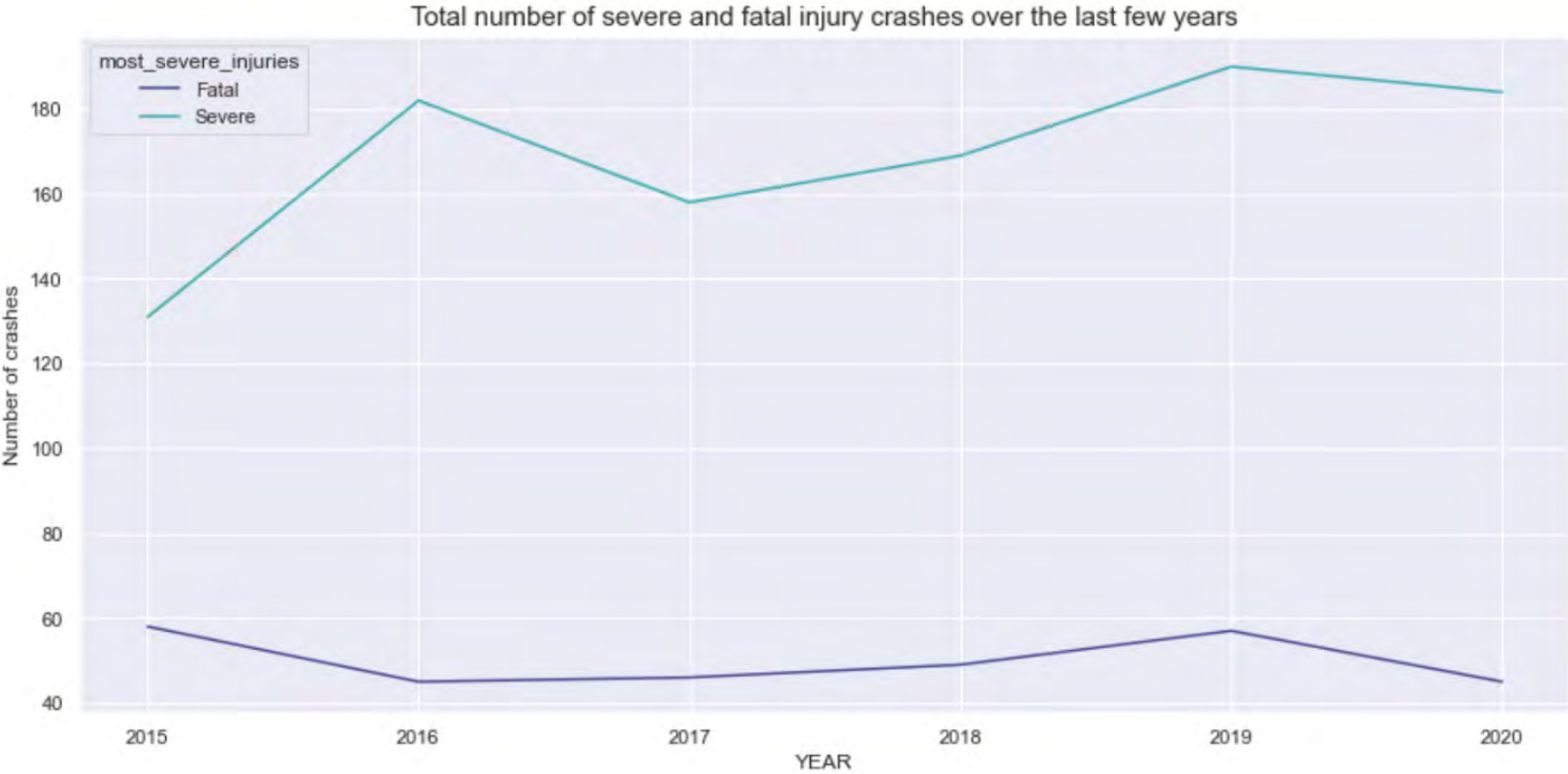
# FATAL / SEVERE CRASHES CAUSED BY RRL / SPEEDING



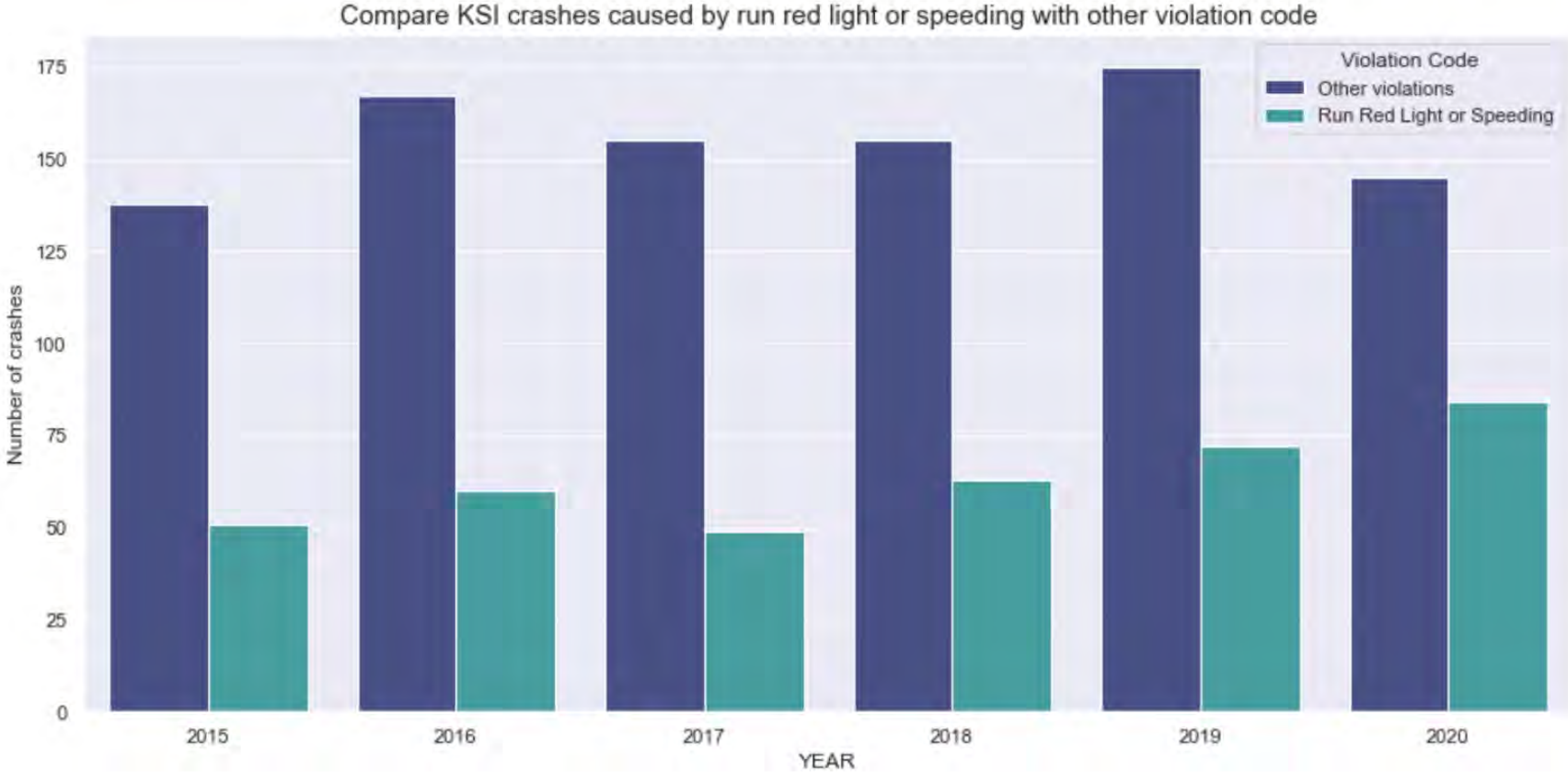
# CRASH TRENDS



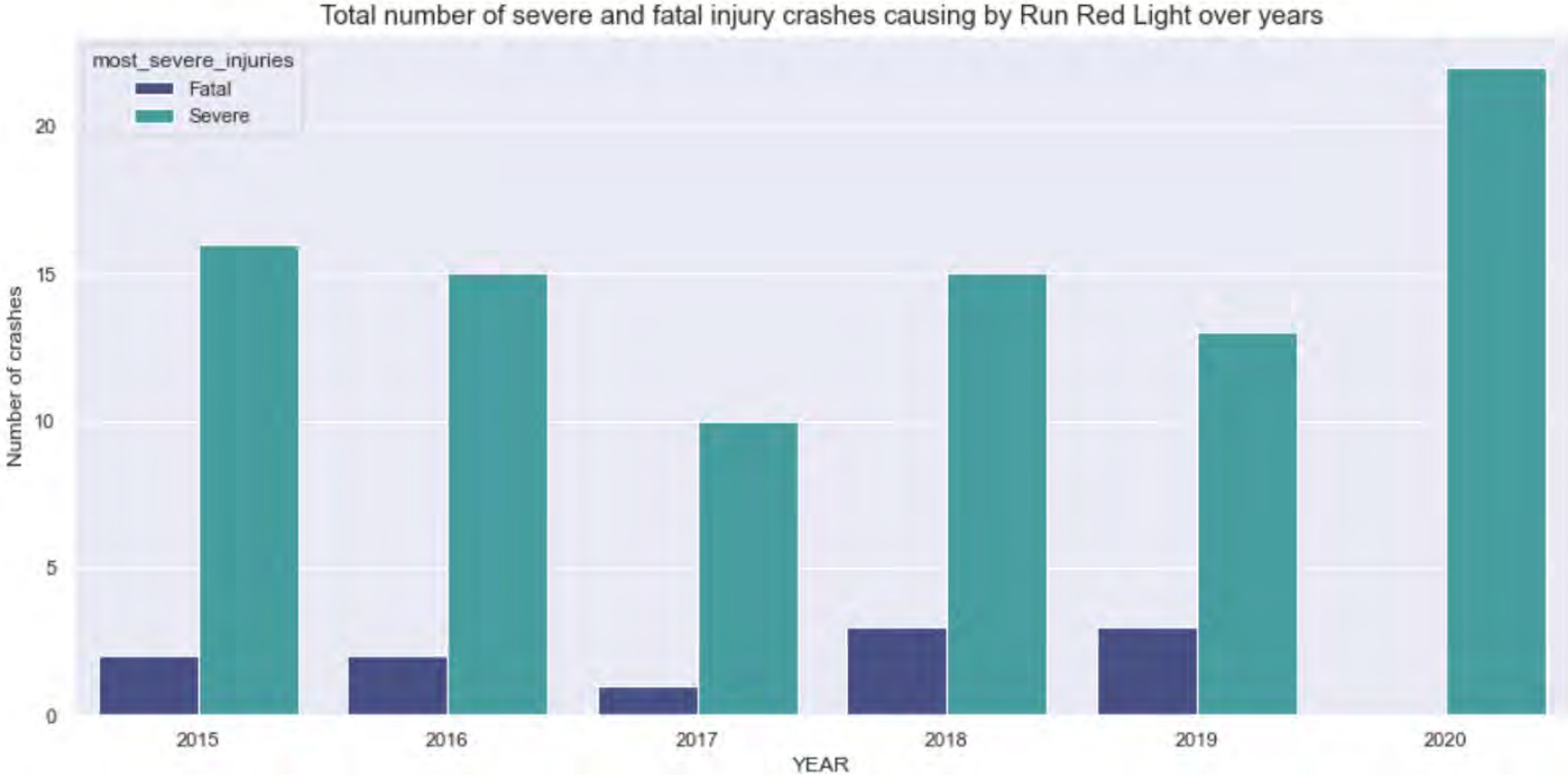
# FATALITIES DECLINING WHILE SEVERE CRASHES INCREASING



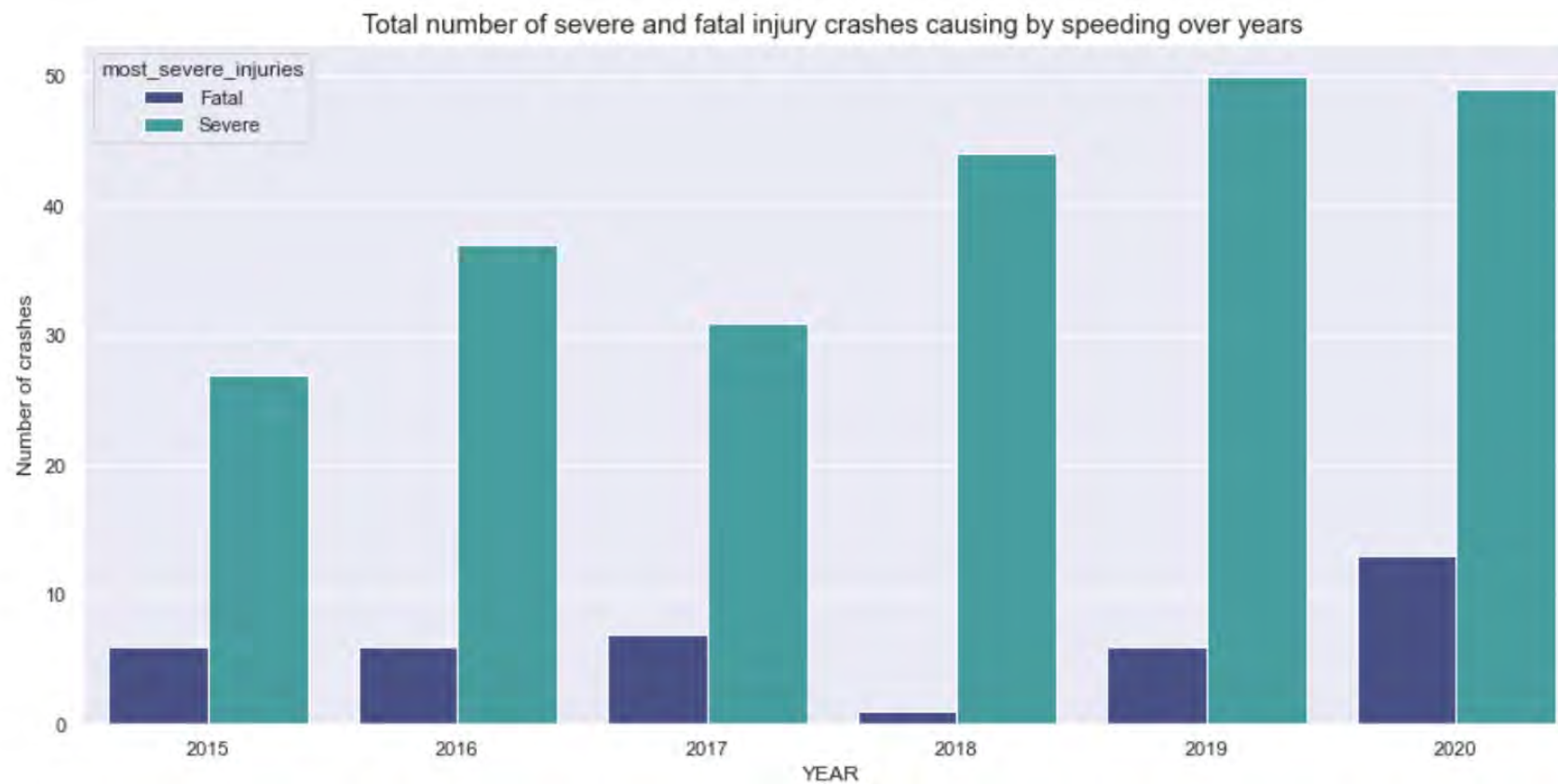
# RRL & SPEEDING VS OTHER CRASH CAUSES



# FATAL VS SEVERE CRASHES DUE TO RRL

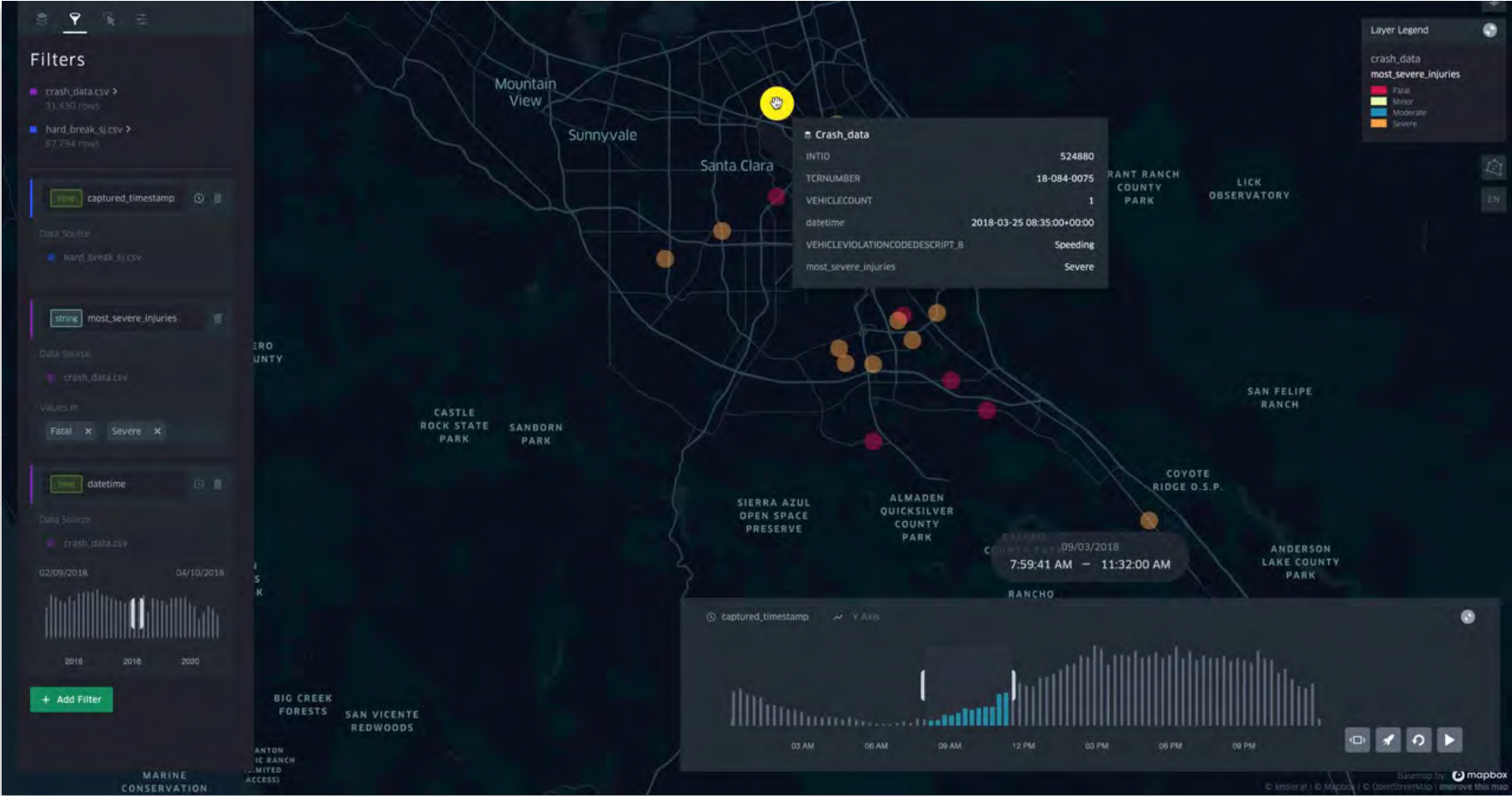


# FATAL VS SEVERE CRASHES DUE TO SPEEDING





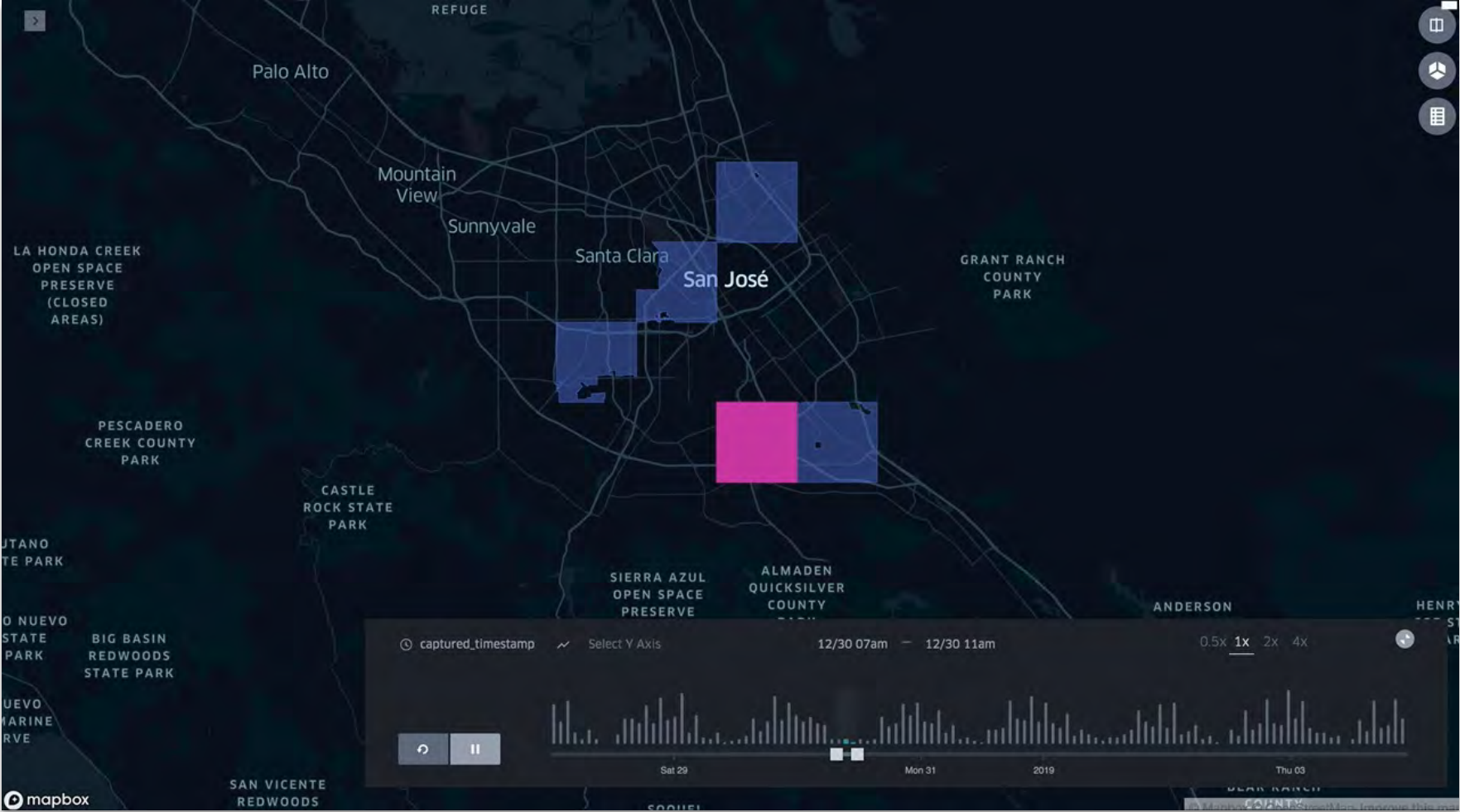
# HIGH RISK LOCATION ANALYSIS



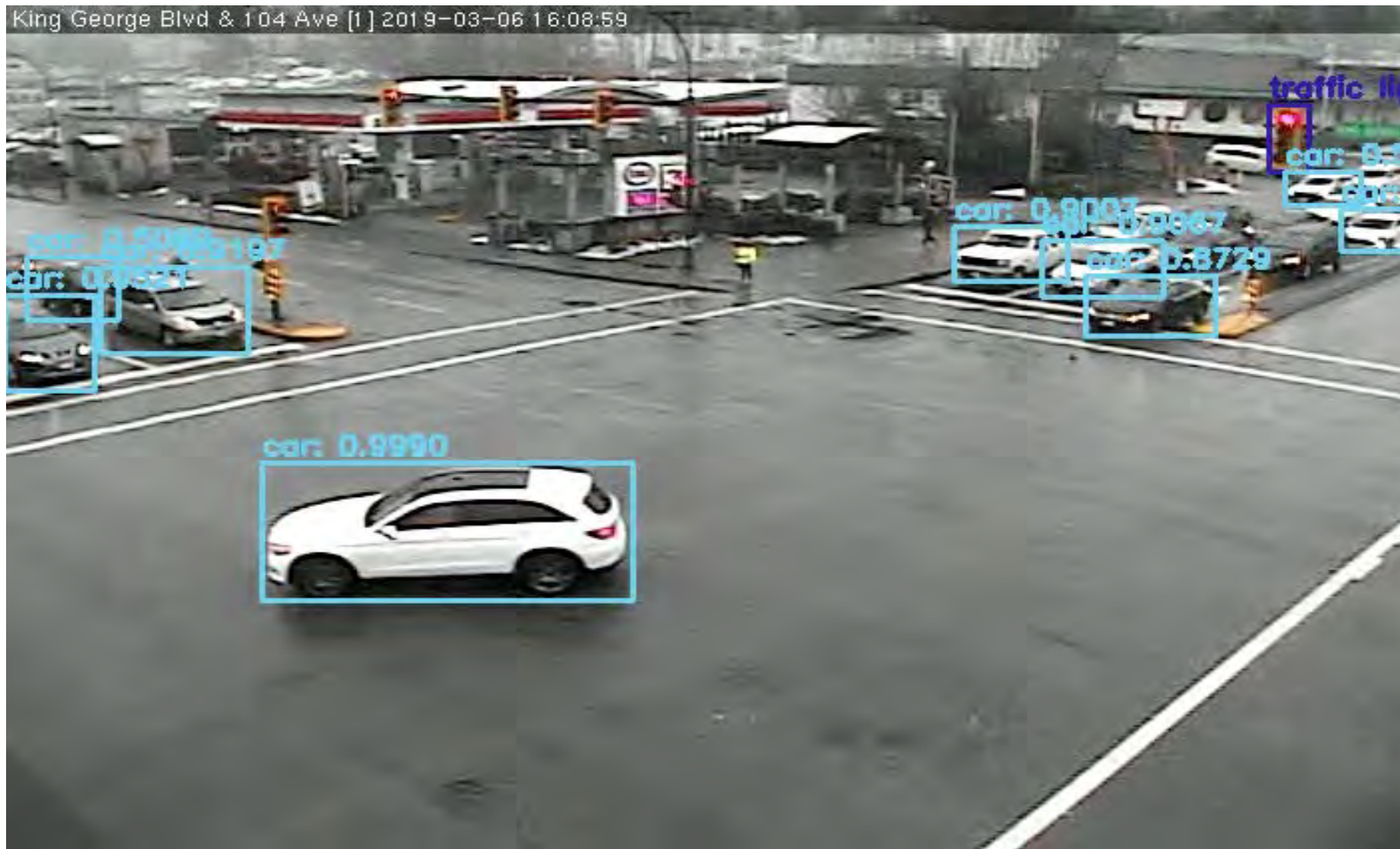
# SITE ANALYSIS



# ORIGIN / DESTINATION ANALYSIS



# ADDITIONAL ATTRIBUTES - COMPUTER VISION





# Questions?

Mark Masongsong

CEO & Co-Founder

[mark@urbanlogiq.com](mailto:mark@urbanlogiq.com)

# **Outreach: Vision Zero Strategic Communications: Scope of Work**

**Deanna Chow Trotter**

**Principal, Director of Marketing Strategy  
MIG**



CITY OF SAN JOSÉ

# VISION ZERO STRATEGIC COMMUNICATIONS PROGRAM

Task Force Introduction | June 4, 2021



# About MIG

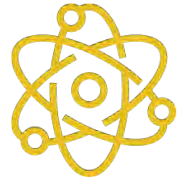




# MIG is a multidisciplinary firm, comprised of...



Designers



Scientists



Planners



Communications Strategists



Engineers



Storytellers

# EVERYDAY RECYCLING MADE EASY

## RecycleSmart

### THE PLASTIC GUIDE

all about recycling plastics and ideas for reuse

## We Show You the Ropes!

Give your old plastic bags new life—turn them into ropes! A few plastic grocery bags, a pair of scissors, and what you've got yourself a handy, homemade rope, suitable for skipping, tying, or whatever!

**What you need:**

- Six plastic grocery bags (different colors are cool)
- Pair of scissors

**Looks Strong!**

- 1 Flatten an empty bag to its full extent.
- 2 Make a loop by pulling one of the long corners of the bag over the other and securing the ends of the bag.
- 3 Add that length together and so on, making sure to pull the remaining bag.
- 4 Connect the loop together and so on, making sure to pull the remaining bag.
- 5 Repeat the step until you have a rope of the desired length.
- 6 Connect the rope together and so on, making sure to pull the remaining bag.
- 7 Hold the rope together and so on, making sure to pull the remaining bag.
- 8 Repeat the step until you have a rope of the desired length.

## No Plastic? Fantastic!

It might seem tough to live a life without plastic, but little changes add up. We've collected some simple tips to say "No long" to plastic—without being too drastic!

- 1 Avoid plastic sandwich bags—wrap your hoagie in a cloth, reusable bag, plastic or glass container instead.
- 2 Reuse reusable bags. Wash that gallon freezer bag and turn it inside out to dry so it can live another day.
- 3 Repurpose your glass containers to store food and leftovers.
- 4 Bring your own stylish tote bag to the grocery store!  
Note: While some stores are not allowing personal bags during the pandemic, you can ask them for paper or a box instead!
- 5 Splash plastic bottled water! Hydrate your hydration with a personalized, refillable water bottle.

**Plastic Free July Celebrates 10 years!**  
20 million of others around the world to reduce single-use plastic every day in July (and beyond). Get started today at [PlasticFreeJuly.org](http://PlasticFreeJuly.org).

*Get me out & put me on the fridge!*

## Handy Guide to Plastic Recycling

For the RecycleSmart Service Area

Very City or Cream Containers LANDFILL Black cart	Clear Food Containers RECYCLE Blue cart	Food Tubs RECYCLE Blue cart	Plastic Utensils REUSE or LANDFILL Clear and reuse or put in Black Cart
Crinkly Plastic Bags (like cereal bags) LANDFILL Black cart	Bubble Wrap LANDFILL Black cart	Tear-off Film Tops (from food containers) LANDFILL Black cart	EPS Certified Compostable Bags COMPOST Green cart
Resealable Clear Plastic Bags REUSE or LANDFILL White/Trans, allow to dry, reuse or Black Cart	Thick, Reusable Grocery Bags REUSE or RECYCLE Clear and dry bags only, check in Blue Cart	Thin Plastic Grocery Bags REUSE or RECYCLE Clear and dry bags only, check in Blue Cart	Soda Bottles & Lids RECYCLE Blue cart
Water Bottles & Lids RECYCLE Blue cart	Milk Jugs & Lids RECYCLE Blue cart	Bleach & Cleaners, Lids RECYCLE Blue cart	Empty Prescription Bottles* RECYCLE Blue cart

\*Please visit [www.Combustion.org](http://www.Combustion.org) for information on Household Hazardous Waste disposal.

RecycleSmart.org

## Travel tips to a garage paradise!

### How it works

We use about:

- 100 plastic bottles
- 100 plastic caps
- 100 plastic bags
- 100 plastic containers
- 100 plastic lids
- 100 plastic tubes
- 100 plastic sheets
- 100 plastic films
- 100 plastic foams
- 100 plastic fibers
- 100 plastic waxes
- 100 plastic greases
- 100 plastic oils
- 100 plastic resins
- 100 plastic adhesives
- 100 plastic inks
- 100 plastic dyes
- 100 plastic pigments
- 100 plastic fillers
- 100 plastic additives
- 100 plastic stabilizers
- 100 plastic antioxidants
- 100 plastic UV absorbers
- 100 plastic flame retardants
- 100 plastic fire retardants
- 100 plastic smoke retardants
- 100 plastic odor retardants
- 100 plastic mold retardants
- 100 plastic insecticides
- 100 plastic pesticides
- 100 plastic herbicides
- 100 plastic fungicides
- 100 plastic bactericides
- 100 plastic disinfectants
- 100 plastic sanitizers
- 100 plastic antiseptics
- 100 plastic antibiotics
- 100 plastic vaccines
- 100 plastic hormones
- 100 plastic enzymes
- 100 plastic vitamins
- 100 plastic minerals
- 100 plastic trace elements
- 100 plastic nutrients
- 100 plastic supplements
- 100 plastic cosmetics
- 100 plastic toiletries
- 100 plastic perfumes
- 100 plastic fragrances
- 100 plastic deodorants
- 100 plastic soaps
- 100 plastic shampoos
- 100 plastic conditioners
- 100 plastic lotions
- 100 plastic creams
- 100 plastic ointments
- 100 plastic pastes
- 100 plastic gels
- 100 plastic foams
- 100 plastic emulsions
- 100 plastic suspensions
- 100 plastic solutions
- 100 plastic dispersions
- 100 plastic emulsions
- 100 plastic suspensions
- 100 plastic solutions
- 100 plastic dispersions

**Waste No Wipes**

**Need More Info?**

[RecycleSmart.org](#)

## RecycleSmart

### Three cheers for our heroes!

COVID-19 HEROES

While some of us stay at home to help slow the spread of the virus, others are out there working hard to keep our communities safe and healthy. We want to say thank you to the heroes who are making a difference in our lives.

**Keep calm and recycle on**

Recycling is a simple way to help protect our planet and reduce our carbon footprint. It's also a great way to save money and reduce clutter in your home. RecycleSmart makes it easy to recycle your waste, so you can focus on what you do best.

**Sticker Party**

Recycling is a fun and easy way to help protect our planet. We have a special sticker party to celebrate our heroes who are making a difference in our lives. Recycle your waste and get a sticker to show your support for recycling.

## 3C-REN

ABOUT 3C-REN HOME ENERGY SAVINGS BUILDING PERFORMANCE TRAINING ENERGY CODE CONNECT

**HOME ENERGY SAVINGS**  
Lower your energy bills and make your home more comfortable.  
[Start Saving Today](#)

**BUILDING PERFORMANCE TRAINING**  
Develop your skills in building performance.  
[Find a Course](#)

**ENERGY CODE CONNECT**  
Receive personalized coaching and attend educational events to help you comply with the energy code.  
[Submit My Inquiry](#)

**UNIQUE TRAINING OPPORTUNITY**  
Commulative Selling for Business Development  
Learn how to get in front of our progressive clients and close the deal more often. Through consultation selling, you can create time you didn't know you had to complete more projects. Review the [Blogs](#) then schedule a call to learn more.  
[Schedule a Call](#)

CONTACT: 3C-REN  
ABOUT 3C-REN: 3C-REN  
CALENDAR OF EVENTS AND TRAINING: 3C-REN  
LINKS AND RESOURCES: 3C-REN

TRI-COUNTY REGIONAL ENERGY NETWORK  
KANSAS CITY, MISSOURI • COLUMBIA, MISSOURI • LEAVENWORTH, KANSAS

HOME ENERGY SAVINGS

BUILDING PERFORMANCE TRAINING

ENERGY CODE CONNECT

3C-REN

### WINDOW CAULKING

### LED LIGHTING

### ATTIC & WALL INSULATION

### DUCT SEALING

### LOW-FLOW SHOWER HEAD

### PLUMBING PIPE FOAM

### DOOR SWEEPS

### SMART THERMOSTAT

### SINK AERATORS

### HEAT PUMP WATER HEATER

### HVAC SYSTEM

### INDUCTION STOVE

## IMAGINE DOWNTOWN KC

### 2030 STRATEGIC PLAN

### PLAN GOALS & STRATEGIES

**GOAL 1: Revitalize a Livable City for All**

**GOAL 2: Connect Downtown Neighborhoods**

**GOAL 3: Revitalize a Vibrant Downtown**

**GOAL 4: Preserve and Enhance our Unique Assets**

**GOAL 5: Make Downtown Sustainable and Green**

### 1 Ensure a Livable City for All

10. Promote walkability in the downtown district by...  
11. Promote walkability in the downtown district by...  
12. Promote walkability in the downtown district by...  
13. Promote walkability in the downtown district by...  
14. Promote walkability in the downtown district by...  
15. Promote walkability in the downtown district by...  
16. Promote walkability in the downtown district by...  
17. Promote walkability in the downtown district by...  
18. Promote walkability in the downtown district by...  
19. Promote walkability in the downtown district by...  
20. Promote walkability in the downtown district by...

## ONE | INTRODUCTION



CALIFORNIA  
TRANSPORTATION  
PLAN 2050



TRANSPORTATION  
FOR ALL



REDUCE GREENHOUSE GAS



GET CLIPPER  
AND SAVE ON  
MUNI



YOU RIDE



MUNI'S  
GOT GAME.

Ride **FREE** to all Warriors games.  
Your ticket's your fare.  
It's a slam dunk.



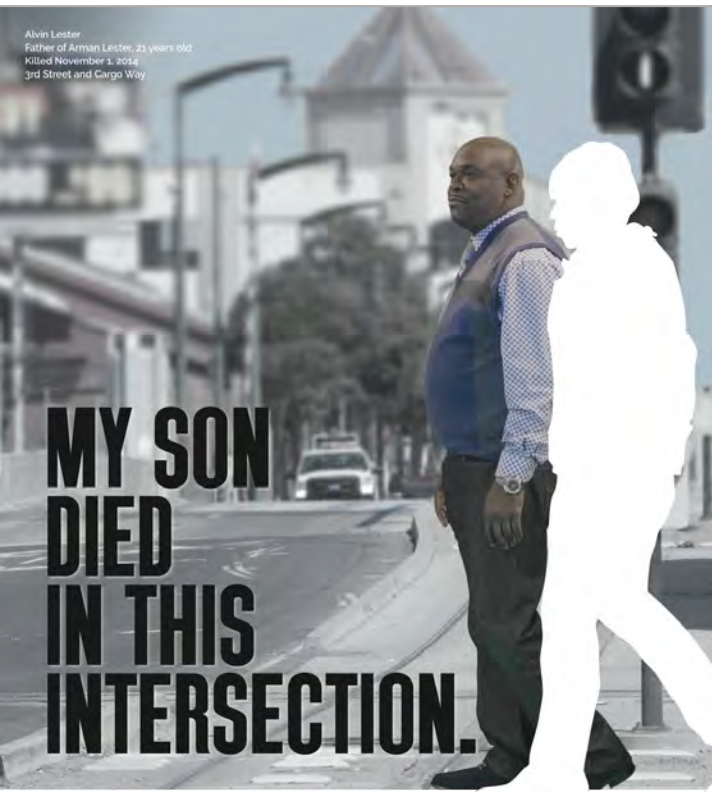
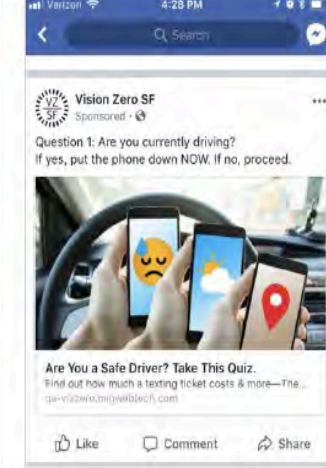
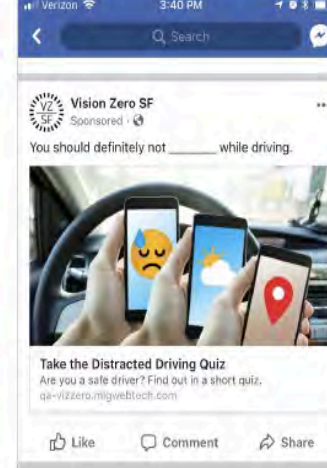
Muni moves you.



41% of pedestrian collisions occur in a crosswalk.

PEDESTRIANS HAVE RIGHT OF WAY.

VISIONZEROSF.ORG

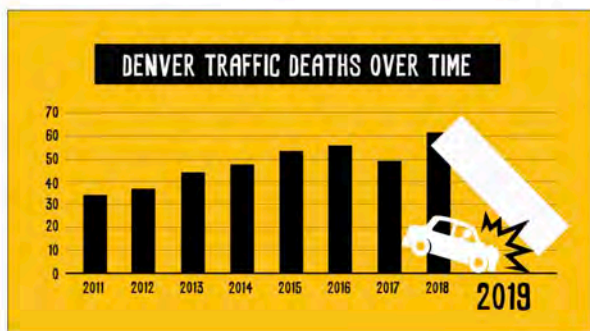


Alvin Lester  
Father of Arman Lester, 21 years old  
Killed November 1, 2014  
3rd Street and Cargo Way

MY SON DIED IN THIS INTERSECTION.

WE CAN PREVENT THIS, SAN FRANCISCO.

VISIONZEROSF.ORG



We share these streets, San Francisco. We can make them safer.



**Distracted Driving is Deadly Driving**

- San Francisco has one of the highest rates of severe traffic injuries and deaths in California.
- 60% of California drivers report being hit or nearly hit by a driver texting or talking on a cell phone.
- Why's it so dangerous? Because smartphones require using your hands, eyes and brain all at the same time. There's not a lot of you left to drive the vehicle.
- San Francisco takes distracted driving seriously. You will be ticketed: \$162 for the first offense, up to \$285 for repeat offenses.



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# MIG and Vision Zero



# Vision Zero Experience

**San Francisco Municipal Transportation Agency**, VZ Communications and Education

**Denver Regional Council of Governments**, VZ Action Plan Community Engagement

**City of Denver**, Vision Zero Educational Video and Curriculum

**Los Angeles Department of Transportation**, Vision Zero Media Development

**City of Vallejo**, Vision Zero Action Plan Community Engagement

**City of Sunnyvale**, Vision Zero Action Plan (Fehr & Peers)

**Sonoma County**, Vision Zero Action Plan Community Engagement (Awarded)

# Vision Zero SF – Portfolio Approach

CAMPAIGN NAME/FOCUS	ENGINEERING Partnership	ENFORCEMENT Partnership	Attitude/Behavior EVALUATION	DISTRIBUTION		
				OUT-OF-HOME MEDIA	DIGITAL MEDIA	OUTREACH
“It Stops Here” Yielding at Intersections		•	•	•		•
Safe Speeds Anti-Speeding		•	•	•	•	•
Kill With Kindness Issue Awareness			•	•		•
Heartbreak Issue Awareness			•	•		
Motorcycle Safety				•	•	•
Safe Spot Posters Engineering Education	•					•
“Driving in Today’s SF” Engineering Education	•				•	•
Distracted Driving		•	•	•	•	•
Year of the Rat (Chinese) Anti-Speeding					•	
Safer Left Turns (2021)	•		•	•	•	•

# SAFE SPOT

**YELLOW CROSSWALKS:**  
Tell drivers that a school is nearby, and to look out for children.

**CRUCES PEATONALES AMARILLOS:** Indicar a los conductores que una escuela está cerca y que tengan cuidado con los niños.

**標記人行橫道:** 標記人行橫道，讓司機知道學校 nearby，並提醒司機注意兒童。

This smart improvement brought to you by Vision Zero SF

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# SEGURIDAD- ES TU TURNO

Estamos haciendo tu vecindario más seguro.

En 2019, casi el 40% de las muertes por tráfico en San Francisco se debió a conductores girando a la izquierda: no vieron a la persona en el cruce de peatones hasta que fue demasiado tarde.

**Topes de guía para giros a la izquierda:**  
Fomentar giros lentos y en ángulo recto, para ayudar a proteger a personas en los cruces peatonales.

Se han instalado Topes de guía para giros a la izquierda en:

- 10th St./Folsom
- Broadway/Montgomery
- Gough/Sacramento
- Ellis/Leavenworth
- Leavenworth/Sutter
- 17th Ave./Lincoln
- 18th Ave./Lincoln

¡Ahora es tu turno! Dondequiera que veas un consejo de izquierda:

1. Mantén un ritmo más lento.
2. Ofrécete a peatones en un cruce.
3. Mantén atención. Cuidado.

# ANATOMY OF A LEFT TURN



# SAFE RIDING IN THE CITY



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# WHO CRASHES?

65% are 21 to 40 years old

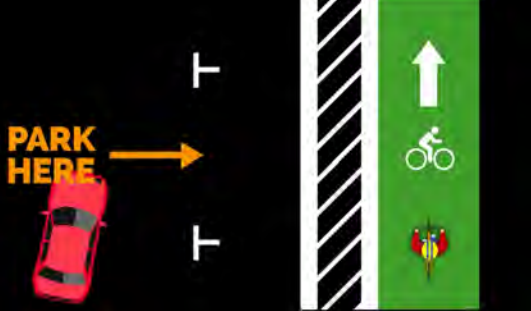


all others

100%



PARK HERE



Just 5 miles over the limit is twice as likely to kill.

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1421084

# 行車速限 拯救生命

鼠年目標 聰明地駕駛



凡是超速駕駛，即使只超過速限 5 mph 而已，都有兩倍的可能會致人於死。



超速駕駛造成舊金山行人受傷的人數是酒醉駕駛的 10 倍。



每年車禍受傷人數高達 800 人。這個數字是全國最糟糕的記錄之一。

# 保持速限以策安全。



SPEED LIMIT 25

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鼠年目標



事先計劃 提早出發 聰明地駕駛 不要搶快超速

sticktothelimits.org/Chinese

VISION ZERO SF



# San José Vision Zero



# Key Principles to MIG's Approach

## **Data drives key decision making**

- Top crash factors, high-injury corridors, market research, audience profiles

## **Integrated campaign efforts maximize impact**

- Incorporate and leverage City engineering, law enforcement, traffic policy

## **Behavior change messaging must go deeper**

- Simple directives do not work, messages to challenge assumptions and motivations

# Project Overview

## **Phase 1: Strategic Communications Platform**

Market Research Baseline, Crash Profiles, Communications Plan, Brand Development

## **Phase 2: Campaign Strategy Development**

Campaign Issue Selection, Market Research Focus Groups, Campaign Concept Development

## **Phase 3: Campaign Production and Distribution**

Campaign Landing Pages, Media Planning, Campaign Asset Production, Community Outreach

## **Phase 4: Campaign Evaluation and Program Look-Back**

Campaign Media Performance, Market Research Tracking, Collision Data Review

Thank you



## 5. Task Force Member Discussion

### Questions for:

- **Mark Masongsong, CEO, Co-Founder: Urban Logiq**
- **Deanna Chow Trotter, Principal: MIG  
Director of Marketing Strategy**

# Vision Zero Task Force

## Thank You

### Next Task Force meetings:

- Friday September 23, 2021, 1:30pm-3:30pm
- Friday December 10, 2021, 9am-11am

### Next City Council Transportation & Environment:

- November 2021: Memo on project progress

***Task Force questions, or to join San José Vision Zero email list:  
Contact Anna Le at [anna.le@sanjoseca.gov](mailto:anna.le@sanjoseca.gov)***