

## **SAN JOSÉ VISION ZERO TASK FORCE**

### **Meeting Minutes**

**Friday, December 10, 2021; 9.00 – 11.00 am PST**

#### **Call to Order and Chairperson Report**

The sixth Vision Zero Task Force Meeting was called to order on Friday, December 10, 2021; 9.00 a.m. via Zoom.

#### **Attendees**

**Chair, CM Peralez (CD3)**

**Vice Chair, CM Foley (CD9)**

**City of San Jose, Dept of:**

**Transportation**

John Ristow, Director

Laura Wells, Assistant Director

Lily Lim-Tsao, Deputy Director

Jesse Mintz-Roth, VZ Program Manager

Lam Cruz, Traffic Safety Division Manager

Cordell Bailey, Transportation Specialist

Vu Dao, Senior Transportation Specialist

Thao Nguyen, Associate Transportation Specialist

**Police**

Lt. David Anaya - TEU

**Fire**

Robert Sapient, Chief

**Public Works**

Christy Cheung

**Housing**

Ragan Henninger, Deputy Director

**Planning, Building and Code**

[did not attend]

**Parks, Recreation, and Neighb. Services**

[did not attend]

**Economic Development**

Salvador Alvarez, Executive Analyst

**VTA**

Angelique Gaeta

**Santa Clara County, Dept of:**

**Roads and Airports**

Harry Freitas, Director

Ananth Prasad, Acting Deputy Director

**Public Health**

Rhonda McClinton-Brown

**Emergency Medical Service Agency**

Jackie Lowther, Director

**Education**

Dr. Mary Ann Dewan, Superintendent of  
Schools

**Medical Examiner-Coroner's office:**

Candace Garcia

**California Walks**

Teresa Do - Project Coordinator

**Silicon Valley Bicycle Coalition**

Diana Crumedy, Santa Clara County

**Advocate**

**AARP**

Joe Glynn

The Chairperson opened the meeting by acknowledging that there have been 12 traffic fatalities since the last meeting and the Chair, and the Vice Chair read out the names of the victims. CM Peralez explained the objectives of the Task Force meetings and the progress made.

Minutes of previous meeting have been posted on Vision Zero website.

## Reports / Updates

- **Quarterly Update on Vision Zero Key Metrics**
  - 55 traffic fatalities from January 1<sup>st</sup> to November 30<sup>th</sup>, 2021; already more than total traffic fatality last year.
  - 2021 will be among highest fatality years
  - Holiday season tends to be a high traffic fatality period
- **2020 Action Plan: Priority Action Area Update**
  1. Build Robust Data Analytics Tools
    - Live demonstration of Urban Logiq data platform - How this platform can be used to get better insights about traffic trends.
  2. Form a Vision Zero Task Force
    - This is the sixth Vision Zero Task Force and also the last Task Force of this calendar year 2021
  3. Strategize Traffic Enforcement
    - In 2019 warnings were not counted but during the pandemic we started counting those.
    - In 2021 in third quarter, there was about 4,240 citations and warnings. This is data from TEU only.
    - TEU has grown in staff.
    - SJPD stated to do enforcement for the Look Out When It's Dark Out campaign (11/15/2021 - 02/27/2022) on the Vision Zero Priority Safety Corridors
    - SJPD implemented a new method for educations using Safety Messaging on Twitter for Back to School.
  4. Increase Community Outreach and Engagement
    - **Viva Escuela:** Walk and Roll implemented a pilot project Viva Escuela in coordination with International Walk to School day at Bachrodt Elementary and Horace Mann Elementary. The event happened two hours prior to school start time on the corridor in front of the schools to educate kids about safe pedestrian and bicycling practice in order to prevent such injuries and deaths.
    - **New Project with UC Berkeley & SJSU – Y Plan: White Road:** Engagement with adult students who are predominantly Spanish speakers about road safety around their school, on White Road between McKee and Alum Rock. The event included education about traffic safety and Vision Zero work as well as a site visit.
    - **Unhoused Outreach: “Cross in the Crosswalk”:** palm card design with some crossing safety tips.
  5. Implement Quick Build data-driven safety improvements
    - Six (6) miles of quick build safety improvements were completed: Senter Road, Fruitdale Avenue and Story Road (Phase 1) including reconfiguring travel lanes, relocating the space to create buffers and bike lanes, installing quick build curb extensions, enhancing crosswalks, and implementing minor signal modifications.
    - Upcoming Projects: Hillsdale Avenue, Story Road (Phase II) and Branham Lane – Over 8 miles of PSC.
    - Hillsdale Avenue: will remove excess travel lane to create high quality bike lanes, convert 2-way left turn to median islands and make improvements at the intersection. Construction will start in Spring 2022.
  6. Prioritize resources on high-KSI corridors and districts

- Developing before/after project evaluation process based on existing programs in other Vision Zero cities
- Will prepare qualitative report 6 months after implementation completion
- Anticipate injury data analysis 1 year after project completion
- Process:
  - Estimating costs for data collection and staff analysis and project management
  - Before construction: develop data collection plan (based on goals), collect before data
  - After construction: collect after data, analyze data
- First projects: Senter Road and Mclaughlin Avenue

### **Task Force Member Discussion**

- Task Force Vice Chair, CM Pam Foley
  - TEU – DOT gathers data from police reports.
    - Contacting county for injury data from EMS.
  - How and when to determine deployment of unit- Day shift and swing shift
    - Crime analysis gives a hotspot map and make a deployment plan.
  - Writing more citation is more effective than warning?
    - Citation is more effective.
  - Strategy to expand Viva Escuela?
    - Expanding to high schools
    - Hope to do at as many schools as funding allows
- Task Force Chair, CM Peralez
  - Agreed that citations being very effective.
  - Need to increase the TEU staff
  - Suggest adding relevant data to the “Cross in the Crosswalk” palm card
  - What are the collaborative plans to improve Senter Road and Capitol Expressway?
    - County is working on a transportation plan and will plan to present at the next Task Force meeting.
    - County would like to get access to Urban Logiq tool
    - County consider crash rate rather than aggregation
    - County is interested in seeing the correlation between the quick build and the crash reduction on Senter Road.

### **Meeting Presentations**

- Safety Messaging Survey Questions – Sara Labatt and Susie Beecroft (EMC Research)
  - EMC Research has an extensive knowledge of local opinion in San Jose and throughout Santa Clara County
  - The goals are to obtain a comprehensive quantitative baseline to benchmark and to establish a tangible touchstone to assess the change and impact of all San Jose Visio Zero program efforts.
  - Using address-based sampling
  - Send via mail but data collection primarily online, with other options available if needed to ensure accessibility
  - Targeting 600-800 completed survey
  - 15-minute average survey length
  - Survey offered in English, Spanish and Vietnamese
  - Timeline
    - Survey mail preparation from December 2021 to early January 2022
    - Data collection from January to February 2022
    - Analysis from March to April 2022

## **Task Force Member Discussion**

No questions

## **Open Forum**

- Tessa Woodmans - All the funding should go for engineering our roadways. Alameda bike lanes should be enhanced. Lighting needs improvement.
- Mary Lou - Lives on Edenvale Avenue and concerns about speeding. Asked DOT to address this speeding issue and adding a crosswalk to the park.
- Call in user 1 - Criticism on enforcement.
- Edgar Arellano - Program Manager at CalWalks. Suggested using a tool named "StreetStory (streetstory.berkeley.edu)" to gather extra data related to traffic injuries, from people who are not willing to report the crashes. Felt encouraged to hear about the design and sustainable efforts to improve infrastructure, because enforcement alone puts communities who are in need of such infrastructure improvements at a disadvantage.
- Gina Le Blanc - Improvements need to be quicker. Will San Jose have access to safety improvement funds from the recently passed Infrastructure bill? AB43 bill was also passed, can San Jose use this anywhere in the city? Can school zones be reduced to 15mph? Would like an update on the Curtner Avenue improvements.
- Paul Soto - Grant making process is disappointing. City does not provide any assistance to victims of Hit&Run until they are fatal. The survey mentioned earlier will not be accurate because there are communities who will not participate. Would like to see racial and income-level information on the fatalities. Strongly need an equitable approach to traffic safety.
- Robin Roemer - Suggested putting our signs focusing on drivers.
- Rosalinda Aguilar - Need regular maintenance on our streets.
- Sayana Sivaraman - Should we call non-emergency if we see near misses or racing?
- Buki Wilson - Need more focus on bike lanes. Speeding is a big issue.
- Blair Beekman - New technologies can help collect data
- Caller ending 4379 - Sent the StreetStory tool to DOT. Funding could have been used to speed up pavement maintenance and traffic safety projects for bike and pedestrian and to deliver these projects quicker.
- Nancy Macias – A lot of speeding on 10<sup>th</sup> Street and 11<sup>th</sup> Street in Northside neighborhood. It's unsafe to cross the streets.

## **New Business / Updates / Future Action Items**

- March 2022 T&E
- Next Task Force meeting on March 28, 2022

## **Adjournment**

Meeting adjourned at 11.00 a.m.