



# San Jose Vision Zero Task Force

Meeting #8 - August 31, 2022



# 08/31/2022 Agenda

1. Call to Order and Chair Report (9:30-9:45)
2. Reports and Updates (9:45-10:15)
3. Task Force Member Discussion, VZ Status Report Memo (10:15-10:30)
4. Presentations and Task Force Member Discussion (10:30-11:15)
5. Open Forum (11:15-11:30)

# **Call to Order and Chairperson Report**



# Call to Order and Chairperson Report

Welcome – CM Raul Peralez

Names of people who have died in San Jose traffic fatalities since the last Task Force meeting

Roll Call (Departments/Agencies Present)

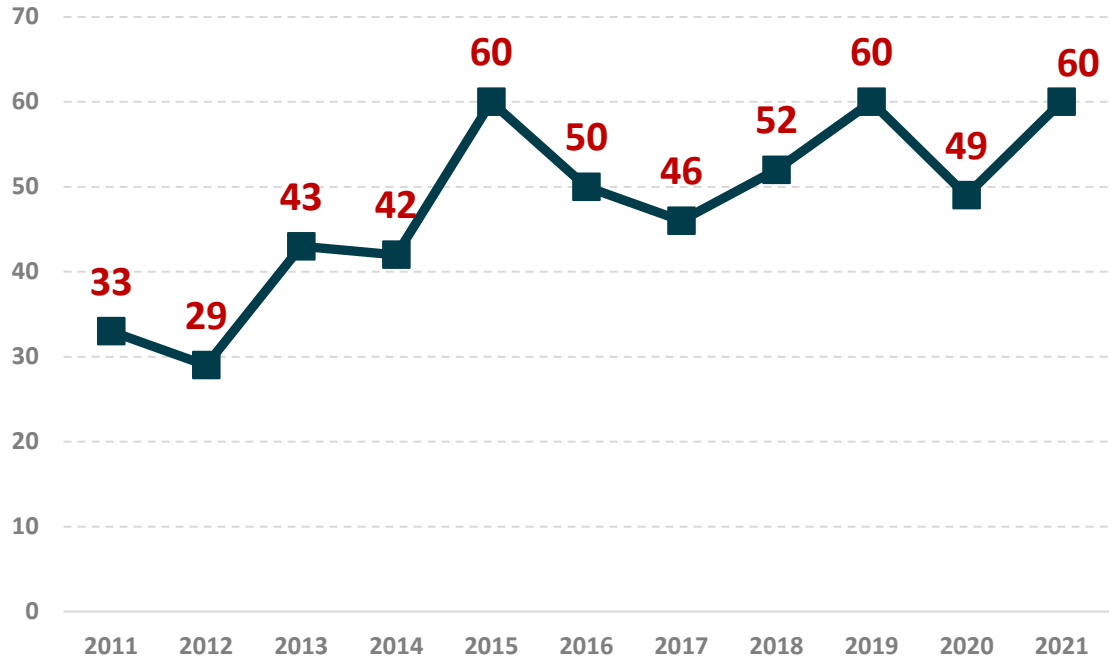
Minutes posted for the Vision Zero Task Force of April 6, 2022

# **Vision Zero Task Force Reports and Updates**

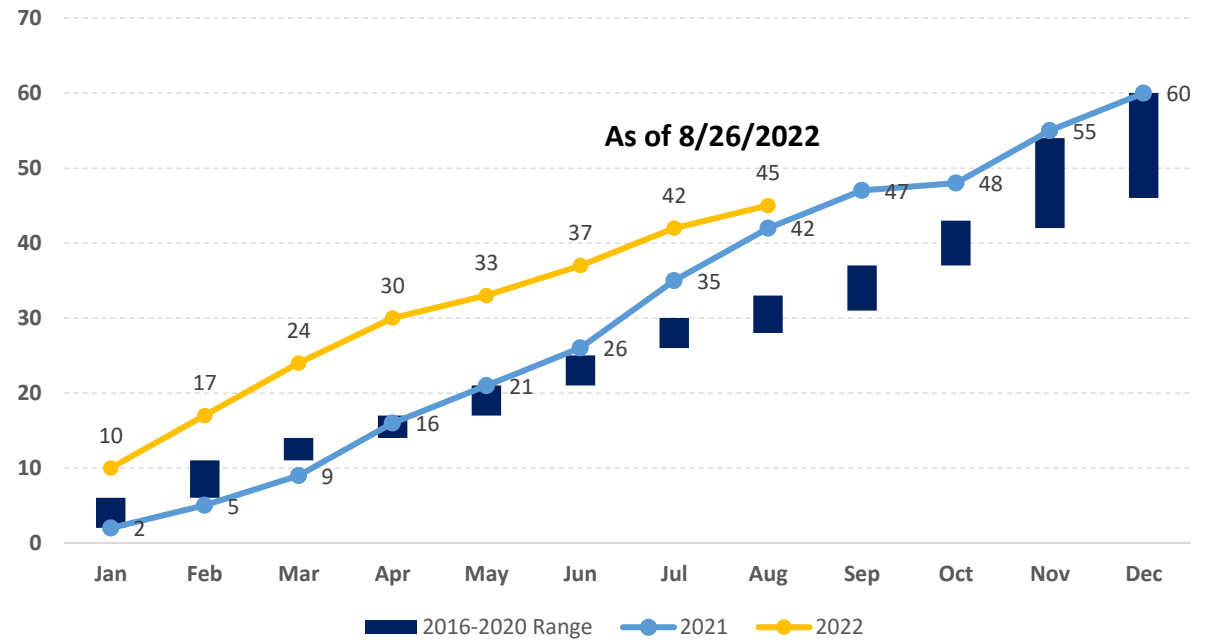


# A. Key Metric

## 2022 Traffic Fatalities



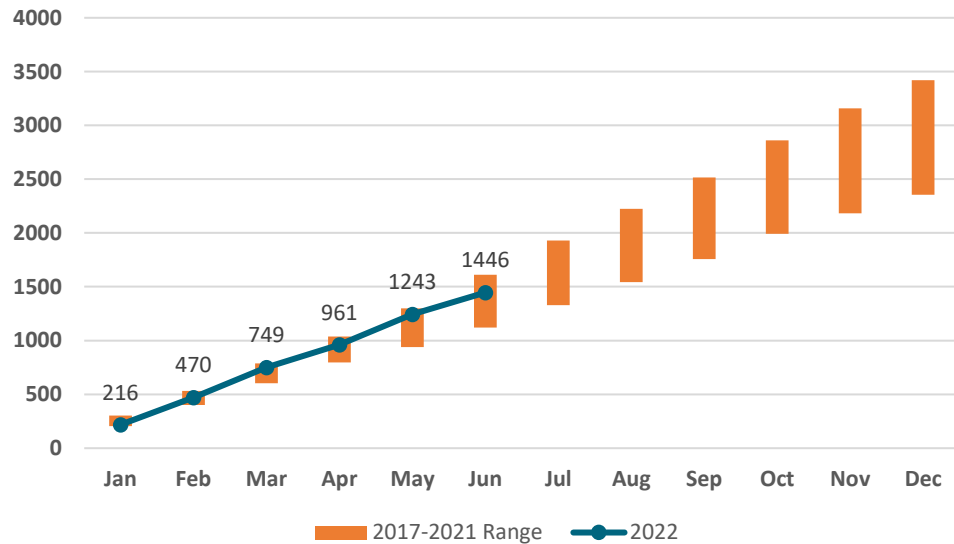
Cumulative Fatalities by Month



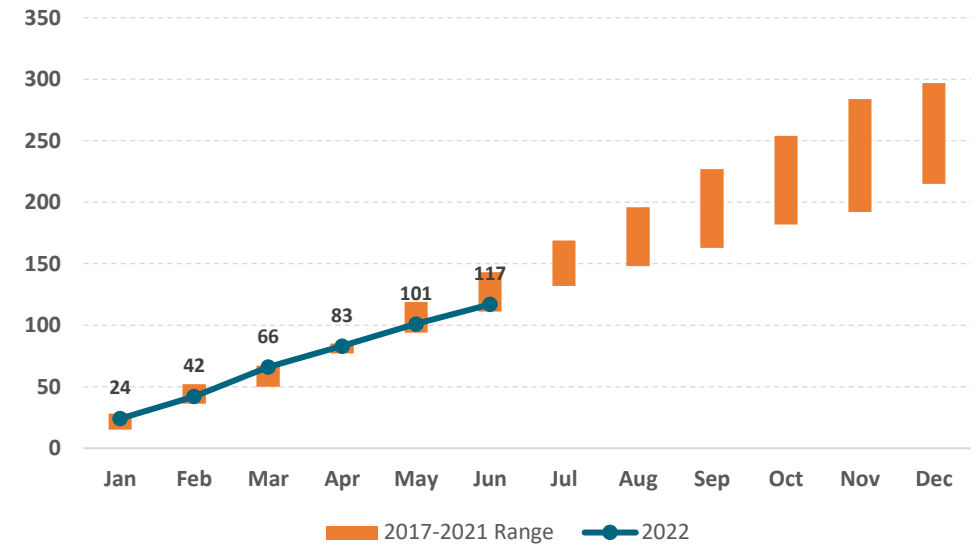
# A. Key Metric

## 2022 Injury by Month

Cumulative Injuries by Month



Cumulative Fatal and Severe Injuries by Month



# A. Key Metric

## 2022 Traffic Fatality Trends

### 45 fatalities (43 crashes)

- 17 (38%) - on Priority Safety Corridors
- 5 (11%) - on White Road
- 28 (62%) - in dark hours
- 28 (62%) - male driver
- 10 (22%) - with speeding as a factor
- 6 (13%) - with red light running as a factor
- 8 (18%) - unhoused
- 23 (51%) - people walking → 14 (61%) outside of crosswalks or in the roadway

23 (51%)



5 (11%)



12 (27%)



5 (11%)



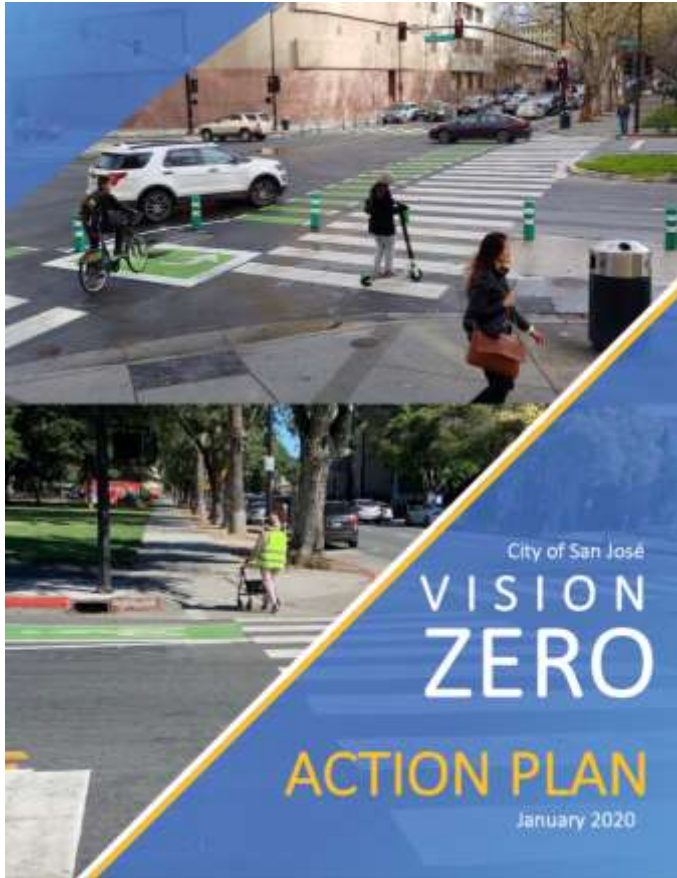


# A. Key Metric

## Traffic Fatalities (From 04/06/2022 to 08/30/2022)

Case #	Crash Date	Mode/Deceased	Age	Victim's Gender	Driver's Gender	Collision Factor	Closest Intersection	VZ Corridor	District
24	4/7/2022	Pedestrian/ Pedestrian	75, 53	F,F	M	Yield Ped in Crosswalk	Ocala Ave and Oakton Ct	N	5
25	4/7/2022	Pedestrian	74	M	M	Possible: Pedestrian Outside Crosswalk	Quimby Rd and Burdick Wy	N	8
26	1/8/2011	Pedestrian	26	F	unk	Red Light Running	Camden Av and Bascom Av	N	9
27	4/22/2022	Driver	18	M	M	Possible: Red Light Running	N. 1st St and Montague Expy	N	4
28	4/30/2022	Pedestrian	35	F	M,F	Possible: Pedestrian Outside Crosswalk	N. Capitol Ave and HWY 680	N	4
29	5/1/2022	Bicyclist	52	M	M	Possible: Bicyclist crossing outside crosswalk	Capitol Expressway and Tuers Rd	Y	7
30	5/5/2022	Pedestrian	21	M	M	Factor Unknown	1206 Lennon Way	N	6
31	5/16/2022	Pedestrian	72	M	M	Factor Unknown	2549 S. King Rd	N	7
32	6/23/2022	Pedestrian	64	F	M	Possible: Crossing against "Do not Walk" sign	Monterey Rd and Capitol Ex (WB Ramp)	Y	7
33	6/28/2022	Pedestrian	41	F	unk	Possible: Pedestrian Outside Crosswalk	S. Jackson Av and Kammerer Av	Y	5
34	6/28/2022	Driver	59	M	M	Unsafe Turn Movement	Santa Teresa and Santa Teresa LRT Access	N	2
35	06/28/2022	Pedestrian	54	F	F	Yield Pedestrian in Crosswalk	Leeward Dr and Arden Way	N	5
36	06/03/2022	Motorcyclist	24	M	M,F	Red Light Running	Branham Ln and Monterey Rd	Y	2
37	07/17/2022	Pedestrian	41	M	unk	Possible: Pedestrian Outside Crosswalk	Story Rd and Kollmar Dr	N	5
38	07/22/2022	Driver	20	M	M	Unsafe Turn Movement	Neiman Bl and Aborn Rd	N	8
39	07/26/2022	Driver	19	M	M	Speeding and Failure to Stop at Stop Sign	Charcot Av and O'Toole Av	N	4
40	07/28/2022	Motorcyclist	31	M	F	Possible: Yield Left Turn	Curtner Av and Briarwood Dr	N	5
41	08/13/2022	Driver	46	M	M	Possible: Unsafe Turn Movement	Burrell Ct and Hedding St	N	6
42	08/24/2022	Motorcyclist	42	M	M	Possible: Speeding	Moorpark Av and Monroe St	N	1
43	05/09/2022	Driver	54	M	M	Factor Unknown	Santa Teresa Bl and Allen Av	N	10

## 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 District

# B. Action Plan Update

## (1) Build Robust Data Analytics Tools

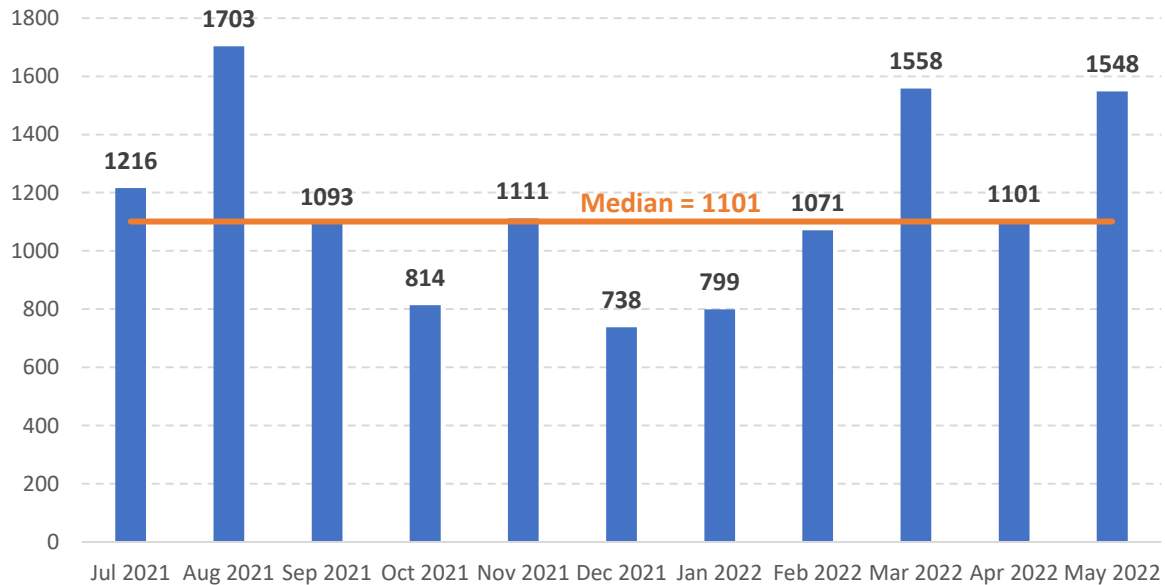
### Priority Safety Corridors (PSCs) Update progress

- PSC map originally created in 2015, and last updated in 2017
- Creating cadence of updating every 5 years with 2022 update
- Update uses most recent 5 years of data: 2016 to 2021
- Worked with Urban Logiq data scientists to evaluate HIN methodologies
- Increase from 70 centerline miles (3%) to ~140 centerline miles (6%)
- 88% in MTC's Equity Priority Communities
- Planning to present update to T&E on November 7, 2022

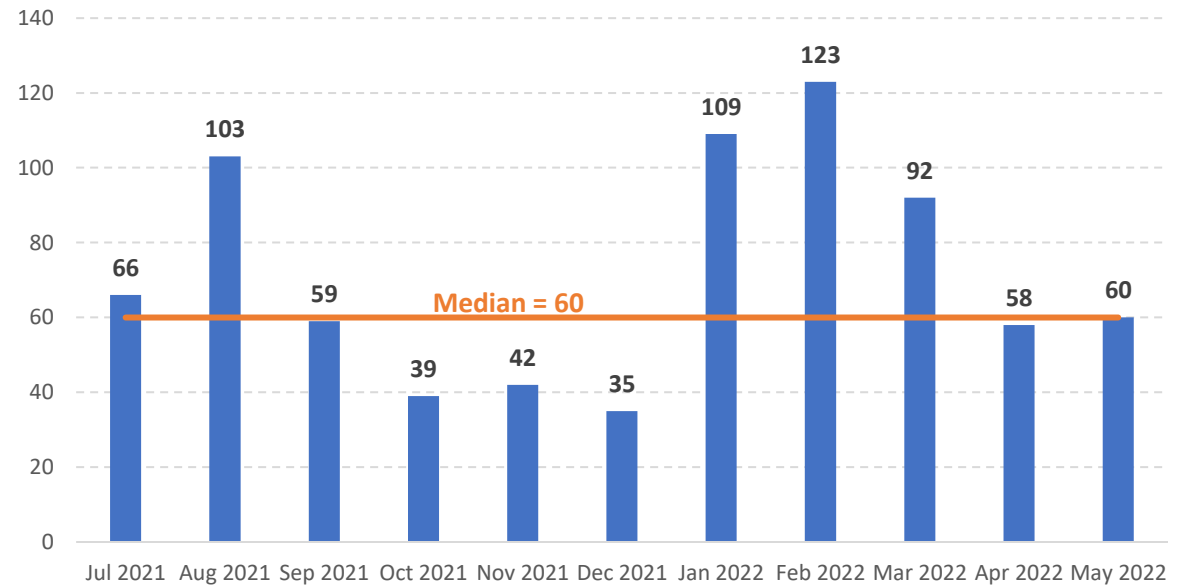
# B. Action Plan Update

## (3) Strategize Traffic Enforcement

Citations (July 2021 - May 2022)



Warnings (July 2021 - May 2022)



# B. Action Plan Update

## (4) Community Outreach and Engagement

Input from Sat May 7, 2022 Town Hall meeting at City Hall

Category	Total Concerns	Can Evaluate	Evaluation
Pedestrian	17	7	Can evaluate locations for refreshing of crosswalks, QB bulb-outs, conduct crosswalk study, visibility and lighting study pending funding and staff availability
Bike	4	0	
Geometric	5	0	
Quick-build	1	1	Can evaluate for feasibility of QB improvements pending funding and staff availability
Sideshows	3	3	Can evaluate for feasibility of QB improvements targeted to address sideshows pending funding and staff availability
Pavement	7	1	Can send to IM to patch potholes as needed
Speeding	9	2	Can collect data to validate speeding concern
Signal	6	0	
Traffic Enforcement	5	2	Can contact SJPD TEU to patrol/enforce concern area
WnR	2	2	WnR team will continue to work with schools and educate the public on traffic safety
Intersection Visibility	1	1	NTM can evaluate for intersection visibility
Miscellaneous	13	2	NTM can conduct school observation, can send street sweeping request to maintenance team



# B. Action Plan Update

## (4) Community Outreach and Engagement

### Summer Walk Audits

#### Completed

- Almaden Expwy (Lincoln - Cherry) in June
- Capitol Expwy (McLaughlin - Snell) in July
- Mt Pleasant/Clayton Rd in August

#### Upcoming

- Calle Willow: Thursday, September 8 at 6pm
- Tradewinds: Wednesday, September 21 at 6pm

# B. Action Plan Update

## (4) Community Outreach and Engagement

### Traffic Safety/Unhoused: Driver Audience

- A 3-month campaign from May to July 2022
- 58 Changeable Message Signs
- Along 13 roadways and near unhoused encampment sites
- 1,700 palm cards
- 70 posters near unhoused encampment entrances





# B. Action Plan Update

## (4) Community Outreach and Engagement

New: vests, flashlights and lanterns – to increase visibility





# B. Action Plan Update

## (4) Community Outreach and Engagement

Worked with Beautify SJ/PRNS to distribute flashlights and lanterns to 225 unhoused people at 15 locations

1. 30 - Roosevelt Park/E Santa Clara St
2. 12 - Monterey/Tully/Curtner
3. 20 - Tully/7th Street
4. 20 - 101/Story
5. 5 - Story/Knox
6. 15 - Story/Felipe Ave/Olinder Court
7. 12 - Story/McLaughlin
8. 7 - Monterey/Branham
9. 10 - Los Gatos Creek/Leigh Ave
10. 20 - Old Oakland Road/Corrie Court
11. 10 - Endicott Ave/Cottle Road
12. 20 - Monterey/Blossom Hill Road area
13. 30 - Monterey/Capitol Expressway
14. 7 - Capitol Exp: bet Aborn Road and Nieman Blvd
15. 7 - Capitol Exp/Mervyn's Way

# B. Action Plan Update

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

Hillsdale Ave (Almaden Ex to Ross Ave)

- 6 to 4 lane reduction, with buffered bike lanes



# B. Action Plan Update

## (6) Prioritize Resources on High-KSI Corridors and Districts

### Recent Grant Applications

- Received \$10M state earmark for safety improvements on Senter Rd
- Bay Area MTC OBAG Cycle 3
  - Applied for 3 PSC in East San Jose: Jackson Ave, White Rd, King Rd
- Federal Highway Admin Highway Safety Improvement Prog (may apply)
- Federal: USDOT Safe Streets for All: applying w/ SCC Roads and Airports
  - Leveraging Senter Rd \$10M earmark as 20% min local match
  - Pedestrian bike and ped safety improvements, on PSC and Co. Expwy

# **Task Force Member Discussion**



# **Presentation and Task Force Member Discussion**

- 1. Vision Zero Safety Messaging (MIG)**
- 2. Project Evaluation  
(Thao Nguyen & Kyle Wong, SJDOT)**



# Strategic Communications Update

August 31, 2022



**VISION  
ZERO**  
SAN JOSE

# Presentation Overview

- Project timeline
- Research update
  - Opinion research
  - Crash profiles
- Campaign issue selection
  - Issue selection criteria
- Next steps for campaign development

# Project Timeline





# **Research Part I**

## **Quantitative Baseline**

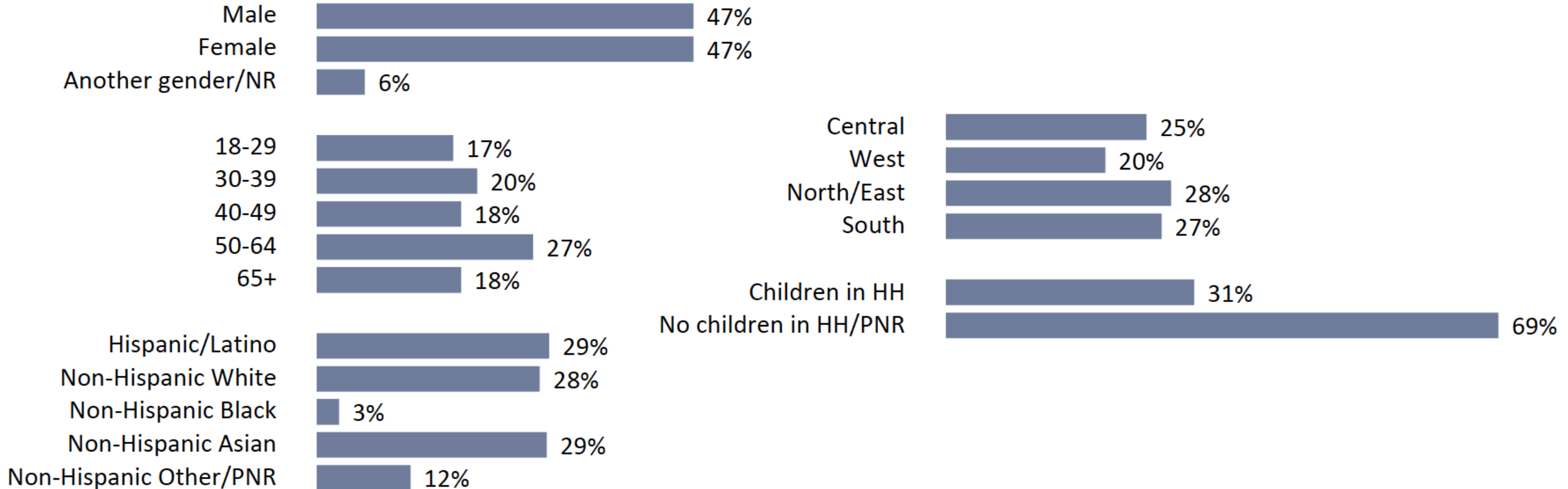


# Opinion Research: Methods

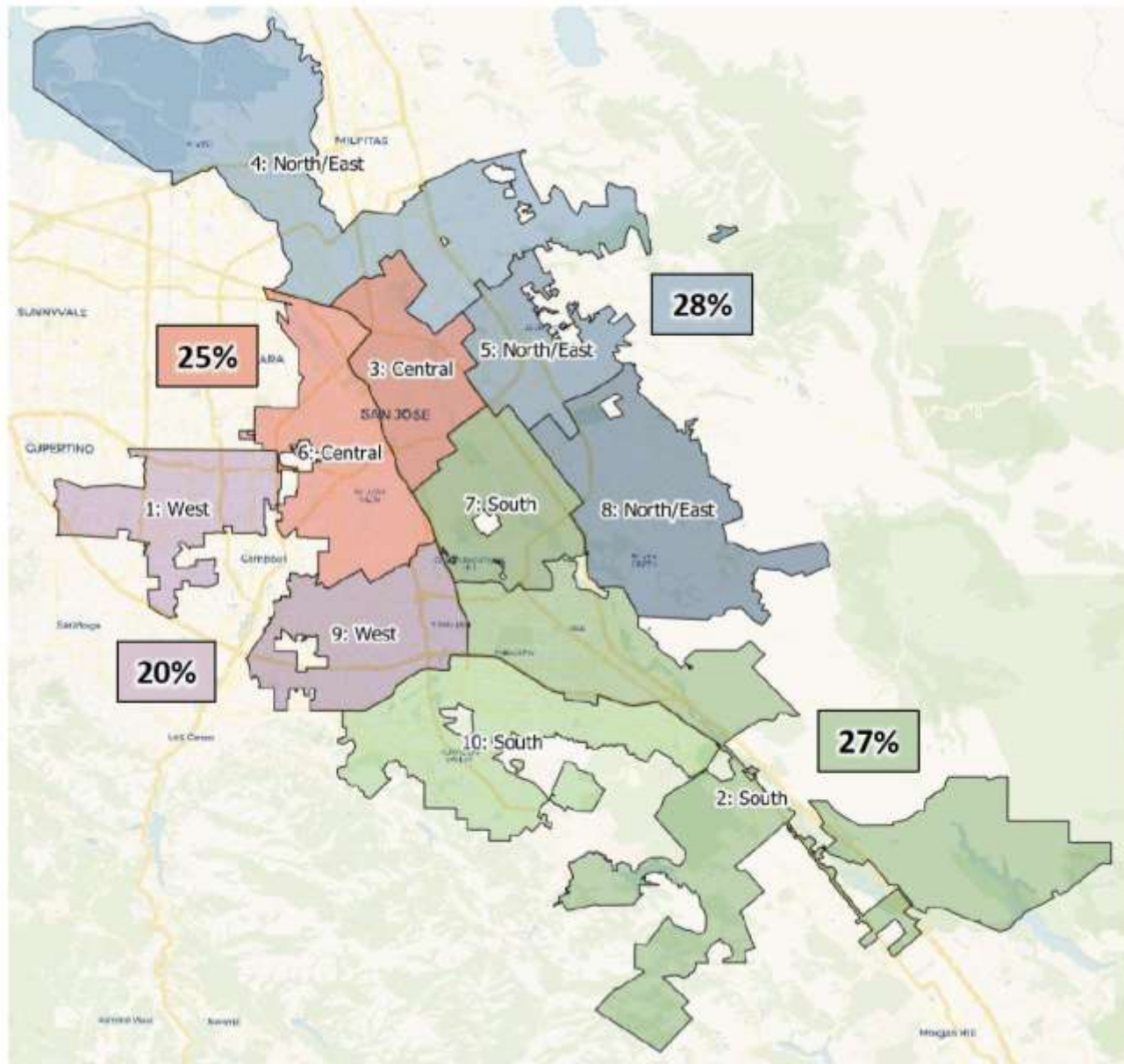
- Web and phone survey of San José residents
- Collected January 17 to February 13, 2022
- 800 effective interviews
- Overall margin of error  $\pm 3.5$  percentage points



# Opinion Research: Respondents



# Opinion Research: Respondents



# Opinion Research: Findings

63%

recognize  
Vision Zero as  
a safety initiative



# Opinion Research: Findings

91%

Drive a car at least once a week.

77%

Agree that “It would be safer for people walking and biking in San José if people drove more slowly.”

71%

Agree that “Speeding is the leading cause of traffic collisions in San José.”

# Opinion Research: Findings

- Residents are concerned about road safety
- Major concerns: distracted driving, red light running, speeding
- Most residents are open to making safety improvements for pedestrians and bicyclists, *even if it presents some inconvenience to cars.*

# Research Part II

## Crash Profiles





# 2016-2020 Crash Profiles

11,411 injury crashes during the period 2016-2020

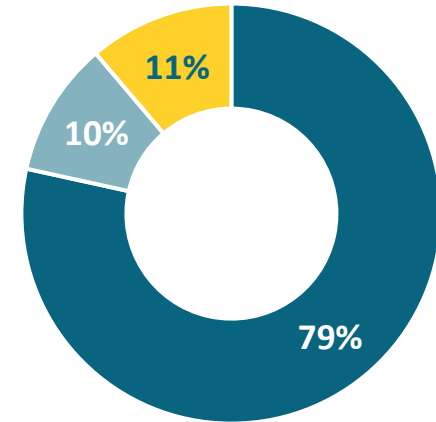
- Of these, 2,465 (22%) involved a bicyclist or pedestrian

1,125 injury crashes resulted in a fatality or severe injury

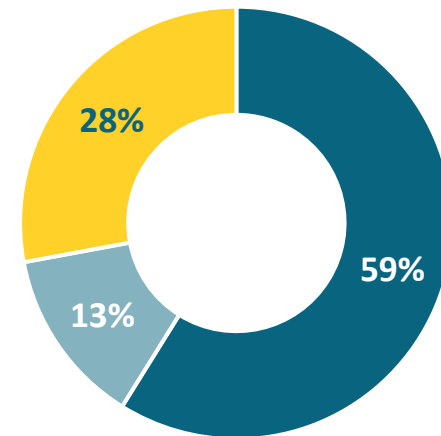
- Of these, 471 (42%) involved a bicyclist or pedestrian

The **primary injury crash factor:**  
Unsafe Speed (Injury and KSI Crashes)

Injury Crashes



KSI Crashes



# Systemic Profiles and Their Top Violations

Systemic Profiles	Top Violations
1. Low Volume 4-6 Lane Roads	Speeding, Running Red Light, Yielding
2. Side Street Stop-Controlled Intersection	Speeding, Left Turn Yielding
3. Vehicles Major Signalized Intersections	Left Turn Yielding, Red Light Running, Speeding
4. Unprotected Bicycle Facilities on Major Roadways	Speeding, Red Light Running, Unsafe Turning, Yielding
5. High Activity Xing for Bicyclists	Yielding to Bicyclists, Speeding, Driving on Wrong Side, Red Light Running
6. Ped Xings at Major Intersections	Yielding, Unsafe Turning, Red Light Running, Speeding
7. Uncontrolled Ped Xings of Collectors and Arterials	Yielding to Pedestrians, Speeding, Unsafe Backing
8. High Activity Xngs for Senior Peds	Yielding to Pedestrians, Speeding, Unsafe Turning

# Strategy Phase

## Issue Selection





# Issue Selection

The most effective behavior change campaigns **direct and integrate multiple efforts toward addressing the same issue**—e.g., engineering, enforcement, policy



A photograph of a city street with a semi-transparent white overlay. The overlay contains five lines of bold, dark blue text. The background shows a street with cars, trees, and buildings under a blue sky with light clouds.

**Prevalence**  
**Public Perception**  
**Engineering**  
**Enforcement**  
**Policy/Legislation**  
**Measurement**

# Unsafe Speeds

Criterion	Issue: Unsafe speeds
Prevalence	Most common crash factor
Public Perception	Recognizable, known as a safety issue, often cited in news reports
Engineering	Most street safety improvements slow speeds
Enforcement	Automated and in-person possible
Policy/Legislation	AB 43 implementation
Measurement	Baseline exists, change can be measured easily

# **Milestone: Campaign Issue Selected!**

**Issue: Unsafe Speeds**



# Next Steps





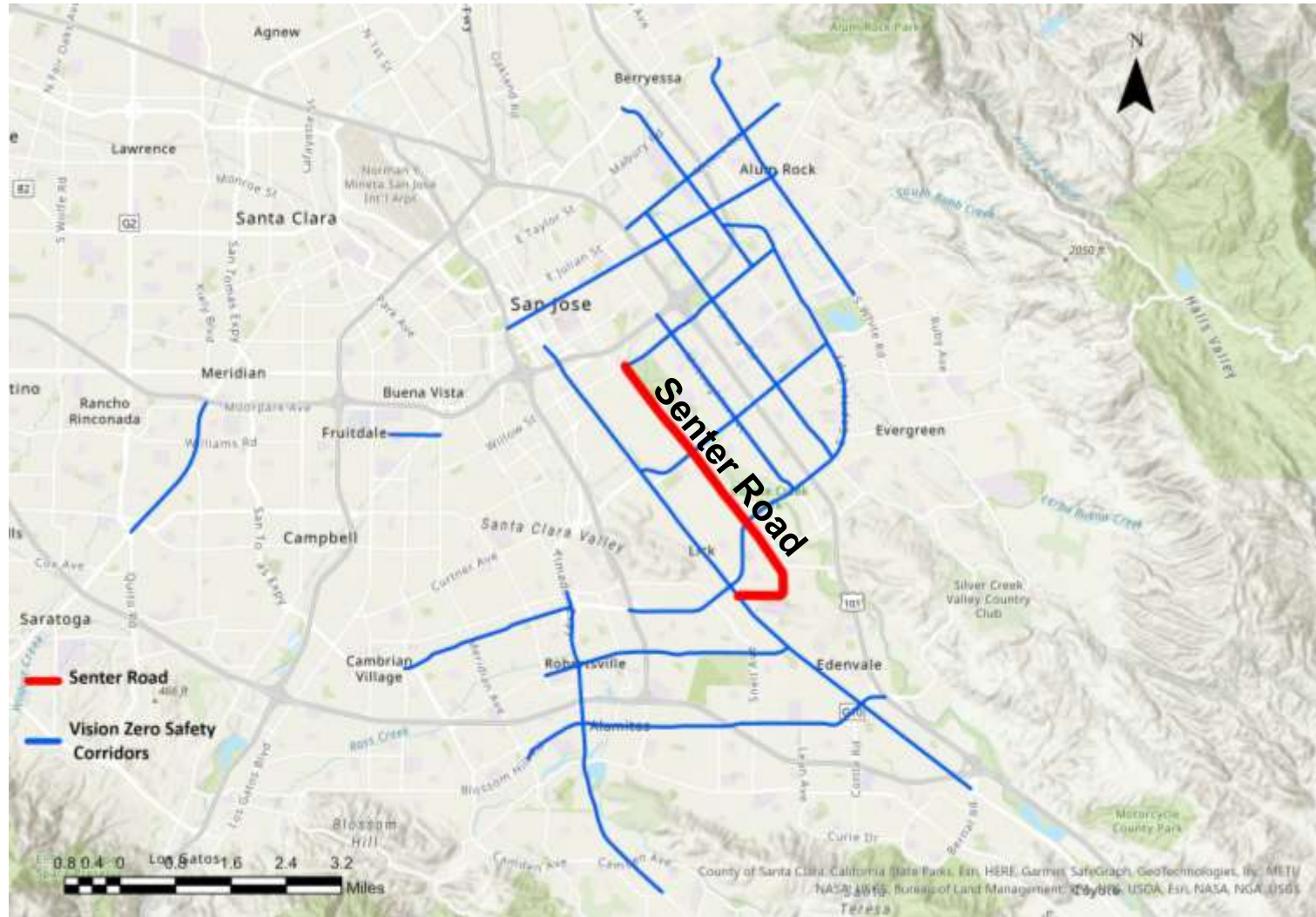
# Project Timeline



# **Senter Rd Quick Build (Tully Rd – Monterey Rd) Preliminary Project Evaluation**

August 31, 2022

# Vision Zero Safety Corridors



# Conditions Prior to Improvements

Long distances between marked crossings



Unprotected bike lanes make bicyclists feel unsafe



Wide roadway encouraging high speed



Failure to yield to pedestrians at flashing beacons



# Senter Road Project Timeline

## Story Rd – Singleton Rd

New Median (Grant): Oct 2020 – Jun 2021

Quick Build: Jul – Aug 2021

## Singleton Rd – Monterey Rd

Pavement: Aug – Dec 2020

Quick Build: Apr 2021

## Project Evaluation

**Tully Rd –  
Monterey Rd**

Lane Reduction





# Senter Rd (Tully Rd – Monterey Rd) Project Scope & Measurements

## Data Source

PD crash data,

Qualitative post project feedback

## Project Information

Lane reduction + Add  
buffered/protected bike lanes

- Tully Rd – Monterey Rd: 3.1 miles

Add bike lanes

- Story Rd – Tully Rd: 1.6 miles

## Date of Implementation

August 2020 to August 2021

## Project Evaluation Data Timeframe

Before: 6-month average of 5-year data  
from Sep 2015 – Feb 2020

After: 6 months: Sep 2021 – Feb 2022

Note: **This study only uses 6 months of after data.**

Typically, projects are evaluated using 1+ year of after data. DOT will update this study.

# Senter Rd (Tully Rd – Monterey Rd) Before & After

## Project Elements

- Buffered & protected bike lanes
- High visibility crosswalks
- Lane reduction from Tully Rd to Monterey Rd

### Senter Road Safety Improvements Project Northbound (Lewis Road to Umbarger Road)



# Senter Rd (Tully Rd – Monterey Rd) 6 Month After Injury Data Review

## Before

5 year data (Sep-Feb, 2015-2020)

**Total      Average**



Injuries	12	2.4
KSI	3	0.6
Fatalities	1	0.2



Injuries	16	3.2
KSI	0	0
Fatalities	0	0



Injuries	116	23.2
KSI	12	2.4
Fatalities	3	0.6

## After

6 month data (Sep 2021-Feb 2022)

Injuries	2	
KSI	2	
Fatalities	1	



Injuries	2	
KSI	0	
Fatalities	0	



Injuries	21	
KSI	0	
Fatalities	0	





# Qualitative Post Project Feedback

DOT staff talked to 211 people at 10 locations (Alma Ave to Sylvandale Ave) in November 2021 and April 2022:

- **Nearly all** bicyclists and pedestrian of all ages supported the Senter Road traffic safety improvements
- **70%** of drivers supported the project
- **15%** of drivers expressed concerns with increased traffic, honking while slowing to turn at roadways with tightened corners, and various other concerns
- **12%** of drivers were unaware of the safety improvements implemented in the area

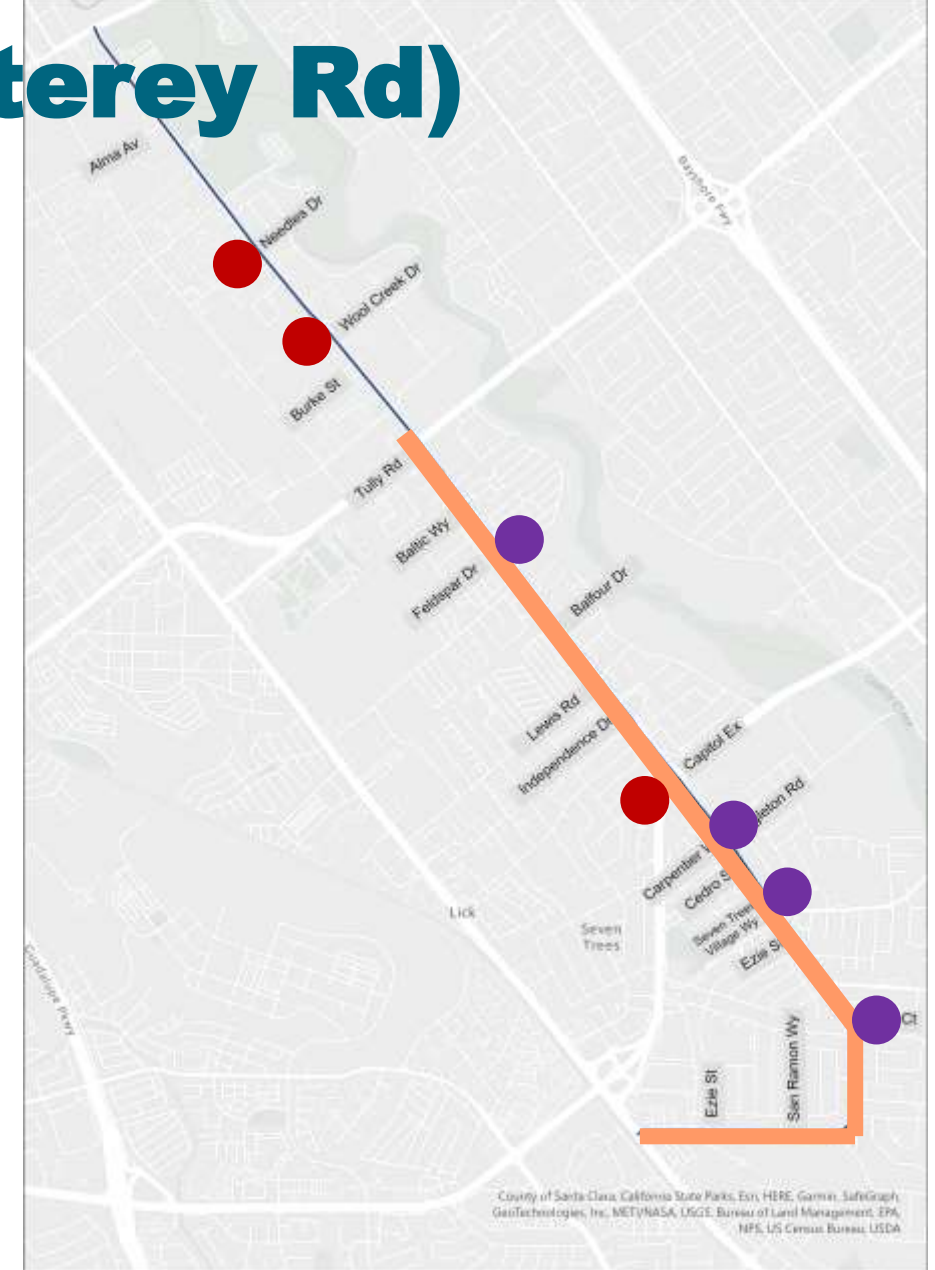


# Senter Rd (Tully Rd – Monterey Rd) Safety Improvements

- Lane reduction from Tully Rd to Monterey Rd
- Upcoming improvements at Senter Rd/Capitol Expy

## Fatal crash locations


- before project completion (Sep-Feb, 2015-2020)
- after project completion (Sep 2021-Feb 2022)



# Next Steps

- Received \$10M State Earmark
- Co-apply with County Roads and Airports for Safe Street for All grant application
  - Change quick-build to permanent improvements
  - Protected intersections
  - Remove slip ramps at Capitol Exp and Monterey Rd
  - May add new signals



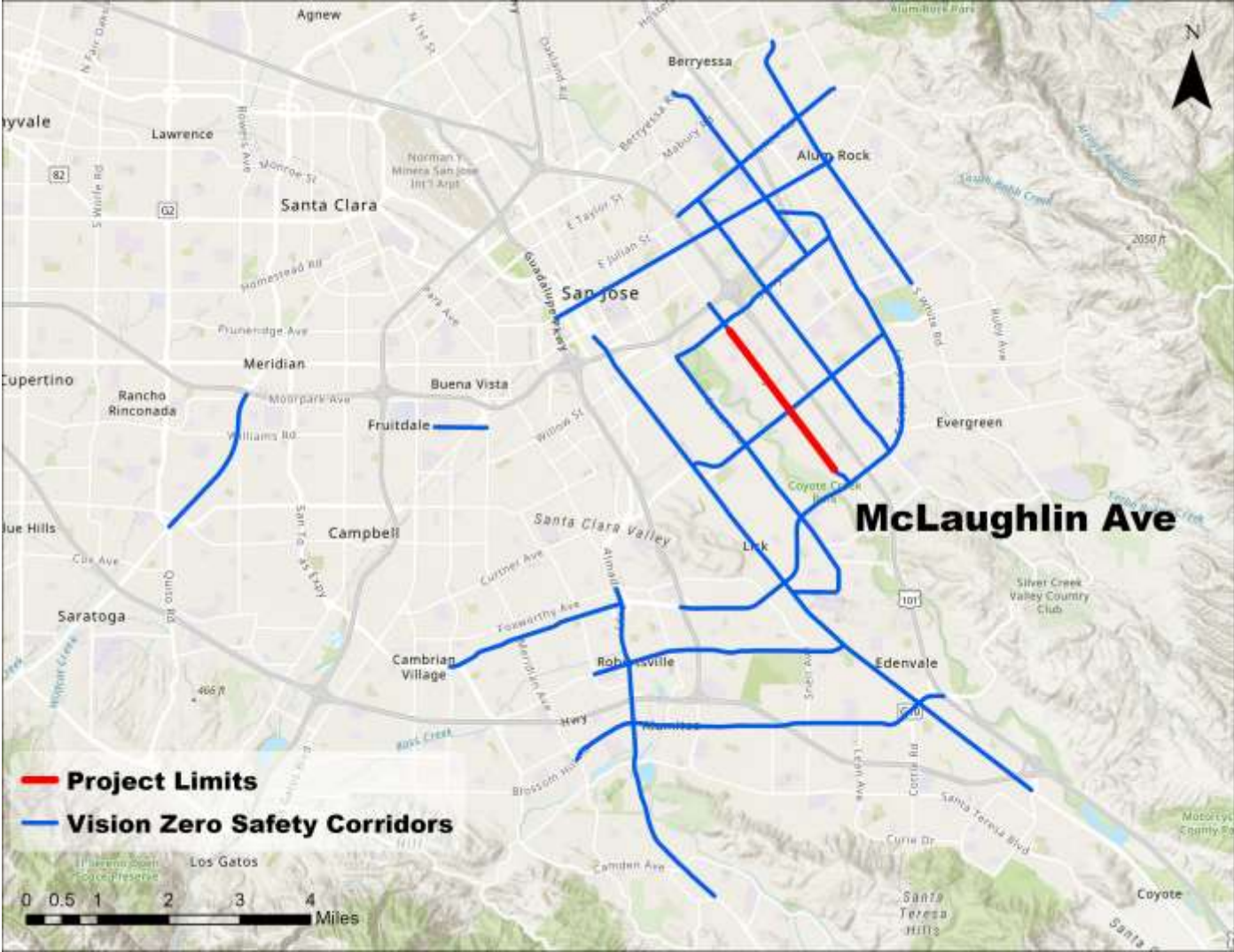


# McLaughlin Ave Preliminary Project Evaluation

August 31, 2022



# Vision Zero Safety Corridors



# Conditions Prior to Improvements

HSIP Cycle 7 2015  
(based on 2011-  
2015 crash data)

Grant: \$2.5M

Low Visibility Crossing



Non-ADA Compliant Curb Ramps



Wide Roadway encouraging high speed



Conflicting Movement Areas



# McLaughlin Ave Project Timeline

**Project Limits: Owsley Ave to Loupe Ave**

Project Construction: July 2020- November 2020



# Project Scope & Measurements

## Project Elements

2.6 miles of improvements (\$5.3M):

- New Streetlights
- Flashing Beacons
- Bulb-outs
- Median Islands
- ADA Ramps

## Data Source

PD crash data

## Date of Implementation

July 2020 - November 2020

## Project Evaluation Data Timeframe

Before: 1-year average of 5-year data from 2015 – 2019

After: 1 year: 2021



# 1 Year After Injury Data Review

## Before

5-year data (2015-2019)

Total Average



Injuries	21	4.2
KSI	3	0.6
Fatalities	1	0.2



Injuries	14	2.8
KSI	2	0.4
Fatalities	0	0



Injuries	157	31.4
KSI	13	2.6
Fatalities	4	0.8



Injuries	4	0.8
KSI	3	0.6
Fatalities	2	0.4

## After

1-year data (2021)

Injuries	3	
KSI	1	
Fatalities	1	



Injuries	2	
KSI	1	
Fatalities	1	



Injuries	25	
KSI	2	
Fatalities	0	



Injuries	0	
KSI	0	
Fatalities	0	



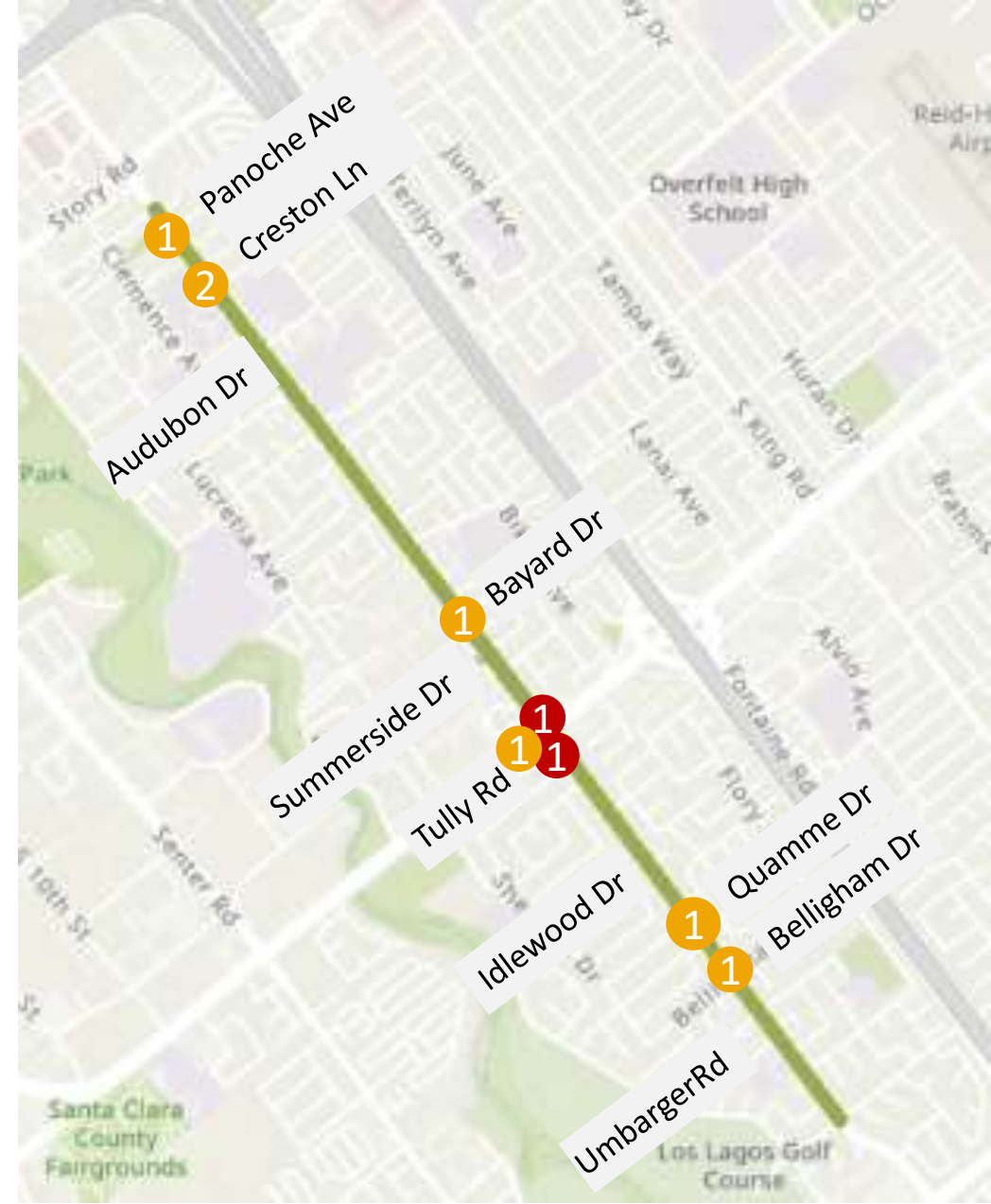
# McLaughlin Rd (Owlsley Ave to Loupe Ave)

## Key Elements

- Streetlights: Audubon Dr, Idlewood Dr, Umbarger Rd
- Flashing Beacons: Audubon Dr, Idlewood Dr, Umbarger Rd, Panoche Ave
- Median Islands: throughout corridor


## Fatal crash locations

- 7 before project completion (2015-2019)
- 2 after project completion (2021)— at Tully



# Before/After Pictures



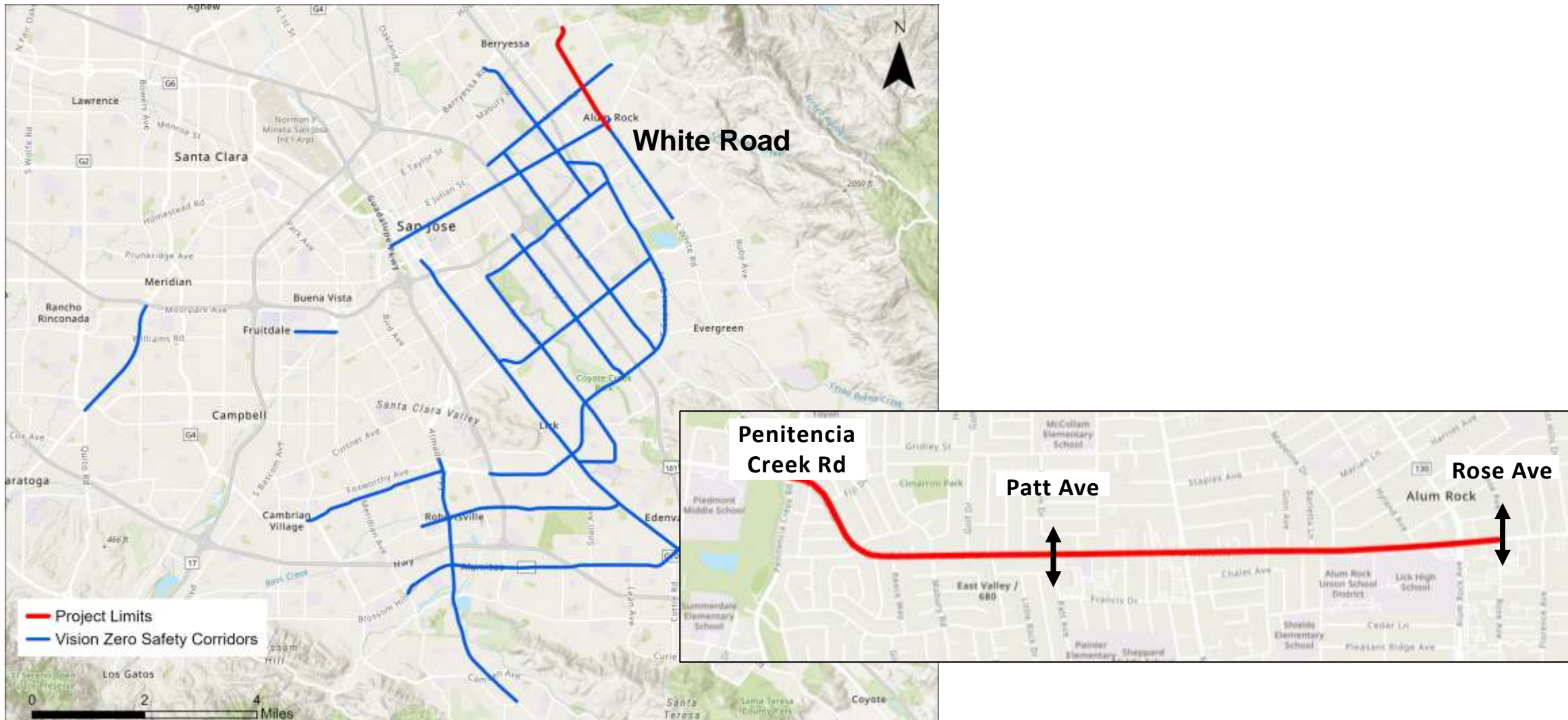


# White Road Preliminary Project Evaluation

August 31, 2022



# Vision Zero Safety Corridors



# Conditions Prior to Improvements

HSIP Cycle 8 (based on 2011-2015 crash data)

Grant: \$1.2M

Wide Roadway Encouraging High Speeds



Patt Ave - Before

Low Visibility Crossing



Rose Ave - Before

# Project Scope & Measurements

## Project Elements

\$1.3M for 2 intersection improvements and 2 miles of striping

- 2 Flashing Beacons:

1) Patt Ave, 2) Rose Ave

- Refuge Island:

1) Patt Ave

- Streetlights:

1) Patt Ave, 2) Rose Ave

## Data Source

PD crash data

## Date of Implementation

October 2020 to May 2021

## Project Evaluation Data Timeframe

Before: 9-month average of 5-year data from June 2015 – Feb 2020

After: 9 months: June 2021 – Feb 2022

Note: **This study only uses 9 months of after data.**

Typically, projects are evaluated using 1+ year of after data. DOT will update this study.

# KSI at Key Intersections (within 50' radius)

	<b>Before</b> Total, 5 year data (June 2015- Feb 2020)	<b>After</b> Total, 9 month data (June 2021-Feb 2022)	
<b>White/ Patt Ave</b>	Walking 2	Walking 0	↓
	Biking 0	Biking 0	=
	Driving 1	Driving 0	↓
<b>White/ Rose Ave</b>	Walking 0	Walking 0	=
	Biking 0	Biking 0	=
	Driving 2	Driving 0	↓

No fatal or severe injuries in the after-study period.



# White Road – Before & After



Patt Ave - Before



Patt Ave - After



Rose Ave - Before



Rose Ave - After



# Upcoming Evaluations

- Story Road
- Hillsdale Avenue
- Branham Lane

# Open Forum



# Open Forum

2<sub>m</sub> 00<sub>s</sub>

## Code of Conduct

- Speakers' comments should be addressed to the Task Force members. Requests to engage Chair, Co-chair, Task Force members, or Staff in conversation will not be honored.
- Abusive language is inappropriate.
- Repeated failure to comply with this Code of Conduct which will disturb, disrupt or impede the orderly conduct of the meeting may result in removal from the meeting.

**Please unmute your device when your name is called. Phone in callers, please press \*6 to unmute.**

# Vision Zero Task Force Next Meeting

Wednesday, November 30, 2022,  
9:30 – 11:30 am

*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)*







GAME SHOP

FIX LAPTOP.COM

PLANTLUSH

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GAME SHOP

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ATM

N FURNITURE

THIRD ST

THIRD ST

THE COMIC SHOP