



# Memorandum

**TO: Rules Committee**

**FROM: Councilmember Pierluigi Oliverio**

**SUBJECT: VISION ZERO**

**DATE: March 12, 2015**

Approved:

*Pierluigi Oliverio*

Date:

*3-12-15*

**RECOMMENDATION:**

Agendize the Vision Zero Initiative for city council consideration

**BACKGROUND:**

Vision Zero is a highly successful approach to road safety thinking. Its premise can be summarized in one sentence: *no loss of life is acceptable.*

While road systems are primarily designed to keep us moving, they should ideally be engineered to protect us at every turn. Vision Zero does just that, while taking into account the fact that we are all human, and therefore prone to the occasional mistake. This innovative program has been adopted by cities such as Los Angeles, San Francisco, Seattle, Portland, New York and Chicago.

San Jose has 2400 miles of roads with essentially no traffic enforcement, which leaves pedestrians, bicyclists and drivers at risk of serious injury or fatality. Therefore, it is my belief that the council should address this issue by adopting road safety alternatives modeled after the Vision Zero approach.

**Action:**

Formally adopt Vision Zero practices by funding (budget process) and implementing the engineering, enforcement, and education efforts required to:

1. Fix the identified, highest risk locations where people are being injured on our streets by delivering on-the-ground improvements and implementing red light running cameras at crash prone intersections (see attachment for list of California cities).
2. Ensure full and fair enforcement of traffic laws, with a focus on the most dangerous behaviors, problematic locations and at-fault drivers. Contract with the CHP and/or Sheriff to issue traffic citations in San Jose through 2020. (Source of funding: unspent funds from over 120 unfilled police officer positions).
3. Invest in education programs for road users, with a focus on schools, by lowering the speed limit to 15 mph at ALL schools (where allowed by state law AB321). Educational outreach to include bus drivers, crossing guards, and the dangers of jaywalking, among other topics.
4. Partner with the City of San Francisco in their effort to change state law allowing cities the autonomy to lower the speed limits where or when needed from 25 mph to 20 mph.
5. Continue with requests petitioning the California legislature to allow automated speed cameras (now legal in 15 other states).

The effectiveness of these safety measures can be seen in the following information:

**Red Light Camera Study:**

“Effects of red light camera enforcement on red light violations in Arlington County, Virginia”  
*Journal of Safety Research*, February 2014 <http://www.iihs.org/bibliography/topic/2031>

The number of U.S. communities using red light cameras has grown to about 540 as study after study shows that the devices improve safety. A 2011 IIHS study of large cities with longstanding red light cameras found that cameras reduced the fatal red light running crash rate by 24 percent and the rate of all types of fatal crashes at signalized intersections by 17 percent. Consistent with prior research, red light violations at camera-enforced intersections declined significantly.

**California cities that contract with CHP:**

Oakland, Stockton, Santa Cruz, Hemet, Rancho Santa Fe and Pebble Beach

### **California cities that contract with County Sheriff:**

Approximately 200 cities and agencies (list available upon request)

### **School Speed Studies:**

1. "Effects of Vehicle Speed on Pedestrian Fatalities," City of Palo Alto contracted study

<http://humantransport.org/sidewalks/SpeedKills.htm>

This study shows how, when a pedestrian is struck, the likelihood of death increases faster than the percentage increase in vehicle speed, in a nonlinear fashion.

2. "Reduced School Area Speed Limits from Institute of Transportation Engineers"

<http://library.ite.org/pub/e26610b5-2354-d714-51f1-c266857615f0>

This study advocates for slower speeds specifically in school zones, due to the scientifically-backed research indicating that children do not have the same ability as adults in: seeing and evaluating traffic conditions, processing information, perceiving correctly the direction and sound of traffic; and understanding the use of traffic control devices and crosswalks.

### **Speed Camera Study:**

"Do speed cameras reduce road traffic crashes, injuries and deaths?" Cochrane Injuries Group

<http://www.ncbi.nlm.nih.gov/pubmedhealth/PMH0012902/>

This study reviewed 35 separate reports and concluded that speed cameras definitely reduce the number of road traffic injuries and deaths across multiple scenarios.