Vision Zero

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Council of Cities

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About SVBC

Mission
Our purpose is to create a healthy community, environment, and economy through bicycling for people who live, work, or play in San Mateo and Santa Clara Counties.

Vision
We envision a community that values, includes, and encourages bicycling for all purposes for all people.

Goal
Our goal is for 10% of trips by bike.
What is Vision Zero?

Vision Zero =
Zero deaths
or major
injuries on
our roadways

http://bikesiliconvalley.org/resources/vision-zero-toolkit/
Traditional vs. Vision Zero Approach

**TRADITIONAL APPROACH**

- Traffic deaths are INEVITABLE
- PERFECT human behavior
- Prevent COLLISIONS
- INDIVIDUAL responsibility
- Saving lives is EXPENSIVE

**VISION ZERO**

- Traffic deaths are PREVENTABLE
- Integrate HUMAN FAILING in approach
- Prevent FATAL AND SEVERE CRASHES
- SYSTEMS approach
- Saving lives is NOT EXPENSIVE
People walking and biking represent 1-3% of commute trips yet are 7% of collisions in San Mateo County.

All data from 2017: American FactFinder, Office of Traffic Safety, and Transportation Injury Mapping System
Engineering: Speed Increases Severity

If hit by a person driving at:

- **20 MPH**
  - Person Survives the Collision: 90%
  - Results in a Fatality: 10%

- **30 MPH**
  - Person Survives the Collision: 60%
  - Results in a Fatality: 40%

- **40 MPH**
  - Person Survives the Collision: 20%
  - Results in a Fatality: 80%

History of Vision Zero

1997:
• Sweden introduces Vision Zero policy with 2020 goal

2011:
• SVBC launches Vision Zero initiative and Roadway Safety Solutions Team with Stanford Trauma

2014:
• New York City and San Francisco debut Vision Zero plans

2015
• San Jose, San Mateo, Fremont pass Vision Zero policies and goals

2016
• Daly City passes Vision Zero resolution

2019
• Oslo, Norway achieves 0 deaths of people biking and walking
The Essentials

1. Adopt a Vision Zero policy in your municipality
   – A clear goal of eliminating traffic fatalities and severe injuries has been set.
   – The Mayor/Council has publicly, officially committed to Vision Zero.

2. Develop a Vision Zero implementation plan
   – A Vision Zero plan or strategy is in place, or the Mayor/Council has committed to doing so in clear time frame.
   – Key departments (including police, transportation and public health) are engaged.
Vision Zero Cities

A Vision Zero City meets the following minimum standards:
- Sets clear goal of eliminating traffic fatalities and severe injuries
- Mayor has publicly, officially committed to Vision Zero
- Vision Zero plan or strategy is in place, or Mayor has committed to doing so in clear time frame
- Key city departments (including Police, Transportation and Public Health) are engaged.
Local Vision Zero Status: Policy or Plan

@bikesv #VisionZero
## Local Vision Zero Status: Policy or Plan

<table>
<thead>
<tr>
<th>City</th>
<th>Policy/Resolution</th>
<th>Plan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daly City</td>
<td>2016</td>
<td>Coming March 2020</td>
</tr>
<tr>
<td>San Mateo</td>
<td>Yes, in <a href="#">2015 Sustainable Streets Plan</a>: Eliminate pedestrian- and bicycle-related fatalities and reduce the number of non-fatal pedestrian- and bicycle-related collisions by 50% from 2010 levels by 2020.</td>
<td></td>
</tr>
<tr>
<td>Redwood City</td>
<td>Yes, in <a href="#">2017 Transportation Plan</a>: Develop and adopt a strategic plan to meet the goal of eliminating traffic fatalities and serious injuries for all modes by 2030.</td>
<td></td>
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<tr>
<td>Menlo Park</td>
<td>Yes, in <a href="#">2016 General Plan</a></td>
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<tr>
<td>East Palo Alto</td>
<td>Yes, in 2016 General Plan: Eliminate traffic fatalities and reduce the number of non-fatal injury collisions by 50% by 2030.</td>
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<tr>
<td>Mountain View</td>
<td>Yes, since January 2020</td>
<td></td>
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<tr>
<td>Sunnyvale</td>
<td>Yes, since 2016</td>
<td>August 2019</td>
</tr>
<tr>
<td>Santa Clara</td>
<td>Working on in 19-20 Bike Plan Update</td>
<td></td>
</tr>
<tr>
<td>San Jose</td>
<td>Yes, since 2015</td>
<td>Yes, since 2015</td>
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<tr>
<td>Fremont</td>
<td>Yes, since 2015</td>
<td>Yes, since 2016</td>
</tr>
<tr>
<td>San Francisco</td>
<td>Yes, since 2014</td>
<td>Yes, since 2014</td>
</tr>
</tbody>
</table>
Concentration of Bike and Pedestrian Collisions
San Mateo County, 2009-2013

Source: San Mateo County Health System
People walking and biking on El Camino Real / Mission

El Camino Real is 1% of streets in San Mateo County

15% of collisions involving a person walking or biking in San Mateo County happened on El Camino Real
Why study El Camino Real?

2006-2015: **39 people** walking or biking were involved in a collision
El Camino Real, Redwood City

Existing

Opportunity for public art and improved lighting

Proposed
Carolan Avenue, Burlingame

• Before

• After
Local Advocates Are Here to Help!

- Lead rides and walking tours
- Implement and manage SR2S programs
- Review designs and grant applications
- Provide letters of support
- Assist with community outreach
- Aid in policy development

@bikesv | #VisionZero
Thank you!

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