



City of Santa Clara Vision Zero Action Plan

March 2026 (DRAFT)



**City of
Santa Clara**
The Center of What's Possible

Message from City Manager

Dear Santa Clara Community,

Santa Clara's Vision Zero Action Plan is a critical step towards reducing and eventually eliminating traffic fatalities and serious injuries on our roadways. Even one traffic death on Santa Clara streets is one too many, which is why we are committed to ensuring safer streets throughout the City of Santa Clara. We aim to do this through enforcement, education, and engineering. With this in mind, our City is adopting a Vision Zero transportation safety initiative. This is our commitment to prioritize street safety and ensure all road users arrive safely at their destinations — whether you walk, bike, drive, ride transit, or use our City's growing mobility options.

Recent collisions have resulted in injuries and tragic losses. They remind us of the importance of roadway safety, and Santa Clara's Vision Zero effort is a proactive, long-term approach aimed at preventing these kinds of tragedies in the future.

The City's current Bicycle Plan as well as our Pedestrian Master Plan outline the need for creating a citywide Vision Zero Plan. Santa Clara has received a federal Safe Streets and Roads for All (SS4A) grant to bring this Vision Zero Plan to life. As we work to eradicate traffic deaths and severe injuries on our streets, this Plan is a data-driven and comprehensive document that was informed by community input, which helped to identify priority projects and programs to enhance traffic safety. The Plan also aligns with the California statewide goal of reducing fatalities and serious injuries on state roadways to zero by 2050.

Achieving Vision Zero is critically important for our growing city. Together, we can foster safer, more inclusive streets for everyone! Santa Clara welcomes your interest and participation in helping move our City towards the goal of eliminating all traffic fatalities and severe injury crashes.



Be safe,
Jövan D. Grogan, City Manager

Acknowledgements

The City of Santa Clara would like to dedicate this Vision Zero Action Plan (Plan) to the members of our community who experienced life-changing traffic incidents and all advocates dedicated to improving roadway safety in Santa Clara. We extend our sincere gratitude to all those who contributed to the development of this Plan. Special thanks go to the Vision Zero Working Group for their leadership and dedication. We also acknowledge the valuable input from community members and partner agencies that reflects our shared commitment to safer streets for all. Your contributions have been vital in moving us closer to a future with zero traffic-related fatalities and severe injuries.

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Raj Chahal, Councilmember District 2
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Bicycle and Pedestrian Advisory Committee
Senior Advisory Commission
Parks & Recreation Commission
Youth Commission

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This project is funded by federal Safe Streets & Roads for All (SS4A) grant and state Office of Traffic Safety (OTS) grant.

Executive Summary

Santa Clara's Vision Zero Action Plan is a strategic commitment to eliminate all traffic fatalities and severe injuries on city roadways by the year 2050.

The City of Santa Clara's Vision Zero Action Plan is an ambitious strategy aimed at eliminating all traffic fatalities and severe injuries, while promoting safe and sustainable mobility for all road users. This multidisciplinary and collaborative effort unites stakeholders from various sectors to develop and implement comprehensive solutions addressing the complex factors contributing to traffic-related collisions.

Key Objectives and Actions

1. Current State and Need for Action:

- a. Traffic fatalities and severe injuries in Santa Clara remain a concern, with 51 reported fatal collisions and 139 severe injuries between 2016 and 2023.
- b. The city's growth has led to increased traffic, further amplifying the risk of collisions.
- c. High costs of traffic collisions highlight the financial imperative for safety measures.

2. Implementation Framework:

- a. The Safe System Approach minimizes fatalities and severe injuries by identifying risk factors and implementing actions and strategies in safer streets, safer people, safer speeds, safer vehicles, and post-collision care.
- b. Developing a High Injury Network (HIN) as shown in Figure 1 to identify specific corridors and intersections with a high concentration of collisions and prioritize infrastructure investment.
- c. Emphasizing safety for vulnerable road users, such as pedestrians and cyclists, who are involved in 35% of all KSI (Killed or Severely Injured) collisions in Santa Clara.

3. Priority Actions:

The Plan identifies the following priority actions encompassing infrastructure projects and other strategies listed below.

Priority Corridor Projects:

- Monroe Street: Lawrence Expressway to Bowers Avenue and San Tomas Aquino Creek Trail to Scott Boulevard
- Lafayette Street: Central Expressway to Poplar Street
- Coleman Avenue Tri-level Interchange: De La Cruz Boulevard from Central Expressway to Lafayette Street and Coleman Avenue from Reed Street to the City of San Jose Limit Line
- Scott Boulevard: Monroe Street to El Camino Real
- Homestead Road: Lawrence Expressway to Kiely Boulevard
- Stevens Creek Boulevard: Lawrence Expressway to Kiely Boulevard
- El Camino Real: Halford Avenue to Scott Boulevard
- Pruneridge Avenue: Lawrence Expressway to Kiely Boulevard
- Scott Boulevard: Bowers Avenue to San Tomas Expressway
- Montague Expressway: Lick Mill Boulevard to US 101

Non-Engineering Strategies:

Table I: Non-Engineering Actions and Strategies

Action		Description
Vision Zero Program		
VZP-1	Vision Zero Implementation Funding Program	Establish funding strategies and secure funding/apply for grant funding to support Vision Zero implementation.
VZP-2	Vision Zero Working Group / Task Force	Form a multi-agency working group to coordinate Vision Zero implementation and initiatives.
VZP-3	Progress Report	Publish annual report on Vision Zero program progress.
VZP-4	Update Vision Zero Plan	Update existing Vision Zero Plan in 5 years or per grant requirement
Safer People		
SP-1	City Staff Communications Training	Conduct training for City staff on effective roadway safety and traffic collisions messaging.
SP-2	Stakeholder Engagement	Convene local stakeholder group and conduct workshops or walk audits along High-Injury Network (HIN) corridors.
SP-3	Traffic Education for Safe Routes to School (SRTS)	Continue providing and expanding traffic safety education (i.e. walking school bus) for students and parents.
SP-4	Traffic Education for Seniors	Provide traffic safety education for pedestrians over 60 years of age.
SP-5	Education Campaigns	Conduct education campaigns such as installing message signs or media posts on speeding, distracted driving, or other high-risk behaviors.
SP-6	Online Safety Dashboard & Data Sharing	Develop online interactive dashboard as a tool to present traffic safety information. Collaborate on data sharing with neighboring jurisdictions.
Safer Speeds		
SSP-1	Speed Management	Implement speed limit reductions in accordance with current state law. Define up to 20% of the city's street network as Safety Corridors to reduce posted speed limits by 5 miles per hour.
SSP-2	Strategic Traffic Enforcement	Conduct high-visibility traffic enforcement on speeding, driving under influence (DUI), and violation of traffic control devices along the HIN corridors and/or intersections
SSP-3	Collision Data Focused Training for Enforcement and Public Safety Professionals	Participate in trainings to improve collision reporting practices. Focus area includes improved data on speeding, impairment, distracted driving.
SSP-4	Police Academy (Vision Zero Training)	Integrate Vision Zero principles into police training and academy curriculum.
Safer Streets		
SST-1	Intersection Daylighting	Implement and enforce citywide intersection daylighting per state law (AB 413).
SST-2	Post KSI-Collision Review	Develop a multi-department collision review process and conduct post-collision review of fatal and severe injuries collisions to discuss potential improvements.

Action		Description
SST-3	Vision Zero Priority Corridors	Update HIN priority corridors as needed and identify funding for design and implementation of top priority HIN corridors.
SST-4	Traffic Calming Program Update	Re-evaluate and update existing traffic calming program and policies. Incorporate best practices and update process of implementing traffic calming measures.
SST-5	School Safety Zones	Establish reduced speed limits of 15 mph in school zones and implement traffic enforcement.
SST-6	Design Review	Create an internal procedure for evaluating and, where possible, implementing safety countermeasures on projects located within HIN.
SST-7	Vision Zero Design Standards	Develop and apply street design that helps reduce stress of walking and biking by deterring vehicle cut-through traffic. Incorporate best practices such as VTA's Community Design and Transportation Manual, NACTO, and update City design standards as needed.
SST-8	Design Review Training & Resources	Provide focused training for City engineers and planners responsible for designing and reviewing street design and safety planning activities. Develop resources (i.e. checklist) to incorporate safety countermeasures along HIN corridors and intersections.
SST-9	Bicycle and Pedestrian Count Data	Identify high activity areas and develop schedule to track pedestrian and cyclist activity at key locations.
SST-10	Expand Santa Clara's Bicycle and Pedestrian Network	Continue expanding and upgrading the existing bicycle and pedestrian network per City's Bicycle and Pedestrian Master Plans.
SST-11	Intelligent Transportation Systems	Explore and implement technologies such as speed monitoring and adaptive traffic signal systems.
SST-12	Improve Data Collection and Analysis	Use citywide, newer "big data" sources as a proactive strategy to monitor speed, traffic volume, locations with frequent "near misses".
Safer Vehicles		
SV-1	Subsidized Transit	Expand free or discounted transit fares for holidays and special events to reduce impaired driving.
SV-2	Rideshare or Microtransit Program for Impaired Driving Prevention	Establish subsidized rideshare or microtransit program aimed to reduce impaired driving.
SV-3	Traffic Enforcement Technologies, Transportation Innovation and Mitigate Future Risks	Explore new technologies for traffic enforcement that align with Police Department best practice. Explore opportunities and prepare for new forms of transportation and enforcement of standards. Track AB 645 Speed Safety System pilot. Collaborate and exchange knowledge with neighboring cities on related policy updates. Support any new state legislation for safer streets/Vision Zero.
Post-Collision Care		
PCC-1	Emergency Response (ER)	Continue monitoring traffic signal operations with emergency vehicle pre-emption and implement signal and roadway improvements that enhance emergency vehicle response times.

Progress and Accountability

Santa Clara remains committed to transparent progress reporting and accountability. An annual report on the program's progress will be published, and in five

years, or as necessary to meet grant requirements, the Vision Zero Action Plan will be updated to reevaluate collision data and performance measures.

Figure 1: Priority High Injury Network Corridors & Intersections

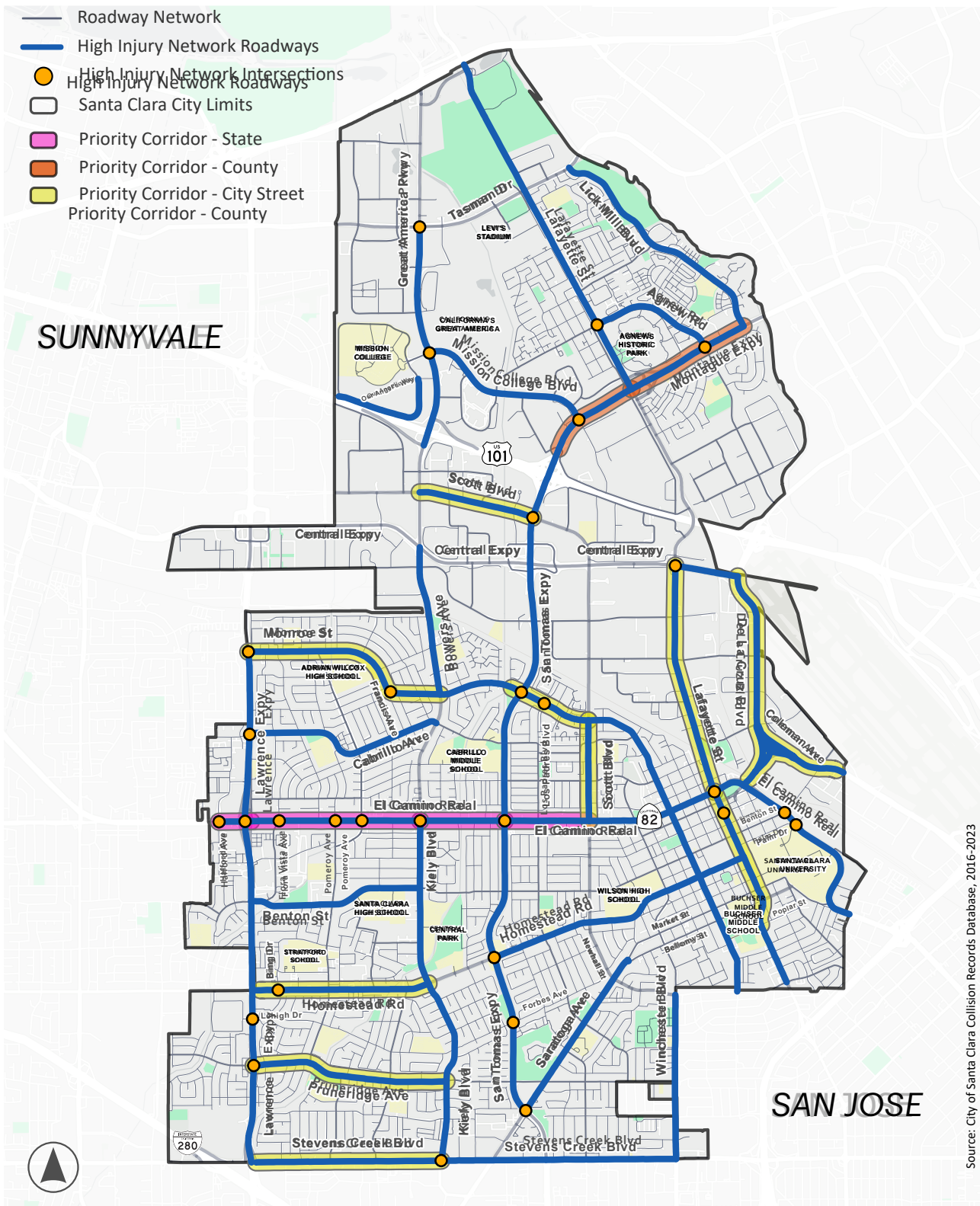


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Glossary



AB:	Assembly Bill
AADT:	Annual Average Daily Traffic
ADA:	Americans with Disabilities Act
ATP:	Active Transportation Plan
BPAC:	Bicycle & Pedestrian Advisory Committee
Caltrans:	California Department of Transportation
CAP:	Climate Action Plan
CIP:	Capital Improvement Program
DUI:	Driving Under the Influence
ER:	Emergency Response
FHWA:	Federal Highway Administration
HIN:	High Injury Network
IT:	Information Technology
KSI:	Collisions resulting in someone being Killed or Severely Injured
NACTO:	National Association of City Transportation Officials
NTCP:	Neighborhood Traffic Calming Program
PDO:	Property Damage Only
RRFB:	Rectangular Rapid Flashing Beacon
SRTS:	Safe Routes to School
SS4A:	Safe Streets and Roads for All
TIMS:	Transportation Injury Mapping System
UC:	University of California
VMT:	Vehicle Miles Travelled
VTA:	Valley Transportation Authority



1. About Vision Zero

What is Vision Zero?

Vision Zero is a comprehensive and ambitious strategy aimed at eliminating all traffic fatalities and severe injuries while promoting safe and sustainable mobility for all road users. Originating from a movement in Sweden in the 1990s, Vision Zero fundamentally shifts the responsibility of traffic safety from individuals to the broader transportation system.

At its core, Vision Zero is a multidisciplinary and collaborative effort that unites a wide range of stakeholders from various sectors, including government agencies, urban planners, public health professionals, law enforcement, community organizations, and the public. This collaboration is essential for developing and implementing comprehensive solutions that address the complex and interconnected factors contributing to traffic-related collisions. Through a combination of engineering improvements, policy changes, educational campaigns, and targeted enforcement, Vision Zero seeks to create a safer and more inclusive transportation network.



Why Vision Zero for Santa Clara?

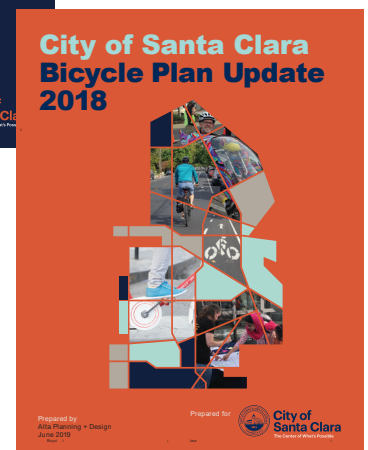
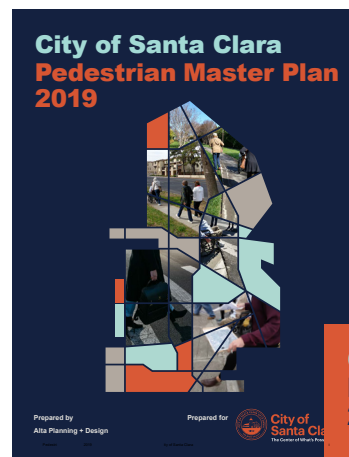
The City of Santa Clara is committed to creating safer streets, eliminating traffic-related fatalities, and fostering a community where all residents can travel securely, whether by foot, bicycle, or vehicle. Vision Zero advocates for a proactive approach to traffic safety, prioritizing the design and implementation of infrastructure improvements, enforcing traffic laws strategically, and promoting education programs about safe transportation behaviors. This effort is rooted in the City's dedication to eliminating all traffic-related fatalities and severe injuries, creating safer streets, and fostering a strong safety culture among all road users. While this initiative complements broader statewide goals for achieving Vision Zero, its core purpose is to address Santa Clara's unique transportation needs.

1. 2.4% of All Collisions within Santa Clara Result in a Fatality or Severe Injury:

Between 2016 and 2023, there are 51 reported fatal collisions and 139 severe injuries in total, with an average of over 6 traffic fatalities and 17 severe injuries annually, highlighting a pressing need for enhanced safety measures. **Figure 2** presents the fatal and severe injury collisions within the 8-year study period.

2. Policy Goal from City's Bicycle and Pedestrian Master Plans:

Previous planning efforts, including the City of Santa Clara's Bicycle Master Plan Update (2018) and Pedestrian Master Plan (2019), identified the adoption of a Vision Zero policy as a key goal to advance safe, multimodal transportation for all users.



**Between 2016 and 2023,
there are 51 reported
fatal collisions and
139 severe injuries**

- 3. Trend of Increasing Pedestrian and Cyclist Injuries:** Collision data indicates that pedestrian and cyclist injuries have been on the rise. Over the 8-year study period from 2016 to 2023, there were 45 pedestrian collisions and 23 cyclist collisions resulting in fatalities or severe injuries. **Figure 3** presents the fatal and severe injury collisions involving bicycles and pedestrians. A Vision Zero Action Plan would prioritize the safety of these vulnerable road users.

4. Growing City and Growing Traffic:

As the City continues to grow, traffic volumes have increased, leading to more congestion and a heightened risk of traffic collisions.

5. High Cost of Traffic Collisions:

Traffic collisions impose a significant economic burden, including medical expenses, property damage, and lost productivity. In 2023, traffic-related incidents cost an estimated \$157.5 million¹, demonstrating the financial imperative to reduce collisions through a Vision Zero approach.

Due to these and other changes in Santa Clara, the City recognized the need for a Vision Zero Action Plan. In 2022 the City received a federal Safe Streets for All (SS4A) grant to develop a citywide Vision Zero Action Plan and policy, leading to the creation of this Plan.

¹ Collision costs calculated using values from the Local Roadway Safety Manual, Caltrans, 2024.



— Roadway Network
 □ Santa Clara City Limits

K+SI* Crashes by Intersection

K+SI* Crashes by Intersection

● 21

● 32-4

● 5³-6⁴

K+SI* Crashes by Segment

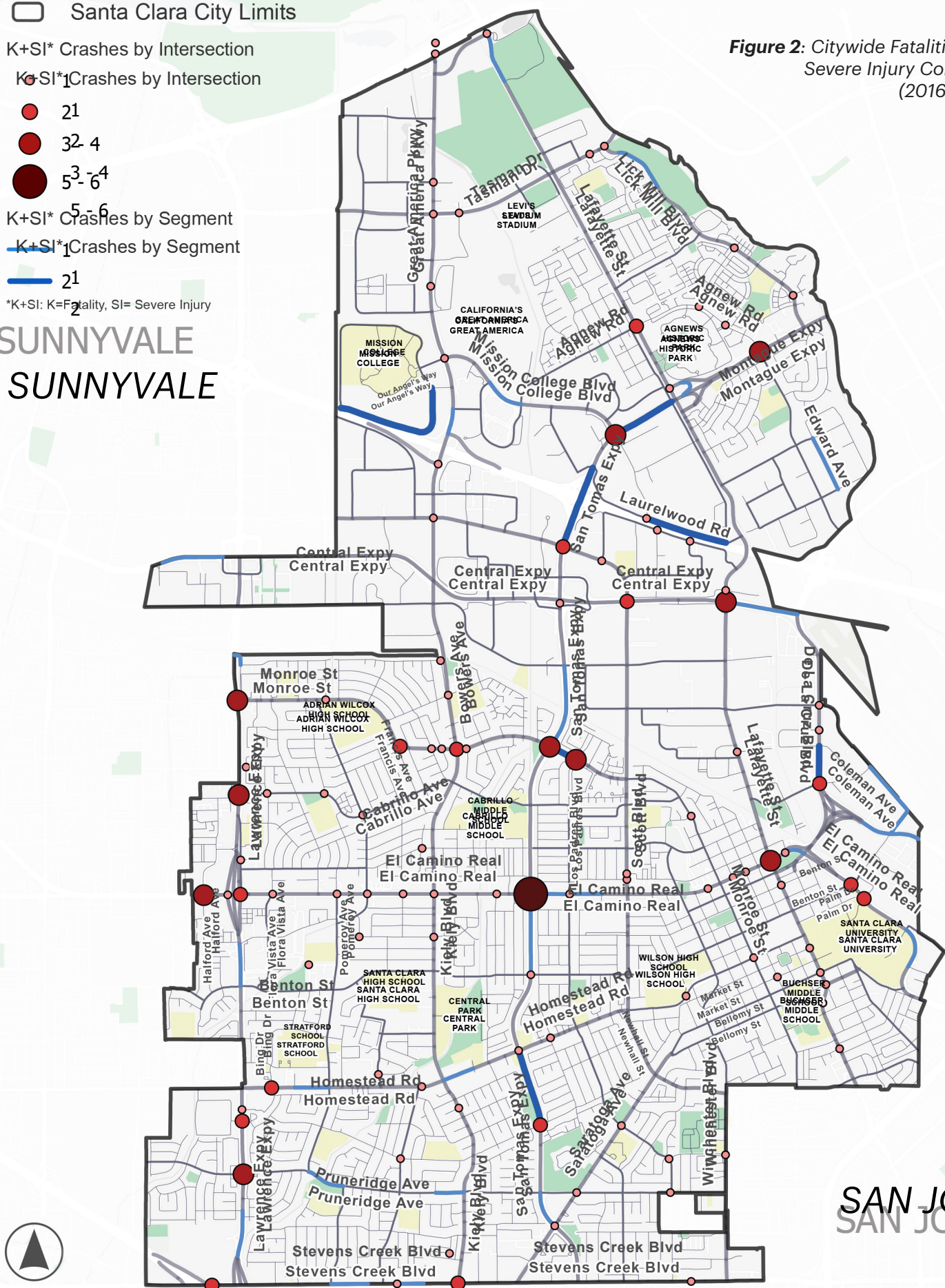
K+SI* Crashes by Segment

— 21

*K+SI: K=Fatality, SI= Severe Injury

SUNNYVALE
 SUNNYVALE

Figure 2: Citywide Fatalities and Severe Injury Collisions (2016-2023)



SAN JOSE
 SAN JOSE

- Roadway Network
- Santa Clara City Limits
- Class I Bike Facility
- Class II Bike Facility

Pedestrian Crashes

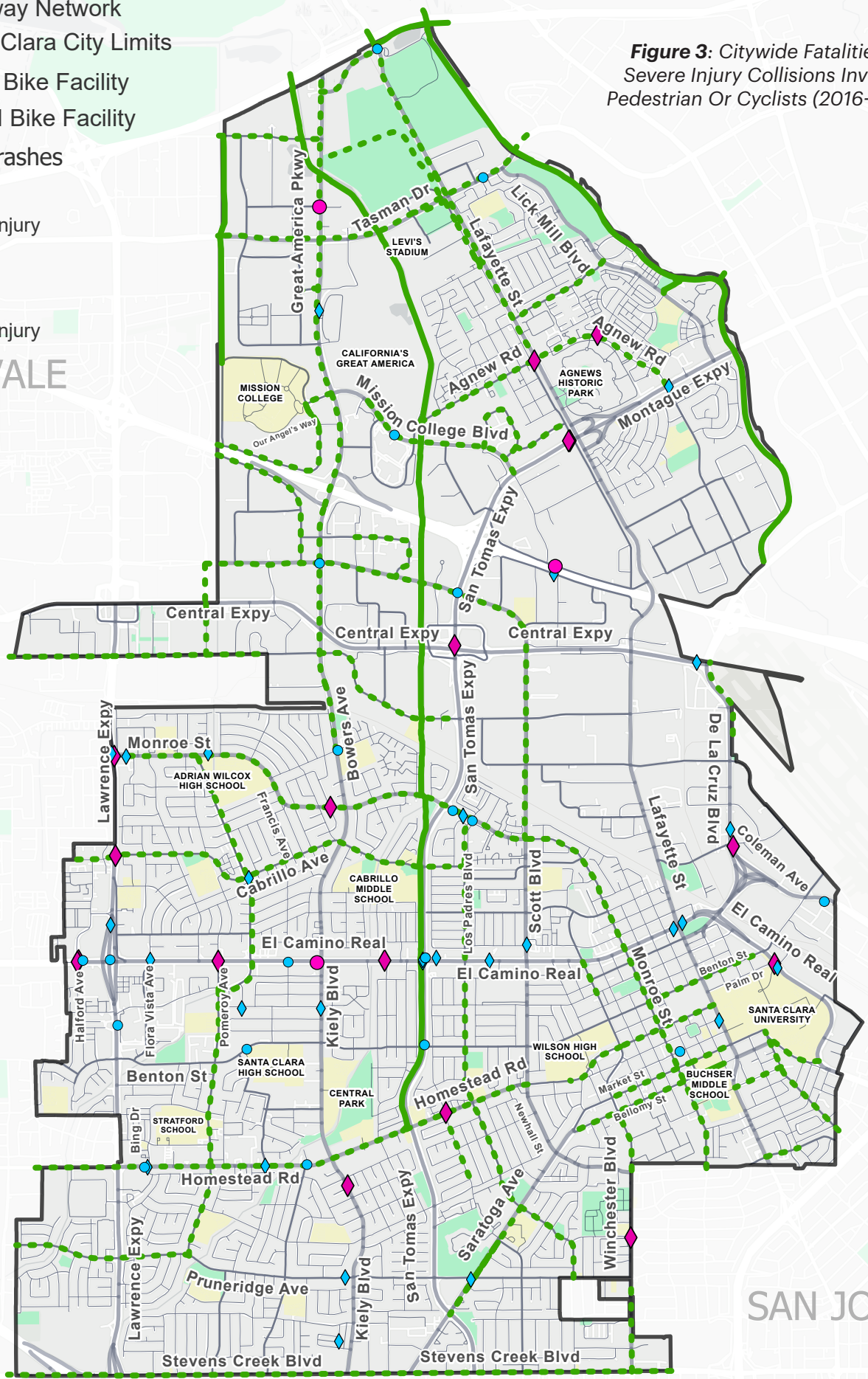
- Fatal
- Severe Injury

Bike Crashes

- Fatal
- Severe Injury

Figure 3: Citywide Fatalities and Severe Injury Collisions Involving Pedestrian Or Cyclists (2016-2023)

SUNNYVALE



SAN JOSE

What is a Safe System Approach?

The **Safe System Approach** is a comprehensive framework for road safety that aims to minimize fatalities and severe injuries by considering the entire transportation system and its interactions. This idea provides a systematic plan to accomplish **Vision Zero**, a global movement based on the ethical belief that no one should be killed or injured in traffic collisions.



Unlike traditional methods that primarily react to collisions after they occur, this approach focuses on identifying risk factors and implementing preventive measures beforehand. It recognizes that while human error is inevitable, a well-designed and redundant system can reduce the chances of those errors leading to fatalities. The Safe System Approach emphasizes that traffic safety is a shared responsibility among road users, designers, policy makers, and vehicle manufacturers.

By addressing the key principles of road safety — safe road users, safe vehicles, safe speeds, safe roads, and post-collision care — the Safe System Approach aims to create a forgiving road system that accommodates human error and keeps road users safe.

Areas where the Safe System Approach has been successfully implemented have seen a significant decline in road traffic deaths and injuries².

The City of Santa Clara believes that traffic fatalities and severe injuries are preventable and is committed to applying a Safe System Approach to improve roadway safety in the city.

² SafetyConnect. (2023, September 15). An Introduction to the Safe Systems Approach. SafetyConnect. <https://www.safetyconnect.io/post/an-introduction-to-the-safe-systems-approach>

Vision Statement, Guiding Principles, and Continued Efforts

Vision Statement

The City of Santa Clara is dedicated to eliminating all traffic-related fatalities and severe injuries on city roadways **by 2050** while fostering safe and sustainable mobility for all road users.

We envision a city where every resident and visitor can move around with confidence, whether they choose to walk, bike, drive, or use public transit. Through collaborative efforts and innovative solutions, we aim to create a transportation network that prioritizes human life above all else, making our streets safer for everyone.

Our commitment is to ensure that Santa Clara's streets are safe and accessible for all roadway users: pedestrians, cyclists, drivers, and transit users alike.



Guiding Principles

- **Safety of Human Life is Our Highest Priority.** Our commitment is to ensure that Santa Clara's streets are safe and accessible for all roadway users: pedestrians, cyclists, drivers, and transit users alike.
- **Traffic-related Fatalities and Severe Injuries are Preventable and Unacceptable.** We recognize that human error is inevitable, but serious consequences are not. Our streets, policies, and systems must be designed to reduce the risk and severity of collisions.
- **Vision Zero is a Shared Responsibility.** Achieving Vision Zero requires a coordinated, citywide effort. We will strive to work collaboratively across departments and with community partners through engineering, enforcement, education, and emergency response.
- **Community Engagement is Essential.** Meaningful input from residents, businesses, and local organizations will guide our strategies. We will listen, learn, and act in partnership with the community to ensure solutions are inclusive and effective.

These guiding principles will steer Santa Clara's efforts as we work towards our goal of zero traffic-related deaths and severe injuries. Through a combination of engineering, education, enforcement, and engagement, we will build a safer and more connected community for all.

Continuing Santa Clara's Efforts

The Santa Clara Vision Zero Action Plan (Plan) is a high-level planning document that builds on the City's existing plans and traffic safety efforts. **Table 1** provides an overview of key City and County/VTA plans that guide and complement Santa Clara's Vision Zero strategies, highlighting their goals and contributions to a safer, more connected transportation system. Building upon these existing efforts, the Plan aims to create a cohesive strategy that accelerates progress towards the goal of eliminating traffic-related fatalities and severe injuries.



Table 1: Key Existing City of Santa Clara and County/VTA Plans

Document Name	Relevance to Santa Clara Vision Zero
City of Santa Clara General Plan (2010)	Approved in 2010, the City of Santa Clara 2010-2035 General Plan is a comprehensive framework encompassing the City's land use, mobility and transportation, public facilities and services, environmental quality, sustainability, housing, noise, safety, and conservation. The Mobility and Transportation section of the General Plan provides goals and policies that would support connected networks that facilitate pedestrian, bicycle, and vehicular movement throughout the City of Santa Clara.
City of Santa Clara Bicycle Plan Update (2018)	The Bicycle Plan Update (2018) provides a long-term vision for improving bicycling in the City of Santa Clara with implementation of policy, program, and project recommendations. This plan identifies a goal to develop a Vision Zero policy.
City of Santa Clara Pedestrian Master Plan (2019)	The Pedestrian Master Plan includes policies, programs, and project recommendations to make the City of Santa Clara a walkable community that provides a comprehensive network of safe, convenient, and comfortable pedestrian routes for all people of all ages and abilities. This plan identifies challenges to walkability, priority pedestrian zones, and goals highlighting safety, comfort, convenience, active communities, and implementation. This plan identifies a goal to develop a Vision Zero policy.
Santa Clara County Active Transportation Plan (2024)	The Santa Clara County Active Transportation Plan (ATP) assesses the current transportation network's function in serving people biking, walking, and rolling throughout Santa Clara County, and identifies opportunities to enhance safety for these modes of transportation along County-maintained roadways. Development of infrastructure safety improvements and Vision Zero projects along County-maintained roadways within Santa Clara, such as Montague/San Tomas Expressway, Central Expressway and Lawrence Expressway, would support the safety goal of the County ATP.
Santa Clara Valley Transportation Authority (VTA) Valley Transportation Plan 2040	The VTA Valley Transportation Plan (VTP) provides a long-range transportation plan for Santa Clara County identifying programs, projects, and policies to address links between transportation, land use, air quality, energy use, and community livability. A primary objective of the VTP would be to encourage an integrated multimodal transportation system.
Santa Clara Climate Action Plan (2022)	The Santa Clara Climate Action Plan (CAP) aims to reduce greenhouse gas emissions, enhance sustainability, and prepare the city for climate change impacts through comprehensive mitigation and adaptation strategies. This plan includes maximizing co-benefits, such as improving safety by expanding the bicycle and pedestrian network.
Santa Clara Americans with Disabilities Act Transition Plan (2024)	The Santa Clara Americans with Disabilities Act (ADA) Transition Plan outlines the city's strategy to improve accessibility and ensure compliance with the Americans with Disabilities Act by identifying, prioritizing, and addressing barriers in public facilities and infrastructure. It includes an action plan for upgrading sidewalks, ramps, public buildings, and other amenities to meet ADA standards, which improves safety and accessibility for the public overall.
Santa Clara Complete Streets policy (2018)	The Complete Streets policy aims to create safe, accessible and convenient transportation networks for everyone, regardless of how they travel.
Santa Clara Neighborhood Traffic Calming Program (1999)	The Neighborhood Traffic Calming Program (NTCP) describes the City's existing approach to address local neighborhood traffic safety concerns in a systematic manner. This program serves as a guideline to evaluate and implement traffic calming solutions on neighborhood streets.

Federal and State Policies

In addition to reviewing existing city and county plans, this Plan has incorporated the various initiatives, policies, and practices concerning

Santa Clara's active transportation and safety strategies. This summary of Program, Policies, and Practices can be found in **Table 2**.

Table 2: Federal and State Policies

Key Document	Key Elements
FHWA Safe System Approach for Speed Management	Presents a five-stage framework to identify, prioritize, and implement speed management for arterial and residential areas, which is a key element of the Safe System Approach.
FHWA Primer on Safe System Approach for Pedestrian and Bicyclists	Outlines considerations for pedestrians and bicyclists within each Safe System element and provides a benchmark for agencies to evaluate their policies, programs, and practices for Safe System alignment.
Caltrans Director's Policy 36 (DP-36)	Commitment from Caltrans to apply the Safe System Approach to eliminate fatal and severe injury collisions on California roadways by 2050. This commitment includes adopting a safety first mindset in prioritizing road safety while eliminating race-, age-, ability- and mode-based disparities in road safety outcomes.
Caltrans Director's Policy 37 (DP-37)	Emphasizes Caltrans' dedication to developing complete streets that support active transportation, transit, and rail, in order to meet the state's climate and environmental objectives.
Caltrans Design Information Bulletin 94 (DIB 94)	Provides new flexibility in design of context-sensitive facilities by integrating the Safe System Approach into Caltrans' design standards for complete streets projects. It supports Vision Zero by prioritizing proactive, human-centered design strategies that reduce crash severity and protect all road users.

Table 2 (Continued): Federal and State Policies

State Law	Key Elements
Assembly Bill 43 (AB 43) (2021)	Grants local jurisdictions the flexibility to establish and enforce speed limits based on safety context rather than solely on the 85th percentile speeds.
Assembly Bill 413 (AB 413) (2023)	Mandates daylighting intersections up to 20 feet on the approach side of a marked or unmarked crosswalk to improve sight distance between motorists and vulnerable road users. By prohibiting parking within this zone, even in the absence of red curb markings, the law proactively reduces crash risk and injury severity, particularly for pedestrians and cyclists at intersections.
Assembly Bill 645 (AB 645) (2023)**	Offers guidance for implementing speed safety camera pilot programs, enabling automated enforcement using cameras along high injury network corridors. By enabling camera-based enforcement of speeding violations, AB 645 directly aligns with Vision Zero and the Safe System Approach by proactively managing vehicle speeds and reinforcing systemic responsibility for road safety.
Senate Bill 743 (SB 743) (2013*)	Implements a policy change in the State's environmental review process for transportation to quantify driving measures by vehicle miles traveled, a key factor in safety exposure. Eliminates level of service as an environmental impact criterion.

* Began statewide implementation in July 2020

** At the time of this Plan development, speed safety camera pilot programs are permitted by only six cities in California, not including Santa Clara





2. Community Engagement

Outreach Strategies

The project team conducted robust community engagement in the development of the Plan. The primary goal of engagement was to gather input about community concerns and priorities surrounding traffic safety in Santa Clara. Using a variety of communication channels, the project

team prioritized the meaningful engagement of communities in Santa Clara, with an emphasis on those who are traditionally underrepresented in planning processes. Outreach was conducted in four phases:

Phase 1 September– December 2024

The initial phase introduced the project, sought to understand how community members experience existing traffic infrastructure, and identified community members' general and site-specific traffic safety concerns.

Survey Responses:
245

Meeting participants:
18

Phase 2 January– March 2025

The second phase introduced Santa Clara's High-Injury Network (HIN) and confirmed with stakeholders if they also had safety concerns in this area, as well as solicited feedback on additional priority areas for traffic safety improvements.

Survey Responses:
729

Meeting Participants:
24

Phase 3 March– April 2025

The third phase presented the Vision Zero Plan's Programs, Policies, and Countermeasure Toolkit to solicit feedback, and allowed the community to confirm if the recommendations accurately addressed their concerns and priorities shared in Phases 1 and 2.

Survey Responses:
340

Meeting Participants:
28

Phase 4 May– July 2025

The final phase of outreach presented the Priority Project List and associated implementation actions for community input. The Priority Project List was developed using feedback heard in Phase 3 on the proposed programs, policies, and countermeasures, and outreach in Phase 4 served to ensure the final project list and proposed programs correspond to the input heard.

Meeting Participants:
17

Vision Zero Working Group

Comprised of multidisciplinary stakeholders from City departments and key partner agencies, a Vision Zero Working Group was established to collaborate and guide the development of this Plan. The Working Group includes City staff from Public Works, Police, Fire, Community Development departments, a representative from the City’s Bicycle & Pedestrian Advisory Committee, and external partners from Santa Clara County Roads & Airport and Public Health departments, City of San Jose, City of Sunnyvale, VTA, school district, Mission College, Santa Clara University, and the Silicon Valley Bicycle Coalition. The group met quarterly throughout the project to discuss traffic safety concerns, review collision analysis results, and collaborate on Vision Zero actions and strategies.



Bicycle & Pedestrian Advisory Committee

The City of Santa Clara Bicycle & Pedestrian Advisory Committee (BPAC) serves as an advisory panel to the City Council, providing recommendations on policies, projects, and programs that support and encourage bicycling and walking. The project team presented at BPAC meetings to provide updates and solicit input at major milestones.

Aug. 26, 2024

Meeting 1

Vision Zero Introduction, Project Overview, and BPAC Representative Selection for Vision Zero Working Group

Jan. 27, 2025

Meeting 2

Collision Analysis and High-Injury Network

Mar. 24, 2025

Meeting 3

Draft Countermeasure Toolbox and Actions & Strategies

Jun. 23, 2025

Meeting 4

Priority Project List and Draft Plan

October 2025

Meeting 5

Recommend to City Council for Plan Approval

City Commissions

In addition to regular meetings with the Vision Zero Working Group and presentations to the BPAC, the project team also engaged the City’s Youth, Parks & Recreation, and Senior Advisory Commissions in Fall 2024 and received input about safety concerns around the city.

How We Engaged with the Community

Project Webpage

The project webpage, SantaClaraCA.gov/VisionZero, served as the central clearinghouse for project information. This webpage included educational materials, such as Frequently Asked Questions and meeting presentations, for community members to easily understand the project purpose. The City also updated the webpage regularly to announce upcoming outreach opportunities and online surveys.

Project Hotline and Email

To provide multiple avenues for community members to submit comments, questions, and input, the project team developed a dedicated project hotline and email address. Contact information received through the hotline and project email, as well as information received from project event attendees, was used to develop a project email list. The project team used this database to distribute project-related notifications and email blasts.

Community Surveys & Interactive Webmap

The project team developed three community surveys to gain stakeholder input at key project milestones. These surveys allowed the public to provide specific feedback at major milestones.

- Survey 1 (September 14, 2024 - December 9, 2024): gathered feedback from the community through a Safety Survey and an interactive Safety Map.
- Survey 2 (February 18, 2025 - April 7, 2025): gathered feedback on how people have experienced the High Injury Network (HIN) in Santa Clara.
- Survey 3 (June 16, 2025 through July 13, 2025): gathered feedback on the Priority Project List, Programs/Policies, and Implementable Actions.

For a detailed summary of results and key takeaways from each survey, please see Appendix A.

City Communications Channels

The project team raised awareness of the project by leveraging existing City communication platforms and associated audiences. These platforms include



The banner features the Vision Zero logo on the left, which includes the text 'VISION ZERO' and 'CITY OF SANTA CLARA' with a graphic of a road curving into the distance. On the right, the date and time 'November 7, 6 p.m.' are listed above the registration link 'bit.ly/SCVisionZero'. Below this, the phone number '669 900 6833' and webinar ID '872 7163 4449' are provided. The main text 'REGISTER TODAY' is in large white letters, followed by 'For Santa Clara' and 'Vision Zero Workshop #1' in orange.

VISION ZERO
CITY OF SANTA CLARA

November 7, 6 p.m.
bit.ly/SCVisionZero

Phone: 669 900 6833
Webinar ID: 872 7163 4449

REGISTER TODAY
For Santa Clara
Vision Zero Workshop #1

the City’s website, e-newsletters, Nextdoor, the City Manager’s Blog, social media channels like Instagram and Facebook, as well as flyers distributed to key partners and locations.



JOIN US

for the final City of Santa Clara Vision Zero Community Workshop

Safety Improvements and Draft Vision Zero Plan

Monday, June 30, at 6 p.m.

Zoom
bit.ly/SC-VZ-Workshop
Phone: 669 900 6833
Webinar ID: 826 5040 3475

In-Person
Santa Clara City Hall Council Chambers
1500 Warburton Ave.
Santa Clara, CA 95050

ACOMPÁÑENOS

en el último Taller Comunitario "Vision Zero" de la ciudad de Santa Clara

Mejoras de Seguridad y Borrador del Plan "Vision Zero"

Lunes 30 de junio a las 6 p.m.

Zoom
bit.ly/SC-VZ-Workshop
Teléfono: 669 900 6833
ID de la Reunión Web: 826 5040 3475

En Persona
Santa Clara City Hall Council Chambers
1500 Warburton Ave.
Santa Clara, CA 95050

Scan QR code to learn more or visit santacalaraca.gov/visionzero



Escanee el código QR para obtener más información o visite santacalaraca.gov/visionzero

For questions, or if you need interpretation at the workshop, contact the project at SantaClaraVisionZero@kimley-horn.com or call (408) 915-6566 by June 23, 2025.

Si tiene preguntas o necesita interpretación durante el taller, comuníquese con el proyecto por SantaClaraVisionZero@kimley-horn.com o llame al (408) 915-6566 antes del 23 de junio de 2025.

Street Signs

To enhance public awareness and visibility of the Vision Zero initiative, the City installed Vision Zero branded signage with a link to the project website along major corridors, including streets with collision hotspots. These signs were strategically placed to reach drivers, pedestrians, and bicyclists as they travel in the city



Bus Shelter Advertisement

To reach transit riders and raise more project awareness, the City installed several posters at VTA bus shelters along El Camino Real.



Project Events

The project team held multiple workshops and pop-up events to keep community members informed and provide them with an opportunity to share their input and ask the project team questions. At in-person events, the project team distributed safety items such as bike lights, clip-on safety lights, and reflective armbands, at no cost to community members. For a detailed summary of results and key takeaways from each event, please see Appendix B.

Community Workshops

Workshop #1: Project Introduction

November 7, 2024

Virtual, via Zoom

Workshop #2: HIN and Countermeasure Toolbox

March 5, 2025

In-person, City of Santa Clara City Hall

Workshop #3: Priority Projects and Program List

May 7, 2025

Virtual, via Zoom

Workshop #4: Proposed Improvement and Draft Plan

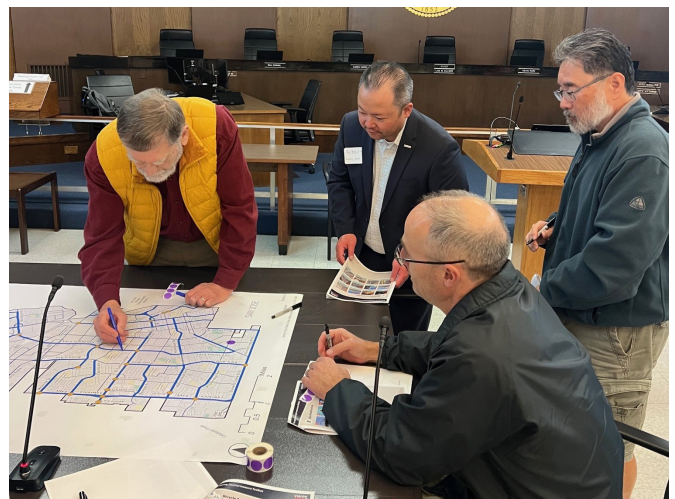
June 30, 2025

Hybrid, Virtual via Zoom / In-person,
City of Santa Clara City Hall

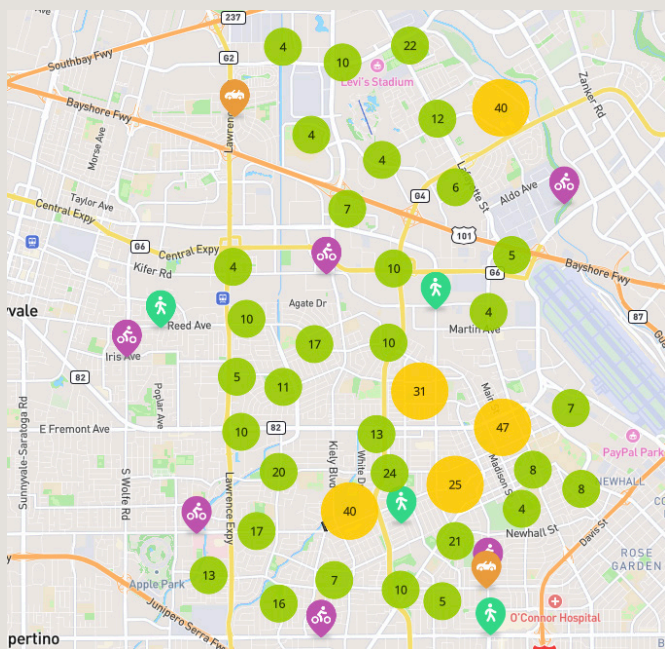


Pop-up Events

- Art & Wine Festival, September 14-15, 2024
- Santa Clara Farmers Market, November 2, 2024
- Holiday Tree Lighting, December 6, 2024
- Earth Day at Central Park, April 10, 2025
- Bike to Work Day, May 15, 2025
- State of the City, September 24, 2025



What We Heard from the Community



Top Locations of Safety Concerns from the Community:

- Monroe Street
- De La Cruz Boulevard
- El Camino Real
- Benton Street
- Pruneridge Avenue
- Homestead Road
- Lafayette Street
- Scott Boulevard
- Kiely Boulevard
- Lawrence Expressway

Top Concerns:

- Speeding and Distracted Driving
- Unsafe Intersections and Poor Visibility at Intersections Including Oversized Vehicle Parking
- Lack of Safe and Protected Bike Infrastructure
- Non-compliance by Cyclists
- Pedestrian Infrastructure Deficiencies
- Lack of Cross-City Bike Connectivity and Safety in School Zones
- Need for Education, Enforcement, and Traffic-Calming Measures

“I am glad you are doing this. I almost got hit by a car this summer and still have a scar from the experience. I have felt so scared walking around Santa Clara since.”
— Survey Respondent

“Buffered bike lines would be a great way to protect cyclists and pedestrians as well as encourage non-motor vehicle travel along these corridors.”
— Survey Respondent





3. Safety Analysis



Understanding the patterns and causes of traffic-related fatalities and severe injuries is essential to achieving Vision Zero. This section presents an in-depth analysis of 8-year historical collision data to identify high-injury network and locations with elevated safety risks in Santa Clara. By examining where, how, contributing factors to why fatal and severe collisions occur, the City can prioritize safety interventions that will have the greatest impact on improving safety for all. This data-driven approach helps guide strategic decisions and supports the development of targeted actions to eliminate traffic deaths and severe injuries.

Data-driven Approach

- 1. Collision Trends:** Review collision data to assess patterns and trends related to the timing, locations, causes, and parties involved in collisions.
- 2. High Injury Network (Corridors & Intersections):** Identify specific corridors and intersections where a significant number of fatal and severe injury collisions frequently occur.
- 3. Collision Profiles:** Investigate collision factors to recognize the most common types of collisions, and categorize into 9 collision profiles.
- 4. Countermeasure Toolbox:** Compile proven and applicable safety countermeasures based on nationwide research and best practice, aligning them with corresponding collision profiles.
- 5. Priority Project Locations:** Select top ten priority corridors with high collision frequency, determined by collision density and confirmed by input from the local community. Review collision reports and conduct field visits to identify potential safety improvements.

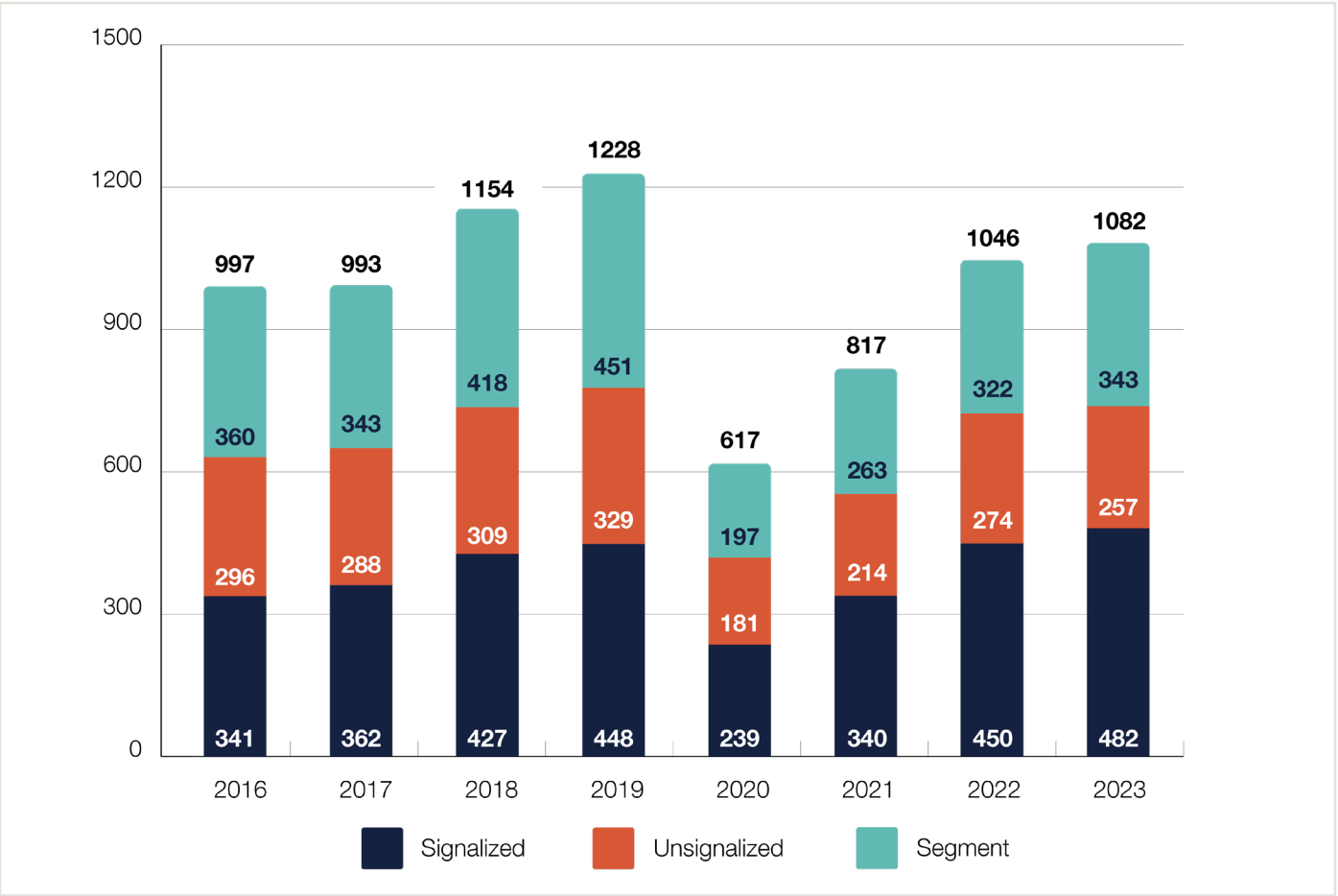
Collision Trends

The project team reviewed collision data from January 1, 2016 through December 31, 2023, obtained from the City’s collision database and supplemented using the County’s collision database and UC Berkeley’s Transportation Injury Mapping System (TIMS). The collision data included collisions that occurred on County expressways and El Camino Real, and did not include collisions on highways or private streets. As shown in **Table 3**, there were 51 fatal collisions and 139 severe injury collisions, with a total of 7,934 collisions during the 8-year study period. The collision data was spatially referenced and mapped. Each collision was assigned to the nearest intersection within 250 feet, or nearest roadway segment if no intersection was within range. **Figure 4** presents the breakdown of collisions between signalized intersections, unsignalized intersections, and roadway segments. Approximately 39% of collisions occurred at signalized intersections, followed by roadway segments with 34% and unsignalized intersections with 27%.

Table 3: Collisions by Severity (2016-2023)

Collision Severity	Count	%
Fatal (Killed)	51	1%
Severe Injury (SI)	139	2%
Other Visible Injury	895	11%
Complaint of Pain	1,437	18%
Property Damage Only (PDO)	5,412	68%
Total	7,934	100%

Figure 4: Collisions by Facility Type, 2016–2023



During the study period, the majority of all collisions, totaling 75% (5,953 incidents), occurred on City-owned and maintained facilities, as illustrated in **Figure 5**. Collisions on County expressways accounted for approximately 15% (1,165), while collisions along State-maintained facilities

(El Camino Real) accounted for 10% (816) of collisions. As shown in **Figure 6**, a significant amount of KSI collisions within Santa Clara occurred on County and State-owned roadways. Between 2016 and 2023, 45% of KSI collisions (86 out of 190) concentrated on County and State-owned roadways.

Figure 5: Collisions by Jurisdiction, 2016–2023

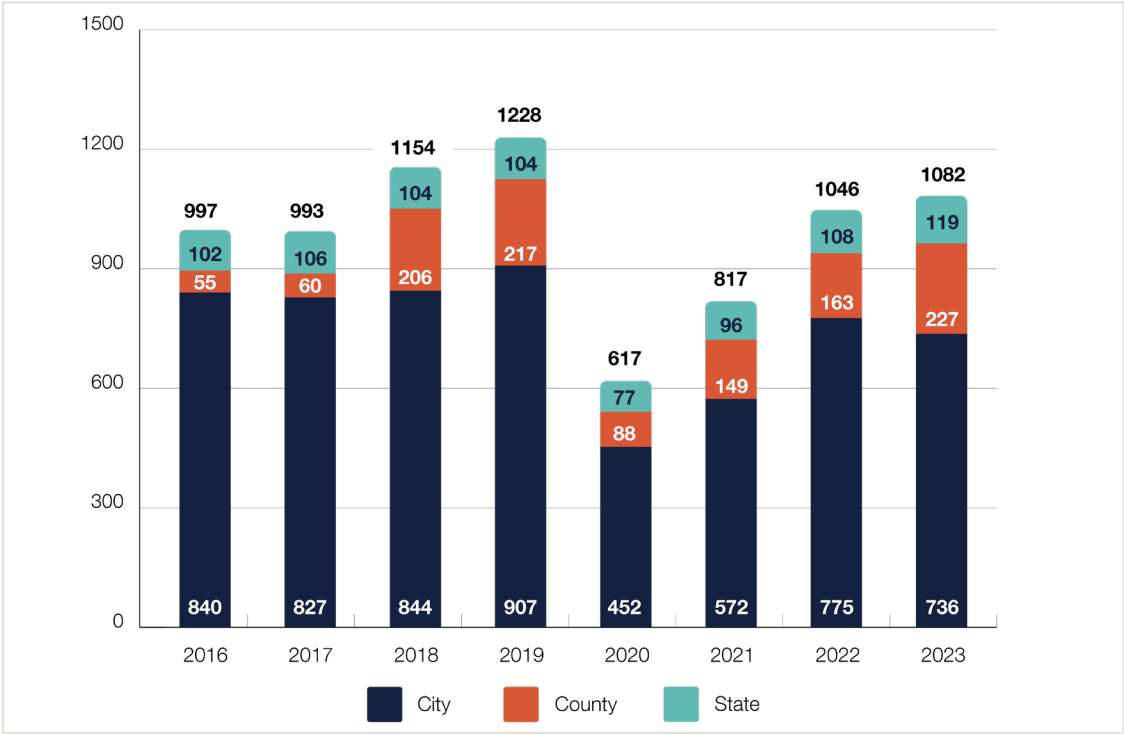
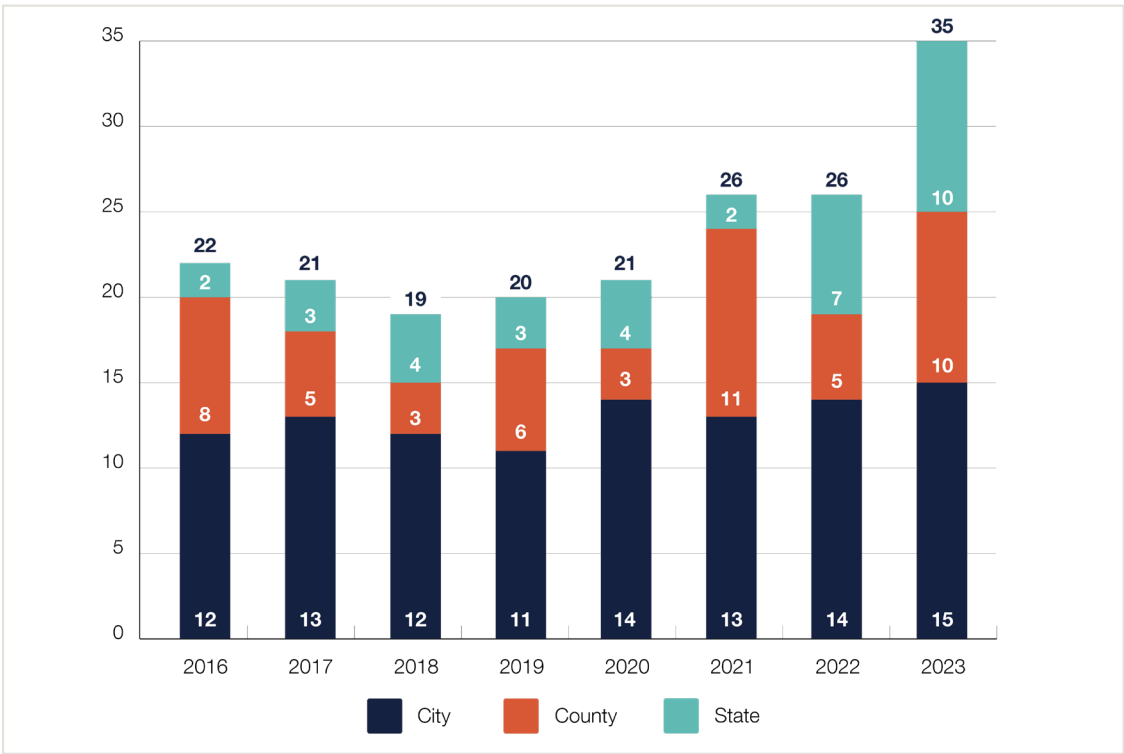


Figure 6: KSI Collisions by Jurisdiction, 2016-2023



Severe Injury

A severe injury is determined by the reporting police officer based on their visual assessment of a victim at the collision scene. According to the California Highway Patrol's Collision Investigation Manual, a severe injury is one that is not fatal but results in broken bones, dislocated or distorted limbs, severe lacerations, or unconsciousness, either at the scene or when taken from it. This definition excludes minor lacerations. It is important to note that some severe injuries might not be recognized as such by the reporting officer if they are not visible or otherwise apparent.

People Walking and Biking are Most Vulnerable

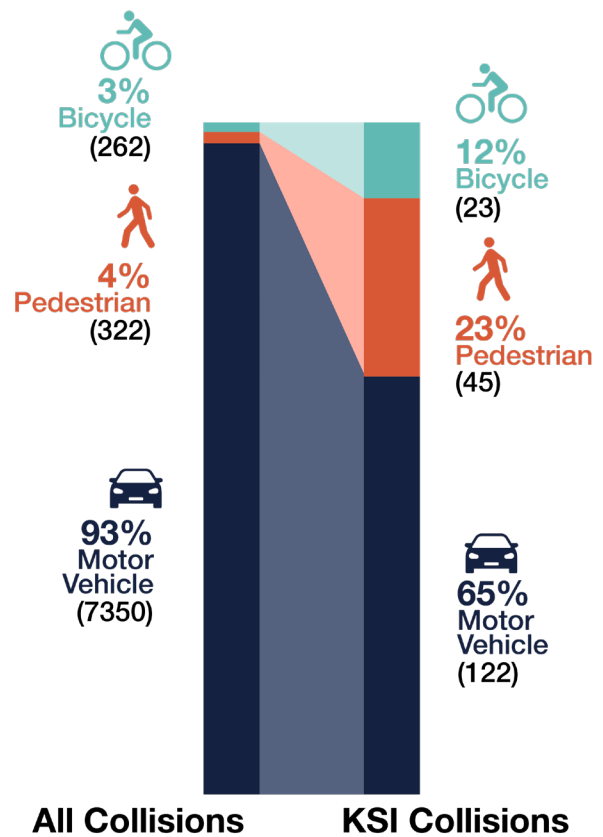
Bicyclists and pedestrians were involved in approximately 35% of all Fatal and Severe Injury (KSI) collisions in Santa Clara between 2016-2023, as seen in **Figure 7**. Addressing road safety challenges for vulnerable road users is key to the City achieving its Vision Zero goal, as collisions involving bicycles and pedestrians often result in more severe outcomes.

Vulnerable Users

Vulnerable users refers to individuals who are at a greater risk of traffic-related death or injury because of demographic factors such as socioeconomic status, physical or mental abilities, age, or mode of transportation. This category may encompass people of color, low-income individuals, those with limited or no English proficiency, individuals experiencing homelessness, youth, seniors, people with disabilities, as well as pedestrians and cyclists. The number of annual KSI collisions involving cyclists and pedestrians has increased from 2016 to 2023, as seen in **Figure 8**. 2022 experienced the most KSI vulnerable road user collisions, with a total of 14. KSI collisions have overall trended upwards since 2016, peaking in 2023 with 24 KSI collisions.

Figure 9 presents the collision types by severity recorded during the study period, while **Figure 10** presents KSI collisions by type. The most common collision types resulting in injuries were broadside

Figure 7: Comparison of Collisions by Mode (2016 – 2023 Data)



collisions (869 injury collisions), rear ends (538) and vehicle-pedestrian collisions (278), followed by bicycle collisions (221). Sideswipes and hit object collisions were the next most common collision types. Broadside collisions are commonly referred to as 'T-Bone' collisions, and involve a vehicle striking another vehicle at (or close to) a right-angle. Sideswipes involve two vehicles travelling parallel (or close to parallel) and striking each other along the length of the vehicle. Hit object collisions are typically single vehicle collisions in which a driver departs the road, striking a parked car, tree, or another kind of object.

Broadside collisions were the most common fatal collision types during the study period (31), followed by vehicle-pedestrian collisions (29). Hit-object collisions and bicycle collisions were involved in 21 and 20 fatal collisions, respectively.

Figure 8: Annual KSI Collisions by Mode, 2016–2023

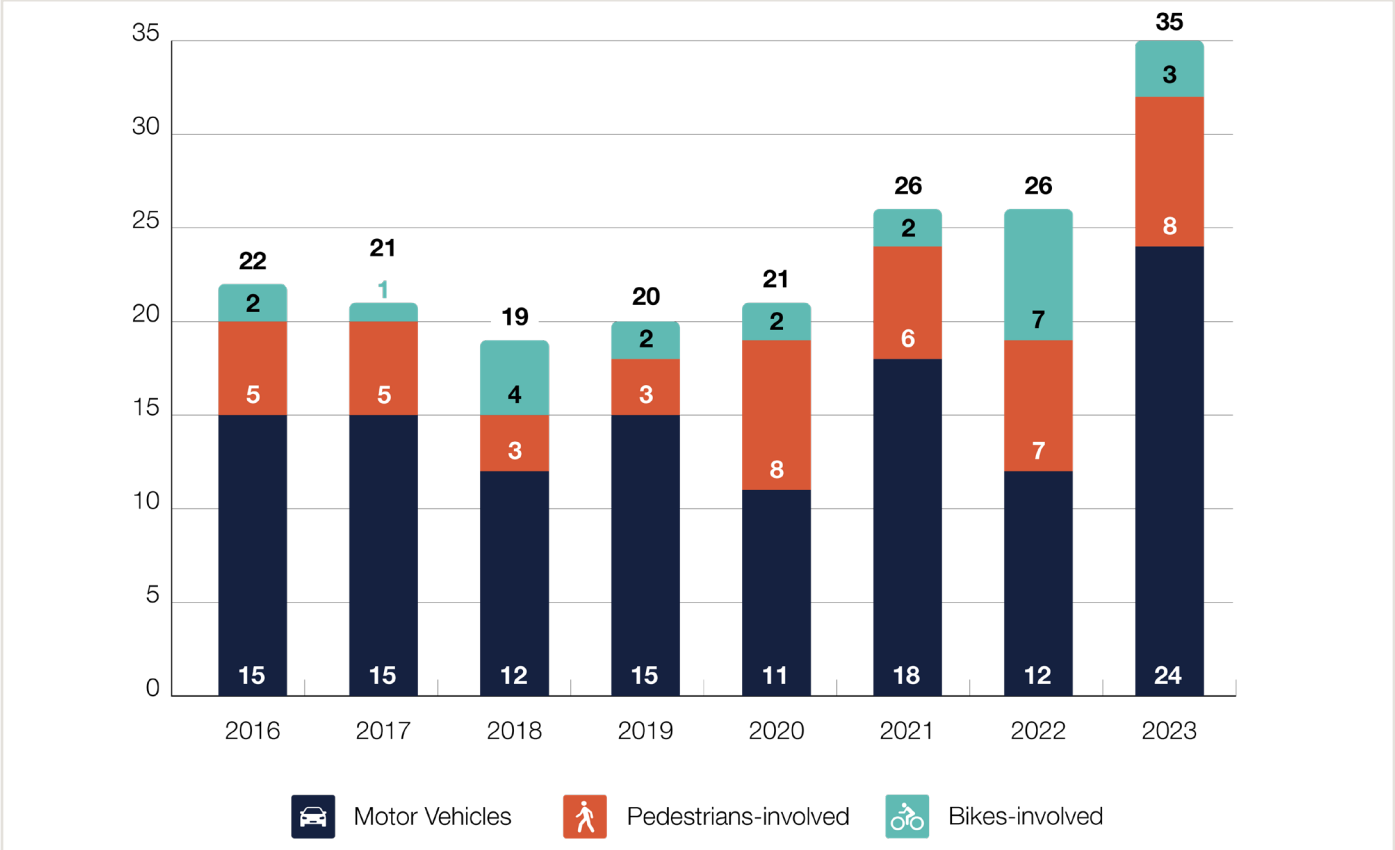


Figure 9: Collision Types by Severity, 2016–2023

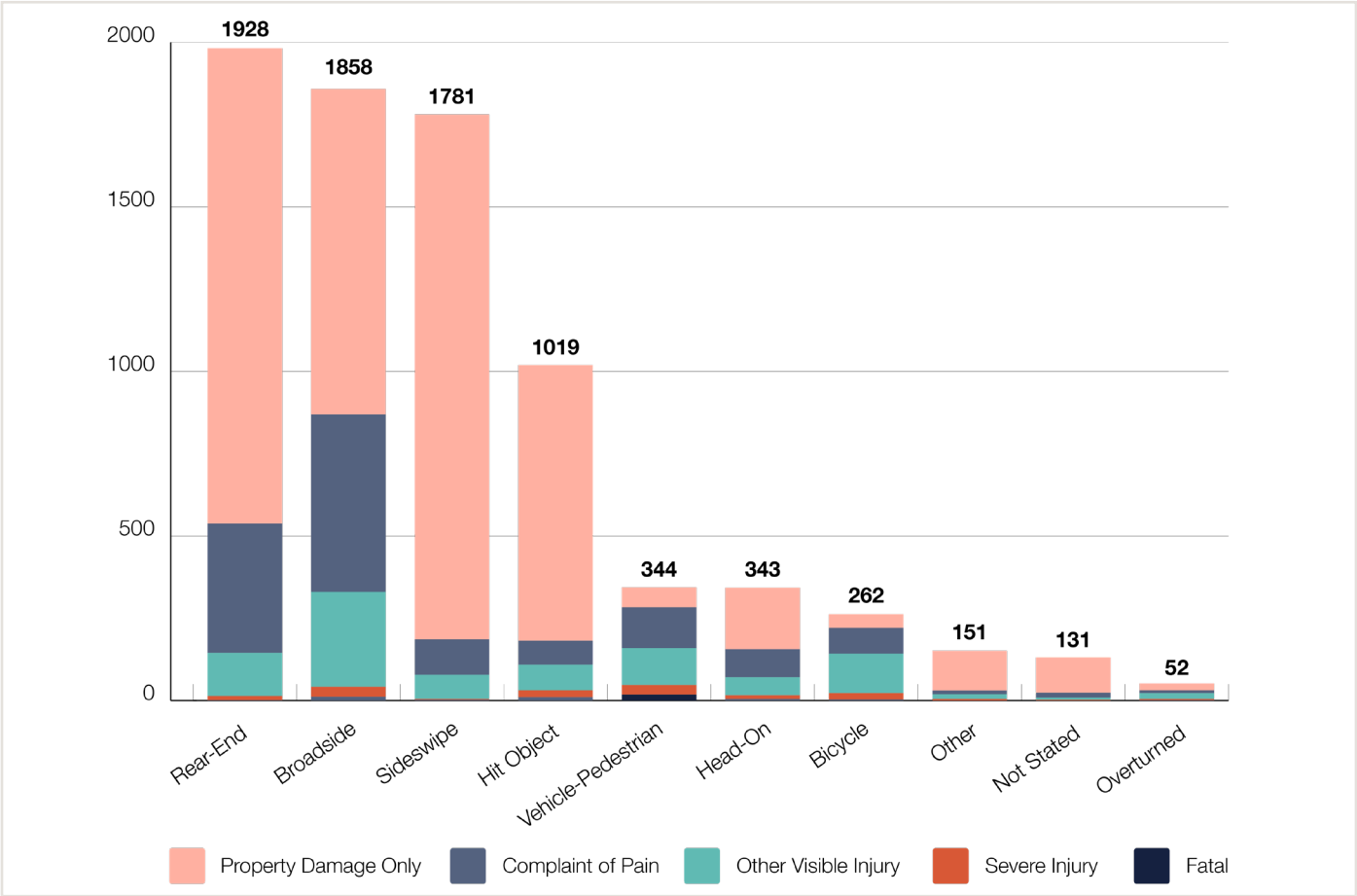
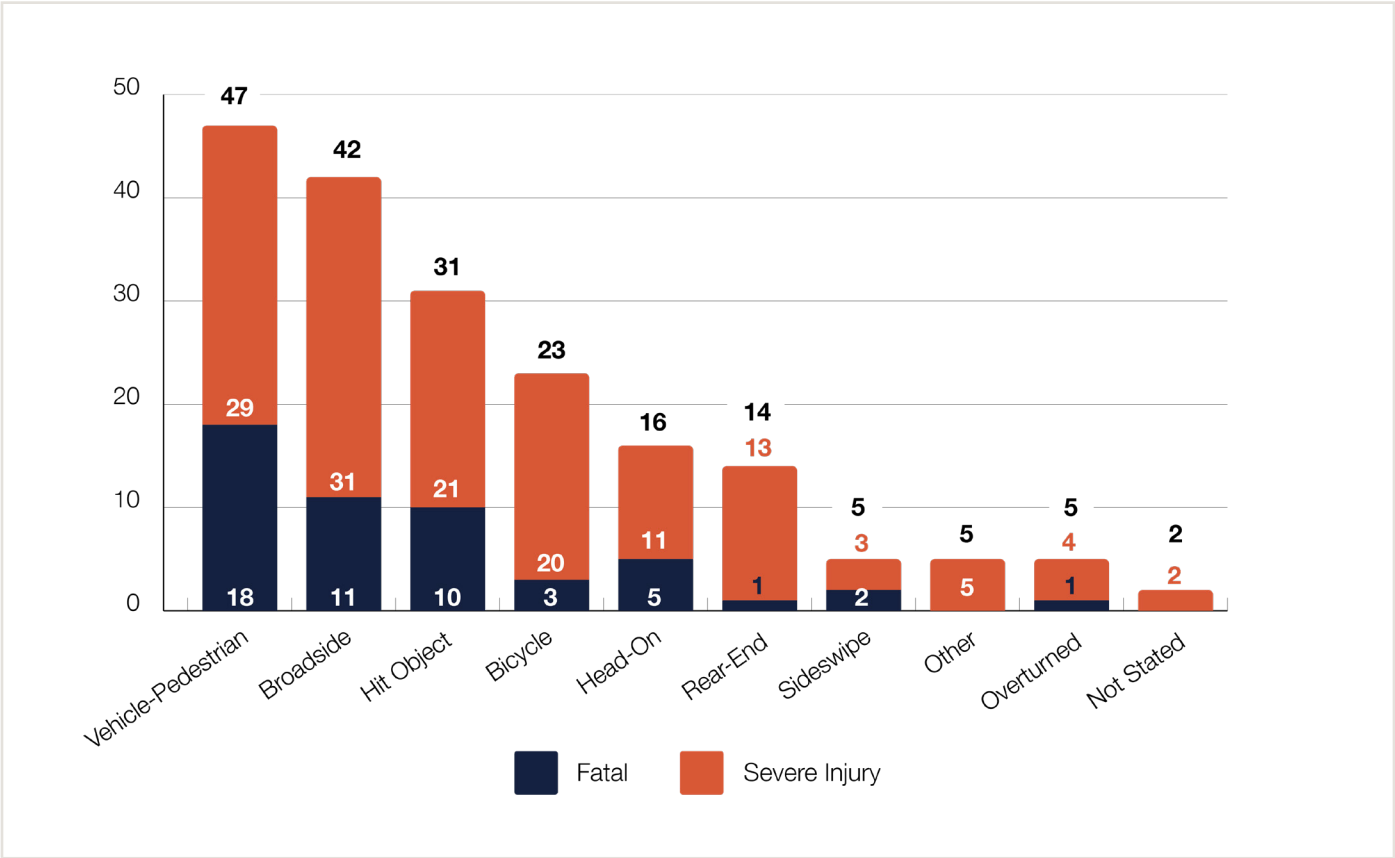
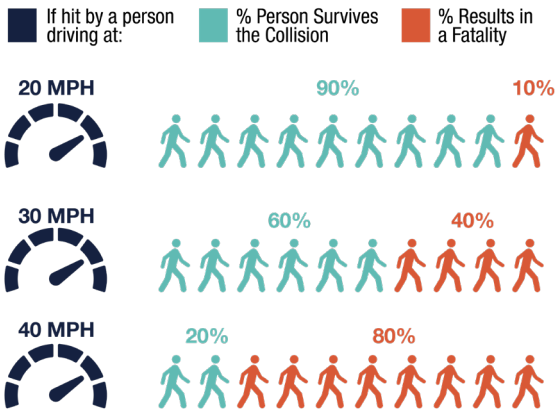


Figure 10: KSI Collisions by Type, 2016–2023



Speed plays a critical role in collision severity and the likelihood of pedestrian fatality when involved in a collision. While a pedestrian has a 10% likelihood of being killed in a collision at 20 mph, that probability increases to 40% when travelling at 30 mph and 80% at 40 mph. Unsafe speed was the most common primary collision factor recorded during the study period.

The Exponential Role
of Speed in Kinetic Energy
(and Associated Injury Risk)
Source: US Department
of Transportation



High Injury Network

As part of Santa Clara’s commitment to Vision Zero, the City has identified a High Injury Network (HIN) to guide safety improvements where they are needed most. A high injury network (HIN) was developed to identify intersections and roadways throughout Santa Clara which experienced a disproportionate number of injury collisions and fatalities. By focusing on these high-risk corridors, Santa Clara can make the biggest impact in reducing severe injuries and fatalities. **Figure 11** presents the City’s HIN.

- Approximately 60% of all collisions in the study period (2016–2023) occurred on 16% of the roadways within City limits, including County expressways and El Camino Real.
- Many of the streets in the HIN are arterials, or streets that carry higher volumes of vehicles at higher speeds, including Caltrans and County owned streets. A breakdown of HIN streets by jurisdiction is presented in **Table 4**.

The High Injury Network will guide decisions on where to focus safety efforts across Santa Clara. It will be used to identify and prioritize infrastructure improvements, such as safer crosswalks, bike lanes, removal of free (uncontrolled) right-turn lanes, as well as inform education and outreach campaigns to raise awareness about traffic safety and the City’s Vision Zero initiative. Additionally, the HIN will support targeted enforcement strategies to address aggressive driving behaviors in the most impacted areas, helping create safer streets for all road users. These locations are summarized in **Appendix G**.

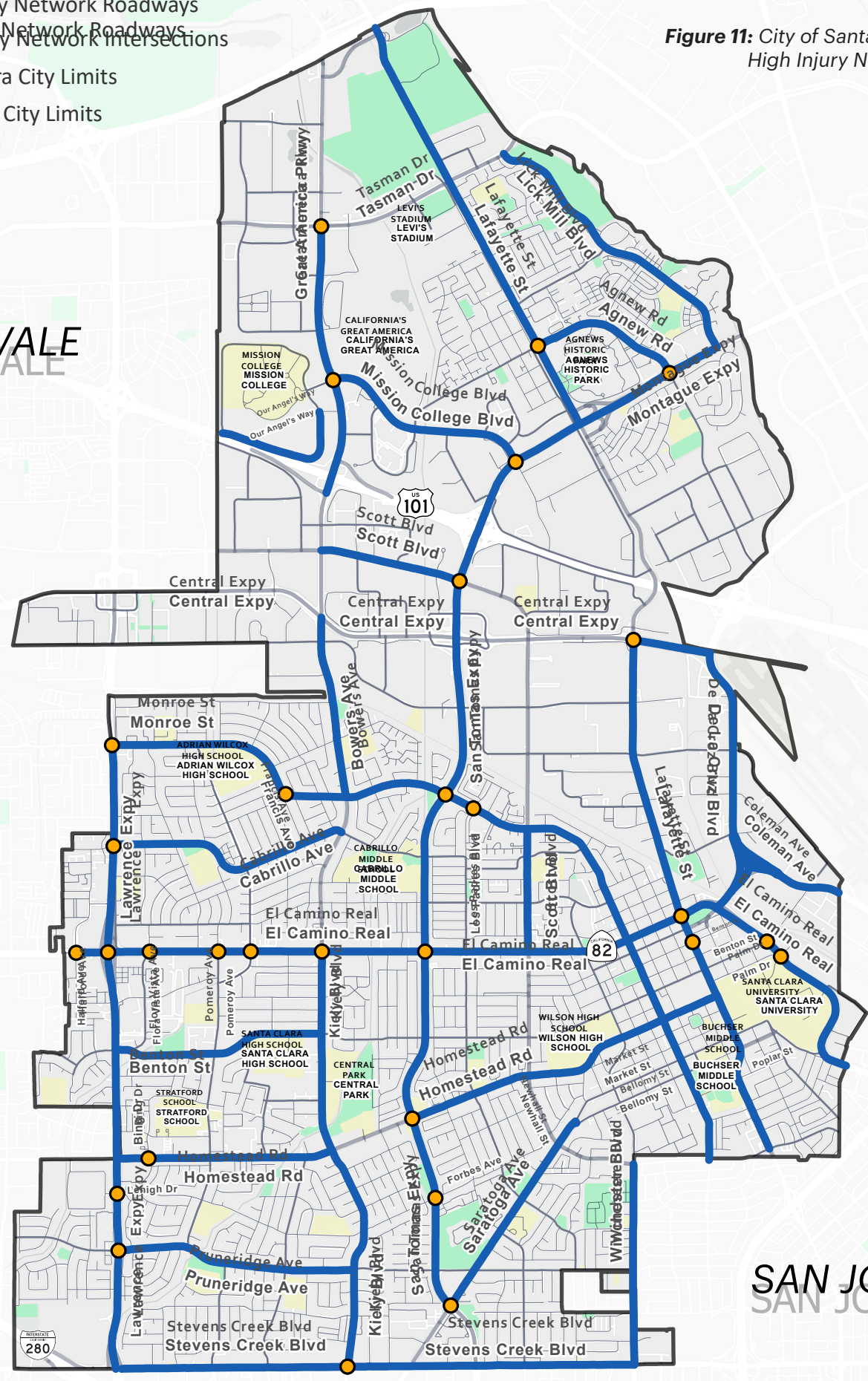
Table 4: Breakdown of HIN corridors by jurisdiction

Jurisdiction	Miles
City	44.5
County	10.3
State	6.8
Total	61.6

- Roadway Network
- High Injury Network Roadways
- High Injury Network Intersections
- Santa Clara City Limits

Figure 11: City of Santa Clara High Injury Network

SUNNYVALE



SAN JOSE

Source: City of Santa Clara Collision Records Database, 2016-2023

Collision Profiles

To effectively address traffic safety in Santa Clara, it is essential to understand the characteristics and trends of collisions occurring on our streets. Collision profiles have been developed to highlight key trends among fatal and severe injury collisions in Santa Clara. These profiles are based on a detailed analysis of collision data and related environmental factors. Each profile focuses on a specific collision pattern identified as a priority concern by the City, and is paired with targeted safety countermeasures designed to address the underlying risks.

The following nine collision profiles emerged as the most critical based on the analysis:

- Bicycle and Pedestrian collisions
- Driving Under the Influence of Alcohol or Drugs
- Speeding Drivers
- Night-time Collisions
- Pedestrian-involved Collisions on the Sidewalk or Shoulder
- Vehicles Running a Red Light or Stop Sign
- Turning Vehicle Conflicts at Intersections
- Collisions Involving Persons Under the Age of 18 or Over 60 Years of Age
- Pedestrian Code Violations such as Improper Crossing or Not Yielding Right-of-Way

Together, these collision profiles help guide data-informed strategies to reduce the most severe outcomes on our streets and support the City's broader Vision Zero goals of eliminating traffic-related fatalities and severe injuries.

Bicycle and Pedestrian Collisions

Statistics

36%

of fatal and severe injury crashes involved a **bicyclist or pedestrian**. This is compared to **12%** of bicycle and pedestrian crashes across all severities.

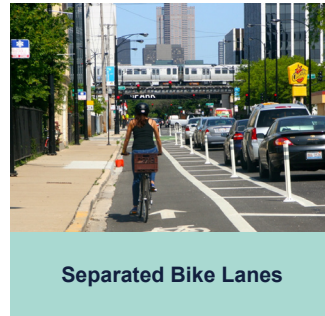


Key Countermeasures



Rectangular Rapid Flashing Beacon

Rectangular Rapid Flashing Beacons (RRFBs) increase driver awareness of a pedestrian crossing the road in a marked crosswalk. The pedestrian-activated LED flashing beacons accompany a pedestrian crossing warning sign.



Separated Bike Lanes

Separating vehicular traffic from bicycles with a physical barrier provides cyclists with additional safety and comfort.



Leading Pedestrian Interval

This signal timing strategy provides pedestrians with a 3-5 second head start to cross the road, since drivers are more likely to see and yield to pedestrians already in the crosswalk than pedestrians that are looking to begin crossing.



Pedestrian Refuge Island

Pedestrian refuge islands provide a designated space for pedestrians to wait as they cross multi-lane roads in a two-stage crossing. Pedestrians have time to judge conflicts separately or wait for an adequate gap in traffic before crossing.



Pedestrian Median Fencing

Median fencing provides a raised barrier to discourage jaywalking at undesirable and unsafe locations and to encourage pedestrians to cross at the designated marked crossings.



Raised Pedestrian Crossing

Raised crossings clearly mark the limits and location of the crossing. They allow pedestrians to cross the road at a constant grade and appear higher above the road surface, enhancing their visibility to drivers. They also act as speed humps, encouraging drivers to reduce their speed as they approach the crosswalk.

Potential Non-Engineering Strategies:

- Outreach and education programs to encourage safer driving behaviors near bicyclists
- Enforce speed limits and the responsibility of drivers to yield to pedestrians
- Work with local schools to employ crossing guards, or create walking school buses or bike trains



For additional information, visit the project website:
SantaClaraCA.gov/VisionZero



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Bicycle and Pedestrian Collisions

CITYWIDE FATALITIES & SEVERE INJURY CRASHES INVOLVING PEDESTRIANS OR CYCLISTS (2016 - 2023)

- Roadway Network
- Santa Clara City Limits
- Class I Bike Facility
- - - Class II Bike Facility

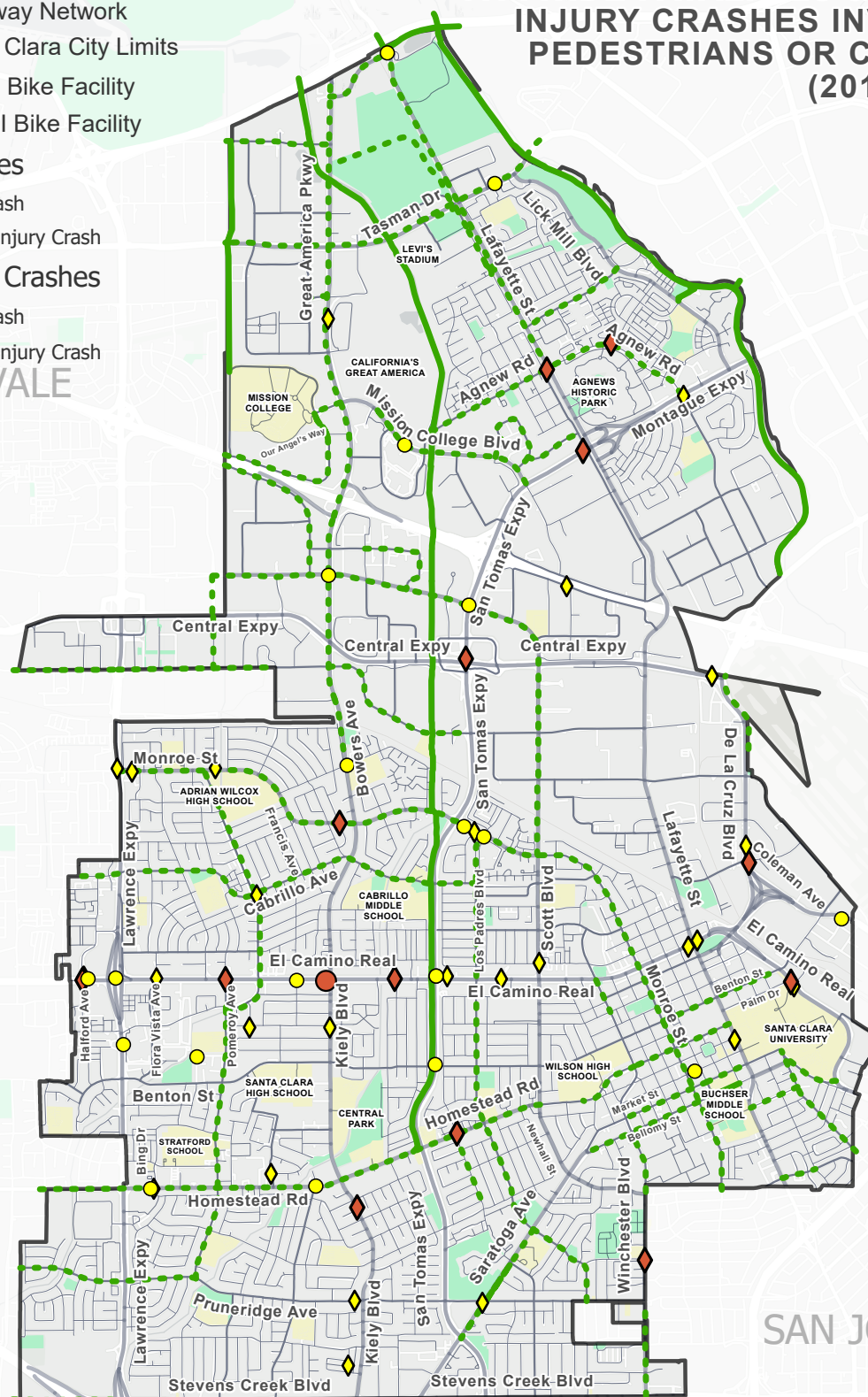
Bike Crashes

- Fatal Crash
- Severe Injury Crash

Pedestrian Crashes

- ◆ Fatal Crash
- ◆ Severe Injury Crash

SUNNYVALE



SAN JOSE



0 0.5 1 2 Miles

Driving Under the Influence of Alcohol or Drugs

Statistics

17%

of fatal and severe injury crashes involved a driver **under the influence of drugs or alcohol**.



Key Countermeasures



Upgraded Lighting

Lighting provides more comfort, a higher perception of safety, and a greater awareness of surroundings for drivers, pedestrians, and cyclists.



Flashing Warning Beacons

Flashing beacons installed in tandem with warning signage are proven to raise driver awareness that they are approaching a traffic signal. They are especially effective in situations where direct line of sight is limited, such as at horizontal curves or when a fixed object obscures view of the intersection.



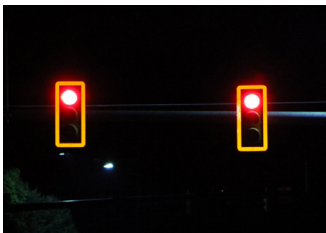
Raised Pavement Markers

Raised pavement markers increase lane visibility and create an audible rumble when driven over by vehicle tires to alert drivers. Enhanced striping can guide drivers through intersections and are effective at intersections with dual left-turn lanes or offset lanes.



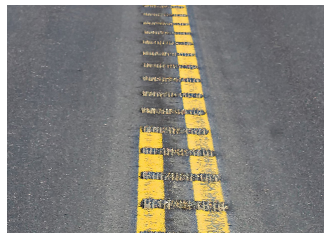
Median Barrier

Median barriers provide enhanced safety by providing a raised physical barrier between opposing lanes of traffic, reducing the likelihood of head-on crashes from vehicles leaving their lane.



Retroreflective Backplates

Installation of traffic signal head backplates with yellow retroreflective borders provides enhanced signal head visibility, which can especially help prevent crashes involving aging drivers, impaired drivers, or crashes occurring at night.



Centerline and Edgeline Rumble Strips

Centerline and edgeline rumble strips an auditory indication and tactile rumble, alerting drivers when they drift out of their travel lane.

Potential Non-Engineering Strategies:

- High-Visibility Saturation Patrols
- Publicized Sobriety Checkpoints
- Educational campaigns to raise awareness on the dangers of driving under the influence
- Expand free or discounted transit fares for holidays and special events to reduce impaired driving



For additional information, visit the project website:
SantaClaraCA.gov/VisionZero

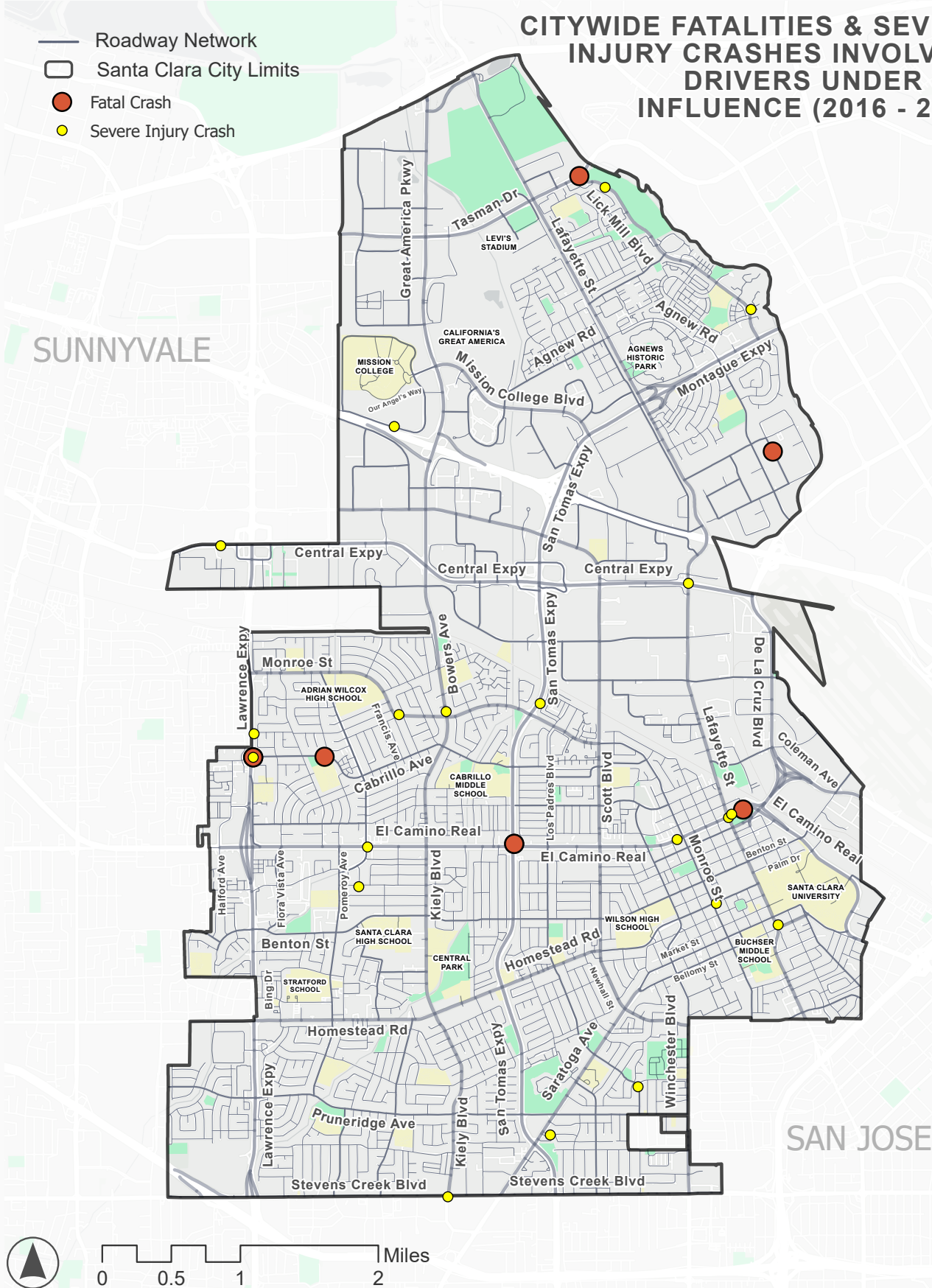


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Driving Under the Influence of Alcohol or Drugs

- Roadway Network
- Santa Clara City Limits
- Fatal Crash
- Severe Injury Crash

CITYWIDE FATALITIES & SEVERE INJURY CRASHES INVOLVING DRIVERS UNDER THE INFLUENCE (2016 - 2023)



Speeding Drivers

Statistics

13% of fatal and severe injury crashes are the result of speeding



Key Countermeasures



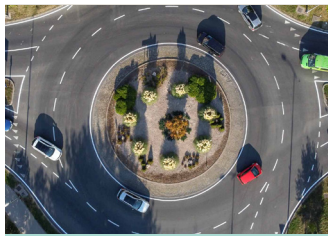
Speed Feedback Sign

These signs provide drivers with a visual display of their travel speeds and provides warning when traveling faster than the recommended speed for an approaching curve.



Traffic Circles

Mini circles use paint and soft hit posts to replace stop-controlled intersections with a circular design that slows traffic and eliminates left turns, reducing conflict points with pedestrians.



Roundabout

A roundabout is an intersection where traffic travels around a central island in a counterclockwise direction. Vehicles entering or exiting the roundabout must yield to vehicles, bicyclists, and pedestrians.



Chokers, Chicanes, & Bulb-Outs

A choker is a horizontal extension of the curb at a midblock location on a street resulting in a narrower roadway section. Chicanes are a series of narrowing or curb extensions that alternate from one side of the street to the other, forming an S-shaped, curvilinear roadway alignment. A bulb-Out is an extension of the curb that protrudes into the roadway to shorten pedestrian crossings and slow turning vehicles.



Speed Humps, Speed Cushions, & Speed Tables

A speed hump is an elongated mound in the roadway pavement surface extending across the traveled way. A speed cushion consists of two or more raised mounds placed laterally across a roadbed, usually used to accommodate emergency vehicle access. A speed table is a vertical traffic calming device, similar to a speed hump that runs transverse to the direction of traffic and contains a flat section that can be used for pedestrian crossing facilities. The speed table is typically longer than a speed hump.

Potential Non-Engineering Strategies:

- Enhanced speed enforcement (greater police presence, higher fines)
- Education campaigns via social media, advertisements, or eye-catching graphics



For additional information, visit the project website:
SantaClaraCA.gov/VisionZero

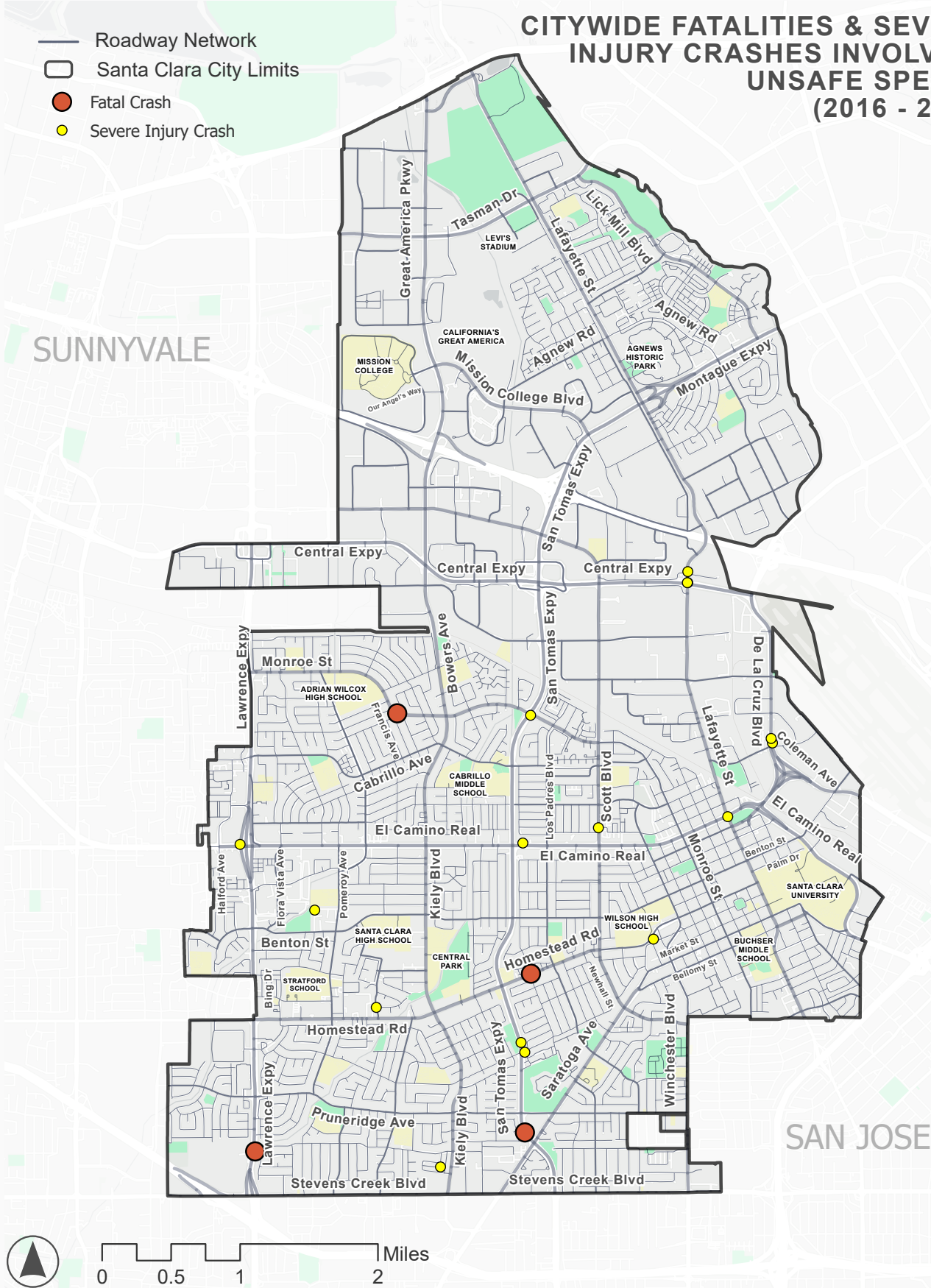


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Speeding Drivers

CITYWIDE FATALITIES & SEVERE INJURY CRASHES INVOLVING UNSAFE SPEEDS (2016 - 2023)

- Roadway Network
- Santa Clara City Limits
- Fatal Crash
- Severe Injury Crash



Night-time Collisions

Statistics

45%

of all fatal and severe injury crashes occurred **at night**. In comparison, 28% of collisions across all severities occurred at night.

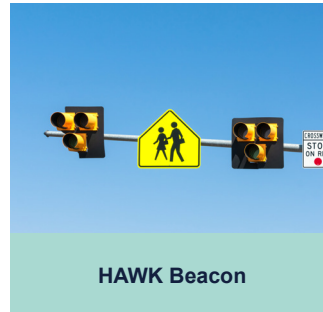


Key Countermeasures



Upgraded Lighting

Lighting provides more comfort, a higher perception of safety, and a greater awareness of surroundings for drivers, pedestrians, and cyclists.



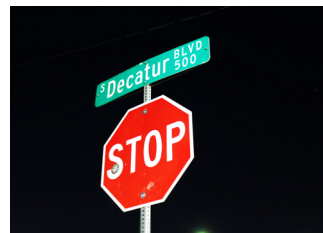
HAWK Beacon

A HAWK (high intensity activated crosswalk beacon) allows protected pedestrian crossings at midblock locations, stops vehicle traffic only when activated by a pedestrian. Unlike traditional midblock traffic lights for crosswalks, the signal flashes red once the pedestrian countdown is activated. This allows vehicles to proceed after a full stop if no pedestrian is present.



Raised Pavement Markers

Raised pavement markers increase lane visibility and create an audible rumble when driven over by vehicle tires to alert drivers. Enhanced striping can guide drivers through intersections and are effective at intersections with dual left-turn lanes or offset lanes.



Upgraded Signs with Fluorescent Sheeting

Signs, including object markers, with fluorescent retroreflective sheeting provide enhanced visibility and driver awareness. This countermeasure is best applied at a systemic level.



Retroreflective Backplates

Installation of traffic signal head backplates with yellow retroreflective borders provides enhanced signal head visibility, which can especially help prevent crashes involving aging drivers, impaired drivers, or crashes occurring at night.



Stop Signs with Flashing LEDs

Stop signs with flashing LED beacons provide enhanced visibility and can improve driver compliance, particularly at night.

Potential Non-Engineering Strategies:

- Outreach and education programs to encourage safer vehicle speeds and more defensive pedestrian and cyclist behavior at night
- Integrated nighttime seat belt enforcement
- Dynamic speed limits along segments of concern that are lowered at nighttime
- Create "Fatigue Areas" in underutilized parking lots where drivers are allowed to rest in their vehicles if they feel drowsy



For additional information, visit the project website:
SantaClaraCA.gov/VisionZero

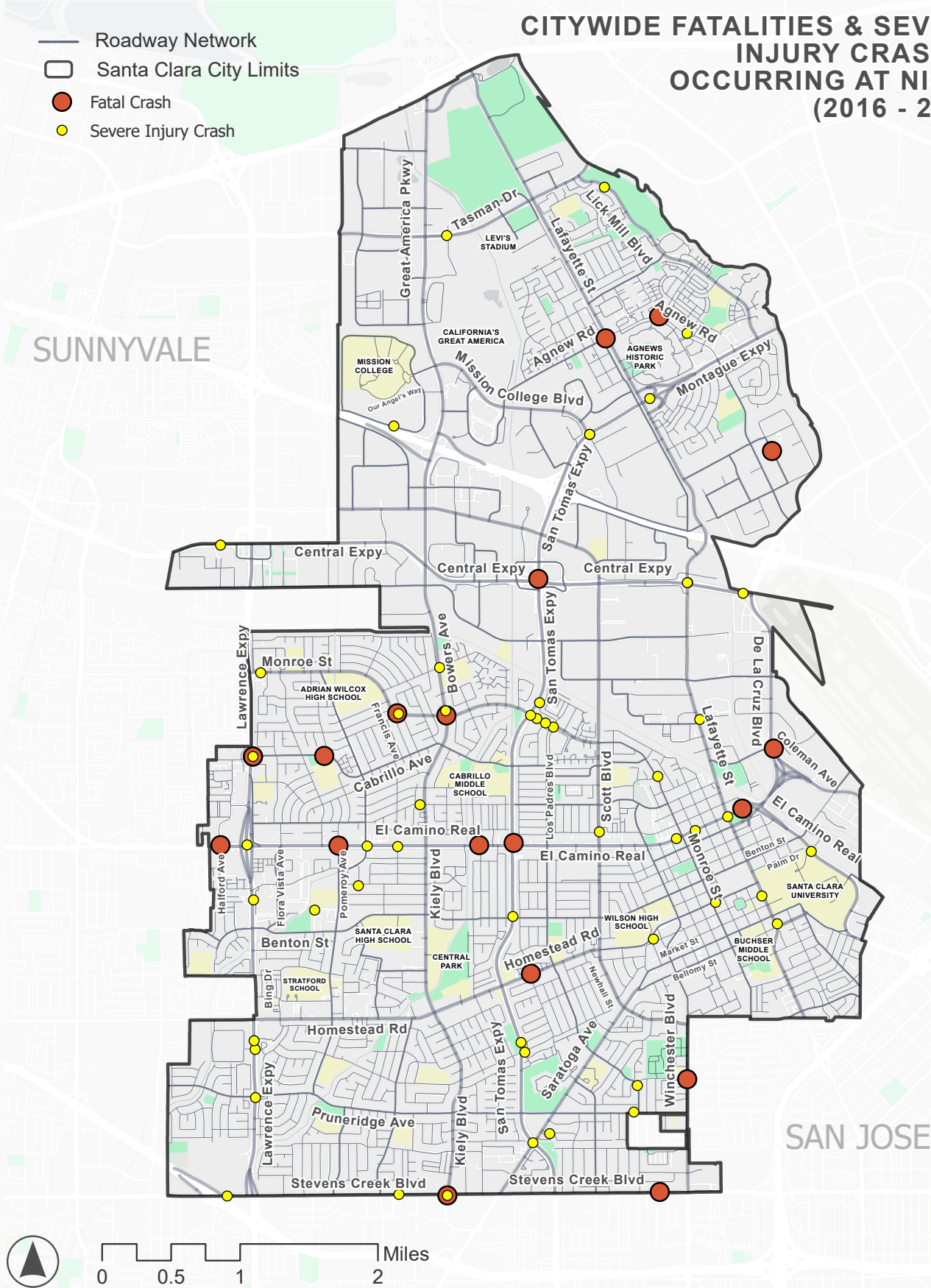


**City of
Santa Clara**
The Center of What's Possible

Night-time Collisions

CITYWIDE FATALITIES & SEVERE INJURY CRASHES OCCURRING AT NIGHT (2016 - 2023)

- Roadway Network
- Santa Clara City Limits
- Fatal Crash
- Severe Injury Crash



Off-street Collisions

Statistics

31% of pedestrian crash victims were **on the sidewalk or shoulder.**



Key Countermeasures



Upgraded Lighting

Lighting provides more comfort, a higher perception of safety, and a greater awareness of surroundings for drivers, pedestrians, and cyclists.



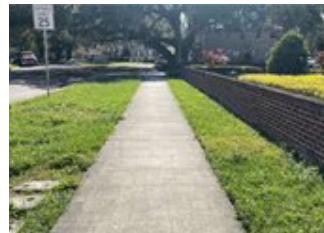
Curb Extensions/Bulb-outs,
Curb Radius Reduction

Widens the sidewalk at intersections or midblock crossings to shorten the pedestrian crossing distance



Road Diet

Implementation of a road diet reduces travel lanes by reallocating a portion of the street right of way to enhanced bike facilities, sidewalks, or other roadway features which improve multi-modal safety and access.



New or Upgraded Sidewalk
Along Roadway

Provides a dedicated, grade separated space for pedestrians to walk.



Protected Intersection

A protected intersection provides separate paths for vehicles, bikes and pedestrians each to cross the intersection. Corner refuge island forces drivers to turn a full 90 degrees before intersecting a crosswalk and makes the intersection smaller overall, shrinking the distance pedestrians and cyclists have to traverse.



Consolidate Driveways

Reduces number of conflict points where vehicles, pedestrians, and bicyclists can collide. Rather than multiple closely spaced driveways for properties, they are combined into a single shared access point.

Potential Non-Engineering Strategies:

- Outreach and education programs to encourage safer driving behaviors near pedestrians
- Create branded flashlights and reflective items as part of a safety campaign and distribute to individuals (targeting vulnerable groups) to increase nighttime visibility of pedestrians
- Strict enforcement of headlight laws for drivers to ensure proper visibility for cars at night



For additional information, visit the project website:
SantaClaraCA.gov/VisionZero

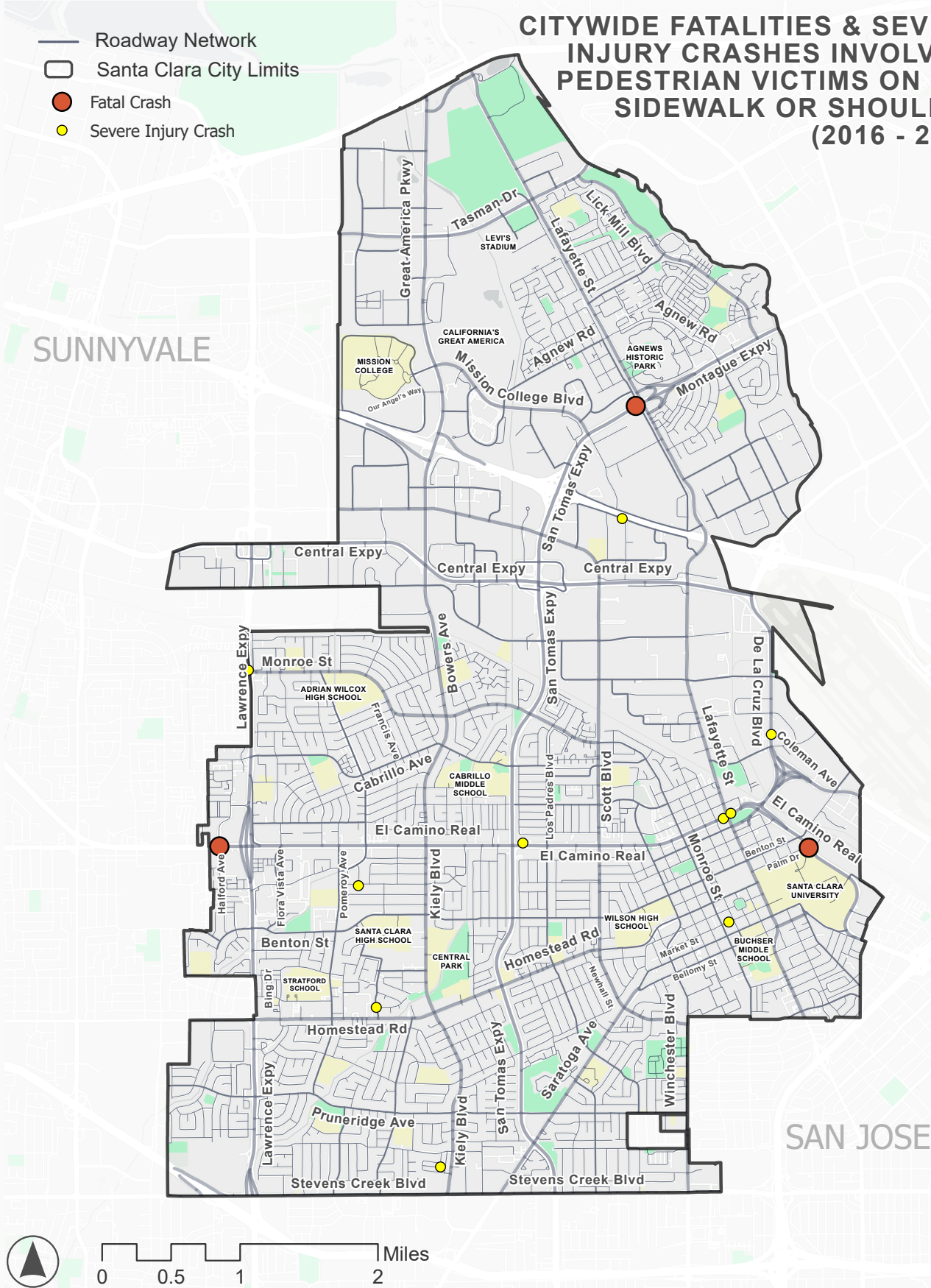


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Off-street Collisions

CITYWIDE FATALITIES & SEVERE INJURY CRASHES INVOLVING PEDESTRIAN VICTIMS ON THE SIDEWALK OR SHOULDER (2016 - 2023)

- Roadway Network
- Santa Clara City Limits
- Fatal Crash
- Severe Injury Crash



Vehicles Running a Red Light or Stop Sign

Statistics

8%

of fatal and severe injury crashes involved vehicles **running a red light or stop sign**. This often resulted in broadside crashes.

Key Countermeasures



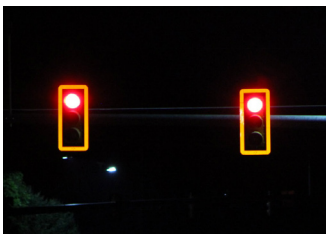
Flashing Warning Beacons

Flashing beacons installed in tandem with warning signage are proven to raise driver awareness that they are approaching a traffic signal. They are especially effective in situations where direct line of sight is limited, such as at horizontal curves or when a fixed object obscures view of the intersection.



Improved Signage and/or Reflective Strips

Additional warning signage or reflective strips can be applied to improve driver visibility of signage and increase compliance.



Retroreflective Backplates

Installation of traffic signal head backplates with yellow retroreflective borders provides enhanced signal head visibility, which can especially help prevent crashes involving aging drivers, impaired drivers, or crashes occurring at night.



Stop Signs with Flashing LEDs

Stop signs with flashing LED beacons provide enhanced visibility and can improve driver compliance, particularly at night.



Replace Roadside Pole Mounted Signal Heads with Overhead Signal Heads

Mast-arm mounted signal heads are more perceptible by approaching drivers and can reduce the frequency and severity of rear-end crashes related to poor visibility, as well as broadside crashes due to late entries into the intersection during the yellow interval and red interval violations.



Improve Signal Timing

Signal timing improvements can reduce the frequency of crashes at signalized intersections. Improvements include coordinating traffic signals, extending red and yellow clearance intervals, or adding phases, such as Leading Pedestrian Intervals (LPI). Signals can also be timed to accommodate vehicles travelling at the posted speed limit, which limits accelerating and braking while disincentivizing speeding.

Potential Non-Engineering Strategies:

- Automated enforcement systems or targeted enforcement at locations with safety issues
- Outreach and education programs to build better compliance



For additional information, visit the project website:
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Turning Vehicle Conflicts at Intersections

Statistics

11% of fatal and severe injury crashes occurred when **turning**.

Key Countermeasures



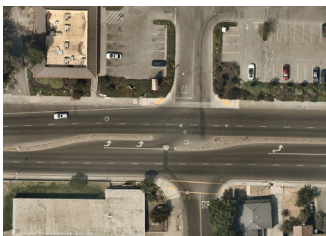
**Left-Turn or
Right-Turn Lane**

Providing a dedicated turn lane can improve traffic flow and reduce the potential for rear-end crashes by providing a dedicated space for turning vehicles to decelerate and wait to turn while outside of the through lane.



Restrict Right-turn on Red

Restricts right turns during the pedestrian crossing phase at locations where a turning vehicle may conflict with pedestrians in the crosswalk.



**Directional Median Openings
to Allow (and restrict)
Left-Turns and U-Turns**

Directional median openings allow left-turns from major street while restricting left and through movements from minor street onto the major street, reducing conflicts between vehicles.



Roundabout

A roundabout is an intersection where traffic travels around a central island in a counterclockwise direction. Vehicles entering or exiting the roundabout must yield to vehicles, bicyclists, and pedestrians.



Protected Left-Turn Phase

Adding a protected left-turn phase allows drivers to turn left without navigating through conflicting traffic, reducing the safety risk of making a left turn as well as potential broadside collisions.



**Splitter Island on
Minor Road Approaches**

Splitter islands separate entering from exiting traffic, deflect and guide traffic into the intersection, and improve the visibility of signage on the intersection approach. Splitter islands are best suited for side street stop-controlled intersections.



For additional information, visit the project website:
SantaClaraCA.gov/VisionZero

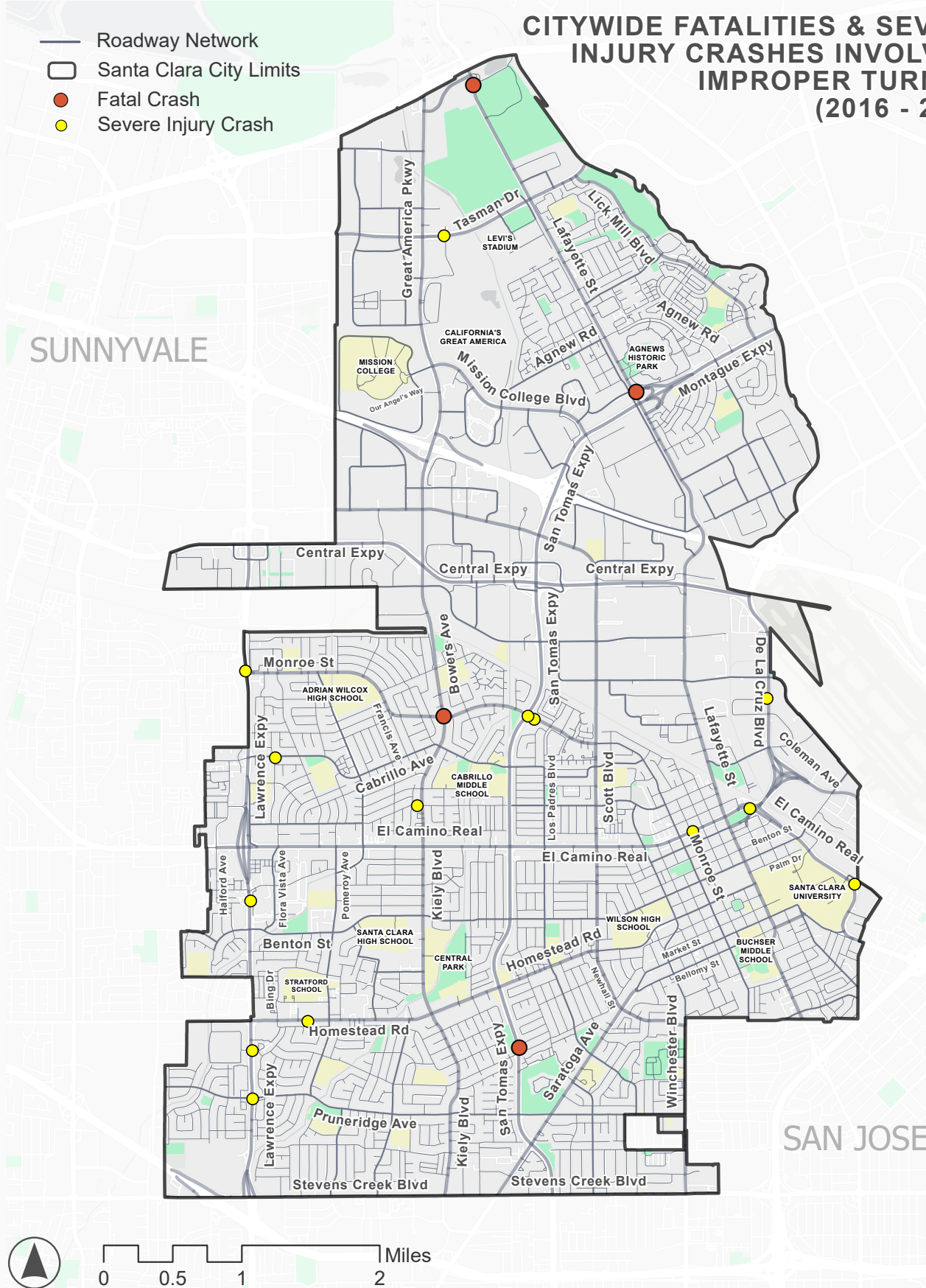


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Turning Vehicle Conflicts at Intersections

CITYWIDE FATALITIES & SEVERE INJURY CRASHES INVOLVING IMPROPER TURNING (2016 - 2023)

- Roadway Network
- Santa Clara City Limits
- Fatal Crash
- Severe Injury Crash



Pedestrian Code Violations such as Improper Crossing or not Yielding Right-of-Way

Statistics

10%

of pedestrian-involved fatal and severe injury were the result of **pedestrians violating a driver's right-of-way** or **from improper crossing of a roadway**.

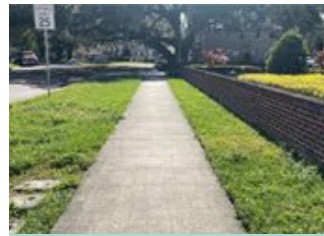


Key Countermeasures



Marked Pedestrian Crossing

This countermeasure is applicable at non-signalized intersections without marked pedestrian crossings, where there are significant traffic volumes, high travel speeds, and where pedestrians are known to be crossing.



New or Upgraded Sidewalk Along Roadway

Provides a dedicated, grade separated space for pedestrians to walk.



Median Fencing

Median fencing provides a raised barrier to discourage jaywalking at undesirable and unsafe locations and to encourage pedestrians to cross at the designated marked crossings.



Curb Extensions/Bulb-outs, Curb Radius Reduction

Widens the sidewalk at intersections or midblock crossings to shorten the pedestrian crossing distance



HAWK Beacon

A HAWK (high intensity activated crosswalk beacon) allows protected pedestrian crossings at midblock locations, stops vehicle traffic only when activated by a pedestrian. Unlike traditional midblock traffic lights for crosswalks, the signal flashes red once the pedestrian countdown is activated. This allows vehicles to proceed after a full stop if no pedestrian is present.

Potential Non-Engineering Strategies:

- Outreach and education programs to encourage pedestrians to exercise caution and only cross when and where it is safe etc.
- Stricter enforcement of pedestrian right-of way violations



For additional information, visit the project website:
SantaClaraCA.gov/VisionZero

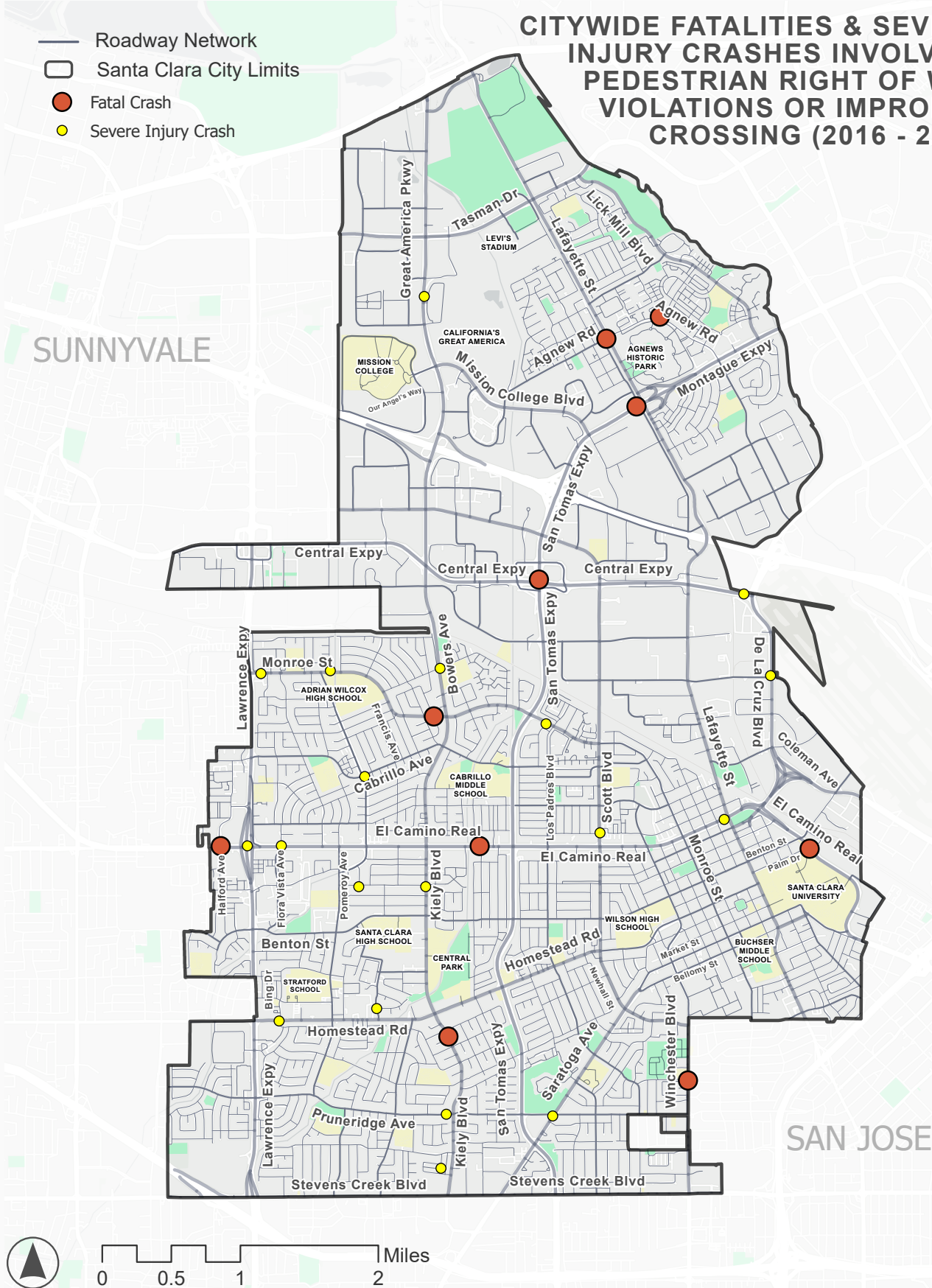


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Pedestrian Code Violations such as Improper Crossing or not Yielding Right-of-Way

- Roadway Network
- Santa Clara City Limits
- Fatal Crash
- Severe Injury Crash

**CITYWIDE FATALITIES & SEVERE
INJURY CRASHES INVOLVING
PEDESTRIAN RIGHT OF WAY
VIOLATIONS OR IMPROPER
CROSSING (2016 - 2023)**



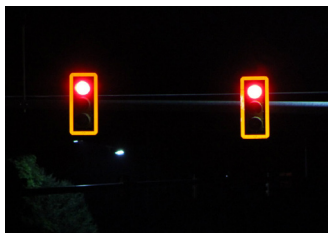
Collisions Involving Persons Under the Age of 18 or Over 60 Years of Age

Statistics

13% of fatal or severe injury crashes involved **seniors 60+ or children under 18.**



Key Countermeasures



Retroreflective Backplates

Installation of traffic signal head backplates with yellow retroreflective borders provides enhanced signal head visibility, which can especially help prevent crashes involving aging drivers, impaired drivers, or crashes occurring at night.



ADA Ramps & Audible Push Button Upgrades

Upgrade curb ramps and push buttons that comply with Americans with Disability Act (ADA) standards for accessibility. Accessible pedestrian signals, including audible push buttons, improve access for pedestrians who are blind or have low vision.



Upgraded Lighting

Lighting provides more comfort, a higher perception of safety, and a greater awareness of surroundings for drivers, pedestrians, and cyclists.



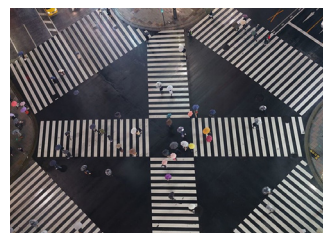
Flashing Warning Beacons

Flashing beacons installed in tandem with warning signage are proven to raise driver awareness that they are approaching a traffic signal. They are especially effective in situations where direct line of sight is limited, such as at horizontal curves or when a fixed object obscures view of the intersection.



Curb Extensions/Bulb-outs, Curb Radius Reduction

Widens the sidewalk at intersections or midblock crossings to shorten the pedestrian crossing distance



Pedestrian Scramble Phase

Creates a traffic signal phase that halts all vehicle movements, and allows pedestrians to freely cross the intersection in any direction, including diagonally. This is supplemented with diagonal crosswalk markings and signage indicating the scramble posted adjacent to countdown heads or push buttons.

Potential Non-Engineering Strategies:

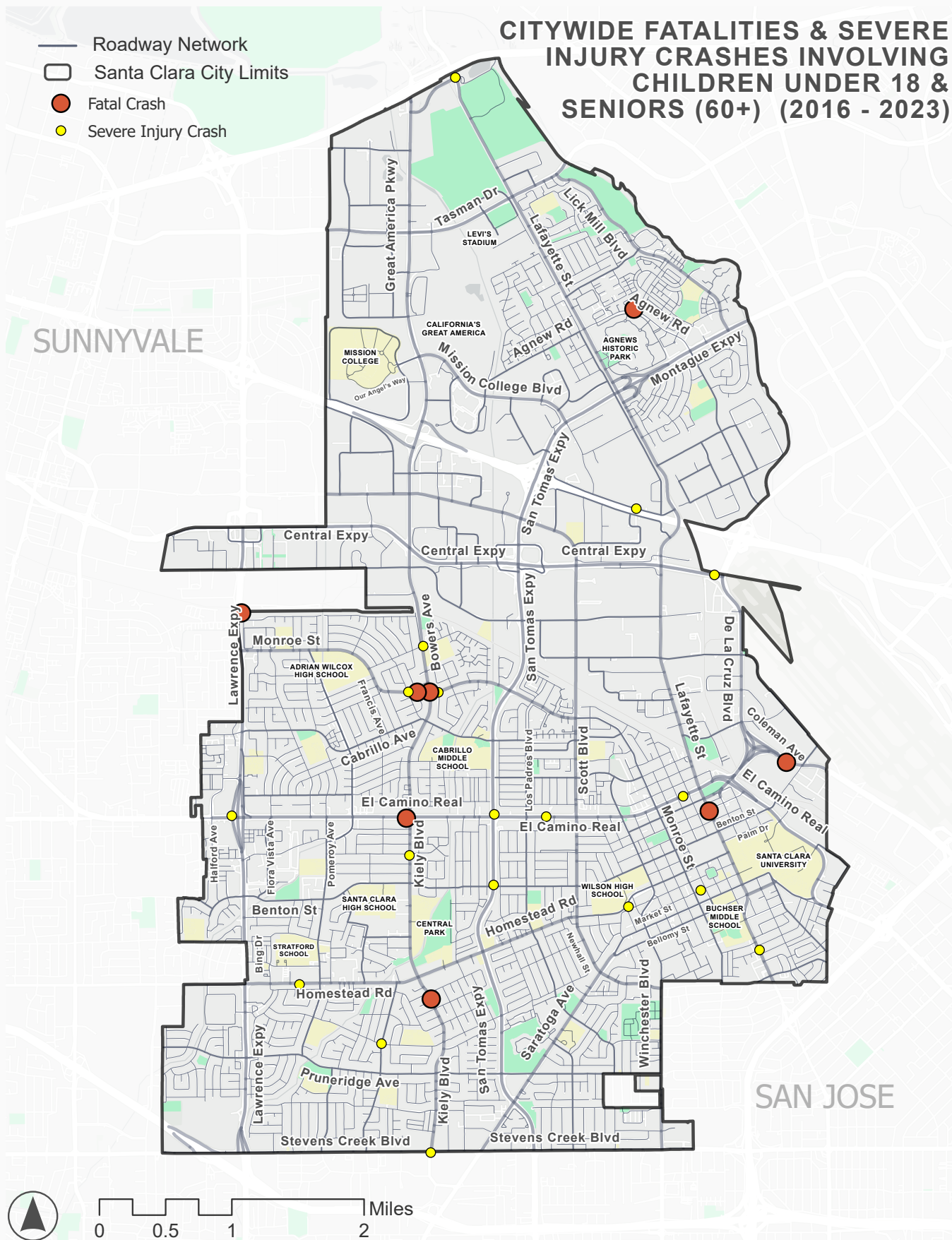
- Outreach and education programs to encourage safe driving behavior from seniors
- Complete a safe routes for seniors plan and a safe routes to school plan
- Work with local schools to develop education campaigns for children
- Work with local schools to employ crossing guards, walking school buses, and bike trains
- Provide alternative transportation options for aging drivers, such as demand response vans



For additional information, visit the project website:
SantaClaraCA.gov/VisionZero



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4. Countermeasure Toolbox



The Vision Zero Action Plan includes a Countermeasure Toolbox designed to address and mitigate traffic-related incidents. This comprehensive toolbox provides a range of engineering solutions aimed at enhancing roadway safety for all users. It serves as a valuable resource for identifying and implementing various countermeasures tailored to location-specific safety challenges. To support an enhanced safety culture through engineering solutions centered on the Safe Systems Approach, the implementation of safety countermeasures must be evaluated and tailored to the specific location context and traffic conditions. To guide this process, the Countermeasure Toolbox is organized into the following six categories:

- **Roadway Segment Improvements:** Enhancements to the roadway infrastructure aimed at improving safety and reducing traffic conflicts along road segments through measures such as raised medians, enhanced lighting, and road diets.
- **Intersection Design Improvements:** Structural modifications at intersections designed to improve safety and efficiency, including the installation of mast arm mounted signals, high visibility crosswalks, and splitter islands.
- **Traffic Signal Improvements:** Adjustments and features added to traffic signals to enhance safety for all road users, such as protected left turn phases, pedestrian countdown heads, and emergency vehicle preemption.
- **Signs & Markings:** Implementation of clear and reflective signage and road markings to improve visibility and communication of road rules, including retroreflective signal backplates and advance warning signs.
- **Speed Management:** Strategies and physical measures designed to control and reduce vehicle speeds for improved safety, such as speed humps, traffic calming devices, and speed feedback signs.
- **Bicycle & Pedestrian Improvements:** Infrastructure improvements to support safe and convenient travel for cyclists and pedestrians, including bike lanes, pedestrian refuge islands, and curb extensions.



Roadway Segment Improvements



Enhanced Lighting



Raised Pavement Markers



Rumble Strips



Flashing Warning Beacons



Raised Median



Delineators, Reflectors or Object Markers



Two-Way Left-Turn Lane



Left-Turn or Right-Turn Lane



Convert 2-way Stop or Yield Control to All Way Stop



Road Diet



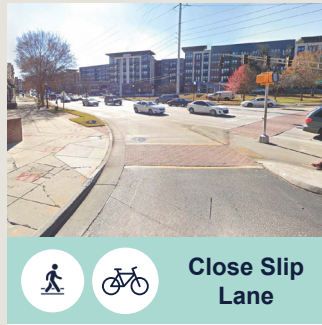
For additional information, visit the project website:
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Intersection Design Improvements



For additional information, visit the project website:
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Signal Modifications



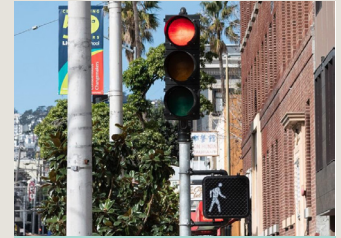
Traffic Signal



Protected Left Turn Phase



Signal Timing



Leading Pedestrian Interval (LPI)



**Emergency and/or
Transit Vehicle Preemption**



**Pedestrian
Countdown Heads**



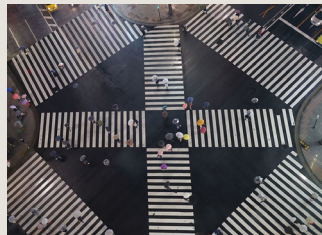
Restrict Right-turn on Red



Bike Detection



Bike Signal



**Pedestrian
Scramble Phase**



**ADA Ramps & Audible
Push Button Upgrades**



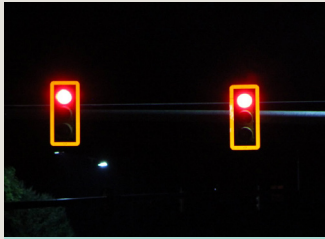
For additional information, visit the project website:
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Signs & Markings



**Retroreflective
Backplates**



**Upgrade Intersection
Pavement Markings**



Advanced Stop Bar



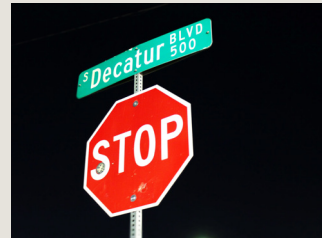
**Improved Signage and/or
Reflective Strips**



**Stop Signs with Flashing
LEDs**



**Edgelines and Centerlines
(install or modify)**



**Upgraded Signs with
Fluorescent Sheeting**



**Advanced Curve
Warning Signs**



**Chevrons Along
Horizontal Curves**



Bike Box



For additional information, visit the project website:
SantaClaraCA.gov/VisionZero



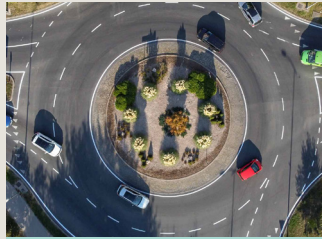
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Speed Management



Speed Feedback Sign



Roundabouts



**Speed Humps, Speed
Cushions & Speed Tables**



Traffic Circles



**Chokers, Chicanes,
& Bulb-outs**



For additional information, visit the project website:
SantaClaraCA.gov/VisionZero



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Bicycle & Pedestrian Improvements



Bike Lanes & Buffered Bike Lanes



Separated Bike Lanes



Marked Pedestrian Crossing at Uncontrolled Location



Pedestrian Refuge Island



Pedestrian Median Fencing



Additional Signage to Pedestrian Crossing



Raised Pedestrian Crossing



Curb Extensions/ Bulb-outs, Curb Radius Reduction



Bicycle Crossings and Refuge Corners



HAWK Signal



Rectangular Rapid Flashing Beacon (RRFB)



For additional information, visit the project website:
SantaClaraCA.gov/VisionZero



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5. Action Plan to Reach Zero Deaths and Severe Injuries



Achieving the goals of Vision Zero requires not only a strong policy foundation and data-driven strategies, but also a clear and actionable roadmap for implementation. The Santa Clara Vision Zero program will begin with tangible improvements on the ground through a coordinated set of priority projects, programs, and policy actions. This section outlines the implementation framework that will guide the City's efforts, including priority projects along the City's High Injury Network (HIN), safety actions and strategies, with timelines, responsible departments, and funding strategies.



Priority Project List

The City of Santa Clara has identified ten priority project locations along the High Injury Network (HIN) based on a combination of factors, including high concentrations of collisions, the severity of injuries, and community feedback on safety concerns. These locations, which are presented on **Figure 11** and listed in **Tables 5 and 6**, represent areas with the greatest need for intervention and are the focus of targeted safety improvements outlined in this Plan. By addressing these corridors first, the City aims to make measurable progress toward reducing severe injuries and fatalities on its streets.

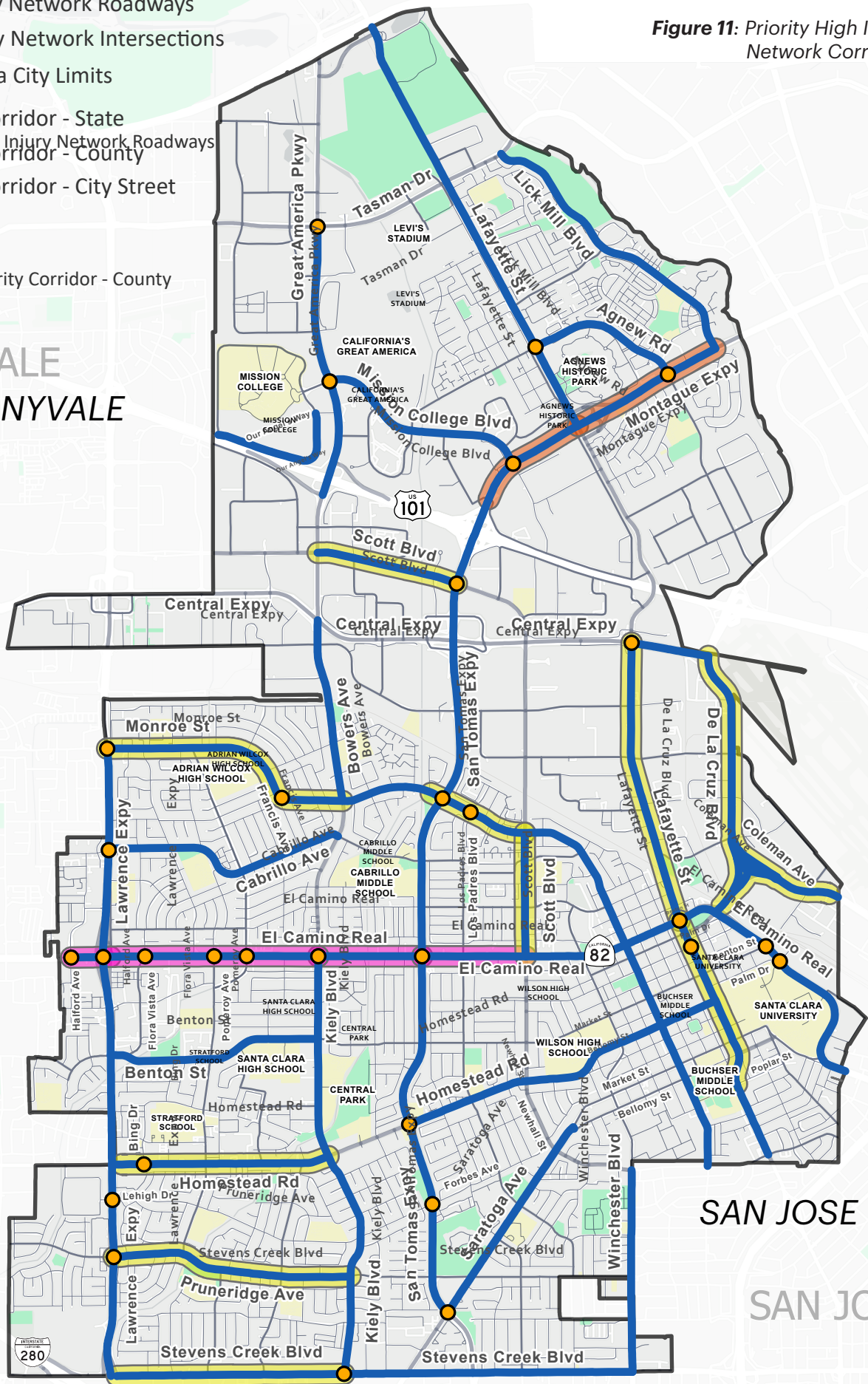


- Roadway Network
- High Injury Network Roadways
- High Injury Network Intersections
- Santa Clara City Limits
- Priority Corridor - State
- Priority Corridor - County
- Priority Corridor - City Street

Figure 11: Priority High Injury Network Corridors

SUNNYVALE
SUNNYVALE

Priority Corridor - County



Source: City of Santa Clara Collision Records Database, 2016-2023

Table 5: Santa Clara Priority High Injury Network Corridors
(Top Ten based on KSI Collisions per AADT)

Ranking of KSI Collisions per ADT	Priority HIN Corridor	Limits
1	Monroe Street	Lawrence Expressway to Bowers Avenue and San Tomas Aquino Creek Trail to Scott Boulevard
2	De La Cruz Boulevard	Central Expressway to Poplar Street
3	Coleman Avenue Tri-level Interchange	De La Cruz Boulevard from Central Expressway to Lafayette Street and Coleman Avenue from Reed Street to the City of San Jose limit line
4	Scott Boulevard	Monroe Street to El Camino Real
5	Homestead Road	Lawrence Expressway to Kiely Boulevard
6	Stevens Creek Boulevard *	Lawrence Expressway to Kiely Boulevard
7	El Camino Real **	Halford Avenue to Scott Boulevard
8	Pruneridge Avenue	Lawrence Expressway to Kiely Boulevard
9	Scott Boulevard	Bowers Avenue to San Tomas Expressway
10	Montague Expressway ***	Lick Mill Boulevard to US 101

Note: Infrastructure improvements on non-City right-of-way will require coordination and collaboration with neighboring jurisdictions, the County of Santa Clara, or Caltrans.

* Shared roadway with City of San Jose

** Roadway maintained by Caltrans

*** Roadway maintained by County of Santa Clara

Corridor summaries with conceptual layouts and high-level cost estimates for each of the ten priority locations are provided in Appendix C.

Table 6: *Priority Intersections*

Locations	Collisions	KSI Collisions
Signalized Intersections		
San Tomas Exwy and El Camino Real	78	6
Lawrence Exwy and El Camino Real	71	2
San Tomas Exwy and Monroe St	63	3
Great America Pkwy and Mission College Blvd	56	1
Bowers Ave and El Camino Real	53	1
Great America Pkwy and Tasman Dr	47	1
Lafayette St and El Camino Real	46	4
Mission College Blvd and Montague Exwy	44	3
Central Exwy and Lafayette St	42	4
Agnew Rd and Montague Exwy	42	3
Halford Ave and El Camino Real	41	3
San Tomas Exwy and Scott Blvd	41	2
Lawrence Exwy and Monroe St	40	4
Pruneridge Ave and Lawrence Exwy	36	3
Los Padres Blvd and Monroe St	34	3
San Tomas Exwy and Saratoga Ave	33	1
Homestead Rd and Bing Dr	31	2
Cabrillo Ave and Lawrence Exwy/Poinciana Dr	29	4
San Tomas Exwy and Homestead Rd	29	1
Flora Vista Ave and El Camino Real	28	1
Pomeroy Ave and El Camino Real	27	1
Calabazas Blvd and El Camino Real	24	1
Agnew Rd and Lafayette St	21	2
Stevens Creek Blvd and Kiely Blvd	20	2
San Tomas Exwy and Forbes Ave	20	2
Benton St and El Camino Real	16	2
Lehigh Dr and Lawrence Exwy	10	2
El Camino Real and Railroad Ave/Palm Dr	10	2
Unsignalized Intersections		
Monroe St and Francis Ave	30	1
Harrison St and Lafayette St	8	2

Programs and Policy Updates

Building on the benchmarking exercise of existing plans and policies and collaboration with the Vision Zero Working Group, the Plan includes a list of policy and program recommendations to streamline and improve the process of implementing traffic safety improvements, enforcement, and educational outreach.

Some key policy and process updates include:

- Update existing Neighborhood Traffic Calming Program
- Formalize a multi-department post KSI-collision review process to discuss safety improvements
- Prioritize projects and focus enforcement and education efforts on the high injury network
- Incorporate Vision Zero principles into City communications, staff training, data collection, and design review

Table 7 lists the description, implementation timeline and key partners for each proposed action and strategy. In accordance with the Safe System Approach, the recommendations are presented in relation to following six categories:

- **Vision Zero Program:** Overall program initiative, planning and budgeting.
- **Safer People:** Safety education and driver behavior
- **Safer Speeds:** Speed management and enforcement
- **Safer Streets:** Roadway design and engineering
- **Safer Vehicles:** New vehicle technology and impaired driving prevention
- **Post-Collision Care:** Emergency response

With sufficient funding and resources, the goal is to implement the actions within the timelines identified in **Table 7**.

Table 7: Actions and Strategies**Implementation Timeline:**

Short-term: within next five years

Medium-term: five to ten years

Long-term: 10+ years

Action		Description	Implementation Timeline	Performance Measure	Key City Departments	Other Key Partners
Vision Zero Program						
VZP-1	Vision Zero Implementation Funding Program	Establish funding strategies and secure funding/apply for grant funding to support Vision Zero implementation.	With Plan Adoption and align with City’s budget process	Development of a funding strategy	Public Works, Police,Fire, Community Development	Federal/state/ regional/ local agencies depending on specific project/ program
VZP-2	Vision Zero Working Group / Task Force	Form a multi-agency working group to coordinate Vision Zero implementation and initiatives.	Short-Term	Number of meetings	Public Works, Police, Fire, Community Development	Santa Clara County, VTA, School District, Santa Clara University, Mission College, BPAC, neighboring cities
VZP-3	Progress Report	Publish annual report on Vision Zero program progress.	Medium-Term	Release of annual report	Public Works, Police, City Manager’s Office	Not applicable
VZP-4	Update Vision Zero Plan	Update existing Vision Zero Plan in 5 years or per grant requirement	Medium-Term	Number of updates	Public Works, Police,Fire, Community Development	Vision Zero Working Group Stakeholders

Action		Description	Implementation Timeline	Performance Measure	Key City Departments	Other Key Partners
Safer People						
SP-1	City Staff Communications Training	Conduct training for City staff on effective roadway safety and traffic collisions messaging.	Short-Term	Number of trainings	Public Works, Police, Fire, City Manager's Office	Not applicable
SP-2	Stakeholder Engagement	Convene local stakeholder group and conduct workshops or walk audits along High-Injury Network (HIN) corridors.	Short-Term	Number of workshops or walk audits	Public Works, Community Development	Santa Clara County, VTA, School District, Santa Clara University, BPAC
SP-3	Traffic Education for Safe Routes to School (SRTS)	Continue providing and expanding traffic safety education (i.e. walking school bus) for students and parents.	Short-Term	Number of SRTS events	Public Works, Police, Fire, Parks & Recreation	Santa Clara County, School District, Mission College, VTA, City of San Jose
SP-4	Traffic Education for Seniors	Provide traffic safety education for pedestrians over 60 years of age.	Medium-Term	Number of events	Public Works, Police, Fire, Parks & Recreation	Santa Clara County, VTA
SP-5	Education Campaigns	Conduct education campaigns such as installing message signs or media posts on speeding, distracted driving, or other high-risk behaviors.	Medium-Term	Number of campaigns and/or message signs	Public Works, Police, Fire, Parks & Recreation, City Manager's Office	Santa Clara County, VTA, Mission College, BPAC

Action		Description	Implementation Timeline	Performance Measure	Key City Departments	Other Key Partners
SP-6	Online Safety Dashboard & Data Sharing	Develop online interactive dashboard as a tool to present traffic safety information. Collaborate on data sharing with neighboring jurisdictions.	Medium-Term	Development of online data dashboard	Public Works, Police, Fire, Information Technology	Santa Clara County, VTA, BPAC, City of San Jose
Safer Speeds						
SSP-1	Speed Management	Implement speed limit reductions in accordance with current state law. Define up to 20% of the city's street network as Safety Corridors to reduce posted speed limits by 5 miles per hour.	Short-Term	Number of speed surveys completed and/or streets that reduced speed limit	Public Works, Police, Fire	Not applicable
SSP-2	Strategic Traffic Enforcement	Conduct high-visibility traffic enforcement on speeding, driving under influence (DUI), and violation of traffic control devices along the HIN corridors and/or intersections	Short-Term	Number of DUI checks and/or speeding citation issued	Police	Santa Clara County, State

Action		Description	Implementation Timeline	Performance Measure	Key City Departments	Other Key Partners
SSP-3	Collision Data Focused Training for Enforcement and Public Safety Professionals	Participate in trainings to improve collision reporting practices. Focus area includes improved data on speeding, impairment, distracted driving.	Medium-Term	Number of trainings	Public Works, Police, Fire	Not applicable
SSP-4	Police Academy (Vision Zero Training)	Integrate Vision Zero principles into police training and academy curriculum.	Long-Term	Number of trainings	Police	Not applicable
Safer Streets						
SST-1	Intersection Daylighting	Implement and enforce citywide intersection daylighting per state law (AB 413).	Short-Term	Number of intersections	Public Works, Police	Not applicable
SST-2	Post KSI-Collision Review	Develop a multi-department collision review process and conduct post-collision review of fatal and severe injuries collisions to discuss potential improvements.	Short-Term	Number of KSI reviews completed	Public Works, Police, Fire	Depends on location of KSI
SST-3	Vision Zero Priority Corridors	Update HIN priority corridors as needed and identify funding for design and implementation of top priority HIN corridors.	Short-Term	Number of updates	Public Works	Santa Clara County, VTA

Action		Description	Implementation Timeline	Performance Measure	Key City Departments	Other Key Partners
SST-4	Traffic Calming Program Update	Re-evaluate and update existing traffic calming program and policies. Incorporate best practices and update process of implementing traffic calming measures.	Short-Term	Complete a one-time program update	Public Works, Police, Fire	BPAC, Santa Clara County
SST-5	School Safety Zones	Establish reduced speed limits of 15 mph in school zones and implement traffic enforcement.	Short-Term	Number of school zones	Public Works	School District, VTA, Mission College, BPAC
SST-6	Design Review	Create an internal procedure for evaluating and, where possible, implementing safety countermeasures on projects located within HIN.	Medium-Term	Development of a process	Public Works, Community Development	Santa Clara County, VTA
SST-7	Vision Zero Design Standards	Develop and apply street design that helps reduce stress of walking and biking by deterring vehicle cut-through traffic. Incorporate best practices such as VTA's Community Design and Transportation Manual, NACTO, and update City design standards as needed.	Medium-Term	Development of design standards	Public Works, Police, Fire, Community Development	BPAC

Action		Description	Implementation Timeline	Performance Measure	Key City Departments	Other Key Partners
SST-8	Design Review Training & Resources	Provide focused training for City engineers and planners responsible for designing and reviewing street design and safety planning activities. Develop resources (i.e. checklist) to incorporate safety countermeasures along HIN corridors and intersections.	Medium-Term	Number of trainings	Public Works, Police, Fire, Community Development	BPAC
SST-9	Bicycle and Pedestrian Count Data	Identify high activity areas and develop schedule to track pedestrian and cyclist activity at key locations.	Medium-Term	Number of locations	Public Works	Santa Clara County, Mission College, BPAC
SST-10	Expand Santa Clara's Bicycle and Pedestrian Network	Continue expanding and upgrading the existing bicycle and pedestrian network per City's Bicycle and Pedestrian Master Plans.	Long-Term	Number of bicycle and/or pedestrian improvement projects completed	Public Works	Santa Clara County, VTA, Mission College, BPAC
SST-11	Intelligent Transportation Systems	Explore and implement technologies such as speed monitoring and adaptive traffic signal systems.	Long-Term	Implementation of new technologies	Public Works, Police, Fire, Information Technology	Santa Clara County, VTA

Action		Description	Implementation Timeline	Performance Measure	Key City Departments	Other Key Partners
SST-12	Improve Data Collection and Analysis	Use citywide, newer “big data” sources as a proactive strategy to monitor speed, traffic volume, locations with frequent “near misses”.	Long-Term	Implementation of new technologies	Public Works, Police, Fire, Community Development, Information Technology	VTA
Safer Vehicles						
SV-1	Subsidized Transit	Expand free or discounted transit fares for holidays and special events to reduce impaired driving.	Medium-Term	Number of events	Public Works	VTA
SV-2	Rideshare or Microtransit Program for Impaired Driving Prevention	Establish subsidized rideshare or microtransit program aimed to reduce impaired driving.	Medium-Term	Development of a strategy or program	Public Works	Santa Clara County, VTA

Action		Description	Implementation Timeline	Performance Measure	Key City Departments	Other Key Partners
SV-3	Traffic Enforcement Technologies, Transportation Innovation and Mitigate Future Risks	Explore new technologies for traffic enforcement that align with Police Department best practice. Explore opportunities and prepare for new forms of transportation and enforcement of standards. Track AB 645 Speed Safety System pilot. Collaborate and exchange knowledge with neighboring cities on related policy updates. Support any new state legislation for safer streets/Vision Zero.	Long-Term	Staff participation in regional/local coordination meetings and trainings	Public Works, Police	Santa Clara County, VTA, City of San Jose
Post-Collision Care						
PCC-1	Emergency Response (ER)	Continue monitoring traffic signal operations with emergency vehicle pre-emption and implement signal and roadway improvements that enhance emergency vehicle response times.	Medium-Term	Installation of emergency vehicle pre-emption	Public Works, Fire	Santa Clara County

Implementation Approach

The City anticipates funding its Vision Zero program through a variety of means, including dedicated local funds and pursuit of local, state and federal grants. This Plan complies with the requirements of SS4A and Highway Safety Improvement Program (HSIP) grant programs, so the City can pursue grant funding for project implementation. A list of potential grant funding opportunities can be found in Appendix E. The implementation of safety improvements on the high-injury network may differ from the ranking found in the priority projects list, depending on specific grant requirements, project readiness, level of coordination, and funding availability.

Some systemic improvements can be integrated into the City's existing annual projects/programs to achieve broad completion at a reduced cost. Annual projects/capital programs include quick-build bicycle & pedestrian projects, annual pavement rehabilitation program, and annual signal backplate upgrade. The City will also take a proactive systemic approach to address traffic safety issues citywide, for example regularly reviewing citywide collision data and updating roadway speed surveys. Given the limited staffing resources, this will require a shift in City's resources from responding to individual citizen requests to a holistic review of citywide traffic safety issues and prioritization of improvements on the HIN. Vision Zero and guiding principles should also be incorporated into City's future transportation projects.



Progress, Transparency, Accountability

The City of Santa Clara is committed to ensuring progress, transparency, and accountability in its Vision Zero Action Plan. To achieve these goals, the City will maintain the project page on the city website. This will serve as a central hub for key data and ongoing initiatives. The website will feature the High Injury Network map, providing a visual representation of areas that require the most attention and resources. Additionally, annual updates will showcase ongoing projects and project statuses. By making this information readily accessible to the public, Santa Clara aims to foster community engagement, maintain transparency, and hold itself accountable to its commitment to reduce traffic fatalities and severe injuries to zero. Every five (5) years or as necessary to meet grant requirements, the City will update the Vision Zero Plan to reevaluate the collision data and performance measures.

How to Stay Involved

Check out safety tips on the City's Vision Zero webpage at santaclaraca.gov/VisionZero and help make Santa Clara streets safer!

If you have any service request such as street maintenance, traffic calming requests, and parking enforcement, you can submit a service request through the mobile app: MySantaClara. More details can be found: santaclaraca.gov/services/make-a-service-request

For any inquiries or further information about the City of Santa Clara's Vision Zero Action Plan, you can contact the City of Santa Clara's Public Works Department at (408) 615-3000. Additionally, you can visit us at 1500 Warburton Avenue, Santa Clara, CA 95050 during regular business hours. Your feedback and participation are invaluable in helping us achieve our Vision Zero goals and ensure a safer community for all residents.



Appendices

The Draft Vision Zero Action Plan Appendices can be viewed and downloaded from <https://www.santaclaraca.gov/VisionZero>