

1



The image shows a "SHARE the ROAD" sign for Vision Zero. The sign is mounted on a pole and features a red and white design. It includes the text "SHARE the ROAD", "Join our mission to end traffic fatalities", and the "VISION ZERO" logo. The sign is located on a street with trees and a building in the background.

Agenda

1. Background on Vision Zero
2. Project Timeline & Significance
3. Key Elements of this Plan
4. Next Steps/Implementation

2

What is Vision Zero?

Vision Zero is a strategy to **eliminate all traffic fatalities and severe injuries** while promoting safe and healthy mobility for all.



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

3

Why Vision Zero?

Traffic fatalities are unacceptable

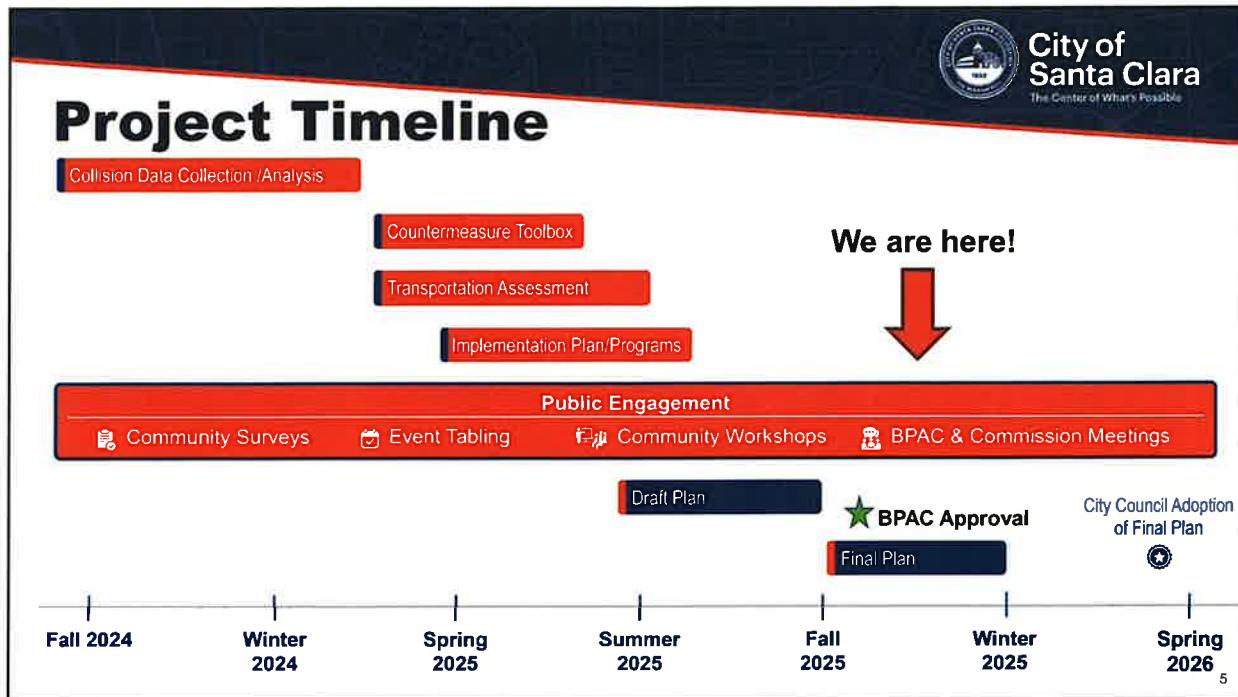
- Policy goal from the City's Bicycle and Pedestrian Plans
- Trend of increasing pedestrian and cyclist injuries
- Growing city



4

4

2



Vision Zero Plan Elements



Leadership Commitment
and Goal Setting



Strategic Planning



Collaboration and
Community Engagement



Safety Analysis



High Injury Network



Priority Projects, Policy,
and Programs



Progress and
Transparency

7

7

Goal Setting & Guiding Principles

Target Date: End all traffic-related fatalities and severe injuries on Santa Clara streets
by **2050**



Safety of Human
Life is Our
Highest Priority



Traffic Fatalities &
Severe Injuries are
Unacceptable and
Preventable



Vision Zero is a
Shared Responsibility



Community Engagement
is Essential

8

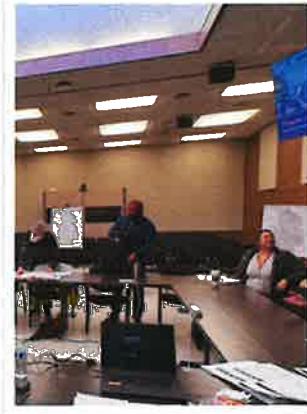
8

4

Strategic Planning

Vision Zero Working Group (VZWG)

- Public Works, Police, Fire, Community Development Departments
- One (1) City BPAC member
- Partner Agencies
 - City of San Jose
 - City of Sunnyvale
 - Santa Clara County Public Health, Roads & Airport
 - VTA
 - Mission College
 - Santa Clara University
 - Santa Clara Unified School District
 - Silicon Valley Bicycle Coalition



9

9

Outreach Strategies

- Project webpage, hotline, and email
- City newsletters & social media
- Free safety items
- Street signs
- Bus shelter advertisement
- Educational video about distracted driving



Bilingual flyer



Bus shelter ad on
El Camino Real

10

10

Project Activities

- 3 Online Surveys (~1,300 responses)
- 4 Community Workshops
- 6 Pop-up Events
- 3 City Commission Meetings
- 5 BPAC Meetings



Community Events & Workshops

11

11

Community Concerns

- Speeding and distracted driving
- Poor visibility at intersections
- Lack of separated bikeways
- Pedestrian infrastructure deficiencies
- More education, enforcement, and traffic-calming measures



Online Survey Safety Mapping

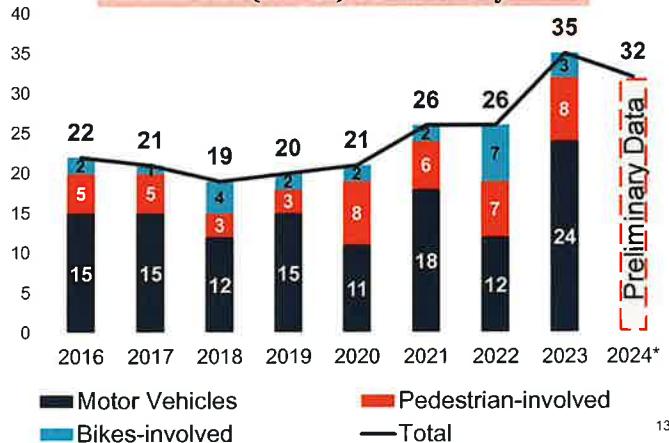
12

12

Collision Data & Trends

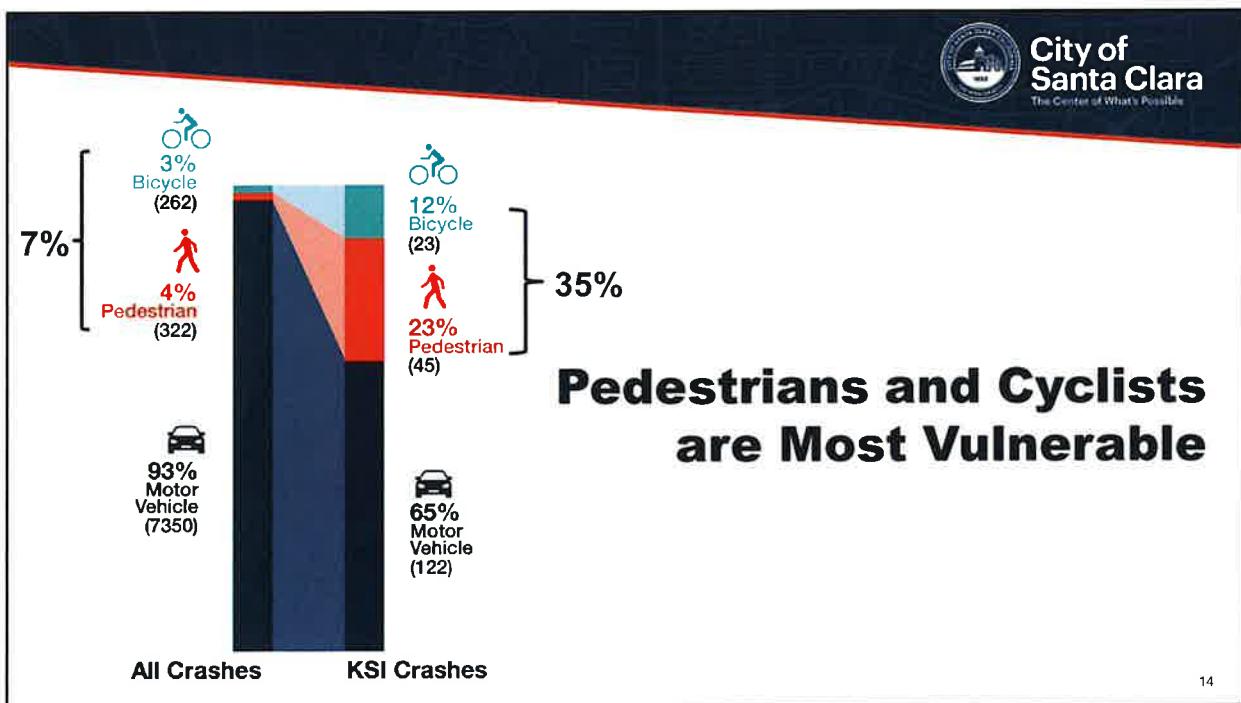
Collision Severity	2016-2023 Count
Fatal (Killed or K)	51
Severe Injury (SI)	139
Other Visible Injury	895
Complaint of Pain	1437
Property Damage Only (PDO)	5,412
Total Collisions	7,934

Annual KSI (K + SI) Collisions by Mode



13

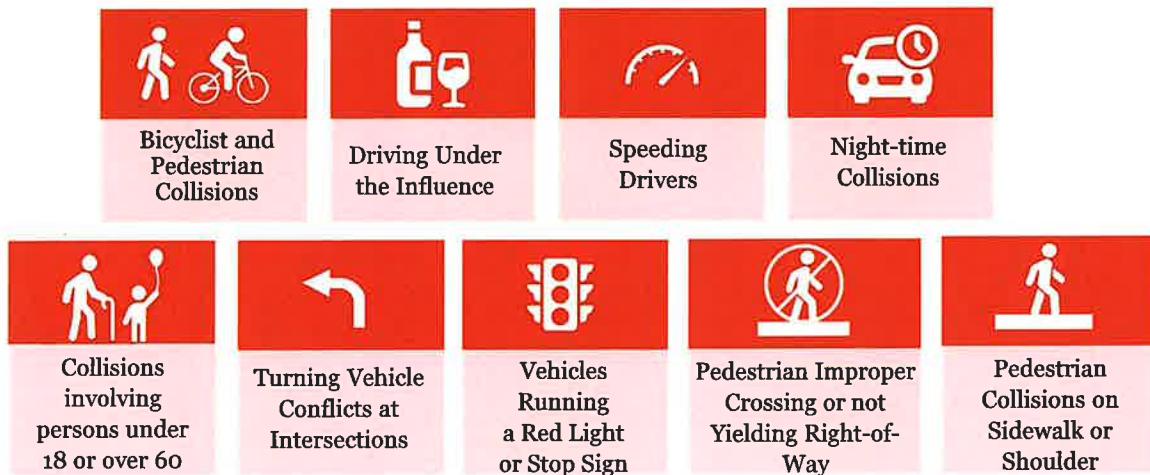
13



14

14

Collision Profiles



15

15

High Injury Network (HIN)

- Map of roadway corridors and intersections with highest KSI collisions
- ~ **60% of all collisions** occurred on **16% of streets**

16



16

Priority Corridors

1. **Monroe St:** Lawrence Expwy – Bowers Ave & San Tomas Aquino Creek Trail – Scott Blvd
2. **Lafayette St:** Central Expwy – Poplar St
3. **De La Cruz/Coleman Ave Tri-level Area**
4. **Scott Blvd:** Monroe St – El Camino Real
5. **Homestead Rd:** Lawrence Expwy – Kiely Blvd
6. **Stevens Creek Blvd:** Lawrence Expwy – Bowers Ave (*shared with San Jose*)
7. **El Camino Real:** Halford Ave – Scott Blvd (*State*)
8. **Pruneridge Ave:** Lawrence Expwy – Kiely Blvd
9. **Scott Blvd:** Bowers Ave – San Tomas Expwy
10. **Montague Expy:** Lick Mill Blvd – US 101 (*County*)

17

17

Countermeasure Toolbox

Examples

Roadway Segment	• Road Diet (Traffic lane reduction), Access Restriction
Intersection Design	• Close Slip Lane, High Visibility Crosswalk
Signal Modifications	• Protected Left-turn, Lead Pedestrian Interval
Signs & Markings	• Retroreflective Backplate, Advanced Stop Bar
Speed Management	• Speed Feedback Sign, Speed Hump
Bicycle & Pedestrian	• Separated Bike Lane, Curb Extension

18

18

Programs and Policy Updates



Key recommendations:

- Update Neighborhood Traffic Calming Program (1999)
- Improve priority corridors
- Multi-department post KSI-collision review
- Focus enforcement and education on the HIN

19

19

Progress & Transparency

- Update Vision Zero webpage regularly
- Develop annual reports
- Update the Vision Zero Action Plan every 5 years or as necessary to meet grant requirements



20

20



Program Implementation & Next Steps



21

21



Resource Needs

- Department of Public Works:
1.0 Senior Civil Engineer & 1.0 Assistant Engineer
- Police Department, Traffic Unit:
To be determined

22

22

11

Estimated Program Costs

Category	Estimate
Capital Projects – Top 10 Priority Corridors (in 2025 dollars)	\$ 93 M
Non-capital Projects: Professional Services & Educational Programs (5 years)	\$ 3.8 M
Vision Zero Program – Public Works Staffing (5 years)	\$3 M
Vision Zero Program – Police Department Staffing	TBD
Total Program Estimate	\$ 99.8 M

23

23

Next Steps

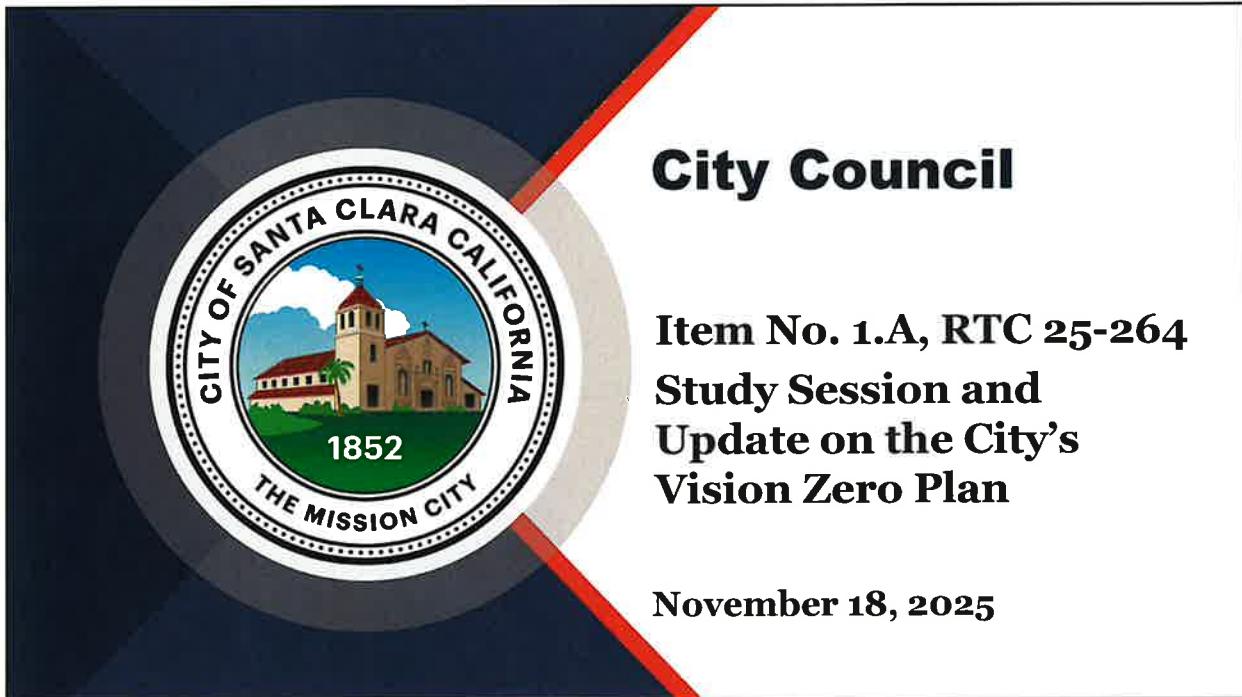
- December 2025: Finalize Vision Zero Action Plan
- Spring 2026: City Council Adoption
- Apply for upcoming grants
- Vision Zero Working Group coordination

24

24



25



26