

POST MEETING MATERIAL

RTC 25-490  
Item 7B

# VISION ZERO

CITY OF SANTA CLARA



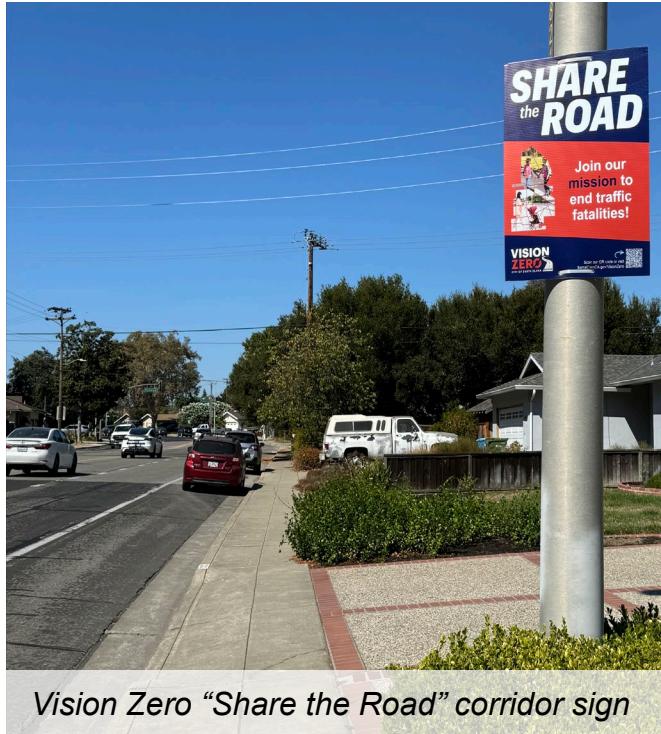
BPAC Meeting #4  
June 23, 2025



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

# Agenda

1. Background on Vision Zero
2. Project Timeline
3. Community Engagement
  - Community Events
  - Online Survey #2
4. Project Implementation
  - Priority High Injury Network Corridor Projects
  - Implementation Criteria
  - Costing
5. Vision Zero Actions and Strategies
6. Present Draft Outline of Vision Zero Action Plan
7. Upcoming Activities



Vision Zero “Share the Road” corridor sign

# 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.

Vision Zero Project Goal: Develop a framework for

- roadway improvements
- policy changes
- new programs
- traffic safety campaigns

to eliminate all traffic fatalities and severe injuries by a specific timeline.

*This project is funded by federal Safe Streets & Roads for All (SS4A) grant and state Office of Traffic Safety grant, through the National Highway Traffic Safety Administration (NHTSA).*

# Project Timeline



Project Start

Collision Data Collection /Analysis

We are here!

Countermeasure Toolbox

Transportation Assessment

Implementation Plan/Programs

## Public Engagement

Community Surveys

Event Tabling

Community Workshops

BPAC & Commission Meetings

Draft Plan

City Council Adoption  
of Final Plan

Final Plan



Fall 2024

Winter  
2024

Spring  
2025

Summer  
2025

Fall  
2025

Winter  
2025

Spring  
2025

# BPAC Meetings



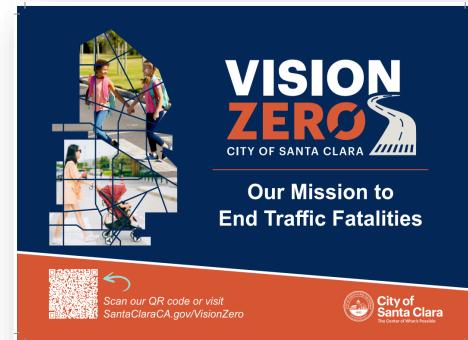
- #1: Intro to Vision Zero (August 2024)
- #2: Public input from survey, data analysis, HIN (January 2025)
- #3: Countermeasure Toolbox, Projects, Programs and Policies (March 2025)
- **#4: Priority Projects and Draft Plan (TODAY)**
- #5: Final Plan for Recommendation (October 2025)



# Community Engagement

# Community Events:

- Earth Day – *April 10*
- Bike to Work Day - *May 15, at San Tomas Aquino Creek Trail/Agnew Rd*



*Project Info Card*

# Community Engagement

# Community Workshop #3



- May 7<sup>th</sup> - Virtual
  - 28 Attendees
  - Virtual presentation and Q&A
  - Funded by OTS Grant
  - Key feedback focused on project prioritization process, safer infrastructure on Lafayette Street, and coordination with other agencies.

Avoid Distracted Driving



Watch the City of Santa Clara's Distracted Driving Awareness Month Educational Video



[https://youtube.com/shorts/4\\_UeRoaZTN4?feature=share](https://youtube.com/shorts/4_UeRoaZTN4?feature=share)



**VISION ZERO**  
CITY OF SANTA CLARA

Community Meeting #3  
May 7, 2025

OTS CALIFORNIA OFFICE OF TRAFFIC SAFETY

City of Santa Clara

# Online Survey #2

- Launched February 18 thru April 7, 2025
- 729 Survey Responses
- 621 Unique Contributors



## Santa Clara Vision Zero

Public Engagement

English ▾

### Welcome!

What can we do to make Santa Clara streets safer? The City of Santa Clara would like to hear about your experiences driving, biking, walking, or using other transportation modes within the City. A citywide traffic safety study is underway to identify opportunities for safety improvements throughout Santa Clara, and community input is important as we work to address the safety challenges that users face.

During our first round of engagement, we gathered feedback from the community through a Safety Survey and an interactive Safety Map, which are displayed at the bottom of this page.

Our current round of engagement features a High Injury Network (HIN) Survey! Please review the HIN map and complete the survey below.

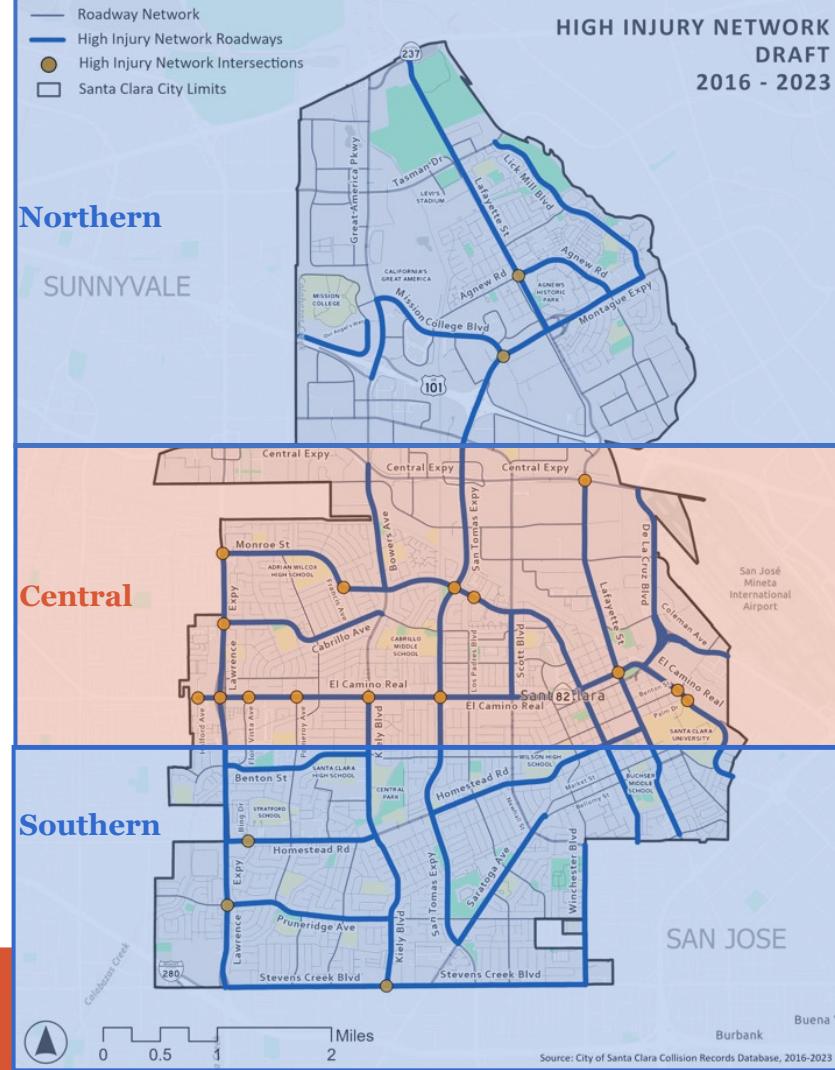
Thank you for your time and valuable input into this important safety study!

For more information and details about this effort, please visit the [Vision Zero project website](#) or contact the project team at [SantaClaraVisionZero@kimley-horn.com](mailto:SantaClaraVisionZero@kimley-horn.com)

Open

### High Injury Network (HIN) Safety Survey

*Please complete this survey to help us understand how you move around Santa Clara and any specific transportation safety concerns you have. Your answers will remain confidential.*



# Online Survey (cont.)

- Ranked improvements:
  - (1) Increased traffic enforcement;
  - (2) Implementation of traffic calming measures such as speed humps and roundabouts;
  - (3) Improved signage and road markings.
- **80%** expressed that it is “Very Important” to prioritize project locations that are close to key destinations (schools, transit stops, parks, community centers).
- **93%** expressed that "Engineering (e.g. traffic calming measures, roadway design)" would be most effective at eliminating fatal and severe injury collisions, compared to other E's.

## The E's of Traffic Safety



Engineering



Enforcement



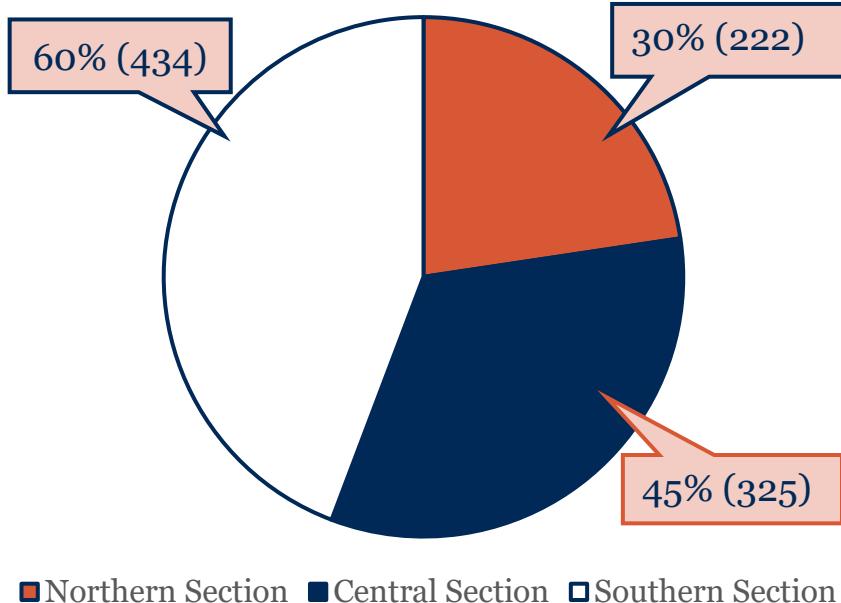
Education



Emergency Services

# Distribution of Feedback Across HIN

Number of Witnessed Traffic-Related Injuries/Near Misses



Top 6 Selected Segments for Traffic-Related Injuries/Near Misses

Votes	Segment	HIN Section
17.3%, 126 votes	El Camino Real (Lafayette St to City Limits)	Central
16.9%, 123 votes	El Camino Real (San Tomas Expy to Lafayette St)	Central
16.7%, 122 votes	Lafayette St (El Camino Real to Bellomy St)	Southern
16.3%, 119 votes	Homestead Rd (Lawrence Expy to Kiely Blvd)	Southern
16.1%, 117 votes	Lawrence Expy (El Camino Real to Homestead Rd)	Southern
16.1%, 117 votes	San Tomas Expy (Central Expy to US 101)	Northern



# Project Implementation

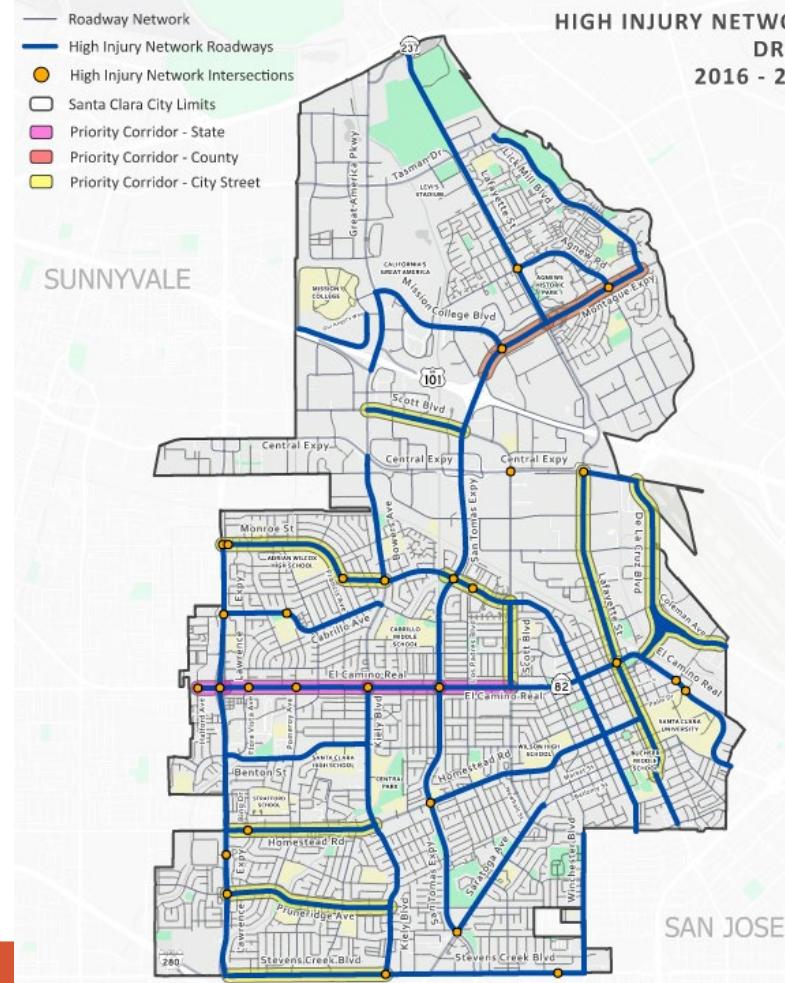
# High Injury Network (HIN) Map

Approximately **60%** of all collisions occurred on **16% of road network** (includes County expressways & El Camino Real).



# Priority HIN Corridor Projects

- **Monroe St:** Lawrence Expwy – Bowers Ave; San Tomas Aquino Creek Trail – Scott Blvd
- **Lafayette St:** Central Expwy – Poplar St
- **De La Cruz Blvd/Coleman Ave Interchange**
- **Scott Blvd:** Monroe St – El Camino Real
- **Homestead Rd:** Lawrence Expwy – Kiely Blvd
- **Stevens Creek Blvd:** Lawrence Expwy – Bowers Ave (*shared roadway with City of San Jose*)
- **El Camino Real:** Halford Ave – Scott Blvd (*Caltrans*)
- **Pruneridge Ave:** Lawrence Expwy – Kiely Blvd
- **Scott Blvd:** Bowers Ave – San Tomas Expwy
- **Montague Expy:** Lick Mill Blvd – US 101 (*County*)



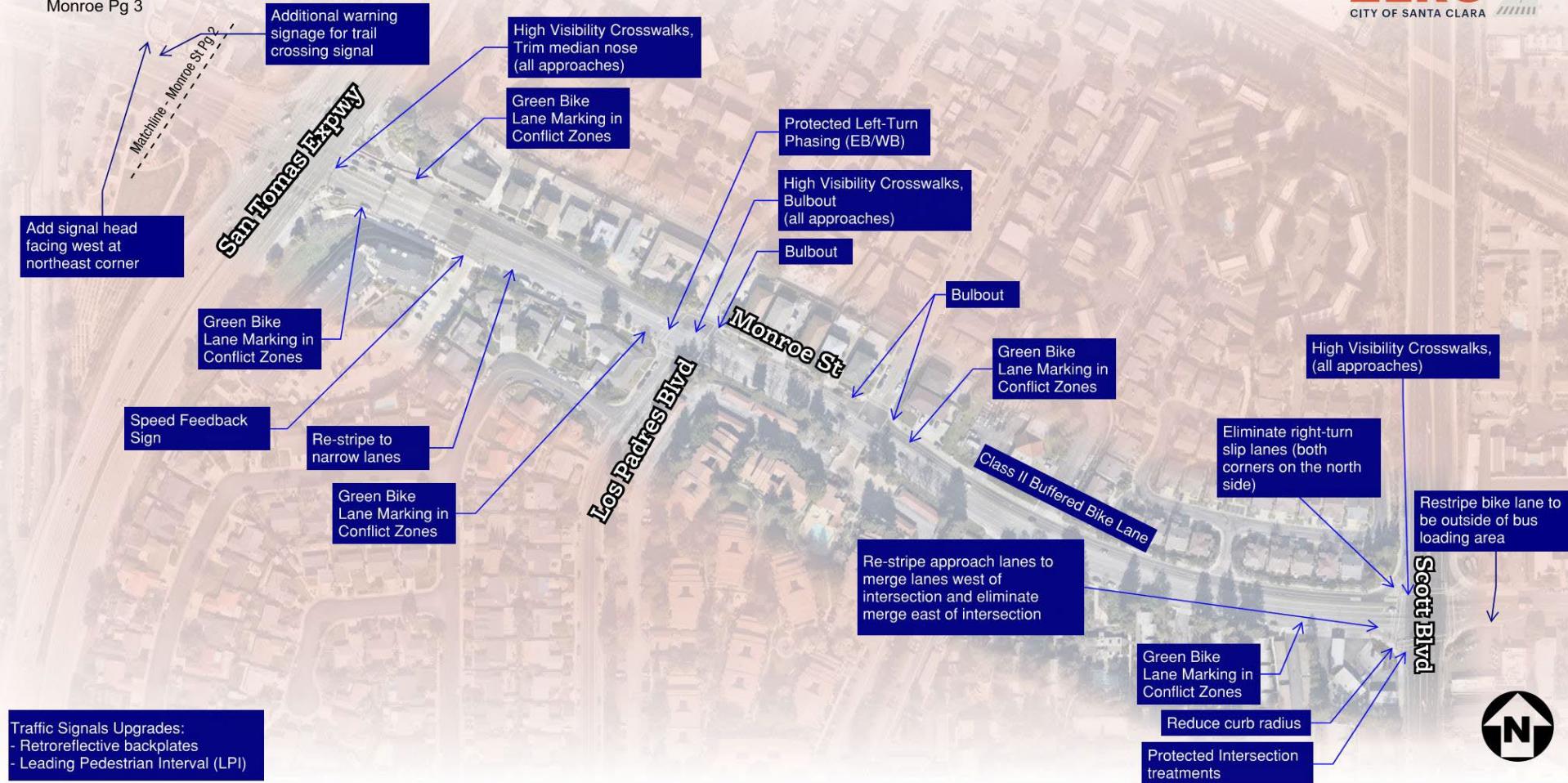
0 0.5 1 Miles 2

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

# Monroe St: Potential Improvements

## San Tomas Aquino Creek Trail to Scott Blvd

Monroe Pg 3

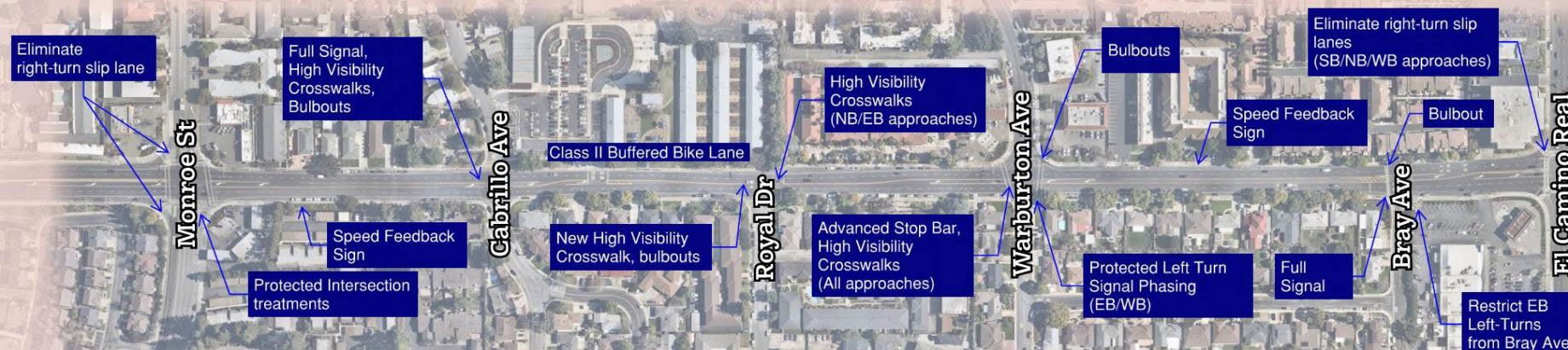


# Scott Blvd: Potential Improvements

Monroe St to El Camino Real

Scott Pg 1

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CITY OF SANTA CLARA



Traffic Signals Upgrades:  
- Retroreflective backplates  
- Leading Pedestrian Interval (LPI)

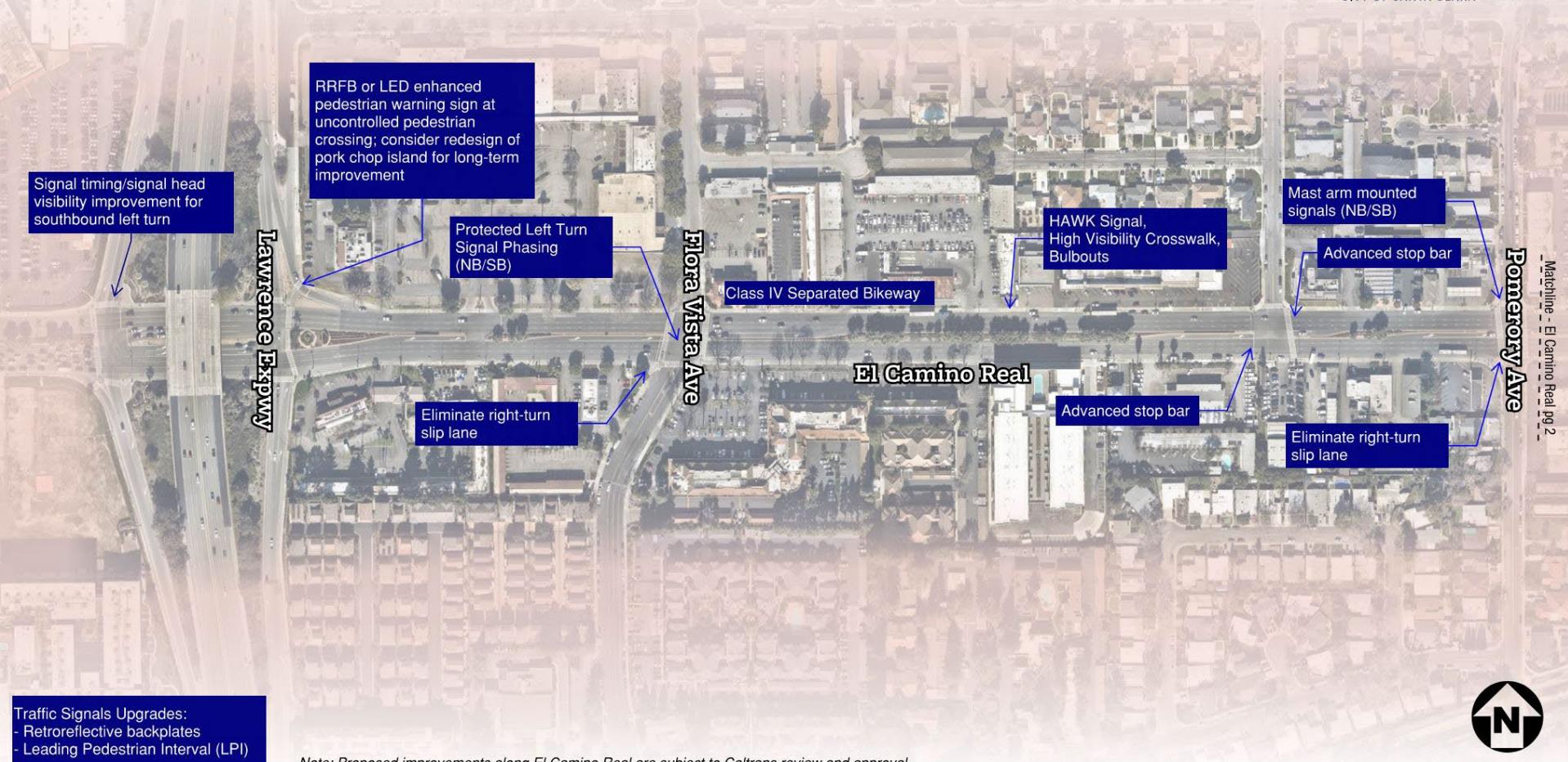


# El Camino Real: Potential Improvements

Lawrence Expwy to Bowers Ave

El Camino Real Pg 1

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# Project Implementation Approach



- **Near-Term**

- Highest benefit cost improvements
- Low cost, easy to implement (e.g. quick-build)
- Systemic improvements (e.g. citywide traffic signal hardware improvements)
- Can be bundled with existing capital programs (e.g. Annual Pavement Rehabilitation)
- Grant competitive

- **Mid-Term**

- Slightly higher difficulty in implementation
- More challenging safety conditions

- **Long-Term**

- More significant infrastructure investments
- More complex safety challenges
- Likely require multiple funding sources to implement

# Costing – Low-Cost Improvements



- \$ - Up to \$20,000
  - High Visibility Crosswalk – per intersection
  - Advanced Stop Bars
  - Regulatory Signs for Turn Restrictions
  - Warning signs
  - Speed Feedback Sign
  - Retroreflective Backplates



# Costing – Medium Cost Improvements



- \$\$ - Up to \$100,000
  - Bulbout – per corner
  - Raised Median
  - Class II Bike Lane striping – per mile
  - Bike box
  - Rectangular Rapid Flashing Beacon (RRFB)



# Costing – High-Cost Improvements



- \$\$\$ - Over \$100,000
  - Traffic Signal
  - Road Restriping
  - Eliminate Right Turn Slip Lane
  - Protected Intersection
  - Class IV Separated Bikeway

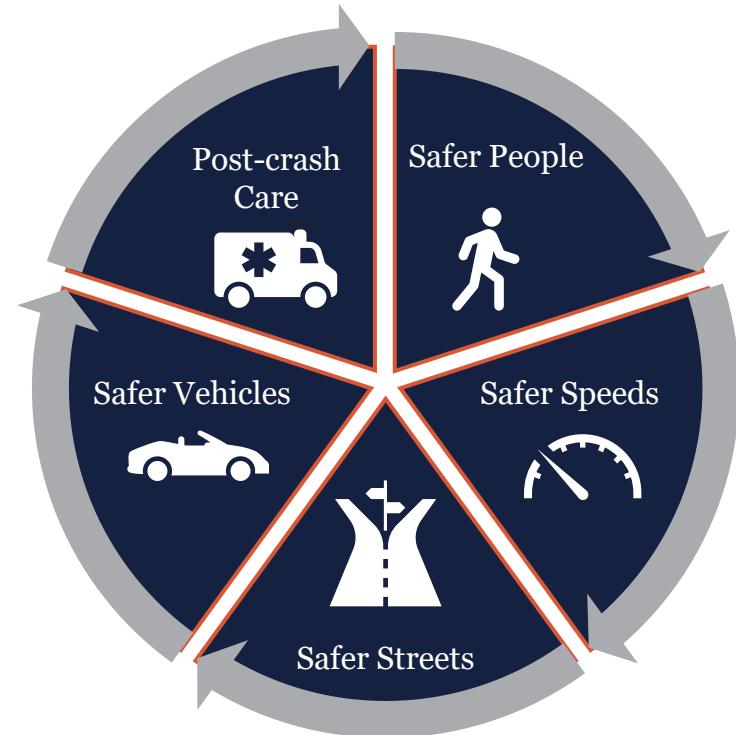




# Vision Zero Actions and Strategies

# Safety Actions and Strategies

- Vision Zero Action Plan will include Actions and Strategies across various categories
  - Vision Zero Program Initiatives
  - Safer People
  - Safer Speeds
  - Safer Streets
  - Safer Vehicles
  - Post-crash Care
- Vision Zero Working Group and other stakeholders to collaboratively support in implementation



# BPAC Focus Actions



## Vision Zero Working Group / Task Force:

Continue participating in the multi-agency working group to coordinate Vision Zero Action Plan implementation and initiatives.

**Safer  
People**



### Stakeholder Engagement:

Participate in a local stakeholder group and in workshops or walk audits along High-Injury Network (HIN) corridors.

### Education Campaigns:

Participate in education campaigns and help City promote the educational messages. Provide feedback on the campaign design.

# BPAC Focus Actions



## Safer Streets



### Design Review

Provide comments on safety countermeasures on projects located within HIN.

### Vision Zero Design Standards

Provide comments on Street Design Standards (within City Design Standards) specifically for HIN network.

### Bicycle and Pedestrian Count Data

Help identify key pedestrian and cyclist activity locations.

### Expand Santa Clara's Bicycle and Pedestrian Network

Provide comments on the plans for expanding the existing bicycle and pedestrian network per City's Bicycle and Pedestrian Master Plans.



# Vision Zero Action Plan Draft Outline

# Draft Action Plan Outline

1. Introduction
2. About Vision Zero
3. Community Engagement
4. Safety Analysis
  - High-Injury Network
  - Collision Profiles
5. Countermeasure Toolbox
6. Action Plan to Reach Zero Deaths and Severe Injuries
  - Projects, Programs, and Policies Recommendations
  - Progress & Transparency
7. Appendices





# Upcoming Activities

# Upcoming Activities



- Online Survey #3 – Currently Open!
  - Closing on July 13
- Community Workshop #4:
  - *City Hall Council Chambers & Zoom*
  - *Monday, June 30, at 6 p.m.*



*Scan here to take the survey!*



# Join Our Mission to End Traffic Fatalities!

1. Sign up for project updates

[SantaClaraCA.gov/VisionZero](http://SantaClaraCA.gov/VisionZero)

2. Send us an email

[SantaClaraVisionZero@kimley-horn.com](mailto:SantaClaraVisionZero@kimley-horn.com)

3. Call and leave a voice message

**408-915-6566**

4. Attend future community meetings

5. Share this project within your communities!

6. See Vision Zero project FAQ's as well as bicycle and pedestrian safety tips on project website!

Scan Me to  
Learn More!





# Q & A



# Thank You!

SantaClaraVisionZero@kimley-horn.com  
(408) 915-6566 – voicemail only  
[SantaClaraCA.gov/VisionZero](http://SantaClaraCA.gov/VisionZero)



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