



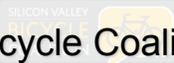
Adopting Vision Zero

A toolkit for cities who want to promote roadway safety



Emma Shlaes
Policy Manager
Silicon Valley Bicycle Coalition

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Silicon Valley Bicycle Coalition

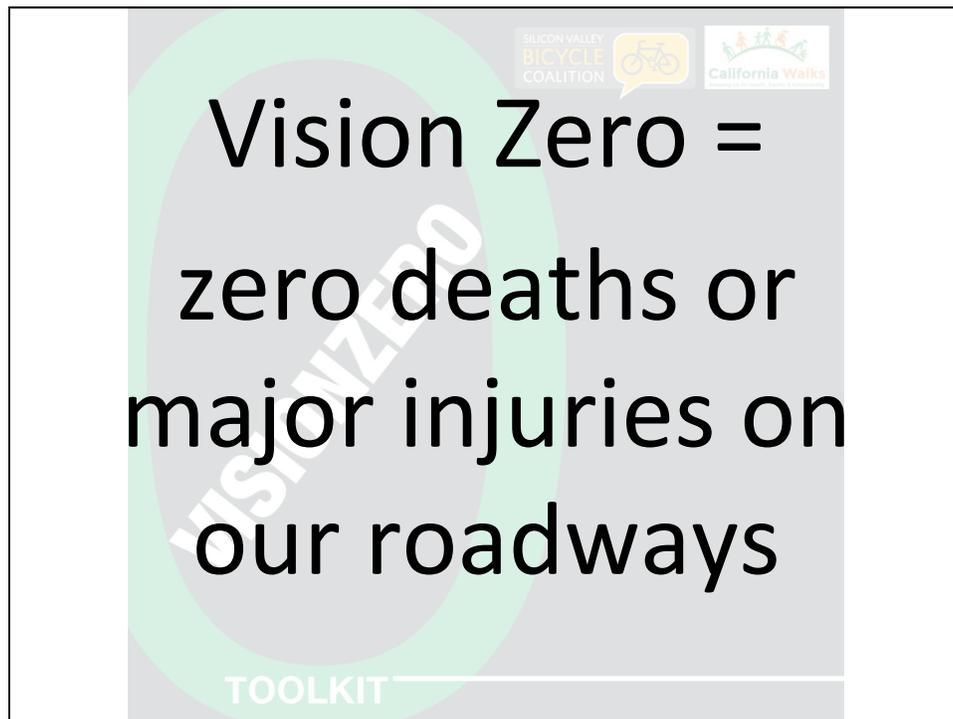
Mission
Our purpose is to create a healthy community, environment, and economy through bicycling for people who live, work, or play in San Mateo and Santa Clara Counties.

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



Education Advocacy Fun!

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The slide features a large, semi-transparent 'VISION ZERO' watermark in the background. In the top right corner, there are three logos: 'SILICON VALLEY BICYCLE COALITION' with a bicycle icon, 'California Walks' with a group of people walking icon, and a small 'VISION ZERO' logo. The main text is centered and reads: 'Vision Zero = zero deaths or major injuries on our roadways'. At the bottom, the word 'TOOLKIT' is written in a light green font.

Vision Zero = zero deaths or major injuries on our roadways

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History of Vision Zero

- 1997: Sweden introduces Vision Zero policy with 2020 goal
- 2011: SVBC launches Vision Zero initiative and Roadway Safety Solutions Team with Stanford Trauma
- 2014: New York City and San Francisco debut Vision Zero plans
- 2015: US DOT Mayor's Challenge for Safer People, Safer Streets; Vision Zero San José, Vision Zero policy in San Mateo

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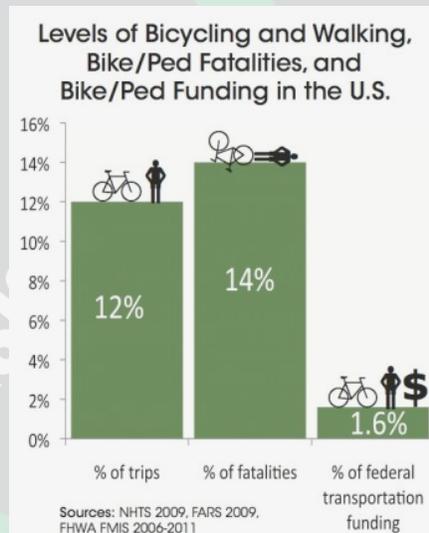
Local Active Transportation Safety

	Population (2010)	Walking Trips (2012)	Pedestrians Injured and Killed (2012)	Biking Trips (2012)	Bicyclists Injured and Killed (2012)	Total Fatal or Injury Collisions
San Mateo County	718,451	2.6%	256	1.3%	244	3,428
Santa Clara County	1,781,642	2.1%	577	1.7%	746	8,829

People who walk and bike are disproportionately injured and killed

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Disproportionate Funding



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Vision Zero Toolkit basics

- The Essentials, adding Engagement and Equity to involve and empower partner organizations and underrepresented communities
- 5 “E’s”: Evaluation and Planning, Engineering, Enforcement, Education, Encouragement
- Short-, mid-, and long-term tactics

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SILICON VALLEY BICYCLE COALITION  

The Essentials

1. Adopt a Vision Zero policy
2. Develop a Vision Zero implementation plan



SILICON VALLEY BICYCLE COALITION  

The Essentials: Equity and Engagement

- Build community-driven coalitions
- Incorporate equity goals and policies into plans
- Make planning and street design approachable

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Photo Credit: James Rojas

Photo Credit: Tony Dan

The 5 E's

- Evaluation & Planning
- Engineering
- Enforcement
- Education
- Encouragement
- Collaboration






Crosswalk Location (before)

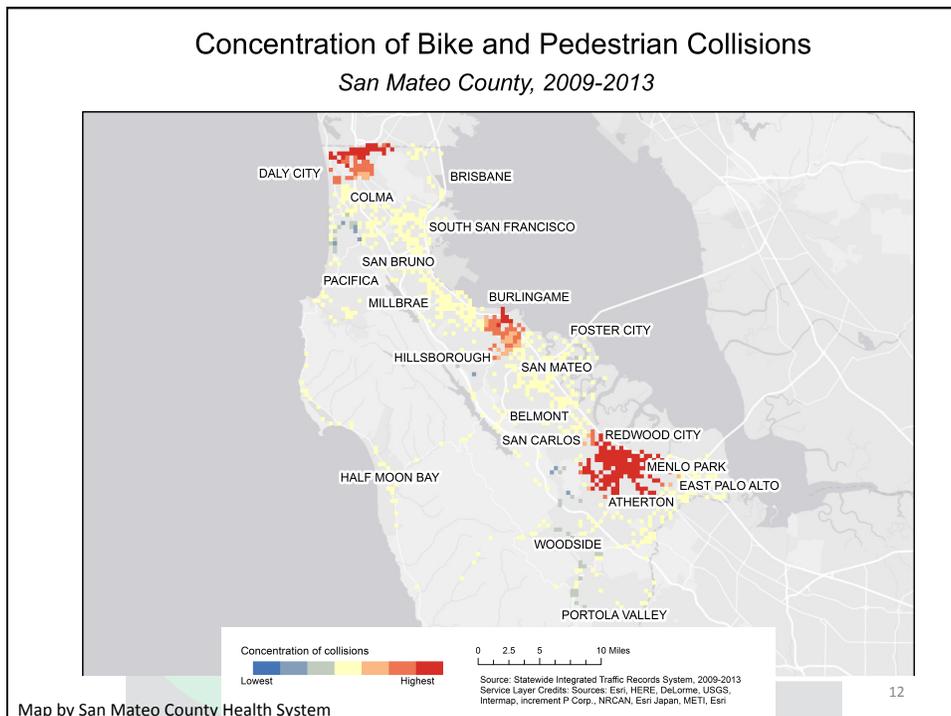


Crosswalk Location (after)

Photo Credit: Ventura / Kings Canyon Corridor Complete Streets Plan

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State highways

- 48% of bicycle and pedestrian fatalities
- More than 64% of all fatal collisions



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Then there's El Camino Real

- Less than 1% of all SMC streets yet...
 - Bike collisions: 14%
 - Pedestrian collisions: 19%

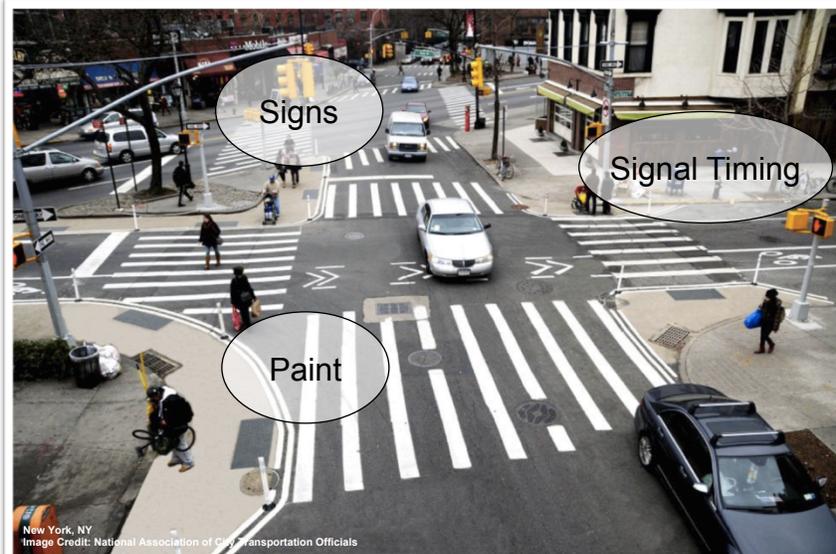


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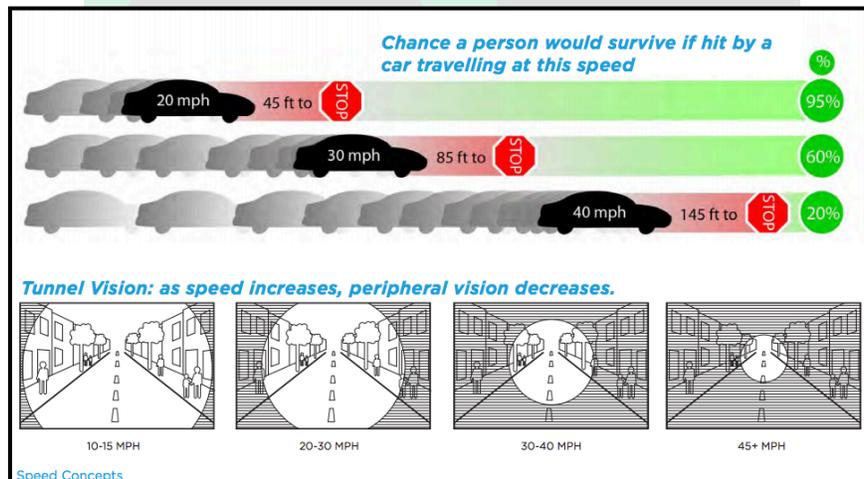
Low Cost, Easy to Implement Solutions



#VisionZero #VZSJ

@CaliforniaWalks @bikesv

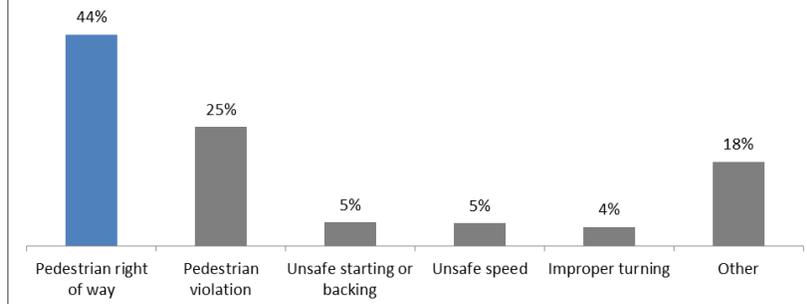
Enforcement



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Collision factors with people walking

Pedestrian right of way was the primary collision factor in **44%** of all pedestrian collisions in San Mateo County from 2009-2013

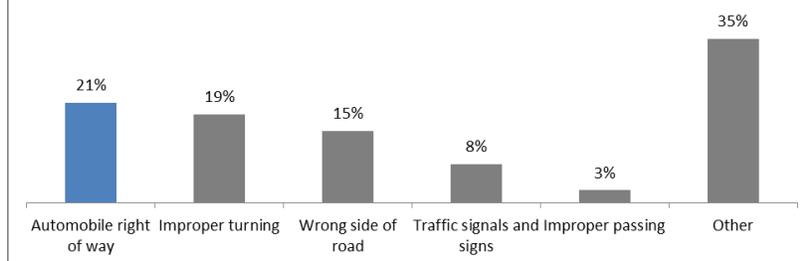


Graph by San Mateo County Health System

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Collision factors with people biking

Automobile right of way was the primary collision factor in **21%** of all bike collisions in San Mateo County from 2009-2013



Graph by San Mateo County Health System

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California Walks

Education

STREET SMART
BeStreetSmart.net

Pedestrians don't come with airbags.
Yield to pedestrians when turning.

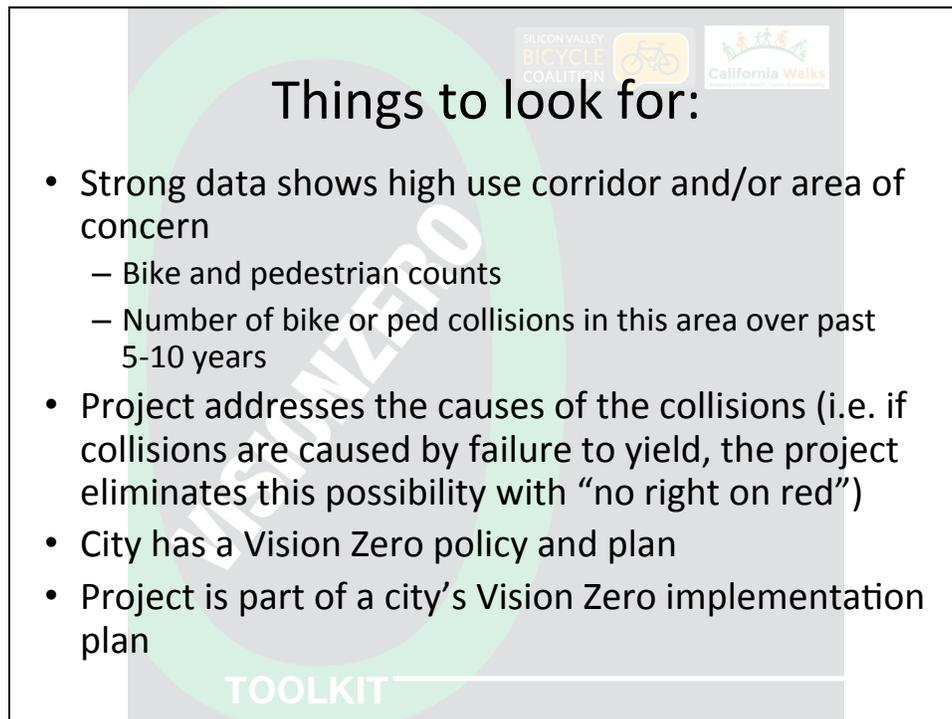


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California Walks

Encouragement



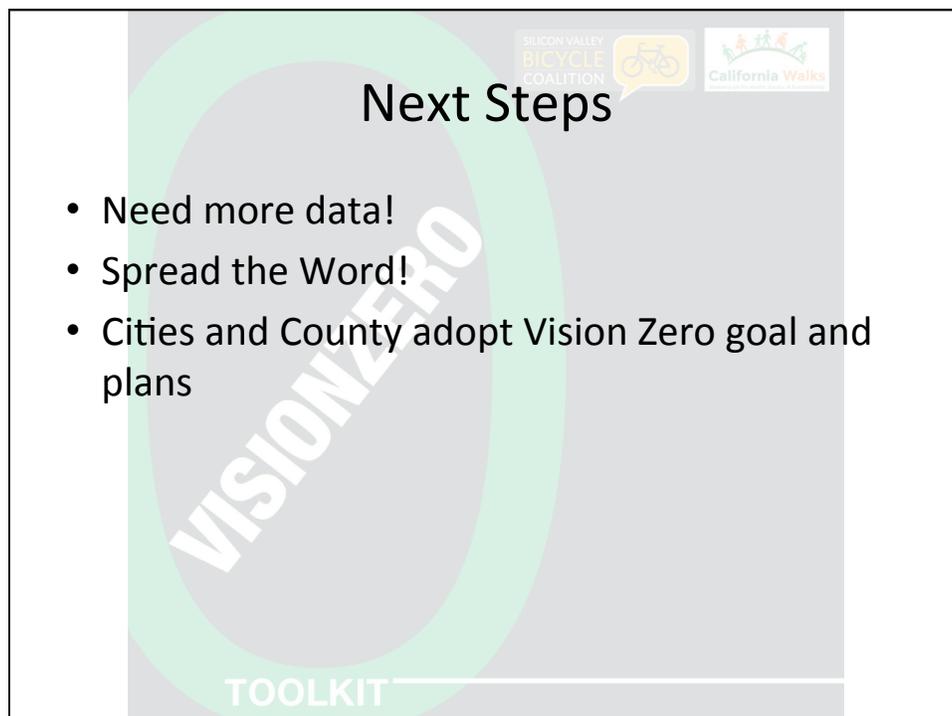
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Things to look for:

- Strong data shows high use corridor and/or area of concern
 - Bike and pedestrian counts
 - Number of bike or ped collisions in this area over past 5-10 years
- Project addresses the causes of the collisions (i.e. if collisions are caused by failure to yield, the project eliminates this possibility with “no right on red”)
- City has a Vision Zero policy and plan
- Project is part of a city’s Vision Zero implementation plan

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Next Steps

- Need more data!
- Spread the Word!
- Cities and County adopt Vision Zero goal and plans

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Questions?

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