ZERO TRAFFIC DEATHS

VISION ZERO

POLICY TOOLKIT

Funded By:

LIVE WELL SAN DIEGO

Developed By:

SAN DIEGO COUNTY CHILDHOOD OBESITY INITIATIVE
Working Together to Shape a Healthy Future
Facilitated by Community Health Improvement Partners

CHIP
a project facilitated by:
COMMUNITY HEALTH IMPROVEMENT PARTNERS
making a difference together

CIRCULATE SAN DIEGO
Creating excellent mobility choices and vibrant, healthy neighborhoods

The San Diego County Childhood Obesity Initiative is a program of *Live Well San Diego*: Healthy Works and implemented by Community Health Improvement Partners. This work supports *Live Well San Diego*, the County vision for a region that is Building Better Health, Living Safely, and Thriving.

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EXECUTIVE SUMMARY:

The Problem:

Generally, when hundreds of people die each year from something that can be prevented, we declare it a public health epidemic and deploy resources to protect the community. We have successfully saved lives through the development of medicine and vaccines and by requiring the use of safety belts in vehicles.

In 2016, 107 people walking and biking were killed on our roads in San Diego County and another 2,155 people were injured. Nationally more than 37,000 people were killed in 2016 during their daily commute. It's time for city leaders to shift the mindset of looking at traffic collisions as "accidents," and begin taking action to save lives.

The Solution:

Vision Zero is a data-driven approach to eliminate traffic fatalities and sever injuries on our roadways by increasing safe, healthy, and equitable mobility countywide. Vision Zero started in Sweden in the 1990s and because of its proven track record has gained popularity internationally and been adopted by more than 30 cities nationwide, including the City of San Diego.

Vision Zero strategies focus on:

1. Support from elected leadership.
2. Reduced speed limits that prioritize safety.
3. Redesigned streets that are accessible for people of all ages and abilities.
4. Increased awareness of unsafe activities to change behaviors.
5. Data-driven decision making to make smart and strategic improvements.
6. Equitable improvements to benefit areas of greatest need.

Vision Zero challenges the traditional approach to traffic safety by recognizing that death and severe injury can be *prevented*.

The San Diego County Childhood Obesity Initiative and Circulate San Diego developed this toolkit for policymakers and community advocates interested in saving lives by creating safer streets for all. In this toolkit you will find background information on Vision Zero, data on the most dangerous intersections and corridors for each city in San Diego County, and evidence-based recommendations to start saving lives.

The following are actions jurisdictions can take to work towards achieving 'Vision Zero':

- Prioritize safety for Capital Improvement Program funding prioritization
- Adopt Complete Streets policies and update street design guidelines
- Introduce traffic calming measures where crashes occur most frequently
- Research data to determine most dangerous behaviors contributing to crashes
- Assess potential for Safe Routes to School program, both infrastructure and education

THE PROBLEM

For decades, cities have been built for automobiles. Suburban sprawl led to the development of low-density communities where the use of an automobile is required even for a simple trip to the grocery store. In 1960 nearly 64% of the population commuted to work by private vehicle, by 2013 that percentage increased to nearly 86%.[i]

This trend is also trickling down and impacting one of our most vulnerable populations, children. In 1969, 41% of children lived within one mile of school and 89% of them usually walked or biked to school. By 2009, 31% of children lived within a mile of school, and only 35% of them would walk or bike to school.[ii]

During this same time we have seen rates of individuals with obesity increase dramatically. In the 1970s nearly 15% of adults and 4% of children were obese.[iii] By 2014, the percentage of adults impacted by obesity more than doubled (38%) and the percentage of children with obesity more than tripled (17%) in the United States.[iv] In San Diego County nearly 59% of adults and over 34% of children are overweight or obese. [v] [vi]

Physical inactivity costs our county an estimated $7,254,738,668 per year. If as little as 5% of inactive community members became physically active, we could save an estimated $362,736,922 per year. [vii]

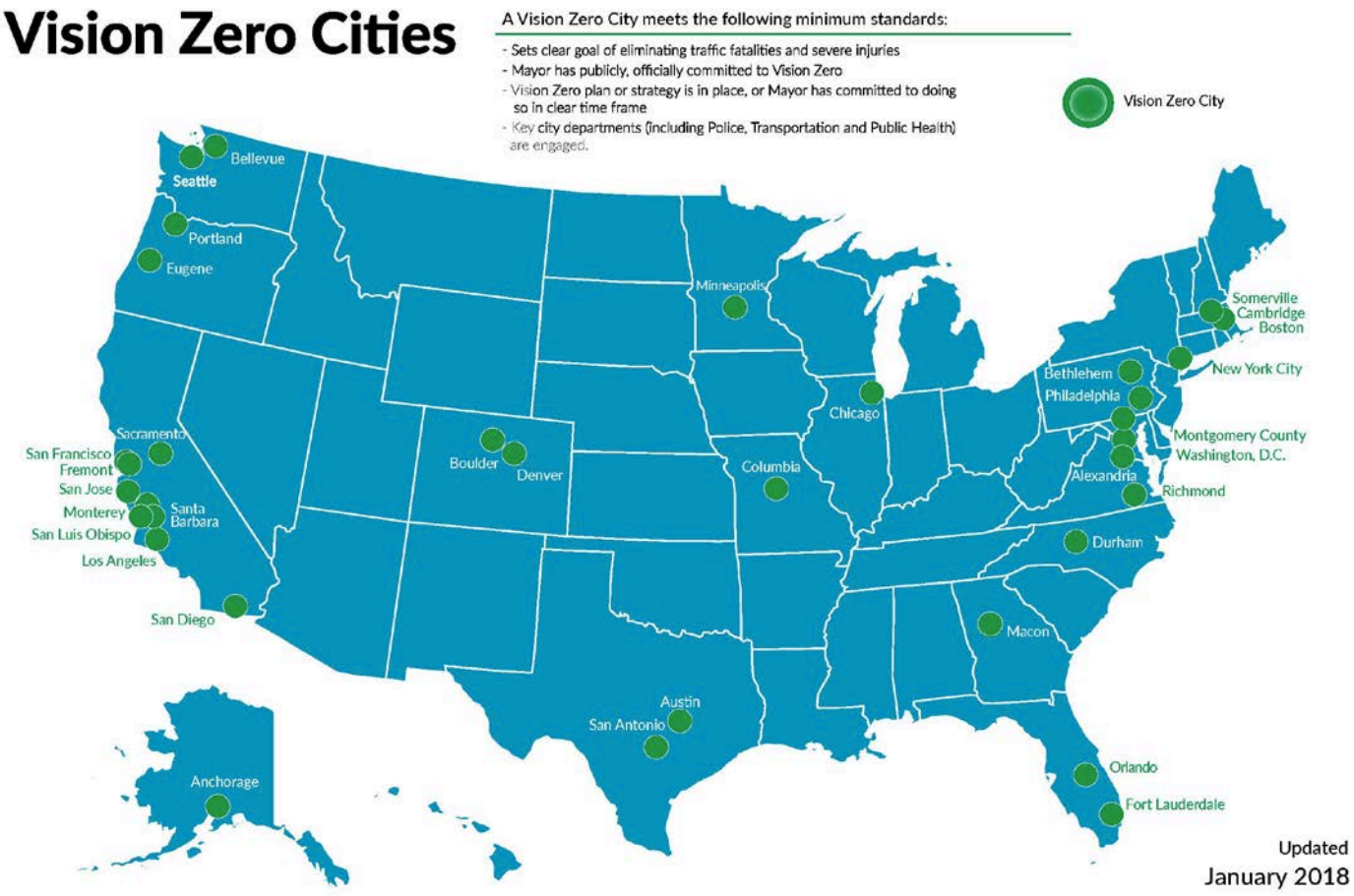
Sprawl has also led to the development of more highways and high-speed roadways that often prioritize speed over safety. As a result, nationwide more than 37,000 people are killed each year while traveling on our roads.[viii] In 2016, 107 people were killed while walking and biking in our communities throughout San Diego County and an additional 2,155 people that were injured.[ix] [x]

Generally when tens of thousands of people die each year, it's considered a public health epidemic and resources are dedicated to protect the community. Now is the time for city leaders to take a more active approach to creating safer environments. By prioritizing safer streets that encourage healthy transportation options we have an opportunity to create healthier people, healthier communities, and a healthier planet.

A SOLUTION FOR SAFER STREETS

Vision Zero is a data-driven approach to eliminate traffic fatalities and severe injuries, within a specific timeframe, by focusing on safe speed limits, safe street designs, and safe people. Vision Zero started in Sweden in the 1990s and has since spread to more than 30 cities nationwide, including the City of San Diego. Image 1 is a map of Vision Zero cites throughout the United States as of January 2018.

Image 1. Vision Zero Cities as of January 2018



Source: Vision Zero Network

Much of the success of Vision Zero can be contributed to its comprehensive approach.

Vision Zero strategies focus on:

1. Support from elected leadership.
2. Reduced speed limits that prioritize safety.
3. Redesigned streets that are accessible for people of all ages and abilities.
4. Increased awareness of unsafe activities to change behaviors.
5. Data-driven decision making to make smart and strategic improvements.
6. Equitable improvements to benefit areas of greatest need.

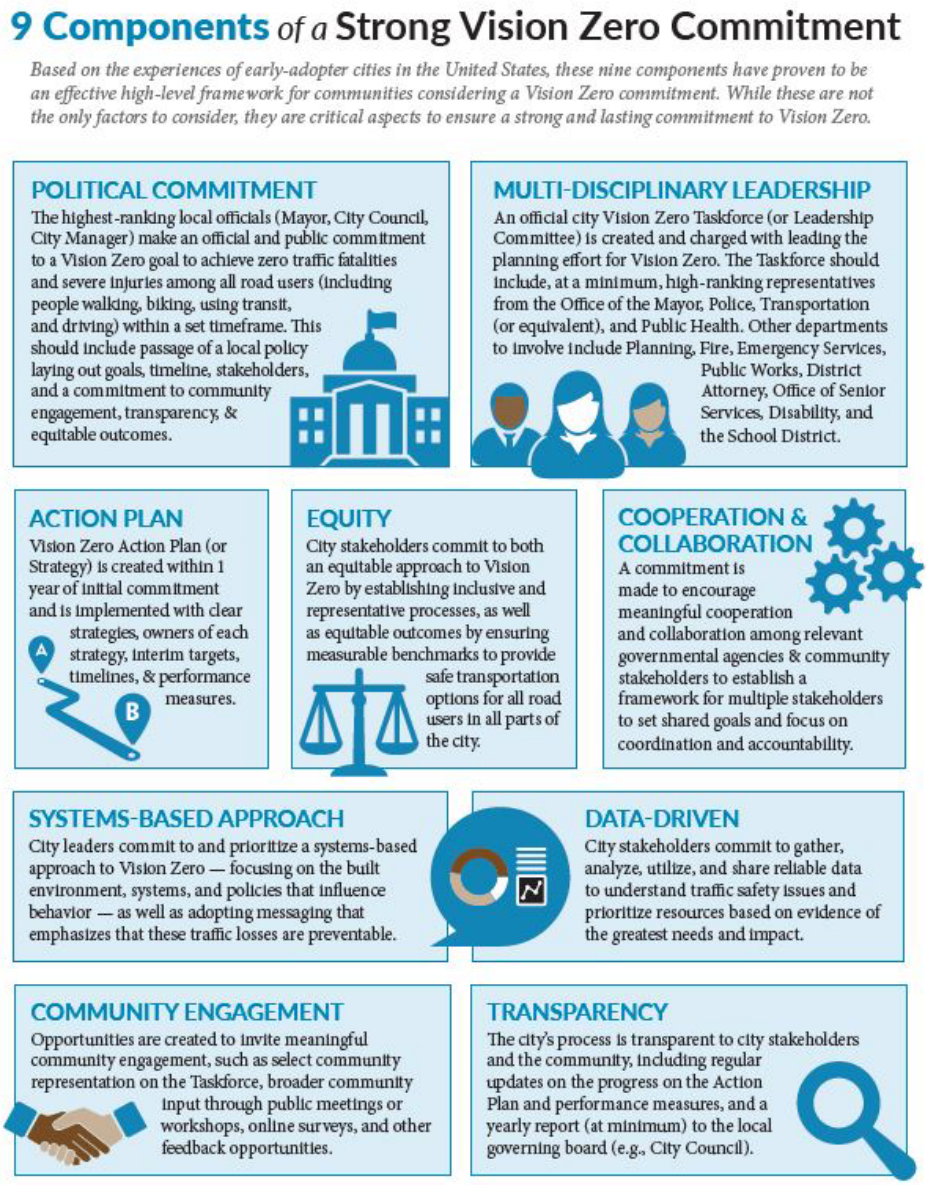
1. Elected Leadership

Throughout the country we have seen mayors and city councilmembers rally around Vision Zero and bring together high-level officials from law enforcement, transportation, and public health to institutionalize collaboration and work together to save lives. [xi]

Jurisdictions considering the adoption of Vision Zero should review the "9 Components of a Strong Vision Zero Commitment," as referenced in Image 2, to ensure they are ready to dedicate the time and resources to make an impact in the community.

Many cities start by adopting a Vision Zero resolution and then work across departments to develop a Vision Zero action plan to support implementation. Please see Appendix A for a sample Vision Zero Resolution.

Image 2. Components of a Strong Vision Zero Commitment



Source: Vision Zero Network

Vision Zero challenges the traditional approach to traffic safety by recognizing that death and severe injury can be prevented by implementing a multipronged approach that focuses on safe speed limits, safe street designs, and safe people.

2. Safe Speeds

Human error may be unavoidable, but safe speeds can help save lives. As referenced in image 3, if a person walking is struck by a vehicle driving 20 miles per hour, they have a 90% survival rate. The chance of survival drops to 50% if the vehicle is driving 30 miles per hour and drops to only 10% if the vehicle is driving 50 miles per hour. Cities including Seattle and New York have taken note and have reduced speed limits in residential and arterial streets to a maximum of 25 miles per hour.

Image 3. Vehicle Speed and Risk of Fatality

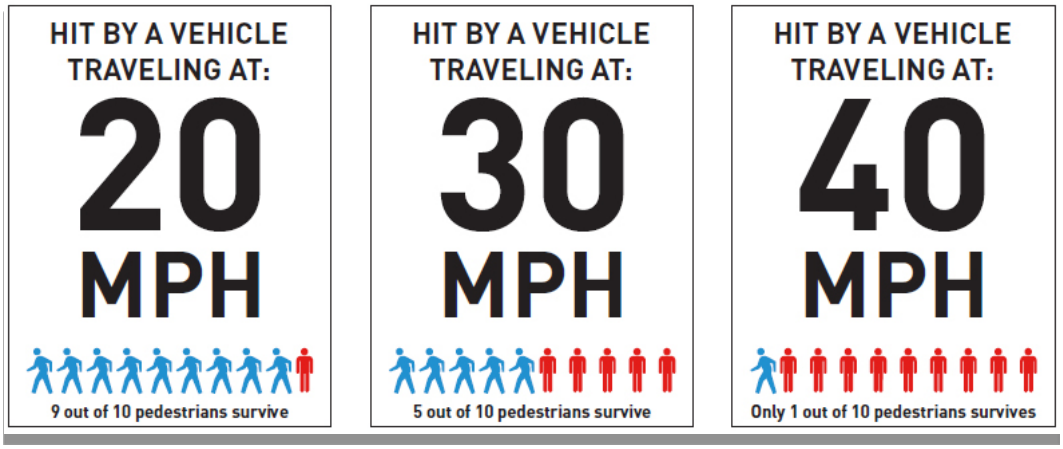


Image Source: Vision Zero Network

Adjusting speed limits alone will not change behavior, speed limits must also be enforced in order to be effective. A partnership with law enforcement to increase ticketing near the most dangerous corridors and intersections is a crucial component to create long-term behavior change.

States such as Colorado, Illinois, Utah, and Washington have been able to pass strong legislation to support Automated Speed Enforcement (ASE) to protect vulnerable populations in areas such as school zones, residential, and construction zones. [xii]

In Seattle, the police department and department of transportation worked together to install speed zone safety cameras at 14 school zones where speeding was an issue. Since the start of the program there has been a 71% drop in total collisions during camera activation hours and a 50% drop in total collisions during all times of the day. The average number of traffic violations per camera per day decreased by 64% and average speeds have decreased by 4%.[xiii]

3. SAFE STREETS

Image 4. Examples of Vision Zero Street Treatments

By design, Vision Zero streets should encourage safe speeds, reduce motor vehicle traffic, and protect the most vulnerable users. Narrow streets tend to slow traffic while wide, arterial streets, tend to invite speeding and a lack of safe crosswalks. Treatments such as protected bike lanes, pedestrian islands, and ADA accessibility improve safety and help encourage all people to walk, bike, and/or use public transit.[xiv]

Since 2005 New York City found a 34% decrease in fatalities at locations where the Department of Transportation made major engineering changes that simplify driving, walking, and bicycling and reduced conflicts (Image 4). [xv] This was twice the rate of improvement compared to other locations where these changes were not made. City-specific fact sheets on the most dangerous intersections and corridors throughout San Diego County can be found in Appendix B.

4. Safe People

Often times we find ourselves rushing out the door and we don't think twice about driving over the speed limit, or just making it through a light before it turns red. Changing public perception of unsafe behaviors can be difficult.

Image 5. New York Vision Zero Campaign

Image 6. New York Vision Zero Campaign

As a first step, it is important to start by looking at the data to understand the demographics of drivers involved in the majority of crashes. This way cities can ensure any messaging developed as part of a public awareness campaign will resonate with the target audience.

Through key informant interviews, New York City learned their target audience does not want to be told what to do, they want to be empowered. As a result, the city created a campaign titled, "Your Choices Matter," as referenced in images 5 and 6.[xvi]

Image 7. San Francisco Vision Zero Campaign

San Francisco wanted to raise awareness of the risk for driving just five miles over the speed limit (Image 7).

In Austin, the city wanted to spread the Vision Zero message through social media so they started a campaign asking residents to become "Vision Zero Hero" by signing an online pledge, sharing their commitment on social media, and nominating a friend (Image 8).

Image 8. Austin Vision Zero Campaign

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5. DATA-DRIVEN DECISION MAKING

Image 9. Philadelphia Vision Zero Community Meeting

Data-driven decision making is at the core of the Vision Zero. It starts with identifying the intersections and corridors with the greatest needs and considering the evidence behind various street treatments options to ensure safety, but it goes well beyond that.

Community members have lived experiences using our sidewalks, roads, and bike lanes and can be strong allies in creating safe streets. In Philadelphia the city made it a priority to gather input from individuals who are generally excluded from transportation conversations. Over a fourth month period, the city hosted 44 community events, including block parties, neighborhood meetings (Image 9), police district meetings, and festivals across the city. They also organized walks with non-profit group and conducted an online survey, which was translated into Spanish, Chinese, and Russian. [xvii]

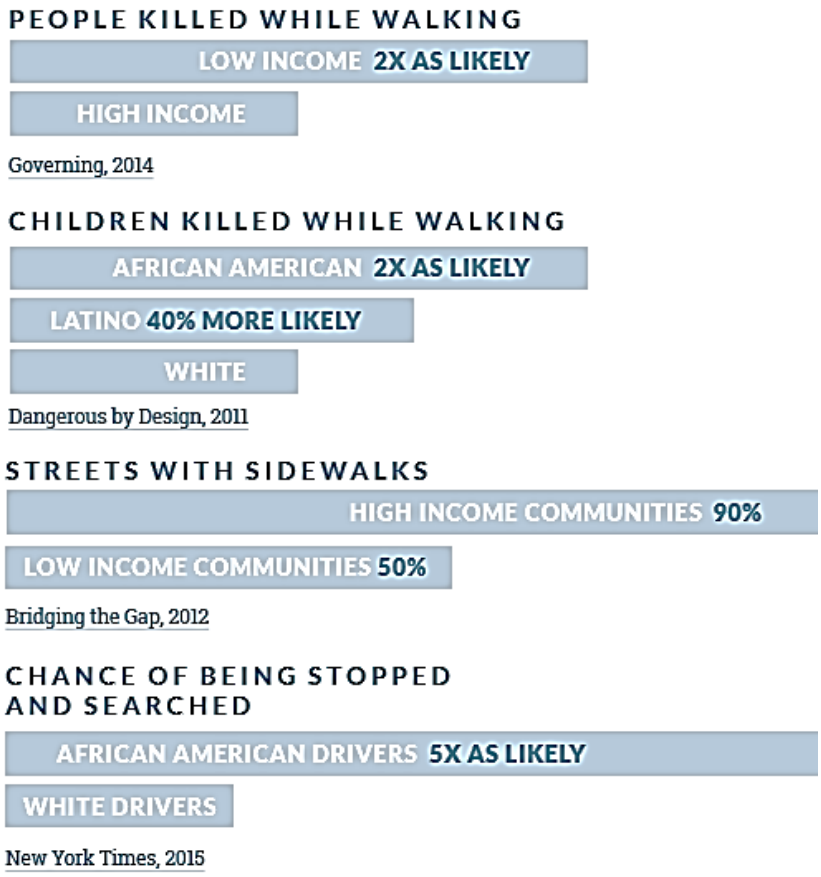
One of the key takeaways for the city was that it's important to not assume that know what the problem is because neighbors have a different perspective of things on their streets.

6. Road Safety and Social Equity

As cities begin directing funding towards infrastructure improvements, it's critical to prioritize safety improvements in the areas of greatest need. Traffic collisions disproportionately impact vulnerable communities, including people of color, individuals with lower income, seniors, children, and people that rely on walking and transit as their primary means of transportation.

Individuals that are low-income are twice as likely to be killed while walking. African American and Latino children are respectivly twice and 40% more likely than White children to be killed while walking.

Image 9. Inequities Based on Socioeconomic Status and Race



Source: Vision Zero Network

Part of this explanation may be because of neighborhood design. 90% of high-income communities have streets with sidewalks, while only 50% of low-income communities do.

It's important for cities to understand these inquities at the neighborhood level so they can start making more equitable improvements. While investing in these communities, it's also important to be to ensure the increased attention is beneficial to the community and leads to increased engagement and empowerment and does not cause a financial burden through increased ticketing and citations.

In Portland representatives wanted to ensure equity was part of their action plan so 10 of the 26 task force members represent organizations focused on advancing equity. As a result the city realized the need to address racial profiling and income disparity as part of their Vision Zero efforts. The task force also decided to elevate street redesign as a high priority in the action plan. [xviii]

The Case for Safe Streets

Safe streets not only benefit the greater community by saving lives, but it's also good for business and the environment.

The Economic Case

On the other hand, the benefits of safe streets are good for the bottom line. Studies show that an increase of one point in a home's Walk Score raises its value by $3,000.[xix] There are also several economic impact studies that show the benefits of bike infrastructure, including that people who biked to businesses spent more money per month than those who drove.[xx]

Box 1. Walk Score Definition

Walk Score measures the walkability of an address by analyzing nearby amenities and pedestrian friendliness, then awards points from 0-100. Walk Scores of 90-100 are considered "Walker's Paradise" while 0-24 are considered "Car-Dependent". [23]

The Business Case

The United States Department of Transportation calculated the economic value of a life in 2016 at $9.6 million, regardless of age, income, mode of travel, or any other factor.[xxi] The cost of the 296 deaths that occurred in San Diego County in 2016 was approximately $2.84 billion.[xxii] This cost was borne between governmental agencies, crash victims, and the general public. With an investment of just a fraction of this cost, cities can save taxpayer dollars. More importantly, they can help save lives.

The Environmental Case

Most cities county-wide have adopted or are in the process of developing a Climate Action Plan.[xxiii] Strategies for reducing greenhouse gasses (GHGs) are intertwined with the need for safe streets for all. State-wide, transportation is the largest contributor of GHGs at 39%, followed by industrial emissions (23%), and in-state electricity generation (11%).[xxiv] Any attempt at reducing GHGs must include reducing emissions caused by the transportation sector. Making substantial progress on Climate Action Plan goals and saving lives can be implemented through overlapping strategies such as traffic calming, enhanced intersection safety, bicycle lanes, and comfortable sidewalks. Safe streets are streets that encourage healthy transportation and taking transit.

VISION ZERO POLICY RECOMMENDATIONS

The following are steps jurisdictions can take to achieve 'Vision Zero':

1. Prioritize safety for Capital Improvement Programs funding prioritization
Capital Improvement Programs (CIPs) should prioritize infrastructure projects that enhance safety where data show the highest number of crashes occur for both corridors and intersections. CIPs that do not already prioritize existing funding for these projects should be reexamined to make safety a policy priority. [xxv]

2. Adopt Complete Streets policies and update street design guidelines
Cities should adopt Complete Streets policies to ensure that road improvements benefit safety for all users. These policies should be complemented with street design guidelines that improve safety for all. Cities can adopt policies, resolutions, manuals, and traffic calming approaches that institutionalize the provision of multi-modal street design. The National Association of City Transportation Officials (NACTO) has numerous resources outlining model street designs.[xxvi]

3. Introduce traffic calming measures where crashes occur most frequently
Traffic calming should be deployed on the dangerous corridors and intersections where data show the most collisions occur. Traffic calming can be as simple as restriping to narrow existing travel lanes in order to reduce speeding or can involve larger capital improvements. Cities such as Chula Vista and San Diego have been successful in soliciting funds from the Highway Safety Improvement Program (HSIP) for these types of improvements.[xxvii]

4. Research data to determine most dangerous behaviors contributing to crashes
At the heart of Vision Zero is the coordination of safe street design, education, and enforcement activities to save lives. Jurisdictions should research the most common causes for crashes, and after implementing appropriate traffic calming measures, engage the local police department to implement education and enforcement to encourage safe driving. Cities such as San Diego and El Cajon have been successful in soliciting funds from the California Office of Traffic Safety (OTS) to conduct education and enforcement activities.[xxviii]

5. Assess potential for Safe Routes to Schools, to Transit, and for Seniors programs

Cities should prioritize traffic calming projects on dangerous corridors and intersections, especially when in close proximity to schools, transit, and senior populations. Cities should build partnerships with school districts and apply for Safe Routes to Schools, to Transit, and for Seniors funding for both education and infrastructure projects. Grants from OTS, Caltrans'Active Transportation Program, and SANDAG's Active Transportation Grant Program provide funding for these types of activities. [xxix]

VISION ZERO FUNDING RESOURCES

Infrastructure projects big and small can cost a significant amount of money. While every city's budget is limited, there are several revenue sources that can and should be used to fund important safety transportation projects.

The Road Repair and Accountability Act of 2017 (SB 1 Beall) - otherwise known as the gas tax, is providing every jurisdiction with a significant influx of new funding for transportation projects. Local streets and roads allocation can be used for safety projects and complete streets components, and may be used to satisfy a match requirement for eligible projects.[xxx] This funding cannot supplant existing revenue spending on transportation projects but must be used to supplement general fund transportation spending.[xxxi] Allocation estimates are available online: http://californiacityfinance.com/SB1LSRtenYr171001.pdf

Caltrans Active Transportation Program- this grant can fund infrastructure and non-infrastructure (for example Safe Routes to School education programs) projects and the program's goals include increasing the safety of non-motorized street users. ATP guidelines are available here: http://www.catc.ca.gov/programs/atp/2019/docs/2019-atp-final-draft-guidelines-112917.pdf

TransNet Local Street and Road Formula Funds- is administered by San Diego Association of Governments. Funding can be used to develop a Climate Action Plan and Complete Streets Policy if the city has not yet adopted these documents. Funds cannot solely be used for maintenance, "at least 70% of the revenues provided for local street and road purposes should be used to fund direct expenditures for construction of new or expanded facilities, major rehabilitation and reconstruction of roadways, traffic signal coordination and related traffic operations improvements, transportation-related community infrastructure improvements to support smart growth development, capital improvements needed to facilitate transit services and facilities, and operating support for local shuttle and circulator routes and other services."[xxxii] With safety prioritized, the obligation to spend 70% of these funds on capital projects can be fulfilled with major safety improvement projects.

SANDAG's Active Transportation Grant Program (ATGP) - this grant can fund county-wide capital and non-capital transportation projects. Non-capital projects include education, encouragement, and awareness projects up to $300,000, which could fund a Safe Routes to School program.[xxxiii]

Caltrans Highway Safety Improvement Program (HSIP) provides funding to data-supported projects that achieve a significant reduction in fatalities and serious injuries on public roads. Projects may be used on any local road, bicycle trail, or pedestrian pathway and may be funded up to $10 million. The last cycle recipients were announced in November 2016 and cycles are awarded every one to two years.[xxxiv]

Caltrans Sustainable Transportation Planning Grants fund local and regional planning efforts that further state goals, including Vision Zero Plans.

The California Office of Traffic Safety (OTS) administers traffic safety grant funds that are released annually with applications due in January.[xxxv] The San Diego Police Department regularly receives grant funding from OTS for their education and enforcement efforts.

CONCLUSION

Support for safer streets from elected leadership has been a key component for Vision Zero's success in other cities. In each of these localities, elected officials are announcing their support for Vision Zero and simultaneously releasing a plan for action, in partnership with city police and other city departments. Leadership for a data-driven approach to safe streets and roads can save lives, promote a healthy and active lifestyle, and reduce greenhouse gas emissions. Vision Zero is a win-win-win for everyone.

TECHNICAL ASSISTANCE:

For technical assistance on Vision Zero, please contact the San Diego County Childhood Obesity Initiative, or Circulate San Diego to be connected to local experts.

ACKNOWLEDGEMENTS:

Lead Authors:

Nina Ghatan, Manager with the San Diego County Childhood Obesity Initiative
The San Diego County Childhood Obesity Initiative is a multi-sector coalition with the mission of reducing and preventing childhood obesity by advancing policy, systems, and environmental change through collective impact.

Maya Rosas, Director of Policy with Circulate San Diego
Circulate San Diego is a regional grassroots organization dedicated to advancing mobility and making the region a better place to live, work, learn, and play. Their work focuses on creating great mobility choices, more walkable and bikeable neighborhoods, and land uses that promote sustainable growth.

We would like to thank the Vision Zero Coalition for their valuable feedback on the development of this toolkit and would like to give a special thanks to the following individuals for going the extra mile:

- Kathleen Ferrier, Vision Zero Network
- Kristin Haukom, Alta Planning and Design
- Hugo Salgado, County of San Diego Health and Human Services Agency

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DRAFT RESOLUTION OF THE CITY COUNCIL OF THE CITY OF ALEXANDRIA, VIRGINIA

RESOLUTION NO _____

A RESOLUTION endorsing Vision Zero, for the City of Alexandria to achieve zero traffic deaths and serious injuries on Alexandria streets by 2028

WHEREAS, traffic crashes are among the leading cause of deaths and injuries in the world, the United States, and the City; and

WHEREAS, death and injury on our streets is unacceptable and serious crashes are preventable; and

WHEREAS, traffic deaths and serious injuries in the United States have disproportionately impacted people of color, low-income households, older adults and youth, people with disabilities, people with limited English proficiency, and households with limited vehicle access; and

WHEREAS, streets and transportation systems have traditionally been designed primarily for maximum vehicular capacity and mobility, rather than the safe accommodation of all modes and users; and

WHEREAS, the city's Strategic Goals include *protecting the safety, health and security of its residents, businesses, employees and visitors;* and

WHEREAS, Vision Zero provides a framework for reducing traffic deaths and serious injuries to zero, while increasing safe, healthy, equitable mobility for all; and

WHEREAS, Vision Zero focuses on safety as a primary objective for our transportation systems; and

WHEREAS, the City has adopted an amendment to the Transportation Master Plan that includes a strategy to evaluate traffic deaths and develop a Vision Zero program that outlines the framework, budget and staffing needed to work towards eliminating pedestrian and bicycle related deaths and serious injuries in Alexandria; and

WHEREAS, successful Vision Zero programs are a result of both a complete government approach (i.e. interdepartmental, coordinated initiatives) and community support of Vision Zero objectives and action plan;

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF ALEXANDRIA:

1. The City of Alexandria hereby adopts a goal of eliminating traffic deaths and serious injuries by 2028; and endorses Vision Zero as a comprehensive and holistic approach to achieving this goal.

2. The City Council directs the City Manager to form an interdepartmental working group to develop a Vision Zero Action Plan for future consideration by Council, based upon a comprehensive analysis of traffic deaths and injuries in (Insert City), which would identify associated funding needed for the City to reach the goal of zero deaths and serious injuries by 2028.

3. The City Council directs the City Manager to ensure that the Vision Zero Action Plan addresses the inequity in traffic deaths and serious injuries through a combination of equitable engineering, enforcement, education, and evaluation.

4. The City Council directs the City Manager to engage the community in the development and implementation of a Vision Zero Action Plan.

5. The City Council directs staff to provide an annual report on implementation of the Vision Zero Action Plan including progress toward eliminating traffic deaths and serious injuries by 2028.

6. This resolution shall take effect immediately upon its adoption.

Adopted by the City Council of the City of Alexandria on January 24, 2017.

Mayor
City of Alexandria, Virginia

Clerk
City Council of City of Alexandria, Virginia

ZERO TRAFFIC DEATHS
VISION ZERO
IN SAN DIEGO BY 2025

City of Carlsbad

Intersections with Highest Number of Bicycle & Pedestrian Crashes	
Intersection	**Collisions**
Carlsbad Village Drive & Harding Street	12
Carlsbad Boulevard & Lincoln Street	9
Carlsbad Boulevard & Carlsbad Village Drive	8
Carlsbad Boulevard & Oak Avenue	7
Carlsbad Village Drive & Roosevelt Street	7
Carlsbad Village Drive & State Street	7
Carlsbad Boulevard & Maple Avenue	6
Carlsbad Boulevard & Tamarack Avenue	6
CR S21 & State Street	5
Adams Street & Tamarack Avenue	5

Corridors with Highest Number of Bicycle and Pedestrian Crashes	
Corridor	**Total**
Carlsbad Boulevard	139
El Camino Real	53
Carlsbad Village Drive	52
Palomar Airport Road	31
La Costa Avenue	26

Total Pedestrian and Bicycle Crashes and Deaths by Year, Compared with Homicides			
Year	Total Bike/Ped Collisions	Total Bike/ Ped Fatalities	Homicides
2006	54	3	1
2007	55	1	2
2008	54	3	2
2009	70	0	5
2010	46	3	0
2011	66	2	4
2012	60	2	2
2013	57	1	1
2014	66	3	1
2015	59	3	0
2016	74	5	0
Total	**661**	**26**	**18**

*Data from years 2006 to 2016

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Towards Vision Zero: Policy Recommendations for Carlsbad

1. Prioritize safety for Capital Improvement Plans

Capital Improvement Plans should prioritize infrastructure projects that promote safety where data shows the highest numbers of crashes for both corridors and intersections. CIP plans that do not already prioritize these projects should be reexamined to make safety a policy priority.

2. Adopt Complete Streets Policies and update street design guidelines

Cities should adopt complete streets policies to ensure that road improvements benefit safety for all users. These policies should be complemented with street design policies to improve safety for all. Cities can adopt policies, resolutions, manuals, and traffic calming approaches that institutionalize the provision of multi-modal street design. The National Association of City Transportation Officials (NACTO) has numerous resources outlining model street designs.

3. Introduce traffic calming measures on arterials, where crashes are most likely to occur

Data in numerous Vision Zero cities across the U.S. show that crashes are more likely to occur on arterials than on neighborhood streets. Traffic calming should be deployed on the most dangerous corridors. Cities such as Chula Vista and San Diego have been successful in soliciting funds from the Highway State Improvement Program (HSIP) for these types of improvements.

4. Research data to determine most dangerous behaviors contributing to crashes

At the heart of Vision Zero is the coordination of safe street design, education, and enforcement activities to change dangerous behaviors and save lives. Jurisdictions should research the most common causes for crashes, and engage the local police department to implement education and enforcement to change dangerous behaviors. Cities such as San Diego and El Cajon have been successful in soliciting funds from the California Office of Traffic Safety (OTS) to conduct these activities.

5. Assess potential for Safe Routes to School program, both infrastructure and education

Traffic crashes are the leading cause of unintentional death for children ages 5-14 in the San Diego region. If the dangerous corridors and intersections identified through Vision Zero are in close proximity to schools, cities should prioritize traffic calming projects in these areas to slow dangerous speeds, and consider organizing a Safe Routes to School educational program. Grants from OTS, Caltrans' Active Transportation Program, and SANDAG's Active Transportation Grant Program provide funding for these types of activities.

ZERO TRAFFIC DEATHS
VISION ZERO
IN SAN DIEGO BY 2025

City of Chula Vista

Top 3 in the county for overall number of pedestrian/cyclist fatalities

Intersections with Highest Number of Bicycle & Pedestrian Crashes	
Intersection	**Collisions**
Fifth Avenue & H Street	12
Broadway & H Street	12
Broadway & Palomar Street	10
Broadway & F Street	10
Third Avenue & K Street	10
Industrial Boulevard & Palomar Street	9
H Street & Oaklawn Avenue	9
Broadway & Moss Street	9
Broadway & Naples Street	9
Broadway & Oxford Street	8

Corridors with Highest Number of Bicycle and Pedestrian Crashes	
Corridor	**Total**
Broadway	155
Third Avenue	101
H Street	99
Palomar Street	74
Fourth Avenue	64

Total Pedestrian and Bicycle Crashes and Deaths by Year, Compared with Homicides			
Year	Total Bike/Ped Collisions	Total Bike/ Ped Fatalities	Homicides
2006	104	5	7
2007	130	3	8
2008	113	6	6
2009	110	6	4
2010	117	3	2
2011	129	1	6
2012	128	7	8
2013	121	3	2
2014	142	9	7
2015	134	3	6
2016	137	4	1
Total	**1365**	**50**	**57**

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Towards Vision Zero: Policy Recommendations for Chula Vista

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ZERO TRAFFIC DEATHS
VISION ZERO
IN SAN DIEGO BY 2025

City of Coronado

Intersections with Highest Number of Bicycle & Pedestrian Crashes	
Intersection	**Collisions**
Dana Place & Orange Avenue	10
Silver Strand Boulevard & Tarawa Road	9
Avenida Del Sol & Orange Avenue & Silver Strand Boulevard	6
Isabella Avenue & Orange Avenue	5
Third Street & B Avenue	5
Rendova Road & Silver Strand Boulevard	5
Avenida de las Arenas & Silver Strand Boulevard	5

Corridors with Highest Number of Bicycle and Pedestrian Crashes	
Corridor	**Total**
Route 75	65
Orange Avenue	30
First Street	14
Tenth Street	14
Fifth Street	13

Total Pedestrian and Bicycle Crashes and Deaths by Year, Compared with Homicides			
Year	Total Bike/Ped Collisions	Total Bike/ Ped Fatalities	Homicides
2006	29	1	0
2007	24	0	1
2008	23	0	0
2009	28	0	0
2010	22	0	0
2011	30	0	0
2012	37	0	3
2013	38	0	0
2014	28	0	0
2015	33	1	0
2016	48	0	0
Total	**340**	**2**	**4**

*Data from years 2006 to 2016

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Towards Vision Zero: Policy Recommendations for Coronado

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ZERO TRAFFIC DEATHS
VISION ZERO
IN SAN DIEGO BY 2025

City of Del Mar

Intersections with Highest Number of Bicycle & Pedestrian Crashes	
Intersection	**Collisions**
Fifteenth Street & Camino Del Mar	3
Carmel Valley Road & CR S21	3
Twenty-Fourth Street & CR S21	2
Twenty-Fourth Street & Camino Del Mar	2
Tenth Street & Camino Del Mar	2
Court Street & CR S21	2

Corridors with Highest Number of Bicycle and Pedestrian Crashes	
Corridor	**Total**
Camino Del Mar	39
Via de la Valle	8
Coast Boulevard	3
Fifteenth Street	2
Carmel Valley Road	2
Jimmy Durante Boulevard	2
North Torrey Pines Road	2
Stratford Court	2

Total Pedestrian and Bicycle Crashes and Deaths by Year, Compared with Homicides			
Year	Total Bike/Ped Collisions	Total Bike/ Ped Fatalities	Homicides
2006	3	0	0
2007	4	0	0
2008	8	1	0
2009	4	0	0
2010	4	0	0
2011	9	0	0
2012	8	0	0
2013	8	0	0
2014	10	1	0
2015	3	0	0
2016	5	0	0
Total	**66**	**2**	**0**

*Data from years 2006 to 2016

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Towards Vision Zero: Policy Recommendations for Del Mar

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ZERO TRAFFIC DEATHS
VISION ZERO
IN SAN DIEGO BY 2025

City of El Cajon

Intersections with Highest Number of Bicycle & Pedestrian Crashes	
Intersection	**Collisions**
Avocado Avenue & Main Street	10
Second Street & Jamacha Road & Main Street	9
Emerald Avenue & Washington Avenue	8
Fletcher Parkway & Johnson Avenue	8
Madison Avenue & Mollison Avenue	8
Lexington Avenue & Molisson Avenue	8
Broadway & Graves Avenue	8
Fletcher Parkway & Marshall Avenue	7
First Street & Lexington Avenue	6
Arnele Avenue & Johnson Avenue & Parkway Place	6

Corridors with Highest Number of Bicycle and Pedestrian Crashes	
Corridor	**Total**
Main Street	125
Broadway	65
Washington Avenue	63
Madison Avenue	59
Mollison Avenue	48

Total Pedestrian and Bicycle Crashes and Deaths by Year, Compared with Homicides			
Year	Total Bike/Ped Collisions	Total Bike/ Ped Fatalities	Homicides
2006	83	3	4
2007	79	0	4
2008	98	5	1
2009	93	2	2
2010	89	5	0
2011	102	4	2
2012	86	3	2
2013	87	2	2
2014	109	6	4
2015	104	8	2
2016	92	2	1
Total	**1022**	**40**	**24**

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Towards Vision Zero: Policy Recommendations for El Cajon

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ZERO TRAFFIC DEATHS
VISION ZERO
IN SAN DIEGO BY 2025

City of Encinitas

Intersections with Highest Number of Bicycle & Pedestrian Crashes	
Intersection	**Collisions**
Mackinnon Avenue & Nardo Road & Santa Fe Drive	5
Coast & D Street	5
El Camino Real & Via Montoro	5
Encinitas Boulevard & Vulcan Avenue	5
D Street & Vulcan Avenue	4
Chesterfield Drive & Coast	4
Encinitas Boulevard & Via Cantebria	4
Leucadia Boulevard & Vulcan Avenue	4
A Street & Coast	3
Coast & E Street	3

Corridors with Highest Number of Bicycle and Pedestrian Crashes	
Corridor	**Total**
Coast Highway 101	124
Encinitas Boulevard	47
El Camino Real	38
Santa Fe Drive	21
Leucadia Boulevard	15

Total Pedestrian and Bicycle Crashes and Deaths by Year, Compared with Homicides			
Year	Total Bike/Ped Collisions	Total Bike/ Ped Fatalities	Homicides
2006	32	2	3
2007	40	1	0
2008	38	1	0
2009	41	1	0
2010	31	0	1
2011	37	1	0
2012	29	2	1
2013	39	2	1
2014	44	0	0
2015	33	0	0
2016	33	0	0
Total	**397**	**10**	**6**

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Towards Vision Zero: Policy Recommendations for Encinitas

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ZERO TRAFFIC DEATHS
VISION ZERO
IN SAN DIEGO BY 2025

City of Escondido

Top 3 in the county for overall number of pedestrian/cyclist fatalities

Intersections with Highest Number of Bicycle & Pedestrian Crashes	
Intersection	**Collisions**
Broadway & El Norte Parkway	13
Midway Drive & Valley Parkway	13
Pine Street & Valley Parkway	10
Centre City Parkway & Valley Parkway	10
Ash Street & SR 78 & Valley Parkway	10
Escondido Boulevard & Washington Avenue	9
Quince Street & Washington Avenue	9
Harding Street & Valley Parkway	9
Fig Street & Mission Avenue	9
Centre City Parkway & Washington Avenue	9

Corridors with Highest Number of Bicycle and Pedestrian Crashes	
Corridor	**Total**
Valley Parkway	173
Washington Avenue	94
Broadway	93
Mission Avenue	82
Center City Parkway	61

Total Pedestrian and Bicycle Crashes and Deaths by Year, Compared with Homicides			
Year	Total Bike/Ped Collisions	Total Bike/ Ped Fatalities	Homicides
2006	120	5	3
2007	121	9	4
2008	111	4	4
2009	103	6	4
2010	101	5	3
2011	113	2	3
2012	129	3	5
2013	122	1	6
2014	133	0	3
2015	128	6	7
2016	106	3	4
Total	**1287**	**44**	**46**

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Towards Vision Zero: Policy Recommendations for Escondido

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ZERO TRAFFIC DEATHS
VISION ZERO
IN SAN DIEGO BY 2025

City of Imperial Beach

Intersections with Highest Number of Bicycle & Pedestrian Crashes	
Intersection	**Collisions**
Imperial Beach Boulevard & Louden Lane	5
Thirteenth Street & Imperial Beach Boulevard	5
Third Street & Palm Avenue & Silver Strand Boulevard	3
Twelfth Street & Palm Avenue	3
Imperial Beach Boulevard & Seacoast Drive	3
Florida Street & Palm Avenue	3
Seventh Street & Palm Avenue	3
Connecticut Street & Imperial Beach Boulevard	3
Tenth Street & Palm Avenue	2
Seventh Street & SR 75	2

Corridors with Highest Number of Bicycle and Pedestrian Crashes	
Corridor	**Total**
Palm Avenue	32
Imperial Beach Boulevard	28
Thirteenth Street	15
Ninth Street	11
Calla Avenue	11

Total Pedestrian and Bicycle Crashes and Deaths by Year, Compared with Homicides			
Year	Total Bike/Ped Collisions	Total Bike/ Ped Fatalities	Homicides
2006	14	0	1
2007	15	0	0
2008	15	0	0
2009	18	0	2
2010	26	0	0
2011	7	0	0
2012	14	0	2
2013	17	0	1
2014	20	1	0
2015	20	1	0
2016	7	0	1
Total	**173**	**2**	**7**

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Towards Vision Zero: Policy Recommendations for Imperial Beach

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ZERO TRAFFIC DEATHS
VISION ZERO
IN SAN DIEGO BY 2025

City of La Mesa

Intersections with Highest Number of Bicycle & Pedestrian Crashes	
Intersection	**Collisions**
Parks Avenue & University Avenue	10
Baltimore Drive & Fletcher Parkway	9
La Mesa Boulevard & Spring Street	8
Fletcher Parkway & Southern Road	8
El Cajon Boulevard & Jessie Avenue	8
Massachusetts Avenue & University Avenue	6
Comanche Drive & El Cajon Boulevard	5
Center Drive & Grossmont Center Drive	4
La Mesa Boulevard & University Avenue	4
University Avenue & Yale Avenue	4

Corridors with Highest Number of Bicycle and Pedestrian Crashes	
Corridor	**Total**
University Avenue	35
El Cajon Boulevard	32
La Mesa Boulevard	24
Fletcher Parkway	23
Baltimore Drive	18

Total Pedestrian and Bicycle Crashes and Deaths by Year, Compared with Homicides			
Year	Total Bike/Ped Collisions	Total Bike/ Ped Fatalities	Homicides
2006	26	1	3
2007	31	0	0
2008	39	1	0
2009	34	1	0
2010	34	0	0
2011	33	2	1
2012	37	0	2
2013	34	1	1
2014	37	1	0
2015	33	2	3
2016	33	1	0
Total	**371**	**10**	**10**

*Data from years 2006 to 2016

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Towards Vision Zero: Policy Recommendations for La Mesa

1. Prioritize safety for Capital Improvement Plans

Capital Improvement Plans should prioritize infrastructure projects that promote safety where data shows the highest numbers of crashes for both corridors and intersections. CIP plans that do not already prioritize these projects should be reexamined to make safety a policy priority.

2. Adopt Complete Streets Policies and update street design guidelines

Cities should adopt complete streets policies to ensure that road improvements benefit safety for all users. These policies should be complemented with street design policies to improve safety for all. Cities can adopt policies, resolutions, manuals, and traffic calming approaches that institutionalize the provision of multi-modal street design. The National Association of City Transportation Officials (NACTO) has numerous resources outlining model street designs.

3. Introduce traffic calming measures on arterials, where crashes are most likely to occur

Data in numerous Vision Zero cities across the U.S. show that crashes are more likely to occur on arterials than on neighborhood streets. Traffic calming should be deployed on the most dangerous corridors. Cities such as Chula Vista and San Diego have been successful in soliciting funds from the Highway State Improvement Program (HSIP) for these types of improvements.

4. Research data to determine most dangerous behaviors contributing to crashes

At the heart of Vision Zero is the coordination of safe street design, education, and enforcement activities to change dangerous behaviors and save lives. Jurisdictions should research the most common causes for crashes, and engage the local police department to implement education and enforcement to change dangerous behaviors. Cities such as San Diego and El Cajon have been successful in soliciting funds from the California Office of Traffic Safety (OTS) to conduct these activities.

5. Assess potential for Safe Routes to School program, both infrastructure and education

Traffic crashes are the leading cause of unintentional death for children ages 5-14 in the San Diego region. If the dangerous corridors and intersections identified through Vision Zero are in close proximity to schools, cities should prioritize traffic calming projects in these areas to slow dangerous speeds, and consider organizing a Safe Routes to School educational program. Grants from OTS, Caltrans' Active Transportation Program, and SANDAG's Active Transportation Grant Program provide funding for these types of activities.

ZERO TRAFFIC DEATHS
VISION ZERO
IN SAN DIEGO BY 2025

City of Lemon Grove

Intersections with Highest Number of Bicycle & Pedestrian Crashes	
Intersection	**Collisions**
Broadway & Lemon Grove Avenue	11
Eldora Street & Lemon Grove Avenue	5
Broadway & Massachusetts Avenue	4
Lemon Grove Avenue & Massachusetts Avenue	4
Broadway & Grove Street	3
Canton Drive & Skyline Drive	3
Central Avenue & Lemon Grove Avenue	2
Broadway & New Jersey Avenue	2
Broadway & Kempf Street	2
Broadway & West Street	2

Corridors with Highest Number of Bicycle and Pedestrian Crashes	
Corridor	**Total**
Broadway	24
Lemon Grove Avenue	11
Massachusetts Avenue	8
Route 94	8
Skyline Drive	5

Total Pedestrian and Bicycle Crashes and Deaths by Year, Compared with Homicides			
Year	Total Bike/Ped Collisions	Total Bike/ Ped Fatalities	Homicides
2006	16	0	1
2007	9	0	1
2008	6	1	0
2009	12	0	0
2010	8	0	1
2011	12	0	1
2012	19	0	1
2013	8	0	1
2014	10	1	1
2015	2	2	0
2016	1	0	0
Total	**103**	**4**	**7**

*Data from years 2006 to 2016

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Towards Vision Zero: Policy Recommendations for Lemon Grove

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ZERO TRAFFIC DEATHS
VISION ZERO
IN SAN DIEGO BY 2025

City of National City

Intersections with Highest Number of Bicycle & Pedestrian Crashes	
Intersection	**Collisions**
Eighth Street & Roosevelt Avenue	6
Highland Avenue & Plaza Boulevard	5
Eighth Street & National City Boulevard	5
Eighth Street & Highland Avenue	5
Thirteenth Street & Highland Avenue	5
Fourth Street & Highland Avenue	5
Twelfth Street & Highland Avenue	4
Eighteenth Street & D Avenue	4
Sixteenth Street & B Avenue	4
N Avenue & Plaza Boulevard & Safeway Drive	4

Corridors with Highest Number of Bicycle and Pedestrian Crashes	
Corridor	**Total**
Highland Avenue	89
Eighth Street	55
Plaza Boulevard	40
Eighteenth Street	38
Sixteenth Avenue	20

Total Pedestrian and Bicycle Crashes and Deaths by Year, Compared with Homicides			
Year	Total Bike/Ped Collisions	Total Bike/ Ped Fatalities	Homicides
2006	45	2	2
2007	36	2	6
2008	42	2	0
2009	39	2	2
2010	36	2	4
2011	48	2	1
2012	44	1	4
2013	63	3	1
2014	53	8	2
2015	47	2	2
2016	56	3	3
Total	**509**	**29**	**27**

*Data from years 2006 to 2016

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Towards Vision Zero: Policy Recommendations for National City

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ZERO TRAFFIC DEATHS
VISION ZERO
IN SAN DIEGO BY 2025

City of Oceanside

Intersections with Highest Number of Bicycle & Pedestrian Crashes	
Intersection	**Collisions**
Coast Highway & Mission Avenue	11
Coast Highway & Pier View Way	11
Coast Highway & Seagaze Drive	8
College Boulevard & Oceanside Boulevard	8
Canyon Drive & Mission Avenue	8
CR S11 & El Camino Real & Oceanside Boulevard	7
Fireside Street & Mission Avenue	7
College Boulevard & River Road	7
Calle Montecito & River Road	6
College Boulevard & Thunder Drive	6

Corridors with Highest Number of Bicycle and Pedestrian Crashes	
Corridor	**Total**
Mission Avenue	110
Coast Highway	90
Oceanside Boulevard	81
College Boulevard	59
Pacific Street	43

Total Pedestrian and Bicycle Crashes and Deaths by Year, Compared with Homicides			
Year	Total Bike/Ped Collisions	Total Bike/ Ped Fatalities	Homicides
2006	84	9	8
2007	108	3	3
2008	118	2	5
2009	98	2	4
2010	107	3	4
2011	95	5	7
2012	68	2	8
2013	90	2	9
2014	110	5	5
2015	97	5	9
2016	100	5	8
Total	**1075**	**43**	**70**

*Data from years 2006 to 2016

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Towards Vision Zero: Policy Recommendations for Oceanside

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ZERO TRAFFIC DEATHS
VISION ZERO
IN SAN DIEGO BY 2025

City of Poway

Intersections with Highest Number of Bicycle & Pedestrian Crashes	
Intersection	**Collisions**
Community Road & Metate Lane	3
Camino Del Norte & Pomerado Road & Twin Peaks Road	3
Glenoak Road & Mariana Drive & Pomerado Road	2
Community Road & CR S4	2
Midland Road & Poway Road	2
Pomerado Road & Poway Road	2
CR S5 & Espola Road	1
CR S5 & Morning Air Road	1
Evanston Drive & Poway Road	1
Gateway Park Road & Pomerado Road	1

Corridors with Highest Number of Bicycle and Pedestrian Crashes	
Corridor	**Total**
Poway Road	30
Pomerado Road	16
Community Road	14
Twin Peaks Road	7
Midland Road	7

Total Pedestrian and Bicycle Crashes and Deaths by Year, Compared with Homicides			
Year	Total Bike/Ped Collisions	Total Bike/ Ped Fatalities	Homicides
2006	20	1	0
2007	16	1	0
2008	14	0	0
2009	10	1	0
2010	6	0	2
2011	10	1	0
2012	5	0	0
2013	9	0	0
2014	13	1	0
2015	13	0	1
2016	9	0	0
Total	**125**	**5**	**3**

*Data from years 2006 to 2016

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Towards Vision Zero: Policy Recommendations for Poway

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ZERO TRAFFIC DEATHS

VISION ZERO

IN SAN DIEGO BY 2025

City of San Diego

Top 3 in the county for overall number of pedestrian/cyclist fatalities

Intersections with Highest Number of Bicycle & Pedestrian Crashes	
Intersection	**Collisions**
Alabama Street & University Avenue	17
Fifty-Second Street & University Avenue	15
Eleventh Avenue & Broadway	14
Tenth Avenue & A Street	14
Fifth Avenue & B Street	13
Thirty-Sixth Street & El Cajon Boulevard	13
Fifth Avenue & University Avenue	12
Fifth Avenue & G Street	12
Fiftieth Street & El Cajon Boulevard	12
Thirtieth Street & El Cajon Boulevard	12

Corridors with Highest Number of Bicycle and Pedestrian Crashes	
Corridor	**Total**
University Avenue	488
El Cajon Boulevard	280
Garnet Avenue	158
Mission Boulevard	140
Market Street	127
Imperial Avenue	118

Total Pedestrian and Bicycle Crashes and Deaths by Year, Compared with Homicides			
Year	Total Bike/Ped Collisions	Total Bike/ Ped Fatalities	Homicides
2006	837	27	68
2007	905	28	59
2008	937	25	55
2009	865	23	41
2010	831	26	29
2011	917	28	38
2012	915	30	47
2013	895	33	39
2014	1160	35	32
2015	1152	33	37
2016	1119	44	50
Total	**10,533**	**332**	**495**

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Towards Vision Zero: Policy Recommendations for San Diego

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ZERO TRAFFIC DEATHS
VISION ZERO
IN SAN DIEGO BY 2025

City of San Marcos

Intersections with Highest Number of Bicycle & Pedestrian Crashes	
Intersection	**Collisions**
CR S14 & Las Posas Road & Mission Road	6
CR S12 & Rancho Santa Fe Road	6
CR S14 & Mission Road	5
CR S14 & Pico Avenue	5
Mission Road & Mulberry Drive	5
Mission Road & Woodland Parkway	4
Comet Circuit & Mission Road	3
Avenida Chapala & Mission Rd	3
Borden Road & Twin Oaks Valley Road	2
Bougher Road & Rock Springs Road	2

Corridors with Highest Number of Bicycle and Pedestrian Crashes	
Corridor	**Total**
San Marcos Boulevard	50
Mission Road	36
Rancho Santa Fe Road	32
Twini Oaks Valley Road	23
RT 78	22

Total Pedestrian and Bicycle Crashes and Deaths by Year, Compared with Homicides			
Year	Total Bike/Ped Collisions	Total Bike/ Ped Fatalities	Homicides
2006	20	1	3
2007	30	0	2
2008	23	0	1
2009	30	2	2
2010	26	1	1
2011	32	1	0
2012	38	2	2
2013	27	1	0
2014	30	1	2
2015	27	2	3
2016	29	0	0
Total	**312**	**11**	**16**

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ZERO TRAFFIC DEATHS
VISION ZERO
IN SAN DIEGO BY 2025

City of Santee

Intersections with Highest Number of Bicycle & Pedestrian Crashes	
Intersection	**Collisions**
Cuyamaca Street & Mission Gorge Road	9
Magnolia Avenue & Mast Boulevard	8
Mission Gorge Road & Town Center Parkway	6
Magnolia Avenue & Woodside Avenue	5
Mission Gorge Road & Railroad Avenue	5
Mast Boulvard & Saint Andrews Drive	4
Cuyamaca Street & Prospect Avenue	3
Carlton Oaks Drive & Hills Parkway	3
Mast Boulevard & Medina Drive	3
Mast Boulevard & Pebble Beach Drive	3

Corridors with Highest Number of Bicycle and Pedestrian Crashes	
Corridor	**Total**
Mission Gorge Road	46
Mast Boulevard	32
Magnolia Avenue	31
Cuyamaca Street	27
Carlton Oaks Drive	12

Total Pedestrian and Bicycle Crashes and Deaths by Year, Compared with Homicides			
Year	Total Bike/Ped Collisions	Total Bike/ Ped Fatalities	Homicides
2006	17	0	0
2007	19	0	0
2008	28	1	1
2009	27	1	0
2010	23	0	0
2011	27	0	1
2012	21	0	2
2013	15	2	0
2014	16	1	2
2015	13	0	1
2016	20	2	2
Total	**226**	**7**	**9**

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ZERO TRAFFIC DEATHS
VISION ZERO
IN SAN DIEGO BY 2025

City of Solana Beach

Intersections with Highest Number of Bicycle & Pedestrian Crashes	
Intersection	**Collisions**
Camino Del Mar & CR S8 & Lomas Santa Fe Drive	7
Camino Del Mar & CR S8 & Plaza Street	7
Lomas Santa Fe Drive & Rios Avenue	5
Cedros Avenue & Lomas Santa Fe Drive	4
Granados Avenue & Lomas Santa Fe Drive	3
Camino Del Mar & Cliff Street	2
Lomas Santa Fe Drive & Nardo Avenue	2
Lomas Santa Fe Drive & Solana Hills Drive	2
Lomas Santa Fe Drive & Stevens Avenue	1
Camino Del Mar & Solana Vista Drive	1

Corridors with Highest Number of Bicycle and Pedestrian Crashes	
Corridor	**Total**
Highway 101	25
Lomas Santa Fe Drive	19
Stevens Avenue	7
Valley Avenue	2
Solana Hills Drive	2

Total Pedestrian and Bicycle Crashes and Deaths by Year, Compared with Homicides			
Year	Total Bike/Ped Collisions	Total Bike/ Ped Fatalities	Homicides
2006	5	0	1
2007	2	1	0
2008	5	0	0
2009	11	0	0
2010	6	0	1
2011	6	0	0
2012	5	0	0
2013	7	0	0
2014	12	0	0
2015	7	0	0
2016	4	0	0
Total	**70**	**1**	**2**

*Data from years 2006 to 2016

1111 6th Avenue, Suite 402, San Diego, CA 92101
Tel: 619-544-9255 | Fax: 619-531-9255
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www.circulatesd.org

CIRCULATE SAN DIEGO
COUNTY OF SAN DIEGO HHSA HEALTH AND HUMAN SERVICES AGENCY
LIVE WELL SAN DIEGO

Towards Vision Zero: Policy Recommendations for Solana Beach

1. Prioritize safety for Capital Improvement Plans

Capital Improvement Plans should prioritize infrastructure projects that promote safety where data shows the highest numbers of crashes for both corridors and intersections. CIP plans that do not already prioritize these projects should be reexamined to make safety a policy priority.

2. Adopt Complete Streets Policies and update street design guidelines

Cities should adopt complete streets policies to ensure that road improvements benefit safety for all users. These policies should be complemented with street design policies to improve safety for all. Cities can adopt policies, resolutions, manuals, and traffic calming approaches that institutionalize the provision of multi-modal street design. The National Association of City Transportation Officials (NACTO) has numerous resources outlining model street designs.

3. Introduce traffic calming measures on arterials, where crashes are most likely to occur

Data in numerous Vision Zero cities across the U.S. show that crashes are more likely to occur on arterials than on neighborhood streets. Traffic calming should be deployed on the most dangerous corridors. Cities such as Chula Vista and San Diego have been successful in soliciting funds from the Highway State Improvement Program (HSIP) for these types of improvements.

4. Research data to determine most dangerous behaviors contributing to crashes

At the heart of Vision Zero is the coordination of safe street design, education, and enforcement activities to change dangerous behaviors and save lives. Jurisdictions should research the most common causes for crashes, and engage the local police department to implement education and enforcement to change dangerous behaviors. Cities such as San Diego and El Cajon have been successful in soliciting funds from the California Office of Traffic Safety (OTS) to conduct these activities.

5. Assess potential for Safe Routes to School program, both infrastructure and education

Traffic crashes are the leading cause of unintentional death for children ages 5-14 in the San Diego region. If the dangerous corridors and intersections identified through Vision Zero are in close proximity to schools, cities should prioritize traffic calming projects in these areas to slow dangerous speeds, and consider organizing a Safe Routes to School educational program. Grants from OTS, Caltrans' Active Transportation Program, and SANDAG's Active Transportation Grant Program provide funding for these types of activities.

ZERO TRAFFIC DEATHS
VISION ZERO
IN SAN DIEGO BY 2025

City of Vista

Intersections with Highest Number of Bicycle & Pedestrian Crashes	
Intersection	**Collisions**
Olive Avenue & Vista Village Drive	11
Indian Rock Road & Santa Fe Avenue	11
Melrose Drive & Vista Way	7
Los Angeles Drive & Santa Fe Avenue	7
East Drive & Santa Fe Avenue	6
Emerald Drive & Vista Way	6
Anza Avenue & Vale Terrace Drive & Vista Way	6
Santa Fe Avenue & Vista Village Drive	6
Melrose Drive & Olive Avenue	5
California Avenue & Santa Fe Avenue	5

Corridors with Highest Number of Bicycle and Pedestrian Crashes	
Corridor	**Total**
Santa Fe Avenue	83
Vista Way	70
Melrose Drive	54
Vista Village Drive	31
Sycamore Avenue	25

Total Pedestrian and Bicycle Crashes and Deaths by Year, Compared with Homicides			
Year	Total Bike/Ped Collisions	Total Bike/ Ped Fatalities	Homicides
2006	39	2	1
2007	53	1	4
2008	51	2	1
2009	32	2	0
2010	40	5	5
2011	41	3	0
2012	40	3	1
2013	54	1	1
2014	58	1	2
2015	57	4	2
2016	52	5	2
Total	**517**	**29**	**19**

*Data from years 2006 to 2016

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Towards Vision Zero: Policy Recommendations for Vista

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Developed by:

SAN DIEGO COUNTY CHILDHOOD OBESITY INITIATIVE

Working Together to Shape a Healthy Future

Facilitated by Community Health Improvement Partners

CIRCULATE SAN DIEGO