



# Memorandum

**TO:** MAYOR LICCARDO

**FROM:** Vice Mayor Herrera

**SUBJECT: BUDGET DOCUMENT**

**DATE:** May 25, 2016

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Approved *Roa Herrera SB* Date *5/25/16*

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## RECOMMENDATION

That the following recommendation be enacted.

### Proposal

Program/Project Title: Vision Zero Funding

Amount of City Funding Required: \$50,000

Fund Type (i.e. General Fund, C&C funds, etc.): General Fund

This change is:

One-time       Ongoing

Proposal Description, including anticipated outcomes (describe how change would affect services for San José residents, businesses, community groups, etc.): Vision Zero has been an effective way to engage the community in traffic safety and has helped our staff gain new insights into how to design a road so that our first priority is safety, not speed. The money we invest in the program goes toward education, enforcement and engineering, the three key pillars contributing to traffic safety. Through outreach we involve the community and help them take ownership of their streets and roads. Through enforcement we show that the City cares that everyone, no matter their mode of travel, deserve to feel safe while getting around. Finally, through new and improved engineering best practices we can better design roads that are naturally safe by how they are laid out and marked. The money we invest in these three areas has a direct positive impact on the community as a whole.

It is recommended by staff that the \$50,000 my office requested in cost estimates for funding for Vision Zero be used to install traffic safety educational banners at nine intersections along some of the Vision Zero Priority Safety Corridors. Alternately, the funding could be used to install two radar speed display signs, or to install an enhanced crosswalk with flashing beacons. Ongoing costs will depend on type of improvement implemented. I recommend that the money be used only for Vision Zero projects in District 8.

**Funding Source**

Essential Services Reserve (\$2 million)

Other (Program/Project/Fund):

Department or Organization:

Department or Organization Contact (list contact information for the individual that certified cost estimates contained within your recommendation):

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