

## SAN JOSÉ VISION ZERO TASK FORCE

### Meeting Minutes Friday June 04, 2021; 9-11am PST

#### Call to Order and Chairperson Report

The fourth Vision Zero Task Force Meeting was called to order on Friday, June 04, at 9.00 a.m. via Zoom.

#### Attendees

**Chair, CM Peralez (CD3)**

**Vice Chair, CM Foley (CD9)**

**City of San Jose, Dept of:**

**Transportation**

John Ristow, Director

Laura Wells, Assistant Director

Lily Lim-Tsao, Deputy Director

Jesse Mintz-Roth, VZ Program Manager

Lam Cruz, Traffic Safety Division Manager

Anna Le, Community Engagement Manager

Vu Dao, Associate Engineer

Thao Nguyen, Transportation Specialist

**Police**

Lt. Dave Anaya, Traffic Enforcement Unit (TEU)

Capt. Carlos Acosta

**Fire**

Robert Sapien, Chief

**Public Works**

Michelle Kimball, Senior Engineer

**Housing**

Ragan Henninger, Deputy Director

**Parks, Recreation, and Neighb. Services**

Neil Rufino, Assistant Director

**Economic Development**

Salvador Alvarez, Executive Analyst

**VTA**

Lauren Ledbetter, Senior Transportation Planner

**Santa Clara County, Dept of:**

**Roads and Airports**

Harry Freitas, Director

Ananth Prasad, Engineer

**Public Health**

Michelle Wexler, Health Care Program Manager

**Emergency Medical Service Agency**

Jackie Lowther, Director

Falko Schoeneweiss, Nurse Coordinator

**Education**

Dr. Mary Ann Dewan, Superintendent of Schools

**Medical Examiner-Coroner's office:**

Josefina Covarrubias, Administrator

**California Walks**

Nikita Sinha, Walk San Jose Program Manager

**Silicon Valley Bicycle Coalition**

Diana Crumedy, Santa Clara County Advocate

**AARP**

Joe Glynn

The Chairperson opened the meeting by observing a 9-second silence in honor of the victims of VTA mass shooting. Afterwards he acknowledged that there have been 16 traffic fatalities since the last meeting and the Chair, and the Vice Chair read out the names of the victims. CM Peralez explained the objectives of the Task Force meetings and the progress made.

Minutes of previous meeting have been posted on Vision Zero website.

## Reports / Updates

### **A. Quarterly Update on Vision Zero Key Metrics**

- Traffic fatalities in San Jose dropped by 18% in 2020, whereas it was up by 5% in California.
- By April 2021, cumulative KSI and injury crashes are lower than 2020, whereas fatalities remain the same.
- On June 24<sup>th</sup>, a walk audit will be held along Curtner Avenue, which would include the intersection of Monterey Road and Curtner Avenue/Tully Road, where two recent fatalities happened.

### **B. 2020 Action Plan: Priority Action Area Update**

#### 1. Build Robust Data Analytics Tools

- The Department of Transportation (DOT) hired new staff member (Transportation Specialist) to perform data analysis.
- The Department of Transportation hired Urban Logiq to build a data analytics dashboard.
- Smart City/Near Miss - Intersection Safety Analytics pilot at three intersections.
- Cloud-based Radar Speed Signs with seven that was retrofitted with new software and four new ones with complex data analytics possibilities.

#### 2. Form a Vision Zero Task Force

- This is the fourth and the next two meeting dates are scheduled in September and December.
- Links to register for upcoming meetings will be available soon on [visionzerosj.org](http://visionzerosj.org) website and the City website.

#### 3. Strategize Traffic Enforcement

- Police Department (PD) often reviews the best strategy for enforcement model. Vision Zero hotspots and data from Crime Analysis Department are taken into consideration to decide where officers will be deployed. The deployment of TEU staff is done equitably around the city giving equal attention to the entire city.
- The chart gives data on enforcement activity from 2019, 2020 and first quarter of 2021.
- 2020 was a unique year, both in numbers and how officers were deployed. In comparison to 2019, by the 2<sup>nd</sup> quarter of 2020, the citations dropped significantly. PD adopted more of educational warnings.
- TEU gets deployed to other events occurring in the city, which took away from traffic related tasks and impacted the numbers in Q3 and Q4.
- First quarter of 2021 shows that TEU is back to a more normal routine.
- DOT conducted a pilot project to address sideshow in District 8 (Ruby/Tully area), in collaboration with PD and Council offices. Following that pilot, five other locations were selected:
  1. 10<sup>th</sup> St/ Phelan Ave (District 7)
  2. Hillsdale Ave/Comm. Hill Blvd (District 7)
  3. Little Orchard/Bernard (District 7)
  4. Concourse Dr (Lundy/Ringwood) (District 4)
  5. Hellyer Ave/Fontanoso Way (District 2)

#### 4. Increase Community Outreach and Engagement

- Staff is recommending MIG as the VZ Strategic Communications and Outreach Consultant to City Council for award on June 29, 2021.

- Fehr and Peers will conduct virtual walk audits and gather community input about safety in 8 locations, including 6 neighborhoods and 2 high injury corridors. This project is funded by California Office of Traffic Safety (OTS) Grant.
  - The first walk audit will be conducted on Curtner Avenue between Monterey Road and Almaden Road, on June 24.
  - Although not a Priority Safety Corridor, Curtner Avenue between Monterey Road and Almaden Road was chosen based on the crash data and community input. There have been four fatalities on this short segment in the last 5 years. In collaboration with partners like VTA and Caltrans, a capitol project is expected to be formed for this area.
  - Increasing VZ coordination with other entities in the region:
    - At the County level, the Traffic Safe Communities Network (TSCN) working group was formed with other County municipalities
    - At the Bay Area level, Metropolitan Transportation Commission (MTC) now has a Vision Zero working group
    - At the State level, California City Transportation Initiative (CaCTI) was formed under National Association of City Transportation Officials (NACTO)
5. Implement Quick Build data-driven safety improvements
- Quick build strategy: Using more affordable, temporary material that can be implemented quickly to improve road conditions to enhance safety.
  - Quick build has been implemented on 3 corridors: Senter Road, Fruitdale Avenue and Story Road. Hillsdale Avenue and Branham Road are in the design process.
  - Some of the quick-build strategies are:
    - New striping with plastic delineators to slowdown turning movements and improve the safety of the pedestrians.
    - High visibility crosswalks.
    - Moving parking lanes to between the bike-lane and the road to give an added barrier of protection.
    - Yellow back-heads to traffic lights to enhance visibility and changes to signal timing to allow pedestrians to enter the intersection prior to giving the greenlight to drivers.
    - Reducing number of lanes and allocating excess space to higher quality, safer bike lanes.
6. Prioritize resources on high-KSI corridors and districts
- DOT started a City-wide Collision Review project involving DOT operations staff.
  - Comprised of four teams and about 40 staff to working on 16 different intersections that were selected based on crash data, KSI, Ped/Bike KSI and injuries.
  - Teams will review the crashes related to these intersections and provide recommendations, most likely by end of 2021.

### C. Legislative Update

- AB 43 – Traffic Safety
  - Giving the flexibility to individual cities to lower speed limits in high injury and fatality streets as well as streets of vulnerable communities.
  - The bill has not moved to the senate for approval.
- AB550 – Speed Safety Systems Pilot Program
  - Allowing 5 cities (San Francisco, San Jose, Oakland, Glendale and Los Angeles) to pilot Speed Safety systems.
  - The pilot project was proposed near schools, senior zone, public park, recreational center or streets within high injury network.

- The bill was held at Assembly Appropriations but with other cities joining in on this bill, it is likely to revive.

### Task Force Member Discussion

- Task Force Vice Chair, CM Pam Foley
  - Interested in a list of violations that PD issued citations and warnings for:
    - Speed, red light running, and unsafe turn movements are top three causes.
    - Distracted driving/reckless driving is very high and has been followed closely.
  - A citation would be a more of a wakeup call than a warning.
  - Glad to see Monterey Road and Curtner Avenue/Tully Road is getting attention.
  - Interested in knowing about Meridian Avenue and Hamilton Avenue.
- Nikita Sinha, Cal Walks/Walk San Jose
  - Excited about the City-wide Collision Review project and looking forward to hearing more about in future.
  - Interested in more information about the Walk Audits to share that information with California Walks' partners.
  - Interested in knowing more about a before and after evaluation for quick build projects
    - DOT is working on a procedure.
    - Post-implementation study is one strategy: looking at the data and community feedback to evaluate the success of the project.
    - DOT is having a study on the "Downtown Better Bikeways Project": gather data on success of the implementation to make it a guideline for other quick build projects.
    - More information on the scheduled Walk Audits will be posted on a new section of Vision Zero website called "Community Engagement".
- Task Force Chair, CM Raul Peralez
  - When issuing warning, do we have a way to track if they have previous warnings? Is the data presented only from TEU or the entire Department?
    - Not knowing about previous warnings.
    - The data presented is from TEU only, the Department-wide numbers are greater.
    - Patrol officers are getting out to issue more citations.

### Meeting Presentations

- Urban Logiq - Mark Masongsong, Co-founder and CEO of Urban Logiq.
  - Using government gathered data to make data driven decision. Gathering all different types of data from different departments.
  - Started working DOT in 2018. San Jose won Smart City Tech Award from the American Planning Association. The technology helped San Jose to identify the risk factors that allowed the Vision Zero team to determine planning decisions prior to the occurrence of crashes.
  - The dashboard will help DOT:
    - Determine high-risk locations
    - Understand crashes in a context, such as demographics or businesses
    - Address traffic concerns with a more equitable approach
  - Working on computer vision data to observe behavior and add that data to the analysis on top of other forms of data.
- MIG - Deanna Chow Trotter, Director of Marketing Strategy
  - Focus on raising awareness, providing education and encouraging behavior changes through campaigns and strategies in different sectors such as planning, energy, waste management and social services including transportation.
  - There are three key principles to MIG approach to San Jose.

- Data driven decision making
  - Integrated campaign efforts to maximize impact
  - Behavior change messaging must go deeper and be impactful.
- Project overview: four-phased approach during a two-year timeline.
    - Strategic communications platform
    - Campaign strategy development
    - Campaign programs using different platform and community outreach
    - Campaign evaluation and program look-back.

#### **Task Force Member Discussion**

- Lauren Ledbetter, VTA
  - What are the ways in which MIG will be working to combine inputs from other agencies?
    - The work of MIG can be shared across municipalities and agencies.
    - Developing a brand that is consistent and shared among agencies would be more impactful.
- Task Force Vice Chair, CM Pam Foley
  - What is the timeline for the project to move through the initial phases to implementation?
    - 5 - 6 months to do marketing research study, which includes surveys and input to make decisions. Surveys will be mailed out to a representative sample from around the city in multiple languages. Aiming for a sample of 600-800 respondents.
- Sal Alvarez, OED
  - Citywide Streetlight Banner program borrowed the color schemes from San Francisco. Is public infrastructure part of the strategy? Should the City start to think about the banner locations and potentially adding more locations?
    - Banner campaigns are very important especially along the Priority Safety Corridors.
    - Interested in looking at the possible locations and how it works with the strategies.
- Task Force Chair, CM Raul Peralez
  - It is important to gather as much resources from different agencies as possible to make this campaign a success. A consistent messaging across all agencies and municipalities in the County would help to avoid confusing messaging and be more impactful. What are the thoughts of other Task Force members regarding the scope of Urban Logiq's work and how you can collaborate? Would County Roads and Airports Department like to adopt Urban Logiq data gathering?
    - The County Roads and Airports Department has a fair amount of volume and speed data, as well as pretty robust tracking system on crash data
    - The County provides data sharing with the City traffic engineers and are happy to elaborate on it.
    - Working with police departments from different municipalities to input data into Crossroads from SWITRS and directly from police departments.
    - Awaiting the SJPD database upgrade, which will enable easier access to San Jose traffic data.

#### **D. Open Forum**

- Gina LaBlanc
  - Gina's son, Kyle, died in 2016, and as a bereaved mother means a lot to see the humanization of these datapoints and the acknowledging of the victims at the beginning of the meeting.
  - Attention to Curtner Avenue is appreciated and hope this will help save lives.

- Recently became aware of the Transportation Alternatives Program (TAP) grants that are available for improving infrastructure for pedestrians and bicyclists
  - Moreland school is mentioned in the Walk Audit program: interested to know which area around school and which streets.
- Dial in caller: Disappointed in PD for concentrating on traffic citations.
- Rosalinda Aguilar – Representative of the Guadalupe Washington Neighborhood
  - Most of the roadways recognized as high priority corridors are business areas. Are there any residential areas identified under this program?
- Mollie McLeod – Mother of traffic victim (pedestrian) in 2018
  - San Jose doesn't have an Office of Disability.
  - Homeless, people of color, people with disabilities are more vulnerable. What expertise do Urban Logiq and MIG are bringing towards serving people with disability (visible and non-visible disabilities).
    - A funding request was submitted to establish an Office of Disability Affairs in San Jose.
- Gita Dev – Sierra Club
  - Very enthusiastic about San Jose Vision Zero.
  - Sierra Club members want to be included in the campaign/Task Force.
  - A slower, safer street network that attracts more pedestrians, bicyclists, and micro-mobility users should be the focus.
  - Interested in sharing the information Sierra Club has gathered.
- Christine Fitzgerald – Community Advocate, Silicon Valley Independent Living
  - City and County can do more to include community members with disability.
  - The use of closed caption in the meeting is commendable.
  - Suggested adding American Sign Language (ASL)
- Chris Giangreco
  - Would like to bring to the attention to the Task Force members about a major traffic safety concern at the corner of Rosewood Avenue and Stevens Creek Boulevard.
  - Requested site study and possible remedies to enhance pedestrian safety in the neighborhood near Rosewood Avenue and Stevens Creek Boulevard.

### **New Business / Updates / Future Action Items**

- Next Task Force meeting on September 23, 2021 at 1:30 pm
- The following task force meeting is on December 10, 2021
- T&E meeting – in November 2021 for updates

### **Adjournment**

Meeting adjourned at 11:02am