



**Transportation Commission
October 27, 2021**

**Endorse the City Council's
Adoption of the Vision Zero
Action Plan**



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Vision Zero Action Plan: Vision

“People of all ages and abilities can travel safely using any mode, and traffic deaths and serious injuries are eliminated by 2035”



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Why Vision Zero in Alameda

Average per year

- 2 people die
- 10 severe injuries
- 221 total injuries

4 deaths in 2020

3 deaths in 2021 to date



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Why Vision Zero in Alameda

Disproportionately vulnerable to fatal/severe crashes:

- Older adults 65-84
- Youth ages 10-24
- Pedestrians and bicyclists



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Alameda is Part of a Growing Movement



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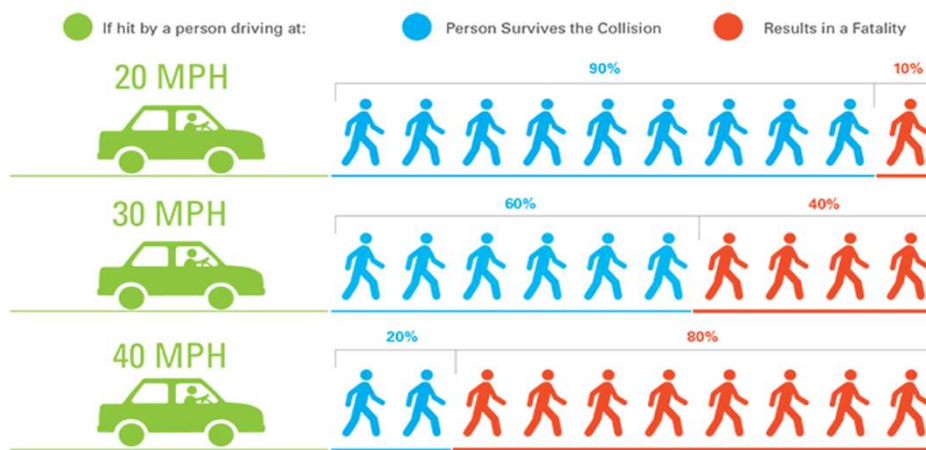
The Vision Zero Approach

Traditional approach	Vision Zero approach
Traffic deaths are inevitable	Traffic deaths are preventable
Individual responsibility	Systems approach
Perfect human behavior	Integrate human error
Prevent collisions	Prevent fatal and serious injuries

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Speed Management Saves Lives



Source: SFMTA

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Vision Zero Action Plan Contents

- Vision Zero approach
- Vision/Goals
- Crash data analysis + HIC maps
- 50+ actions to increase street safety
- Performance metrics

TOOLE
DESIGN

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Actions to Increase Street Safety



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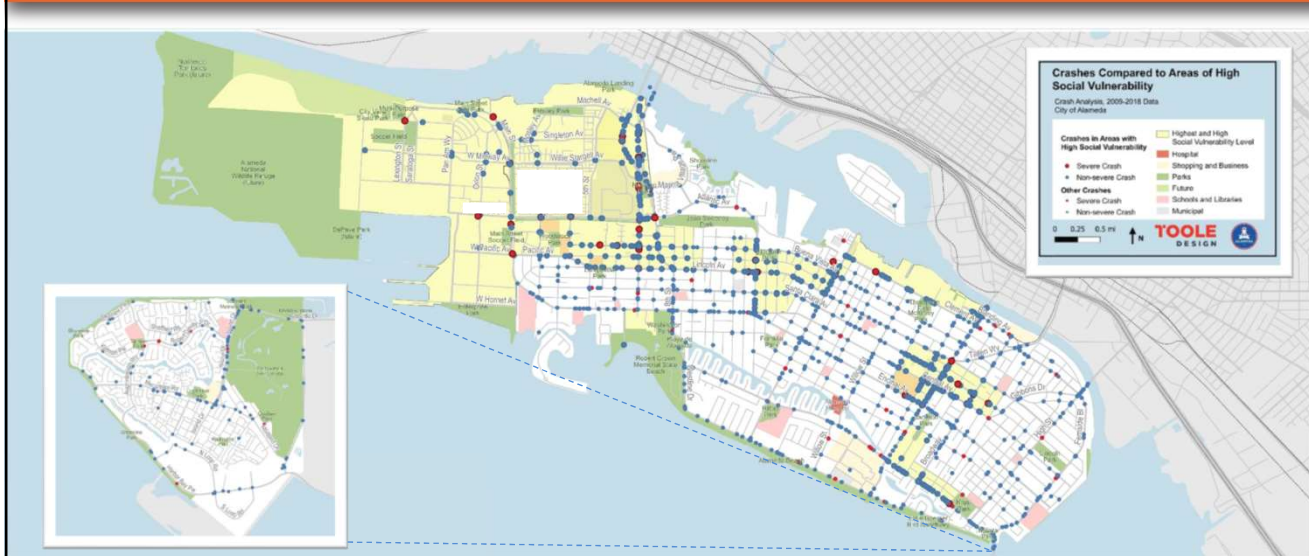
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Prioritize High Injury Corridors



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Prioritize Socially Vulnerable Areas



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Choose Effective Safety Improvements

- Use FHWA crash reduction factors to choose interventions (4.3)
- Study roundabouts and signal improvements (4.6 & 4.12)
- Best practice scan on infrastructure rapid response programs (4.10)

Countermeasure	CRF
Crosswalk visibility enhancement ¹	—
Advance STOP/YIELD signs and markings	25%
Add overhead lighting	23%
High-visibility marking ³	48%
High-visibility markings (school zone) ³	37%
Parking restriction on crosswalk approach	30%
In-street Pedestrian Crossing sign	UNK
Curb extension	UNK
Raised crosswalk (speed tables)	45%
	30%

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Increase Safety for Children

- School Zone: 15 or 20 mph limits on streets allowed per CVC (4.14)
- School safety assessments and implementation at all K-12 schools (4.15)
- Bike/ped safety education in schools (3.10/3.11)



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Conduct Community Education

- Citywide safety campaign (3.1)
- Impaired driving materials (3.8)
- Annual Traffic Safety Open House (3.9)



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Focus Traffic Enforcement

- Focus enforcement on dangerous moving violations associated with severe crashes (4.4)
- Conduct targeted enforcement actions along high injury corridors and in school zones (4.5)
- Advocate for speed enforcement cameras and income-based traffic fine structure (4.11 & 1.5)



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Public Feedback



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Public Support for the Plan's Direction

- 75% think goals are right
- 90% agree with prioritizing High Injury Corridors
- 70% agree with prioritizing street design over enforcement
- Many want to see more enforcement



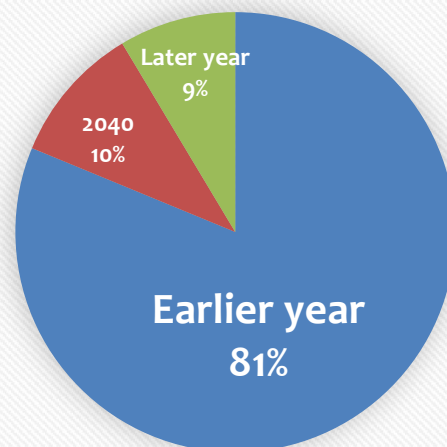
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Public Feedback: Vision Year

- Changed the vision's target year from 2040 to 2035.
- Requires public, TC, and CC support for faster implementation, including corridor improvements
- Funding and staffing priority

Is 2040 the right target year?



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Recommendation

Endorse the City Council's adoption
of the Vision Zero Action Plan



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