

# SANDAG NEWS

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## **SANDAG ADVANCES SAFER STREETS INITIATIVES FOR THE SAN DIEGO REGION**

*Grant Awarded to Educate Public on New Bicycle and Pedestrian Safety Rules*

SANDAG has officially kicked off the development of the first Regional Vision Zero Action Plan, which will encompass 19 jurisdictions, 17 federally recognized tribes, and more than 3.3 million people in the San Diego region. The data-driven plan, modeled on national and international best practices, will pinpoint high-risk areas for traffic fatalities and serious injuries in our region.

Globally, Vision Zero challenges the belief that traffic crashes are inevitable and instead views them as preventable. In 2022, the SANDAG Board of Directors adopted a [Regional Vision Zero Resolution](#) taking steps toward eliminating all traffic fatalities and severe injuries in our region, while increasing safe, healthy, and equitable mobility options for all.

“Our community deserves safer streets and we must prioritize improvements for our underserved communities who are disproportionately affected by traffic-related injuries and fatalities,” said SANDAG and San Diego County Board of Supervisor Chairwoman Nora Vargas. “Advancing Vision Zero initiatives ensures a more inclusive transportation system that is critical to achieving greater equity in all of our communities.”

SANDAG was recently awarded a \$400,000 Pedestrian Bicycle Safety Program Area grant to educate the public about new and existing road safety rules. Funding was provided by the [California Office of Traffic Safety](#) through the National Highway Traffic Safety Administration and will run through September 2024.

On average the San Diego region experiences more than 250 fatal crashes annually, with pedestrians involved in approximately one-third of these fatal incidents. The biggest contributors to fatal and severe crashes in our region are unsafe speeds and improper turns, a trend experienced in both urban and rural communities.

SANDAG has launched the [Traffic Safety Dashboard](#), a new online tool with interactive maps and charts displaying transportation injury and fatality data. This dashboard acts as a central hub for collecting, analyzing, and visualizing traffic data in the San Diego region. This previously hard-to-access data is now readily available to everyone, including regional decision-makers looking to improve road safety for their communities.

SANDAG is also updating the [Regional Active Transportation Plan](#) to improve walking and rolling connections for daily travel and recreation. This update will align the regional bikeway network with the Regional Plan and consider post-pandemic travel trends, including the increased use of e-bikes.

SANDAG is currently working on three new bikeway projects totaling more than 11 miles in active construction, two additional project groundbreakings planned for 2024, and a marketing campaign aimed at educating more people about their active transportation options.

Through the recently launched SANDAG [online portal](#), the community can provide feedback surrounding traffic and road safety. The data collected will be incorporated into wider regional planning efforts, including the 2025 Regional Plan and the Vision Zero Action Plan.

To learn more about SANDAG's commitment to Vision Zero, visit [SANDAG.org/visionzero](https://www.sandag.org/visionzero).

### **About SANDAG**

SANDAG is the regional agency that connects people, places, and innovative ideas by implementing solutions with our unique and diverse communities. We are committed to creating a San Diego region where every person who visits, works, and lives can thrive.

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