

SAN MATEO COUNTY TRANSPORTATION AUTHORITY MEASURE A AND MEASURE W PEDESTRIAN AND BICYCLE PROGRAM CALL FOR PROJECTS CYCLE 5



CITY OF DALY CITY VISION ZERO COMMUNITY OUTREACH PROGRAM

Within Daly City, 84 serious injuries or fatalities occurred during the Vision Zero Action Plan's study period of 2013-2017. Half involved bicyclists and pedestrians. Of the 84, 83% occurred along just 17% of the City's roadway network, now known as the High Injury Network (HIN). The Vision Zero Action Plan, which was funded by the Federal Highway Administration, did not include a community outreach component and educational opportunities for residents.

The Vision Zero Community Outreach Program is the next step in implementing Daly City's recently adopted Vision Zero Action Plan, the first in San Mateo County. The Action Plan requires education of the all roadway users as we work towards zero serious injuries and fatalities by 2035. With consultant help, community outreach will include branding materials for the city's program, updating of the City's website, education materials, and when allowed Vision Zero promotion at public events.

PROJECT INFORMATION

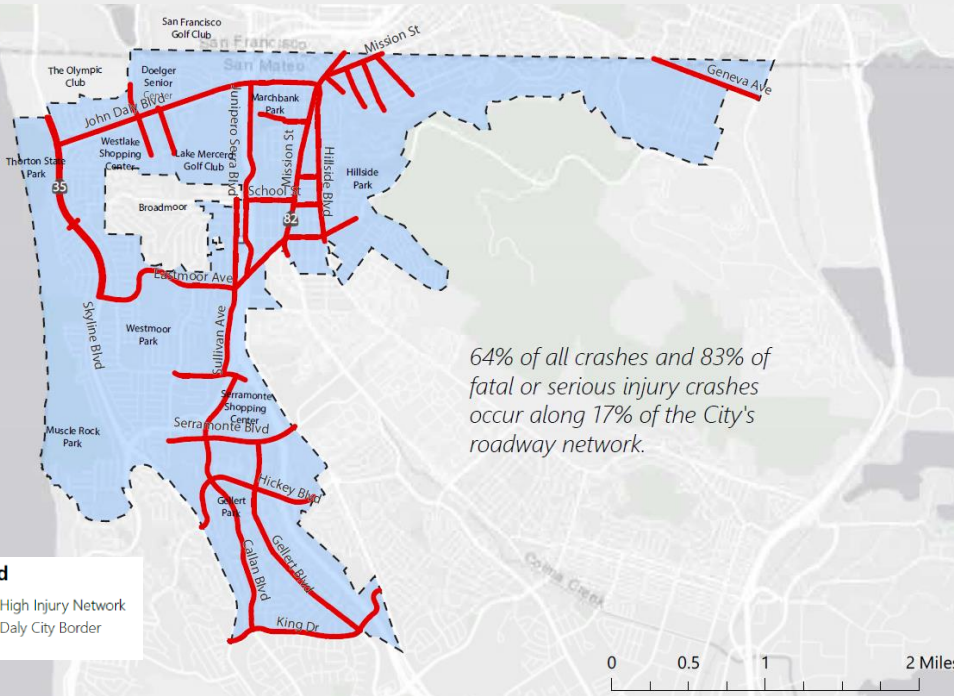
Project Type	Non-Infrastructure/ Programs
Phases Requested	
PLAN	Yes
PAED	Not Applicable
PS&E	Not Applicable
ROW	Not Applicable
CON	Not Applicable
Located in a Community of Concern?	Yes

PROJECT COSTS

Total Project Budget	\$100,000
Funding Requested	\$50,000
Local Match Amount	\$50,000
Local Match Percentage	50%

PROJECT AWARD

Awarded Amount	\$50,000
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FHWA Vision Zero Action Plans Development

Daly City Vision Zero Action Plan

May 21, 2020

Photo Credit: Daly City

Safe Roads for a Safer Future
Investment in roadway safety saves lives

U.S. Department of Transportation
Federal Highway Administration