



September 22, 2025

To:

Council President Joe LaCava
Council President Pro Tem Kent Lee
Councilmember Dr. Jennifer Campbell
Councilmember Stephen Whitburn
Councilmember Henry Foster
Councilmember Marni von Wilpert
Councilmember Raul Campillo
Councilmember Vivian Moreno and
Councilmember Sean Elo-Rivera

Re: Vision Zero Items for Councilmember Budget Priority Memoranda - Fiscal Year 2027

Dear Council Present Joe LaCava and City Councilmembers:

On behalf of the Vision Zero Coalition, we are writing to recommend transportation projects to be included in your Budget Priority Memoranda for FY 2027. Funding these projects will save lives. These requests will also help the City reach its Climate Action Plan and Vision Zero goals by making walking, biking, and transit safer, more affordable, and more convenient for San Diegans.

1. The City has funding available for new transportation spending.

Even in difficult economic times, the City will receive tens of millions of new formula funds from TransNet and Senate Bill 1 that must be spent on transportation infrastructure. The City must dedicate a share of these available funds to repair the most dangerous intersections in the city. This can be accomplished without an increase to the overall budgetary burden.

Despite the overall budget challenges, last year's budget included more transportation funding than the previous year. Despite this fact, the City chose to spend less to prioritize infrastructure that can save lives. This was unacceptable, and the City must do better this year.

Decisionmakers must also understand that Vision Zero is about prioritizing infrastructure funding where data shows it can save lives. The City's budgetary choices will not be measured by the amount of funding for bike lanes or crosswalks, but whether those funds are spent smartly, in areas where they can reduce harm.

2. Pedestrian deaths continue to increase in San Diego.

On average nearly 50 pedestrians and cyclists still die in the City in traffic crashes each year.¹ Without data-driven safety improvements, more San Diego residents – parents, grandparents, and children – will continue to die just walking around our fine City.

3. Fixing the Fatal 15 deadliest intersections will save lives.

In the past decade, the following intersections saw: 1) more than three pedestrian or cycle involved traffic crashes of any kind; 2) the most pedestrian fatalities; and 3) have not been repaired or improved since the most recent fatality.

We are including the same list of intersections from last year, that were not funded in the FY 2026 budget. These are the Fatal 15:

San Diego's Fatal 15 Intersections	
Intersection	District
Clairemont Mesa Blvd & Doliva Dr	2
West Pt Loma Blvd & Nimitz Blvd	2
G St & 14th St	3
Logan Ave & 45th St	4
Federal Blvd & Euclid Ave	4
Logan Ave & 49th St	4
Solola Ave & 47th St	4
Mira Mesa Blvd & Black Mountain Rd	6
Mira Mesa Blvd & Westview Ave	6
Aero Dr & Murphy Canyon Rd	7
National Ave & 31st St	8
Beyer Way & Del Sol Blvd	8
Imperial Av & 26th St	8
Market St & 19th St	8
University Ave & Cherokee Ave	9

¹ Data from Transportation Injury Mapping System, 2014-2024. <https://tims.berkeley.edu>.

We recommend that the FY 2027 budget include improvements be installed at all of these intersections where they do not already exist, including but not limited to:

- Stripes – Paint ladder or zebra stripes across the crosswalk for increased visibility
- Signal – Install a countdown signal
- Sound – Make sure the signal has audible prompts to let people know when it is safe to cross

We request that each council office individually name each of the above Fatal 15 intersections in their budget memos. Even if they are not in your district, including them as a form of comity between offices will help support a package of city-wide safety improvements.

4. Funding for red curbs will promote safety and address motorist confusion.

Assembly Bill 413 recently changed the law in California to prohibit parking a vehicle within 20 feet of the approach side of a crosswalk. This policy helps to improve visibility and safety for vulnerable road users and motorists alike.

We appreciate the efforts by the City to enforce this law, generating more than \$1 million in citations, even while it has caused some backlash from motorists.² The policy will be more effective if curbs are accurately painted red where it is now illegal to park. This also will have a co-benefit of usefully signaling to motorist about where they may not store their vehicles, preventing surprise citations.

San Diego should fund at least \$3 million for repainting, similar to the amount dedicated by peer cities like San Francisco.³

5. Slowing speeds in school zones will protect children.

With the completion of the Speed Management Plan later this year, Assembly Bill 43, allows the City to set speed limits of 15 mph within 500 ft of a school and speed limits of 25 mph when between 500 and 1,000 feet from a school.

Speeding is a leading cause of crashes. There is clear research that higher speeds increase the lethality of impact. The chances of dying for a pedestrian hit at 15 mph is 1.8 percent, 8 percent at 20 mph, 20 percent at 30 mph and 46 percent at 40 mph.

Reducing speeds near schools is a simple solution that has minimal cost and will save lives. We recognize the good work done by the City on this issue in the past year reducing speeds in certain business districts. Speed reductions should be expanded to school zones throughout the city. With about four signs for each school and community

² Joseph Brogen, "Drivers face \$90 fines under new 'daylighting' law for just parking – and road signs aren't even updated," The Sun, September 9, 2025, available at <https://www.the-sun.com/motors/15149217/drivers-daylighting-parking-laws-fines-california>.

³ Madilynne Medina, "San Francisco drops plan to ticket drivers who violate new Calif. parking law," SF Gate, February 11, 2025, available at <https://www.sfgate.com/bayarea/article/sf-drops-plan-ticket-drivers-violate-new-calif-20160425.php>.

college, this should cost the City no more than \$500,000. More funding might be appropriate to fully capture the labor costs of installation.

6. Conclusion

Whatever budgetary challenges the City faces, they do not apply to transportation. Fortunately formula transportation funds are available and continue to grow. The City can and should spend some of its available transportation funds to repair the most dangerous intersections in our city and prioritize funding in areas where data shows it can save lives. Implementing Vision Zero does not have to require new funding, but rather simply using a share of the existing funds available for transportation.

This is simply not an issue for which the City can cry poverty. A refusal to fund improvements for Vision Zero again this year is a direct and willful choice to continue deaths in our streets. San Diego deserves better than that.

Sincerely,

Colin Parent
CEO and General Counsel
Circulate San Diego

Laura Keenan
Co-Founder
Families for Safe Streets San Diego

Chloe Lauer
Executive Director
San Diego County Bicycle Coalition

Chris Roberts
Transportation Team lead
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CC:
Mayor Todd Gloria
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City Auditor Andy Hanau