



Sunnyvale

# Vision Zero Plan Discussion on Modification of Guiding Principle

City Council  
October 28, 2025



# Vision Zero Plan, July 30, 2019



Approved by City Council  
July 30, 2019



## VISION STATEMENT & GUIDING PRINCIPLES

The City of Sunnyvale Vision Zero Plan reflects the City's commitment to reducing traffic fatalities and serious injuries. It is a road map for action and a tool for measuring progress towards the City's safety goals.

### Vision Statement

Sunnyvale Vision Zero is a community-driven and data-driven initiative to eliminate preventable traffic fatalities and serious injuries. In the coming years, Sunnyvale will aim to reduce collisions through improved transportation infrastructure and programming, achieving a **50 percent reduction in fatalities and serious injuries by 2029** and continued progress towards zero in the ten years that follow.

### Guiding Principles

The following principles guide the actions of the Sunnyvale Vision Zero Plan:

1. Traffic deaths are unacceptable and preventable.
2. Transportation options should be safe for all users, for all modes of transportation, in all communities, and for people of all ages and abilities.
3. Safety is a primary consideration in the development of transportation projects for all users.
4. Actions toward Vision Zero should embody a quantitative, collaborative, and equitable approach.
5. Human error is inevitable and unpredictable; the transportation system should be designed to anticipate error and minimize injury severity.
6. Speed is a fundamental predictor of collision severity survival. The transportation system should be designed for speeds that safely accommodate all modes of travel.
7. Ongoing evaluation should measure performance against the Sunnyvale Vision Zero Plan objectives.

# Vision Zero Plan, Guiding Principles

---

1. Traffic deaths are unacceptable and preventable.
2. Transportation options should be safe for all users, for all modes of transportation, in all communities, and for people for all ages and abilities.
3. Safety is a primary consideration in the development of transportation projects for all users.
4. Actions toward Vision Zero should embody a quantitative, collaborative, and equitable approach.
5. Human error is inevitable and unpredictable; the transportation system should be designed to anticipate error and minimize injury severity.
6. Speed is a fundamental predictor of collision severity survival. The transportation system should be designed for speeds that safely accommodate all modes of travel.
7. Ongoing evaluation should measure performance against the Sunnyvale Vision Zero Plan objectives.

# Related Policies

## Other Plans and Policies

---

- ◆ **General Plan LUTE: Multiple policies**
- ◆ **Sunnyvale Active Transportation Plan**
- ◆ **Sunnyvale Complete Streets Policy**
- ◆ **Sunnyvale Council Policy 1.2.3:** Bicycle facilities on city streets
- ◆ **Sunnyvale Municipal Code:** Various sections
- ◆ **Federal Americans with Disabilities Act (ADA)**

# Colleagues Memo, April 9, 2024

---

- “request that an item be agendized at a future City Council meeting to restore the original proposed language of Guiding Principle #3 of Sunnyvale's Vision Zero Plan.”
  - ◆ Originally proposed language:
    - Safety takes priority over efficiency.
  - ◆ Council approved language:
    - Safety is a primary consideration in the development of transportation projects for all users.
- No Staff Recommendation



# Discussion