



City of Santa Barbara Transportation & Circulation Committee *Staff Report*

DATE: September 21, 2017

TO: Transportation & Circulation Committee (TCC) Members

FROM: Sara Farrell, Mobility Coordinator

SUBJECT: Vision Zero Plan Outline

RECOMMENDATION

That the Committee receive a report on the outline and status of the Vision Zero Plan.

BACKGROUND

Originating in Sweden, Vision Zero's strategy is to eliminate fatal and serious transportation related collisions through Evaluation, Engineering, Enforcement, and Education. The core principle of Vision Zero is that transportation-related deaths are unacceptable and preventable.

Between 2001 and 2015, there were 40 roadway deaths within the City of Santa Barbara. 60% of those deaths were pedestrians and bicyclists. On December 6, 2016, City Council adopted a Vision Zero policy to eliminate fatal and severe transportation related collisions by 2030.

The City applied for a Caltrans Sustainable Communities Transportation Planning Grant for Vision Zero plan development in November 2016. Unfortunately, the City of Santa Barbara was not awarded the grant. As discussed at City Council on December 6, 2016, Public Works funding is currently critically low, and the lack of grant funding has delayed higher-cost Vision Zero efforts that require significant capital investment. Despite this fact, staff is promoting a Safety First mentality to reduce fatal and serious transportation collisions and proceeding with Vision Zero Plan development.

VISION ZERO PLAN OUTLINE

The Vision Zero Plan will include goals, strategies, and policies that the City will take to eliminate all fatal and severe transportation related collisions by 2030. A Vision Zero Plan draft outline is attached.

Three goals are proposed by the document: 1) promote a Safety First mentality, 2) eliminate roadway deaths and injuries on our city streets by the year 2030, and 3) create safe and equitable access and improved livability on the roadway for all users.

Each major street corridor in the City requires a separate approach for the implementation of Santa Barbara Vision Zero. By identifying data driven improvements, enforcement tactics, and education strategies for each corridor, positive lifesaving improvements can be made. The Vision Zero Plan will establish specific actions for each corridor.

As part of a City-wide shift towards a Safety First mentality, public complaints/inquiries regarding roads and connectivity would take second priority to methodical implementation of Safety First projects along identified corridors. While complaints/inquiries from the public are helpful to identify potential improvements, they often focus City resources toward congestion nuisances rather than reducing fatalities and serious injuries along corridors specifically identified by data. With a focus on reducing fatalities and serious injuries based on the purposeful implementation of Evaluation, Enforcement, Engineering, and Education, nuisance complaints from the public would be downgraded in priority.

ATTACHMENT

Santa Barbara Vision Zero Plan Draft Outline

Santa Barbara Vision Zero Plan Outline

What is Vision Zero?

- *Why?*
 - o To eliminate preventable motor vehicle related deaths and serious injuries.
 - o Approximately 38,300 people die a year in motor vehicle-related collisions. The equivalent number of deaths would result from two Boeing 747 aircrafts crashing, killing 748 passengers, every week.
 - o 40 lives were lost to motor vehicle related collisions on City of Santa Barbara streets between 2001 and 2015

- *What is Vision Zero?*
 - o The stance that no motor vehicle related loss of life or serious injury is acceptable.
 - o Started in Sweden, successfully reduced transportation related deaths by almost 50% between 1997 and 2013 despite constantly increasing traffic volumes.
 - o Major U.S. Cities have been implementing: San Francisco, Portland, San Jose, and New York

- *Core Principals*
 - o Traffic deaths are preventable and unacceptable.
 - o Human error is inevitable and unpredictable; the transportation system should be designed to anticipate error so the consequence is not severe injury or death.
 - o People are inherently vulnerable and speed is a fundamental predictor of crash survival. The transportation system should be designed for speeds that protect human life.
 - o Safe human behaviors, education, and enforcement are essential contributors to a safe system.

- *Safety First Mentality*
 - o Effectiveness of Vision Zero stems from a “safety first” mentality involving the collaboration of city leaders, roadway designers and managers, traffic enforcement agencies, transit operators, government regulators, community advocates, and the public.
 - o Shift in transportation goals to place maximum importance on preserving human life.

- *The Four E's: A Comprehensive Approach*
 - o Evaluation – data driven review
 - o Engineering – anticipating and reducing human error
 - o Enforcement – ensuring safety laws are followed
 - o Education – promoting a public grassroots safety first mentality

Transportation Related Risks

- *Danger on the Road*
 - o For Americans 1-34, motor-vehicle related collisions are the primary factor and leading cause of death.
 - o Leading causes of transportation related accidents as outlined by the World Health Organization

- *Santa Barbara Statistics*
 - o Of the 40 deaths in Santa Barbara 60% were pedestrian and bicyclists
 - o 61% of traffic fatalities occurred at identified Priority Corridors¹
 - o 73% of Santa Barbara travels by car, 7% walk, 6% bike and 14% by public transport, taxi, and other
 - o 57% fatalities occurred at dark or dusk
- *Santa Barbara Focus Areas*
 - o Santa Barbara specifics
 - Santa Barbara Downtown
 - Priority Corridors¹
 - Bicyclists
 - Pedestrians
 - Lighting and Personal Reflective Gear

Vision Zero Santa Barbara in Action

- Goals, Strategies, and Policies
 - o Policy – Santa Barbara Vision Zero
 - o Goal1 - Promote a safety first mentality
 - o Goal2 – Eliminate roadway deaths and injuries on Santa Barbara City streets by 2030
 - o Goal3 – Create safe and equitable access and improved livability on the roadway for all users
- The Four E's in Action
 - o Evaluation
 - o Engineering
 - o Enforcement
 - o Education
- Key Players and Partnerships
 - o Citizens
 - o City Public Works
 - o City Police
 - o SB Bike
 - o COAST
- Proposed Actions
 - o Proposed Engineering, Enforcement, and Education by Priority Corridor¹
 - o Priority of methodical implementation of Safety First projects over nuisance complaints
- Safety Tips for Transportation Users (Motorists, Bicyclists, & Pedestrians)

¹ Priority corridors: Lower State Street, Cliff Drive, Carrillo, Mission, Cabrillo Shoreline, DLV, Milpas, Los Positas, Upper State, Haley, Mid-State, Anacapa, San Andres, Coast Village Road (CVR), and Santa Barbara Street