



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

DATE: June 25, 2020

TO: Transportation & Circulation Committee (TCC) Members

FROM: Rob Dayton, Transportation Planning and Parking Manager

SUBJECT: Vision Zero Communication Public Outreach Initiative

RECOMMENDATION

That the Committee receive a report and presentation about the status of the Vision Zero Communication Public Outreach Initiative.

DISCUSSION

The Vision Zero Communication Public Outreach Initiative implements the education portion of the Vision Zero Strategy. Staff is bringing this item to the TCC to share the initial efforts of the Outreach Initiative including the website and video.

Background

The Vision Zero Strategy was unanimously approved by Council on September 11, 2018. Vision Zero is a strategy to eliminate all traffic fatalities and severe injuries, while increasing safe, healthy, and equitable mobility for all. In order to do this, the Vision Zero Strategy adopts a "Safety First" mentality involving collaboration between the City, non-profit partners, and the public. This shifts previously accepted transportation practices to place maximum importance on preserving human life. Vision Zero breaks traffic safety down into four strategic categories where "safety first" thinking must be applied:

- Evaluation: *data-driven review of collision statistics*
- Engineering: *anticipating and reducing the effects of human error*
- Enforcement: *ensuring safety laws are known and followed*
- Education: *a public promotion of the "safety first" mentality*

This report and presentation focuses on the *Education* component of the Vision Zero Strategy. Staff has been working with Robert D. TenEyck, a professional public relations firm, to develop an effective way to introduce Santa Barbara citizens to Vision Zero. This includes the development of key Vision Zero messaging, and the effective communication of this messaging through different mediums: a Vision Zero website, an introductory video, display ad materials, electronic and print brochures, and media kits for partner organizations. The initial work product can be viewed at visionzero.santabarbaraca.gov. Staff recently returned to Council on April 28, 2020, to amend the contract with Robert D. TenEyck to get all of the

communication materials translated into Spanish. The long-term goal of the Education piece of the Vision Zero Strategy is to transform thinking and driving behaviors away from distracted driving and toward awareness of our shared responsibility as road users.