

Vision Zero Advisory Committee Meeting

Date: Tuesday, August 3, 2021

Time: 10:00 - 11:30 a.m.

Zoom: Meeting ID: 891 5253 7278

<https://us02web.zoom.us/j/89152537278>

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Agenda

- I. Introductions
- II. Draft Vision Zero Action Plan Outline
 - Outline review and discussion
- III. VZ Action Plan Outreach and Communications - MIG
 - Context
 - Scope
 - Input from VZAC
 - Discussion
- IV. Timeline and Next Steps
- V. Announcements

Note Change in September date and time:
Next Meeting Tuesday, September 14, 1 - 2:30 p.m.

Adjourn

Contact Information

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Sonoma County Vision Zero

Action Plan DRAFT Outline v2

8-3-21

Sonoma County Vision Zero Principles:

- **Traffic deaths and severe injuries are preventable**
- **Human life and health should be the highest priority within all aspects of transportation systems**
- **Human error is inevitable, and transportation systems should be updated and integrated with that in mind**
- **Safety work should focus on systems-level changes with health, emergency, safety, community inputs**
- **Driver sobriety and Speed are the fundamental factors in crash severity** (is this a 'principle'?)

I: Vision Zero Sonoma-Style

A Culture of Safety

- Develop every safe transportation system with inclusive, community-wide inputs.
- Develop a network of "civic partners" who pledge to support Vision Zero through the dissemination of safety and educational information to their networks.
- Work with media partners to more accurately report traffic crashes to avoid victim-blaming and report crashes in the context of Vision Zero.

Harnessing the Collaborative Power of County and City in Partnership

- Creating a Vision Zero 'heart' for the county, a hub of information, resources, experience to draw upon in support of one another.
- Educate staff, policy makers, enforcement in Vision Zero principles.

Data and Equity Driven

- Traditional Statewide Integrated Traffic Records System (SWITRS) and Traffic Injury Mapping System (TIMS) data inputs.
- Develop partnerships and collaboration with local data sources such as Hospital and Trauma Centers, Strava Metro, etc.
- Incorporate qualitative input from local Equity Priority Areas, indigenous, Latino, elderly, youth, homeless advocates, schools, etc.

II: Follow the Data

- Maintain, and update a Sonoma County Vision Zero Data Dashboard for all crash and safety data on the Vision Zero website.
- Collect and analyze crash and speed data while evaluating the safety impacts of future projects. Improving data quality is essential to a greater understanding of the factors and circumstances that contribute to crashes and their resulting levels of injury.
- Use crash and injury data and public engagement to determine priority projects. Evaluate success of existing programs to determine best way to allocate resources for change.
- Prioritize bike/pedestrian safety for new projects.
- Provide annual citation data for infractions that potentially lead to serious injuries and deaths.

III: Vision Zero Implementation Elements:

Collaboration:

- Create Best Practices in inter-agency communication (traffic collision reporting, law enforcement training on Vision Zero).
- All agencies and departments develop VZ education, encourage legislative intervention, lead enforcement, and improve data collection and management.

Engineering:

- Environmental conditions lead to hazardous conditions. Focus on better lighting, sidewalks, protected and separated bike lanes, narrower travel lanes, timing of traffic lights, crosswalks, etc.

Outreach:

- Prioritize High Collision Zones in each jurisdiction.
- Engage Sonoma County as a whole, reaching those who do not have access to technology and those who speak Spanish only.
- Bike/Pedestrian safety a priority.
- Consider Equity Priority Areas (Communities of Concern) that have low income or education levels, high concentrations of seniors and people with disabilities, low rates of vehicle ownership, high obesity rates, and high numbers of schools and community centers are considered priority areas.
- Create a personal connection to Vision Zero (“How do Fatalities Impact You?”).
- Develop a network of "Coalition partners" who pledge to support Vision Zero through implementation of one or more action items.

- Develop a network of "civic partners" who pledge to support Vision Zero through the dissemination of safety and educational information to their networks.

Education:

- Deliver multimodal safety education for members of the public and Equity Priority Areas. Engage Police, Fire, EMT, Safety and others in safety education campaigns.
- Develop and train law enforcement in crash factors form/app.

Planning:

- Include Vision Zero principles in each jurisdictions infrastructure updates (Complete Streets, Local Road Safety Plans, Bicycle/Pedestrian Master Plans)
- All planning documents will include Vision Zero principles.
- Include Vision Zero principles in coordination with Local Road Safety Program planning. Bring the health, emergency, safety and community considerations of Vision Zero to Local Road Safety Plans (LRSPs). Each complement and enhance the other in developing targeted solutions in addressing the roadway safety needs within a community.

Enforcement:

- Enforcement is needed to establish safety norms and expectations for the use of the public right-of-way, based on principles of community collaboration and partnership.
- Ongoing training and updates to enforcement agencies.

IV: A Commitment to Transparency

Public engagement in development of Sonoma County Vision Zero Action Plan:

- Public Surveys and Focus Groups, listening sessions, safety fairs, and community events asking for Vision Zero priorities
- Sonoma County Vision Zero Data Dashboard: <https://storymaps.arcgis.com/stories/3199b07e942445068213291c6acbc4f0>
- Vision Zero Website: <https://scta.ca.gov/vision-zero/>
- Vision Zero Facebook: <https://www.facebook.com/SoCoVisionZero>
- Vision Zero Survey: <https://scta.ca.gov/vision-zero/#1564181158418-5ca81c7a-2d7c>

Consistent Evaluation, Measurement, and Tracking tools used by each jurisdiction.

- Sonoma County Vision Zero is focused on one central performance metric: reducing serious traffic injuries and deaths to zero by 2030.

- It is critically important to continually evaluate the impact of various Vision Zero strategies over time, so that they can be refined, revised and targeted for better outcomes.
- Vision Zero Data Dashboard will maintain and track major incidents.
- Jurisdictions will determine community-based measurements (number of community stakeholder meetings, etc.).

V: Funding Sources and Implementation

- Implementation of Vision Zero strategies will require dedicated staff time, support from community and partner agencies, and the alignment of a variety of existing and new funding sources.

VI: A new 'Normal' for Sonoma County transportation

- Each Jurisdiction in Sonoma County implements Vision Zero resolutions and/or policies.
- Ongoing Vision Zero Advisory Committee oversight and evaluation.
- City processes, partnerships, and laws change to prioritize traffic safety and allow for systematic change, not simply reacting to tragedies, but acting proactively to help prevent traffic deaths and serious injuries.
- Equity promoted in safety policies by considering and analyzing impacts on equity priority areas and protecting vulnerable roadway users, such as pedestrians and bicyclists.
- County-wide support for beneficial safety policies and legislation that targets evidence-based solutions to safety problems.
- Identify resources to publish an annual report card on the progress of Sonoma County Vision Zero, present it to all Jurisdiction Councils and Board of Supervisors, and publish it on the Sonoma County Vision Zero website.

Sonoma County Vision Zero Action Plan DRAFT

Appendix A:

Examples from Implementation Elements:

Collaboration

- **Example:** Develop a Multidepartment Response Team for all Killed or Seriously Injured crashes and develop a Crash form to document contributing crash factors related to street design to include in Vision Zero Data Dashboard

Engineering

- **Example:** Develop neighborhood slow zone program with selection criteria, and a request process. Launch an application-based program, through engineering and design improvements to reduce vehicle speeds, and create protected and separated bike lanes.

Outreach

- **Examples:** Change signal light timing to allow enough time to cross for pedestrians near assisted living facility and improve the condition of sidewalks
- Develop a network of "Coalition partners" who pledge to support Vision Zero through implementation of one or more action items
- Develop a network of "civic partners" who pledge to support Vision Zero through the dissemination of safety and educational information to their networks

Education

- **Examples:** Maintain a comprehensive website to provide information on the projects, programs, and progress of Vision Zero to include dashboard and annual reports
- Work with media partners to more accurately report traffic crashes to avoid victim-blaming and report crashes in the context of Vision Zero

Planning

- **Example:** Update the Streets and Transit Chapters of the Transportation Master Plan to prioritize the reduction of KSI crashes and elevate crash data as a priority in decision-making

Enforcement

- **Examples:** Encourage all police officers to participate in the NHTSA's pedestrian training for law enforcement
- Focus enforcement on roadways with higher speeds and increase traffic stops in these areas

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Appendix B:

Examples from Funding Sources for Implementation:

- **Examples:** Collaborative funding from all ten Sonoma County jurisdictions for a part-time Vision Zero coordinator.
- Grants resources.
- Many Sonoma County Cities/Towns are developing LRSPs. Develop Capital Improvement Projects which incorporate Vision Zero goals.