Sonoma County

Vision Zero Action Plan

Public Workshop

January 25, 2022

SONOMA COUNTY VISION ZERO
End Traffic Deaths by 2030

CONDADO DE SONOMA VISIÓN CERO
Ponga fin a las muertes por accidentes de tránsito para 2030

scta
SONOMA COUNTY TRANSPORTATION AUTHORITY

sonoma county
DEPARTMENT OF HEALTH SERVICES

1

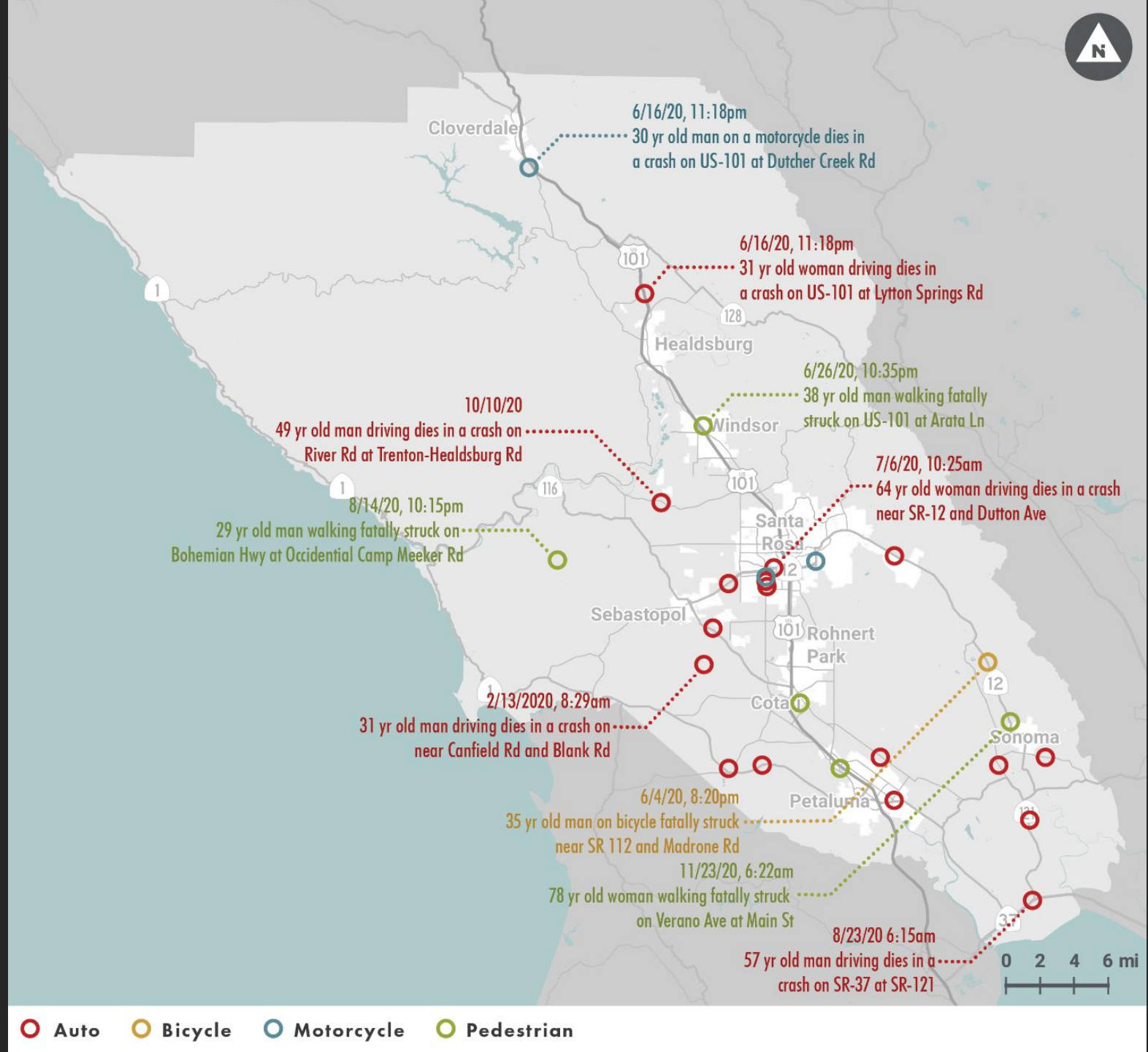
Where are you joining us from?

2

Which means of transportation do you use regularly ?

Why Vision Zero?

- From 2016 to 2020, crashes killed 176 people in Sonoma County and left 924 more with life-changing injuries
- Losses fall hardest on those who have reduced access to transportation, live in places with fewer transportation facilities, or who travel without using private vehicles
- Vision Zero supports sustainability goals by creating safer conditions for people to walk, bike, and use public transportation



TRADITIONAL APPROACH	VISION ZERO
Traffic deaths are INEVITABLE	Traffic deaths are PREVENTABLE
GEOGRAPHIC EQUALITY in resource allocation	EQUITABLE investment to address disparities
PERFECT human behavior	Integrate HUMAN ERROR into approach
Prevent COLLISIONS	Focus on preventing FATAL AND SEVERE INJURY CRASHES
INDIVIDUAL responsibility, enforced through TRAFFIC STOPS	COLLECTIVE RESPONSIBILITY based on SAFE SYSTEMS approach

Crash Trends & Factors

Top Crash Factors for all Crashes (2016-2020)

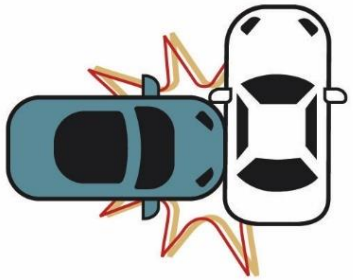
1. Unsafe Speed

31% of Crashes

2. Unsafe Turns

16% of Crashes

3. Right of Way



15% of Crashes

4. Impaired Driving

11% of Crashes

Top Crash Factors Resulting in a Fatality or Severe Injury (2016-2020)

1. Impaired Driving

24% of Crashes

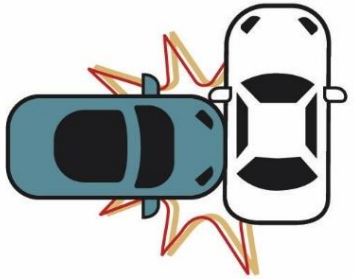
2. Unsafe Turns

20% of Crashes

3. Unsafe Speed

17% of Crashes

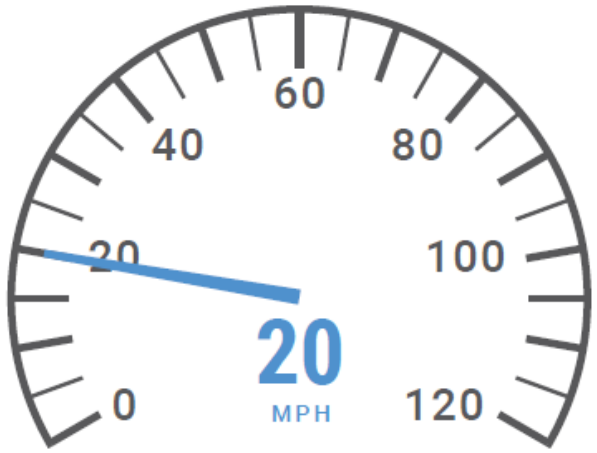
4. Right of Way



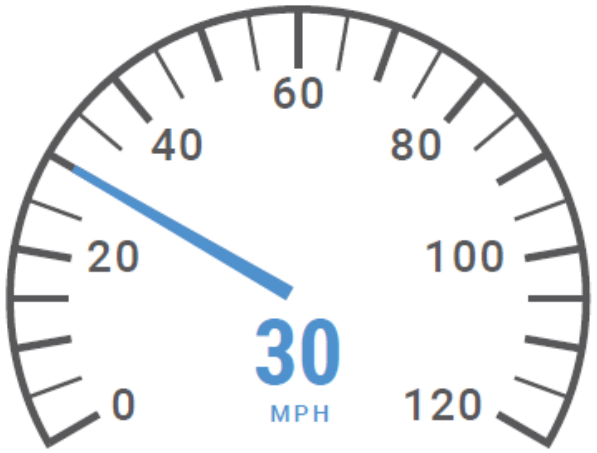
10% of Crashes

Matching crash data to appropriate programs, policies, and infrastructure

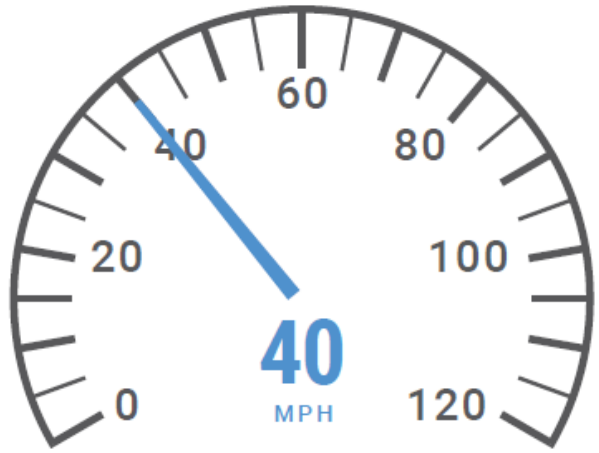
Public health approach – treating the root causes rather than just the symptoms



10% Likelihood of fatality or severe injury



40% Likelihood of fatality or severe injury



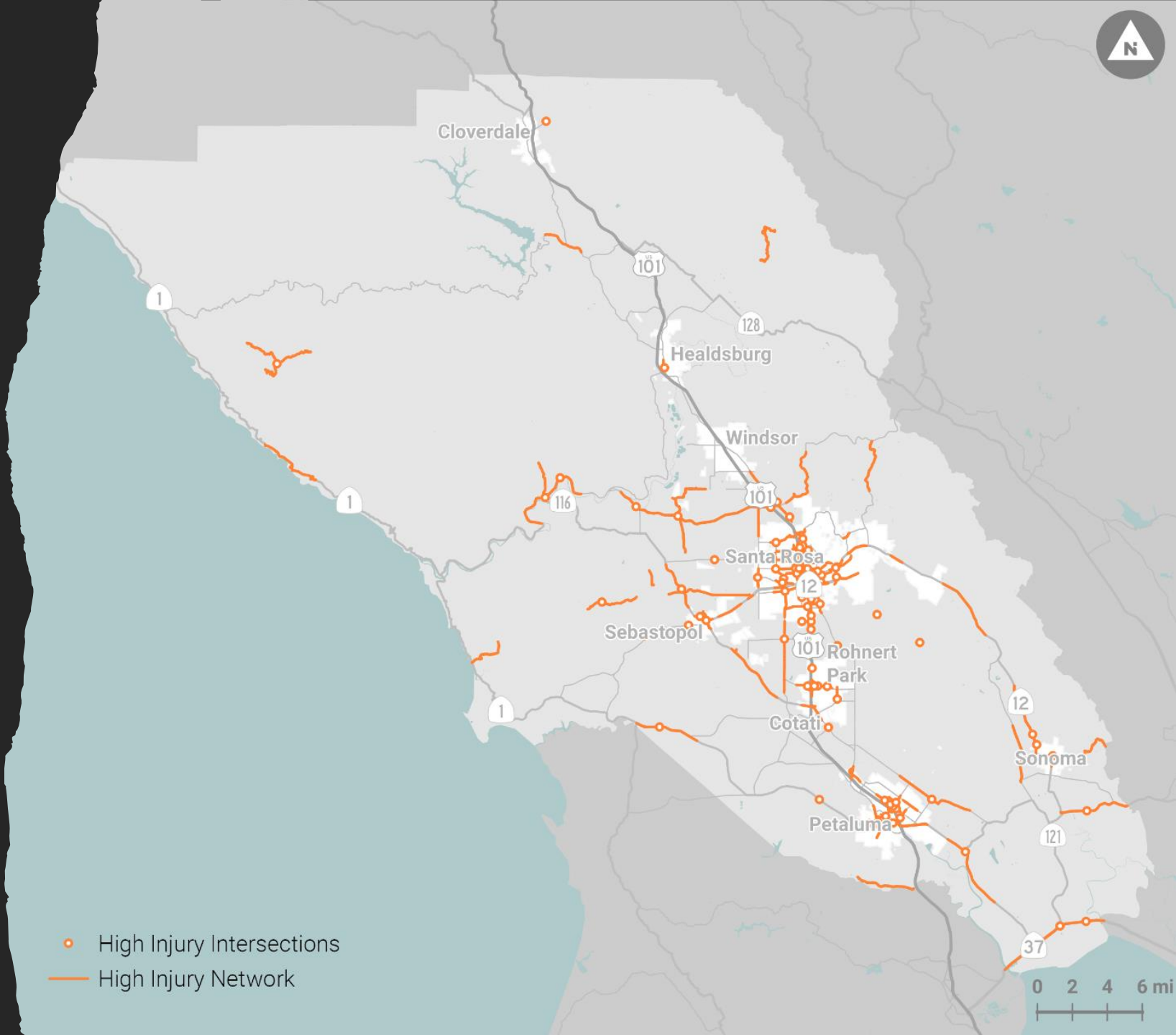
70% Likelihood of fatality or severe injury

3

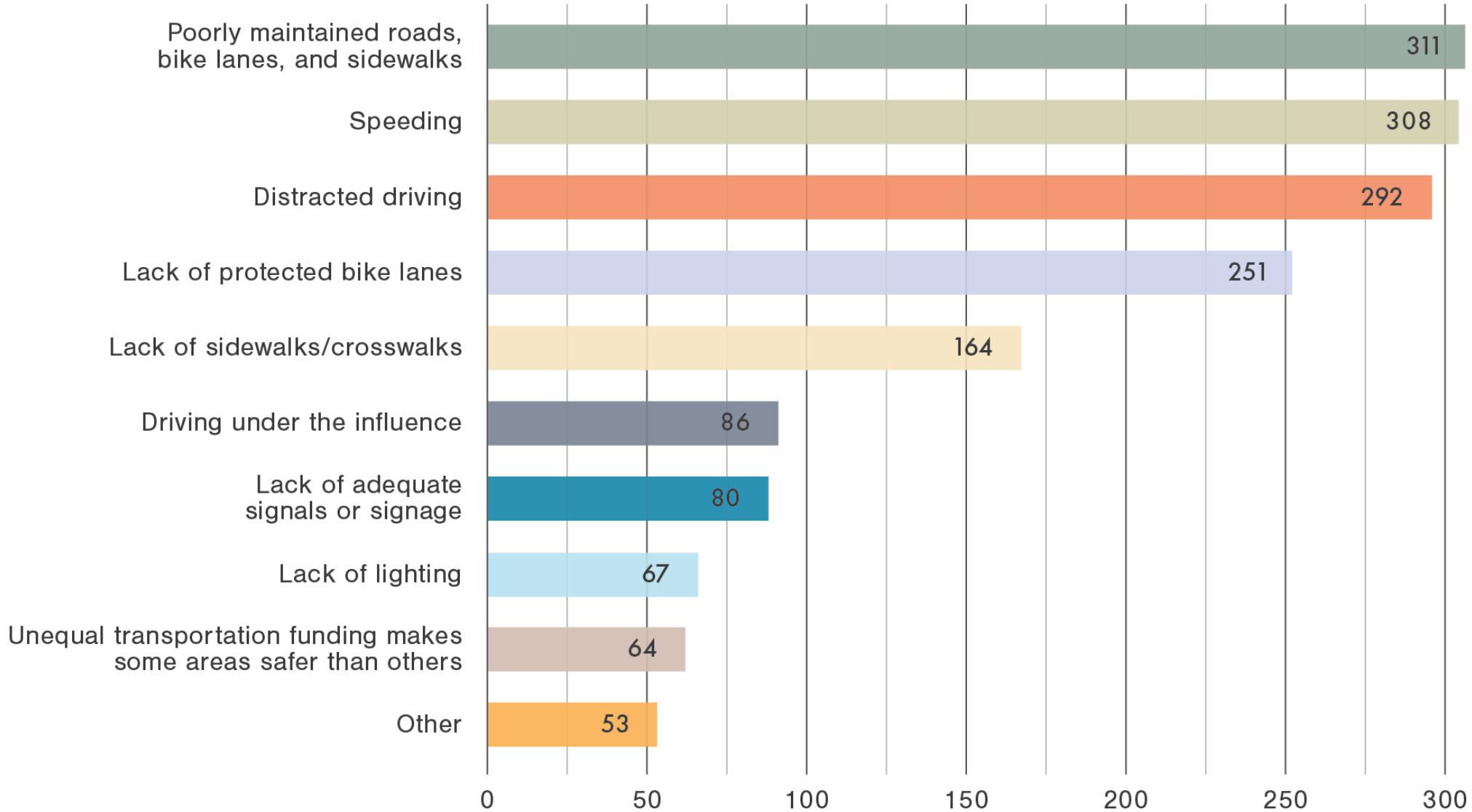
What are the most important traffic safety issues facing Sonoma County today?

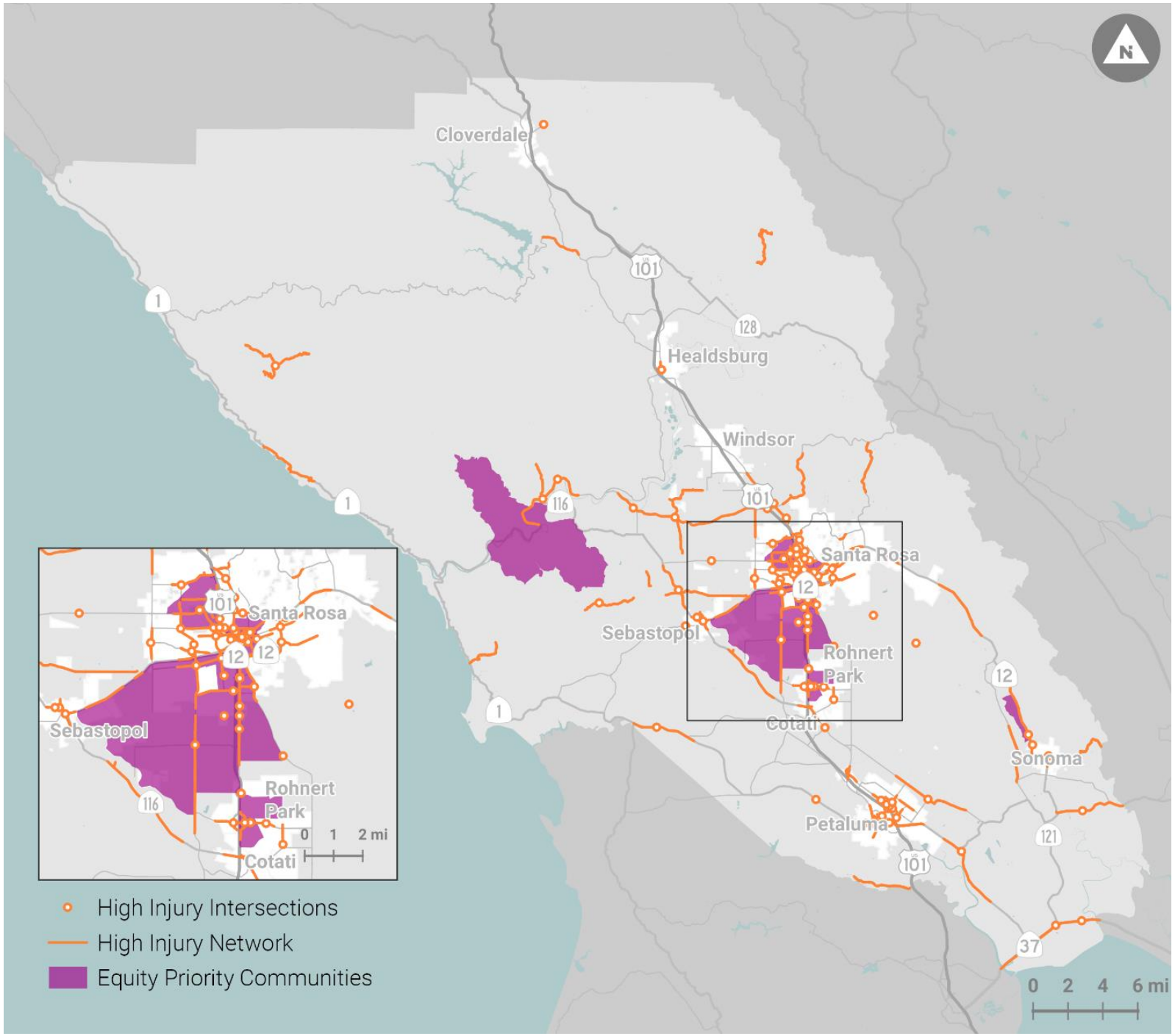
High Injury Network

- Systematic analysis to guide investments in Vision Zero safety improvements
- 209 miles of roadway and 98 intersections spread throughout the county



What are the most important traffic safety issues facing Sonoma County today? Choose your top three.





Centering Equity

- Transportation Costs and Barriers
- Disparities in Crash Victims
- Disparities in Traffic Enforcement
- Disparities Between Rural and Urban Areas
- Measuring and Mapping Disparities
  - Equity Priority Communities
  - CalEnviroScreen

Goals & Actions

1. Create Safer Speeds
2. Eliminate Impaired Driving
3. Create a Culture of Safety
4. Build Safe Streets for All
5. Make Vehicles Safer
6. Improve Data for Effective Decision Making

Create Safer Speeds

The faster someone drives, the longer it takes to avoid hitting someone entering their path of travel and the more severe the impact of a crash will be. Slowing motorists also makes streets more inviting for people walking and biking.

Action 1.1	Review speeds and posted limits on the county's high injury network, set context appropriate speeds, and implement speed mitigation measures based on findings and legislative authority
Action 1.2	Develop and adopt a process to reduce speed limits to 25 mph or below on county and local roads where appropriate, such as areas around schools, parks, senior centers, and transit stations

4

What measures would be most effective to reduce speed related crashes in Sonoma County?

Eliminate Impaired Driving

Crash data shows that impaired driving contributes to a large proportion of traffic fatalities and severe injuries in Sonoma County. Strategies to eliminate impaired driving should provide transportation alternatives for people who are consuming alcohol while also preventing those with a pattern of impaired driving from getting behind the wheel and addressing the root causes of alcohol and drug abuse.

Action 2.1	Continue and expand law enforcement engagement with businesses around responsible beverage service
Action 2.2	Encourage safe wine, beer, and cannabis tourism by promoting ride share services, designated driver services, and walking wine tours
Action 2.3	Support diversion programs like the Driving Under the Influence Program that focus on education over punishment
Action 2.4	Support community-based drug and alcohol problem assessment and treatment programs such as Turning Point
Action 2.5	Expand and promote publicly subsidized transport services to include more night-time hours

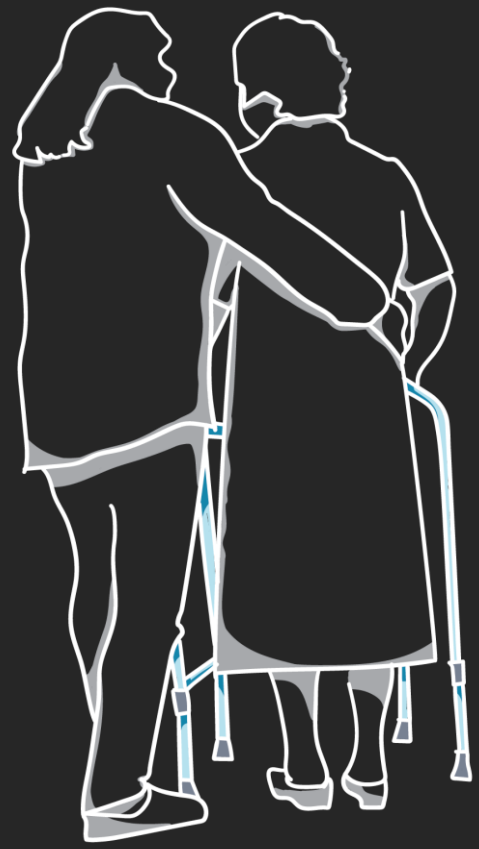
5

What measures would be most effective to eliminate impaired driving in Sonoma County?

Create a Culture of Safety

Creating a culture of safety involves a variety of measures with a common goal of encouraging safe behavior and instilling a sense of shared responsibility for each others safety. It is a community-driven goal that requires buy-in and support from diverse stakeholders, elected officials, agency partners, and the media.

Action 3.1	Develop a network of "civic partners" who pledge to support Vision Zero through the dissemination of safety and educational information to their networks
Action 3.2	Work with media partners to more accurately report traffic crashes to avoid victim-blaming and report crashes in the context of Vision Zero
Action 3.4	Work with Safe Routes to School (SRTS) program, school districts, and parents to promote safe, active transportation through education, school policies, and pick-up/drop-off procedures
Action 3.5	Promote anti-distraction messaging among vehicle fleet operators, including rental car agencies, government agencies, rideshare companies, waste management providers, and shuttle operators
Action 3.6	Partner with youth organizations to create peer-to-peer anti-distraction messaging campaigns



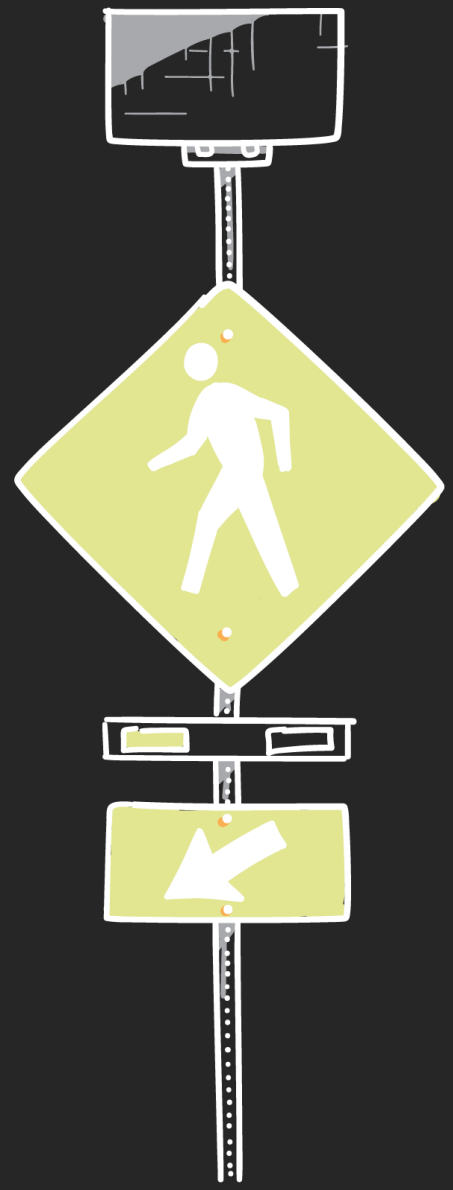
6

What measures would be most effective to create a culture of safety in Sonoma County?

Build and Maintain Safe Streets for All

Building safe streets in Sonoma County means ensuring that streets are designed to encourage safe behavior and reduce conflicts between users. Streets should respond to the surrounding land uses and activities, making it easier and more attractive for people to walk, roll, bike, and take transit.

Action 4.1	Update street design standards to reflect the latest research and best practices around safety and Complete Streets, with an emphasis on serving diverse road users of all ages and abilities
Action 4.5	Establish a multidisciplinary rapid response team to evaluate and address fatal and severe injury crashes and crash sites
Action 4.6	Close gaps in bicycle and pedestrian networks and design facilities for all-ages and all abilities
Action 4.11	Improve routine facility maintenance for all modes, particularly pedestrians and bicycles (e.g., crosswalk and bike lane restriping, brush cutting of vegetation along shoulder areas) along the HIN
Action 4.12	Identify opportunities for low-cost quick-build projects to rapidly implement bicycle and pedestrian safety improvements along the HIN



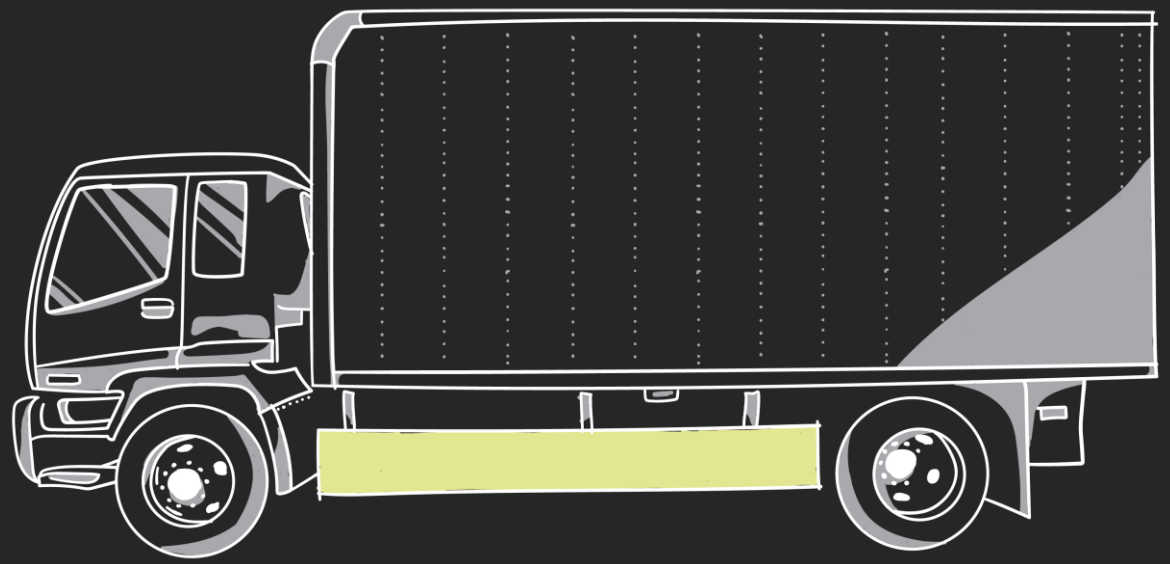
7

What measures would be most effective to build safe streets for all in Sonoma County?

Make Vehicles Safer

Motor vehicles are large, heavy, and fast, making them inherently dangerous to other road users. This goal focuses on making sure that the vehicles on Sonoma County roads are designed to reduce the likelihood of driver error resulting in a fatality or serious injury.

Action 5.1	Install side guards on all large County- and city-owned fleet and require entities contracting with Sonoma County or local jurisdictions to have side guards on a certain proportion of their fleet over 10,000 lbs.
Action 5.2	Adopt guidelines for incorporating safety features in specifications for new fleet vehicles purchases
Action 5.3	Advocate for an automated mobility policy framework that advances Vision Zero safety goals



8

What measures would be most effective to make vehicles safer ?

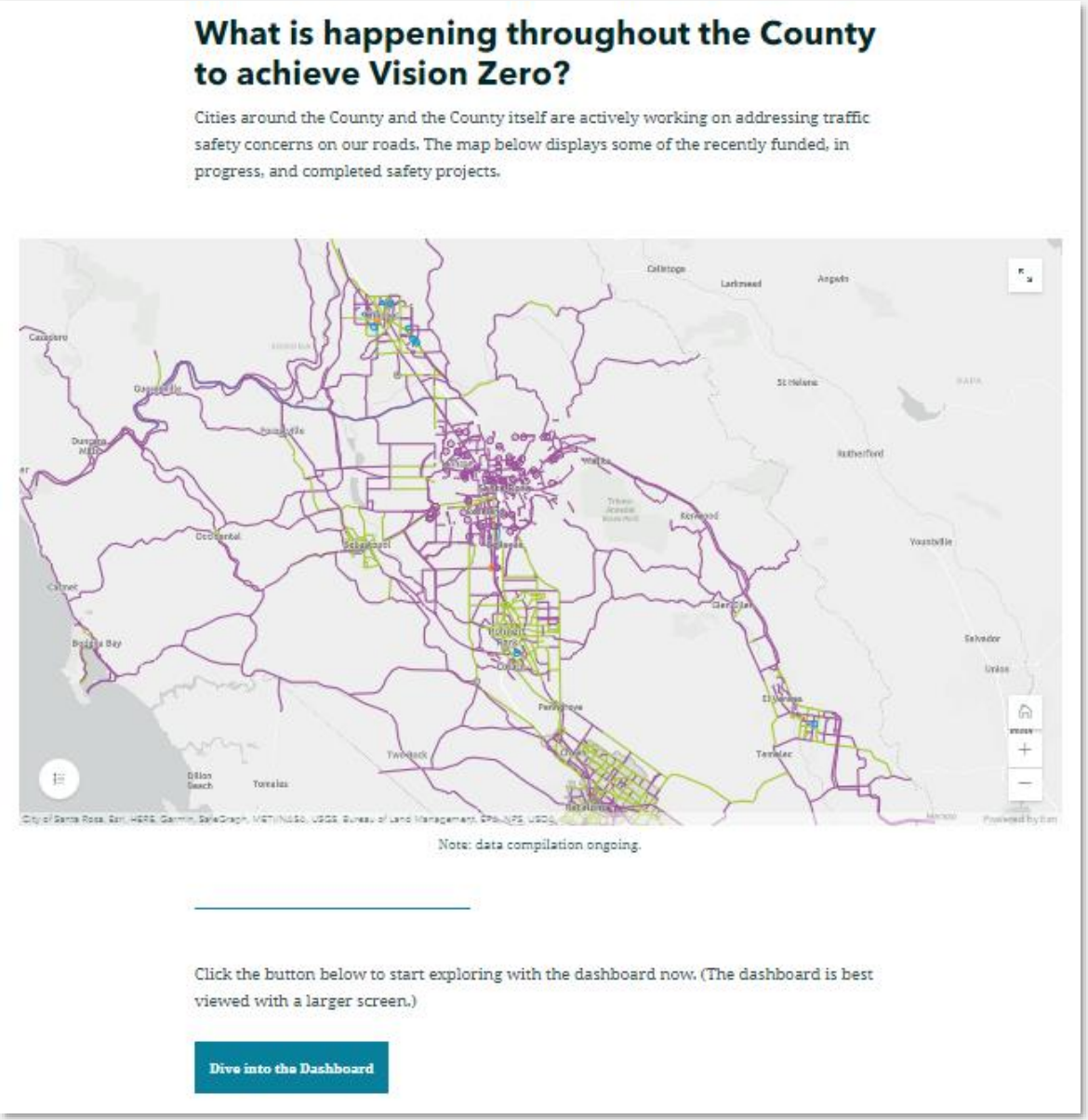
Improve Data for Effective Decision Making

Improving the scope and quality of crash data helps planners, engineers, and policy makers to make better decisions about resource allocation and facility design.

Action 6.1	Maintain and update the Sonoma County Vision Zero Data Dashboard for all crash and safety data on the Vision Zero website
Action 6.2	Provide annual citation data for infractions that potentially lead to severe injuries and deaths, such as impaired driving, speeding, and failure to yield
Action 6.3	Analyze annual citation data to determine if particular groups are being disproportionately targeted
Action 6.4	Use Portrait of Sonoma County, hospital trauma, and health center data in identifying underlying elements related to safety and mobility
Action 6.5	Deliver a training module for Sonoma Sheriff's Office and local Law Enforcement personnel responsible for crash reporting that addresses the unique attributes required to accurately report circumstances of crashes involving bicyclists, pedestrians, and other vulnerable road users

9

What measures would be most effective in improving Vision Zero data ?



What's Next

- Accountability
  - City Council Resolution
  - Vision Zero Pledge
- Evaluation & Tracking
  - Metrics and reporting tools
  - Building on VZ website / Story Map

SONOMA COUNTY
VISION ZERO
End Traffic Deaths by 2030

Take the VISION ZERO Safety Pledge

I Pledge To:

- Only drive while sober, alert, and free of distractions, including my phone and other devices
- Drive at safe speeds and look out for others
- Slow down and give at least three feet of space when passing people on bicycles
- Follow the rules of the road, including yielding to people walking
- Share the Vision Zero pledge with my family and friends