



October 8, 2016

Dear Madam Mayor and Members of the Santa Barbara City Council:

On behalf of the Santa Barbara Vision Zero Committee, I urge you to support the Vision Zero resolution that will come before you on October 18, 2016. This would be followed by a Vision Zero Plan.

Vision Zero is an idea whose time has come. Alarmed by rising traffic fatalities, the federal government just issued its own call to embark on a "Road to Zero." In 2014, Transportation Secretary, Anthony Foxx, challenged the nation's mayors to make their cities' streets safer for all users, particularly the vulnerable ones. Our mayor took the challenge. Now is the time to make good on the promise. Any call from the federal government can only be effective if it is supported by action at the local level. Santa Barbara needs a Vision Zero program.

The larger cities in California, such as Los Angeles, San Diego, San Jose and San Francisco, already have Vision Zero policies and plans. Smaller cities are now following suit. There are plenty of models for us to adapt to our own needs. Vision Zero benefits all modes of transportation. Among cities of comparable size, Santa Barbara ranks high for its number of bicyclist and pedestrian collisions, as well as collisions caused by DUI. 62.5% of traffic fatalities over the last 15 years were pedestrians and bicyclists. These issues and more would be tackled by Vision Zero.

We urge you to support a Vision Zero Resolution followed by a Vision Zero Plan. In keeping with Santa Barbara's strong tradition of citizen involvement, we also urge you to establish a Vision Zero Stakeholders' Committee, modeled on similar stakeholders group in San Francisco. It would include public works and police staff as well as representatives of the organizations that have led the Vision Zero movement in Santa Barbara. This would be a constructive opportunity for the groups to collaborate in their efforts to improve traffic safety.

Please read on for our Vision Zero Platform, a list of our partner organizations and statements from some of our partners. They include Community Environmental Council, City College, the Santa Barbara County Department of Public Health, and the Santa Barbara School District, among others. Also included is a Vision Zero resolution passed by the Santa Barbara School District. Vision Zero has broad public support.

Sincerely,

A handwritten signature in black ink that reads "Eva Inbar".

Eva Inbar
Coalition for Sustainable Transportation

A handwritten signature in black ink that reads "Eve Sanford".

Eve Sanford
Santa Barbara Bicycle Coalition



www.VisionZeroSB.org

VISION ZERO PLATFORM

We, the undersigned organizations and individuals, are calling on the City of Santa Barbara to adopt a Vision Zero policy that will bring our traffic fatality rate to Zero by 2025.

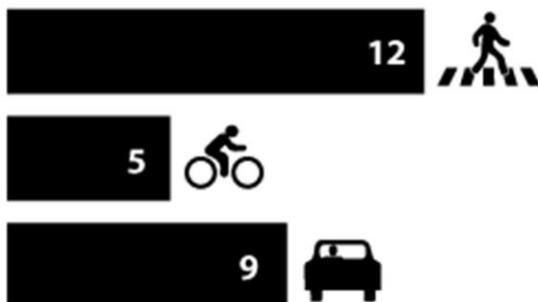
What is Vision Zero?

We don't have to accept deaths and injuries on our roads as the cost of modern life. Most collisions can be prevented through improved infrastructure, education and enforcement. The goal of Vision Zero is just that: ZERO traffic deaths and injuries.

Why Vision Zero?

In 2012, 33,561 Americans died in traffic crashes. Our own city of Santa Barbara has a serious traffic safety problem. Compared to California cities of similar size, we rank third for pedestrian collisions and second for bicyclist collisions. Over the last ten years, 61% of traffic fatalities were pedestrians and bicyclists.

SB deaths in 10 years



SB traffic fatalities 2004 - 2013

SB injuries in 10 years



SB traffic injuries 2004 - 2013

New York and San Francisco have adopted Vision Zero policies. In Santa Barbara, the SB Bicycle Coalition (SBBIKE) and COAST (Coalition for Sustainable Transportation) are leading the effort to bring Vision Zero to our city. We invite other organizations to join the effort by endorsing this platform.

Let's make our streets safer and more comfortable for people of all ages and abilities!



Endorsed by:

Santa Barbara Bicycle Coalition (SBBIKE)

Coalition for Sustainable Transportation (COAST)

Mesa Architects

Santa Barbara County Public Health Department

Santa Barbara Chamber of Commerce

Mission Heritage Trail Association

Milpas Community Association (MCA)

Bill Cirone, Santa Barbara County Superintendent of Schools

Washington Elementary School PTO

SB Unified School District

Citizens Planning Association

Jodi House Santa Barbara

Santa Barbara City College

Community Environmental Council (CEC)

Clergy and Laity United for Economic Justice (CLUE) Santa Barbara

Supporters:

Cottage Health



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Paul Relis - Emeritus
Selma Rubin - In Memoriam

Sigrid Wright
CEO/Executive Director

Partnership Council

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Krista Harris
Bryan Henson
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Perrin Pellegrin
Bret A. Stone
Jacob Tell
Elizabeth Wagner
Randy Weiss
Jules Zimmer

December 9, 2015

Eva Inbar
Coalition for Sustainable Transportation
P.O. Box 2495
Santa Barbara, CA 93120

Subject: Letter of Support for Vision Zero Santa Barbara

Dear Ms. Inbar,

Community Environmental Council supports Vision Zero Santa Barbara and its goal to bring traffic fatality rates to zero by 2025.

As you know, Santa Barbara ranks second highest for pedestrian collisions and fourth highest for bicyclist collisions compared to California cities of a similar size. The pedestrians and cyclists involved in these collisions account for more than 60% of traffic fatalities. Reducing the incidence of collisions involving pedestrians and cyclists will save lives.

The safety of Santa Barbara's streets is also intimately related to the transportation choices that people make. If pedestrians and cyclists are subject to significantly higher rates of injury or death, then we cannot expect more community members to bike or walk in our communities. By improving safety for all road users, Vision Zero Santa Barbara will support the increased use of more sustainable modes of transportation.

Community Environmental Council is committed to working with the Coalition for Sustainable Transportation (COAST), Santa Barbara Bicycle Coalition (SBBIKE), and the numerous local organizations that have signed on as Vision Zero Santa Barbara supporters to achieve the goal of zero traffic injuries and fatalities.

Sincerely,

Sigrid Wright
CEO/Executive Director

CC: Eve Sanford, Santa Barbara Bicycle Coalition



721 Cliff Drive • Santa Barbara, California 93109-2394 • Phone 805-965-0581 x2357 • Fax 805-897-3417

October 21, 2015

Dear Eva Inbar and Eve Sanford,

The College supports the Vision Zero policy in Santa Barbara and its goal for zero traffic deaths and zero injuries. SBCC feels this is a great goal to strive for, as the Project Zero aims to protect commuters and pedestrians, it also helps in fostering the growth of alternative transportation in our community.

Sincerely,

A handwritten signature in blue ink that reads 'Joseph E. Sullivan'.

Joseph E. Sullivan
Vice President, Business Services
Sullivanj@sbcc.edu

Santa Barbara County
PUBLIC Health
DEPARTMENT



Public Health Administration

300 North San Antonio Road • Santa Barbara, CA 93110-1316
805/681-5100 • FAX 805/681-5191

Takashi M. Wada, MD, MPH *Director*
Suzanne Jacobson, CPA *Chief Financial Officer*
Susan Klein-Rothschild, MSW *Deputy Director*
Polly Baldwin, MD, MPH *Medical Director*
Charity Dean, MD, MPH *Health Officer*

February 26, 2016

Eva Inbar
Coalition for Sustainable Transportation
PO Box 2495
Santa Barbara, CA 93120

Subject: Letter of Support for Vision Zero Santa Barbara

Dear Ms. Inbar,

The Santa Barbara County Public Health Department supports Vision Zero Santa Barbara principles and its goal and vision to bring traffic fatalities and injuries to zero.

The mission of Public Health is to improve the health of our communities by preventing disease, promoting wellness, ensuring access to needed healthcare, and maintaining a safe and healthy environment. Vision Zero's mission is directly related to improving health and promoting wellness. As a department, we focus on these issues on a daily basis.

The Santa Barbara County Board of Supervisors passed a Healthy Eating Active Living Resolution on February 2, 2016. Our County is the second in the state to have adopted such a resolution. Our residents will improve their health and wellbeing when they increase their physical activity through biking and walking. It is essential that when biking and walking that they are safe from injuries and accidents.

Reducing traffic collisions will save lives. We all- residents, businesses and visitors- benefit from a safer community. Vision Zero principles go beyond the words to provide practical options and solutions for safer streets.

We urge you to support Vision Zero in Santa Barbara.

Sincerely,

A handwritten signature in black ink, appearing to read "TW", written over a light blue horizontal line.

Takashi Wada, MD, MPH
Director



Santa Barbara Unified
Every child, every chance, every day.

720 Santa Barbara Street
Santa Barbara, CA 93101
Phone: 805.963.4338
Fax: 805.965.9561
TDD: 805.966.7734
SBUnified.org

A Resolution of Santa Barbara Unified School District In Support of Vision Zero

RESOLUTION NO. 2014/15-46

WHEREAS, Santa Barbara County's rising population has led to an increase in vehicle traffic and associated hazards; and

WHEREAS, A total of 4,686 people were injured on Santa Barbara streets over the last 10 years. Of these, 610 pedestrians. There were 12 pedestrians killed.

WHEREAS, Pedestrian and cyclist injuries and deaths are highly concentrated on a subset of city streets, and these streets are disproportionately concentrated in low income, non-English speaking communities, causing inequitable barriers to educational access and health that disproportionately burden a subset of schools; and

WHEREAS, The design of our streets is the single most important factor in determining the perceived and actual safety for pedestrians, people on bikes, and other users; and

WHEREAS, Vehicle speeds are highly predictive of injury severity for all road users, with pedestrians five times more likely to die if hit by a vehicle travelling 40 miles per hour compared to 25 miles per hour; and

WHEREAS, Children are more susceptible and vulnerable to traffic-related injuries as they are still developing cognitively and physically; and

WHEREAS, Transportation barriers including traffic safety have been shown to negatively and inequitable impact student attendance and influence school enrollment patterns; and

WHEREAS, The Santa Barbara Unified School District (SBUSD) supports Vision Zero by being an active member of the Coalition for Sustainable Transportation (COAST), comprised of City agencies and community groups that promote safe and active walking and biking to school, and supports continued expansion of Safe Routes to School programs within the District; and

WHEREAS, SBUSD works to ensure that students and their families may travel safely to and from school, school sponsored field trips, and after-school activities through Coalition for Sustainable Transportation (COAST) programs and other District policy; and

WHEREAS, Lack of perceived safety is a barrier to the District's efforts to reduce vehicle congestion around schools, and increase healthy, active, and sustainable student travel to and from school; and

WHEREAS, Vision Zero provides a framework by which no loss of life is acceptable in our transportation system, which must systemically minimize risk for young people and other vulnerable populations;

THEREFORE BE IT RESOLVED: That the Board of Education of the Santa Barbara Unified School District supports Vision Zero and the goal of zero traffic deaths of Santa Barbara Streets by 2024.

PASSED AND ADOPTED at a regular meeting of the Board of Education of the Santa Barbara Unified School District this 9th day of June 2015, by the following vote:

Ayes: _____

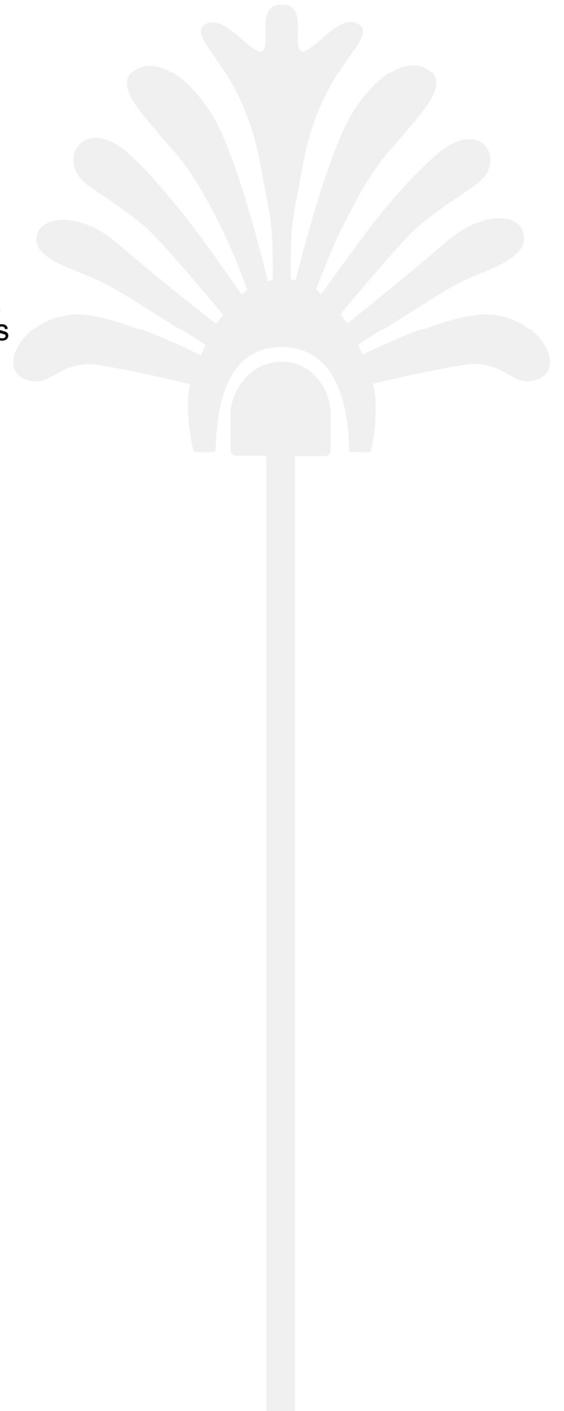
Noes: _____

Absent: _____

Not voting: _____

ATTEST:

David E. Cash, Secretary-Clerk to Board of Trustees
Santa Barbara Unified School District





February 26, 2016

Eva Inbar
Coalition for Sustainable Transportation
PO Box 2495
Santa Barbara, CA 93120

Subject: Letter of Support for Vision Zero Santa Barbara

Dear Ms. Inbar,

On behalf of Cottage Health, we would like to offer our support of Vision Zero Santa Barbara goals and efforts to bring traffic fatalities and injuries to zero in our community. Cottage Health is recognized as a California leader in quality care, safety, patient experience, cost effectiveness, and community health. The mission of Cottage Health involves improving the health of our communities through a commitment to our core values of excellence, integrity, and compassion. Our mission is relevant to Vision Zero's principles because safer streets will lead to a much safer community.

Cottage's injury prevention services focus on identifying the primary causes of injury and minimizing risk. Unfortunately, motor vehicle collisions and bicycle/pedestrian-related injuries are consistently the top reasons for admission to our trauma center. As you know, most of these injuries can be prevented through improved infrastructure, education, and enforcement. Vision Zero principles go beyond these words to provide practical options and solutions for safer streets.

We urge you to support vision Zero in Santa Barbara so we can all benefit from a safer community!

Sincerely,

Gena Topping, RN

Injury Prevention, Outreach, & Education Coordinator
Santa Barbara Cottage Hospital Trauma Services



1500 State Street

Santa Barbara, CA 93101

clue@cluesb.org

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Free Methodist Church, Uffizi Order

March 22, 2016

Eva Inbar
Coalition for Sustainable Transportation
PO Box 2495
Santa Barbara, CA 93120

Subject : Letter of Support for Vision Zero Santa Barbara

Dear Ms. Inbar:

The Santa Barbara Chapter of Clergy and Laity United for Economic Justice supports Vision Zero Santa Barbara principles and its goal to bring traffic fatalities and injuries to zero.

The mission of CLUE-SB is relevant to Vision Zero's mission because we advocate on behalf of those who spend a majority of their time on the streets of Santa Barbara.

Reducing traffic collisions will save lives. We all— residents, businesses and visitors- benefit from a safer community. Vision Zero principles go beyond the words to provide practical options and solutions for safer streets.

We urge you to support Vision Zero in Santa Barbara.

Sincerely,

Rebecca Claassen, CLUE-SB Boardmember