



CITY OF SANTA BARBARA

COUNCIL AGENDA REPORT

AGENDA DATE: December 6, 2016

TO: Mayor and Councilmembers

FROM: Transportation Division, Public Works Department

SUBJECT: Resolution To Adopt A Vision Zero Policy To Reduce Fatal And Severe Transportation-Related Collisions To Zero By 2030

RECOMMENDATION:

That Council adopt, by reading of title only, a Resolution of the Council of the City of Santa Barbara Adopting a Vision Zero Policy to Reduce Fatal and Severe Transportation Related Collisions to Zero by 2030.

DISCUSSION:

On October 18, 2016, Council heard a presentation from staff describing a Vision Zero policy. Staff presented the history of the Vision Zero movement, current progress in American cities, and the City's collision record for the past 15 years. Council directed staff to return with a resolution for the adoption of a City of Santa Barbara Vision Zero policy to eliminate all fatal transportation-related collisions by 2030.

Although the past 15 years of collisions are distributed throughout the City, some trends exist on certain City corridors. Staff described how a Vision Zero plan to eliminate future severe and fatal collisions will include the three-pronged approach of engineering, enforcement, and education.

In support of the City Vision Zero policy, staff will implement the following actions as a starting point to achieve the Vision Zero goal:

1. Pursue a Caltrans Sustainable Communities Transportation Planning Grant in the amount of \$225,000, with in-kind matching dollars only, in order to fund the creation of a Vision Zero Implementation Plan and to conduct the initial community education component of the plan. Staff submitted a Planning Grant to Caltrans on November 3, 2016. Awards will be announced in April of 2017;

2. As a component of public awareness, attempt to bring basic Vision Zero concepts into as many Santa Barbara households as possible. This can be done through public service announcements and creative advertising campaigns;
3. Develop a corridor-level, strategic approach for transportation investments that makes the reduction of severe and fatal collisions a top priority;
4. Develop a stronger corridor-focused safety program to create a heightened motorist awareness of vulnerable road users in areas where severe collisions are the highest;
5. Fully staff the City Police Department's Traffic Enforcement Unit, consider staffing increases, and strengthen the partnership between the Public Works and Police Departments to ensure that education, engineering solutions, and strategic enforcement efforts are well-coordinated (this will include the continued Office of Traffic Safety grant and DUI enforcement efforts); and
6. Maintain the transportation system, with a focus on public safety and vulnerable user groups, while continuing to enhance system efficiency and multimodal transportation options.

Receiving the Caltrans Planning Grant is key to funding the initial steps of the Vision Zero Policy. If the City does not receive the funding grant, staff will not have the resources to create the Vision Zero Implementation Plan or fund the education component. Additionally, staff resources in the Traffic Enforcement Unit and close partnerships with the Police Department, are vital to a successful implementation. Staff will work to highlight the funding priorities of Vision Zero measures with other City work efforts, such as the Capital Improvement Program.

BUDGET/FINANCIAL INFORMATION:

Vision Zero is a long-term strategy to prevent fatal and severe injury collisions. The most effective strategies incorporate engineering, enforcement, and education solutions. The cost of a Vision Zero policy includes staff and resources, plus additional costs for implementation. If awarded, the Caltrans Sustainable Communities Planning Grant is anticipated to provide around \$225,000 (\$180,000 in grants and \$45,000 in staff time) to prepare an implementation plan and conduct initial citywide education efforts.

Public Works funding levels are at critically low levels and a "fix it first" approach is in place. Currently, new capital improvement safety projects are primarily grant funded at locations with a demonstrated collision history. However, grant funding is not available for all safety projects, and the lack of existing Street Funds will delay higher-cost Vision Zero efforts that require significant capital investments.

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Concurrently, the Police Department is challenged with maintaining existing motor officer levels. Filling existing positions would enable more consistent targeted enforcement. The current Police Academy may permit staff to close this gap in existing service.

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APPROVED BY: City Administrator's Office