

RESOLUTION NO. _____

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

WHEREAS, each year more than 30,000 people are killed on streets in the United States in traffic collisions and 40 were killed in Santa Barbara over the last 15 years in almost 500 severe collisions;

WHEREAS, traffic fatalities in America hit a seven-year high in 2015 and are estimated to have exceeded 35,000 people, with pedestrians and cyclists accounting for a disproportionate share;

WHEREAS, the Centers for Disease Control recently indicated that America's traffic death rate per person was about double the average of peer nations;

WHEREAS, Vision Zero is a comprehensive strategy to eliminate all traffic fatalities and severe injuries using a multi-disciplinary approach, including education, enforcement, and engineering measures;

WHEREAS, a core principal of Vision Zero is that traffic deaths are preventable and unacceptable;

WHEREAS, cities across the world have adopted and implemented Vision Zero and successfully reduced traffic fatalities and severe injuries occurring on city streets by significant margins; and

WHEREAS, a safe, reliable, and efficient multi-modal transportation system is essential for a thriving Santa Barbara.

NOW, THEREFORE, be it resolved by the Council of the City of Santa Barbara to establish a Vision Zero policy to eliminate all severe and fatal transportation-related collisions by 2030; commit to supporting Vision Zero and other programs, policies, or initiatives that prioritize transportation safety; and pursue the elimination of death and severe injury crashes on its roadways.