



Santa Barbara, March 30th 2015

Dear Mayor Schneider,

Our city has a serious traffic safety problem. Compared to similar sized cities, we rank 2<sup>nd</sup> (#1 being worst) for pedestrian collisions and 4<sup>th</sup> for bicyclist collisions. Between 2004 and 2013, 43% of traffic fatalities on city streets were pedestrians and 18% were bicyclists. This excludes any collisions on Highway 101. In other words, a total of 61% of fatalities were vulnerable road users. We, the undersigned organizations, feel that all road users should be able to move around our city safely, whether we drive, ride a bus or a bike or walk.

In order to address our traffic safety issues, a coalition of organizations led by COAST and SBBIKE is calling on the City of Santa Barbara to adopt a Vision Zero policy. The goal of Vision Zero is to reduce traffic deaths and injuries to ZERO by 2025.

The cities of New York and San Francisco have adopted Vision Zero policies, achieving impressive results, and many more cities are following suit. We request that the Santa Barbara City Council adopt a Vision Zero policy by Resolution. The Resolution should direct City departments to work together to produce an action plan implementing the policy and working towards the goal of ZERO traffic deaths and injuries. The plan would set measurable goals and time lines.

A Vision Zero program usually includes a holistic approach to improving safety through:

- Engineering – street designs that put safety first
- Enforcement - consistent enforcement of traffic laws by dedicated officers
- Education – of all street users
- Evaluation – of progress made towards our goal.

We hope the City of Santa Barbara will adopt a Vision Zero policy as a way of improving our traffic safety. Naturally we are looking forward to working with the City to provide assistance and advice in order to make our streets safer for all its users.

Sincerely,

Eva Inbar (COAST)

Sam Franklin (SBBIKE)

A handwritten signature in black ink, appearing to read "Eva Inbar".

A handwritten signature in black ink, appearing to read "Sam Franklin".



[www.VisionZeroSB.org](http://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.

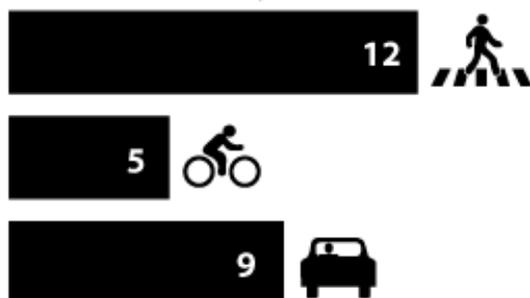
### What is Vision Zero?

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 2nd for pedestrian collisions and 4th 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

County of Santa Barbara Public Health Department

Mission Heritage Trail Association

Citizens Planning Association

Santa Barbara Chamber of Commerce