

Guided by **7** Core Principles



Seven core principles will guide transportation-related decision-making, planning, designing, and enforcement in Santa Barbara.



Every Person Matters
Everyone has the right to be safe on our streets.



Life is Most Important
The protection of human life and health is the overriding priority of traffic planning and engineering.



People Make Mistakes
Traffic systems can and should be designed to account for the inevitability of human error.



Drivers Have a Critical Responsibility
As drivers, we control a machine that can inflict a great deal of physical harm, therefore, we have a critical responsibility for the safety of others.



Pedestrians and Cyclists are the Most Vulnerable Roadway Users
Pedestrians and cyclists must abide by the laws in place to keep them safe.



Focus on Dangerous Locations and Behaviors
City engineering and enforcement efforts will be informed by accurate and timely collision data, and focus on the most problematic locations, collision types, and behaviors.



The Government Shares Responsibility for Safe Streets
All elected officials and appropriate government staff will need to collaborate and act to achieve Vision Zero.