



CHAPTER 7

Policy and Process Changes

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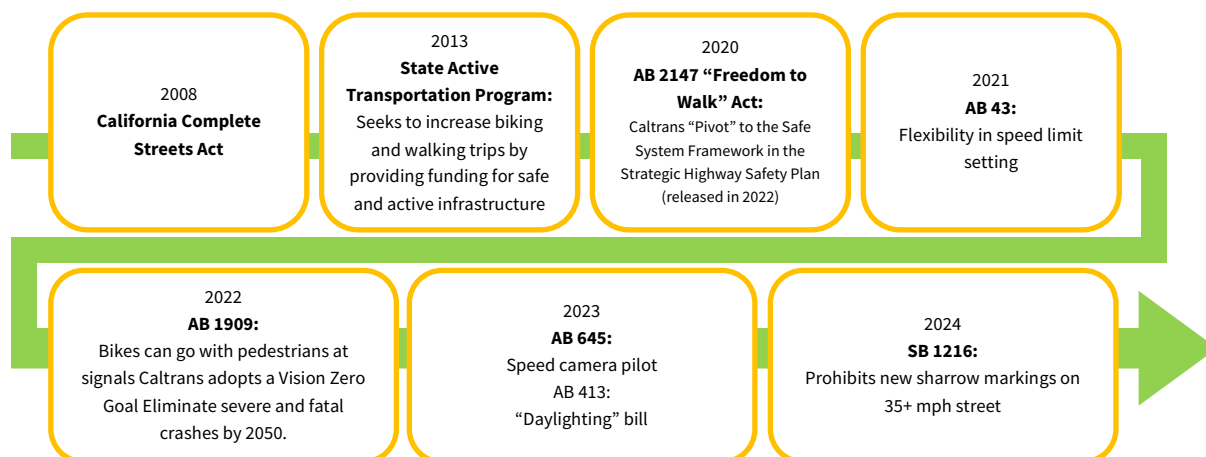
Policy and Process Changes

The City of Santa Barbara's approach to traffic safety is grounded in well-established federal, state, and local policies and practices.

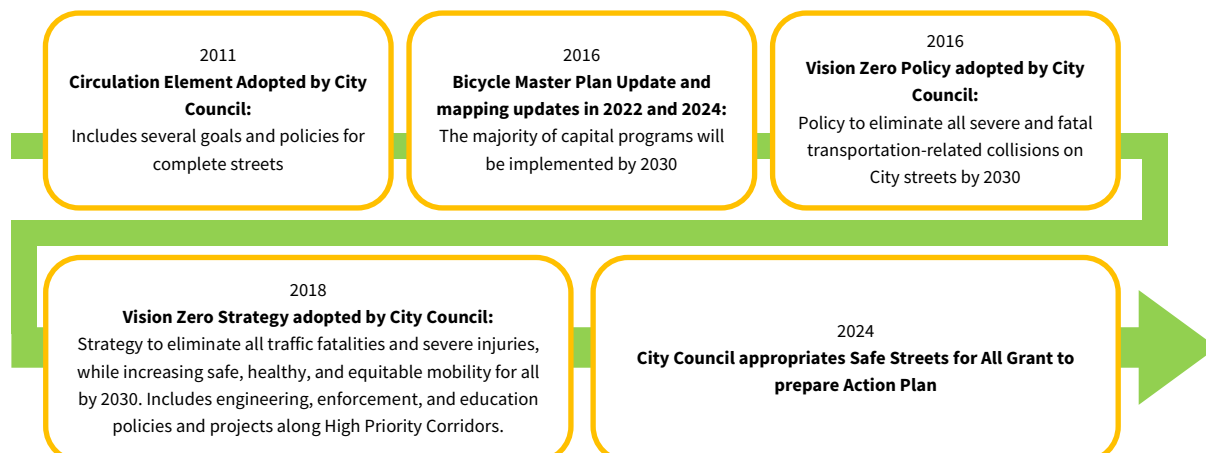
Federal Policies



State Policies



Local Policies



Existing Goals and Policies

The City's traffic safety goals and policies are documented in the Council-approved Bicycle and Pedestrian Master Plans and Santa Barbara Vision Zero Strategy (Appendix D).

SS4A Action Plan Primary Goal

Eliminate traffic-related deaths and severe injuries on City streets by 2030.

Action Plan Guiding Principles

1. Implement the Education, Engineering, Enforcement, and Post-Crash Care Policy recommendations identified in the Action Plan as quickly as resources and funding allows.
2. Prioritize actions on the City's High Injury Network (HIN) where most severe and fatal collisions are likely to occur with a particular focus on the top four known primary collision factors and increasing protection for people walking and bicycling.
3. Monitor progress towards the City's Action Plan Goal by maintaining a detailed SS4A Action Plan, providing annual updates on safety statistics and progress on priority projects and programs, and providing transparent information on collision trends in a format readily available to City leaders, elected officials, and community members.
4. Leverage existing funding sources and apply for new funding/grants to implement safety projects and programs.

Education Policies

- Culture of Safety
 - Formalize and adopt a Complete Streets Policy via a City Council Resolution to reinforce and formalize the City's commitment to design, retrofit, and construction of streets to accommodate safe travel by all users. Policy to be adopted with the Action Plan.
 - Conduct public education campaign to change norms about traffic safety.
 - Launch high-visibility public safety campaign on streets in HIN.
- Engagement and Accountability Actions
 - Create a public facing data dashboard tracking severe and fatal collisions.
 - Conduct monthly multi-component education campaigns to build public awareness and leverage Vision Zero actions.
 - Regularly cross-check trauma data from health authority against State Department of Transportation crash data to identify demographic patterns and misreporting.

- Include review of traffic collision data, equity data, traffic safety performance at quarterly meetings with Traffic Engineering and Santa Barbara Police Department (SBPD).
- Prepare an annual report and present to the Transportation Circulation Committee and the Police and Fire Commission, and submit a written report to City Council:
 - Summarizing one year and five year injury collision trends, including collisions specific to pedestrians, cyclists, motorcyclists, and drivers.
 - Departmental summaries of safety activities including:
 - Public Works Department: street safety features implemented, safety related street maintenance activities, traffic safety education activities.
 - Police Department: Number of traffic stops conducted (including traffic and safety related parking citations, including citation types, trends), special enforcement activities, traffic safety education activities.
 - Planned or upcoming traffic safety work.
- Update Vision Zero website and public messaging monthly. Public messages to cover topics such as:
 - DUI prevention
 - No vehicle parking in red zones, crosswalks, bike lanes, and sidewalks
 - What is a legal crossing and safety crossing tips
 - How to avoid dooring a cyclist by using the Dutch reach technique, and how a cyclist can avoid getting doored
 - Speed Kills
 - Intersection safety tips for all road users
 - How to safely pass a cyclist for drivers and other cyclists
 - Where drivers of vehicles or bicycles should stop at intersections
 - Vehicle and cyclist turning
 - Be present while driving, biking, and walking
 - Time of day collisions
 - E-Bike etiquette with links to E-bike safety training
 - Road etiquette for all users
- **Planning and Leveraging Data**
 - Work with partners (e.g., UCSB, School Districts, Cottage Hospital) to identify problem areas for cyclists and pedestrians through reporting mechanisms and mapping.

- Update collision mapping and engineering safety infrastructure yearly in GIS.

Engineering Policies

- Implement priority projects identified in the Action Plan.
- Implement strategies from the countermeasure toolbox on City streets during routine repaving, maintenance, land development, and capital projects.
 - Develop a roadway project checklist that incorporates mandatory checks for safety opportunities to be considered when repaving, maintenance, land development, and capital projects are implemented.
 - Update countermeasures every five years to reflect Federal and State best practices.

Enforcement Policies

- If the pilot program per Assembly Bill AB 645 proves successful and expands statewide through future legislation, the City will investigate adding it to the City's legislative platform as an option for speed enforcement. If adopted by the City, school zones and qualifying high collision corridors will have priority for placement.
- Use data to identify pilot corridors for speed-reducing countermeasures to be considered.
- Implement a targeted enforcement initiative addressing the top four known behaviors that contribute to fatal and severe injury collisions. Track and evaluate the citations related to these identified behaviors, both Citywide and across the HIN:
 - Unsafe Speeding
 - Driving Under Influence
 - Improper Turning
 - Auto R/W Violation
- Track and evaluate parking citations for safety related parking violations including red zone violations, blocking curb ramps and crosswalks, parking in bike lanes, and parking on sidewalks. Expand resources for parking enforcement as necessary.
- Report annually on HIN traffic citation trends on the Vision Zero (or SS4A) webpage and at the City's Transportation Circulation Committee and Police and Fire Commission.
- Actions to address impairment
 - Work with drive-for-hire services, transit providers, and bar owners to develop a targeted DUI program in hotspots linked to DUI citations.
 - Allow prepayment for morning parking in public parking lots to encourage impaired drivers to leave cars overnight without concern of getting ticketed.

- Interdepartmental Coordination
- City Traffic Engineering & Planning and SBPD will hold quarterly coordination meetings to review collision data, evaluate current enforcement strategies on the HIN, and set enforcement priorities for the next quarter. Each meeting will produce a brief action summary outlining agreed upon enforcement targets and responsibilities.
- City Traffic Engineering & Planning and SBPD will maintain a standing joint enforcement program that includes:
 - Monthly data sharing on collision trends and community complaints.
 - Identification of priority locations based on HIN data and observed unsafe travel behaviors.
 - Deployment of public safety enforcement operations at identified locations, with SBPD responsible for field enforcement and City Traffic Engineering & Planning responsible for providing supporting analysis and any necessary temporary traffic control.
 - Quarterly performance reviews to assess public safety strategies.

Post-Crash Care Recommendations

- Emergency Vehicle Preemption (EVP)
 - Install EVP equipment at all City-owned traffic signals located on collector/arterial streets, prioritizing streets designated as primary emergency response routes by the City Fire Department. Test EVP functionality biennially as part of routing traffic signal preventative maintenance inspections.
 - Evaluate providing the same equipment for the SBPD vehicles.
 - Coordinate with Caltrans to expand the use of EVP equipment on Caltrans-owned traffic signals within the City limits.
 - Explore opportunities to implement innovations in EVP/Traffic Signal technology such as:
 - GPS-based emergency vehicle location
 - Adaptive EVP/Integrated Corridor Management Systems
- Reduce Friction on Emergency Response Routes
 - Analyze recent EMS response routing and travel time data to identify the destination and emergency response routes in the City with the slower response times, with specific consideration for locations with frequent EMS calls. Traffic Engineering and Fire Dept/Police Dept staff should coordinate to consider street design modifications, where feasible, to improve access for EMS services.

- Traffic Engineering and Fire Department shall coordinate on traffic safety countermeasures and project-specific design to appropriately balance the safety priorities of encouraging safe speeds and protecting vulnerable road users with the need for efficient EMS response.
- Emergency Evacuation Study
 - Revisit and modify existing evacuations plans through additional City-wide evacuation studies.

Equity Policies

Refer to Chapter 6, Equity Conditions, for equity related policies.

Safe Routes to School Policies

Refer to Chapter 9, Safe Routes to School Chapter for updated education and engineering policies.