



# CITY OF SANTA BARBARA

## COUNCIL AGENDA REPORT

**AGENDA DATE:** September 11, 2018

**TO:** Mayor and Councilmembers

**FROM:** Transportation Division, Public Works Department  
Traffic Division, Police Department

**SUBJECT:** Adoption Of Santa Barbara Vision Zero Strategy 2030

### **RECOMMENDATION:**

That Council adopt the Santa Barbara Vision Zero Strategy 2030 to implement the City's Vision Zero Policy.

### **DISCUSSION:**

On December 6, 2016, Council adopted a Vision Zero Policy to reduce fatal and severe transportation-related collisions by 2030 and to prioritize transportation safety. The fundamental philosophy of Vision Zero is that transportation-related deaths are unacceptable and preventable.

The Santa Barbara Vision Zero Strategy 2030 (Vision Zero Strategy) is proposed to implement the City's Vision Zero Policy. Adoption of the proposed Vision Zero Strategy will help protect the public, assign shared responsibility, and reimagine a safer future for all street users.

The Vision Zero Strategy (Attached) includes seven Core Principles, a "Safety First" mentality, and targeted efforts for Priority Corridors to eliminate traffic-related deaths or serious injuries. The Vision Zero Strategy's seven Core Principles encourage shared responsibility and change the fundamental approach to traffic safety in Santa Barbara.

The Vision Zero Strategy Core Principles are:

1. **Life is Most Important.** The protection of human life and health must be the overriding goal of traffic planning and engineering, taking priority over vehicle speeds and other objectives.
2. **Every Person Matters.** Everyone has the right to be safe on our streets, regardless of the way they choose to travel.
3. **People Make Mistakes.** In order to prevent and reduce death and serious injury, traffic systems can and should be designed to account for the inevitability of human error.

4. **Focus on Dangerous Locations and Behaviors.** City engineering and enforcement efforts will be informed by accurate and timely collision data and focus first on the most problematic locations, crash types, and behaviors.
5. **Drivers Have a Critical Responsibility.** When we drive, we control a machine that can inflict a great deal of physical harm. As drivers, we have a critical responsibility for the safety of others. We can be acting criminally when we drive and park in ways that put others at risk.
6. **Pedestrians and Cyclists are the Most Vulnerable Road Users.** Because they have the most to lose, pedestrians and cyclists must abide by laws, which are in place to keep them safe.
7. **The Government Shares Responsibility for Safe Streets.** All elected officials and appropriate government staff will need to collaborate and act to achieve Vision Zero.

The Vision Zero Strategy adopts a “Safety First” mentality that shifts transportation-related practices toward assigning maximum importance to preserving human life.

Transportation safety is addressed comprehensively in the Vision Zero Strategy through Evaluation, Engineering, Enforcement, and Education, referred to as the Four E’s. The Four E’s are described as follows:

1. **Evaluation: a data-driven review of collision statistics involving both the Police Department and Public Works transportation professionals.** Safety-first in this area means that we target our limited Public Works and Police Department resources at locations where data analyses indicate collisions are most likely to reoccur.
2. **Engineering: anticipating and reducing the effects of human error.** This work is done primarily by transportation professionals within the Public Works Department. Safety first thinking means resources will be focused on locations with recurring collisions and designs and plans will be created that are aimed at eliminating collision recurrence.
3. **Enforcement: ensuring safety laws are known and followed.** This is entirely implemented by the Police Department and other enforcement bodies. The City Police Department will report traffic statistics alongside crime statistics as part of its community policing and Vision Zero approach. This means that Police Department resources can also be discussed and allocated more closely based on safety statistics.
4. **Education: a public promotion of the “safety first” mentality.** This effort is organized by Public Works, and includes marketing strategies and the use of effective media tools to communicate a message to change the current thinking about collisions and dangerous driving behaviors.

The Vision Zero Strategy identifies Priority Corridors. These are areas with the highest concentrations of recent fatal and severe traffic collisions, and where initial transportation investments and efforts can be concentrated to effect the greatest change. The Four E’s

will inform data-driven Vision Zero priorities through time, and adapt to changing behaviors, technologies, and risk factors.

The Transportation and Circulation Committee reviewed a Vision Zero implementation outline on September 21, 2017, a Draft Vision Zero Plan on February 22, 2018, and the Vision Zero Strategy on August 23, 2018. The Committee and the public suggested several improvements to the document that were incorporated into the attached document. On August 23, 2018, the Transportation and Circulation Committee recommended that City Council enthusiastically adopt the Santa Barbara Vision Zero Strategy 2030.

**BUDGET/FINANCIAL INFORMATION:**

The Vision Zero Strategy is a long-term policy implementation. The Strategy will be implemented by the City's Public Works and Police Departments. \$50,000 is allocated for Fiscal Year 2019 Vision Zero Education efforts in the Transportation Planning Division. Transportation Engineering currently integrates Vision Zero into re-pave and re-stripe projects through the City's Road Rehabilitation Program. Implementation of the Vision Zero Strategy may necessitate additional funding for Capital Improvement Program projects from Measures A and C, or grants. Office of Traffic Safety grants currently assist Police Department Vision Zero enforcement efforts.

**ATTACHMENTS:** 1. City Council Resolution 16-170, Adopted December 7, 2016  
2. Draft Santa Barbara Vision Zero Strategy 2030

**PREPARED BY:** Rob Dayton, Transportation Planning and Parking  
Manager/SLF/mj

**SUBMITTED BY:** Rebecca J. Bjork, Public Works Director  
Lori Luhnnow, Chief of Police

**APPROVED BY:** City Administrator's Office

RESOLUTION NO. 16-170

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.

**RESOLUTION NO. 16-170**

STATE OF CALIFORNIA            )  
  )  
COUNTY OF SANTA BARBARA    ) ss.  
  )  
CITY OF SANTA BARBARA        )

I HEREBY CERTIFY that the foregoing resolution was adopted by the Council of the City of Santa Barbara at a meeting held on December 6, 2016, by the following roll call vote:

AYES:                    Councilmembers Jason Dominguez, Gregg Hart, Frank Hotchkiss, Cathy Murillo, Randy Rowse, Bendy White, Mayor Helene Schneider

NOES:                   None

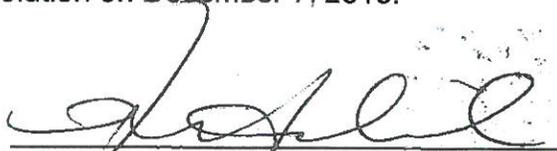
ABSENT:                 None

IN WITNESS WHEREOF, I have hereto set my hand and affixed the official seal of the City of Santa Barbara on December 7, 2016.



\_\_\_\_\_  
Sarah P. Gorman, CMC  
City Clerk Services Manager

I HEREBY APPROVE the foregoing resolution on December 7, 2016.



\_\_\_\_\_  
Helene Schneider  
Mayor

# SANTA BARBARA VISION ZERO STRATEGY 2030



## INTRODUCTION

Vision Zero is a strategy to eliminate all traffic fatalities and severe injuries, while increasing safe, healthy, and equitable mobility for all. First implemented in Sweden in the 1990s, Vision Zero has proved successful across Europe and is now gaining momentum in major American cities.

Vision Zero is based on an underlying ethical principle that it can never be acceptable that people are killed or seriously injured when moving on public roadways. As an ethics-based approach, Vision Zero functions to guide priorities and strategic use of limited city resources. It is a new lens through which public officials and professionals make decisions based, above all, on safety outcomes. Historically, road users have held most of the responsibility for safety. Vision Zero changes this relationship by emphasizing that the responsibility is shared by roadway policy makers, designers, and enforcement, as well as road users. With this understanding in mind, Vision Zero is not a slogan, not a tagline, not even a program. Rather, Vision Zero is a fundamentally different way to approach traffic safety.

A primary mission of government is to protect the public. No silver bullet exists to eliminate traffic fatalities. Yet previous successes that have combined the efforts of people, governments, and private industries to save lives are not difficult to find. In 1985, the national rate of seatbelt use hovered at 20%. Thirty-three years later, a combination of stronger laws, enforcement, public education, and automobile design changes have driven seatbelt use up to 88%. This intentional strategy to ensure the use of seatbelts has saved countless lives. Much more intentionality is needed to save the over 30,000 Americans that are killed each year in traffic-related collisions. Santa Barbarans share in a disproportionately higher amount of traffic-related deaths and injuries, ranking second of the 105 California cities with populations between 50,001 and 100,000.

The commonly held but mistaken view is that traffic fatalities and severe injuries are “accidents.” In fact, each traffic-related collision has a cause and can be prevented. Vision Zero regards traffic collisions as a policy problem that can be addressed through enforcement, design, and education.

In 2016, City Council established a Vision Zero Policy to eliminate all severe and fatal transportation-related collisions on City streets by 2030. The Council’s commitment to Vision Zero has already had a transformative effect on how the Public Works and Police Departments address street design and traffic enforcement. This strategy document provides a framework to institutionalize the Vision Zero mentality into the City government culture, as well as set the initial prioritization of travel corridors with the highest recurrence of death and severe injury. This strategy document includes a statement of core principles, adoption of a Safety First mentality, and the identification of a comprehensive, multidisciplinary approach to eliminating roadway deaths and serious injuries.

## OUR CHALLENGE

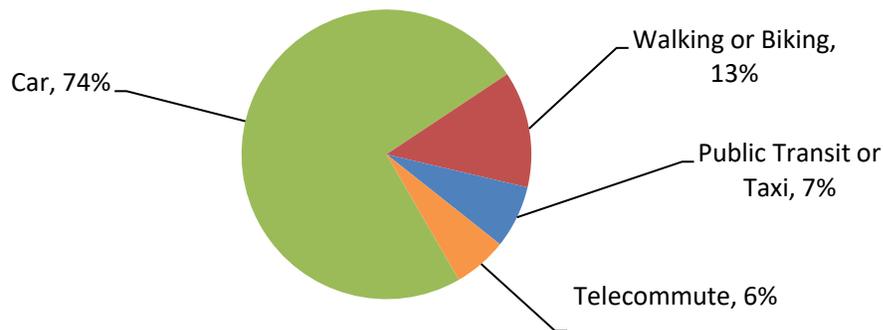
City Council has set a target to eliminate all severe and fatal transportation-related collisions by 2030. That may sound aggressive, or even impossible, but other cities have proved significant reductions are possible. The City of New York has reduced pedestrian deaths by 44% and overall traffic-related deaths by 27% in the first 4 years of its Vision Zero Strategy since 2014. It is our collective responsibility to save every life we can, be it a life taken in a violent crime or in a collision with a motor vehicle.

To this end, City staff is continuously collecting collision data and evaluating it to determine contributing factors and trends in serious injuries and fatalities. Appropriate actions are identified through these evaluations to

improve safety based on factors and trends identified in the collision data. Locations where collisions repeat can be patterns indicating opportunities for roadway design adjustments and/or targeted enforcement. The information below represents the 10-year data set from 2008 to 2017, and the data from which future reductions will determine the degree of our success.

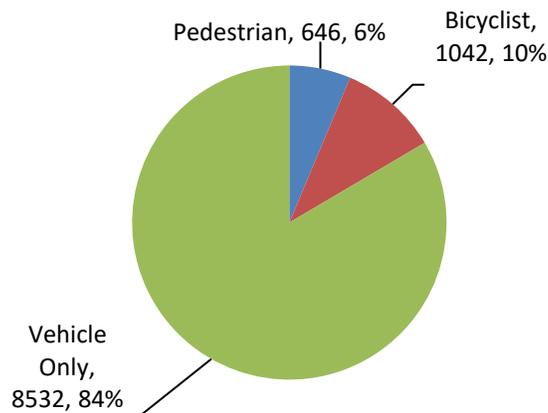
According to the 2010-14 American Community Survey, Santa Barbarans use cars the most to get to work each day, comprising 74% of commuting trips (see Santa Barbara Commuting By Mode, below). About 13% of trips to work are made by bicycling or walking and 7% of commuting trips are made by other means such as by public transit or taxi. Around 6% of respondents in Santa Barbara telecommute (work from home).

## Santa Barbara Commuting By Mode



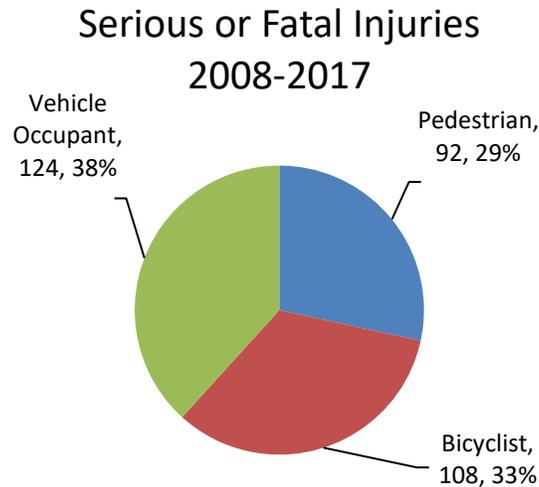
The number of total number of collisions involving vehicles, pedestrians and cyclists demonstrate a similar proportionality. The figure below (Total Collisions 2008-2017) illustrates the breakdown of 10,220 total transportation-related collisions on public streets in the City by mode between 2008 and 2017.

## Total Collisions 2008-2017



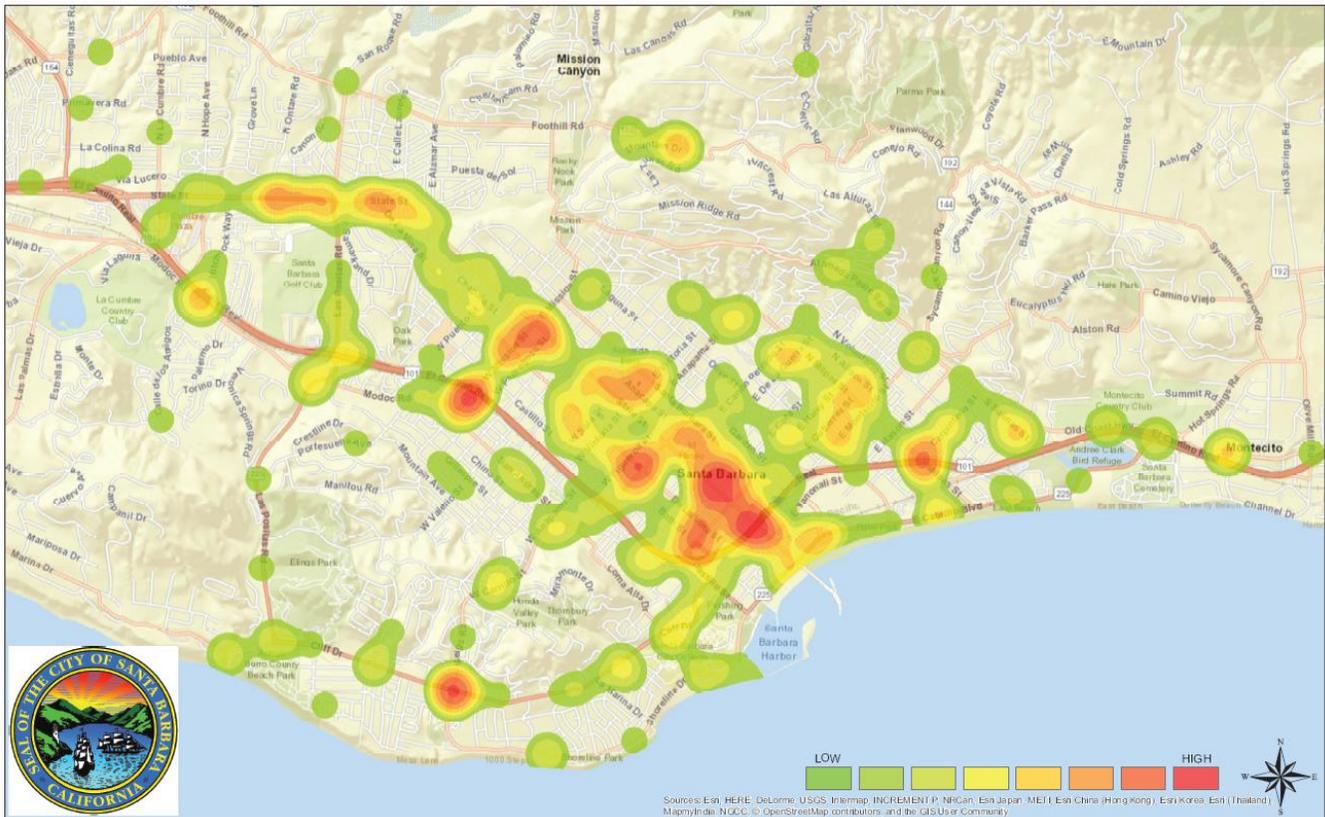
However, when focusing on only those collisions that resulted in serious or fatal injuries, we discover that pedestrians and bicyclists comprise a disproportionate number, as illustrated in the figure below (Serious or Fatal Injuries 2008-2017). During this 10-year period, 324 people died or experienced serious injuries from traffic

collisions while walking, bicycling, motorcycling or driving in the City of Santa Barbara. Pedestrians and bicyclists were the most vulnerable to collisions resulting in serious injury or death. A serious injury is defined as an injury that results in hospitalization as a result of a collision. This information is important to understand when developing a strategy to reduce collision related deaths and serious injuries.



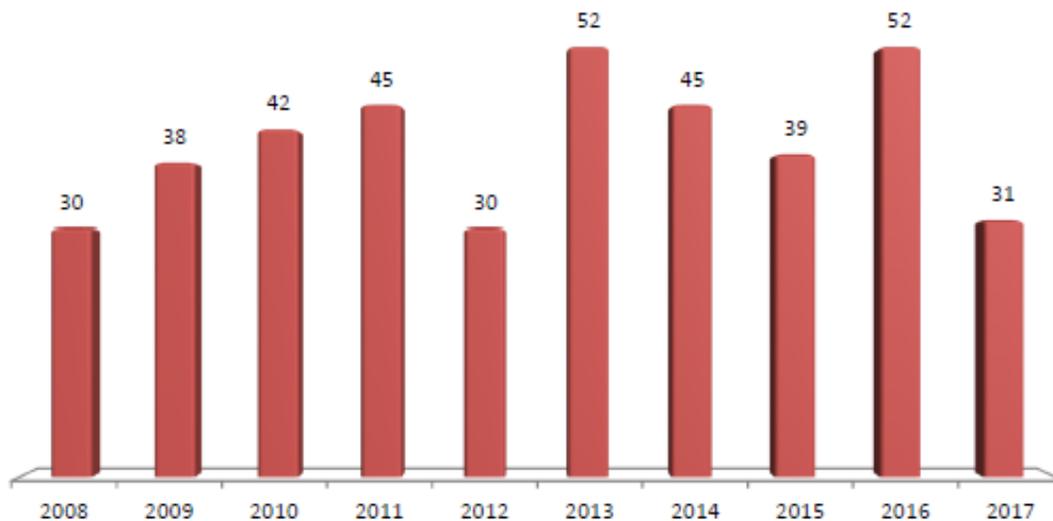
Another important data set shows where collisions are reoccurring on City streets. This Vision Zero Strategy focuses the most attention on the locations that have the most reoccurrence of fatalities and serious injury collisions. The Serious and Fatal Collision Heat Map below shows the locations of all collisions resulting in serious injuries and fatalities in the last 10 years (2008-2017). The areas that that are red have the highest numbers of collisions, where the yellow and green represent lower numbers.

## Serious and Fatal Collision Heat Map 2008-2017



The hottest areas tend to be the areas where fatal and severe collisions are most likely to reoccur. These are the locations where most of the City’s resources related to safety improvement should be aimed. Although the collisions seem to be spread throughout the city, careful data analysis reveals corridor-related trends. Addressing corridor-related trends with education, enforcement, and engineering design adjustments in a coordinated approach can have meaningful results. The total fatal and serious related collisions occurring each year are shown below.

**Total Serious and Fatal Collisions by Year 2008-2017**



## Measurement of Effectiveness

The year-to-year totals of severe and fatal collisions have risen and fallen without a consistent trend. The effectiveness of this Vision Zero Strategy will be measured by a consistent reduction in the year-to-year totals of severe and fatal collisions, as well as a reduction in the 10-year running total collision record. An ongoing reduction of both metrics is a measurement of success.

## CORE PRINCIPLES

This Strategy establishes seven Core Principles, which will guide transportation-related decision-making, planning, designing, and policing. The Core Principles establish a framework by which city officials and professionals can gauge and judge if decisions and practices are congruent with the City's Vision Zero Policy.

### Santa Barbara's Vision Zero Core Principles

1. ***Life is Most Important.*** The protection of human life and health is the overriding goal of traffic planning and engineering, taking priority over vehicle speeds and other objectives.
2. ***Every Person Matters.*** Everyone has the right to be safe on our streets, regardless of the way they choose to travel.
3. ***People Make Mistakes.*** In order to prevent and reduce death and serious injury, traffic systems can and should be designed to account for the inevitability of human error.
4. ***Focus on Dangerous Locations and Behaviors.*** City engineering and enforcement efforts will be informed by accurate and timely collision data and focus first on the most problematic locations, collision types, and behaviors.
5. ***Drivers Have a Critical Responsibility.*** When we drive, we control a machine that can inflict a great deal of physical harm. As drivers, we have a critical responsibility for the safety of others. We can be acting criminally when we drive and park in ways that put others at risk.
6. ***Pedestrians and Cyclists are the Most Vulnerable Road Users.*** Because they have the most to lose, pedestrians and cyclists need to abide by the laws in place to keep them safe.
7. ***The Government Shares Responsibility for Safe Streets.*** All elected officials and appropriate government staff will need to collaborate and act to achieve Vision Zero.

## THE SAFETY-FIRST MENTALITY

The airline industry has practiced the "safety-first" mentality since the inception of the passenger airline industry. When a passenger plane crashes, many deaths are commonly involved, and the event is newsworthy. The passenger airline industry, therefore, could not survive without a nearly perfect record. Consequently, when presented with a possible safety issue, checks and balances are in place so that airlines cannot fly until the issue is addressed.

Vision Zero aims to take a similar approach to traffic-related collisions. Although over 30,000 traffic-related deaths occur annually in America, these events are typically isolated, with small numbers of casualties. Media coverage is often limited to how the collision impacts traffic congestion. Most people and most media coverage refer to collisions as “accidents,” which implies that nothing could have been done to prevent it: collisions are merely accepted as a fact of life. Many engineers and transportation planners were even taught to expect and accept a certain number of collisions per million miles traveled. Conversely, Vision Zero represents a new way of thinking where every collision is considered preventable in some way and we are actively working as a community on how to prevent the reoccurrence of a collision. This change in thinking will take time and begins with city officials, street designers, planners, and law enforcement.

In order to do this, the Vision Zero Strategy adopts a “Safety First” mentality involving collaboration between the City, non-profit partners, and the general public. This shifts previously accepted transportation practices to place maximum importance on preserving human life. Vision Zero breaks traffic safety down to four strategic categories where “safety-first” thinking must be applied. These are areas of action where decisions are made and daily civic activities bring us closer to our zero fatalities and severe collisions goal. They are Evaluation, Engineering, Enforcement, and Education – the Four E’s.

### **The Safety First Mentality Four E’s**

1. ***Evaluation: a data-driven review of collision statistics involving both the Police Department and Public Works transportation professionals.*** Safety-first in this area means that we target our limited Public Works and Police Department resources at locations where data analysis indicates collisions are most likely to reoccur.
2. ***Engineering: anticipating and reducing the effects of human error.*** This work is done primarily by transportation professionals within the Public Works Department. Safety first thinking means resources will be focused on locations with recurring collisions and designs and plans will be created that are aimed at eliminating collision recurrence.
3. ***Enforcement: ensuring safety laws are known and followed.*** This section is entirely implemented by the Police Department and other enforcement bodies. The City Police Department will report traffic statistics alongside crime statistics as part of its community policing and Vision Zero approach. This means that Police Department resources can also be discussed and allocated more appropriately based on safety statistics.
4. ***Education: a public promotion of the “safety first” mentality.*** This effort is organized by Public Works, and includes marketing strategies and the use of effective media tools to communicate a message to change the current thinking about collisions and dangerous driving behaviors.

In addition to the Public Works and Police Departments, the Four E’s require coordination of resources and the focus of many different organizations and teams, including City-sponsored partnerships with local nonprofits, and the general public, to effectively eliminate deaths and serious injuries. As stated in the Vision Zero Core Principles, the responsibility of safety is shared by decision-makers, street designers, law enforcement, and the general public.

### **Causes of Injury and Death**

There is no such thing as an “accident.” Each collision on public streets has a reason, and a cause. Determining the causes and trends of transportation-related injuries and deaths by location is critical to prevent future collisions. The following are general leading causes of transportation-related injuries and death, and general notes about how Vision Zero thinking can redirect City decisions and resources:

## ***Speeding***

According to the World Health Organization, excess speed is responsible for approximately one in every three traffic fatalities, and is directly correlated with lower survival rates in the event of a collision. The graphic below demonstrates how vehicle speeds directly influence the survivability of a pedestrian hit by a vehicle. For collisions involving speeds of 40 mph, the survival is less than 10%. Accordingly, areas of Santa Barbara that have high pedestrian volumes may not be appropriate for vehicle speeds over 20 mph. A combination of roadway design changes, shifts in statewide speed policy, and local enforcement efforts will be needed to make adjustments in these areas.

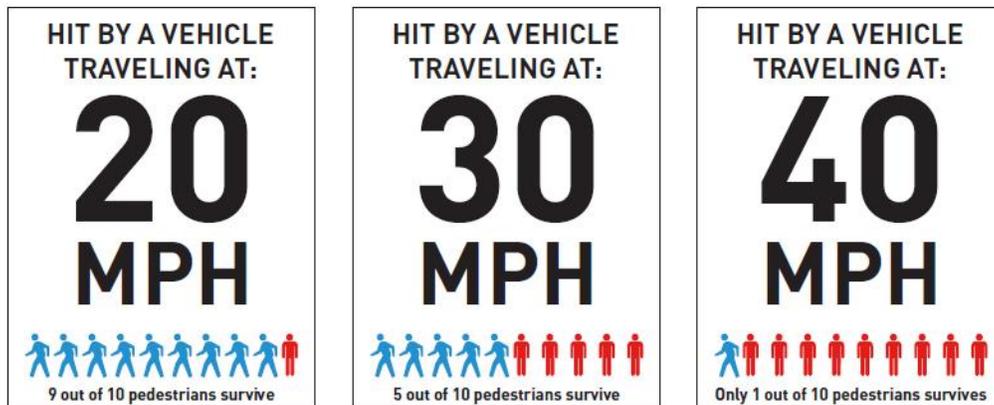


Image: Seattle Department of Transportation

## ***Driving under the influence of alcohol and other psychoactive substances***

Driving under the influence of alcohol or any psychoactive substance increases the risk of a collision resulting in death or serious injury. The risk of a traffic collision starts with low levels of blood alcohol concentration, and increases significantly when the driver's blood alcohol concentration is at or above 0.08%. Depending on the type of substance involved, and other factors, psychoactive drugs including cannabis can increase the risk of incurring a collision to differing degrees. Though societal norms and tolerance for driving under the influence have shifted for the better in the past decade, Vision Zero actions need to do more. Using increased community education and enforcement, the Vision Zero Strategy can help our community progress to the point where it equates under-the-influence driving with criminal behavior.

## ***Distracted driving***

While radios, navigation systems and even conversation can lead to distracted driving, the use of mobile phones is of particular concern. Drivers using mobile phones are approximately four times more likely to be involved in a collision. Phone use while driving has been shown to slow reaction times, and decrease the ability to stay in the correct lane or allow for a safe following distance. Texting and use of other mobile phone applications has proliferated in the last decade. Education and enforcement is required to change the current use and tolerance of these distracting devices.

## ***Infrastructure***

Street design and infrastructure have a considerable impact on safety. Streets should be designed with the safety of all users in mind. Although auto use is the dominant form of transportation (74%), a significant number of Santa Barbarans get to work each day via transit, bicycle, or on foot. Unfortunately,

collision data demonstrates that these road users are the most at risk. Roadway design and infrastructure elements must account for the safety of all road users. Street lighting, traffic signals, and other necessary components of a road system must always put safety first. Although Santa Barbarans must move about the City freely, efficiently, and without traffic congestion, Vision Zero thinking actually prioritizes safe roadway use above these other factors. Locations where repeated collisions occur can indicate where roadway design needs adjustment, or where infrastructure improvements are needed.

### ***Nonuse of motorcycle helmets, seat-belts, child restraints***

Safety features exist to protect life and prevent serious injury in the event of a collision. Failure to use these safety features can result in a serious injury or death. Wearing a motorcycle helmet correctly can reduce the risk of death by 40% and the risk of severe injury by over 70%. The correct use of seat-belts reduces the risk of fatalities among front seat passengers by 40-50%, and of rear-seat passengers by between 25-75%. When correctly installed and used, child restraints can reduce infant fatalities in motor vehicle collisions by approximately 70%. Collision-related deaths of small children can similarly be reduced between 54% and 80% with correct use of child restraints.

### ***Inadequate enforcement of traffic laws***

Without enforcement, traffic laws that aim to regulate driving under the influence, speed limits, helmet use, and child restraint use cannot be expected to reduce traffic fatalities or serious injuries. If traffic laws are not enforced, or are perceived as not being enforced, compliance is less likely. Effective enforcement includes establishing, regular updating, and enforcing laws that address collision risk factors. Locations where repeated collisions occur can indicate where robust enforcement is needed. Application of Vision Zero will also need to consider automated enforcement, which has effectively reduced collisions at specific locations.

## **Stakeholder Roles and Responsibilities**

Public officials and decision makers, street designers, maintenance crews, law enforcement, bicycle and pedestrian advocates, and the general public all play key roles in reaching the goal of eliminating serious injuries or deaths on Santa Barbara streets. Every stakeholder plays a vital role in preventing serious collisions, and Vision Zero will support the current and future efforts of these groups:

***Public Works Department*** – The Public Works Department ensures the road system is safe and effective for all road users. A few examples of Public Works strategies include: installing crosswalk flashers, implementing video cameras at traffic signals, striping new bike lanes and crosswalks, and standardizing traffic signalization. Public Works staff are constantly evaluating City data in order to prioritize further improvement projects. Vision Zero provides the policy strategy to prioritize and implement the City's objectives.

***Police Department*** – The Police Department provides enforcement for the rules of the road. From traffic tickets to officer involvement in Safe Routes to Schools programs, the Police Department works to enforce traffic laws and educate the public about safe road use for all road users. Vision Zero and continued collision report monitoring allow the Police Department to document areas of need, procure additional grant funding, implement actions such as targeted enforcements and DUI checkpoints, and targeted enforcement.

***Nonprofit Partners*** – The City works with nonprofit organizations to most effectively serve the community. Two of the City partnerships working to make Santa Barbara roads safer for pedestrians and

bicyclists are the Coalition for Sustainable Transportation (COAST), and the Santa Barbara Bicycle Coalition (SBBIKE). Vision Zero highlights the current work of these organizations and works to focus advocacy efforts towards data-demonstrated safety concerns.

**General Public** – The general public plays a major role in making transportation safe in Santa Barbara. While driving, biking, or walking, each person can actively choose to adopt a safety first mentality. This conscious decision works to ensure that roadways are being used correctly and safely for all users. Vision Zero efforts can actively engage the public and bring the safety first mentality to the attention of road users.

## Initial Safety-First Actions

Initial actions have been identified below as a part of the Vision Zero Strategy. These initial actions have been categorized in each of the four areas of action: Evaluation, Engineering, Enforcement, and Education. Actions and responsibilities are divided into three categories: continuing existing programs and practices, enhancing existing programs and practices, and adding new programs and practice.

### Evaluation

	Action	Responsibility
Continue	<ul style="list-style-type: none"> <li>Collecting and analyzing transportation collision data prioritizing corridors by severity of injury and fatality.</li> <li>Conducting quarterly reports on transportation collision data.</li> </ul>	Public Works, Police Department
Enhance	<ul style="list-style-type: none"> <li>Efficiency of data collection through interdisciplinary coordination between engineering and enforcement.</li> </ul>	Public Works, Police Department
Add	<ul style="list-style-type: none"> <li>Create priority corridor citation report data sheets.</li> <li>Annual reporting to the TCC and City Council.</li> <li>Provide a quarterly collision report with all serious injuries and/or fatalities to update the Santa Barbara Collision Map.</li> </ul>	Police Department

### Engineering

	Action	Responsibility
Continue	<ul style="list-style-type: none"> <li>Designing and implementing capital projects such as enhanced crosswalks, complete streets, road diets, sidewalk repairs, curb ramps and street lighting.</li> <li>Continuing neighborhood safety programs such as the sidewalk infill project.</li> </ul>	Public Works Public Works
Enhance	<ul style="list-style-type: none"> <li>Planning, funding and advocacy for improvements to “High Priority Corridors”.</li> </ul>	Public Works
Add	<ul style="list-style-type: none"> <li>Proactive collaboration with enforcement to determine how improvements are enhancing safety.</li> </ul>	Public Works, Police Department

	<ul style="list-style-type: none"> <li>• Consider Vision Zero Strategy changes with street maintenance that requires total restriping of the street.</li> <li>• Various pre-determined transportation safety improvement projects throughout the city (see “Engineering Corridor Action Plan” below).</li> </ul>	Public Works
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## Enforcement

Action		Responsibility
<b>Continue</b>	<ul style="list-style-type: none"> <li>• Safety programs funded by OTS Grant such as, targeted detail, “Know Your Limit” Campaign, and Community outreach and education to you and institutions.</li> <li>• Deploying police officers for traffic enforcement and addressing hot spot locations and unsafe behaviors such as speeding, intoxication, and failure to yield to pedestrians and distracted driving.</li> <li>• Staffing adult crossing guards in school zones.</li> <li>• Participation and deployment of parking and traffic control officers to support safe access to school and including safe walking and biking.</li> </ul>	<p>Police Department</p> <p>Police Department</p> <p>Police Department</p> <p>Police Department</p>
<b>Enhance</b>	<ul style="list-style-type: none"> <li>• Create a public complaint system to focus SBPD resources at locations of existing high risk.</li> <li>• Retention and recruitment of Police officers.</li> </ul>	<p>Public Works, Police Department</p> <p>Police Department</p>
<b>Add</b>	<ul style="list-style-type: none"> <li>• Release a citation report data sheet to the public via media release following quarterly reports.</li> </ul>	Police Department

## Education

Action		Responsibility
<b>Continue</b>	<ul style="list-style-type: none"> <li>• Providing access to current safety education materials through Santabarbaraca.gov.</li> <li>• Outreach to social institutions to educate youth on transportation safety.</li> </ul>	<p>Public Works</p> <p>Police Department</p>

# SANTA BARBARA VISION ZERO

<p><b>Enhance</b></p>	<ul style="list-style-type: none"> <li>• Public service announcements, social media releases and City media releases that promote safety first mentality.</li> <li>• Increase safety around a determined hotspot once it is known to be a threat. This will reduce potential injury during implementation of engineering safety enhancements.</li> </ul>	<p>Public Works, Police Department</p> <p>Public Works, Police Department</p>
<p><b>Add</b></p>	<ul style="list-style-type: none"> <li>• Organize a SBVZ quarterly meeting to determine best use of available resources for engineering, enforcement, and education/engagement.</li> <li>• Annual SBVZ update before City Council to report performance measures and progress.</li> <li>• Develop a SBVZ website with information, updated collision data, project status, serious injury reporting links, and links to partnership resources.</li> <li>• Maintain a Santa Barbara Collision Map updated quarterly with all serious injuries and fatalities by mode share.</li> <li>• Work to create a Traffic Ticket Diversion Program for bicycle traffic tickets to increase safe riding practices and create equitable access to bicycle safety courses.</li> <li>• Create a strong Vision Zero public awareness campaign with media announcements, Vision Zero pamphlets and literature, and community involvement, which caters to locals as well as tourists.</li> <li>• Consider creating a marking system cataloging where fatalities have occurred on Santa Barbara City Streets.</li> <li>• Consider creating a fixed message board system to communicate traffic safety notifications along priority corridors.</li> <li>• Participate in efforts to make existing state policy more Vision Zero appropriate.</li> </ul>	<p>Public Works, Police Department, COAST, SBBIKE</p> <p>Public Works, Police Department</p> <p>Public Works, Police Department, COAST, SBBIKE</p> <p>Public Works, Police Department</p> <p>Police Department, COAST, SBBIKE</p> <p>Public Works, Police Department, COAST, SBBIKE</p> <p>Public Works, Police Department</p> <p>Police Department</p>

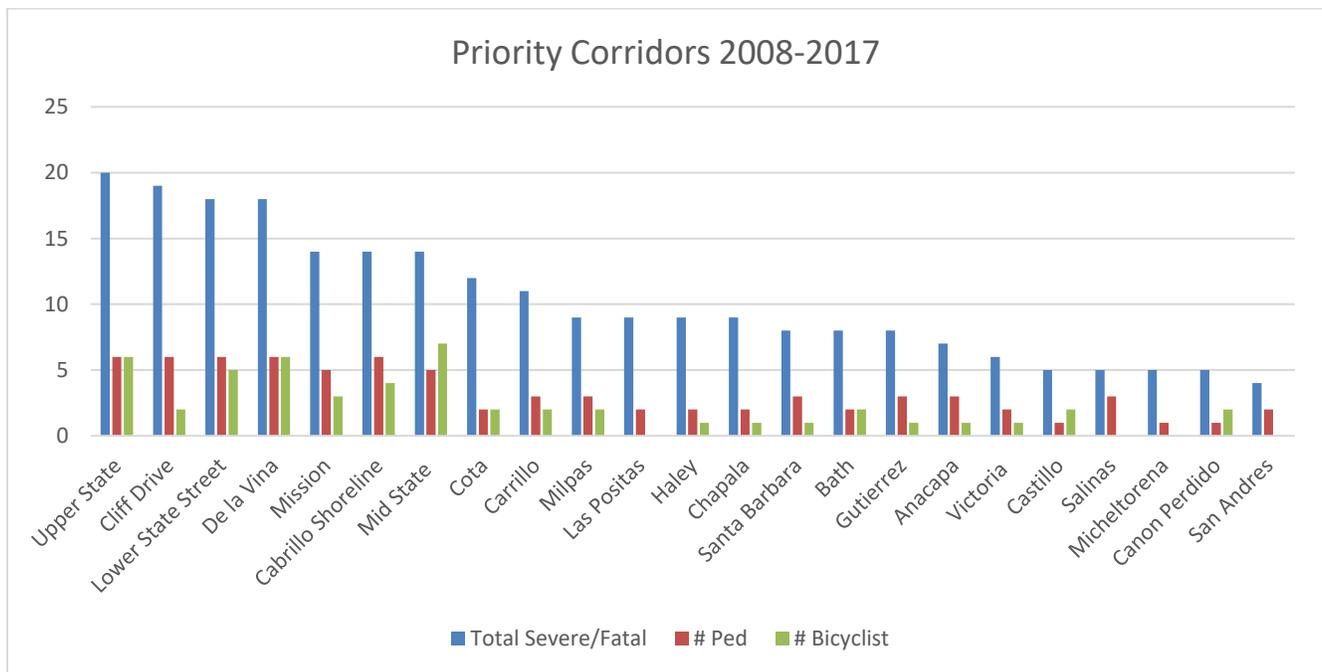
## TARGETING PRIORITY CORRIDORS

Collision data is the backbone of the Vision Zero Strategy. Public Works and the Police Department spend significant amounts of City resources responding to traffic complaints. While a small amount of complaint-driven staff work effort does improve safety, a data-driven assessment using the past collision record is the most effective approach to protecting the public.

Collision data is most effectively used to identify high repeat collision locations. With this information, appropriate strategies can be developed to limit future occurrences. At the beginning of the City’s journey to zero fatalities and severe injuries, roadway corridors represent the first target for the limited amount of City resources.

### Priority Corridors

Approximately 60% of all Santa Barbara fatalities and the majority of severe injuries occurred along 23 main corridors. The following figure shows collisions by mode for the last 10 years ending in 2017 for each of the priority corridors.



The priority corridor chart indicates the corridors with the highest number of deaths and severe injuries. Collision trends on City roadway corridors provide strategic insight into potential coordinated solutions. Coordinating engineering, enforcement, and education efforts on a single corridor is often times the most effective strategy for preventing repeat collisions.

With Vision Zero, priority corridors will be reviewed systematically and regularly to determine the best Vision Zero tactics to improve safety. In particular, this approach will be initiated with roadway maintenance where a complete restriping of the roadway occurs. A complete restripe of a roadway is a good opportunity to

implement any design features that could help prevent the reoccurrence of collisions. Engineering efforts, targeted enforcement, and education efforts are all needed to reduce the risk of future serious injuries or death from collisions along priority corridors.

## Preliminary Priority Corridor Actions

The Public Works and Police Departments have created a preliminary list of actions for the top priority corridors based on identified safety concerns. The following table defines preliminary Priority Corridor Actions for the top 12 of the 23 Priority Corridors, all of which are shown on the Priority Corridors 2008-2017 graph above. Additional actions will continue to be developed and reassessed as Priority Corridors are addressed, or new data indicate that other corridors require attention.

Corridor	Concern	Action
Upper State	Concentrated multi-modal traffic collision incidences	<p><b>Enforcement:</b>                      Primary Collision Factor Enforcement: Distracted driver enforcement, Pedestrian enforcement</p> <p>DUI checkpoints</p> <p><b>Engineering:</b>                      Optimize lane widths</p> <p>ADA access improvements, better access ramps</p> <p>Convert lighting to LED</p> <p>Evaluate bike lane connectivity between De la Vina and Constance</p> <p>Evaluate circulation and pedestrian connectivity between De la Vina and Calle Laureles</p> <p>Evaluate intersection improvements at State and Constance</p> <p>Add pedestrian count down timers and decrease pedestrian crossing distance at State and Alamar</p>
Cliff Drive	Concentration of unsafe-speed related incidences	<p><b>Enforcement:</b>                      Primary Collision Factor Enforcement: Speed enforcement</p>
	Lack of bike facilities between Meigs and Las Positas	<p><b>Engineering:</b>                      Install more frequent pedestrian crossings {3-5}</p>
	Lack of pedestrian crossings	<p>Evaluate road diet between Meigs and Las Positas</p>
	Uncontrolled driveways	<p>Evaluate traffic control changes and enhanced pedestrian connections</p>

<p><b>Lower State</b></p>	<p>Evaluate Class ① bike path. Phase ① between Hendry's and Mesa Lane, Phase ② between Mesa Lane and SBCC</p> <p>Evaluate high friction pavement adjacent to Arroyo Burro Beach Park Preform study of Cliff Drive between Lighthouse and Camino Calma</p> <p>Multiple DUI occurrences. High pedestrian and cyclist traffic</p> <p>Pedestrian and cyclist involved collisions</p> <p><b>Enforcement:</b> Primary Collision Factor Enforcement: Bicycle and pedestrian enforcement</p> <p>DUI checkpoints</p> <p>Enforcement of loading zones on State Street and E/W 00 blocks</p> <p><b>Engineering:</b> Evaluate and optimize bike lane widths</p> <p>Railroad crossing safety project</p> <p>Widening of side-walks between Yanonali and Haley</p> <p>Protected or buffered bike lanes at the State Street Underpass</p> <p>Evaluate locations of loading zones on State Street and E/W 00 blocks</p>
<p><b>De La Vina</b></p>	<p>Concentration of unsafe-speed related incidences</p> <p>High pedestrian traffic</p> <p><b>Enforcement:</b> Primary Collision Factor Enforcement: Speed enforcement, traffic enforcement</p> <p>DUI checkpoints</p> <p><b>Engineering:</b> Convert lighting to LED</p> <p>Install edge lines</p> <p>Crosswalk enhancements at uncontrolled crossings below Micheltorena Street and De La Vina at: Cota, Canon Perdido, De La Guerra, and Victoria</p> <p>Evaluate bike lane feasibility between Constance and Pueblo Street</p> <p>Install new traffic signal at De La Vina and Sola Street</p>
<p><b>Mission</b></p>	<p>Concentrated multi-modal traffic collision incidences</p> <p><b>Enforcement:</b></p>

		<p>Primary Collision Factor Enforcement: Distracted driving enforcement</p> <p><b>Engineering:</b> Evaluate ← turn arrows from Mission into Oak Park Neighborhood</p> <p>Evaluate spot road widening to improve bike lane connectivity from State Street to Mission and Castillo</p> <p>Evaluate intersection and lighting improvements between HWY101 and San Andres</p> <p>Evaluate bike lane connectivity to the Bath and Castillo couplet</p>
<b>Cabrillo Shoreline</b>	Areas of unsafe speed	<p><b>Enforcement:</b> Primary Collision Factor Enforcement: Speed enforcement, traffic enforcement, pedestrian enforcement</p> <p><b>Engineering:</b> Evaluate crosswalk enhancements on Shoreline {9 in-street signs or splitter islands adjacent to Shoreline Park}</p> <p>Evaluate Class ① bike lane connectivity between Ledbetter Beach and Castillo Street</p> <p>Evaluate high friction pavements treatment adjacent to the bird refuge</p> <p>Implement road diet and evaluate parking conditions east of Ninos Drive</p>
<b>Mid State</b>	<p>Pedestrian Safety</p> <p>Concentration of left turn vehicle collisions</p>	<p><b>Enforcement:</b> DUI checkpoints</p> <p><b>Engineering:</b> Green bike lane conflict striping</p> <p>Install ←turn pocket southbound @ State and Mission</p> <p>Convert lighting to LED between Constance and Victoria</p> <p>Convert to high visibility crosswalks</p> <p>Evaluate curb extensions at State and Micheltorena</p>
<b>Cota</b>	Concentrated multi-modal traffic collision incidences	<p><b>Enforcement:</b></p>

		<p>Primary Collision Factor Enforcement: Traffic enforcement</p> <p><b>Engineering:</b> Bike lane installation on Cota Street - complete</p> <p>Evaluate need for enhanced crosswalks at San Pascual St, De La Vina St, Olive St, and Salsipuedes</p>
<b>Carrillo</b>	Concentrated multi-modal traffic collision incidences	<p><b>Enforcement:</b> Primary Collision Factor Enforcement: Distracted driving enforcement</p> <p><b>Engineering:</b> Convert lighting to LED</p> <p>Pedestrian access ramps at San Pascual</p> <p>Intersection Improvements for Carrillo at: San Andres, Bath, Castillo, De La Vina</p> <p>Evaluate extending medians between Bath Street and De La Vina</p>
<b>Milpas</b>	Concentrated multi-modal traffic collision incidences	<p><b>Enforcement:</b> Primary Collision Factor Enforcement: Distracted driver enforcement, Bicycle and pedestrian enforcement</p> <p><b>Engineering:</b> Convert lighting to LED</p> <p>Evaluate extending the road diet to Haley or Gutierrez</p> <p>Install high visibility crosswalks</p> <p>Complete lower Milpas sidewalk infill project</p> <p>Implement safety improvements at the railroad crossing</p> <p>Evaluate ADA ramps at intersections and evaluate pedestrian crossing distances (curb extensions?)</p>
<b>Las Positas</b>	<p>Concentration of unsafe-speed related incidences</p> <p>Lack of controlled pedestrian crossing points</p>	<p><b>Enforcement:</b> Primary Collision Factor Enforcement: Speed enforcement</p> <p><b>Engineering:</b> Complete Class ① bike path - Phase 1: Cliff to Modoc, Phase 2 : Modoc to State</p>

	Lack of dedicated ← turn lanes	Evaluate intersection improvements at Las Positas at: Modoc, McCaw, and site access at Earl Warren Show Grounds
Haley	Pedestrian Safety	<p><b>Enforcement:</b> Primary Collision Factor Enforcement: Traffic enforcement</p> <p>DUI checkpoints</p> <p><b>Engineering:</b> Green bike lane conflict striping</p> <p>High visibility crosswalks</p> <p>Evaluate conditions for potential crosswalk at Haley and Olive</p> <p>Install countdown timers at Haley and Anacapa</p> <p>Evaluate extending bike lane to Castillo</p>

## INSTITUTIONAL CHANGES

### How We Need to View Things Differently

The City must change the way it operates institutionally to fully embrace and enact the Vision Zero Policy and Strategy. City departments, as well as advocacy groups and the general public, must work together to share data, provide solutions, and carry out the implementation of a safer Santa Barbara.

Quarterly coordination meetings with Public Works and Police will ensure effective and efficient communication for identified Vision Zero Actions. Close communications with advocacy groups about Vision Zero actions will create transparency and community awareness. Through Evaluation, Engineering, Enforcement, and Education, the safety first mentality will permeate our Community at every level.

### Demonstrated Safety Issue vs. General Complaint

By focusing Vision Zero efforts on priority corridors, the sporadic use of resources diluted throughout the community can instead be focused on areas with demonstrated collision trends. Traditionally the City has been responsive to community requests for improved lighting, speed enforcement, traffic signs, and traffic calming regardless of the established safety record. While this kind of non-strategic responsiveness to citizen complaints builds trust between local government and the community, a more focused application of City resources on demonstrated safety concerns can more effectively reduce future deaths and severe injuries. In its effort to create community awareness, the City will create helpful and informational responses to traffic complaints in a way that helps more community members understand the Vision Zero goals and the strategic targeted approach.

Public complaints either confirm historically proven collisions zones or divert time and resources away from preventing the next serious injury or death. Staff understands the value of being responsive to public requests,

but the Vision Zero Strategy balances and, in some cases, prioritizes resources to favor efforts that will produce a safer City.

The power of Vision Zero is that it changes priorities, placing saving lives and preventing serious injuries at the forefront of all efforts. Ensuring the safety of the road system is the number one priority. By adopting a Vision Zero Strategy, the City of Santa Barbara commits to make Vision Zero a part of its institutional practice.

## Acknowledgements

### Santa Barbara Public Works Department

- Rob Dayton, Derrick Bailey, Dan Gullett, Samuel Furtner, Behdad Gharagozli

### Santa Barbara Police Department

- Sgt. Mike Brown, Sgt. Joshua Morton, Sgt. Dan Tagles, Officer Ethan Ragsdale

### Nonprofit Partners

- COAST
- SB Bike

