

# CTSC Work Plan: Vision Zero

## Fiscal Years 2020- 2022

### **CTSC Vision and Mission**

The mission of the Community Traffic Safety Coalition (CTSC) of the Santa Cruz County Health Services Agency, and its South County Bicycle and Pedestrian Work Group (SCBPWG), is to prevent traffic-related injuries and fatalities for all road users, with a focus on people bicycling and walking. The CTSC and SCBPWG envision safe, accessible, and equitable transportation for all.

### **Vision Zero Needs Statement**

Vision Zero is a world-wide traffic safety program that aims to eliminate all traffic fatalities and severe injuries while increasing safe, healthy, and equitable mobility for all. The mission, goals, and activities of the CTSC align with this aim. The CTSC recently completed their second two-year Vision Zero work plan in the 2018–2020 fiscal years and proposes to continue Vision Zero work into 2022.

In 2017, the state Office of Traffic Safety (OTS) ranked the County of Santa Cruz as the 4<sup>th</sup> worst for bicyclists killed and injured and 1<sup>st</sup> for bicyclists under 15 years of age compared to 58 California counties. The City of Santa Cruz was ranked 1<sup>st</sup> for the number of bicyclist injuries/fatalities and 2<sup>nd</sup> for pedestrians compared to 106 similar sized cities. The City of Watsonville was ranked 3<sup>rd</sup> for pedestrian injuries/fatalities for those under 15 years of age.

The number of bicyclists and pedestrians injured and killed in the 3-year period from 2015 to 2017 has increased compared to the previous three years in Santa Cruz County. Numbers for bicyclists and pedestrians injured under 15 years of age has increased each year from 2015 to 2017. According to more recent local police records, 4 people were killed in traffic collisions in Watsonville in 2016, 3 in 2017, and 5 in 2018, almost all pedestrians.

The serious bike and pedestrian safety problem in our county led us to Vision Zero. From our data analysis and community engagement as part of launching Vision Zero, we know that traffic violence has taken a disproportionate toll on Santa Cruz County bicyclists and pedestrians. With vulnerable road users increasingly becoming the collateral in our transportation system, our two most populous cities, Watsonville and Santa Cruz, recently passed Vision Zero policies to eliminate traffic related fatalities and severe injuries by 2030.

### **Vision Zero Core Principles**

The principles below are adapted from the Vision Zero Network, a national organization helping communities reach their goal of achieving zero traffic fatalities and severe injuries. These principles align with a safe systems approach, considered to be best practice in road safety.

1. Human life and health are prioritized above speed and convenience within all aspects of the transportation system.
2. People have the right to move about their communities safely.
3. Traffic deaths and severe injuries are preventable.
4. Speed is the fundamental factor in crash severity.
5. Safety work should focus on systems-level changes, particularly the built environment, policies, and technologies.
6. Responsibility for safety is shared by transportation system designers and road users.

## **Vision Zero Work Plan for Fiscal Year's 2020-2022**

### **Primary Objectives:**

1. Continue to assist the City of Watsonville in Vision Zero policy implementation.
2. Assist the City of Santa Cruz in developing a Vision Zero Action Plan.
3. Promote Vision Zero adoption and implementation in all other jurisdictions.
4. Develop and maintain countywide Vision Zero collaboration and support.

Proposed activities are listed below under each objective and organized by jurisdiction. A framework originally developed by the Safe Routes to School movement and adapted here to better align with a safe systems approach, the E's (Education, Engineering, Enforcement, Encouragement, and Evaluation, and now including Equity and Engagement) will be utilized in this plan and are highlighted under the Countywide section below. Jurisdictions could become eligible for certain project funding, such as Highway Safety Improvement Project (HSIP) funds, once a Vision Zero policy is adopted.

### **1) City of Watsonville**

Continue assisting in Vision Zero Action Plan implementation.

- Assist in creating a Vision Zero Task Force (the South County Bicycle and Pedestrian Work Group will transition into this task force in Watsonville).
- Advocate for continued community engagement and equity prioritization.
- Provide technical assistance in tracking and measuring progress, as well as evaluating programs.
- Encourage accountability and transparency throughout plan implementation.
- Help in identifying funding sources for implementation and sustainability of projects.

### **2) City of Santa Cruz**

Assist in community engagement, data collection, and developing a Santa Cruz Vision Zero Task Force and Action Plan.

- Collaborate on collecting qualitative data from participants at community outreach events, especially in marginalized communities.
- Share Vision Zero Network resources as appropriate with City Staff.
- Provide a public health perspective into strategies and policy objectives.

Assist in Vision Zero Action Plan implementation once adopted by City Council.

- Support implementation of Vision Zero Action Plan once adopted as noted above for City of Watsonville.

### **3) County of Santa Cruz, Capitola, Scotts Valley, UCSC**

Advocate for Vision Zero policy adoption and implementation in all jurisdictions.

- Invite communication between local elected officials and those from other Vision Zero communities.
- Convene city/county staff to discuss Vision Zero policy adoption and implementation.
- Create traffic violence data summaries for jurisdictions considering Vision Zero.
- Support implementation of Vision Zero Action Plans once adopted as noted above for City of Watsonville.

### **4) Countywide**

Develop and maintain countywide Vision Zero collaboration and implementation through the following E's and proposed activities:

All efforts will incorporate Equity – Prioritizing safety and access for communities who are most impacted by traffic violence.

Education – Equipping people with knowledge, skills, and confidence to use the roads safely and respectfully.

- Participate in the regional Street Smarts campaign.
- Post Vision Zero information on social media and the CTSC website.
- Increase safety education in local bike share programs.
- Provide education about micro-mobility devices.
- Develop violation-specific education through diversion programs for drivers.
- Pursue implementing a crossing guard training for school districts.

Engineering – Designing and building a transportation system that creates safe, convenient, and comfortable places to drive, bike and walk.

- Advocate for engineering to reduce speeds, such as narrowing travel lanes.
- Develop opportunities to implement pop-up infrastructure demonstrations.
- Promote protected or separated bicycle and pedestrian facilities.

- Conduct a countywide SWITRS data analysis focused on arterials for each jurisdiction.

Enforcement – Ensuring that all road users understand and follow traffic laws and regulations.

- Advocate for state modernization of speed-setting practices.
- Work with law enforcement agencies to share local crash data and report on traffic citations.
- Partner with the Police Departments to apply for grant funding to increase staff hours.
- Present evidence-based information to law enforcement agencies on the use of red-light cameras and automated speed enforcement.
- Collaborate with County Substance Use Disorders Services (SUDS) on DUI/impaired driving prevention.
- Assist jurisdictions in developing a plan to respond to fatal and severe injury crashes.

Encouragement – Promoting a culture that recognizes drivers, cyclists, and pedestrians as road users who all share the responsibility for safety.

- Promote press articles, columns, letters to the editor, alerts, etc. through TV, radio, and print media.
- Communicate with reporters/anchors/editors about using Vision Zero language.
- Attend and share knowledge from Vision Zero trainings and webinars.
- Develop and disseminate success stories from local jurisdictions and other cities.

Evaluation – Using data to measure progress and plan for success.

- Maintain a database of crashes reported by the media and community.
- Obtain a crowdsourcing platform to collect qualitative community data.
- Enhance data collection, tracking, and reporting in all jurisdictions.
- Collaborate with agencies and jurisdictions receiving traffic safety funding.
- Monitor successful strategies implemented by jurisdictions outside Santa Cruz County.
- Identify interjurisdictional areas of collaboration, shared interest, and cross jurisdictional projects.

Engagement – Intentionally involving individuals and communities to build relationships, develop meaningful solutions to their needs, and influence policy making.

- Track grant objectives that support Vision Zero and report progress.
- Participate in World Day of Remembrance or another annual memorial event.
- Develop resources to support families who have lost and lose loved ones in traffic violence.
- Post online acknowledgement and response to lives lost and severe injuries.
- Present Vision Zero information to stakeholder and community groups.
- Mobilize youth through development of a Youth Vision Zero program.

## **CTSC/SCBPWG Roles and Responsibilities**

The coalition staff is employed by the County of Santa Cruz Health Services Agency (HSA) and is responsible for assisting the coalition in managing its operations, including coalition meetings, member communication, and community engagement, as well as work plan development, implementation and evaluation.

The coalition members and partner agencies actively participate in meetings and play an advisory role in fiscal management and strategic planning. Members and partner agencies take on specific work plan tasks as appropriate.

Two coalition leaders (Co-Chairs) are elected by coalition members for two-year terms, and are also responsible for facilitating coalition meetings, providing expertise and guidance to coalition staff, and signing coalition letters.

CTSC/SCBPWG will provide support, technical assistance, and resources to jurisdictions and the community to implement Vision Zero, as well as develop and maintain collaborative relationships for other grant funded traffic safety programs that support Vision Zero. The Coalition and staff are committed to providing traffic safety programming that the community has relied on for many years, such as the Ride n' Stride education program, the Bicycle Traffic School diversion program, Bicycle Helmet Fit and Distribution Sites, participation in Bike/Walk to School and other community outreach events, Pace Car and Trash Can Sticker traffic calming programs, maintenance of the CTSC website at [www.sctrafficsafety.org](http://www.sctrafficsafety.org) and Facebook page, and traffic injury surveillance.