



DATE: December 10, 2019

CATEGORY: Consent

DEPT.: Public Works

TITLE: **Vision Zero Policy**

RECOMMENDATION

Adopt a Resolution Adopting City Council Policy K-24, Vision Zero Policy, to be read in title only, further reading waived (Attachment 1 to the Council report).

BACKGROUND

On May 21, 2019, the City Council approved four Major Goals for Fiscal Year 2019-20 through Fiscal Year 2020-21, including to “Develop and Implement Comprehensive and Innovative Transportation Strategies to Achieve Mobility, Connectivity, and Safety for People of All Ages.” One of the projects for this goal is to “Continue to Implement a Vision Zero Policy/Program.” Vision Zero is an integrated set of policies, plans, programs, and approaches based on the philosophy that loss of life from traffic collisions is unacceptable and preventable.

On January 15, 2019, Council reviewed and provided input on a draft Vision Zero Policy and preliminary research findings related to traffic collisions in the period between 2006 and 2016. This research indicated that there had been an average of 3.2 traffic fatalities per year in Mountain View during this period. Within the same period, there was an average of 17.8 people killed or severely injured (KSIs) in traffic collisions each year. While these numbers demonstrate the need for additional efforts, they are relatively low compared to the national average of 11.6 fatalities per 100,000 population.

As discussed on January 15, 2019, the proposed Vision Zero Policy sets an aspirational goal of eliminating all fatal traffic collisions in Mountain View by 2030 along with incremental targets to monitor progress. The policy includes establishing an interdepartmental committee of City staff to develop, implement, and collaborate on a Vision Zero Action Plan, consisting of the 7Es: engineering, education, enforcement and emergency response, encouragement, equity, and engagement programs. It also

includes adopting a continuous improvement approach to reducing KSIs through ongoing evaluation and tracking of results. The Council generally supported the Draft Policy and directed staff to further engage the community before returning to Council for policy adoption. The attached policy is substantially the same as what was reviewed by Council in January.

Community Engagement Activities

City staff has engaged the community on Vision Zero through a variety of means. These efforts include:

- Participation in a Safe Routes for Seniors event on October 15, 2019;
- Bilingual outreach (English/Spanish) at Spanish/English story time and Library bike clinic on October 19, 2019;
- Tabling at the Halloween “Monster Bash” on October 26, 2019;
- Multilingual outreach (Chinese/English/Russian/Spanish) at Mountain View Senior Center, local events, and local language-based online forums;
- Presentation to the Bicycle/Pedestrian Advisory Committee (B/PAC) on October 30, 2019;
- A community meeting held at the Community Center on November 4, 2019;
- Online and paper surveys; and
- Presentation to the Mountain View Chamber of Commerce Business Issues and Public Policy Committee on November 13, 2019.

In addition to these engagement activities, staff provided notification regarding the community meeting and online survey via e-mail blasts, posting of yard signs throughout the City, and social media posts to Facebook, Twitter, and NextDoor. Twenty-one (21) members of the public participated in the community meeting, and an additional 20 responded to the online or paper survey.

ANALYSIS

As discussed on January 15, 2019, best practice elements of a Vision Zero strategy include the following key elements:

1. A data-driven approach to understanding traffic safety issues and identifying countermeasures;
2. A clear Vision Zero goal to eliminate traffic fatalities within a certain time;
3. Public commitment to the Vision Zero goal by elected officials;
4. Establishment of a multi-departmental leadership or working group;
5. Equitable and collaborative community engagement;
6. Development, adoption and implementation of a Vision Zero Action Plan; and
7. Ongoing monitoring and evaluation of results and updating of the Action Plan.

Vision Zero Analysis (Element 1)

A data-driven approach typically requires analysis of traffic collisions in order to identify the High Injury Network (HIN), key crash contributing factors, and other relevant issues related to fatal and severe injury collisions. Findings from a preliminary Vision Zero analysis are provided in the Council memo from January 15, 2019 (Attachment 2).

Proposed Vision Zero Policy (Elements 2 and 3)

A clear vision and public commitment would be addressed through adoption of a Vision Zero Policy. The proposed Vision Zero Policy includes the goals of:

- Eliminating fatal traffic collisions by 2030;
- Reducing by half the three-year annual average number of traffic collisions involving fatalities or severe injuries by 2030 from a 2016 baseline of 15 collisions; and

- Decreasing the three-year annual average number of people killed or severely injured by 15 percent every three years from a 2016 three-year annual average of 19 people.

The proposed policy is consistent with the City's Sustainability Action Plan (SAP-4), and funding has been approved under SAP-4 for Vision Zero education and encouragement activities that could be part of the Vision Zero Action Plan.

Interdepartmental Working Group (Element 4)

In 2019, staff established an interdepartmental Vision Zero Working Group that has met to review the proposed policy, develop an initial action plan, and identify areas for greater interdepartmental collaboration in relation to Vision Zero. The interdepartmental committee is comprised of staff from the following departments and divisions:

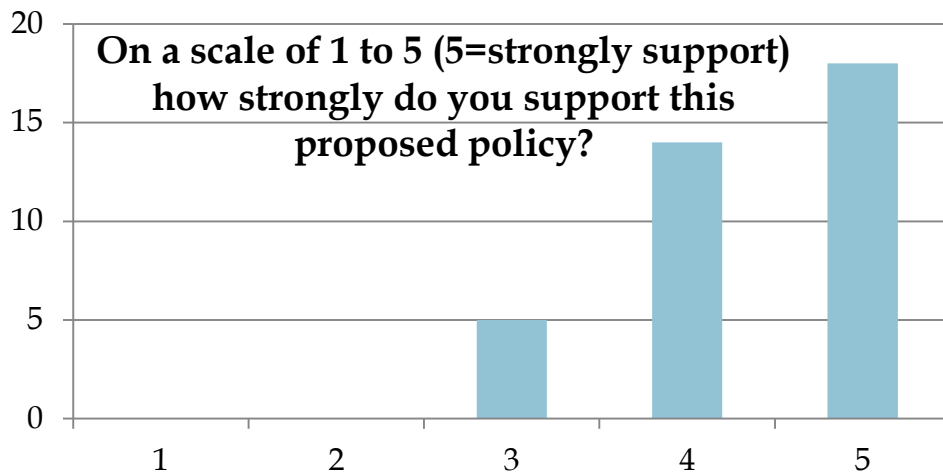
- Public Works (Transportation, Traffic Engineering, Capital Projects, Land Development, Streets, Construction);
- Community Development (Planning, Economic Development);
- Police (Traffic Enforcement, Analysis);
- City Manager (Sustainability, Public Information);
- Fire (Emergency Response);
- Community Services (Parks, Forestry, Recreation, Youth, Senior Services); and
- Library (Youth Services).

Community Engagement (Element 5)

Formation of the interdepartmental working group has enabled more effective community engagement, including translation services and tabling at Library and Community Services events that are already well-attended by a wide cross-section of the community. By participating in these events, staff has been able to connect with segments of the community that are typically underrepresented at project-specific community meetings, including families, low-income workers, and non-English speakers.

Community members at these events as well as the online survey and community meeting expressed support for adoption of the proposed Vision Zero policy. All but one of the meeting attendees and survey respondents indicated that the proposed policy is heading in the right direction,¹ and almost half (49 percent) of attendees and respondents expressed “strong support” for the proposed policy.

Figure 1: Survey and Community Meeting Input



In terms of action items, community members recommended prioritizing engineering and infrastructure strategies, followed by evaluation and enforcement. Specific strategies recommended by community members are listed in Table 1.

¹ The respondent who did not think the policy was heading in the right direction expressed that it was not sufficiently strong and “we need a policy with teeth.”

Table 1: Vision Zero Actions Suggested by Community Members

Engineering and Infrastructure	Evaluation	Enforcement and Emergency Response	Education, Encouragement, Engagement, and Equity
Design Complete Streets to improve safety while reducing VMT and lowering speeds	Collision trends and near-miss data, e.g., witness reporting,	Increase traffic enforcement	Education and awareness of Vision Zero
Implement transit priority treatments	anonymous text reporting, Neighborhood Watch	Prioritize response to traffic violations, including speed limits, keeping parked cars out of bike lanes, e.g. on Middlefield Road, crosswalk enforcement	Encourage lower speeds, stopping at crosswalks
Design, pave, paint, maintain trails as transportation facilities	Improve tracking of distracted driving		Increase diversity of input and provide multi-lingual materials
Increase maintenance of bikeways or bike lanes			Collaborate with cities working on Vision Zero
Keep trails open at night			
Improve access during construction			Involve companies
Address barriers to Neighborhood Traffic Management Program			

Initial Vision Zero Action Plan (Elements 6 and 7)

In addition to interdepartmental collaboration and community outreach, staff has initiated a number of additional activities related to Vision Zero. Existing, recent, and proposed Vision Zero-related activities that may be included in the Initial Vision Zero Action Plan are outlined in Table 2 below.

Table 2: Existing, Recent, and Proposed Vision Zero Actions

	Engagement, Equity	Engineering (Infrastructure)	Education, Encourage	Enforcement	Evaluation
Existing Actions	Project Coordination Bicycle/ Pedestrian Advisory Committee Fatal Collision Coordination (PD/Traffic)	General Plan, Bike Plan, Pedestrian Master Plan (PMP) Capital Projects, e.g., Signal Upgrades, Castro Bikeway, Shoreline Boulevard, El Camino Real, Grade Separation Street Repaving, Maintenance, and Operations	Open Streets Events: Thursday Night Live, Art & Wine Library Programs and Bike Clinic	Local Traffic Enforcement Emergency Response Regional Traffic Enforcement Campaigns	Quarterly Collision Analysis Speed Surveys and Neighborhood Traffic Management Program
Recent or New Current Actions	Interdepart- mental Vision Zero Working Group Outreach Coordination with Library Services and Community Services	Use of HIN for project prioritization under the biannual budget and five-year capital improve- ment program process Planned Crossing Improvements on HIN Comprehensive Modal Plan	August 1 Bike Summit, Pop- Up Protected Bikeway Safe Routes to School Program	Regional Coordina- tion on Pedestrian Hybrid Beacon Enforcement and Education	Identification of High-Injury Network Pedestrian Quality of Service (QOS) and Bike Level of Traffic Stress (LTS) Analysis

	Engagement, Equity	Engineering (Infrastructure)	Education, Encourage	Enforcement	Evaluation
New Proposed Actions	Vision Zero Policy Adoption	Complete Connected Network of Low-Stress Bikeways, including Pilot Bikeways and HIN Protected Bikeways	Data-Driven Outreach on KSI Collision Factors	Data-Driven Enforcement on KSI Collision Factors	Pedestrian Master Plan Update Bike Counters Program Scheduled Action Plan Updates

Following Council adoption of the Vision Zero Policy, the interdepartmental working group will continue to develop and implement a Vision Zero Action Plan. As part of implementation, staff will perform ongoing monitoring and evaluation of the results, update the Vision Zero Action Plan as needed, and provide updates to Council.

FISCAL IMPACT

Adoption of the Council Policy on Vision Zero will have cost implications related to implementing the Vision Zero Action Plan. The Sustainability Action Plan (SAP-4), adopted and funded by City Council on October 22, 2019, includes \$750,000 for Vision Zero Action Plan implementation, \$240,000 for active transportation outreach, and \$1.5 million for Citywide pilot bicycle improvement and monitoring programs. These funding resources, combined with projects already funded in the Capital Improvement Program (CIP), will help fund implementation of the Action Plan. If any Vision Zero Action Plan items require reprioritization of projects or additional funding, these will be presented as part of the budget and/or CIP approval process.

CONCLUSION

The proposed Vision Zero Policy includes principles and goals that are consistent with the best practice elements of a Vision Zero strategy. It sets an aspirational goal of eliminating all fatal traffic collisions in Mountain View by 2030 along with incremental targets to monitor progress. Community members participating in the community outreach activities were supportive of the policy and initial action plan components. Council adoption of the Vision Zero Policy is consistent with the Major Goal related to transportation and with the SAP-4.

ALTERNATIVES

1. Propose modifications to the proposed resolution and policy.
2. Do not adopt the proposed resolution and policy.
3. Provide other direction.

PUBLIC NOTICING

The City Council's agenda is advertised on Channel 26, and the agenda and this report appear on the City's Internet website at www.mountainview.gov. The Consent item memo was also sent to the Bicycle/Pedestrian Advisory Committee and the MyMV e-mail subscriptions related to Vision Zero.

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- Attachments:
1. Resolution Adopting City Council Policy K-24, Vision Zero Policy
 2. [January 15, 2019 Vision Zero Study Session Memo](#)