

Attachment 1

Draft Vision Zero/Plan Update Talking Points

BPMP City Council Member Talking Points (DRAFT 1/7/19)

- Hello Council member _____. I have been enjoying my role as your appointee on the Bicycle and Pedestrian Advisory Board (BPAB).
- The BPAB has been working with our consultant, Alta Planning, to prepare an updated Bicycle and Pedestrian Master Plan (Bike and Ped Plan).
 - The last Bike and Ped Plan was completed in 2010.
 - We anticipate that the plan will come before the City Council for approval in March.
 - The plan has had a vigorous community engagement process. More than 1,300 people completed our Bike and Ped Plan survey and we received nearly 800 comments on the interactive mapping tool. (Reference Bike and Ped Plan Timeline Document.)
- Vision/Goals/Recommended Networks
 - The vision is that Santa Rosa is a community where walking and bicycling are comfortable and convenient for people of all ages and abilities.
 - The Goals are to:
 - Increase Access and Comfort
 - Maintain and Expand the Network
 - Support a Culture of Walking and Bicycling
 - Elements of the plan include existing conditions, an assessment of traffic level of stress, design guidelines (NEW), a Bicycle Friendly Community Assessment (NEW), and Bicycle and Pedestrian Network Recommendations.
- The Bike and Ped Plan provides priority lists for Bicycle and Pedestrian infrastructure projects. The Transportation and Public Works Department uses these lists to guide their work. There is a lot of public interest in this prioritization process. More than 900 votes were recorded on projects along with about 420 comments on draft recommendations. There was a public meeting on November 8 that drew 70 people.
 - Overview of priorities
- We need to make sure that these improvements are implemented in the most successful and equitable way possible, and dedicated City staff are needed to support this implementation.
- A new and important part of the Bike and Ped Plan is an analysis of how to improve our status as a Bicycle Friendly Community. Currently, we are at the Bronze level. We have many of the elements it takes to get to Silver or even the Gold level, but there are some core issues we need to address:
 - Our bicyclist injury and fatality rates are higher than the ranges that are outlined for a bicycle friendly community.
 - We lack a bicycle coordinator on the City staff to support bicycle and pedestrian projects, programs and activities.
 - We recommend that Santa Rosa adopt a Vision Zero policy to reduce bicycle and pedestrian fatalities and severe injuries. Vision Zero is a paradigm shift to address traffic safety through interdisciplinary approach of engineering, enforcement, and education involving an interagency task force of Public Works, Police, Public Health, and Planning.
 - Locally, the Sonoma County Department of Health Services and the Sonoma County Transportation Authority (SCTA) recently submitted a Caltrans Sustainable Communities Grant Application to coordinate a countywide Vision Zero planning process. The grant

was due on November 30. They will find out if they are successful in the Spring to begin implementation in July 2019.

- The countywide effort would set up a data dashboard by March 2020.
 - The BPAB submitted a letter of support for this application.
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- The BPAB feels that starting the process to adopt a Vision Zero policy in tandem with the Bike and Ped Plan adoption would send a strong message to the community about the City's commitment to safety and equity.
 - The BPAB will be recommending that the City Council adopt the Bike and Ped Plan, begin the process to adopt a Vision Zero policy, and consider funding a Bicycle and Pedestrian Coordinator.