

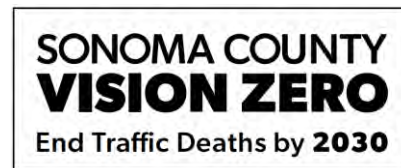
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# Sonoma County

# Vision Zero Action Plan

Public Workshop

January 25, 2022



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Where are you joining us from?



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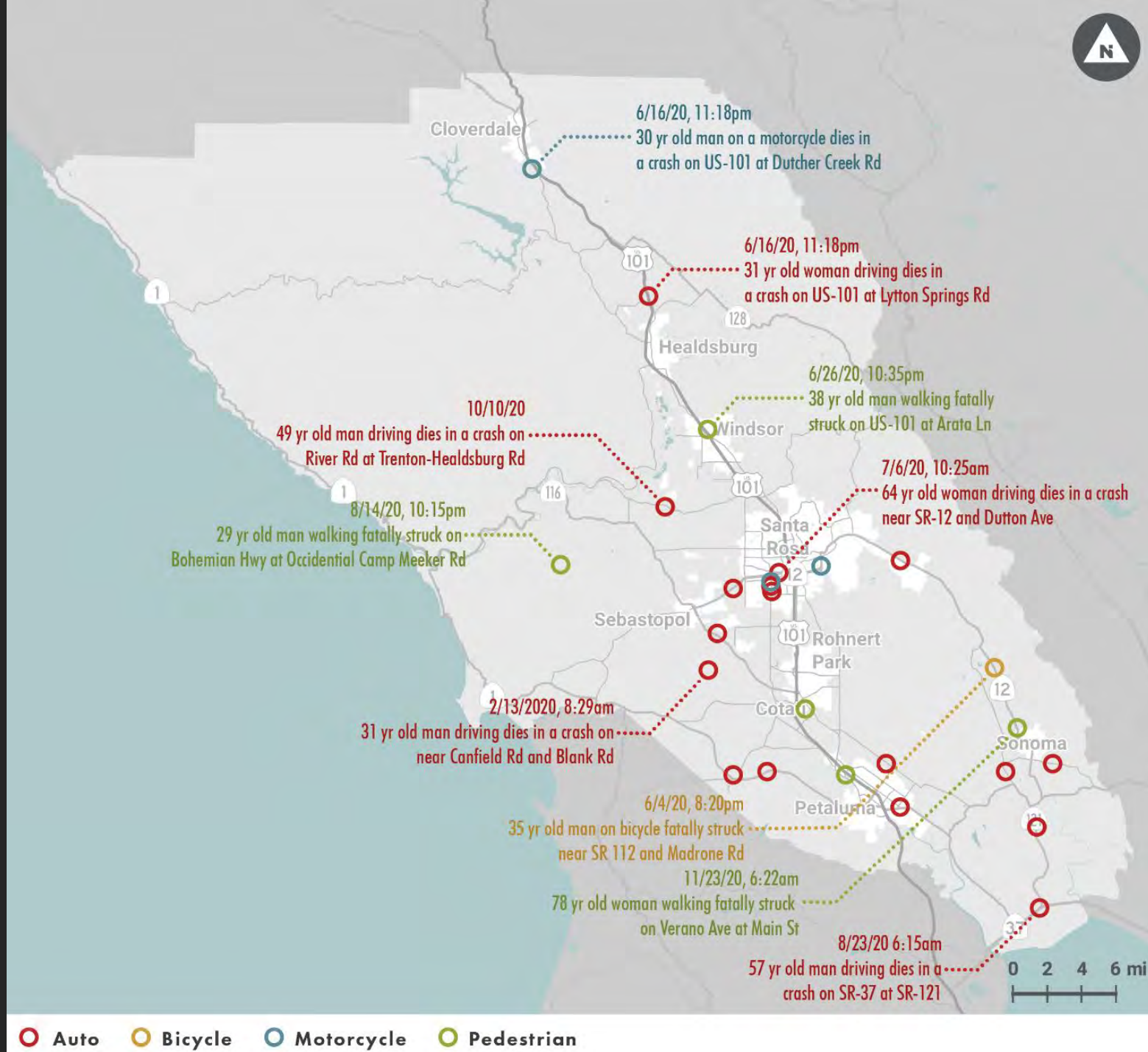
2

Which means of transportation  
do you use regularly ?



# Why Vision Zero?

- From 2016 to 2020, crashes killed 176 people in Sonoma County and left 924 more with life-changing injuries
- Losses fall hardest on those who have reduced access to transportation, live in places with fewer transportation facilities, or who travel without using private vehicles
- Vision Zero supports sustainability goals by creating safer conditions for people to walk, bike, and use public transportation



## TRADITIONAL APPROACH

Traffic deaths are INEVITABLE

GEOGRAPHIC EQUALITY in  
resource allocation

PERFECT human behavior

Prevent COLLISIONS

INDIVIDUAL responsibility,  
enforced through TRAFFIC STOPS

## VISION ZERO

Traffic deaths are PREVENTABLE

EQUITABLE investment to address  
disparities

Integrate HUMAN ERROR into  
approach

Focus on preventing FATAL AND  
SEVERE INJURY CRASHES

COLLECTIVE RESPONSIBILITY  
based on SAFE SYSTEMS approach

## Top Crash Factors for all Crashes (2016-2020)

1. Unsafe Speed



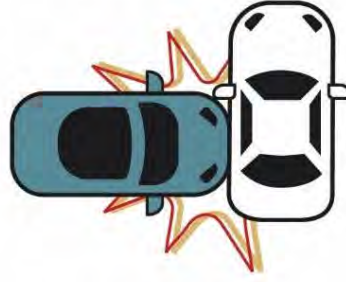
**31%**  
of Crashes

2. Unsafe Turns



**16%**  
of Crashes

3. Right of Way



**15%**  
of Crashes

4. Impaired Driving



**11%**  
of Crashes

## Crash Trends & Factors



Matching crash data to appropriate programs, policies, and infrastructure

## Top Crash Factors Resulting in a Fatality or Severe Injury (2016-2020)

1. Impaired Driving



**24%**  
of Crashes

2. Unsafe Turns



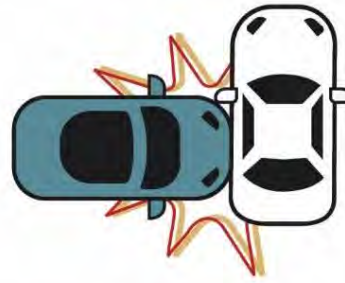
**20%**  
of Crashes

3. Unsafe Speed



**17%**  
of Crashes

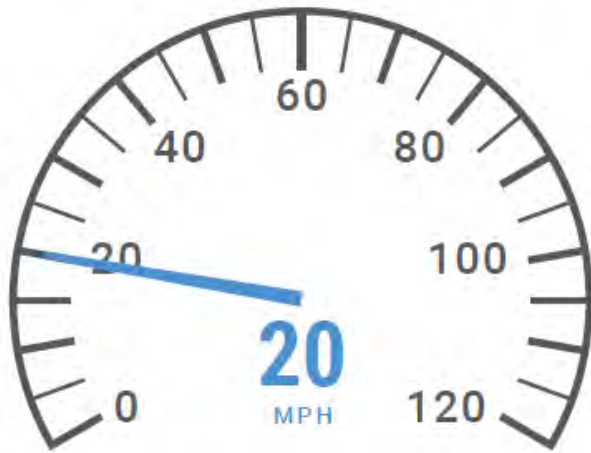
4. Right of Way



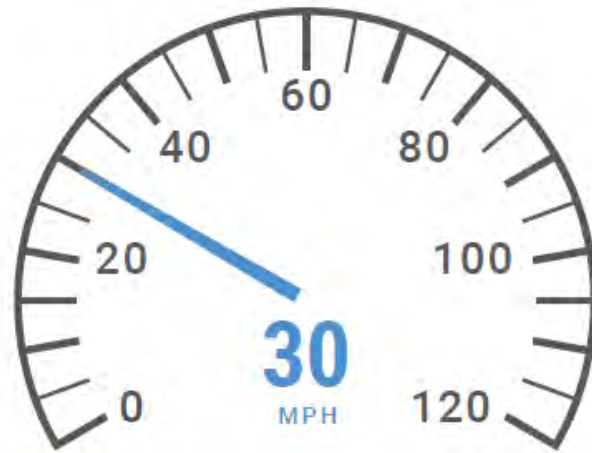
**10%**  
of Crashes



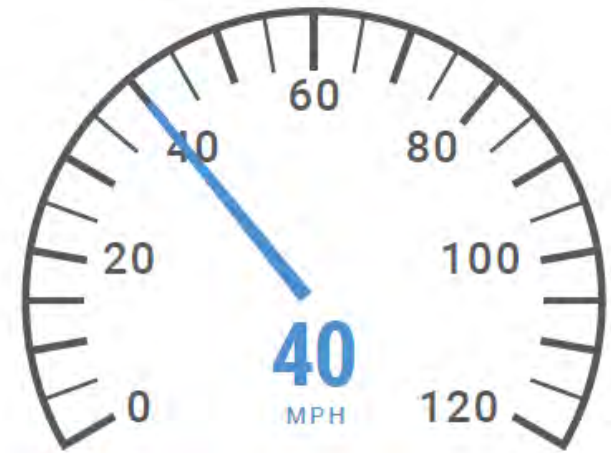
Public health approach – treating the root causes rather than just the symptoms



**10%** Likelihood of fatality  
or severe injury



**40%** Likelihood of fatality  
or severe injury



**70%** Likelihood of fatality  
or severe injury

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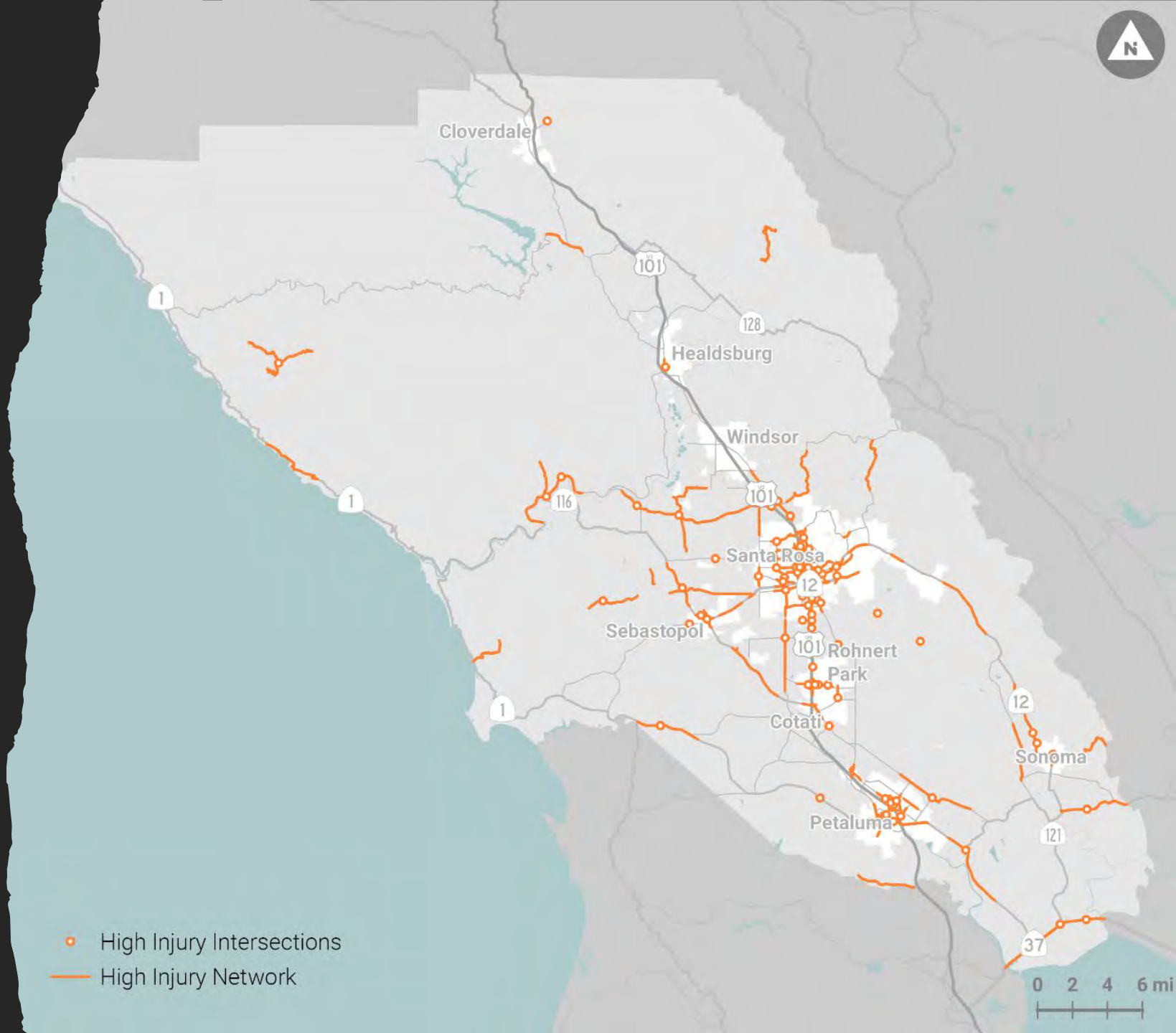
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What are the most important  
traffic safety issues facing  
Sonoma County today?

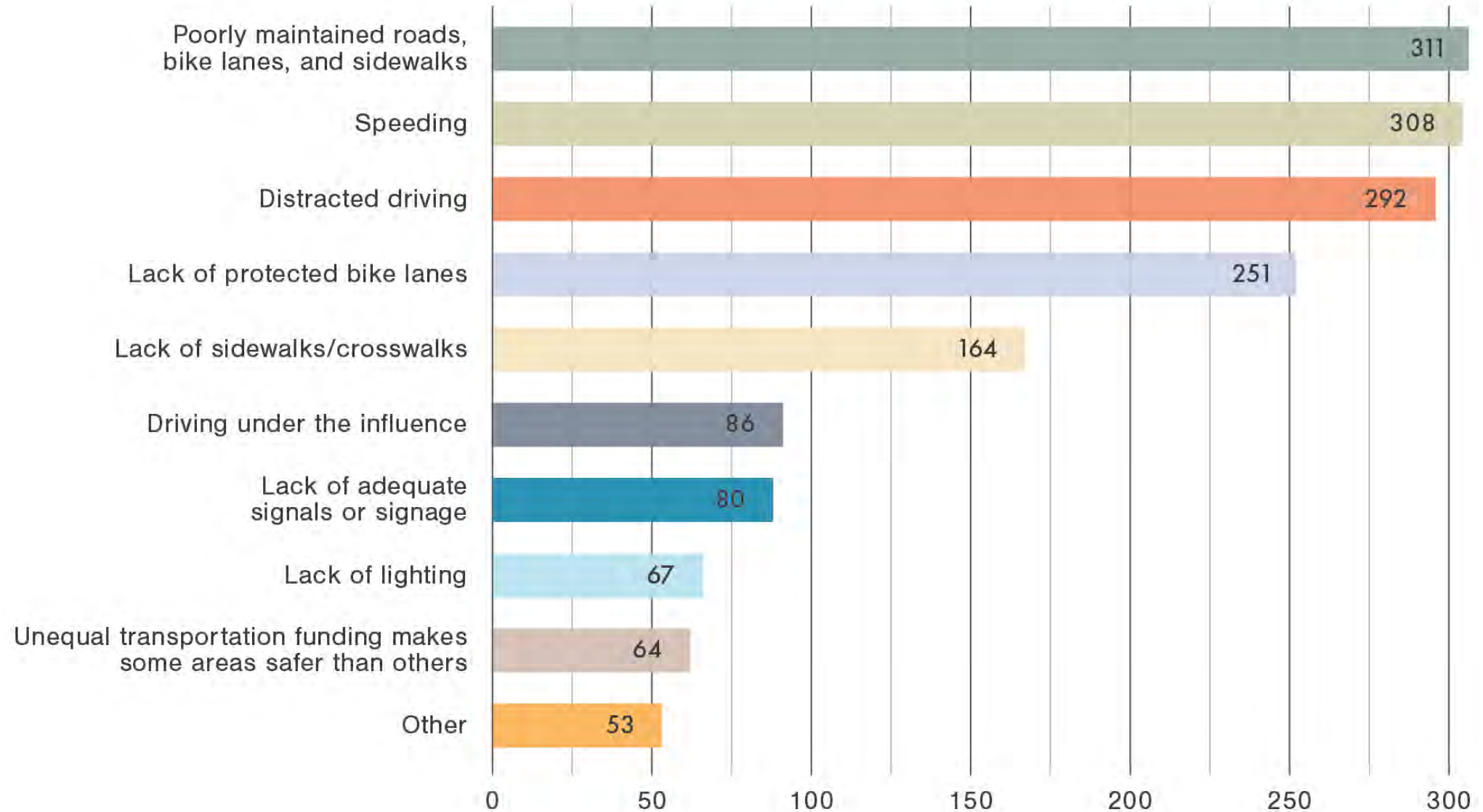


# High Injury Network

- Systematic analysis to guide investments in Vision Zero safety improvements
- 209 miles of roadway and 98 intersections spread throughout the county

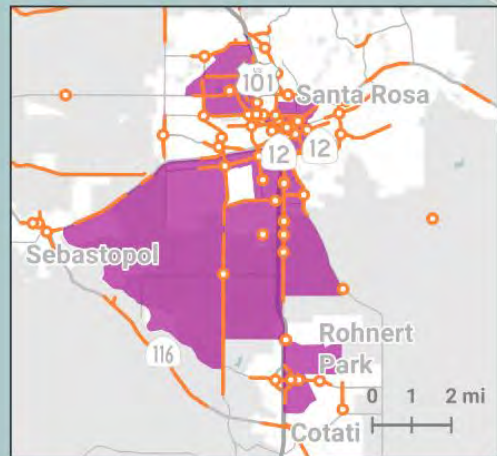


**What are the most important traffic safety issues facing Sonoma County today? Choose your top three.**

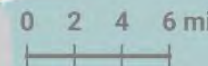


# Centering Equity

- Transportation Costs and Barriers
- Disparities in Crash Victims
- Disparities in Traffic Enforcement
- Disparities Between Rural and Urban Areas
- Measuring and Mapping Disparities
  - Equity Priority Communities
  - CalEnviroScreen



- High Injury Intersections
- High Injury Network
- Equity Priority Communities



# Goals & Actions

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1. Create Safer Speeds
2. Eliminate Impaired Driving
3. Create a Culture of Safety
4. Build Safe Streets for All
5. Make Vehicles Safer
6. Improve Data for Effective Decision Making



# Create Safer Speeds

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The faster someone drives, the longer it takes to avoid hitting someone entering their path of travel and the more severe the impact of a crash will be. Slowing motorists also makes streets more inviting for people walking and biking.



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- |            |                                                                                                                                                                                          |
|------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Action 1.1 | Review speeds and posted limits on the county's high injury network, set context appropriate speeds, and implement speed mitigation measures based on findings and legislative authority |
|------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
- 
- |            |                                                                                                                                                                                              |
|------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Action 1.2 | Develop and adopt a process to reduce speed limits to 25 mph or below on county and local roads where appropriate, such as areas around schools, parks, senior centers, and transit stations |
|------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
- 



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# 4

What measures would be most effective to reduce speed related crashes in Sonoma County?



# Eliminate Impaired Driving

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Crash data shows that impaired driving contributes to a large proportion of traffic fatalities and severe injuries in Sonoma County. Strategies to eliminate impaired driving should provide transportation alternatives for people who are consuming alcohol while also preventing those with a pattern of impaired driving from getting behind the wheel and addressing the root causes of alcohol and drug abuse.



|            |                                                                                                                                      |
|------------|--------------------------------------------------------------------------------------------------------------------------------------|
| Action 2.1 | Continue and expand law enforcement engagement with businesses around responsible beverage service                                   |
| Action 2.2 | Encourage safe wine, beer, and cannabis tourism by promoting ride share services, designated driver services, and walking wine tours |
| Action 2.3 | Support diversion programs like the Driving Under the Influence Program that focus on education over punishment                      |
| Action 2.4 | Support community-based drug and alcohol problem assessment and treatment programs such as Turning Point                             |
| Action 2.5 | Expand and promote publicly subsidized transport services to include more night-time hours                                           |



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# 5

What measures would be most effective to eliminate impaired driving in Sonoma County?



# Create a Culture of Safety

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Creating a culture of safety involves a variety of measures with a common goal of encouraging safe behavior and instilling a sense of shared responsibility for each others safety. It is a community-driven goal that requires buy-in and support from diverse stakeholders, elected officials, agency partners, and the media.



|            |                                                                                                                                                                                              |
|------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Action 3.1 | Develop a network of "civic partners" who pledge to support Vision Zero through the dissemination of safety and educational information to their networks                                    |
| Action 3.2 | Work with media partners to more accurately report traffic crashes to avoid victim-blaming and report crashes in the context of Vision Zero                                                  |
| Action 3.4 | Work with Safe Routes to School (SRTS) program, school districts, and parents to promote safe, active transportation through education, school policies, and pick-up/drop-off procedures     |
| Action 3.5 | Promote anti-distraction messaging among vehicle fleet operators, including rental car agencies, government agencies, rideshare companies, waste management providers, and shuttle operators |
| Action 3.6 | Partner with youth organizations to create peer-to-peer anti-distraction messaging campaigns                                                                                                 |



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# 6

What measures would be most effective to create a culture of safety in Sonoma County?



# Build and Maintain Safe Streets for All

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Building safe streets in Sonoma County means ensuring that streets are designed to encourage safe behavior and reduce conflicts between users. Streets should respond to the surrounding land uses and activities, making it easier and more attractive for people to walk, roll, bike, and take transit.



|             |                                                                                                                                                                                                      |
|-------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Action 4.1  | Update street design standards to reflect the latest research and best practices around safety and Complete Streets, with an emphasis on serving diverse road users of all ages and abilities        |
| Action 4.5  | Establish a multidisciplinary rapid response team to evaluate and address fatal and severe injury crashes and crash sites                                                                            |
| Action 4.6  | Close gaps in bicycle and pedestrian networks and design facilities for all-ages and all abilities                                                                                                   |
| Action 4.11 | Improve routine facility maintenance for all modes, particularly pedestrians and bicycles (e.g., crosswalk and bike lane restriping, brush cutting of vegetation along shoulder areas) along the HIN |
| Action 4.12 | Identify opportunities for low-cost quick-build projects to rapidly implement bicycle and pedestrian safety improvements along the HIN                                                               |



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# 7

What measures would be most effective to build safe streets for all in Sonoma County?



# Make Vehicles Safer

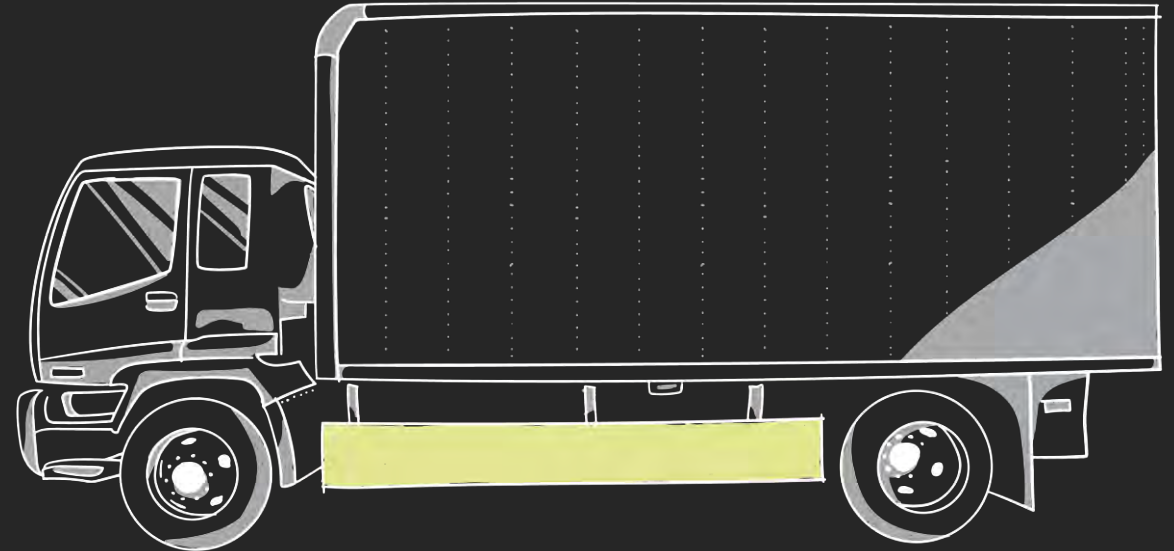
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Motor vehicles are large, heavy, and fast, making them inherently dangerous to other road users. This goal focuses on making sure that the vehicles on Sonoma County roads are designed to reduce the likelihood of driver error resulting in a fatality or serious injury.



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|------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Action 5.1 | Install side guards on all large County- and city-owned fleet and require entities contracting with Sonoma County or local jurisdictions to have side guards on a certain proportion of their fleet over 10,000 lbs. |
|------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
- 
- |            |                                                                                                       |
|------------|-------------------------------------------------------------------------------------------------------|
| Action 5.2 | Adopt guidelines for incorporating safety features in specifications for new fleet vehicles purchases |
|------------|-------------------------------------------------------------------------------------------------------|
- 
- |            |                                                                                            |
|------------|--------------------------------------------------------------------------------------------|
| Action 5.3 | Advocate for an automated mobility policy framework that advances Vision Zero safety goals |
|------------|--------------------------------------------------------------------------------------------|
- 



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# 8

What measures would be most effective to make vehicles safer ?



# Improve Data for Effective Decision Making

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Improving the scope and quality of crash data helps planners, engineers, and policy makers to make better decisions about resource allocation and facility design.



|            |                                                                                                                                                                                                                                                                                          |
|------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Action 6.1 | Maintain and update the Sonoma County Vision Zero Data Dashboard for all crash and safety data on the Vision Zero website                                                                                                                                                                |
| Action 6.2 | Provide annual citation data for infractions that potentially lead to severe injuries and deaths, such as impaired driving, speeding, and failure to yield                                                                                                                               |
| Action 6.3 | Analyze annual citation data to determine if particular groups are being disproportionately targeted                                                                                                                                                                                     |
| Action 6.4 | Use Portrait of Sonoma County, hospital trauma, and health center data in identifying underlying elements related to safety and mobility                                                                                                                                                 |
| Action 6.5 | Deliver a training module for Sonoma Sheriff's Office and local Law Enforcement personnel responsible for crash reporting that addresses the unique attributes required to accurately report circumstances of crashes involving bicyclists, pedestrians, and other vulnerable road users |



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9

What measures would be most  
effective in improving Vision Zero  
data ?



Cities around the County and the County itself are actively working on addressing traffic safety concerns on our roads. The map below displays some of the recently funded, in progress, and completed safety projects.



## Dive into the Dashboard

- **Accountability**
  - City Council Resolution
  - Vision Zero Pledge
- **Evaluation & Tracking**
  - Metrics and reporting tools
  - Building on VZ website / Story Map

# Take the **VISION ZERO** Safety Pledge

I  
**Pledge**  
**To:**

- Only drive while sober, alert, and free of distractions, including my phone and other devices
- Drive at safe speeds and look out for others
- Slow down and give at least three feet of space when passing people on bicycles
- Follow the rules of the road, including yielding to people walking
- Share the Vision Zero pledge with my family and friends

