

Vision Zero Implementation Plan

Background

On July 26, 2022, the City Council adopted the Sonoma County Vision Zero Action Plan (VZAP). The VZAP set a target goal of zero traffic deaths and severe injuries on roadways within Santa Rosa by 2030. The Council at the same time also approved the Local Road Safety Plan (LRSP) for citywide corridors including those identified in the Bicycle and Pedestrian Master Plan Update 2018.

One of the products from the VZAP was the creation of a countywide dashboard. The Vision Zero Data Dashboard¹ shows major patterns in crash data from around Sonoma County from 2015 through 2021 and provides the ability to view data specific to each jurisdiction in the county. Overall, fatal and severe crashes in Sonoma County increased through 2017, but have started to decrease over the last few years. Relative to other jurisdictions, Santa Rosa experienced the most pronounced trend, with the total number of crashes declining from 870 in 2017 to 326 in 2021, and fatal and severe crashes declining from a high of 65 in 2018 to 41 in 2021. The dashboard will be used to track Santa Rosa's progress toward the 2030 goal and adjust the implementation plan as needed to meet the goal.

Goals

The Sonoma County Vision Zero Action Plan (VZAP) represents a commitment to specific Vision Zero actions that are organized into six high-level goals:

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

The first two goals—Create Safer Speeds and Eliminate Impaired Driving—directly target two leading crash factors for severe crashes in Sonoma County. Create a Culture of Safety addresses all crash factors by instilling a sense of shared responsibility for the collective safety of all road users. The next two—Build Safe Streets for All and Make Vehicles Safer—focus on the physical conditions of Santa Rosa streets and vehicles to reduce conflicts between road users, prevent crashes from occurring, and to reduce their severity when they do happen. For example, Automated Traffic Enforcement (ATE) using red light cameras reduces right of way crashes while installing side guards on trucks reduces the severity of improper turning crashes involving bicycles and pedestrians. The last goal, Improve Data for Effective Decision Making, lays out an overarching vision for improving the data quality and ease of use to inform ongoing efforts across the other five goals and enable decision makers to prioritize resources.

- In addition to participating on the countywide Vision Zero Advisory Committee, we recommend that Santa Rosa form a multidisciplinary task force to develop the plans and actions proposed in this implementation plan and track progress toward Santa Rosa's Vision Zero goal. This task

¹ Vision Zero Data Dashboard: <https://scta.ca.gov/vz/#data-dashboard>

force could be comprised of representatives from the police department, public works, transit, community engagement department, the Bicycle and Pedestrian Advisory Board, and other key stakeholders. The task force could meet quarterly to start and then move to no less than biannually as the implementation plan moves forward.

The following sections present a more detailed discussion about the implementation actions identified in the VZAP and whether there are strategies that we are already doing or strategies that we should consider moving forward to achieve the six goals listed above.

Notes about the actions, metrics and timeframes below:

- There are two levels of action items listed below. Higher-level actions are presented as text, while more specific supporting actions are listed in tables.
- In most cases, metrics are linked to the higher-level actions. In the future, metrics could be added for specific supporting actions.
- Timeframes that say, for example, “6-9 months – ongoing” indicate that the activity will begin within 6-9 months and then occur on an ongoing basis.

Create Safe Speeds

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. Unsafe speed is the top factor for all crashes in Sonoma County and the third most common crash factor for crashes resulting in a fatality or severe injury. Slowing drivers also makes streets more inviting for people walking and biking. Creating safe speeds is primarily about setting appropriate speed limits and then designing streets that encourage motorists to comply with limits, particularly in more developed areas where there are more people walking and biking.

Action - Review speeds and posted limits on the High Injury Network, set context appropriate speeds, and implement speed mitigation measures based on findings and legislative authority

Metric: Miles of roadways reviewed, miles of roadway needing speed mitigation measures, and miles of roadway treated.

<i>Action</i>	<i>Timeframe</i>	<i>Department Responsible</i>
<i>Follow current California Vehicle Code and California Manual on Uniform Traffic Control Devices to determine radar enforceable speed limits on all streets throughout Santa Rosa</i>	<i>Ongoing</i>	<i>Transportation and Public Works (TPW)</i>
<i>Review and modify speed limits in downtown Santa Rosa as allowed under AB43</i>	<i>Now - March 2023 – ongoing</i>	<i>TPW</i>
<i>Identify additional areas of Santa Rosa to implement speed reductions when allowed under AB43 regulations</i>	<i>[timing is reliant on state update of regulations, which should happen no later than June 2024]</i>	<i>TPW</i>

<i>Implement low-cost methods to reduce speeds (trailers, signs, striping), prioritizing implementation on high injury network</i>	<i>Ongoing</i>	<i>TPW</i>
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Action - Develop and adopt a process to reduce speed limits to 25 mph or below on local roads where appropriate, such as areas around schools, parks, senior centers, and transit stations.

Per CVC, a local authority may not lower a speed limit other than as authorized in a downtown business activity district until June 30, 2024 or when the Judicial Council has developed an online tool for adjudicating infraction violations statewide as specified in Article 7 of Chapter 2 of title 8 of the Government Code, or whichever is sooner.

<i>Action</i>	<i>Timeframe</i>	<i>Department Responsible</i>
<i>Develop process to implement lower speed limits in areas outside of downtown when a tool for adjudicating infraction violations is available.</i>	<i>2023-2024 – ongoing</i>	<i>TPW</i>

Eliminate Impaired Driving

Strategies to eliminate impaired driving include coordination with law enforcement on high-visibility enforcement for businesses and individuals, prevention measures to keep people with a pattern of impaired driving from getting behind the wheel, and diversion programs that focus on education and treatment. In addition, this plan proposes transportation alternatives for people who are consuming alcohol, and additional resources for programs that address the root causes of alcohol and drug abuse.

Action - Continue and expand law enforcement engagement with businesses around Responsible Beverage Service (RBS).

Metric: Regular meetings with Police Department.

<i>Action</i>	<i>Timeframe</i>	<i>Department Responsible</i>
<i>Re-establish quarterly or bi-annual meetings with Police</i>	<i>within 6-9 months – ongoing</i>	<i>Traffic engineer</i>

Action - Encourage safe wine, beer, and cannabis tourism by promoting ride share services, designated driver services, and walking wine tours.

<i>Action</i>	<i>Timeframe</i>	<i>Department Responsible</i>
<i>To be developed</i>	<i>within 6-9 months – ongoing</i>	<i>County Bureau of Tourism</i>

Action - Support diversion programs like the Driving Under the Influence Program and DUI Court that focus on education and treatment over punishment

Action	Timeframe	Department Responsible
<i>To be developed</i>	<i>within 6-9 months – ongoing</i>	<i>Department of Health Services and District Attorney Office as part of the county effort</i>

Action - Support community-based drug and alcohol problem assessment and treatment programs such as Turning Point

Action	Timeframe	Department Responsible
<i>To be developed</i>	<i>within 6-9 months – ongoing</i>	<i>Department of Health Services and other agencies as part of the county effort</i>

Action - Expand and promote publicly subsidized transport services to include more night-time hours

Action	Timeframe	Department Responsible
<i>Conversation with City Bus about expanding night-time service hours</i>	<i>6-9 months – ongoing</i>	<i>Active Transportation Planner (ATP) will initiate conversation with Rachel Ede at City Bus</i>

Create a Culture of Safety

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 other's safety. It is a community-driven goal that requires buy-in and support from diverse stakeholders, elected officials, agency partners, and the media. Many actions focus on youth and young drivers to help develop the next generation of responsible road users. This goal targets dangerous behaviors contributing to all four of the top crash factors: impaired driving, unsafe turns, unsafe speed, and right-of-way violations.

Action - Support Safe Routes to School (SRTS) program and school districts to promote safe, active transportation through education, school policies, and pick-up/drop-off procedures

Metric: [to be developed by Active Transportation Planner in conjunction with partner organizations.]

Action	Timeframe	Responsible Departments
<i>Identify program weaknesses and gaps and what role city could play to support improvements</i>	<i>6 – 9 months (once the ATP position is filled) – ongoing</i>	<i>ATP in lead role. Involves Schools (elementary, middle and high schools), School Districts, SCBC, SRTS to develop</i>

Action - Work with media partners to more accurately report traffic crashes, to avoid victim blaming, and report crashes in the context of Vision Zero

Action	Timeframe	Responsible Departments
Improve police reports to remove survivor bias.	6 – 9 months – ongoing	Communication team (Jaime Smedes)--lead. Also involves ATP, Traffic Engineer and Police Department.
Outreach to media outlets	6 – 9 months – ongoing	Communication team (Jamie Smedes)--lead.

Action - Develop comprehensive engagement strategies that prioritize Equity Priority Communities (EPCs), create personal connections to Vision Zero, and encourage drivers to safely share the road with other users

Action	Timeframe	Responsible Departments
Identify overlap between Equity Priority Communities and High Injury Network to be able to develop engagement strategies appropriate to each community.	6-9 months – ongoing	Jaime Smedes, Beatriz Guerrero and Magali Telles (Communications and Community Engagement), and ATP.

Action - Promote educational campaigns for municipal, private vehicle fleet operators and contractors focused on discouraging distracted driving and encouraging safely sharing the road with people walking and bicycling

Metric: Implementation of supporting actions

Action	Timeframe	Responsible Departments
Learn what training CityBus provides and/or requires for its operators (because they are well-trained)	6-9 months – ongoing	CityBus (Rachel Ede) and ATP
Develop a draft training manual for public (city and school districts) and private fleet operators (delivery, contractors, etc.)	6-9 months – ongoing	CityBus, ATP and Jaime Smedes

Build and Maintain Safe Streets for All

Building safe streets in Sonoma County means preserving and maintaining existing infrastructure and ensuring that streets are designed to encourage safe behavior and reduce conflicts between users. This goal was identified as the most important step toward Vision Zero by 67% of survey respondents. Depending on the crash profiles of particular locations, infrastructural countermeasures can also address specific crash types, such as left turn conflicts or fixed object crashes, in a systematic and cost-

effective way. Street profiles should also respond to the surrounding land uses and activities, making it easier and more attractive for people to walk, roll, bike, and take transit.

Action - Implement low-cost quick-build projects to rapidly implement bicycle and pedestrian safety improvements along the HIN

Metric: Number of small and quick-build orders that get installed for bicycle and pedestrian safety.

Action	Timeframe	Responsible Departments
Dutton Avenue quick build grants	Once funding can be found	TPW
Fill open positions	Underway	Human Resources (HR) and TPW
Develop priority list of quick-build projects	6-12 months (once ATP and Transportation Planner positions are filled) – ongoing	TPW
Install Leading Pedestrian Intervals at additional intersections	Ongoing	TPW

Action - Complete Local Road Safety Plans (LRSPs)

Metric: Number of completed LRSPs.

Action	Timeframe	Responsible Departments
City Council approve LRSP with multiple corridors including several identified in Bicycle and Pedestrian Master Plan	done in July 2022	TPW
Evaluate other corridors for future funding opportunities	Once ATP and TP positions are filled – ongoing	TPW

Action - Seek sustainable funding sources for projects designed to meet Vision Zero safety goals and prioritize projects in Equity Priority Communities (EPCs)

Metric: Dollars invested in Vision Zero infrastructure.

Action	Timeframe	Responsible Department
Fill positions at TPW Capital Improvement Projects team (currently at 50% staffing)	ASAP	HR and TPW
Submit VZ/Climate Action plan to SCTA for Go Sonoma funding	Submitted but was not funded.	TPW

<i>Seek Go Sonoma and other funding for projects</i>	<i>6-12 months – ongoing</i>	<i>TPW – Transportation Planner (TP)</i>
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Action - Improve routine facility maintenance particularly along the High Injury Network (HIN)

Metric: Bi-annual check-ins by ATP with field crews.

<i>Action</i>	<i>Timeframe</i>	<i>Responsible Department</i>
<i>Provide Street Field Services crews with maps of HIN. Could lead to better tracking and repair of maintenance problems.</i>	<i>4-10 months – ongoing</i>	<i>Jeremy Gundy, Deputy Director, Field Services; Traffic Engineering Technicians; Associate Engineer</i>
<i>Focus Streets Field Services crews on safety-related needs, worn striping, sign reflectivity and sidewalk problems</i>	<i>4-10 months – ongoing</i>	<i>Jeremy Gundy, Deputy Director, Field Services; Traffic Engineering Technicians; Associate Engineer</i>
<i>Talk to Recology to improve street sweeping to reduce debris in bike lanes</i>	<i>4-10 months – ongoing</i>	<i>Joey Hejnowicz Zero Waste Coordinator City of Santa Rosa</i>

Action - Identify and implement road safety improvements through routine resurfacing processes

<i>Action</i>	<i>Timeframe</i>	<i>Responsible Department</i>
<i>Integrate safety enhancements into the annual slurry seal and preventive maintenance contracts</i>	<i>Ongoing</i>	<i>ATP lead</i>

Action - Close gaps in bicycle and pedestrian on HIN and design facilities for all-ages and all abilities

*Metric: Miles of new and upgraded bike and pedestrian facilities that connect to existing facilities;
Increase in mileage of low stress bicycle facilities (separated paths, bicycle boulevards, and separated bikeways)*

<i>Action</i>	<i>Timeframe</i>	<i>Responsible Department</i>
<i>Identify priority gaps to address.</i>	<i>12 months – ongoing</i>	<i>TPW with TP/ATP lead</i>
<i>Annually seek funding for projects that close gaps in bike/pedestrian network</i>	<i>6-9 months – ongoing</i>	<i>TPW with TP lead</i>
<i>Update the Bicycle and Pedestrian Master Plan to</i>	<i>Through participation in the SCTA countywide Active</i>	<i>TWP TP lead</i>

<i>include a connected network of protected bike lanes.</i>	<i>Transportation Plan and the update of the City's General Plan – ongoing</i>	
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Action - Deploy a toolbox of multi-modal safety design elements and countermeasures to systemically address high-risk intersections and corridors

Action	Timeframe	Responsible Department
<i>Prioritize steps from Bicycle and Pedestrian Master Plan Update 2018 and LRSP for addressing high-risk facilities.</i>	<i>6-9 months – ongoing</i>	<i>ATP lead</i>

Action - 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	Timeframe	Responsible Department
<i>Update and circulate revised standards in 2023; update at regular intervals after that</i>	<i>In progress. Will complete in 2023</i>	<i>Traffic engineer, Associate Traffic engineer</i>

Action - Establish a multidisciplinary rapid response team to evaluate and address fatal and severe injury crashes and crash sites

Metric: Regular meetings with Police Department.

Action	Timeframe	Responsible Department
<i>Reestablish quarterly or biannual meetings with Police Department</i>	<i>9-12 months – ongoing</i>	<i>Traffic engineer</i>

Action - Research and consider reinstating and expanding Automated Traffic Enforcement (ATE) as a strategy to reduce red light running

Metric: Regular meetings with Police Department.

Action	Timeframe	Responsible Department
<i>Reestablish quarterly or biannual meetings with Police Department</i>	<i>9-12 months – ongoing</i>	<i>Traffic engineer</i>

Make Vehicles Safer and Reduce Private Vehicle Use

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 severe injury and at reducing overall vehicle use to lower the resulting risk of crashes occurring.

Action - Promote land use, TDM, and street design policies that reduce VMT (vehicle miles traveled) and dependence on single-occupancy vehicle trips

Metric: Track transit ridership and bicycled and pedestrian counts as a proxy for reduced VMT.

Action	Timeframe	Responsible Department
Adopt station area plans and other development plans that reduce driving need	4 months (update of General Plan) – ongoing	ATP and TP work with Planning and Economic Development
Promote and work to ensure success of scooter and bike share programs	ongoing	ATP and TP
Work with developers of new projects to ensure quality bike parking, prioritized pedestrian access, and other bike/ped friendly infrastructure	6 – 9 months – ongoing	TP and ATP
Work with major employers on both commute trip reduction efforts and becoming bike-friendly workplaces	6 – 9 months – ongoing	ATP

Action - Adopt guidelines for incorporating safety features in specifications for new municipal and private fleet vehicle purchases and retrofit large fleet vehicles with side guards

Metric: Establishment of guidelines.

Action	Timeframe	Responsible Department
Learn about existing safety features on transit fleet vehicles	6-12 months – ongoing	ATP and Rachel Ede (CityBus)
Develop purchasing guidelines for new vehicles	6-12 months – ongoing	ATP, Rachel Ede (CityBus), and [whoever at county is doing this]

Improve Data for Effective Decision Making

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 - Enhance training for law enforcement personnel responsible for crash reporting to address the unique attributes required to accurately report circumstances of crashes involving bicyclists, pedestrians, and other vulnerable road users

Metric: Regular meetings with Police Department.

Action	Timeframe	Responsible Department
Reestablish quarterly or biannual meetings with Police Department	12 months – ongoing	Traffic engineer

Action - Use hospital trauma, health center, and Portrait of Sonoma County data to develop a more comprehensive understanding of crashes and contributing factors

Action	Timeframe	Responsible Department
Collect and present additional crash data in accessible way	12 months – ongoing	Medical centers and county DHS as part of countywide effort

Action - Use regional data sources such as the Metropolitan Transportation Commission's Regional High Injury Network and Regional Safety Data System, and Caltrans District 4 location-based needs identified by their active transportation planning efforts to inform safety project development and funding decisions

Action	Timeframe	Responsible Department
Develop system for accessing and evaluating this data	12 months – ongoing	ATP and TP with SCTA as part of countywide effort

Action - Provide annual citation data for infractions that potentially lead to severe injuries and deaths, such as impaired driving, speeding, and failure to yield

Action	Timeframe	Responsible Department
Reestablish quarterly or biannual meetings with Police Department	12 months – ongoing	Traffic engineer

Action - Maintain and update the Sonoma County Vision Zero Data Dashboard for all crash and safety data on the Vision Zero website

Action	Timeframe	Responsible Department
Maintain and updated dashboard	12 months – ongoing	SCTA, as part of countywide effort