

CITY OF SANTA ROSA
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL
FROM: JOEY HEJNOWICZ, CITY MANAGER FELLOW

SUBJECT: COUNCIL DIRECTION TO VOTING DELEGATE FOR LEAGUE
OF CALIFORNIA CITIES 2016 ANNUAL CONFERENCE
REGARDING COUNCIL POSITION ON THE RESOLUTION
COMING BEFORE THE LEAGUE GENERAL ASSEMBLY

AGENDA ACTION: MOTION

RECOMMENDATION

It is recommended by the City Manager's Office that the Council, by motion, consider taking a position on the resolution to provide direction to its Voting Delegate for the meeting of the League General Assembly.

EXECUTIVE SUMMARY

Policy development is a vital and ongoing process within the League of California Cities for determining legislative and program strategies for important issues facing cities throughout California. Policies are submitted for consideration by the General Assembly at the Annual Conference to be voted on by delegates from the cities. Each member city has one Voting Delegate at the General Assembly, which will be held in Long Beach on October 5 - 7, 2016.

BACKGROUND

This year, one resolution has been introduced for consideration by the Annual Conference and referred to the League policy committees. Resolutions should adhere to the following criteria:

- 1.) Only issues that have a direct bearing on municipal affairs should be considered or adopted at the Annual Conference.
- 2.) The issue is not of a purely local or regional concern.
- 3.) The recommended policy should not simply restate existing League policy.

4.) The resolution should be directed at achieving one of the following objectives:

- A. Focus public or media attention on an issue of major importance to cities.
- B. Establish a new direction for League policy by establishing general principles around which more detailed policies may be developed by policy committees and the board of directors.
- C. Consider important issues not adequately addressed by the policy committees and board of directors.
- D. Amend the League bylaws (requires 2/3 vote at General Assembly).

PRIOR CITY COUNCIL REVIEW

N/A

ANALYSIS

1. Resolution committing the League of California Cities to supporting Vision Zero, Toward Zero Deaths, and other programs or initiatives to make safety a top priority for transportation projects and policy formulation, while encouraging cities to pursue similar initiatives.

Each year more than 30,000 people are killed on streets in the United States in traffic collisions. Traffic fatalities in America hit a seven-year high in 2015 and are estimated to have exceeded 35,000 people, with children, seniors, people of color, low-income and persons with disabilities accounting for a disproportionate share. The Centers for Disease Control recently reported that the traffic death rate per person in the United States was about double the average of peer nations, with close to 10% of these deaths occurring in California (3,074 in 2014).

According to the World Health Organization (WHO), "Vision Zero is a traffic safety policy, developed in Sweden in the late 1990's and based on four elements: ethics, responsibility, a philosophy of safety, and creating mechanisms for change."¹ Ultimately, all of these elements share the fundamental belief that a data-driven, systems-level, interdisciplinary approach can prevent severe and fatal injuries on our nation's roadways.

A Vision Zero City meets the following minimum standards:

- Sets clear goals of eliminating traffic fatalities and severe injuries
- Mayor has publicly, officially committed to Vision Zero

¹ http://who.int/violence_injury_prevention/publications/road_traffic/world_report/chapter1.pdf

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- Vision Zero plan or strategy is in place, or Mayor has committed to doing so in clear time frame
- Key city departments (including police, transportation and public health) are engaged

Since 2009, the Santa Rosa Police Department's Mission and Strategic Plan have been aligned with the National Traffic Safety Administration and the California Office of Traffic Safety's, *Toward Zero Deaths Program*. These efforts have been recognized with a 1st place award on the California Law Enforcement Challenge for 2015 and 2016.

It is recommended that the Council support those continuing efforts currently underway by City staff in improving traffic safety. While City staff greatly supports the concept behind Vision Zero, a formal action of support on this resolution would require substantial resources to be redirected from other Council priorities. If Council chooses to make traffic safety a high priority, Council may want to consider taking this action during a future goal setting session.

FISCAL IMPACT

Unknown. The costs to any particular city can vary tremendously depending on the level and scope of investment any particular city would seek to make.

ENVIRONMENTAL IMPACT

This action is exempt from the California Environmental Quality Act (CEQA) because it is not a project which has a potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment, pursuant to CEQA Guideline section 15378.

BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

N/A

NOTIFICATION

N/A

ATTACHMENTS

- Attachment – LOCC 2016 Annual Conference Resolutions Packet

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