

CITY OF SANTA ROSA
BICYCLE AND PEDESTRIAN ADVISORY BOARD
STAFF REPORT
September 17, 2020

SUBJECT

Vision Zero (VZ) Sonoma County Project Update

ISSUE

Staff will provide an update on the Sonoma County Vision Zero project, funded by the Caltrans Sustainable Communities Program.

STAFF PRESENTER

Brittany Lobo, Sonoma County Department of Health Services

RECOMMENDATION

For information only. No action required.

BACKGROUND

The County Department of Health Services (DHS) and the Sonoma County Transportation Authority (SCTA) jointly received a Sustainable Communities Grant to support a countywide Vision Zero (VZ) planning process. The DHS will be spearheading the planning and community outreach process, while SCTA will create an online data dashboard to support the data-driven goal of VZ.

The grant began October 1, 2019 and runs through February 2022. Over these 2.5 years, the DHS has convened an Advisory Group that will build the foundation needed to launch VZ initiatives in the nine cities/towns and unincorporated areas of Sonoma County. The project is built upon three foundational principles: 1) the development of systems that will drive data informed planning; 2) collective/coordinated Vision Zero planning across municipalities; and 3) community engagement driven planning and engagement.

On June 24, 2020, the Vision Zero Data Subcommittee convened for its second meeting. The subcommittee reviewed proposed data dashboard components and discussed data source priorities.

On August 18, 2020, the Vision Zero Advisory Committee convened for its second general meeting. DHS staff were heavily redirected to COVID-19 response activities from March-June 2020, causing a delay in the quarterly meeting schedule. Meetings are expected to continue every two months moving forward to accelerate the planning process.

ANALYSIS

1. The Data Dashboard subcommittee meeting was attended by local jurisdiction staff from Sonoma County, Petaluma, and Santa Rosa. Also in attendance were representatives from California Highway Patrol (CHP), Metropolitan Transportation Commission (MTC), Sonoma County Transportation and Public Works, Sonoma County Bicycle Coalition, Sonoma County Transportation and Land Use Coalition, Santa Rosa Bicycle and Pedestrian Advisory Board, consultants from Toole Design (subcontractor to SCTA), and staff from DHS and SCTA.
2. Key topics discussed at the meeting included:
 - a. Overview of proposed data dashboard components, presented by Toole Design
 - b. Discussion of data source priorities

- c. Discussion of crash datasets to display in dashboard
 - d. Discussion of Community Survey design
- 3. The Advisory Committee meeting was attended by local jurisdiction staff from Cotati, Healdsburg, Petaluma, Rohnert Park, Santa Rosa, Sebastopol, Sonoma, and Windsor. Also in attendance were representatives from California Highway Patrol (CHP), Caltrans, MTC, Sonoma County Transportation and Public Works, Sonoma County Regional Parks, Sonoma County Bicycle Coalition, Santa Rosa Bicycle and Pedestrian Advisory Board (BPAB), Sonoma County Bicycle and Pedestrian Advisory Board, Sonoma County Board of Supervisors (District 3), GHD, W-Trans, and staff from DHS and SCTA.
- 4. Key topics discussed at the meeting included:
 - a. Overview of and feedback on the data dashboard prototype, presented by Toole Design (subcontractor to SCTA)
 - b. Discussion of advisory committee structure and decision-making processes
 - c. Discussion and preliminary approval of Vision Zero logo
- 5. DHS staff created a community survey, to gather community perspectives on road safety throughout Sonoma County. Links below.
 - a. Your input is needed! Please take this short survey about your traffic safety experiences and concerns. Anyone who lives in Sonoma County can take the survey. Responses will be used to create a Vision Zero Action Plan to eliminate traffic deaths. <https://forms.gle/AJesqKGXhMyMppzp6>
 - b. ¡Necesitamos tu opinión! Responde a esta breve encuesta sobre tus experiencias e inquietudes de seguridad vial. Cualquiera que viva en el condado de Sonoma puede completar la encuesta. Las respuestas se utilizarán para crear un plan de acción Visión Cero para eliminar las muertes por causa de choques de tránsito. <https://forms.gle/g4WAE1eC4JAEDwtn8>

RECOMMENDATION

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Attachment 1: Vision Zero Sonoma County Advisory Committee Meeting Notes
Attachment 2: Vision Zero Data Subcommittee Meeting Notes