

Vision Zero Meeting Notes | 8/18/2020

Welcome & Introductions

Brittany Lobo (Dept of Health Services, Vision Zero Planning Lead) welcomed the group. Attendees were polled about where they live and work, and whether they were working remotely, onsite or some combination during the CoViD-19 Shelter-in-place situation. About 75% are working remotely, and the rest of the respondents are onsite.

Attendees also responded with one word or phrase to express what they hope to achieve via Vision Zero.

Data Dashboard Prototype

The Data Dashboard Prototype was presented by Frank Proulx of Toole Design. Members of the Vision Zero Advisory Committee (VZAC) responded with a variety of questions and comments:

- Can there be a separate violation category for driving under the influence, and perhaps bicycling under the influence?
- There were several requests for a legend to explain the terms on the Dashboard, one in particular for primary collision factors.
- One attendee opined that Bikeways Class I and Class III are too similar in color to distinguish between them.
- There were requests to be able to search (for example) for collisions between bike and car, bike and bike, bike and pedestrian – more generally searching by “user/type”.
- There were requests to be able to print segments of the map as PDF, in order to assist with enforcement efforts. Frank Proulx demonstrated that there is functionality to draw a border around an area of interest on the map.
- There was an observation that the map seems resource-intensive, and loads slowly. Is there a way to improve screen loading speed?
- There was a request to be able to close windows in order to increase the size of open ones. This functionality currently exists in the Dashboard by clicking in the upper right of a panel.
- There was a request for a FAQ page, along with the ability to transmit questions that are not on the FAQ.
- Frank Proulx confirmed that 2017 data is the most recent available for the Dashboard.
- There was discussion about the colors and contrast of the Dashboard. The white-on-black lettering is a bit insubstantial, and may be difficult for visually-impaired to read. The display was changed to gray background, but that did not seem to improve contrast. Perhaps ADA guidelines for website display could be incorporated.
- There were several requests to include provisional data, even if it is not completely reviewed yet. DHS staff will also develop program-related dashboard information to display, including infographics and progress over time.
- There were requests to add Disadvantaged Communities (DAC) data, particularly ones associated with the Active Transportation Program (ATP).
- Many VZAC members expressed their appreciation for the work that Frank Proulx and Toole Design has done on the Dashboard.

Administration: decision-making, guiding documents, and logo approval

There was substantial discussion about the logo for Sonoma County’s Vision Zero program:

- The logo presented was an older version; the traffic signal is to be replaced by an upright cyclist graphic.
- Some VZAC members expressed that logo selection should not be subject to input from the entire Committee, as it may be difficult to reach consensus with such a large group.
- There was some discussion about what type of bicycle graphic to use (child vs. adult), and what order to place the graphic elements: car, bike, walk.

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- A few members suggested highlighting the letter “o” of Zero in some type of color, or perhaps replacing it with a numeric zero with a slash through it, like 0.
- One example suggested is at <https://janicelukes.ca/wp-content/uploads/2016/12/vision-zero-2-small.jpg>, with the word “deaths” instead of “fatalities”.

Action Plan Progress & Next Steps

Day and time of upcoming meetings was discussed. Tuesday mornings seemed to be alright by consensus; however, some members noted that County Board of Supervisors (BoS) meets on Tuesdays, so there may be VZAC members who cannot meet then if they have an agenda item on the BoS meeting.

Announcements & Adjourn

- Gina Benedetti-Petnic with City of Petaluma announced a Slow Streets survey that was posted in English and Spanish to multiple City of Petaluma webpages, and distributed to the Petaluma Pedestrian & Bicycle Advisory Committee (PBAC). The survey, at <https://cityofpetaluma.org/slow-streets-petaluma/>, had a high rate of response.
- Ari Wolfe with CHP mentioned that current language of CHP, Caltrans and Statewide Integrated Traffic Records System (SWITRS) uses “crash” instead of “collision”.
- Eris Weaver of the Sonoma County Bicycle Coalition shared the rebranded “Bike to Wherever Day” (formerly Bike to Work Day) web page at <https://www.bikesonoma.org/btwd/>
- VZAC members expressed appreciation to Brittany Lobo for arranging and hosting the VZAC meeting.