

Attachment 2 Action Implementation Table

Create Safe Speeds

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.

Action	Timeframe	Department Responsible	Implementation Update
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	Ongoing	Transportation and Public Works (TPW)	This is an ongoing task that TPW actively works on.
Review and modify speed limits in downtown Santa Rosa as allowed under AB43	Now - March 2023 – ongoing	TPW	In 2023, City staff reduced the speed limit on 15 segments of roadway. In 2024, an additional 39 street segments were reduced, with an additional 29 reduced in 2025.
Identify additional areas of Santa Rosa to implement speed reductions when allowed under AB43 regulations	[Ongoing]	TPW	Additional speed limit reductions will be considered on an annual basis.
Implement low-cost methods to reduce speeds (trailers, signs, striping), prioritizing implementation on high injury network	Ongoing	TPW	This is an ongoing task that TPW actively works on.

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.

Action	Timeframe	Department Responsible	Implementation Update
Develop process to implement lower speed limits in areas outside of downtown when a tool for adjudicating infraction violations is available.	2023-2024 – ongoing	TPW	This is an ongoing consideration in TPW and will be implemented moving forward as regulations allow, including as described above.

Eliminate Impaired Driving

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

Metric: Regular meetings with Police Department.

Action	Timeframe	Department Responsible	Implementation Update
Re-establish quarterly or bi-annual meetings with Police	within 6-9 months – ongoing	Traffic engineer	TPW staff discusses opportunities such as engagement with RBS with Police at quarterly meetings, and with County DUI Program representatives.

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

Action	Timeframe	Department Responsible	Implementation Update
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<i>To be developed</i>	<i>within 6-9 months – ongoing</i>	<i>County Bureau of Tourism</i>	<i>The County provides free RBS training to all industry workers who require or want to be certified. County also provides cannabis ID training to dispensaries. The County further educates participants and promotes ride-share services and harm-reduction strategies.</i>
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Action - Support diversion programs like the Driving Under the Influence Program and DUI Court that focus on education and treatment over punishment

<i>Action</i>	<i>Timeframe</i>	<i>Department Responsible</i>	<i>Implementation Update</i>
<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>	<i>The DUI program is based on harm reduction that uses evidence-based curriculum to teach and promote safe substance use practices. DUI Program Manager actively works with DUI Court Program to encourage educational and therapeutic measures rather than strictly punitive models.</i>

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

<i>Action</i>	<i>Timeframe</i>	<i>Department Responsible</i>	<i>Implementation Update</i>
<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>	<i>Turning Point has been closed but DUI Program Manager hopes to bring it back in early 2024. Clients are currently referred to various outside</i>

			<i>agencies that provide similar services.</i>
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Action - Expand and promote publicly subsidized transport services to include more night-time hours

Action	Timeframe	Department Responsible	Implementation Update
<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>	<i>Discussions are pending return to pre-COVID service. Implementation could be difficult due to high cost and low demand. Small update since 2025: MASCOTS program launched in April 2026 with expanded SMART service that CityBus is working to coordinate with.</i>

Create a Culture of Safety

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	Implementation Update
<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>	<i>ATP has worked with Safe Routes to School Coordinator and created a Safe Routes to School Task Force. Task Force meetings occurred monthly in 2024 and are open to the public. In 2025, these meetings are occurring quarterly to increase participation. Additional activities include</i>

			walking audits at various schools throughout the year on a rolling basis.
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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	Implementation Update
Improve police reports to remove survivor bias.	6 – 9 months – ongoing	Communication team (Jaime Smedes)--lead. Also involves ATP, Traffic Engineer and Police Department.	TPW staff discusses opportunities to improve crash reporting with Police at quarterly meetings.
Outreach to media outlets	6 – 9 months – ongoing	Communication team (Jamie Smedes)--lead.	This is an ongoing task that TPW actively works on.

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	Implementation Update
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.	Work has occurred as part of the Active Transportation Plan, and projects for upcoming 5 years have been prioritized to occur in some of these areas.

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	Implementation Update
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<i>Learn what training CityBus provides and/or requires for its operators (because they are well-trained)</i>	<i>6-9 months – ongoing</i>	<i>CityBus (Rachel Ede) and ATP</i>	<i>This is an ongoing task that TPW actively works on.</i>
<i>Develop a draft training manual for public (city and school districts) and private fleet operators (delivery, contractors, etc.)</i>	<i>6-9 months – ongoing</i>	<i>CityBus, ATP and Jaime Smedes</i>	<i>Discussions related to a draft training manual have been undertaken in response to the task listed above, including training with City bus operators for behavior when driving near bicycles.</i>

Build and Maintain Safe Streets for All

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.

<i>Action</i>	<i>Timeframe</i>	<i>Responsible Departments</i>	<i>Implementation Update</i>
<i>Dutton Avenue quick build grants</i>	<i>Once funding can be found</i>	<i>TPW</i>	<i>Staff is in the second year of requesting federal funding for demonstration projects on Dutton Avenue and West Avenue between Sebastopol Road and Hearn Avenue.</i>
<i>Fill open positions</i>	<i>Underway</i>	<i>Human Resources (HR) and TPW</i>	<i>This is an ongoing task that TPW actively works on within staff hiring freeze conditions. The Transportation Planner and Active Transportation planner roles have been filled. The City is actively recruiting for a Deputy Director of Transportation Safety.</i>
<i>Develop priority list of quick-</i>	<i>6-12 months (once ATP and</i>	<i>TPW</i>	<i>Some quick build projects have</i>

build projects	Transportation Planner positions are filled) – ongoing		been identified in the Active Transportation Plan and other continue to pop up as the result of other planning processes, such as school walking audits. SS4A project to install intersection calming treatments to be constructed summer/fall 2026.
Install Leading Pedestrian Intervals at additional intersections	Ongoing	TPW	This is an ongoing task that TPW actively works on.

Action - Complete Local Road Safety Plans (LRSPs)

Metric: Number of completed LRSPs.

Action	Timeframe	Responsible Departments	Implementation Update
City Council approve LRSP with multiple corridors including several identified in Bicycle and Pedestrian Master Plan	done in July 2022	TPW	Task is complete. SCTCA is applying to the US DOT for funding to update the LRSP document.
Evaluate other corridors for future funding opportunities	Once ATP and TP positions are filled – ongoing	TPW	This is an ongoing task that TPW actively works on. An update to the LRSP will occur in the next few years where new corridors may be identified based on findings of the Active Transportation Plan.

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	Implementation Update
Fill positions at TPW Capital Improvement Projects team (currently at 50% staffing)	ASAP	HR and TPW	This is an ongoing task that TPW actively works on.
Submit VZ/Climate Action Plan to SCTA for Go Sonoma funding	Submitted but was not funded.	TPW	Task is complete, nine application submitted to SCTCA in the summer of 2025.
Seek Go Sonoma and other funding for projects	6-12 months – ongoing	TPW – Transportation Planner (TP)	This is an ongoing task that TPW actively works on.

Action - Improve routine facility maintenance particularly along the High Injury Network (HIN)

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

Action	Timeframe	Responsible Department	Implementation Update
Provide Street Field Services crews with maps of HIN. Could lead to better tracking and repair of maintenance problems.	4-10 months – ongoing	Jeremy Gundy, Deputy Director, Field Services; Traffic Engineering Technicians; Associate Engineer	ATP has completed this task and is in conversation to improve tracking procedures to identify improvements to the HIN.
Focus Streets Field Services crews on safety-related needs, worn striping, sign reflectivity and sidewalk problems	4-10 months – ongoing	Jeremy Gundy, Deputy Director, Field Services; Traffic Engineering Technicians; Associate Engineer	ATP working on an update meeting with Streets Field Services.
Talk to Recology to improve street sweeping to reduce debris in bike lanes	4-10 months – ongoing	Shawn Kara Zero Waste Coordinator City of Santa Rosa	TPW engaged in ongoing discussions with Recology. City has procured a compact street sweeper for the meantime, while staff waits on Recology being delivered their compact street sweeper.

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

Action	Timeframe	Responsible Department	Implementation Update
Integrate safety enhancements into the annual slurry seal and preventive maintenance contracts	Ongoing	ATP lead	This is an ongoing task that TPW actively works on. 2025 success includes W College Avenue and N Dutton Avenue projects.

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)

Action	Timeframe	Responsible Department	Implementation Update
Identify priority gaps to address.	12 months – ongoing	TPW with TP/ATP lead	Work was furthered as part of the Active Transportation Plan.
Annually seek funding for projects that close gaps in bike/pedestrian network	6-9 months – ongoing	TPW with TP lead	This is an ongoing task that TPW actively works on.
Update the Bicycle and Pedestrian Master Plan to include a connected network of protected bike lanes.	Through participation in the SCTA countywide Active Transportation Plan and the update of the City’s General Plan – ongoing	TWP TP lead	Update was completed in July 2025 and several projects have been implemented.

Action - Deploy a toolbox of multi-modal safety design elements and countermeasures to systemically address high-risk intersections and corridors

Action	Timeframe	Responsible Department	Implementation Update
Prioritize steps from Bicycle and Pedestrian Master Plan Update	6-9 months – ongoing	ATP lead	Completed with Active Transportation Plan adoption in

2018 and LRSP for addressing high-risk facilities.			July 2025.
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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	Implementation Update
Update and circulate revised standards in 2023; update at regular intervals after that	In progress. Will complete in 2023	Traffic engineer, Associate Traffic engineer	The City's Street Design Guidelines are currently being updated.

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	Implementation Update
Reestablish quarterly or biannual meetings with Police Department	9-12 months – ongoing	Traffic engineer	TPW staff recently formed an interdepartmental KSI Crash Response Team.

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	Implementation Update
Reestablish quarterly or biannual meetings with Police Department	9-12 months – ongoing	Traffic engineer	TPW staff discusses opportunities such as expanding ATE with Police at quarterly meetings.

Make Vehicles Safer and Reduce Private Vehicle Use

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	Implementation Update
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	This is an ongoing task that TPW actively works on.
Promote and work to ensure success of scooter and bike share programs	ongoing	ATP and TP	City staff is supporting Redwood Bikeshare which launched in Santa Rosa in 2025. Support remains ongoing.
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	This is an ongoing task that TPW actively works on.
Work with major employers on both commute trip reduction efforts and becoming bike-friendly workplaces	6 – 9 months – ongoing	ATP	Staff does not have capacity for this task.

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	Implementation Update
Learn about existing safety features on transit fleet vehicles	6-12 months – ongoing	ATP and Rachel Ede (CityBus)	Staff does not have capacity for this task.

<i>Develop purchasing guidelines for new vehicles</i>	<i>6-12 months – ongoing</i>	<i>ATP, Rachel Ede (CityBus), and [whoever at county is doing this]</i>	<i>Staff does not have capacity for this task.</i>
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Improve Data for Effective Decision Making

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.

<i>Action</i>	<i>Timeframe</i>	<i>Responsible Department</i>	<i>Implementation Update</i>
<i>Reestablish quarterly or biannual meetings with Police Department</i>	<i>12 months – ongoing</i>	<i>Traffic engineer</i>	<i>TPW staff discusses opportunities such as crash reporting with Police at quarterly meetings.</i>

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

<i>Action</i>	<i>Timeframe</i>	<i>Responsible Department</i>	<i>Implementation Update</i>
<i>Collect and present additional crash data in accessible way</i>	<i>12 months – ongoing</i>	<i>Medical centers and county DHS as part of countywide effort</i>	<i>Staff has started working with the Providence Trauma Team as part of the newly formed KSI Crash Response Team.</i>

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

<i>Action</i>	<i>Timeframe</i>	<i>Responsible Department</i>	<i>Implementation Update</i>
<i>Develop system for accessing and evaluating this data</i>	<i>12 months – ongoing</i>	<i>ATP and TP with SCTA as part of countywide effort</i>	<i>Work in ongoing in partnership with SCTCA and MTC.</i>

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	Implementation Update
Reestablish quarterly or biannual meetings with Police Department	12 months – ongoing	Traffic engineer	TPW staff discusses opportunities such as improving citation data with Police at quarterly meetings.

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	Implementation Update
Maintain and updated dashboard	12 months – ongoing	SCTA, as part of countywide effort	Work in ongoing in partnership with SCTCA.