

# CTSC Work Plan: Vision Zero

## Fiscal Years 2018-2020

### **CTSC Vision and Mission**

The newly developed mission of the Community Traffic Safety Coalition (CTSC) of the Santa Cruz County Health Services Agency and its South County Bicycle and Pedestrian Work Group (SCBPWG) is to prevent traffic-related injuries and fatalities for all road users, with a focus on people bicycling and walking. The CTSC and SCBPWG envision safe, accessible and equitable transportation for all.

### **Vision Zero Work Plan Summary**

Vision Zero is a world-wide traffic safety program with an aim to end all fatalities and serious injuries on the roadway system. In discussing this idea, Coalition members realized that the mission, goals and activities of the CTSC align very well with this aim. The CTSC recently completed their first Vision Zero work plan in the 2016–2018 fiscal years and proposes to continue Vision Zero efforts for the next two years.

This work plan sets forth objectives with activities designed to 1) Support the City of Watsonville in becoming the first jurisdiction in the County to adopt a Vision Zero policy and 2) Promote Vision Zero adoption and implementation in the remaining jurisdictions of the County. The principles and work outlined below are guided by resources provided through the Vision Zero Network, a national organization helping communities reach their goal of Vision Zero while increasing safe, healthy, equitable mobility for all.

In this work plan CTSC/SCBPWG will provide support, technical assistance, and resources to jurisdictions and the community around Vision Zero, as well as develop and maintain collaborative relationships and other grant funded traffic safety programs that support Vision Zero. In addition to the Vision Zero work, the Coalition and staff are committed to providing traffic safety programming that the community has relied on for many years, such as the Ride n' Stride education program, the Bicycle Traffic School diversion program, Bicycle Helmet Fit and Distribution Sites, participation in Bike/Walk to School and other community outreach events, Pace Car and Trash Can Sticker traffic calming programs, maintenance of the CTSC website at [www.sctrafficsafety.org](http://www.sctrafficsafety.org) and Facebook page, and traffic injury surveillance.

### **Vision Zero Core Principals**

1. Agreement that people have the right to move about their communities safely.
2. Traffic deaths and severe injuries are acknowledged to be preventable.
3. Human life and health are prioritized above speed and convenience within all aspects of the transportation system.
4. Speed is recognized and prioritized as the fundamental factor in crash severity.

5. Acknowledgement that human error is inevitable, and the transportation system should be forgiving and planned to minimize the severity of repercussions.
6. Safety work should focus on systems-level changes, particularly the built environment, policies, and technologies, above influencing individual behavior.
7. Recognition that system designers play a primary role in influencing the transportation system along with individual road users.

## **Vision Zero Work Plan and Timeline**

### Watsonville - Phase I, July 2018 to December 2018

Assist City in community engagement and data collection.

- Collect qualitative data from participants at community outreach events.
- Review existing transportation plans and assessments.
- Compile current traffic safety data from existing sources.

Support implementation of current traffic safety grants with partner agencies.

- Identify and track grant objectives that support Vision Zero.
- Collaborate with funded agencies on strategies and policy opportunities.
- Provide technical support to agencies implementing traffic safety measures.
- Consult with funders on future Vision Zero goals.

Assist in writing a Watsonville Vision Zero Action Plan

- Utilize the Vision Zero Network resources in creating an Action Plan.
- Incorporate community and data driven priorities.
- Provide a public health perspective into strategies and policy objectives.

### Watsonville – Phase II, January 2019 to June 2020

Support implementation of Vision Zero Action Plan

- Advocate for continued community engagement and equity prioritization.
- Assist in ongoing evaluation and tracking of plan goals.
- Encourage accountability and transparency throughout plan implementation.

### Countywide – July 2018 to June 2020

Promote Vision Zero policy adoption in each jurisdiction.

- Invite communication between local elected officials and those from other Vision Zero communities.
- Explore interest for policy adoption with elected officials and staff.
- Convene city/county staff to discuss Vision Zero implementation.

Organize a community education campaign.

- Present Vision Zero information to stakeholder and community groups.
- Post information on social media and the CTSC website.
- Communicate with TV, radio, and print media reporters/anchors/editors.
- Explore programs and strategies for increasing public awareness.
- Attend and share knowledge from Vision Zero trainings and webinars.

Document and respond to traffic-related fatalities and injuries.

- Maintain database of crashes reported by the media and community.
- Post online acknowledgement and response to lives lost and serious injuries.
- Explore options for holding an annual memorial for those whose lives were lost.

Develop potential countywide Vision Zero goals and strategies.

- Review Vision Zero plans adopted and successful strategies implemented by jurisdictions outside Santa Cruz County.
- Use the E's of Education, Engineering, Enforcement, Encouragement, and Evaluation, and include Equity and Engagement in all efforts developed.
- Identify interjurisdictional areas of collaboration and shared interest.

Assist jurisdictions as they adopt and implement Vision Zero policies.

- Assist jurisdictional Vision Zero Task Forces in the development of action plans with strategies outlining projects and policy changes.
- Provide technical assistance in tracking and measuring progress, as well as evaluating programs at regular intervals.
- Identify funding for implementation and sustainability of projects.
- Facilitate Vision Zero training and education opportunities.

### **CTSC/SCBPWG Roles and Responsibilities**

The Coalition Staff is employed by the County of Santa Cruz Health Services Agency (HSA) and is responsible for assisting the coalition in managing its operations, including coalition meetings and communication, community engagement, as well as work plan development, implementation and evaluation.

The Coalition Members and Partner Organizations actively participate in meetings and play an advisory role in fiscal management and strategic planning. Members and Partner Organizations take on specific work plan tasks as appropriate.

Two Coalition Leaders (Co-Chairs) are elected by Coalition Members for two-year terms, and are also responsible for facilitating Coalition meetings, providing expertise and guidance to Coalition Staff, and signing Coalition letters.