

A POLICY RESOLUTION

adopting a "Vision Zero" policy, and setting a goal of eliminating traffic deaths and serious injuries in Columbia by 2030

WHEREAS, the primary responsibility of the City of Columbia government is to ensure the safety and health of all of Columbia's residents; and

WHEREAS, there have been 68 deaths and 454 serious injuries on Columbia's roads in the last 10 years, making traffic safety a critical public safety and health issue; and

WHEREAS, the City of Columbia government believes that no one should die or suffer serious injury while traveling on our city streets - whether by foot, bicycle, wheelchair, motorcycle, automobile, public transit, or any other mode; and

WHEREAS, the Columbia Public School District has policies that "promote safe walking and bicycling to school" and "encourage bus routes that incorporate a short distance of safe walking" for the thousands of children attending its schools; and

WHEREAS, vulnerable road users such as people walking, bicycling, or using a wheelchair: children, older adults, people with disabilities, people of color, and people living in low-income neighborhoods are all disproportionately affected by traffic deaths and serious injuries; and

WHEREAS, vehicle speed is, by far, the most important factor that determines whether a collision with a person walking, bicycling, using a wheelchair, riding a motorcycle, or riding in another vehicle will result in a death or serious injury; and

WHEREAS, the U.S. Department of Transportation launched its *Mayors' Challenge for Safer People, Safer Streets* in 2015 to urge Mayors to improve transportation safety, and Columbia Mayor Bob McDavid accepted that challenge; and

WHEREAS, the Missouri Department of Transportation, which operates streets in Columbia where the highest speeds are recorded and most serious crashes occur, recently announced its new strategic plan, titled *Missouri's Blueprint – A Partnership Toward Zero Deaths*; and

WHEREAS, "Vision Zero" is a philosophy of transportation planning and operation based on the assertion that traffic deaths and serious injuries are preventable and, therefore, ethically unacceptable; and

WHEREAS, in the last two years, Vision Zero policies have been adopted in eighteen cities, including New York City; San Francisco, CA; Seattle, WA; Denver, CO; Austin, TX; Ann Arbor, MI; and Eugene, OR, and about twenty other cities are considering adoption; and

WHEREAS New York City adopted a Vision Zero Policy in 2014 and, the following year, achieved its lowest traffic fatality rate since record-keeping began in 1910; while in Sweden, where Vision Zero originated, traffic fatalities have declined 73% in 20 years; and

WHEREAS, adopting a Vision Zero policy in Columbia would support the goals of numerous existing City of Columbia plans, including:

- Goals for "Safety and Security of Transportation Infrastructure" and "Integration of all Travel Modes" in the *CATSO 2040 Long Range Transportation Plan*
- Goals for "Livable and Sustainable Communities," "Mobility, Connectivity, and Accessibility," and "Inter-Governmental Cooperation" in *Columbia Imagined: The Plan for How We Live and Grow*
- Goals for "Safe and Healthy Neighborhoods" and "Healthy Lifestyles" in the *Columbia/Boone County Community Health Improvement Plan*
- Goals for "Public Safety," "Infrastructure," and "Social Equity" in the *City of Columbia Strategic Plan, 2016-19*; and

WHEREAS, the City Council established the Mayor's Task Force on Pedestrian Safety on May 18th, 2015, to "provide recommendations on what can be done by the City government and by citizens themselves working in a cooperative way to decrease collisions between automobiles and pedestrians;" and

WHEREAS, the Task Force delivered its Final Report and Recommendations to the City Council on April 4th, 2016, titled *A Vision Zero Policy for Columbia*, and including, as its first recommendation, to *Adopt a Vision Zero policy*,

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF COLUMBIA, MISSOURI, AS FOLLOWS:

SECTION 1. The City Council hereby adopts a Vision Zero policy with a goal of eliminating traffic deaths and serious injuries in Columbia by 2030.

SECTION 2. The City Council hereby declares that in implementing a Vision Zero policy the following findings and considerations are hereby acknowledged and should be guiding principles in transportation system planning, design, and operations:

1. Safety is the most important factor in all decision-making processes;
2. Traffic deaths and serious injuries are preventable and, therefore, ethically unacceptable;
3. Transportation systems should be designed and operated so that user errors are not fatal.

SECTION 3. The City Council hereby directs the City Manager to review the Final Report and Recommendations of the Mayor's Task Force on Pedestrian Safety, titled *A Vision Zero Policy for Columbia* with the Police Chief, Public Works Director, Parks and Recreation Director, Public Health Director, and other relevant staff; as well as partners at Missouri Department of Transportation, University of Missouri, Columbia Public Schools, and PedNet; and design a *Vision Zero Implementation Plan* which may include the guidelines attached hereto and marked Exhibit A.

SECTION 4. The City Council hereby directs the City Manager to present the *Vision Zero Implementation Plan* to the City Council no later than April 30, 2017.

EXHIBIT A

Guidelines for a Vision Zero Implementation Plan

The Vision Zero Implementation Plan should include the following components (bullet points are intended to be suggestions):

Overall Goal:

- To eliminate traffic deaths and serious injuries in Columbia by 2030

Evaluation Strategy:

- User-friendly "dashboard" for tracking traffic deaths, serious injuries, other injuries, and property damage
- Annual report to Council that provides numbers of traffic deaths and serious injuries in the previous year, goals for upcoming years, and status of implementation plan

Funding Strategy:

- Initial, short-term funding partnership with PedNet Coalition
- "One Percent for Safety" program, under which 1% of estimated project costs for all capital streets projects costing \$500,000 or more will be dedicated to the Vision Zero Implementation Plan (estimated to generate \$40,000/year)
- New CPD funding for a modern traffic safety enforcement program that explicitly disavows racial profiling, and is developed in partnership with a stakeholder group that includes people of color and those living in poor neighborhoods
- New annual funding allocation starting with the FY18 budget

Program Management:

- Vision Zero Program Manager, at least 0.5 FTE located in suitable Department/Office
- Extensive coordination with other Departments, Boards and Commissions, and community partners
- Some Vision Zero funding provided to other Departments for specific programs

Educational Implementation Strategies, such as:

- Develop a comprehensive traffic safety education and communication campaign
- Work with other organizations to develop education campaigns and policies
- Promote all traffic safety innovations and improvements

Enforcement Implementation Strategies, such as:

- Prohibit cellphone use and texting while driving
- Reduce legal, posted speed limits
- Improve and reform enforcement of speed limits and prosecution of violators
- Utilize automated enforcement such as red light cameras and speed cameras
- Improve coordination and data-sharing among law enforcement, other agencies, and the public
- Provide routine bicycle and pedestrian safety training for law enforcement officers

Engineering Implementation Strategies, such as:

- Start a new program of Road Safety Audits and Assessments
- Create a new position of Traffic Safety Engineer/Crash Analyst
- Identify engineering design parameters that contribute to pedestrian deaths and serious injuries
- Improve and reform road design and engineering standards to increase safety

Roles for City Departments, including:

- Community Development
- Columbia Police Department
- Department of Public Works
- Parks and Recreation
- Health and Human Services
- Public Communications

Roles for City Commissions, including:

- Disabilities Commission
- Bicycle and Pedestrian Commission
- Public Transit Advisory Commission
- Parks and Recreation Commission
- Human Rights Commission
- Police Review Board
- Board of Health

Roles for community partners, including:

- PedNet Coalition
- Missouri Department of Transportation
- Columbia Public Schools
- University of Missouri
- Columbia College
- Stephens College

Bibliography:

- List of key documents that have been reviewed during development of the Implementation Plan