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## NAPA VALLEY TRANSPORTATION AUTHORITY TAC Agenda Letter

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**TO:** Technical Advisory Committee  
**FROM:** Kate Miller, Executive Director  
**REPORT BY:** Diana Meehan, Senior Planner/Program Administrator  
[dmeehan@nvta.ca.gov](mailto:dmeehan@nvta.ca.gov)  
**SUBJECT:** Vision Zero Core Elements - From Policy to Implementation

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### **RECOMMENDATION**

Information only

### **EXECUTIVE SUMMARY**

Vision Zero is a traffic safety policy that takes a principled approach toward achieving safety for all road users, setting the goal of zero traffic fatalities or severe injuries. There has been a dramatic growth in Vision Zero commitments in communities across the nation, and significant interest at the state and federal levels to address rising numbers of roadway fatalities and severe injuries.

Vision Zero policies typically address safety through coordinated engineering, enforcement and education efforts. These efforts require political commitment, multi-disciplinary leadership and a data-driven systems based approach to be successful.

Staff will review Vision Zero framework components with committees to receive feedback and consideration for inclusion in the Countywide Transportation Plan (CTP).

### **FISCAL IMPACT**

None

### **BACKGROUND AND DISCUSSION**

Vision Zero is a strategy originally implemented in Sweden in the 1990's. It has proven to be successful in reducing severe and fatal injuries across Europe and now in the U.S.

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According to the Vision Zero network fact sheet (Attachment 1), more than 40,000 people per year are killed on American streets, and thousands more are seriously injured.

Traffic collisions have been traditionally referred to as “accidents” which suggest they are not preventable. In reality, many of these collisions could be prevented through proactive approaches that prioritize safety as a public health issue.

Several cities and even some states in the U.S. have adopted Vision Zero policies and strategies. Their experience as “early-adopter” cities has provided a high-level framework made up of nine components (Attachment 2) that are critical to providing long-lasting success.

Taking the core elements of Vision Zero to action and implementation requires two key components:

1. Organization of a Vision Zero Task Force-made up of multiple disciplines
2. Development of an action plan

In the current CTP – Vision 2040 – Moving Napa Forward, the second goal is to, “Improve system safety in order to support all modes and serve all users.”

NVTA is kicking off the CTP update, Vision 2045 – Advancing Mobility. One of the initial tasks the NVTA Board and the community will be asked to provide input on is the goals and performance measures for the plan. One consideration is to update the safety goal to include implementation of a Vision Zero policy and action plan.

## **SUPPORTING DOCUMENTS**

Attachment(s): Attachment 1: Vision Zero Fact Sheet

Attachment 2: 9 Components of a Strong Vision Zero Commitment

## A PRIMER ON VISION ZERO

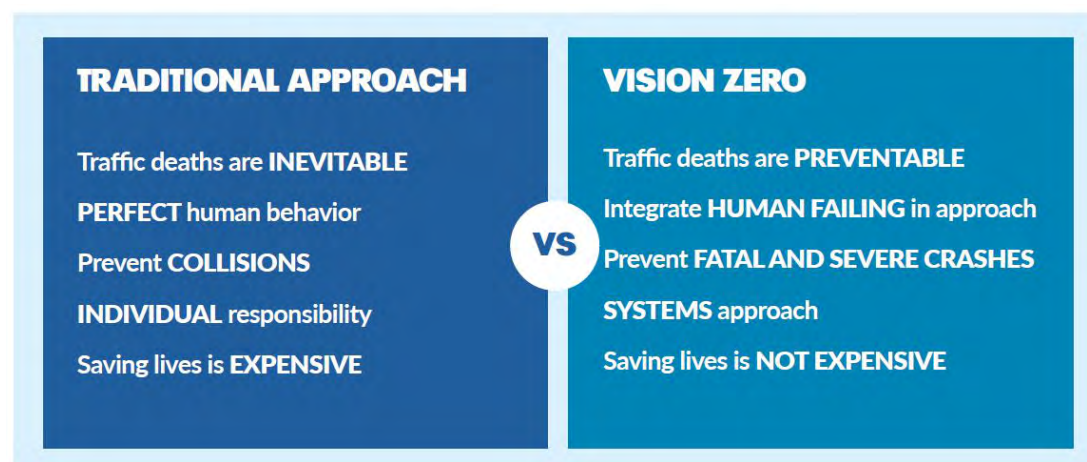
### Advancing Safe Mobility for All

#### What is Vision Zero?

Vision Zero is a strategy to eliminate traffic fatalities and severe injuries among all road users, and to ensure safe, healthy, equitable mobility for all. First implemented in Sweden in the 1990s, where traffic deaths have been cut in half even while the number of trips increased, Vision Zero is gaining momentum across the globe, including in many U.S. communities.



Each year in the U.S., more than 40,000 people — an average of 100 people per day — are needlessly killed, and millions more are injured, in traffic crashes. While often referred to as “accidents,” the reality is that we can prevent these tragedies by taking a proactive, preventative approach that prioritizes traffic safety as a public health issue.



#### Changing the Status Quo - A New Vision for Safety

Vision Zero starts with the ethical belief that everyone has the right to move safely in their communities, and that system designers and policy makers share the responsibility to ensure safe systems for travel.

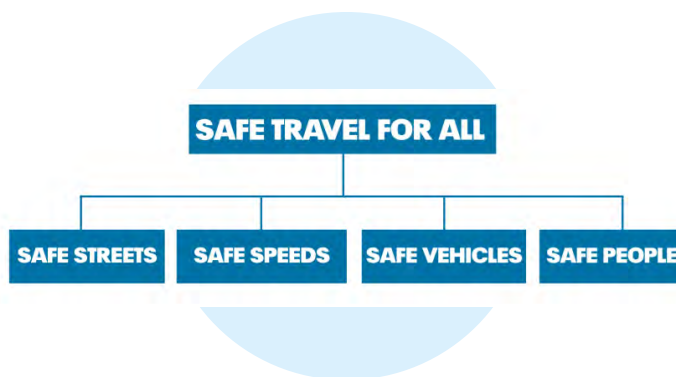
The Vision Zero approach recognizes that people will sometimes make mistakes, so the road system and related policies should be designed to ensure those inevitable mistakes do not result in severe injuries or fatalities. This means that system designers and policymakers are expected to improve the roadway environment, policies (such as speed management), and other related systems to lessen the severity of crashes.

#### Vision Zero Ethical Platform



## What a Commitment to Vision Zero Means

Vision Zero is not a slogan, not a tagline, not even just a program. It is a fundamentally different way to approach traffic safety. Communities that want to succeed at Vision Zero need to acknowledge that business as usual is not enough and that systemic changes are needed to make meaningful progress. Effective communities will recognize and commit to core Vision Zero principles and strategies.



### Committing to Vision Zero will take the following strategies:

- » Building and sustaining leadership, collaboration, and accountability – especially among a diverse group of stakeholders to include transportation professionals, policymakers, public health officials, police, and community members;
- » Collecting, analyzing, and using data to understand trends and potential disproportionate impacts of traffic deaths on certain populations;
- » Prioritizing equity and community engagement;
- » Managing speed to safe levels; and
- » Setting a timeline to achieve zero traffic deaths and serious injuries, which brings urgency and accountability, and ensuring transparency on progress and challenges.

**Key among Vision Zero priorities are managing speed, centering equity, and engaging the community.**



#### Managing Speed

Speeding kills more than 10,000 people each year in the U.S. – on par with drunk driving – yet, the act of speeding does not carry the same social consequences as drunk driving. Vision Zero calls on communities to prioritize safe speeds through safe street design, automated speed enforcement (or safety cameras), and setting safe speed limits.



#### Centering Equity

Safe mobility is a basic right, and Vision Zero is based on the premise that *all* people have the right to move about safely. Vision Zero communities should invest in proven safety strategies with a focus on ensuring equity. This includes identifying communities or populations that are disproportionately impacted by traffic deaths and serious injuries, and prioritizing roadway safety investments in these areas. It also means that *if* police are involved in Vision Zero, the community should make a public commitment to fair and equitable enforcement and ensure transparency and accountability on this commitment.



#### Engaging Communities

When it comes to experience and knowledge of how a neighborhood works, no one knows better than the people who live there. Assessing which needs are greatest requires complementing a data-driven approach with robust community engagement. The Vision Zero Network recommends working with and supporting community based organizations who have established trust and relationships with residents.

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**Find out more about Vision Zero and the nonprofit advocacy work of the Vision Zero Network at [www.visionzeronetwork.org](http://www.visionzeronetwork.org).**

# 9 Components of a Strong Vision Zero Commitment

*Based on the experiences of early-adopter cities in the United States, these nine components have proven to be an effective high-level framework for communities considering a Vision Zero commitment. While these are not the only factors to consider, they are critical aspects to ensure a strong and lasting commitment to Vision Zero.*

## POLITICAL COMMITMENT

The highest-ranking local officials (Mayor, City Council, City Manager) make an official and public commitment to a Vision Zero goal to achieve zero traffic fatalities and severe injuries among all road users (including people walking, biking, using transit, and driving) within a set timeframe. This should include passage of a local policy laying out goals, timeline, stakeholders, and a commitment to community engagement, transparency, & equitable outcomes.



## MULTI-DISCIPLINARY LEADERSHIP

An official city Vision Zero Taskforce (or Leadership Committee) is created and charged with leading the planning effort for Vision Zero. The Taskforce should include, at a minimum, high-ranking representatives from the Office of the Mayor, Police, Transportation (or equivalent), and Public Health. Other departments to involve include Planning, Fire, Emergency Services, Public Works, District Attorney, Office of Senior Services, Disability, and the School District.



## ACTION PLAN

Vision Zero Action Plan (or Strategy) is created within 1 year of initial commitment and is implemented with clear strategies, owners of each strategy, interim targets, timelines, & performance measures.



## EQUITY

City stakeholders commit to both an equitable approach to Vision Zero by establishing inclusive and representative processes, as well as equitable outcomes by ensuring measurable benchmarks to provide safe transportation options for all road users in all parts of the city.



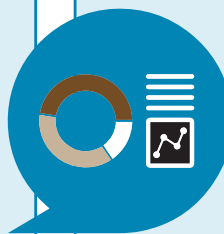
## COOPERATION & COLLABORATION

A commitment is made to encourage meaningful cooperation and collaboration among relevant governmental agencies & community stakeholders to establish a framework for multiple stakeholders to set shared goals and focus on coordination and accountability.



## SYSTEMS-BASED APPROACH

City leaders commit to and prioritize a systems-based approach to Vision Zero — focusing on the built environment, systems, and policies that influence behavior — as well as adopting messaging that emphasizes that these traffic losses are preventable.



## DATA-DRIVEN

City stakeholders commit to gather, analyze, utilize, and share reliable data to understand traffic safety issues and prioritize resources based on evidence of the greatest needs and impact.

## COMMUNITY ENGAGEMENT

Opportunities are created to invite meaningful community engagement, such as select community representation on the Taskforce, broader community input through public meetings or workshops, online surveys, and other feedback opportunities.



## TRANSPARENCY

The city's process is transparent to city stakeholders and the community, including regular updates on the progress on the Action Plan and performance measures, and a yearly report (at minimum) to the local governing board (e.g., City Council).

