

# Vision Zero Monterey



**Adopted by City Council on November 7, 2017  
Resolution No. 17-118**



# What is Vision Zero?

Vision Zero is an international road safety movement rooted in the philosophy that no loss of life due to road crashes is acceptable or inevitable. Vision Zero sets the goal of reducing fatalities and severe injuries to zero - the only acceptable number.

**>30,000**  
fatalities  
EACH YEAR

## Why Vision Zero?

On average, approximately more than 30,000 people lose their lives on U.S. roads each year. Of these, about 18% are people walking and riding bicycles, our most vulnerable road users. Vision Zero prioritizes safety over all other interests.

**18%**

**People walking and riding bikes**



## Vision Zero is...

- No loss of life is acceptable
- Reduce fatalities and severe injuries to zero

## Vision Zero is not...

- Something “new”
- Going to “look” the same everywhere
- Only for engineers
- Eliminating road fatalities for eternity

While zero crashes may sound unrealistic, the objective is to set this as a goal rather than an expectation. The expectation of zero crashes may be unattainable, but the goal to prevent fatal and severe crashes can always be strived for.

A number of different initiatives already exist which aim to promote the objectives of Vision Zero. Vision Zero provides a goal to unify these different initiatives (infrastructure design, safety education, behavior enforcement, evaluation). This is a commitment and cooperation between all city departments.



# Consider all Levels of Prevention

Vision Zero works to instill a new way of thinking about road crashes, challenging traditional thinking to lessen crash severity.

Traditionally, road safety efforts were restricted to the bottom levels of prevention. Vision Zero efforts consider all levels of prevention, particularly those at the top:

- Incorporate safety measures and strategies in policies, plans and practices.
- Adopt organizational practices that facilitate coordination to improve safety.
- Bring together all city departments to increase safety efforts.

## Focus on Crash Severity

Vision Zero is not about eliminating all road crashes. That's impossible. The issue at hand is crash severity: how can we lessen the severity of road crashes?

The Vision Zero approach is composed of several elements, each of which affect crash severity.

These include: ethics, responsibility, safe systems approach, human tolerance to speed, human error, and scientific facts/data.

### THE SPECTRUM OF PREVENTION

Influencing policy & legislation

Changing organizational practices

Fostering coalitions & networks

Educating providers

Promoting community education

Strengthening individual knowledge & skills

Content: The Prevention Institute/Source: Vision Zero Network



#### FEATURED PROGRAM: Systematic Safety Analysis Report Program (SSARP)

Funded by a \$198,000 highly competitive state grant. The SSARP will address safety for people walking, biking, and driving on four specific corridors in the City (Del Monte Ave, Franklin St, Munras Ave, and Pacific St). The SSARP will identify safety projects eligible for Federal safety funding.



**Ethics** are at the core of Vision Zero's philosophy and goal. No loss of life due to road crashes is acceptable or inevitable. The only acceptable goal is to reduce fatalities and severe injuries to zero.

## Responsibility.

Who is responsible for safety on our streets? We all are! Road users who live, work or visit Monterey are responsible for following the rules of the transportation system. All city departments are responsible for the design, operation and use of the transportation system. This is why Vision Zero follows a "safe systems approach."

## Safe Systems Approach.

A crash that results in severe human injury means that the components in the road transportation system were not functioning well together. It is the responsibility of all city departments to harmonize all the components of the system and this must be done on the basis of human limits.

## Human Limits: Error and Speed.

Our body can play tricks on us, our vision is not perfect and as much as we like to think we're invincible, we're not. As humans we make mistakes but these should not lead to loss of life on the road. This is why human limitations are an important basis upon which to design (and use) the road transportation system.

The human body can only withstand certain amounts of force in a car crash. Even the impact force of a car traveling at 20mph is enough to be fatal (there's a 10% risk of fatality for people crossing the street). If we double the car's speed to 40mph the risk of fatality skyrockets to 80%. Increases in speed lead to decreases in our field of vision so it becomes more difficult to spot a person crossing the street.

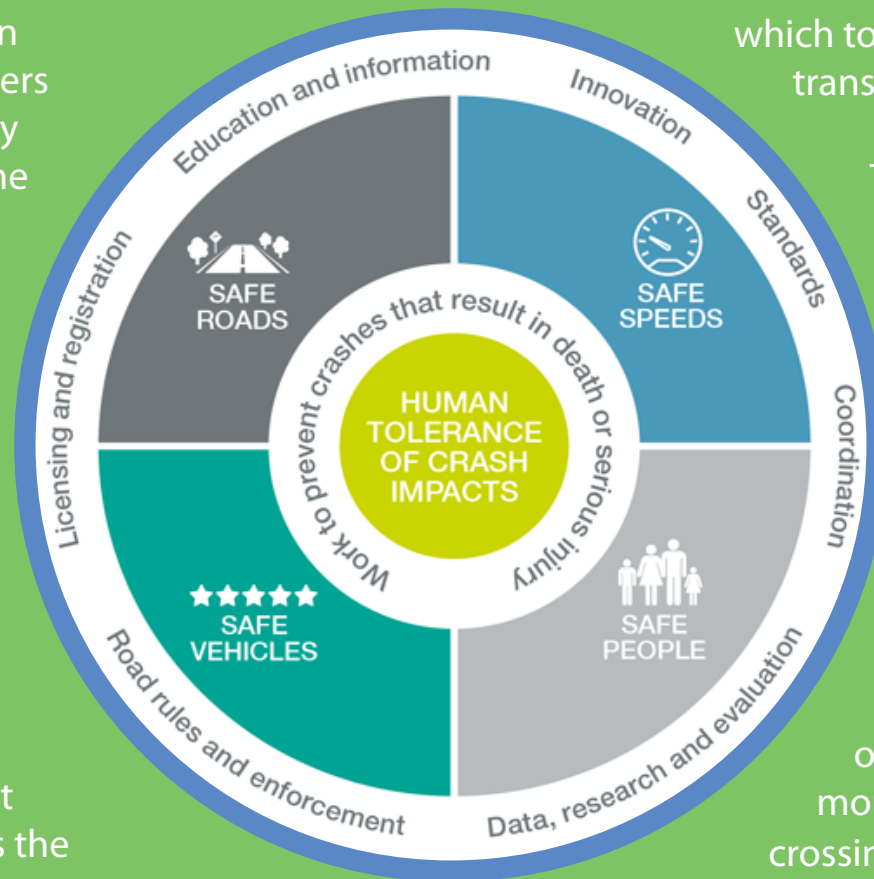


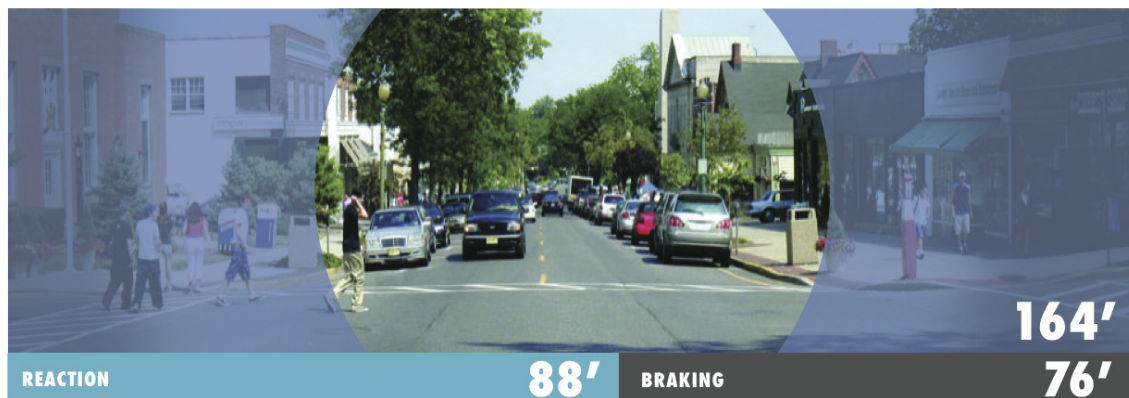
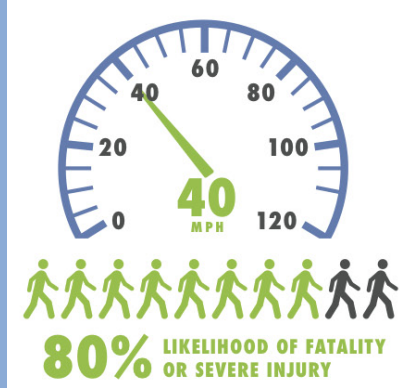
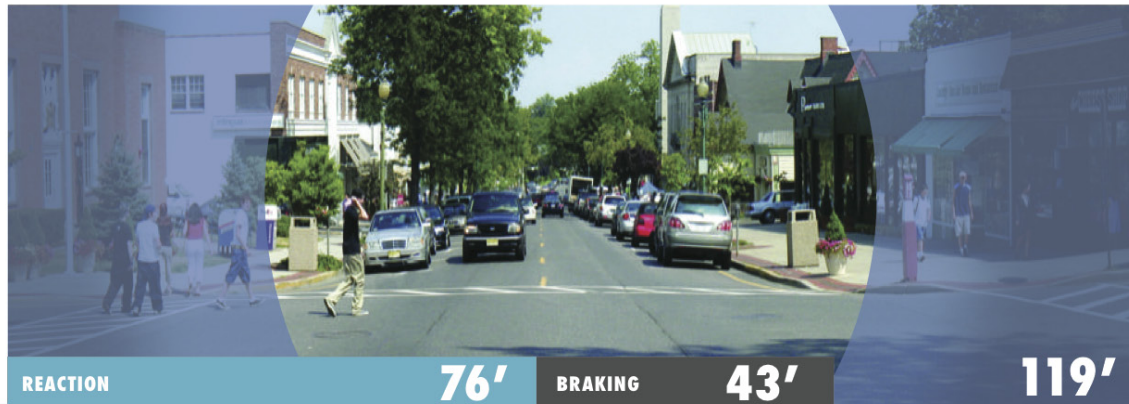
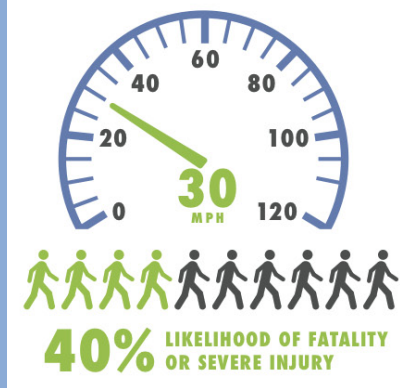
Diagram Source: National Road Safety Strategy AU



## FEATURED PROJECT: North Fremont Bicycle and Pedestrian Access and Safety Improvement Project.

Funded by two highly competitive grants - \$1,933,000 Regional Surface Transportation Program (RSTP) grant and \$6,480,000 Active Transportation Program (ATP) grant - and Neighborhood Improvement Program (NIP) funding of \$500,000. This project increases safety and creates an inviting environment for biking and walking as an alternative to automobile use for families and users of all skills.

# GOING TOO FAST FOR SAFETY



## FEATURED PROGRAM: Walk & Bike Safe in Monterey

Interactive, safety education program funded by two grants from the California Office of Traffic Safety (OTS) worth \$184,000. The City hosted +30 educational events, including classroom presentations, bike and pedestrian rodeos, successfully reaching over 4,000 children and their parents. Over 4,000 coloring books, safety brochures, bike lights, reflective snap bracelets and 700 bike helmets were distributed.





## How Vision Zero Works

Vision Zero strategies: engineering, education, enforcement, encouragement, evaluation and using a data-driven approach.

### Data is crucial for Vision Zero.

Data provides valuable information to best allocate limited resources, identify priorities and gain insight otherwise unavailable. For example, the collection and analysis of crash data by the City of Los Angeles revealed that 65% of all deaths and severe injuries involving people walking occur on just 6% of their streets.

It's important to break down data because it provides a much more specific picture. Each City's Vision Zero efforts will be shaped by their specific crash data. As such, efforts to implement Vision Zero may vary from city to city.

#### Data Source:

Monterey Police Department and Transportation Injury Mapping System (TIMS). Does not include highway crash data.

## City of Monterey Data [2010-2015]

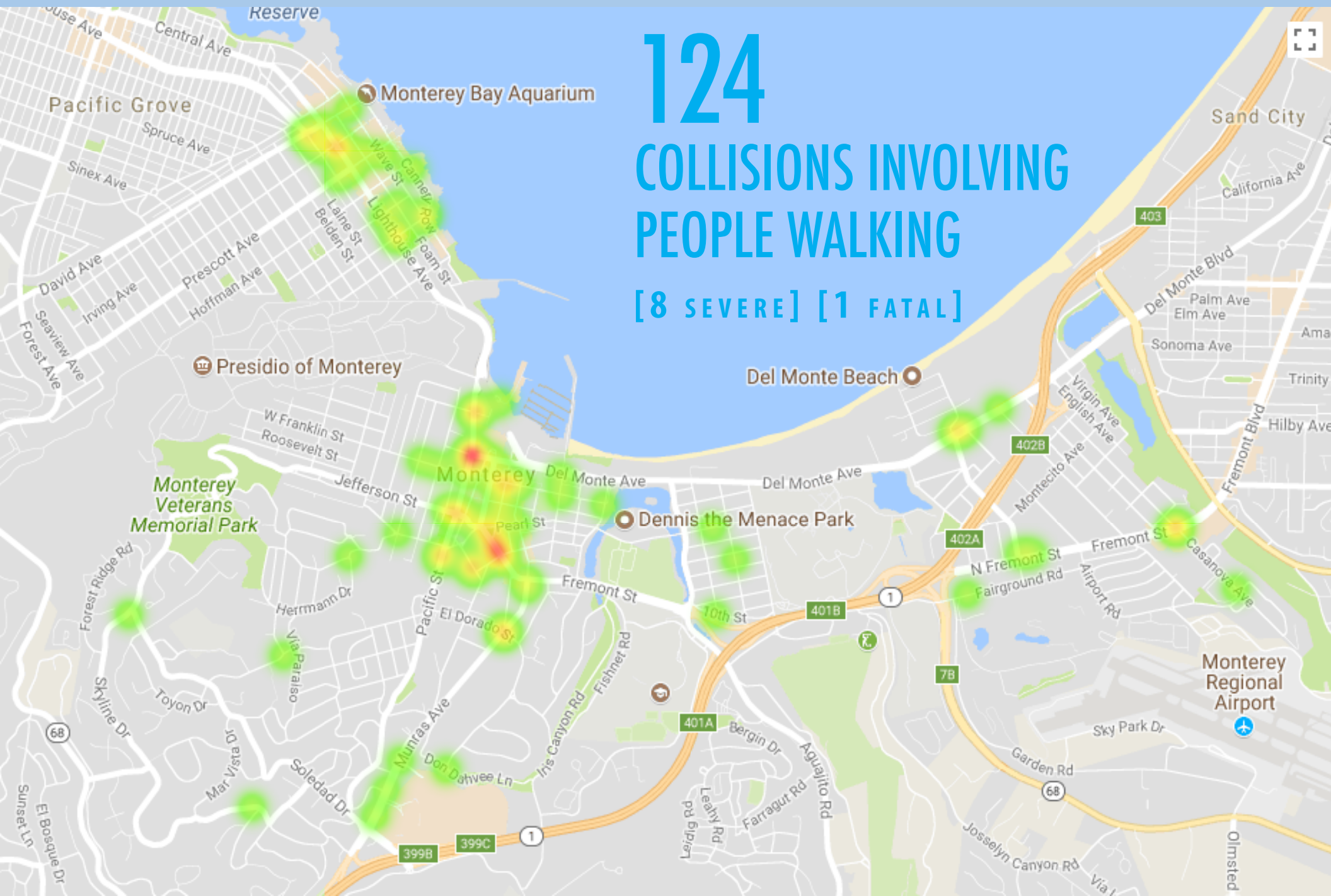
4 fatal  
collisions

50 severe  
collisions

Collisions involving  
people walking and  
biking make 42% of  
all severe collisions.

# Collisions involving people walking [2010-2015]

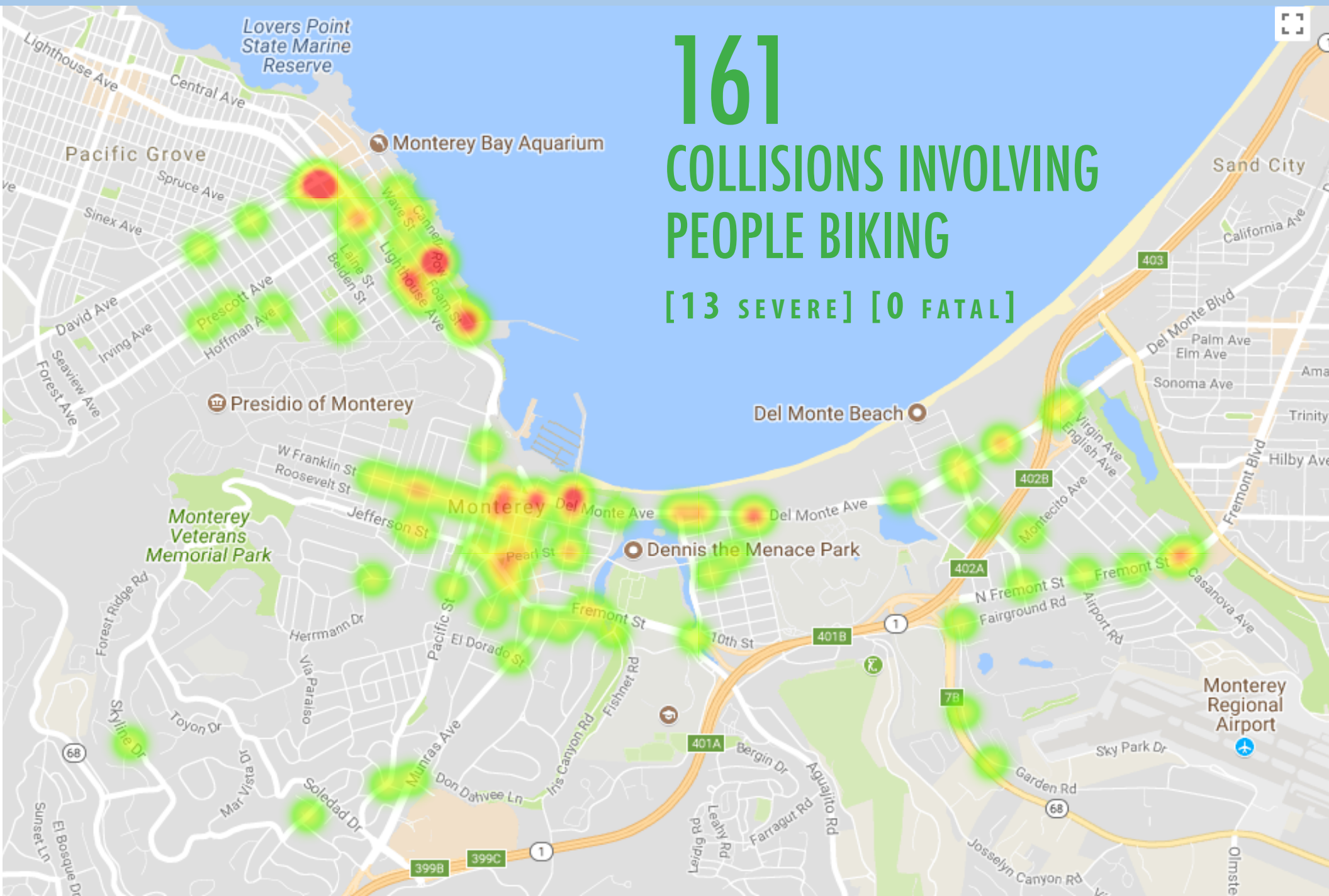
**124**  
**COLLISIONS INVOLVING  
PEOPLE WALKING**  
**[8 SEVERE] [1 FATAL]**



# Collisions involving people biking [2010-2015]

161  
COLLISIONS INVOLVING  
PEOPLE BIKING

[13 SEVERE] [0 FATAL]

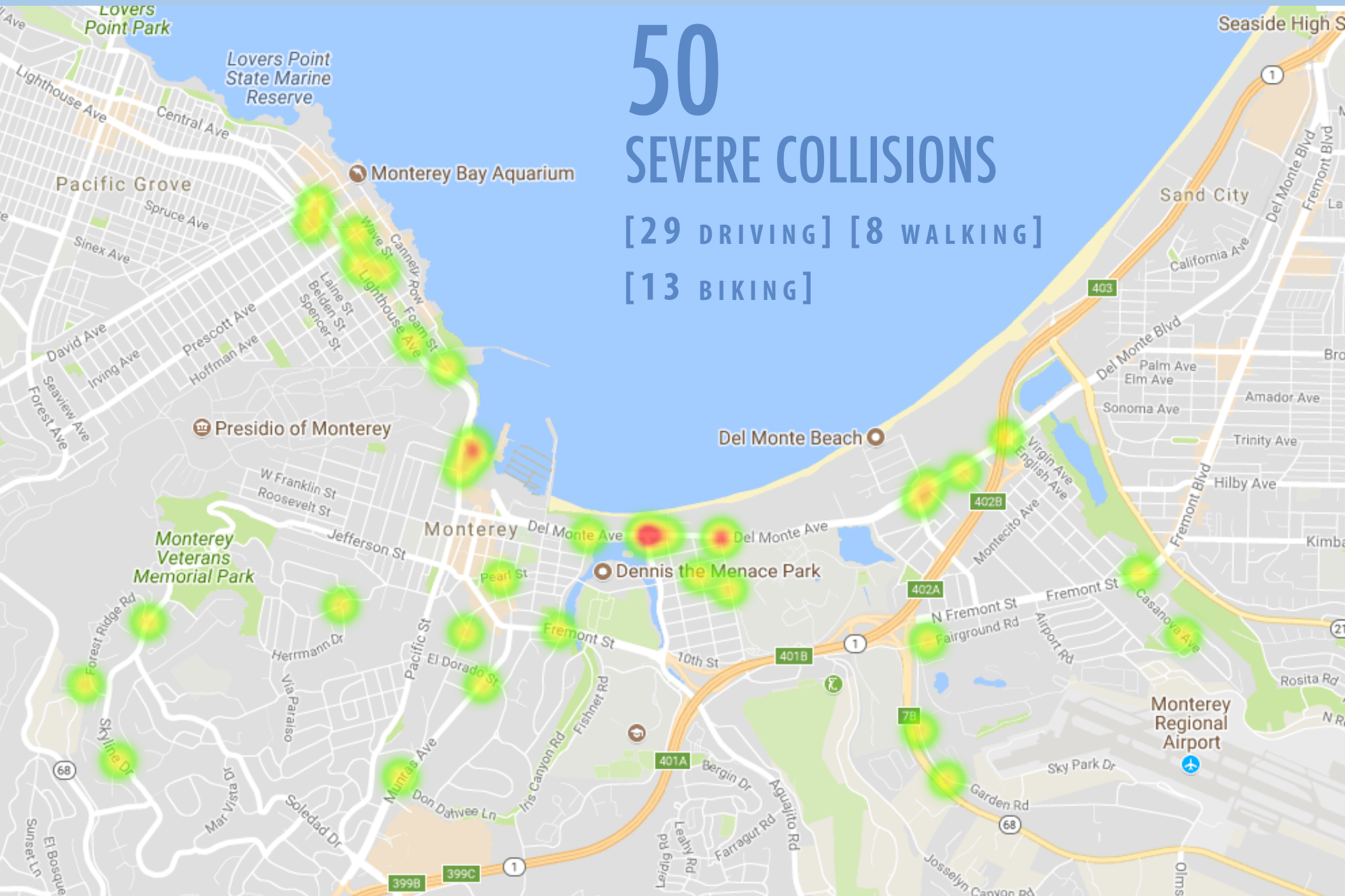




# Severe injury collisions [2010-2015]

50  
SEVERE COLLISIONS

[29 DRIVING] [8 WALKING]  
[13 BIKING]





# COLLISION TYPES

Contributing Collision Factor	Typical Causes	Principal Strategy	Supporting Strategies
User Inexperience	New/beginning driver; driver/user in novel traffic situation; user traveling by a means in which they are inexperienced; children using the streets as pedestrians or bicyclists.	Education	Engineering, Enforcement, Planning
Street Design and Operations	Lack of access control, unclear as to who has the right of way; limited visibility; faded striping/signage; lack of ped or bike facilities.	Engineering	Education, Enforcement, Planning
Inadvertent Distraction	Driving when tired; driver lulled by roadway conditions; sudden surprise from unanticipated distractions; medical causes.	Education	Engineering, Enforcement, Planning
Intentional Disregard of Safety, High-Risk Behavior	Speeding; unsafe turning speeds; driver under the influence; texting; phone use by driver, pedestrians and bicyclists.	Enforcement	Engineering, Education

# IMPLEMENTATION

## Resolution.

The Monterey City Council passed a resolution endorsing Vision Zero on July 2017.

## Partnerships.

A Vision Zero task force was set up to engage all city departments in drafting a Vision Zero Action Plan.

### Vision Zero Task Force

#### City Departments

City Manager's Office  
Communications and Outreach Office  
Engineering Department  
Fire Department  
Planning Department  
Police Department  
Recreation Department

## Action Plan.

Sets up a Vision Zero strategy consisting of the 5 E's: Engineering, Education, Encouragement, Enforcement and Evaluation.



Diagram Source: Fort Lauderdale Vision Zero Quick Guide

## City Vision

Vision Zero establishes a coordinated commitment, approach and effort toward safety from all city departments. Everyone who lives, works or visits Monterey has the responsibility to improve safety because no loss of life due to road crashes is acceptable or inevitable.

## Design Streets for Everyone

Pursue projects to address safety issues, enhance safety measures, and use innovative safety designs for all road users. Complete Streets principles are incorporated during the planning stage of development.

## Teach to Travel Together

Road users are responsible for following the rules of the road. Education is proactive and can have long-lasting changes that save lives and ensure mobility for all.

## Enforce Safe Behavior

Enforcement plays a significant role in encouraging good behaviors through consistent enforcement of safety laws. Enforcement is a necessary tool to prevent high-risk roadway behaviors and remind us that these rules are not optional, but mandatory and very necessary.

## Evaluation

Annually collect data to monitor and measure the impact of the multiple strategies and overall progress towards the Vision Zero goal.

# City Vision

## Strategy

Establish a coordinated commitment to safety from all city departments.

Use a data-driven approach for all safety efforts.

Facilitate interaction between city departments and avoid duplicating efforts by using shared communications, evaluation and data collection protocols.

Seek opportunities to coordinate safety improvements and programs across departments.

Acknowledge road crashes as preventable and unacceptable (not “accidents”).

Promote self-enforcing conditions/solutions.

All city departments promote existing safety events, projects, programs and success stories and look for as many outreach opportunities as possible with available resources.

Collaborate with Monterey Peninsula Unified School District (MPUSD) regularly to encourage safe walking and biking.

Participate in regional Safe Routes to School Task Force.

Look for opportunities for a regional Vision Zero strategy.

Research and procure funding to sustain safety programs.



# Design Streets for Everyone

Strategy	Supporting Departments
Evaluate high severity, high incidence location and collision factors. Collaborate to address safety issues through enforcement and/or safety measures.	Engineering/Police
Review projects and plans for safety and access. Look for opportunities to enhance safety.	Engineering/Police/Fire/ Planning
Incorporate “Comple Streets” principles in projects.	Engineering/Planning
Use existing tools but also draw upon worldwide best practices in roadway improvement and enforcement strategies.	Engineering/Police
Use paving cycle as an opportunity to implement low cost changes and increase road safety through striping.	Engineering/Planning
Implement safety projects under the Neighborhood Improvement Program (NIP).	Engineering/Planning
Implement Safe Routes to School safety projects part of the Active Transportation/Demand Management (TDM) Program.	Engineering/Planning
Adopt a crosswalk policy to upgrade and/or eliminate crosswalks based on safety.	Engineering/Planning/CAO
Implement Monterey on the Move: Multi-Modal Mobility Plan	Engineering/Planning
Implement citywide Safe Routes to School (SRTS) program and participate in SRTS Countywide Task Force.	Engineering/Planning/Police

# Design Streets for Everyone

New Development Opportunities	Supporting Departments
Integrate land use and circulation elements in Specific Plans to support walkable, bikeable, transit-oriented neighborhoods (high-density, mixed-use, active transportation).	Planning/Engineering
Include Vision Zero goal in near term and long term planning documents.	All
Examine development projects to determine impact on safety and access for pedestrians and bicyclists.	Planning/Engineering
Look for opportunities to incorporate safety and access improvements for pedestrian and bicyclists in development projects.	Planning/Engineering/Police/Fire
Update plans and guidelines for bike and pedestrian circulation as new technology and standards become available.	Planning/Engineering



# Teach to Travel Together

Strategy	Supporting Departments
Encourage education and outreach within all departments. Increase departmental cooperation and coordination by sharing observations.	All
Increase awareness of road crashes as preventable and unacceptable (not “accidents”).	All
Increase awareness of safety courtesy: All road users are responsible for safe behavior. All modes agree to follow the rules with patience and tolerance.	All
Use education to complement enforcement and street design efforts.	Police/Engineering/Planning
Use specific messages, outreach strategies and metrics of effectiveness for each target audience.	All (CMO)
Promote Vision Zero objectives on social media, website and television station.	All (CMO)
Maintain a Vision Zero webpage that serves as a clearinghouse of information, educational materials, events and data.	All
Sustain a strong social media presence by using the #VisionZero hashtag across the City’s social media accounts.	All (CMO)
Develop “evergreen messages” to post throughout the year.	Engineering/CMO/Planning
Sustain Walk & Bike Safe in Monterey educational program.	All

# Teach to Travel Together

Strategy	Supporting Departments
Incorporate safety education materials into existing events (e.g. fire open house, recreation summer programs, library summer reading kickoff party, etc.)	All
Use effective, fun and age-appropriate safety curriculum at schools and community events.	All
Add safety messages in mailing and City newsletters (e.g. construction permits, parking regulations, City Talk, City Focus, recreation and sports center newsletters).	All (CMO)
Sustain a targeted and meaningful public outreach campaign. Share messages and visuals that resonate with our audience. Stay away from campaigns that are directive; connect the action to something people can really identify with. Sustain a public dialogue about road safety.	All (CMO)
Use School Resource Officer (SRO) as a role model and traffic mentor for school-age children.	Police
Police officers and firefighters serve as role models and traffic mentors, delivering road safety education to children, parents and seniors.	Police/Fire
Community Service Officers (CSO) or Police Explorers assist with safety education efforts.	Police
The Citizens Academy includes Vision Zero messaging.	Police



# Enforce Safe Behavior

Strategy	Supporting Departments
Develop a data-driven citywide enforcement strategy.	Police/Engineering/Fire
Annually evaluate high incidence locations and look for opportunities to communicate with Engineering Department.	Police/Engineering
Look for trends in crash collision factors and top crash locations.	Police/Engineering/Fire
Conduct targeted safety courtesy enforcement campaigns (issue warning ticket instead of citation).	Police
Target enforcement on most common offenses that result in severe and fatal collisions.	Police
Enforcement media campaigns (i.e. click it or ticket) are incorporated in social media posts.	Police/CMO
Explore using electronic crash reports (online reports for non-injury, non hit-and-run forthcoming).	Police






# Evaluation



Strategy	Supporting Departments
Complete annual Vision Zero report.	All
Update Vision Zero Action Plan.	All
Evaluate City policies, plans and practices to include Vision Zero.	All








# Walk & Bike Safe in Monterey: Safety & Courtesy Tips




**KEY**  Walking  Cycling  Driving



-  Cross behind the bus in the crosswalk when available
-  If riding on the sidewalk act as a pedestrian; walk your bicycle across the street at intersections
-  Yield for pedestrians in crosswalk

-  Ride a door's width from parked vehicles
-  Look over your shoulder before opening your door

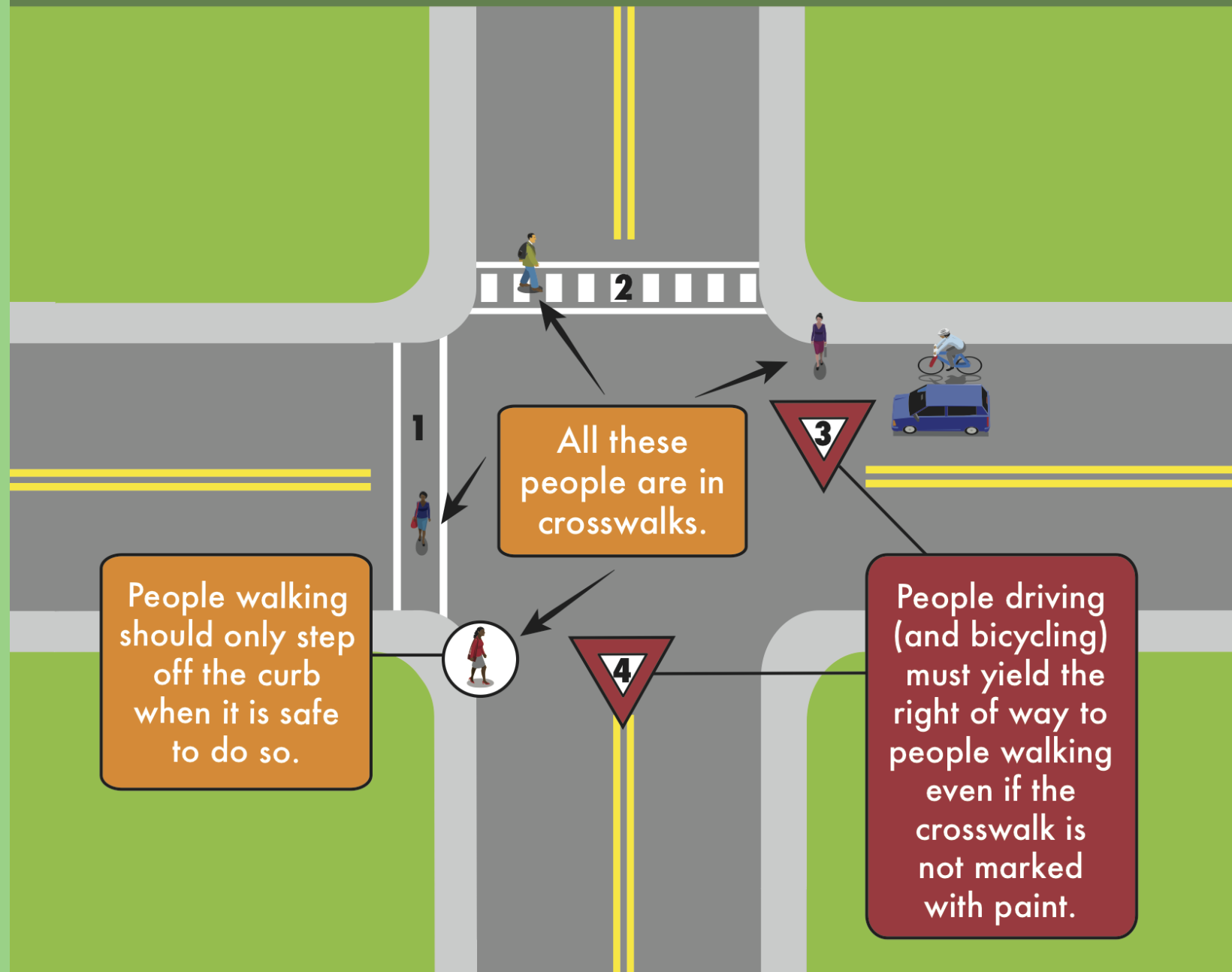
-  Stand on the sidewalk when waiting to cross the street
-  Do not block the crosswalk
-  Do not block the crosswalk

-  Ride along the middle of the sharrow chevron marking to stay out of the door zone
-  Sharrowes signify that cyclists are likely to be present and have a right to share the road with vehicles

-  Cross the street at marked crosswalks and intersections; before crossing, look left, right, then left again
-  Obey all traffic signals - bicycles are considered vehicles when traveling on the road
-  Obey all traffic signals; yield to pedestrians and cyclists in crosswalks and when turning right on red

-  Always ride in the same direction as traffic; use hand signals to communicate your intentions
-  Allow 3 feet when passing cyclists

**LEGAL CROSSWALKS** : exist at all intersections, whether they are marked or unmarked.



People walking have the right-of-way at all crosswalks (marked or unmarked).

#VisionZeroMonterey







CALIFORNIA OFFICE OF  
TRAFFIC SAFETY

Funding for this Vision Zero Action Plan was provided by a grant from the California Office of Traffic Safety, through the National Highway Safety Administra-