



Agenda Report

MEETING DATE: Tuesday, April 13, 2021

TO: City Council

FROM: PUBLIC WORKS & UTILITIES DIRECTOR PALMISANO
POLICE CHIEF HONDA
Murray Fontes, Principal Engineer
Captain Michael McKinley

SUBJECT: CITY OF WATSONVILLE VISION ZERO ACTION PLAN 2021

STATEMENT OF ISSUES:

Identify and implement measures to achieve the Vision Zero goal of eliminating all traffic fatalities and severe injuries within the City by 2030.

RECOMMENDED ACTION:

Staff recommends that the City Council approve the City of Watsonville Vision Zero Action Plan 2021.

DISCUSSION:

Vision Zero is a strategy to eliminate all traffic fatalities and severe injuries, while increasing safe, healthy and equitable mobility for all. At its 01/16/18 meeting, Council adopted Resolution No. 7-18 (CM) approving Vision Zero in the City of Watsonville and calling for creation of an Action Plan. At its 02/25/20 meeting, Council adopted Resolution No. 21-20 (CM) approving the City of Watsonville Safe Streets Save Lives Vision Zero Action Plan 2020.

The 2020 Plan identified a number of Action Items that would help achieve the goals of Vision Zero. During 2020, City staff and partners completed several Action Items, including the following:

1. Created the Watsonville Vision Zero Task Force and created a logo that highlights various modes of transportation and iconic Watsonville landmarks. Task Force members included representatives of the following public agencies and non-profit organizations:
 - Bike Santa Cruz County
 - Ecology Action
 - Pajaro Valley Unified School District
 - Santa Cruz County Health Services Agency
 - Santa Cruz County Regional Transportation Commission
 - State Department of Transportation (Caltrans) District 5

- United Way/Jovenes SANOS
 - Watsonville City Manager's Office
 - Watsonville Police Department
 - Watsonville Public Works and Utilities Department.
2. Provided public safety education through a media campaign in partnership with several other Santa Cruz County agencies.
 3. Promoted walking, biking and traffic safety through in-classroom training, providing safety equipment, operation of the City Police Department social media site with new apps and regular social media posts.
 4. Supported ongoing work with State legislators to lower speed limits.
 5. Continued implementation of Pedestrian Safety Zones on high collision corridors.
 6. Operated the Neighborhood Traffic Plan and traffic calming programs with installations along Clifford Street.
 7. Installed various Capital Improvement Projects including new traffic signals on West Beach St at Ohlone Parkway and on Airport Blvd at Holm Rd and construction of the Rail Trail Segment 18 Phase 1 (in progress).
 8. Continued developing partnerships with Caltrans on preparing plans and constructing improvements within the State right of way and identifying and securing funding. This included requesting additional funding on a 2024 State Highway Operation and Protection Program (SHOPP) project to pave Hwy 152 and include bicycle and pedestrian improvements on Hwy 129 and 152.
 9. Worked with various partners to submit or participate in Active Transportation Program Cycle 5 grant applications for the Safer Access to Pajaro Valley High School and Beyond project and the Safe Routes for Watsonville School Families and Community project.

The Task Force met every other month through 2020, monitored progress on the Action Plan and recommended updates for a 2021 Plan. These updates are identified within the 2021 Plan in the list of Action Items and Priority Projects.

The Priority Projects identified in the 2021 Plan include the following:

1. Improve City of Watsonville's status from a Bronze to Silver Level Bicycle Friendly Community and apply for a Walk Friendly Communities award.
2. Continue collaboration on a countywide comprehensive traffic safety media campaign, with customized messages for Watsonville.
3. Develop and implement Pedestrian Safety Zones on Main St, Freedom Blvd, and Airport Blvd and other high collision corridors.

4. Identify and secure consistent funding.
5. Implement data analysis.
6. Continue Neighborhood Traffic Plan & traffic calming programs.

After the proposed Action Plan was prepared, the California Transportation Commission approved an \$11.7M Active Transportation Program Grant which will fund several bicycle and pedestrian safety improvements throughout the Pajaro Valley High School attendance area, including construction of a pedestrian bridge across State Route 1 at Harkins Slough Road. Design and environmental work will be done in FY21/22 and construction is scheduled to begin in FY22/23.

The Task Force shall implement the 2021 Action Plan and return to Council in 2022 with a summary of the past year's activities and an update to the Action Plan.

Staff recommends that Council approve the Watsonville Vision Zero Action Plan 2021, direct staff to move forward with implementation and return after a year to report its status.

STRATEGIC PLAN:

The project is consistent with the following Strategic Plan goals:

03-Infrastructure & Environment

06-Public Safety

FINANCIAL IMPACT:

Approval of the City of Watsonville Vision Zero Action Plan 2021 will use existing budgeted resources and will not require additional funding.

ALTERNATIVE ACTION:

No reasonable alternatives are known at this time.

ATTACHMENTS AND/OR REFERENCES (If any):

None.