



City of Watsonville **Vision Zero Action Plan 2020**

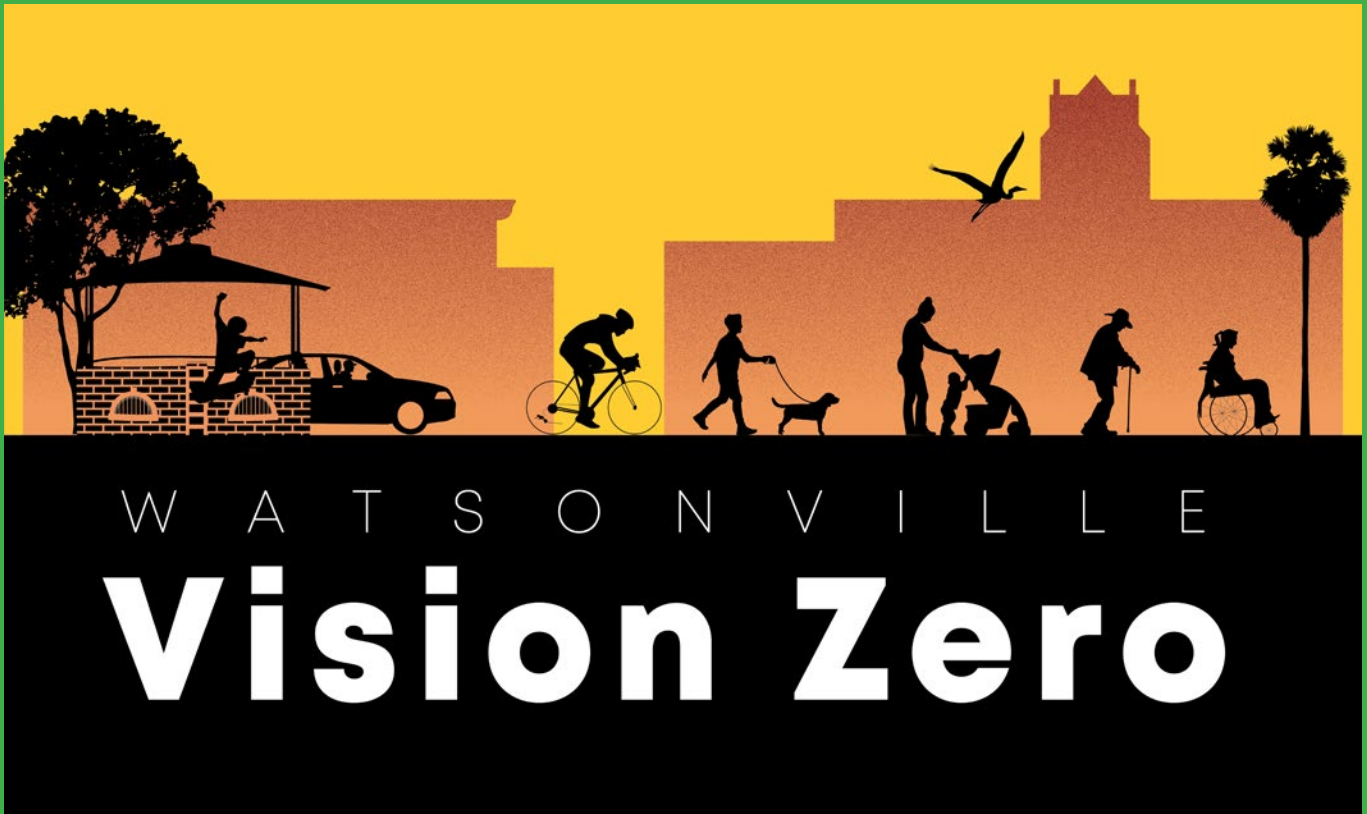


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WHY VISION ZERO?



The City of Watsonville ranks number one for injuries and fatalities among pedestrians under the age of 15 years old and the 4th worst for pedestrians overall when compared to 105 California cities of similar size.

Vision Zero is a world-wide strategy to eliminate all traffic fatalities and severe injuries to ensure safe, healthy, equitable mobility for all. It was first implemented in Sweden in the 1990s and takes a systems approach to achieve safe, healthy, and equitable mobility. Vision Zero starts with the ethical belief that everyone has the right to move safely in their communities. In order to achieve a safe transportation system, it requires that everyone consider the system in its entirety. Safe transportation systems and related policies should be designed to ensure that those inevitable mistakes do not result in severe injuries or fatalities.

In January 2018, the Watsonville City Council adopted a resolution that outlines how the City can draw upon existing resources to successfully implement Vision Zero. In 2015 and 2016, the City had 39 and 42 pedestrian collisions and a California Office of Traffic Safety rating of #1 when compared with 105 California cities of similar size. In 2017 and 2018 there were 24 and 30 collisions and #15 and #5 rankings.

There are two factors that are 3 times more likely to cause crashes in Watsonville than any other factor: unsafe speeds (*which accounts for 26.4% of all crashes*) and right

of way violations (29.5% of all crashes).² Thirty percent of fatal and serious injury crashes occur on 2 miles (2.2%) of city streets.² Moreover, these city streets are in low-income neighborhoods.² An additional 25% of fatal and serious injury crashes occur on 1.9 miles of the State highways within city limits.²

Vision Zero holds that traffic deaths and severe injuries are preventable through a close examination of the shortcomings of existing transportation systems and user behavior. Through the collaboration of a multidisciplinary team and changes in roadway design, speed management, technology, and policies, meaningful behavior change can occur. However, as all humans are fallible, collisions will happen. To achieve the shared goal of zero fatalities and severe injuries, the responsibility of ensuring a safer transportation system therefore lies upon the multidisciplinary team and not only on the individual road user.

The City of Watsonville's Vision Zero Action Plan" acknowledges that traffic deaths and severe injuries are preventable. The goal is to eliminate both in a set time frame with clear, measurable, and timely strategies. The plan will use a multidisciplinary approach and bring together diverse and necessary stakeholders to address this complex problem and achieve Vision Zero by 2030.



Vision Zero holds that traffic deaths and severe injuries are preventable through a close examination of the shortcomings of existing transportation systems and user behavior.



¹ <https://visionzeronetwork.org/about/what-is-vision-zero/>

² Report by the Community Traffic Safety Coalition and with funding from CA OTS (2014) and the Santa Cruz County RTC. www.sctrfficsafety.org/VisionZero Updated 1/10/18.

MISSION STATEMENT

Mission Statement

To reduce traffic related deaths and severe injuries through community collaboration, data analysis, policies, systems, and infrastructure.

Goal

To eliminate traffic fatalities and serious injuries on City streets by 2030.

objectives

1. **Focus on changing behavior through policies and strategies** guided by the six E's: Encouragement, Education, Enforcement, Evaluation, Engineering, and Equity.
2. **Gather, analyze, utilize and share reliable data** to understand traffic safety issues, to prioritize resources based on evidence of the greatest need and impact, and to track and evaluate the success of these efforts.
3. **Prioritize the development of safe roadways** and the highest level of safety for all road users through new policies, systems and infrastructure improvements for pedestrians, bicyclists and motorists.
4. **Create an Action Plan** in a manner that promotes equity, community engagement and transparency by presenting it to Council for acceptance and approval and providing Council with regular updates on its development and implementation.

PARTNERS

Improving safety requires collaboration and engagement by all stakeholders. The Vision Zero Action Plan shall be developed in a collaborative manner by a Vision Zero Task Force and with input from the community. The following agencies/organizations/departments are involved in Vision Zero in addition to interested members of the community. Many are also representatives in the Watsonville Vision Zero Task Force (WVZTF). The WVZTF is a workgroup of the Community Traffic Safety Coalition (CTSC) which is staffed by the County of Santa Cruz Health Services Agency. Those involved with the WVZTF are indicated with an asterisk.

Bike Santa Cruz County*

Community Members*

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 Jóvenes SANOS*

Watsonville City Manager's Office*

Watsonville Police Department*

Watsonville Public Works & Utilities
Department*

* Partners involved with the WVZTF



CITY OF WATSONVILLE

VISION ZERO

CORE PRINCIPLES

- 1.** Traffic deaths and severe injuries are acknowledged to be preventable.
- 2.** Safety of human life is our highest priority, and all are responsible.
- 3.** The transportation system should account for human error and plan to minimize the severity of repercussions.
- 4.** Actions towards Vision Zero will be data-driven based on available crash data and will include on-going evaluation measuring performance objectives.
- 5.** Speed is a fundamental predictor of crash survival and severity

action items key

6 E's	Encouragement, Education, Enforcement, Evaluation, Engineering, and Equity
CDD	Community Development Department
COW	City of Watsonville- all departments
DPW	City of Watsonville Public Works & Utilities Department
HSA	Santa Cruz County Health Services Agency
PTSAP	City of Watsonville Pedestrian and Traffic Safety Action Plan (January 2019)
SafeTREC	UC Berkeley Safe Transportation Research and Education Center (SafeTREC) and CalWalks' report for Watsonville titled "Recommendations to Improve Pedestrian and Bicycle Safety" (October 2018)
WVZTF	Watsonville Vision Zero Task Force (WVZTF)
Resolution	City of Watsonville Vision Zero Resolution (January 2018)
WCM	City of Watsonville City Manager's Office
WPD	City of Watsonville Police Department
WTC	City of Watsonville Traffic Committee (Public Works & Police Department)
VZTF	Vision Zero Task Force (to be formed)
Short-Term	Within a year
Mid-Term	1-3 years
Long-Term	4 or more years

ACTION ITEMS

	Action Item	6 E's
1	Create a Traffic Safety/Vision Zero Task Force as described in Partner section above.	ALL
2	Apply for Bicycle Friendly Community award at the silver level and a Walk Friendly Community award	Encouragement
3	Develop a comprehensive pedestrian, bicyclist and driver public safety education campaign, such as Street Smarts, that includes targeted messages.	Education Equity
4	Continue work in school communities through the Safe Routes to School (SRTS) programs: <ul style="list-style-type: none"> a. Promote walking, biking, and traffic safety education. b. Provide safety equipment, such as bicycle helmets. c. Expand high school and middle school active transportation programming 	Education
5	Identify most at-risk populations for targeted messages	Education Evaluation Encouragement Equity
6	Work with State legislators to implement legislation to support Vision Zero, such as: <ul style="list-style-type: none"> a. Lower speed limits b. Allow speed cameras c. Increase distracted driving penalties d. Direct staff to work with state legislatures to pursue legislation to allow City to reduce traffic speeds along high-risk corridors 	Education Engineering Enforcement
7	Develop, adopt, and incorporate Complete Streets Policy into projects	Education
8	Coordinate Vision Zero efforts with existing and future City planning documents & policies, including Complete Street Plans for downtown and schools and Freedom Blvd plan line	Engineering Equity
9	Target high risk populations, such as pedestrians under 15 years of age and children not properly restrained in vehicles	Education Equity

Source	Responsible Partner/s	Timeline
Resolution, PTSAP, SCBPWG	ALL	Short-Term
SCBPWG	SCBPWG	To be Identified
PTSAP, SCBPWG, SafeTREC	SCBPWG, WCM, DPW, WPD	Short-Term On-Going
SCBPWG & SafeTREC	SCBPWG, DPW, WPD	Short-Term On-Going
SCBPWG	SCBPWG, DPW, WPD	Short-Term On-Going
PTSAP & SCBPWG	ALL	Long-Term
SCBPWG	ALL	On-Going
SCBPWG	SCBPWG, DPW, CDD	Mid-Term
SCBPWG	SCBPWG, WPD	Short-Term

	Action Item	6 E's
10	Develop and implement on Pedestrian Safety Zones on Main St, Freedom Blvd, and Airport Blvd and other high collision corridors as identified	Enforcement
11	Focus enforcement efforts on impaired and distracted driving, including DUI Saturation and checkpoints	Enforcement Education
12	Continue to identify most dangerous behaviors for motorists, pedestrians, and bicyclists and conduct neighborhood traffic safety education	Enforcement Education
13	Continue and expand social media efforts by Police Department on: <ul style="list-style-type: none"> a. Adding Public Information Officer b. Develop website c. Develop new apps d. Provide social media posts 	Enforcement Education
14	Continue and expand community outreach efforts by Police Department on: <ul style="list-style-type: none"> a. Bike Smart/Walk Smart b. Community events c. Community awareness presentations d. Bike helmet distribution program 	Enforcement
15	Develop a zero-tolerance approach for speeding along areas designated as Pedestrian Safety Zones	Enforcement
16	Develop a Zero-Tolerance approach for speeding along areas designated as Pedestrian Safety Zones	Enforcement
17	Implement data analysis: <ul style="list-style-type: none"> a. Establish regular data analysis and measurable metrics b. Refine analysis to include collision type, street type, movements preceding collision c. Use “predictive analytics” to identify trends and predict collisions where similar conditions exist d. Use metrics to track and measure progress in all focus areas 	Evaluation

Source	Responsible Partner/s	Timeline
PTSAP	DPW, WPD	Short-Term
PTSAP	WPD	Short-Term Mid-term
PTSAP & SCBPWG	HSA, DPW, WPD, WTC	On-Going
PTSAP	WPD	ON-Going
PTSAP & SCBPWG	WPD	Mid-Term
PTSAP	WPD	Short-Term
DPW	WPD, DPW	On-Going
SCBPWG	WPD, DPW	Mid-Term

	Action Item	6 E's
18	Establish regular data review: <ul style="list-style-type: none"> a. Monitor data to evaluate success of programs and projects b. Monitor data to identify priority corridors, select future programs and projects c. Monitor to identify demographic inequities 	Evaluation Equity
19	Gather, analyze, utilize and share reliable data to understand traffic safety issues, to prioritize resources based on evidence of the greatest need and impact, and to track and evaluate the success of these efforts	Evaluation
20	Inventory existing facilities: Sidewalk, street lighting, bike facility, ped feedback at signals, bike detection, etc.	Engineering
21	Coordinate projects to maximize benefits: <ul style="list-style-type: none"> a. Add facilities when restriping after resurfacing or after utility projects b. State and local projects c. Identify locations for low-cost, temporary solutions d. Citywide restriping and signage programs 	Engineering
22	Identify and secure consistent funding: <ul style="list-style-type: none"> a. Use Measure D and SB 1 funding b. Secure competitive grants through ATP program 	Engineering Equity
23	Continue Neighborhood Traffic Plan & traffic calming programs: <ul style="list-style-type: none"> a. Conduct a road study before setting speed limit b. Install 3-foot law and Bikes May Use Full Lane road signs 	Engineering Enforcement Evaluation Equity
24	Continue developing trail network, establish maintenance program and funding source for priority trails	Engineering Evaluation Equity
25	Capital improvements program: <ul style="list-style-type: none"> a. Lincoln Street Safety Improvements b. City Signal Upgrades c. Hwy 1/Harkins Slough Rd d. Lee Rd Trail 	Engineering

Source	Responsible Partner/s	Timeline
SCBPWG	WPD, DPW	Mid-Term
Resolution	SCBPWG, VZTF	Mid-Term
SCBPWG	DPW	Mid-Term
SCBPWG	DPW	Mid-Term
SCBPWG	DPW	Mid-Term
SCBPWG	DPW	Short-Term On-Going
SCBPWG	DPW	Mid-Term
SCBPWG	DPW	Short-Term On-Going

	Action Item	6 E's
26	Prioritize the development of safe roadways and the highest level of safety for all road users through new policies, systems, and infrastructure improvements for pedestrians, bicyclists, and motorists	Engineering Equity
27	Explore new approaches to infrastructure enhancements, including speed cameras, sidewalk decals, and pedestrian crosswalk flags	Engineering
28	Conduct bicycle and pedestrian assessments on major arterials and determine potential solutions to make walking and biking along routes, such as Freedom Blvd, safer for residents	Engineering Equity
29	Promote safety and accessibility for vulnerable road users with the following: <ul style="list-style-type: none"> a. ADA sidewalk accessibility and pedestrian sidewalk facilities improvements (such as sidewalk gap closures, curb extensions, improved curb ramps, better driveway visibility, and improved locations of items such as utility posts and boxes) b. Bicycle facilities and infrastructure improvements such as increased signage, sharrow improvements, repainted bike lanes, and road repair c. Improved safe infrastructure for pedestrians, including repainted crosswalks, added signage, advanced yield markings, and curb ramps 	Engineering Equity
30	Collaborate on a countywide comprehensive traffic safety media campaign, with customized messages for Watsonville, including: Developing Public Service Announcements for radio to inform residents how to travel safely, including how to share road space safely, and to communicate any upcoming infrastructural changes along key corridors	Engineering Equity
31	Plan for cost-effective paint and signage improvements that could be integrated into the next pavement maintenance project for identified corridors	Engineering Equity

Source	Responsible Partner/s	Timelinew
Resolution	DPW	On-Going
PTSAP	DPW, WPD	Short-Term On-Going
SafeTREC	DPW	Long-Term On-Going
SafeTREC	DPW	Long-Term On-Going
SafeTREC	DPW	Short-Term
SafeTREC	DPW	Mid-Term

	Action Item	6 E's
32	Implement a pop-up/temporary demonstration projects, such as a protected bike lane, to expose residents to what a reconfigured street could look like	Engineering Education Equity
33	Assess the following recommendations for the Freedom Blvd corridor: <ul style="list-style-type: none"> a. Build underground utilities along the corridor b. Establish shared paths where the right-of-way may be constricted that provide combined sidewalks and protected bicycle facilities c. Expand the right-of-way to allow for wider sidewalks and protected bike lanes as a part of a road diet 	Engineering Equity
34	Create a traffic violence crisis response program, including supports for families who have lost loved ones	Equity
35	Identify most at-risk populations for targeted messages, keeping in mind that the most vulnerable are usually low-income and communities of color	Equity
36	Provide regular updates and communication with City Council and community and regular updates to Council for acceptance, approval, development process, and implementation	Equity
37	Establish a City Bicyclist and Pedestrian Advisory Committee	Equity

Source	Responsible Partner/s	Timelinew
SafeTREC	DPW/SCBPWG	Short-Term
SafeTREC	DPW	Long-Term
SCBPW	SCBPWG	On-Going
SCBPW	SCBPWG	Mid-Term
Resolution	ALL	Short-Term Ongoing
SafeTREC	ALL	Mid-Term

PRIORITY PROJECTS

	Action Item	6 E's
1	Create a Traffic Safety/Vision Zero Task Force as described in Partner section above.	Encouragement
2	<p>Develop a comprehensive pedestrian, bicyclist and driver public safety education campaign, such as Street Smarts, that includes targeted messages.</p> <p>Collaborate on a countywide comprehensive traffic safety media campaign, with customized messages for Watsonville, including: Developing Public Service Announcements for radio to inform residents how to travel safely, including how to share road space safely, and to communicate any upcoming infrastructural changes along key corridors</p>	Education
3	Develop and implement Pedestrian Safety Zones on Main St, Freedom Blvd, and Airport Blvd and other high collision corridors as identified	Enforcement
4	<p>Identify and secure consistent funding:</p> <ul style="list-style-type: none"> a. Use Measure D and SB 1 funding b. Secure competitive grants through ATP program 	Engineering
5	<p>Implement data analysis:</p> <ul style="list-style-type: none"> a. Establish regular data analysis and measurable metrics b. Refine analysis to include collision type, street type, movements preceding collision c. Use “predictive analytics” to identify trends and predict collisions where similar conditions exist d. Use metrics to track and measure progress in all focus areas 	Evaluation
6	<p>Continue Neighborhood Traffic Plan & traffic calming programs:</p> <ul style="list-style-type: none"> a. Conduct a road study before setting speed limit b. Install 3-foot law and Bikes May Use Full Lane road signs 	Equity

FOR 2020 - 2021

Source	Responsible Partner/s	Timelinew
Resolution, PTSAP, SCBPWG	ALL	Short-Term
PTSAP, SCBPWG, SafeTREC	SCBPWG, WCM, DPW, WPD	Short Term On-Going Short-Term
PTSAP	DPW, WPD	Short-Term On-Going
SCBPWG	WPD, DPW	Mid-Term On-Going
SCBPWG	WPD, DPW	Mid-Term
SCBPWG	DPW	Short-Term On-Going

APPENDIX I OUTREACH & FINDINGS

The City of Watsonville conducted outreach on Vision Zero through a survey. Between April 2018 and June 2018, 241 surveys were collected at 7 community events. The community events included Day of the Child (4/22/2018), Pajaro Valley Business Expo (4/26/2019), Cinco de Mayo (5/6/2018), City Staff Surveys (5/8/2018), Bike to Work Day (5/10/2018), Open Streets Watsonville (6/3/2018), and Family Fun Fest (6/9/2018). Respondents were asked in English or Spanish the following open-ended questions:

1. What unsafe behaviors by pedestrians, bike riders, and drivers have you observed in Watsonville?
2. What do you think could be done to change these unsafe behaviors?
3. What changes can you commit to doing to improve traffic issues?
4. In the City of Watsonville, where do you feel unsafe walking? Why?
5. In the City of Watsonville, where do you feel unsafe biking? Why?
6. In the City of Watsonville, where do you feel unsafe driving? Why?

The respondents indicated that the most unsafe motorist behaviors observed were: failing to stop for pedestrians at marked crosswalks or at stop signs and lights (74 responses), distracted driving (49 responses), speeding (46 responses), and illegal or dangerous driving behaviors (26 responses). The most unsafe pedestrian and bicyclist behaviors included: pedestrians “jaywalking” or not using sidewalks and marked crosswalks (52 responses), distracted or inattentive walking and biking (44 responses), cyclists failing to follow the rules of the road (24 responses), and cyclist failing to use the appropriate safety equipment (15 responses). Twenty-eight respondents indicated unsafe traffic behaviors related to issues with infrastructure and 13 respondents indicated safety concerns and issues with street harassment.



The top road safety tips identified included infrastructure (77 responses), education (70 responses), and enforcement (63 responses). The infrastructure responses (77 responses) included street crossing safety measures (34 responses), bike lanes, sidewalks, and trails (22 responses), and speed and traffic control measures (21 responses).

Lastly, personal behavior changes identified included: driving safely/following traffic laws (55 responses), avoiding distracted driving (49 responses), using marked crosswalks/crossing the street safely (35 responses), following speed limits (28 responses), respecting pedestrians (22 responses), paying attention while walking (15 responses), using active transportation (11

responses), advocating for safety (8 responses), and using bike safety (7 responses).

The survey also asked about locations in Watsonville where respondents felt unsafe. These locations are divided by mode of transportation and can be found in TABLE A: Where Respondents Felt Unsafe Walking, Biking, and Driving.

Location	Walk	Bike	Drive	Total
Main St.	40	17	15	72
Freedom Blvd.	22	25	19	66
Everywhere	7	24	10	41
West/East Lake Ave	16	10	10	36
Green Valley Rd.	17	8	6	31
Beach St	13	3	10	26
Riverside Dr.	14	4	6	24
Airport Blvd	10	3	9	22
Schools	13	1	7	21
Rodriguez St.	14	1	3	18
Slough Trails/Ramsay Park/Harkins Slough Rd.	11	4	2	17
Pajaro River Bridge/Porter St. Area	7	4	2	17
Walker St.	7	0	2	9
Clifford Dr.	4	0	3	7
Subtotal	195	104	104	403
Miscellaneous Locations	19	8	15	42
Total	214	112	119	445

TABLE A: WHERE RESPONDENTS FELT UNSAFE WALKING, BIKING AND DRIVING

Appendix II

Collision Data & Analysis

The City of Watsonville hired Traffic Engineer Jeff Waller to assist with the analysis of 7 years of existing crash data collected through the Statewide Integrated Traffic Records Systems (SWITRS) from 2011-2017. Jeff Waller Consulting completed bicycle, pedestrian, and vehicle collision summaries. The analysis indicated peak hours and days of the week when injuries or fatal collisions were most prevalent and at which intersections these injuries or collisions predominantly occurred. Time of day most collisions occurred was between 3:00 pm and 5:59 pm at the following intersections where the highest number of collisions occurred: Airport/Freedom, Freedom/Green Valley, and Green Valley/Main. Please see tables below .

