



W A T S O N V I L L E

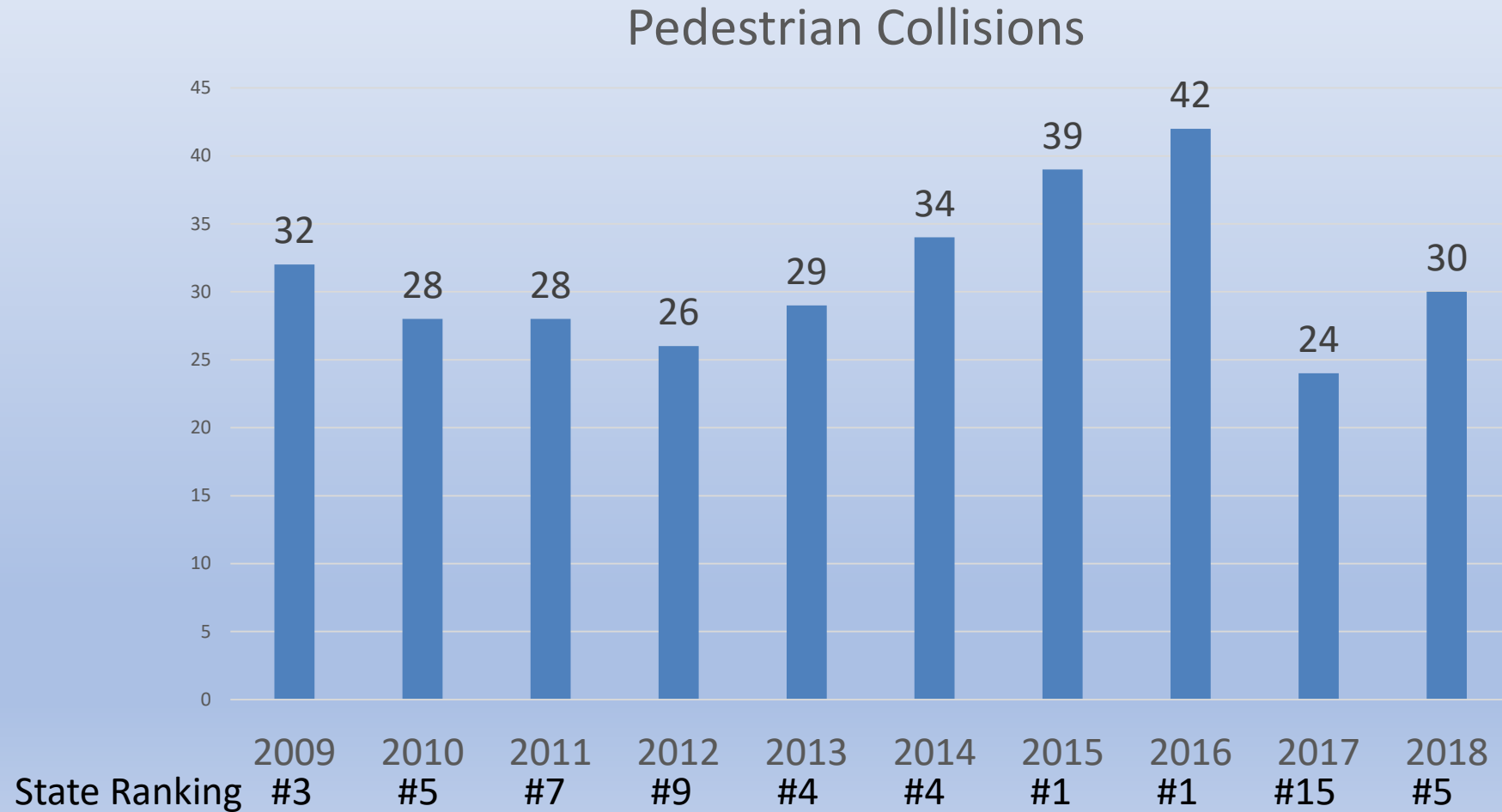
Vision Zero

What is Vision Zero?

- Vision Zero is a strategy to eliminate all traffic fatalities and severe injuries, while increasing safe, healthy and equitable mobility for all.



Why Vision Zero?



Watsonville Vision Zero Task Force

Task Force members include:

- 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.



Neighborhood Traffic Plans

- Operated the Neighborhood Traffic Plan and traffic calming programs with installations along Clifford Avenue



Public Safety Education

- Provided public safety education through a media campaign in partnership with several other Santa Cruz County agencies



Pedestrian Safety Zones

- Continued implementation of Pedestrian Safety Zones on high collision corridors



Public Safety Education & Funding

- 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, secured OTS grants



Funding & Partnerships

- Participated in 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.
- Partner with Caltrans on plans, improvements and funding for improvement on State Routes. This includes project to provide bicycle and pedestrian improvements on Hwy 129 and 152.



Projects

- 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).



2021 Priority Projects

- Continue countywide collaboration on traffic safety media campaign
- Continue implementation of Pedestrian Safety Zones
- Identify and secure consistent funding
- Continue Neighborhood Traffic Plan & traffic calming programs



2021 Priority Projects

- Apply for Bicycle and Walk Friendly Community Awards



WATSONVILLE, CA

TOTAL POPULATION
51,199

POPULATION DENSITY
7642

TOTAL AREA (sq. miles)
6.7

OF LOCAL BICYCLE FRIENDLY BUSINESSES
1

OF LOCAL BICYCLE FRIENDLY UNIVERSITIES
0

10 BUILDING BLOCKS OF A BICYCLE FRIENDLY COMMUNITY

	Average Silver	Watsonville
High Speed Roads with Bike Facilities	40%	57%
Total Bicycle Network Mileage to Total Road Network Mileage	47%	41%
Bicycle Education in Schools	GOOD	VERY GOOD
Share of Transportation Budget Spent on Bicycling	11%	8%
Bike Month and Bike to Work Events	GOOD	VERY GOOD
Active Bicycle Advocacy Group	YES	YES
Active Bicycle Advisory Committee	MEETS EVERY TWO MONTHS	EVERY TWO MONTHS
Bicycle-Friendly Laws & Ordinances	SOME	ACCEPTABLE
Bike Plan is Current and is Being Implemented	YES	YES
Bike Program Staff to Population	1 PER 91K	1 PER 512K

CATEGORY SCORES

ENGINEERING <i>Bicycle network and connectivity</i>	2 / 10
EDUCATION <i>Motorist awareness and bicycling skills</i>	4 / 10
ENCOURAGEMENT <i>Mainstreaming bicycling culture</i>	5 / 10
ENFORCEMENT <i>Promoting safety and protecting bicyclists' rights</i>	4 / 10
EVALUATION & PLANNING <i>Setting targets and having a plan</i>	3 / 10

KEY OUTCOMES

	Average Silver	Watsonville
RIDERSHIP <i>Percentage of Commuters who bike</i>	2.6%	1.3%
SAFETY MEASURES CRASHES <i>Crashes per 10k bicycle commuters</i>	549	602
SAFETY MEASURES FATALITIES <i>Fatalities per 10k bicycle commuters</i>	7.3	14

KEY STEPS TO SILVER

» Adopt a Complete Streets policy and create implementation guidance. By adopting a Complete Streets policy, communities direct their transportation planners and engineers to routinely design and operate the entire right-of-way to enable safe access for all users, regardless of age, ability, or mode of transportation.

» Continue to work on connecting the Monterey Bay Sanctuary Scenic Trail to your downtown. This connection will provide a high quality regional trail connection and make the Watsonville downtown more accessible to more bicyclists. Make sure that wayfinding and other improvements make it easy for bicyclists to access businesses in Watsonville from the trail.

» Mandatory registration requirements and sidewalk riding

restrictions can be barriers to some people choosing to use a bicycle. You should review your local ordinances and any data on citations and crashes that is available to understand whether your current ordinances are necessary and accomplishing the purposes that led to their adoption. There are non-enforcement methods of addressing the reasons for these ordinances.

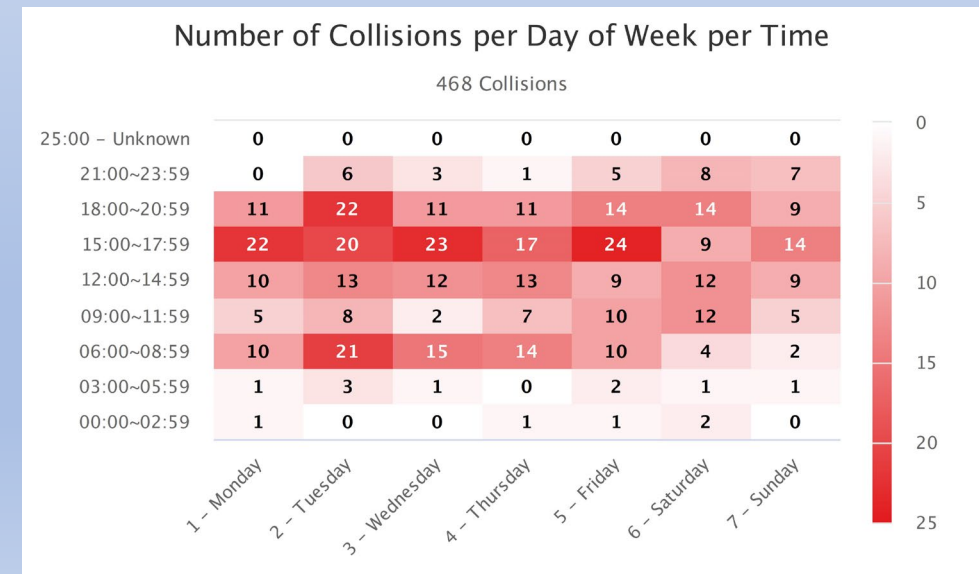
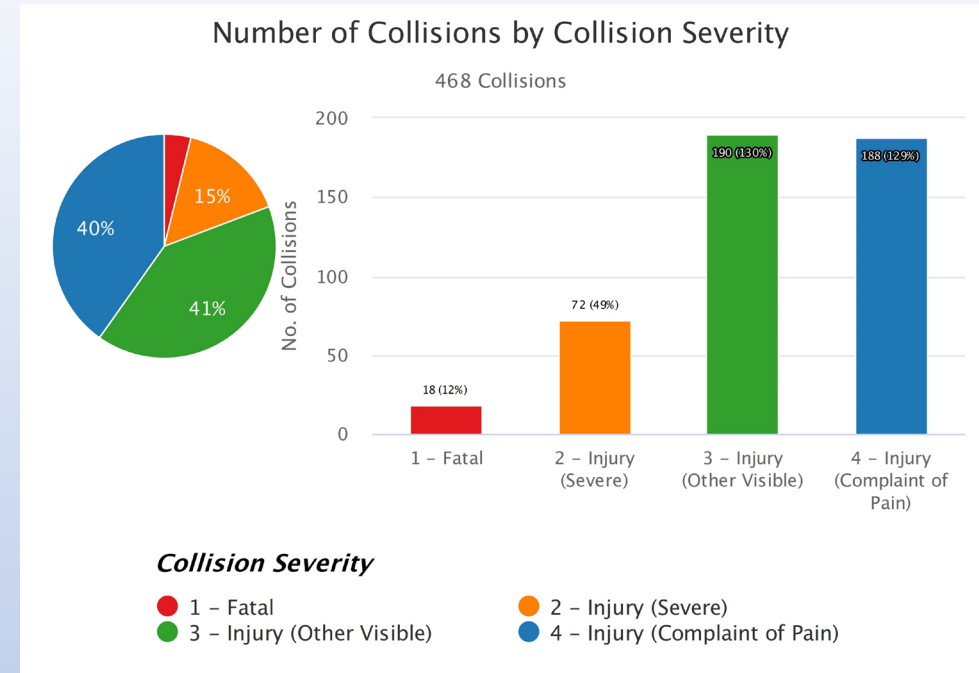
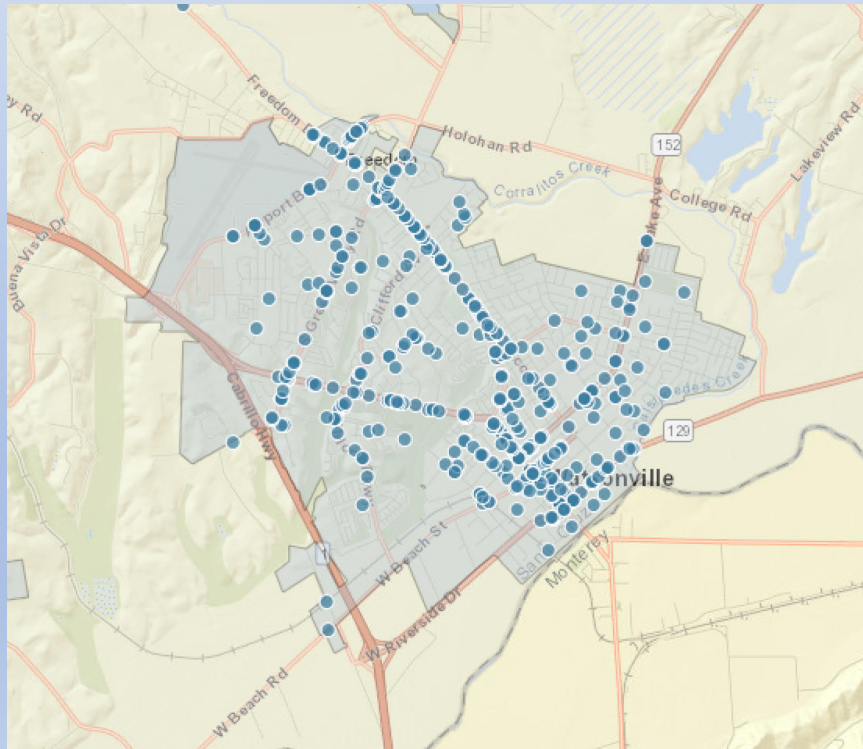
» Increase the amount of staff time spent on improving conditions for people who bike and walk.

» Provide education to law enforcement officers on traffic laws as they apply to bicyclists and motorists and bicycling skills. Ensure that law enforcement officers have basic training or experience with bicycling in your community.

LEARN MORE » WWW.BIKELEAGUE.ORG/COMMUNITIES SUPPORTED BY **planet bike** AND LEAGUE MEMBERS

2021 Priority Projects

- Implement data analysis



Staff Recommendation

- Approve the Watsonville Vision Zero Action Plan 2021



City of Watsonville **Vision Zero Action Plan 2021**

