

Metropolitan Transportation Commission Policy Advisory Council

May 22, 2020

Agenda Item 5

Draft MTC Resolution No. 4400: Regional Safety / Vision Zero (VZ) Policy

Subject: Presentation on proposed adoption of a Regional Safety/Vision Zero (VZ) Policy.

Background: Traffic safety is a significant transportation challenge globally, nationally, and regionally. In the United States, over 30,000 people are killed annually in traffic collisions. These traffic deaths disproportionately affect those in communities of color, low-income communities, youth, the elderly and those walking and biking. The role of metropolitan planning organizations in addressing traffic safety is receiving increasing attention as local jurisdictions across the country acknowledge the tragic and preventable loss of lives on our roadways and are adopting VZ goals and principles.

Over 400 fatalities and 2,000 serious injuries occur on Bay Area roads each year. MTC has the opportunity to help save lives and ensure that all people have the right to safe mobility in the region. While Bay Area cities have acted to combat the trend in fatalities and serious injuries, MTC aims to motivate and facilitate action across the region. A regional safety strategy and approach can promote improved safety and potentially eliminate some duplication of costs among local jurisdictions, allowing local governments to redirect their limited safety dollars towards enforcement and engineering. MTC could supplement the efforts made by the VZ cities (San Francisco, Oakland, San Jose, Fremont, Menlo Park) in our region and provide data and technical assistance to jurisdictions that need it by leveraging our available resources to support them. Additionally, federal guidance requires MTC to adopt regional targets for road safety on an annual basis, and MTC has adopted three rounds of regional safety targets to date. Data-driven regional safety efforts will help us make progress in meeting our “Towards Zero Deaths” targets for fatalities and serious injuries by 2030.

Policy: The MTC Regional Safety/VZ Policy establishes a region-wide policy of intent to work with our partner agencies to encourage and support actions towards eliminating traffic fatalities and serious injuries in the Bay Area by 2030. This policy recognizes that MTC is uniquely positioned to facilitate region-wide safety planning and coordination between stakeholders. MTC is already required to adopt safety performance measures and targets, and this policy will augment this responsibility by providing assistance to local jurisdictions towards our regional safety goals. The policy establishes a framework of principles and actions to guide MTC staff in working towards the policy goals as summarized below:

1. Provide regional leadership to promote safety, engaging and incentivizing leadership across jurisdictions to prioritize safety and work towards aligning funding policy with safety goals.
2. Apply a data driven approach to inform safety policy and strategic use of available funds and resources. Regional safety data will be housed at MTC so that local jurisdictions can benefit from consistent and reliable data.
3. Promote equity in regional safety policies by considering and analyzing impacts on communities of concern and protecting vulnerable roadway users.
4. Support beneficial safety policies and legislation that target evidence-based solutions to safety problems.
5. Engage key regional stakeholders for safety policy development, implementation, and collaboration on safety best practices. Provide education and technical assistance within budgetary constraints.

Strategies:

To complement the Regional Safety/VZ Policy, MTC staff is working to establish a regional safety program that would rely on a three-pronged approach to enhance safety in the region. First, MTC staff is working on enhancing the region's and jurisdictions' access to reliable and consistent data by integrating several available sources into a single regional safety data repository. Second, MTC will use data to inform and develop regional policy and support legislation that has been proven effective, such as lowered speed limits and automated speed enforcement. Finally, and dependent on resources available, MTC will support jurisdictions by providing technical assistance with safety planning. This program will tie into key Plan Bay Area 2050 goals, by encouraging active transportation, reducing reliance on greenhouse gas emitting modes of transportation, and addressing significant equity issues. The program will also support and enhance other agency efforts, including Complete Streets, the Active Transportation Program, and Safe Routes to Schools and Transit.

Steps Taken:

As we work on developing a Regional Safety/Vision Zero Policy, staff has already begun engaging with partners and collaborating towards this end:

1. Organized a Safety Data Integration Peer Exchange with regional, state and national stakeholders to learn from and share safety best practices;
2. Presented a regional safety program/policy concept to state, county, and regional stakeholder groups and convened Bay Area VZ cities to identify how we can support their ongoing efforts (the Vision Zero / Safety Program was presented to the Policy Advisory Council on October 10, 2018 and this item reflects feedback from that meeting: http://baha.granicus.com/MediaPlayer.php?view_id=1&clip_id=4658 go to timestamp 01:10:27);
3. Adopted ambitious regional safety targets in line with a "Towards Zero Deaths" goal by 2030;

4. Applied for and received funding for the development of a Regional Safety Data System and the development of a State of Safety in the Region Report; and
5. As part of the effort to encourage safety policies, MTC adopted a Priority Development Area (PDA) Connected Communities Safety Policy which requires jurisdictions to adopt a Safety/VZ action plan to support growth in PDAs with limited transit.

The Regional Safety/VZ Policy is being presented to the Planning Committee in June for approval and referral to the Commission.

Issues:

1. Ongoing resources and staffing required is still under development, but the level of resource needs is scalable.
2. As a practical matter, traffic injuries and deaths are likely to be down this year because of COVID-19 and decreased trips. But we fully expect the safety issue to return as travel increases, and some studies suggest we will see more personal vehicles on the road in the Bay Area as people avoid public transit. It is important we continue to plan for the future.

Attachments:

Attachment A: Draft MTC Resolution No. 4400 – Regional Vision Zero Policy
Attachment B: Presentation

Date: June 12, 2020
W.I.: 1233
Referred by: Planning

ABSTRACT
Resolution No. 4400

This resolution sets forth MTC's Regional Safety/Vision Zero Policy to support achievement of safety targets adopted by MTC.

Further discussion of these actions is contained in the MTC Executive Director's Memorandum to the Planning Committee dated June 12, 2020.

Re: Regional Safety/Vision Zero Policy

METROPOLITAN TRANSPORTATION COMMISSION
RESOLUTION NO. 4400

WHEREAS, pursuant to Government Code § 66500 et seq., the Metropolitan Transportation Commission (“MTC”) is the regional transportation planning agency for the San Francisco Bay Area; and

WHEREAS, MTC is the designated Metropolitan Planning Organization (MPO) for the nine-county San Francisco Bay Area region, and safety has been a goal included in MTC’s Regional Transportation Plans for twenty years; and

WHEREAS the Moving Ahead for Progress in the 21st Century (MAP-21) Act and the Fixing America’s Surface Transportation (FAST) Act require metropolitan planning organizations to frequently set short range performance targets related to safety; and MTC has adopted aspirational regional safety targets as shown in Attachment A; and

WHEREAS, short-range federally-required targets will be incorporated into planning and programming processes in the coming years in compliance with the final Metropolitan Planning rule as adopted by the Federal Highway Administration and Federal Transit Administration on May 27, 2016;

WHEREAS, 23 U.S. Code §450 requires the Regional Transportation plan to include a system performance report, including progress achieved by the MPO in meeting safety performance targets, and requires the Transportation Improvement Program (TIP), once implemented is designed to make progress toward achieving the safety performance target.

WHEREAS, “Vision Zero (VZ)” is defined as a strategy to eliminate traffic fatalities and severe injuries, while increasing safe, healthy, equitable mobility for all. Effective VZ strategies must be data-driven, and must consider equity and community concerns in all stages; and:

RESOLVED, that MTC hereby adopts a Regional Safety/VZ policy to support achievement of safety targets adopted by MTC, as stated in Attachment A; and:

RESOLVED, that MTC establishes “Proposed Principles and Actions for a Regional Vision Zero Policy” to guide staff in working towards supporting reduction of fatalities and serious injuries across the region, as detailed in Attachment A.

METROPOLITAN TRANSPORTATION COMMISSION

Scott Haggerty, Chair

The above resolution was approved by the
Metropolitan Transportation Commission
at a regular meeting of the Commission held
in San Francisco, California, on June 24, 2020.

REGIONAL SAFETY/VISION ZERO POLICY STATEMENT:

Working together with our partner agencies, encourage and support equitable and data-driven actions towards eliminating fatalities and serious injuries for the Bay Area region by 2030.

REGIONAL SAFETY TARGETS:

MTC's current safety targets for the region are based on a Toward Zero Deaths framework, basing targets on a linear reduction to zero fatalities and serious injuries in the region by the year 2030.

PROPOSED PRINCIPLES AND ACTIONS FOR A REGIONAL VISION ZERO POLICY:

Provide Regional Leadership to Promote Safety

1. MTC will engage and incentivize leadership across local jurisdictions in prioritizing safety and work towards aligning funding investments with safety goals.

Apply a Data Driven Approach

2. MTC's safety policies shall be driven and informed by data to allow available funds to be used strategically. Regional safety data will be used for safety target-setting, and monitoring of progress towards regional safety goals.
3. MTC will serve as a regional safety data bank so that cities - especially those with more limited resources - can benefit from an integrated safety data repository and a consistent and reliable source of safety data for traffic safety analysis, evaluation and applying for safety funding.

Promote Equity in Regional Safety Policies

4. MTC will consider the importance of equity and the effects of any safety policies on communities of concern, noting that these communities are the most at risk of suffering from traffic fatalities and serious injuries.
5. MTC will emphasize the importance of protecting all roadway users, including vulnerable users such as pedestrians, bicyclists, and users of new mobility.

Support Beneficial Safety Policies and Legislation

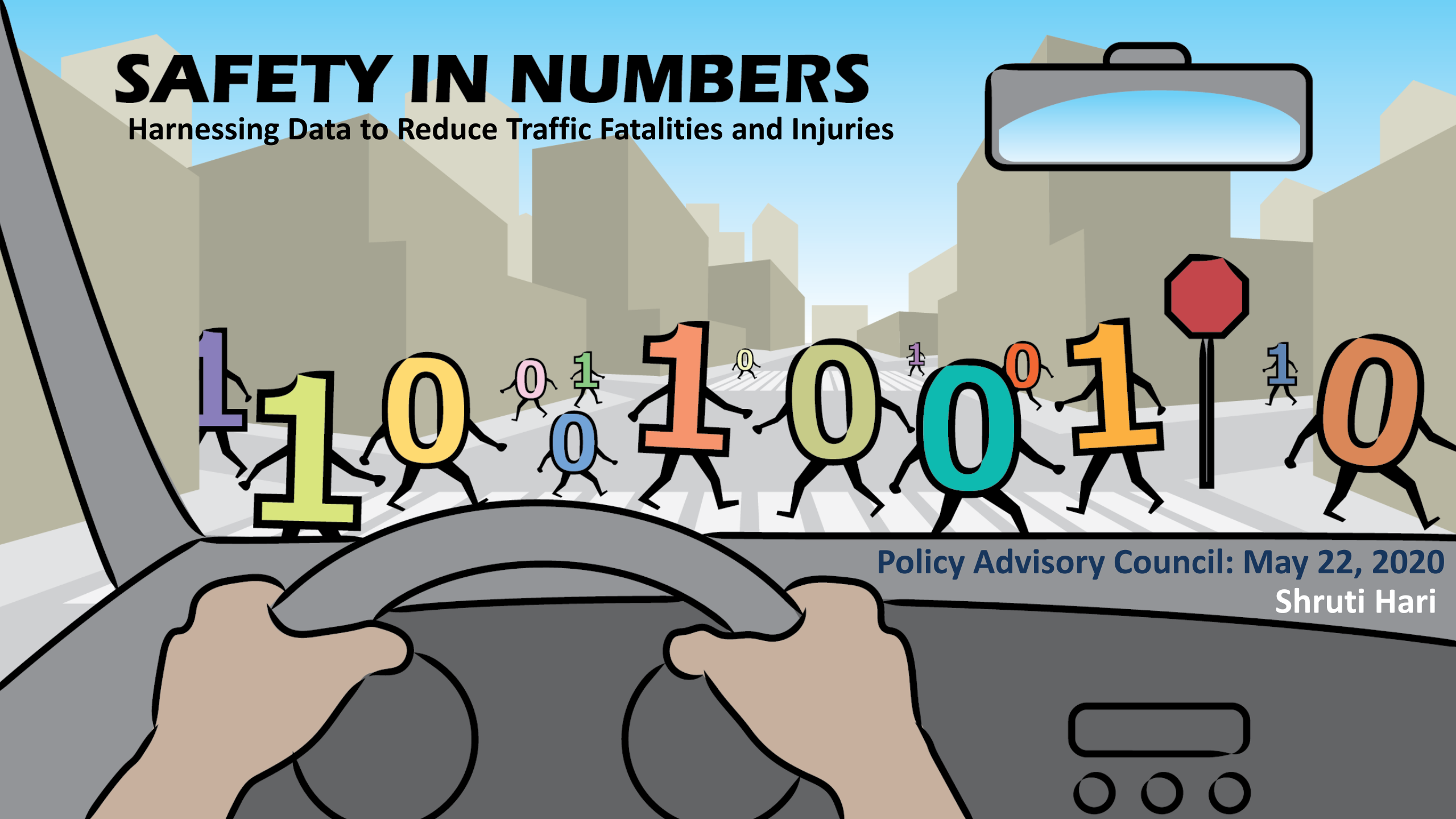
6. MTC will encourage safety policies and support safety legislation that targets evidence based solutions to safety problems.

Educate & Engage

7. Within budgetary constraints, MTC will conduct public outreach and provide technical assistance - reliable safety data, analytical toolkits, technical expertise - for local jurisdictions across the region, especially those that lack expertise or resources to implement a successful safety program.
8. MTC will engage key regional stakeholders in safety policy development and implementation, including local jurisdictions, counties, police departments, emergency response and others, to collaborate on safety best practices.

SAFETY IN NUMBERS

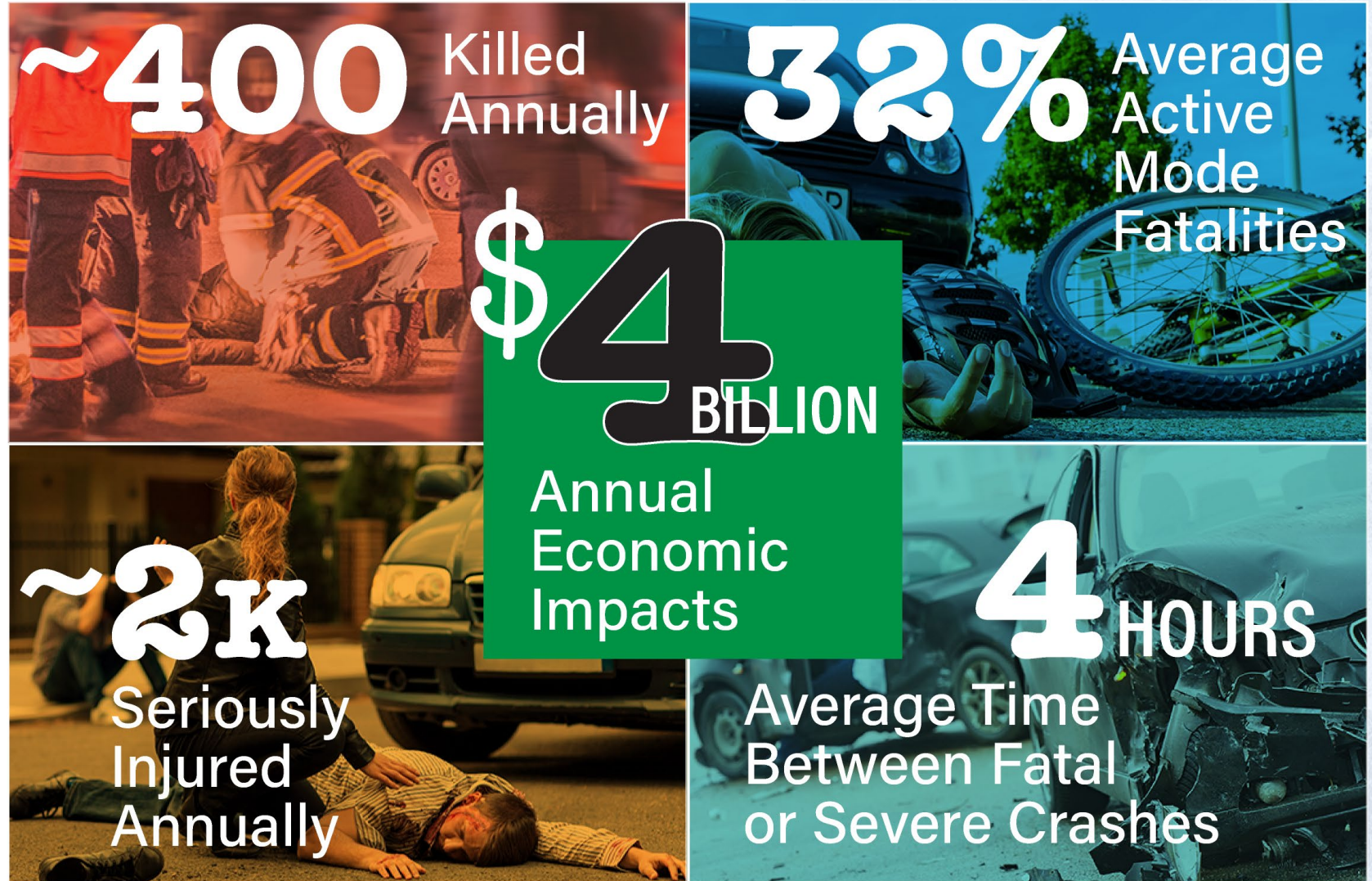
Harnessing Data to Reduce Traffic Fatalities and Injuries



Policy Advisory Council: May 22, 2020

Shruti Hari

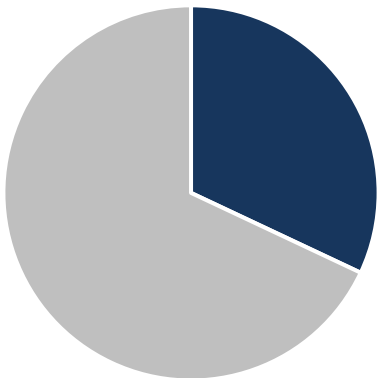
Why We Need to Act Now



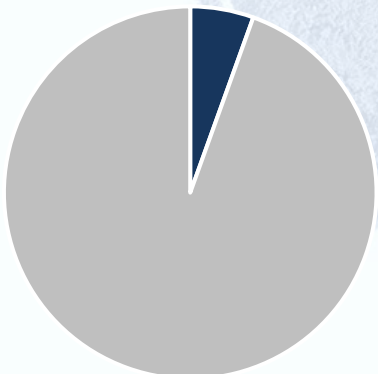
Why We Need to Act Now

Active modes are disproportionately represented.

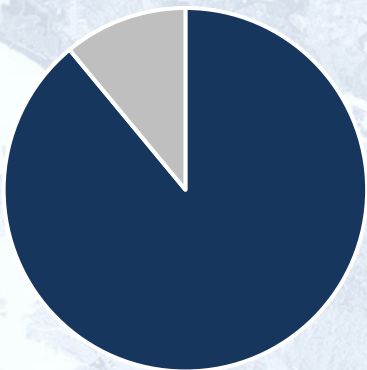
Fatal and Severe Injuries



Mode Share



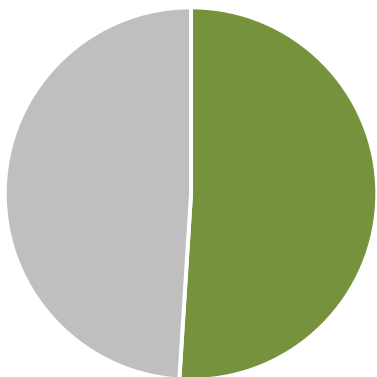
Relative Share



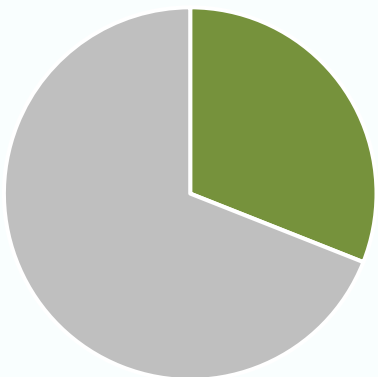
■ Pedestrians and Bicyclists ■ Other

Communities of concern are disproportionately represented.

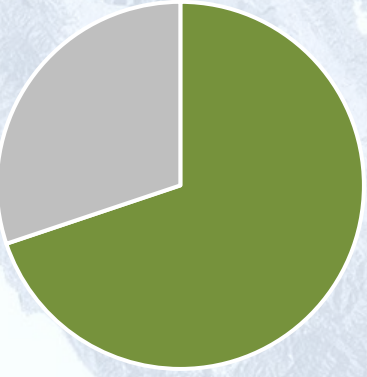
High Injury Network



All roads



Relative Share

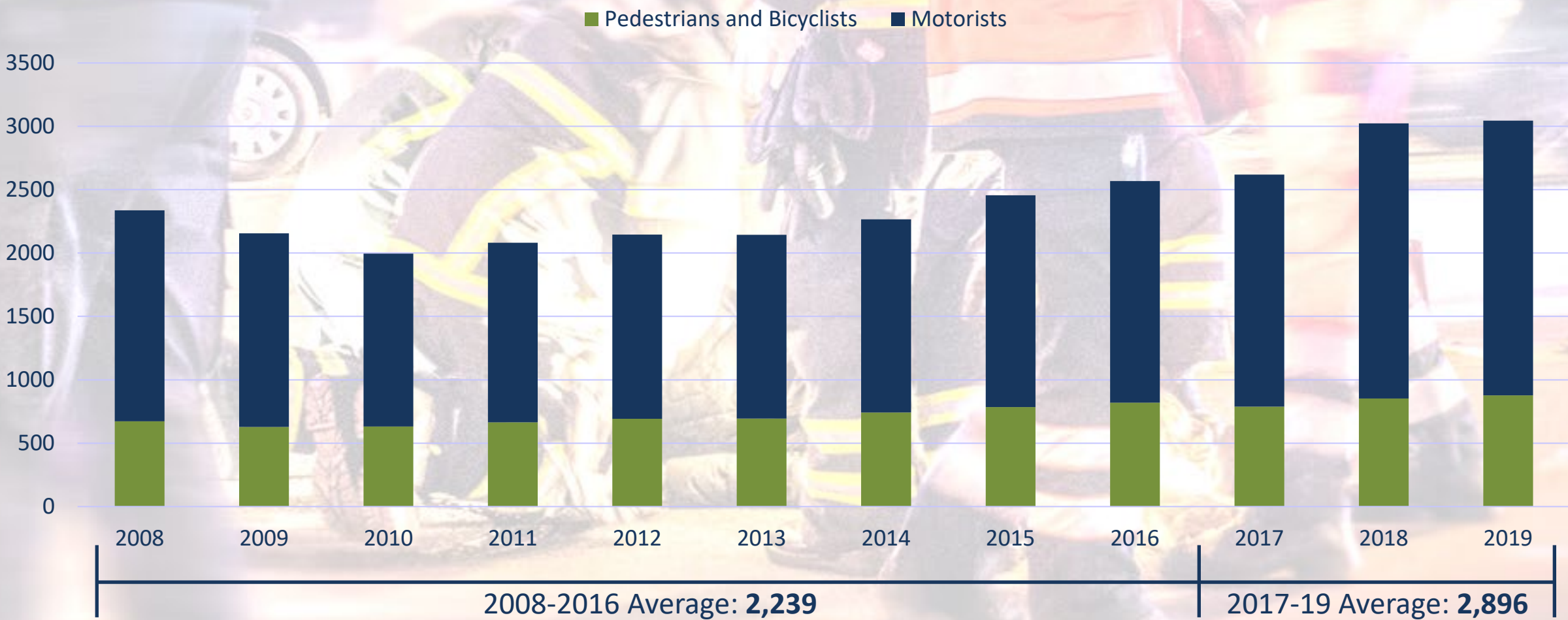


■ Communities of Concern ■ Other



Fatalities and Serious Injuries have increased over 50% since 2010

Bay Area Fatalities and Serious Injuries 2008-2019



Data Source: TIMS, SWITRS, FARS

VISION ZERO



CONCEPT OF A REGIONAL SAFETY/VISION ZERO APPROACH WAS PRESENTED TO THE POLICY ADVISORY COUNCIL (OCT 2018) AND FEEDBACK INCORPORATED:

- 1. REGIONAL ROLE IN SAFETY IS ESSENTIAL**
- 2. DATA-DRIVEN APPROACH KEY TO ENHANCING SAFETY**
- 3. EQUITY LENS VERY IMPORTANT**
- 4. FOCUS ON VULNERABLE POPULATION**
- 5. NEED TO EMPHASIZE REDUCING SPEED**

Why It's Important for MTC to Act Now

Federal/State Policies

- FAST Act requires MPOs to adopt Safety performance measures/targets
- MPO CERT Review
- HSIP funds to require Safety Plans for eligibility

Regional Leadership

- Plan Bay Area goals
- Caltrans/Cities look to MTC for safety leadership in region

Benefits

- MTC uniquely positioned to provide safety leadership and stimulate a regional collaborative process
- Region-wide safety planning would supplement individual safety efforts and reduce duplication of costs
- More data and technical assistance will help jurisdictions get safety funding
- Traffic safety is an equity issue
- Incentivizes Active Transportation and consistent with other PBA goals

MTC Proposed Safety/Vision Zero Policy

Working together with our partner agencies, encourage and support equitable and data-driven actions towards eliminating deaths and serious injuries for the Bay Area region by 2030



**DATA
DRIVEN**



**POLICY INITIATIVES
AND LEGISLATION**



**EDUCATION
AND ENGAGEMENT**

REGIONAL LEADERSHIP AND EQUITY FOCUS

Principles & Actions



Regional Safety Leadership

- Encourage local jurisdictions to prioritize safety.
- Work towards aligning funding investments with safety goals.



Data Driven

- Regional safety data to inform safety policies, performance monitoring and target-setting.
- Serve as a regional safety data bank so cities can benefit from an integrated, reliable source of safety data.



Equity Focused

- Focus on equity and consider effects of any safety policies on communities of concern.
- Emphasize the concerns of all roadway users, including vulnerable users.



Evidence-based Policy and Legislation

- Support legislation and policy grounded in research and evidence.



Education and Engagement

- Engage with key stakeholders for safety policy development and implementation.
- Conduct public outreach and provide education and technical assistance for local jurisdictions.

Policy Initiatives

- Encourage policies to foster culture of safety
- Align funding policies with safety goals
- Support safety legislation

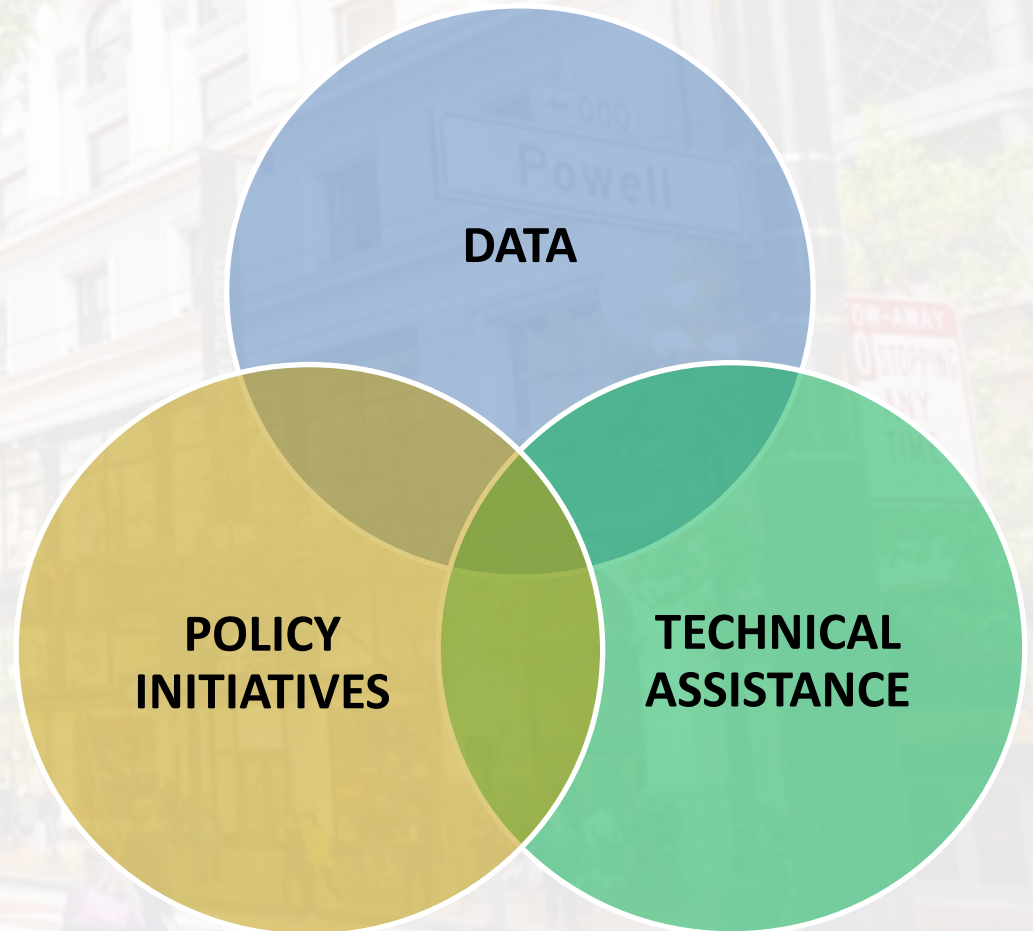
Data

- Consistent and reliable source of safety data
- Incorporate equity considerations
- Analyze traffic safety region-wide

Technical Assistance

- Analytical toolkit and safety best practices
- Funding advocacy for region
- Public outreach and education

Regional Leadership/Political Will



1. **Safety Data Integration Peer Exchange**

- Partnership with FHWA

2. **Coordination with Cities/CMAAs**

- Need for regional safety data, safety advocacy, regional safety campaigns and safety funding

3. **Awarded State Funding for Safety Effort**

- \$500,000 in SSARP funds for a Regional Safety Data System and a Safety Report

4. **Adopted 2019 & 2020 regional safety targets**

- In line with Towards Zero Deaths by 2030 for fatalities

5. **PDA Connected Communities Safety Ordinance**

- Required jurisdictions to adopt a Safety/VZ action plan to support growth in PDAs with limited transit



THANK YOU.

For more information contact:
Shruti Hari, shari@bayareametro.gov