

October 24, 2016

Mayor Terry Tornek and the Pasadena City Council  
100 North Garfield Avenue  
Pasadena, CA 91101

Honorable Mayor and Councilmembers:

The Pasadena Complete Streets Coalition respectfully requests that the City of Pasadena adopt a policy of Vision Zero, with a commitment to end all traffic deaths in Pasadena by the year 2027.

***What is Vision Zero?***

Vision Zero is the commitment to end all traffic-related deaths and serious injuries. The concept was pioneered in Sweden in 1997, and similar policies have since been adopted by the cities of Los Angeles, San Francisco, New York, Seattle, Portland, Chicago, and San Jose. Vision Zero promotes the safety of all road users, prioritizing the most vulnerable: children, the elderly, and people who walk and bike. The end goal is streets that are safe for people of all ages and abilities.

Vision Zero is generally described as having four main principles, known as the "E's":

**Engineering** – Evaluate how streets and sidewalks are designed. Anticipate human error and minimize the consequences of mistakes on the road. Design traffic-calming systems that reduce the chances of a death when a collision occurs.

**Education** – Raise awareness about street safety for all users.

**Enforcement** – Enforce laws against dangerous driving behavior in the areas that have high collision rates.

**Evaluation (Data Analysis)** – Use data to target efforts to the areas of most need, to evaluate success and failure, and to improve on results.

Another E that is often discussed is **Equity** – ensuring that the benefits are prioritized for areas of the City that have been historically neglected.

These "E's" treat the issue as a public health challenge and take a systems-based approach to address the issue, following successful models such as those used to reduce smoking and increase use of seatbelts.

***How does this fit into Pasadena's existing efforts?***

The good news is that Pasadena has already taken major steps in the direction of Vision Zero, through efforts of the Pasadena Department of Transportation, the Pasadena Department of Public Works, and

the Pasadena Police Department. Through grants and general funds, staff have developed programs including data collection and analysis, traffic calming devices such as bulb-outs, crosswalk identification, and special enforcement programs.

***If the City is already taking steps towards this effort, why make a commitment to Vision Zero?***

Leadership is the first component of a successful Vision Zero campaign. When the City adopts Vision Zero as the stated goal, it provides all staff, law enforcement, and community members with a tangible, actionable goal. Departments then use that goal in planning priorities and measuring success.

***What are the next steps?***

1. Study sessions to present Pasadena-specific data regarding high-injury streets and intersections.
2. Community input
3. Commission review and recommendations
4. Adoption of Vision Zero

***Why is this important to us?***

The Pasadena Complete Streets Coalition (PasCSC) unites more than 10 community-based organizations in a shared vision for safer and more sustainable streets.

As an advocacy group for active transportation, PasCSC recognizes the many health, environmental, and economic benefits of walking and biking, and we want Pasadena's citizens to integrate active transportation into their daily lives.

Concern about safety is an important factor in why few kids walk to school and why few people ride their bikes on errands or for recreation, but Vision Zero is not only about the safety of people who are outside of cars – it is also about promoting safety for drivers and passengers of vehicles.

Thank you for the opportunity to present information to the City Council regarding Vision Zero at today's City Council meeting. We look forward to your response regarding this request.

Sincerely,

Misch Anderson

On behalf of the Pasadena Complete Streets Coalition

Attachment

cc: Fred Dock, Pasadena Department of Transportation  
David Reyes, Pasadena Planning Department  
Ara Maloyan, Pasadena Public Works  
Chief Phillip Sanchez, Pasadena Police Department  
Lt. Diego Torres, Pasadena Police Department  
Michael Johnson, Pasadena Public Health Department

# 9 Components of a Strong Vision Zero Commitment

Based on the experiences of early-adopter cities in the United States, these nine components have proven to be an effective high-level framework for communities considering a Vision Zero commitment. While these are not the only factors to consider, they are critical aspects to ensure a strong and lasting commitment to Vision Zero.

## POLITICAL COMMITMENT

The highest-ranking local officials (Mayor, City Council, City Manager) make an official and public commitment to a Vision Zero goal to achieve zero traffic fatalities and severe injuries among all road users (including people walking, biking, using transit, and driving) within a set timeframe. This should include passage of a local policy laying out goals, timeline, stakeholders, and a commitment to community engagement, transparency, & equitable outcomes.



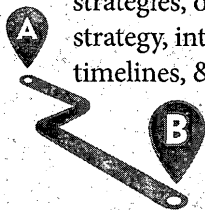
## MULTI-DISCIPLINARY LEADERSHIP

An official city Vision Zero Taskforce (or Leadership Committee) is created and charged with leading the planning effort for Vision Zero. The Taskforce should include, at a minimum, high-ranking representatives from the Office of the Mayor, Police, Transportation (or equivalent), and Public Health. Other departments to involve include Planning, Fire, Emergency Services, Public Works, District Attorney, Office of Senior Services, Disability, and the School District.



## ACTION PLAN

Vision Zero Action Plan (or Strategy) is created within 1 year of initial commitment and is implemented with clear strategies, owners of each strategy, interim targets, timelines, & performance measures.



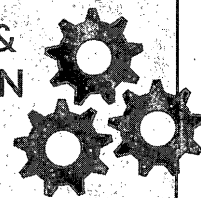
## EQUITY

City stakeholders commit to both an equitable approach to Vision Zero by establishing inclusive and representative processes, as well as equitable outcomes by ensuring measurable benchmarks to provide safe transportation options for all road users in all parts of the city.



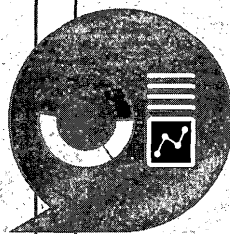
## COOPERATION & COLLABORATION

A commitment is made to encourage meaningful cooperation and collaboration among relevant governmental agencies & community stakeholders to establish a framework for multiple stakeholders to set shared goals and focus on coordination and accountability.



## SYSTEMS-BASED APPROACH

City leaders commit to and prioritize a systems-based approach to Vision Zero — focusing on the built environment, systems, and policies that influence behavior — as well as adopting messaging that emphasizes that these traffic losses are preventable.



## DATA-DRIVEN

City stakeholders commit to gather, analyze, utilize, and share reliable data to understand traffic safety issues and prioritize resources based on evidence of the greatest needs and impact.

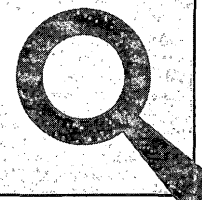
## COMMUNITY ENGAGEMENT

Opportunities are created to invite meaningful community engagement, such as select community representation on the Taskforce, broader community input through public meetings or workshops, online surveys, and other feedback opportunities.



## TRANSPARENCY

The city's process is transparent to city stakeholders and the community, including regular updates on the progress on the Action Plan and performance measures, and a yearly report (at minimum) to the local governing board (e.g., City Council).



For more visit the Vision Zero Network at [visionzeronetwork.org](http://visionzeronetwork.org).  
Questions or ideas? Contact [leah@visionzeronetwork.org](mailto:leah@visionzeronetwork.org).

**VISION ZERO NETWORK**

**Jomsky, Mark**

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**From:** Blair Miller <blairmiller1@yahoo.com>  
**Sent:** Monday, October 24, 2016 2:36 PM  
**To:** Tornek, Terry; Hampton, Tyron; McAustin, Margaret; Kennedy, John; Masuda, Gene; Gordo, Victor; Wilson, Andy; Madison, Steve  
**Cc:** Dock, Fred; Reyes, David; Maloyan, Ara; Sanchez, Phillip; Torres, Diego Roman; Johnson, Michael; Misch Anderson; Jomsky, Mark  
**Subject:** Letter regarding Vision Zero  
**Attachments:** ltr.pas council.V0.10.24.16.pdf

Mayor and Councilmembers,

Attached please find a letter requesting the City of Pasadena to officially adopt a policy of Vision Zero, with a commitment to end all traffic deaths in Pasadena by the year 2027.

At this evening's Council meeting, the Pasadena Complete Streets Coalition will present a brief slide presentation regarding Vision Zero during the public comment period for Item #16, a presentation on pedestrian and bicycle safety initiatives by the City of Pasadena's Department of Transportation.

This letter is also copied to the Directors of the Transportation, Planning, Public Works, and Public Health Departments, as well as Chief Sanchez and Lt. Torres of the Pasadena Police Department.

I look forward to this evening's discussion.

Blair Miller  
On behalf of the Pasadena Complete Streets Coalition