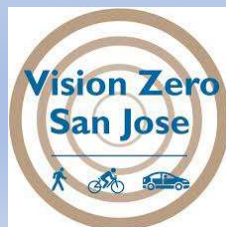


In Jan 2018, Council adopted Vision Zero and called for creation of an Action Plan. In February of last year, Council approved Vision Zero Action Plan 2020 and directed staff to return the following year to report on implementation of the Plan and provide an update. In this way, the Action Plan acts as a living document and addresses changing conditions. Tonight, staff will present on the past year's Vision Zero activities and present a 2021 Action Plan for approval. The figure shown in this slide was created this past year by the Vision Zero Task Force and Digital Nest of Watsonville. It is the City's Vision Zero logo and identifies various modes of transportation and iconic images that allow viewers to identify with Watsonville. These images include the gazebo from the plaza, the Lettunich building and Plaza Vigil.

## 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.



The City approved Vision Zero as part of its effort to improve pedestrian and bicycle safety in Watsonville. 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?



The importance of Vision Zero is borne out by recent pedestrian collision statistics in Watsonville. This chart shows the number of pedestrian collisions each year from 2009 to 2018 as reported by the California Office of Traffic Safety. The Chart also shows Watsonville's ranking in the State among 105 cities of similar size. The rankings show that Watsonville was #1 in 2015 and 2016, meaning that the City had the highest number of collisions within the group. In the preceding years, Watsonville consistently ranked in the top 10. In the two most recent years, the number of collisions and the ranking has gone down. The State has not provided data for 2019 and 2020.

## 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.



The 2020 Action Plan included six priority projects. One was to form a Vision Zero Task Force that would assist with implementation of the Action Plan. Fortunately, the South County Pedestrian and Bicycle Work Group had been organized years earlier and took on this responsibility. The Work Group included many of the local agencies and non-profits identified on this slide along with different departments of the City. The Work Group adopted the name of the Watsonville Vision Zero Task Force and continues to meet every other month on the first Tuesday. The Task Force assisted with the preparation of the 2021 Action Plan.

## Neighborhood Traffic Plans

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



Another Priority Project in the 2020 Plan was for the City to continue to operate the Neighborhood Traffic Plan. This program allows neighborhoods that are interested in doing so to work together and with City staff to develop and implement traffic calming programs. During 2020, installations were done along Clifford Avenue to slow traffic and improve safety.

## Public Safety Education

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



The City established a partnership with other agencies within the County and developed a media campaign to provide public safety education. These ads were done in Spanish and English, in print and video and shared on the City's social media sites.

## Pedestrian Safety Zones

- Continued implementation of Pedestrian Safety Zones on high collision corridors



During the past year, the Watsonville Police Department continued to implement Pedestrian Safety Zones on Main St, Freedom Blvd and Airport Blvd.

## 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

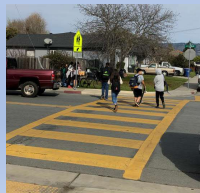


The Watsonville Police Department promoted walking, biking and traffic safety through in-classroom training, providing safety equipment, operation of the City Police Department social media site with new apps and regular social media posts, secured California Office of Safety grants to fund these activities.



## 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.



Another Priority Project was to identify funding opportunities and develop partnerships with other agencies. During 2020, Watsonville partnered with other agencies to prepare and submit two Active Transportation Grant applications. The Safer Access to Pajaro Valley High School and Beyond Project called for improvements that would increase the safety of students walking or biking along Harkins Slough Road and through out the high school attendance area. The City was awarded \$11.7m and construction is scheduled for FY22/23. Improvements includes a pedestrian bridge across Hwy 1 and improved pedestrian and bicycle facilities on Harkins Slough Rd. It also includes high visibility crosswalks and bulb outs at and around the six elementary and middle schools within the Pajaro Valley High School attendance area. The second grant application, the Safe Routes for Watsonville School Families and Communities project was developed by the Santa Cruz County Health Services agency to provide safety education and training within schools and the Watsonville community. The application was not funded initially, but is being considered for supplemental funding that will be awarded by the California Transportation Commission in October 2021. The City and Caltrans have found opportunity to partner on plans and funding opportunities for projects within the City. Caltrans secured a \$2,000,000 a Complete Streets grant application to provide pedestrian and bicycle improvements along Hwy 129 and the East Lake Avenue portion of Hwy 152 that were identified in the City's recent Complete Streets Safe Routes to School plan.

## 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).



Recent construction projects that improve pedestrian and bicyclist safety include the traffic signals installed at Airport Blvd and Holm Rd and at West Beach St at Ohlone Parkway and the first phase of the City's Rail Trail project, between Ohlone Pkwy and the Watsonville Slough Trail trailhead.

## 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



The proposed 2021 Action Plan identifies six Priority Projects. Four of them are carried over from the previous year and are identified on this slide. They include continuing countywide collaboration on a traffic safety campaign, continuing implementation of the pedestrian safety zones, identifying and securing consistent funding and continuing the neighborhood traffic plan and traffic calming programs.

# 2021 Priority Projects

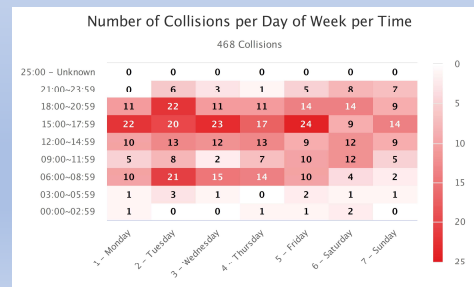
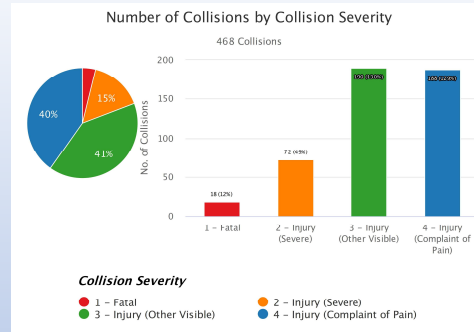
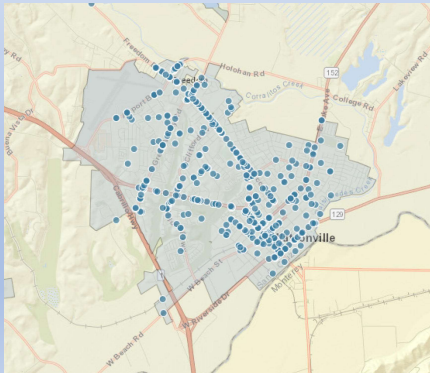
- Apply for Bicycle and Walk Friendly Community Awards



One priority project added for 2021 is to apply for bicycle and walk friend community awards. In 2017, the City was awarded a bronze level bicycle safety award. As shown on the slide, the award identified areas where the City could improve and achieve a silver award and doing so would promote bicycle safety. Similarly, the City would seek a walk friendly community award.

# 2021 Priority Projects

- Implement data analysis



Another new priority project for 2021 is to implement data analysis. The national Vision Zero organization promotes the use of data to determine collision histories and identify causes and possible solutions. The City recently improved its access to collision data and plans to use this information to perform analysis and identify ways to improve safety.

## Staff Recommendation

- Approve the Watsonville Vision Zero Action Plan 2021



## City of Watsonville Vision Zero Action Plan 2021

