

**Metropolitan Transportation Commission  
MTC Planning Committee**

June 12, 2020

Agenda Item 4a

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

**Subject:** Recommendation for adoption of MTC Resolution No. 4400: 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 MPOs 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 in our region 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. 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, such as pedestrians and bicyclists.
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. These strategies 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.

This framework is the starting point for regional safety efforts and staff plans on updating the Committee periodically on specific proposals to help achieve the region's safety goals.

**Steps Taken:**

As we worked 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;
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.
6. The proposed policy was presented to the Policy Advisory Council (Council) on May 22, 2020. Attachment C summarizes the Council's action to support the policy.

**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 as people avoid public transit. It is important we continue to plan for the future.

**Recommendations:** MTC staff recommends the MTC Planning Committee approve MTC Resolution No. 4400 and refer it to the Commission for final action on June 24, 2020.

**Attachments:** Attachment A: MTC Resolution No. 4400: Regional Vision Zero Policy  
Attachment B: Presentation  
Attachment C: Policy Advisory Council's Memo

  
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Therese W. McMillan

Date: June 24, 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.

Date: June 24, 2020  
W.I.: 1233  
Referred by: Planning

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

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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, and at other remote locations, on June 24, 2020.

Date: June 24, 2020  
W.I.: 1233  
Referred by: Planning

Attachment A  
Resolution No. 4400  
Page 1 of 2

**REGIONAL SAFETY/VISION ZERO POLICY STATEMENT:**

Working together with our partner agencies, encourage and support equitable and data-driven actions towards eliminating traffic 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 advance equity through safety policies noting that communities of concern 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.

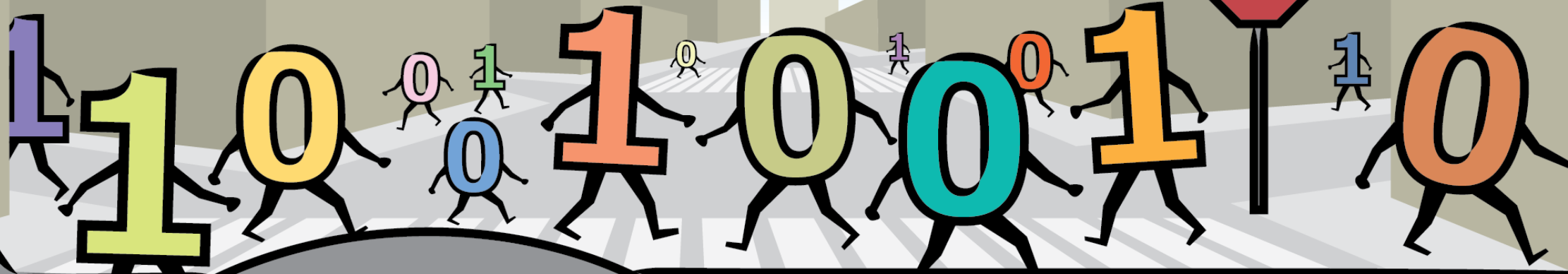
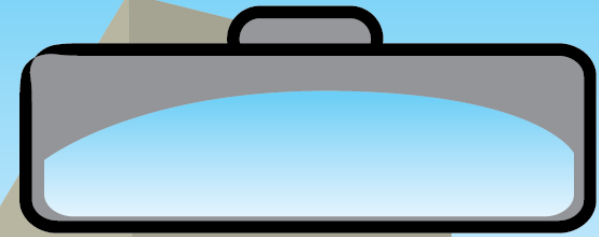
**Educate & Engage**

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

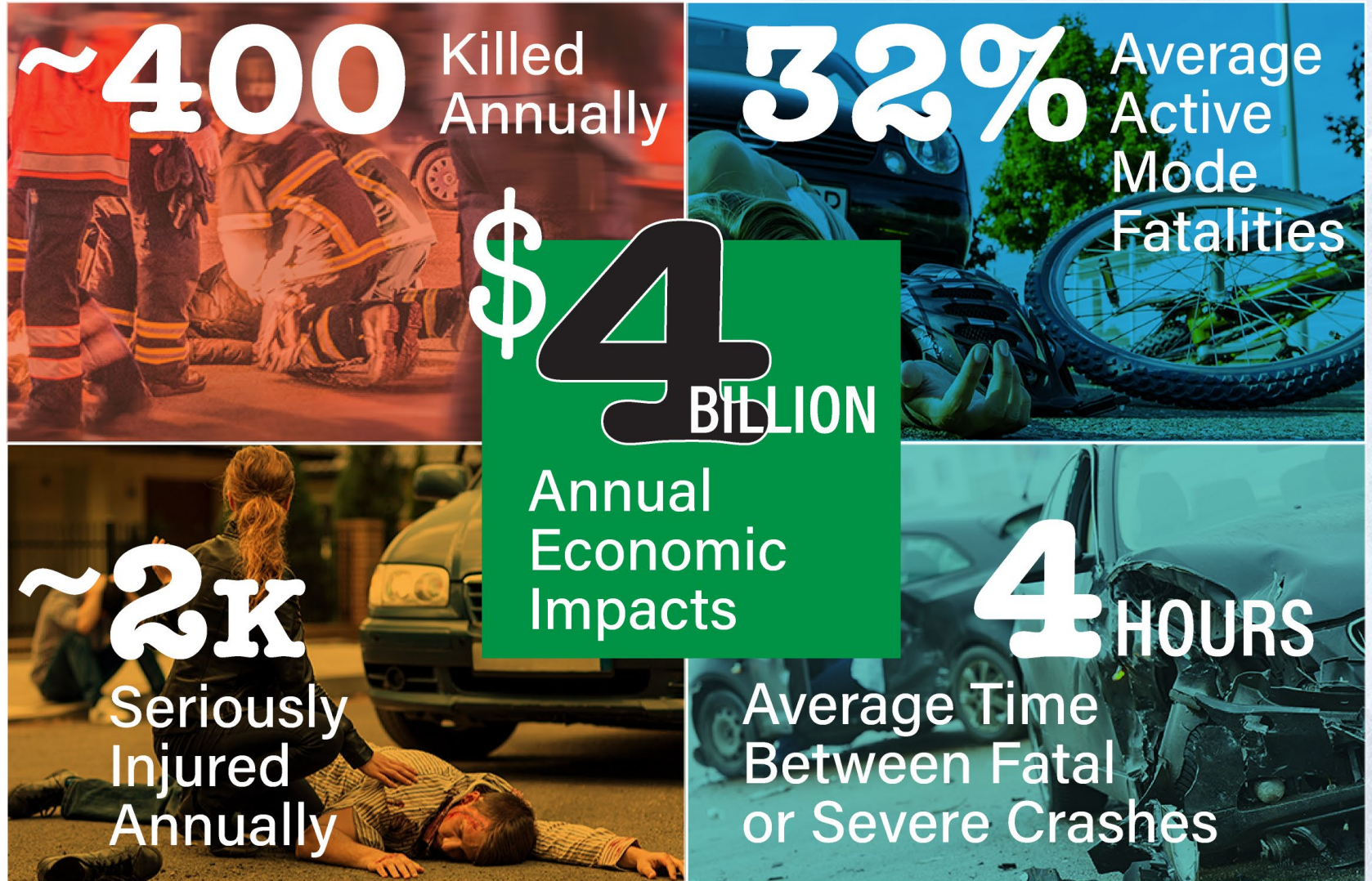


Planning Committee: June 12, 2020

Shruti Hari



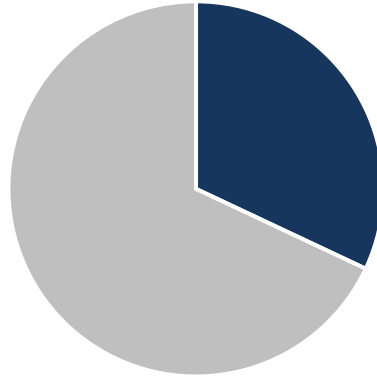
# Why We Need to Act Now



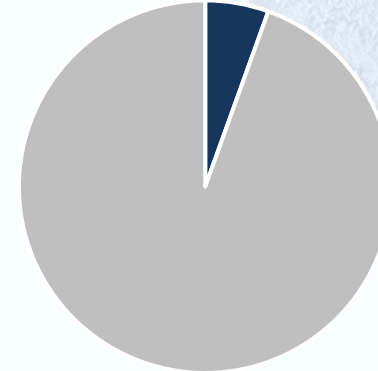
# Why We Need to Act Now

Active modes are disproportionately represented.

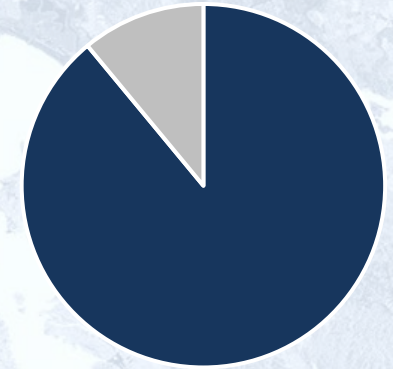
Fatal and Severe Injuries



Mode Share



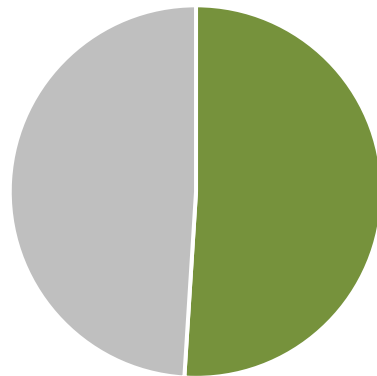
Relative Share



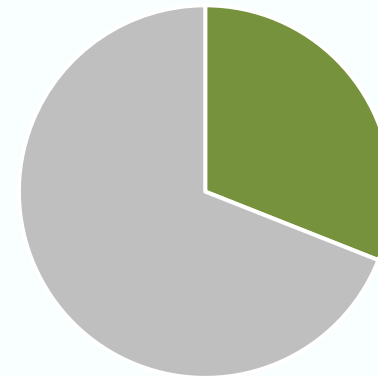
■ Pedestrians and Bicyclists ■ Other

Communities of concern are disproportionately represented.

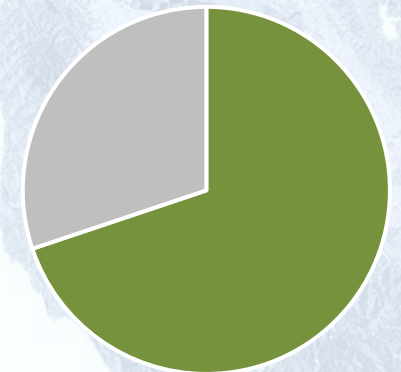
High Injury Network



All roads



Relative Share

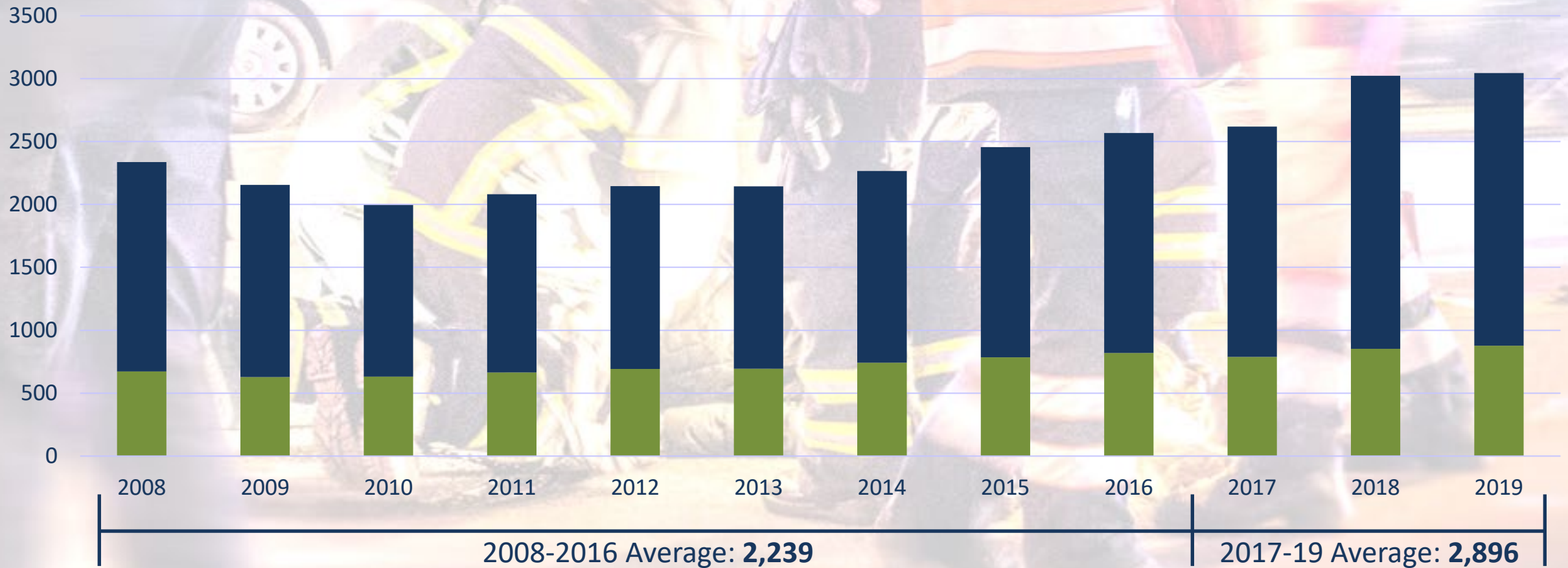


■ Communities of Concern ■ Other

# Fatalities and Serious Injuries have increased over 50% since 2010

Bay Area Fatalities and Serious Injuries 2008-2019

■ Pedestrians and Bicyclists ■ Motorists





# VISION ZERO

# 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 stimulate a regional collaborative process on safety
- 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 traffic fatalities 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

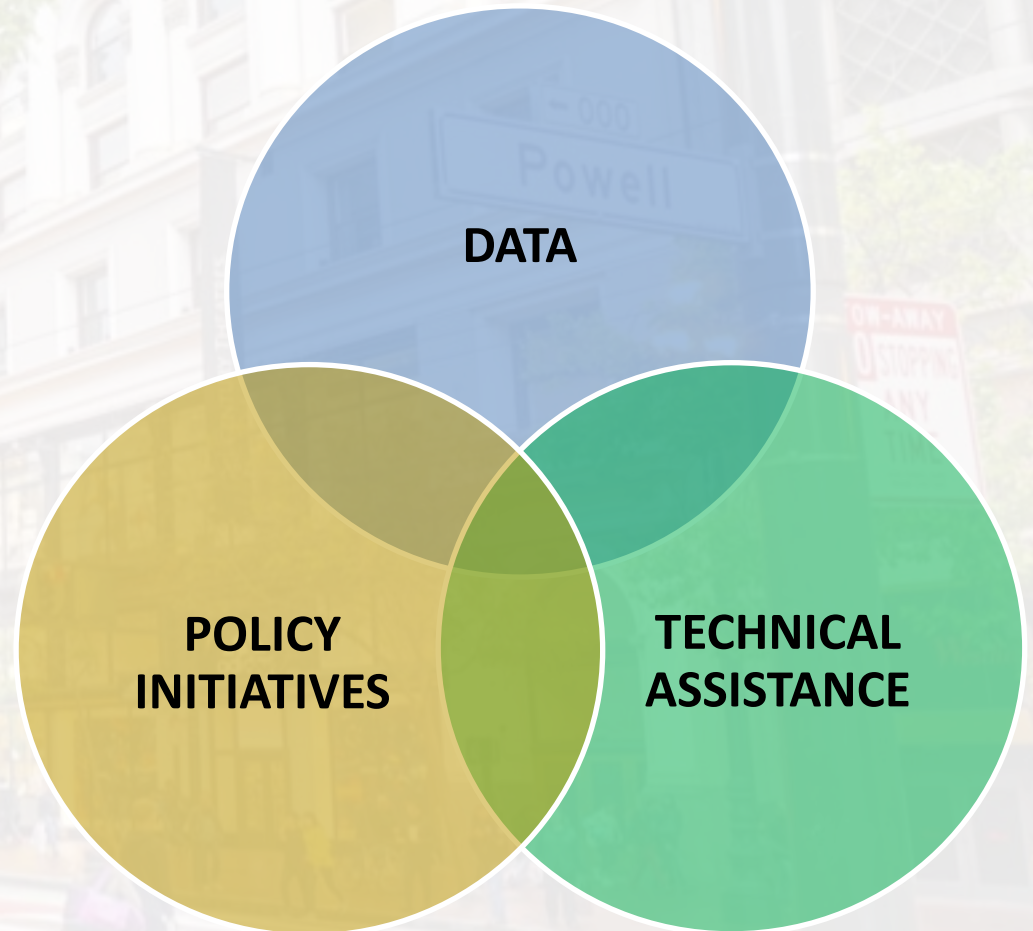
## Data

- 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 Focus and Input



## 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 Requirement**

- Incentivized 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](mailto:shari@bayareametro.gov)



METROPOLITAN  
TRANSPORTATION  
COMMISSION

Bay Area Metro Center  
375 Beale Street  
San Francisco, CA 94105  
TEL 415.778.6700  
WEB [www.mtc.ca.gov](http://www.mtc.ca.gov)

## *Memorandum*

TO: MTC Commission

DATE: June 24, 2020

FR: MTC Policy Advisory Council

W.I. 1114

RE: Regional Safety/Vision Zero

At its Friday, May 22, 2020 meeting, the Policy Advisory Council received a presentation on the proposed adoption of a Regional Safety/Vision Zero (VZ) Policy. The Council discussed MTC's role in providing regional leadership to promote safety, the need to apply a data driven approach to inform safety policy, and the importance of promoting equity in regional safety policies.

The Council moved unanimously to support the proposed Regional Safety/Vision Zero Policy and the eventual development of an analytical toolkit and safety best practices to assist local jurisdictions.



London Breed, Mayor

Gwyneth Borden, Chair  
Amanda Eaken, Vice Chair

Cheryl Brinkman, Director  
Steve Heminger, Director

Jeffrey Tumlin, Director of Transportation

June 10, 2020

James P. Spering  
Chair, Joint MTC Planning Committee with the ABAG Administrative Committee  
Bay Area Metro Center  
375 Beale Street  
San Francisco, CA 94105

**RE: Support for MTC Resolution No. 4400: Regional Safety / Vision Zero Policy**

Dear Chair Spering:

I am writing on behalf of the San Francisco Municipal Transportation Agency to support the recommendation to adopt MTC's Regional Vision Zero Policy at the MTC Planning Committee. Every year in San Francisco about 30 people lose their lives and over 500 more are severely injured by while traveling on city streets. The City and County of San Francisco adopted Vision Zero in 2014 as a commitment to eliminate traffic fatalities and reduce severe injuries. MTC's proposal to adopt a Regional Vision Zero Policy will continue to support our region in advancing this commitment to stopping further loss of life.

MTC's Regional Vision Zero Policy is an important step to bring together cities across the region to support actions that can eliminate traffic fatalities. Many of the goals in the MTC Regional Vision Zero Policy elevate and support San Francisco's existing commitments in our 2019 Action Strategy. Our Action Strategy identifies the need for new and proven tools that can save lives, such as automated technology to enforce speed limits, but these tools will require state law changes. MTC's Regional Vision Zero Policy will elevate the policy areas where state legislation is needed to improve street safety. MTC's Policy also expands opportunities for education and messaging on Vision Zero to the broader region. A regional education program can help to expand the reach of our existing messaging and leverage new resources to promote Vision Zero messaging. The MTC Policy also provides for an opportunity to share best practices across cities in order to elevate data-driven and equity-focused policies to advance Vision Zero.

Thank you for your leadership to advance Vision Zero at the regional level. We encourage you to adopt this resolution and we look forward to continuing to partner with MTC on our commitment to eliminate traffic fatalities.

Sincerely,

A handwritten signature in blue ink that reads "Jeffrey P. Tumlin".

Jeffrey P. Tumlin  
Director of Transportation

Cc: Members of the Joint MTC Planning Committee and ABAG Administrative Committee  
Therese McMillan, Executive Director, MTC