City of Sunnyvale

Agenda Item

15-0779 **Agenda Date:** 1/29/2016

2016 COUNCIL STUDY ISSUE

NUMBER
DPW 16-01

TITLE Develop a Vision Zero Plan-Total Elimination of Traffic Fatalities

BACKGROUND
Lead Department: Public Works
Support Department(s): Public Safety

Sponsor(s):
Board/Commission: Bicycle and Pedestrian Advisory Commission

History:
1 year ago: N/A
2 years ago: N/A

SCOPE OF THE STUDY
What are the key elements of the study?
This study would evaluate what steps the City would need to take and resources to develop a Vision Zero Plan. This plan strives for the total elimination of traffic fatalities for all transportation modes. A similar plan was adopted by the City of San Jose. The study will encompass five Es - Education, Enforcement, Engineering element, Encouragement, and Evaluation. The study would have specific action items and conceptual costs to develop and implement a plan for the City of Sunnyvale.

What precipitated this study?
BPAC is concerned with the recent number of fatalities within the City of Sunnyvale. They feel that if this sort of plan is implemented in Sunnyvale, the number of fatalities would be reduced.

Planned Completion Year: 2017

FISCAL IMPACT
Cost to Conduct Study
Level of staff effort required (opportunity cost): Major

Amount of funding above current budget required: $150,000

Funding Source: Will seek budget supplement.

Explanation of Cost:
The cost associated with this will be for consultant services. The Consultant will need to

gather and evaluate traffic data including pedestrian and bike data. Collision data throughout the City will also be assembled and analyzed to identify problem areas and possible short and long-term mitigation measures. To develop a comprehensive plan, input from stakeholders like Department of Public Safety and Sunnyvale Schools will be sought. The final plan will include specific action items and conceptual costs.

Staff will need to work closely with the consultant in the gathering of the data, review of recommendations, public outreach process, review of estimates, and finalizing action items and priorities.

Cost to Implement Study Results

Unknown. Study would include assessment of potential costs.

EXPECTED PARTICIPATION IN THE PROCESS

Council-approved work plan: Yes
Council Study Session: Yes
Reviewed by Boards/Commissions: Bicycle and Pedestrian Advisory Commission

STAFF RECOMMENDATION

Position: Drop

Explanation: The City has adopted the following comprehensive safety plans/studies; 1) Bicycle Plan, 2) Pedestrian Safety and Opportunities Study, 3) Safe Routes to School Study. Currently, staff is working on updating all three documents and combining them into one comprehensive safety document to avoid duplication and facilitate implementation. Staff also follows complete street principles for the design of new and existing roadway facilities. These studies and design principles target improving safety for all users and reducing collisions within the City.

In addition, the Department of Public Safety has ongoing safety enhancement and awareness programs like bike rodeos, roadway safety awareness targeting schools, juvenile traffic diversion programs, and utilizes approved resources for the enforcement of traffic laws.

Limited staff resources and funding are better utilized by updating and implementing the existing safety plans.

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