



# Council Business Meeting

March 5, 2024

<b>Agenda Item</b>	Request to Approve a Resolution in Support of the Vision Zero Program	
<b>From</b>	Scott Fleury PE Linda Peterson-Adams	Public Works Director Chair of the Transportation Advisory Committee
<b>Contact</b>	<a href="mailto:Scott.fleury@ashland.or.us">Scott.fleury@ashland.or.us</a>	
<b>Item Type</b>	Requested by Council <input type="checkbox"/> Update <input type="checkbox"/> Request for Direction <input checked="" type="checkbox"/> Presentation <input type="checkbox"/>	

## **SUMMARY**

Before the Council is a request to approve the Transportation Advisory Committee developed resolution supporting the Vision Zero Program. A Vision Zero Goal for the community sets the standard that no loss of life or serious injury on a transportation system is acceptable. The City of Ashland’s Transportation Advisory Committee has taken the lead to discuss and develop the resolution and if approved is looking forward to beginning the development of a Vision Zero Action Plan in conjunction with working on the Transportation System Plan Update.

## **POLICIES, PLANS & GOALS SUPPORTED**

### **Council Goals (previous):**

Essential Services

- Streets\*

Value Services

- Multi-Modal Transportation
- All-Age Friendly Community
- Downtown Parking

*\*The Transportation Advisory Committee defines “streets” as the complete street including curb, gutter, sidewalk, parkrow and the paved travel lanes.*

### **Current Transportation System Plan:**

- Create a green template for other communities in the state and nation to follow
- Make safety a priority for all modes
- Maintain small-town character, support economic prosperity and accommodate future growth.
- Create a system-wide balance for serving and facilitating pedestrian, bicycle, rail, air, transit, and vehicular traffic in terms of mobility and access within and through the City of Ashland.





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## **Department Goals:**

- Maintain existing infrastructure to meet regulatory requirements and minimize life-cycle costs
- Deliver timely life cycle capital improvement projects
- Maintain and improve infrastructure that enhances the economic vitality of the community
- Evaluate all city infrastructure regarding planning management and financial resources

## **PREVIOUS COUNCIL ACTION**

The resolution was brought before Council at the August 17, 2021 Business meeting but removed from the agenda and not discussed ([Staff Report](#)).

## **BACKGROUND AND ADDITIONAL INFORMATION**

The City of Ashland Transportation Advisory Committee Mission:

“Ashland has a vision – to retain our small-town character even while we grow. To achieve this vision, we must proactively plan for a transportation system that is integrated into the community and enhances Ashland’s livability, character and natural environment. The focus must be on people being able to move easily through the City in all modes of travel. Modal equity then is more than just a phase. It is a planning concept that does not necessarily imply equal financial commitment or equal percentage use of each mode, but rather ensures that we will have the opportunity to conveniently and safely use the transportation mode of our choice, and allow us to move toward a less auto-dependent community.”

To meet the mission, the Transportation Advisory Committee has worked with Public Works staff over multiple meetings since 2021 to develop a Vision Zero Resolution with a mind that the City of Ashland becomes a Vision Zero Community. In the eyes of the Transportation Advisory Committee and staff, Vision Zero is a philosophy that should be applied to the design, implementation and improvement of the City’s Transportation Network.

***“Vision Zero is a strategy to eliminate all traffic fatalities and severe injuries, while increasing safe, healthy, equitable mobility for all”.***

The process to discuss and develop a Vision Zero resolution and move towards development of an action plan started in 2021. At the July 15, 2021 Transportation Commission meeting the group motioned:



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**Danner motions to recommend City Council approve the Vision Zero Resolution. Graf seconds.**

**All Ayes, Motion Carries.**

Since the Resolution was not considered at the original time presented to Council, staff and the Transportation Commission moved towards other workplan items.

In fall of 2023 with development of the updated workplan required by City Council the newly formed Transportation Advisory Committee (TAC) recommended bringing the Vision Zero Resolution and Action Plan back to the table for discussion. The resolution was formally discussed at the January 18, 2024 TAC meeting and the following motion was made:

**Richards motioned for the TAC to ask the City Council to adopt and approve the Vision Zero resolution.**

**Majority ayes, Motion Carries.**

## Vision Zero Background:

### A New Vision for Safety

TRADITIONAL APPROACH	VISION ZERO
Traffic deaths are <b>INEVITABLE</b>	Traffic deaths are <b>PREVENTABLE</b>
<b>PERFECT</b> human behavior	Integrate <b>HUMAN FAILING</b> in approach
Prevent <b>COLLISIONS</b>	Prevent <b>FATAL AND SEVERE CRASHES</b>
<b>INDIVIDUAL</b> responsibility	<b>SYSTEMS</b> approach
Saving lives is <b>EXPENSIVE</b>	Saving lives is <b>NOT EXPENSIVE</b>

Vision Zero starts with the ethical belief that everyone has the right to move safely in their communities, and that system designers and policy makers share the responsibility to ensure safe systems for travel.

Vision Zero is a significant departure from the status quo in two major ways:





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1. Vision Zero recognizes that people will sometimes make mistakes, so the road system and related policies should be designed to ensure those inevitable mistakes do not result in severe injuries or fatalities. This means that system designers and policymakers are expected to improve the roadway environment, policies (such as speed management), and other related systems to lessen the severity of crashes.
2. Vision Zero is a multidisciplinary approach, bringing together diverse and necessary stakeholders to address this complex problem. In the past, meaningful, cross-disciplinary collaboration among local traffic planners and engineers, policymakers, and public health professionals has not been the norm. Vision Zero acknowledges that many factors contribute to safe mobility -- including roadway design, speeds, behaviors, technology, and policies -- and sets clear goals to achieve the shared goal of zero fatalities and severe injuries.

As part of working towards the Vision Zero Resolution, members of the previously formed Transportation Commission, Climate Policy Commission and the Climate Outreach Commission analyzed Oregon Department of Transportation collected crash data within the City over a 5 year period (2015-2019) and the results of that analysis are shown in Table 1. The crash data does provide a nexus for moving towards Vision Zero as a philosophy in Ashland as a reduction through safety and multimodal improvements will benefit all residents.

**Table 1: Crash Analysis (2015-2019)**

	Number by Type	Estimated Monetary Loss Per Crash	Estimated Total Monetary Loss
Fatal Injury Collisions	2	\$ 1,659,000	\$ 3,318,000
Class A Injury Collisions	11	\$ 96,000	\$ 1,056,000
Class B Injury Collisions	95	\$ 27,800	\$ 2,641,000
Minor Injury Collisions	255	\$ 22,800	\$ 5,814,000
Property Damage	355	\$ 4,500	\$ 1,597,500
<b>Totals</b>	<b>718</b>	<b>\$ 1,810,100</b>	<b>\$ 14,426,500</b>

**Estimated Annual Loss (2014-2019)**

\$ 2,885,300
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Class A: The crash prevents the injured party from walking, driving, or normally continuing the activities he or she was capable of performing before the injury occurred. Examples include broken or distorted limbs, skull or chest injuries, abdominal injuries, unconscious at or when taken from the crash scene, unable to leave crash scene without assistance, etc.

Class B: The injury to the driver of the crash is evident to observers at the scene of the crash. Examples include a visible lump, abrasions, cuts, bruises, minor lacerations, etc.

Class C: An injury claimed by the driver of the crash. Examples include momentary unconsciousness, complaint of pain, limping, nausea, etc.





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If the resolution is approved by Council, the Transportation Commission will begin working on development of the Vision Zero action plan in conjunction with the TSP update anticipated to start in summer of 2024. The Committees intent is to engage various stakeholders throughout development of the action plan including City Commissions/Committees, Southern Oregon University, RVTD, Business Community, Safe Streets for Everyone and others as needed.

Once the draft action plan is developed the Transportation Advisory Committee and staff will schedule presentation update before Council for discussion.

## **FISCAL IMPACTS**

Fiscal impacts associated with resolution approval include the staff time necessary to work with the Transportation Advisory Committee, other City Commissions, and community stakeholders to develop a Vision Zero action plan. Part of this work will be incorporated into the Transportation System Plan update process. Implementation will occur naturally through the design and construction phases of transportation network projects defined in the Capital Improvement Plan and through maintenance activities performed by the Street Division.

## **STAFF RECOMMENDATION**

The Transportation Advisory Committee and Public Works staff recommend approval of the Vision Zero Resolution

## **ACTIONS, OPTIONS & POTENTIAL MOTIONS**

1. I move to approve a resolution titled "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF ASHLAND, OREGON SETTING AS OFFICIAL POLICY THE VISION ZERO GOAL THAT NO LOSS OF LIFE OR SERIOUS INJURY ON OUR TRANSPORTATION SYSTEM IS ACCEPTABLE".
2. I move to take no action.

## **REFERENCES & ATTACHMENTS**

Attachment #1: Vision Zero Resolution 2024-06

**RESOLUTION NO. 2024 - 06**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF ASHLAND,  
OREGON SETTING AS OFFICIAL POLICY THE VISION ZERO GOAL  
THAT NO LOSS OF LIFE OR SERIOUS INJURY ON OUR  
TRANSPORTATION SYSTEM IS ACCEPTABLE.**

**RECITALS:**

- A.** The life and health of the City of Ashland’s residents are our utmost priority.
- B.** No one should die or be seriously injured on our transportation system.
- C.** Communities of Concern face a disproportionate risk of traffic injuries and fatalities.
- D.** Vision Zero is an approach to transportation safety that accepts no loss of life or serious injuries on the transportation system.

**THE CITY OF ASHLAND RESOLVES AS FOLLOWS:**

**SECTION 1.** The Ashland City Council sets as official policy Vision Zero’s goal of zero fatalities or serious injuries on our transportation system.

**SECTION 2.** The Ashland City Council supports efforts by the City of Ashland and our regional partners to eliminate deaths and serious injuries on our transportation system, with an emphasis on the most vulnerable users.

**SECTION 3.** The Ashland City Council supports efforts by the City of Ashland’s Transportation, to develop a Vision Zero Action Plan that develops and prioritizes safety improvements for people walking, bicycling, using mobility devices and driving motorized vehicles.

**SECTION 4.** This Resolution takes effect upon signing by the Mayor. This resolution was duly PASSED and ADOPTED this \_\_\_\_\_ day of March 2024.

\_\_\_\_\_  
Alissa Kolodzinski, City Recorder

SIGNED and APPROVED this \_\_\_\_\_ day of March 2024.

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Tonya Graham, Mayor

Reviewed as to form:

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Douglas McGeary, City Attorney