

Council Business Meeting

August 17, 2021

Agenda Item	Resolution No. 2021-21 Setting the Vision Zero Goal for the Transportation System	
From	Scott Fleury PE Linda Peterson-Adams	Public Works Director Transportation Commission Chair
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SUMMARY

Before the Council is a resolution establishing a Vision Zero Goal. 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 Transportation Commission 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:

Essential Services

- Streets*

Value Services

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

**The Transportation Commission 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.

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

N/A

BACKGROUND AND ADDITIONAL INFORMATION

The City of Ashland Transportation Commission 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 Commission has worked with Public Works staff over multiple meetings to develop a Vision Zero Resolution with a mind that the City of Ashland becomes a Vision Zero Community.

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

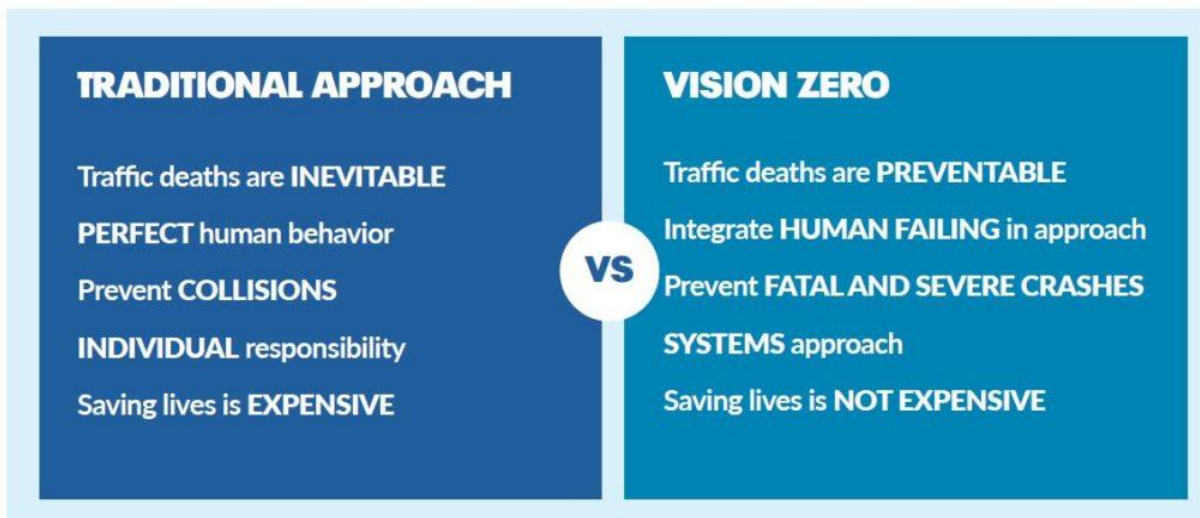
At the July 15, 2021 Transportation Commission meeting the group motioned:

Danner motions to recommend City Council approve the Vision Zero Resolution. Graf seconds. All Ayes, Motion Carries.

If approved by the City Council, the Transportation Commission and Public Works staff will begin development of a Vision Zero action plan and ensure appropriate elements of Vision Zero are incorporated into the Transportation System Plan Update.

Vision Zero Background:

A New Vision for Safety



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:

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.

In addition to development of the Vision Zero Resolution, the Transportation Commission has been working with Public Works staff to vet and update the Transportation System Plan scope of work developed by Kittelson Associates. The goals and objectives scope items for the TSP update include recognizing Vision Zero goals along with others developed since the 2012 TSP. A professional services contract with Kittelson Associates is presented before the City Council as a separate request. The Vision Zero program will help guide development of an updated Transportation System Plan.

Transportation System Plan Update: Goals and Objectives (from scoping document):

The purpose of this task is to review state, regional and local planning documents relevant to a TSP update, articulate a vision for the community’s transportation priorities, define how the system should function, and form the basis for criteria to select preferred improvements. The goals in the current TSP will be updated to reflect the goals in more recent planning documents, including the Ashland Climate Energy Action Plan and the Evacuation Time Estimate Study. **They will also be updated to reflect more recent initiatives, such as 20’s Plenty and Vision Zero Program goals.** The goals will be used to guide the development of the TSP and ensure that all aspects of the plan help the City move toward meeting their goals of reducing Ashland’s contribution to global carbon pollution, preparing the City to be more resilient to climate change and its impacts, and ensuring Ashland continues to be an “all ages and abilities” community.

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. The Commission’s intent is to engage various stakeholders through development of the action plan including the City’s Planning, Climate Policy and Climate Outreach Commissions and community input. Once the draft action plan is developed the Transportation Commission 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 Commission, 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.

STAFF RECOMMENDATION

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

ACTIONS, OPTIONS & POTENTIAL MOTIONS

1. I move to approve Resolution No. 2021-21 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 are acceptable.”
2. I move to take no action.

REFERENCES & ATTACHMENTS

Attachment 1: Resolution No. 2021-21; 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

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RESOLUTION NO. 2021-21

**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 August 2021.

1 ADOPTED by the City Council this _____ day of _____, 2021.

2 ATTEST:

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4 _____

5 Melissa Huhtala, City Recorder

6 SIGNED and APPROVED this _____ day of _____, 2021.

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8 _____
9 Julie Akins, Mayor

10 Reviewed as to form:

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12 _____

13 Katrina L. Brown, Interim City Attorney

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