

# ACTION PLAN

CITY OF COLUMBIA, MISSOURI

## VISION *Zero*

A PLAN FOR 2017-2020

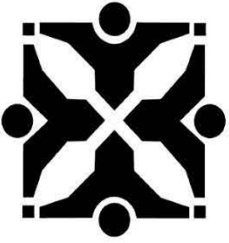


TOGETHER WE WILL

SAVE LIVES.



RESPECTFULLY SUBMITTED BY CITY MANAGER MIKE MATTHES



# TABLE OF | CONTENTS

|                                      |    |
|--------------------------------------|----|
| LETTER FROM THE CITY MANAGER.....    | 3  |
| CATCHING YOU UP TO SPEED.....        | 4  |
| WHY DO WE NEED VISION ZERO.....      | 5  |
| MONITORING OUR SUCCESS.....          | 6  |
| WHAT ARE THE GUIDING PRINCIPLES..... | 7  |
| WHAT WE HAVE DONE.....               | 9  |
| OUR CRITICAL ACTIONS.....            | 10 |
| OUR POTENTIAL PARTNERS.....          | 11 |
| ENGINEERING: CRITICAL ACTIONS.....   | 12 |
| EDUCATION: CRITICAL ACTIONS.....     | 16 |
| ENFORCEMENT: CRITICAL ACTIONS.....   | 21 |
| INITIATIVES TIMELINE.....            | 25 |
| THE ROAD AHEAD.....                  | 26 |
| HOW TO GET INVOLVED.....             | 27 |
| APPENDIX.....                        | 28 |
| REFERENCES.....                      | 33 |

*From Vision  
to Action*



# LETTER FROM | CITY MANAGER

Dear Colleagues and Friends,

The primary responsibility of the City of Columbia government is to ensure the safety and well-being of *all* of Columbia's residents. One death on Columbia's streets is one too many. Our City Council, staff, partners, and community are dedicated to the idea that *no one* should die or suffer a serious injury while traveling on our city streets - whether by foot, bicycle, wheelchair, motorcycle, automobile, public transit, or any other mode. In the last 10 years, there have been approximately 74 deaths and 542 serious injuries <sup>[1,2]</sup> on Columbia's roads. This is unacceptable, and most importantly, preventable.

With the adoption of the Vision Zero Policy, the City of Columbia has set a **goal of eliminating all traffic deaths and serious injuries by 2030**. Vision Zero is an international movement, designed to improve the safety and well-being of our communities. Other cities across the country have adopted Vision Zero and implemented their own action plans leading to a reduction in traffic deaths and severe injuries. Their successes show us there are steps we can take to reduce and eliminate the serious injuries and deaths that occur on Columbia's streets.

Through **engineering, education, and enforcement**, we will make Columbia's roads safer for residents and visitors alike.

Regards,



Mike Matthes  
City Manager



## MIKE | MATTHES





# why do we need **VISION ZERO**?

## IN THE LAST 5 YEARS IN COLUMBIA...

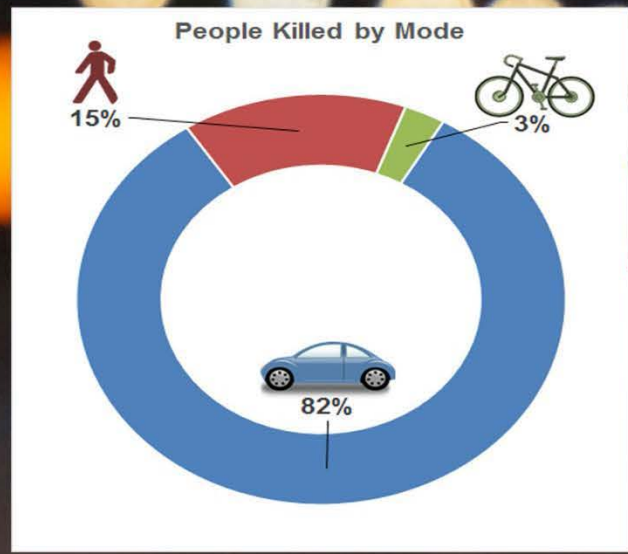
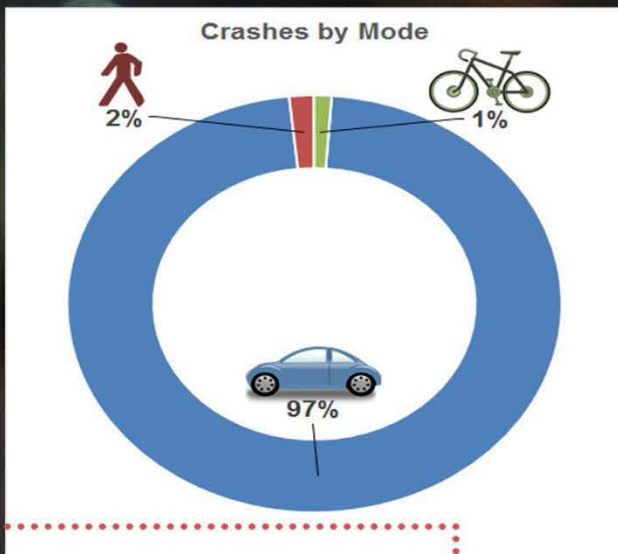
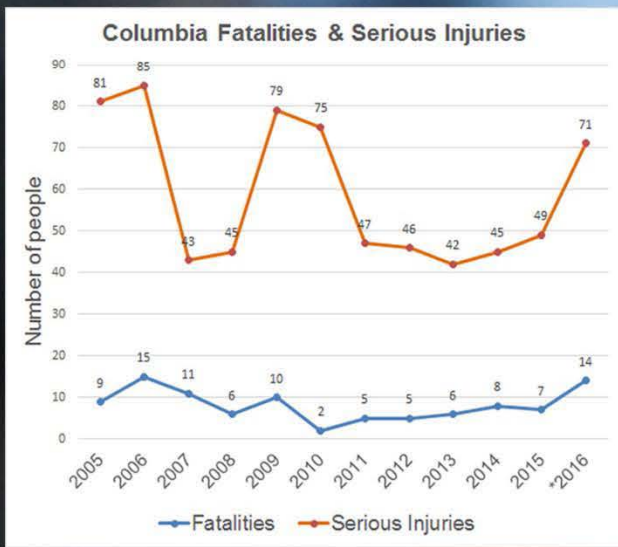
The average traffic fatality rate has been 6.8 deaths per 100,000 people per year. That's higher than New York City, Seattle, and Philadelphia.

## IN THE LAST 10 YEARS IN COLUMBIA...

An average of seven people each year were killed in traffic crashes.

While people walking and biking were only involved in 3% of crashes, they accounted for 18% of fatalities.

An average of 62 people each year were killed or experienced a life-changing injury in traffic crashes.



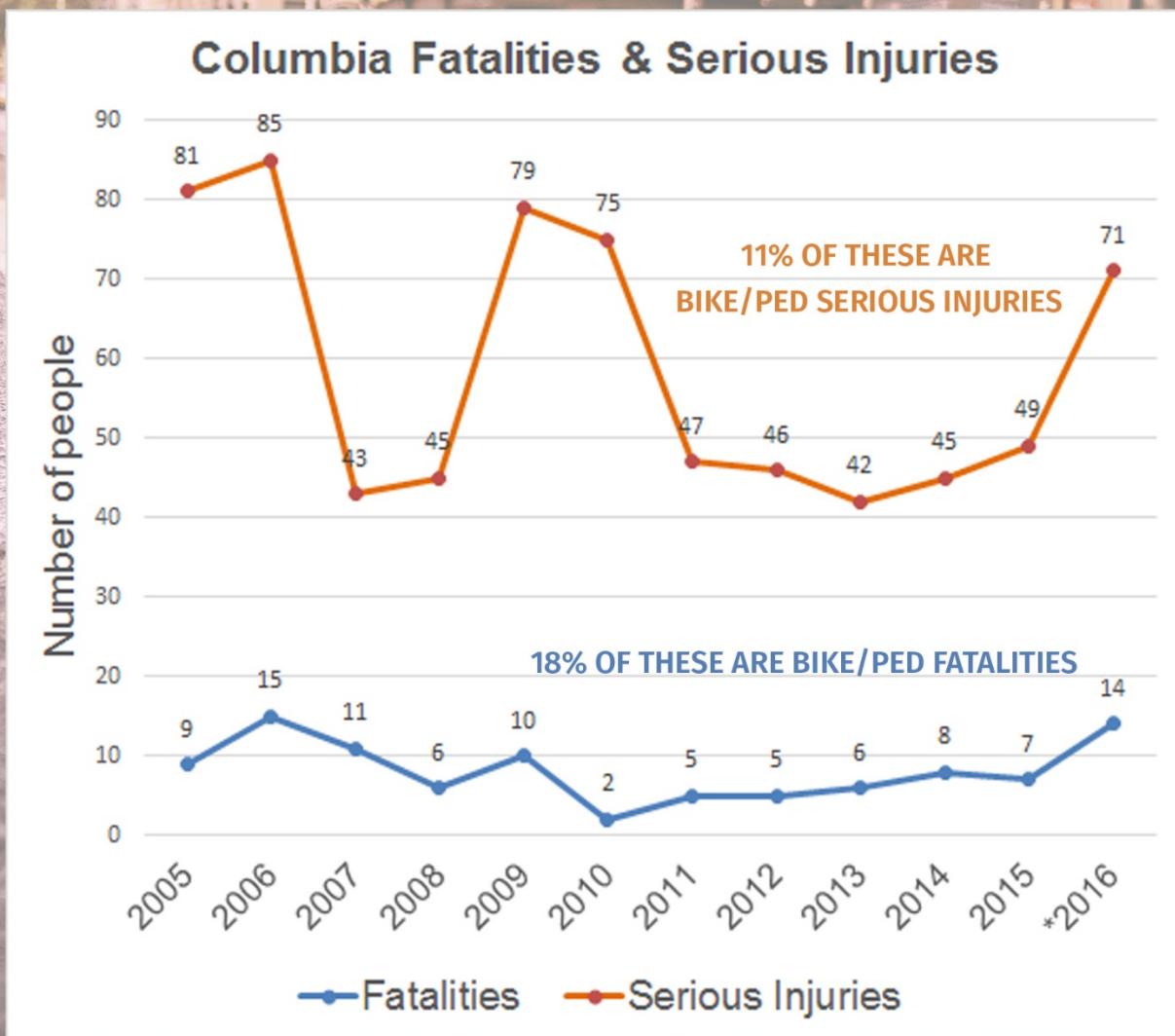
*Vision*  
**Z E R O**

Data source:  
Statewide Traffic Accident Records System (STARS)  
Missouri Department of Transportation  
\* 2016 data is incomplete



# monitoring OUR success

By May 2018 teams will have set specific, measurable, actionable/agreed upon, realistic, time-based (SMART) goals for the reduction of fatalities and severe injuries in Columbia. This will allow teams time to begin working on the critical actions and subsequent initiatives included in this three year Action Plan. At the 2018 update to City Council, these SMART goals will be presented to indicate the specific amount of fatalities and severe injuries we will decrease by 2020, in order to stay on track to reach zero by 2030.



Getting to  
**Z E R O**

Data source:  
Statewide Traffic Accident Records System (STARS)  
Missouri Department of Transportation  
\* 2016 data is incomplete



# What are the **GUIDING** principles?



## **THIS PLAN WILL BE EQUITABLE**

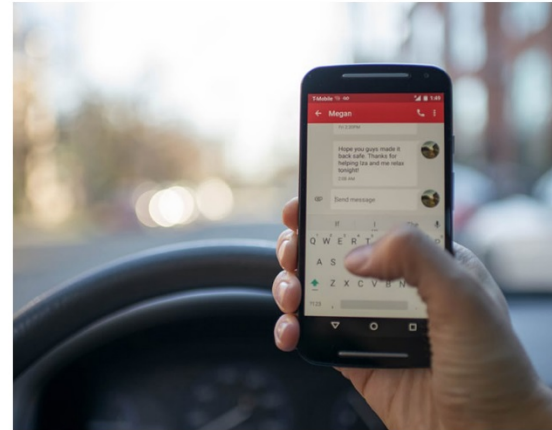
In Boone County, the motor vehicle traffic death rate for African Americans is nearly twice that of whites, and traffic-related emergency room visits are three times as high <sup>[3]</sup>. Older adults compose 17% of the population <sup>[4]</sup>, but are involved in 27% of Columbia's crashes <sup>[5]</sup>. People walking or biking are involved in only 3% of crashes in Columbia, but account for 18% of fatalities <sup>[6]</sup>. And, of Columbia's pedestrian injuries, 10% are children <sup>[7]</sup>. This plan aims to address the disproportionate number of traffic fatalities and serious injuries in high-risk communities. This plan will work to prioritize filling gaps in infrastructure and transportation where those gaps contribute to fatalities and serious injuries.

## **THIS PLAN WILL BE DATA-DRIVEN**

Actions in this plan will be data-driven to address factors that lead to serious injury and death on Columbia's streets. Safety data will be gathered to identify the location, behaviors, and circumstances that are related to serious and fatal crashes. Ideally, available equity data, including demographics, risk factors, and infrastructure gaps linked to crashes, will be used to ensure the plan prioritizes the needs of high-risk communities. As we move forward on this plan, each team will focus on improved coordination and data-sharing in order to produce more informed, effective, and collaborative paths.



# What are the **GUIDING** principles?



## **THIS PLAN WILL BE ACCOUNTABLE**

The plan will set out clear objectives and measure performance against them. Progress will be communicated to the public and City Council through annual reports and in an easily accessible dashboard to review metrics on the Vision Zero website ([www.comovisionzero.org](http://www.comovisionzero.org)). Success will be measured by various metrics according to each action item included in this plan.

## **THIS PLAN WILL BE A PARTNERSHIP**

This plan recognizes that all action item efforts included here will need the support of City staff, City Council, partner organizations, City Boards and Commissions, and community members. To eliminate crashes that result in deaths or serious injuries, this plan will identify critical actions for May 2017 through May 2020. The plan is organized into three key themes: engineering, education, and enforcement. Eliminating traffic deaths and serious injuries will require long-term efforts. This plan articulates an ambitious three-year strategy to begin reducing traffic deaths as Columbia works toward the goal of zero deaths and serious injuries by 2030. The actions in this plan will be evaluated and refined on an ongoing basis. This plan will also support the goals included in the City of Columbia 2016-2019 Strategic Plan, CATSO 2040 Long Range Transportation Plan, Columbia Imagined Plan <sup>[8]</sup> and other local initiatives.





# what we **HAVE** done

## STAFFING

Upon adoption of the Vision Zero Policy, City Manager Matthes appointed an existing staff member within the City Manager's Office to serve as the Vision Zero Program Manager. Assistant to the City Manager Heather Cole led the creation of this Action Plan and will continue to oversee the execution of this plan. City Manager Matthes also appointed an existing staff member within Public Works to serve as a traffic engineer expert. Engineering Manager Richard Stone will provide traffic engineering expertise as it relates to Vision Zero, which may include: review of traffic calming projects, infrastructure projects, neighborhood traffic requests, etc.

## PUBLIC INPUT

In late February and early March 2017, City Manager Matthes hosted three Vision Zero World Café meetings, with each one focused on either engineering, education or enforcement. While all sessions were open to the public, representatives from key partner organizations, City staff, City Council, and City Board/Commission/Task Force members were personally invited to attend any or all of the sessions (see invite list in Appendix). In an effort to collect additional community feedback from those unable to attend, an online survey was provided for each category. The online tool and world café sessions' main focus was to take a deeper dive into each of the recommendations provided in the final report of the Mayor's Task Force on Pedestrian Safety. Each recommendation was reviewed for feasibility, adjustments, funding, timeframes, benchmarking, and other considerations. Approximately 25 guests attended each world café session and we received a total of 20 online surveys.

## TEAMING UP

After completion of the world café sessions, the Program Manager formed three teams, each with a team lead.

- Engineering Team Lead – Richard Stone, Engineering Manager, City of Columbia
- Education Team Lead – Annette Triplett, Executive Director, PedNet Coalition
- Enforcement Team Lead – John Gordon, Deputy Police Chief, City of Columbia

The Program Manager and team leads met to discuss the results of the world café meetings and worked together to form a list of potential team members for each team consisting of some City staff and partner organizations (see team list in Appendix). It is the intent that the Program Manager and each team meet at least monthly, in addition to monthly team lead meetings in order to meet team goals and set a cadence of accountability.

# OUR CRITICAL ACTIONS



## ENGINEERING ACTIONS

### CRITICAL ACTION #1:

Formalize a program and protocol for road safety audits and road safety assessments.

### CRITICAL ACTION #2:

Create a Crash Analysis Team.

### CRITICAL ACTION #3:

Identify engineering design parameters that improve safety for all road users.

### CRITICAL ACTION #4:

Reduce legal, posted speed limits.

## EDUCATION ACTIONS

### CRITICAL ACTION #1:

Develop a comprehensive safety and education communication campaign.

### CRITICAL ACTION #2:

Work with other organizations to develop education campaigns and policies.

### CRITICAL ACTION #3:

Promote traffic safety innovations and improvements.

## ENFORCEMENT ACTIONS

### CRITICAL ACTION #1:

Increase funding for police traffic safety enforcement.

### CRITICAL ACTION #2:

Prohibit cellphone use and texting while driving.

### CRITICAL ACTION #3:

Improve and reform enforcement of speed limits and prosecution of violators.

### CRITICAL ACTION #4:

Provide routine bicycle and pedestrian safety training for law enforcement officers.

# OUR CRITICAL PARTNERS <sup>POTENTIAL</sup>



Partners mentioned below are potential key players in the implementation of this Action Plan. The City Manager, Program Manager or Team Leads, have communicated with some entities listed below, in particular those specifically mentioned in the plan's Critical Actions or Initiatives, and have received positive response on collaboration. Not all entities listed have been communicated with, but are being considered by teams for future Action Plan partnerships. Inclusion on this list or in this plan does not imply an official Action Plan endorsement by these organizations.

- City of Columbia staff
- City Council
- City Boards and Commissions - specifically Public Transit Advisory Commission, Bicycle and Pedestrian Commission, Board of Health, Disabilities Commission
- General public – in particular, representatives from high-risk communities
- Neighborhood Associations
- Chamber of Commerce
- Corporate partners
- PedNet Coalition
- GetAbout Columbia
- Missouri Department of Transportation (MoDOT)
- National Highway Traffic Safety Administration (NHTSA)
- Federal Highway Administration (FHWA)
- Missouri Coalition for Roadway Safety
- Traffic safety engineering consultant
- Boone County
- Columbia Public Schools
- Local universities/colleges
- ThinkFirst Missouri
- The District
- The Loop
- Local media
- Story-Up VR
- Driver education bodies
- Emergency responders
- Local hospitals
- Community oriented policing partners
- Columbia Police Officers' Association
- Boone County Sheriff's Department
- State Highway Patrol
- University of Missouri Police Department



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**CRITICAL ACTION #1:** Formalize a program and protocol for road safety audits and road safety assessments.

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**Initiative A:** Determine a schedule and protocol for road safety audits and road safety assessments.

The Engineering Team will establish guidelines to ensure that both road safety audits and road safety assessments are completed in a standardized manner and produce relevant information for decision makers. In the traffic safety engineering field there are specific guidelines for formal road safety audits. Audits typically include resources and experts that are not local in nature in order to ensure that the most clinical and unbiased examination is produced. It can also be less costly, more expedient and overall beneficial to pursue safety assessments of certain locations with local resources.

Performance Measure: A clear set of guidelines on how to pursue a road safety audit and road safety assessment.

Funding: This will be part of the existing budget. Specifically, Traffic Safety allocations from the Capital Improvement Program.

Timeframe: June 2018.

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**Initiative B:** Develop a Road Safety Assessment Toolkit.

The Engineering Team will work to develop a toolkit for Neighborhood Associations or other areas to complete their own road safety assessment. This assessment will help staff and City Council prioritize needs as other plans are developed and funding is available.

Performance Measure: Completion of toolkit.

Funding: This will be part of the existing budget. Specifically, Traffic Safety allocations from the Capital Improvement Program.

Timeframe: March 2019.

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## **CRITICAL ACTION #2:** Create a Crash Analysis Team.

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### **Initiative A:** Create a Crash Analysis Team.

The Engineering Team will form a Crash Analysis Team comprised of at least one engineer, one Accreditation Commission for Traffic Accident Reconstruction (ACTAR) certified law enforcement officer, one professional with training and experience in emergency response (such as a firefighter or emergency medical technician), and at least one general member. The team will meet monthly on an ongoing basis with the main focus to analyze serious injuries and fatality collisions that occurred over the past five years and preferably up to the last 10 years. Fact-dependent circumstances regarding the fatalities will be categorized and analyzed to determine if there were or are prevalent circumstances or elements that are similar in nature, either in behavior or physical characteristics. Since safety improvements at specific locations are not as effective as systematic improvements, the evaluation will be viewed through a systematic lens for the entire network (corridor or site-specific improvements may be recommended should data support that). The team will produce a report with recommendations regarding systematic improvements and an implementation plan.

**Performance Measure:** Formation of the team and subsequent report.

**Funding:** This will be part of the existing budget. Specifically, Traffic Safety allocations from the Capital Improvement Program.

**Timeframe:** Team will be formed by December 2017; First report by December 2018.

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**CRITICAL ACTION #3:** Identify engineering design parameters that improve safety for all road users.

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**Initiative A:** Create a list of proven measures and a plan for integrating them into street standards and guidelines. These measures should be considered best practices for all road users.

The Engineering Team will provide a list of a minimum of five types of measures that have been proven effective in increasing the safety for all road users. Each measure will include consideration for all road user types.

Performance Measure: Completed list of five measures and integration plan.

Funding: This will be part of the existing budget. Specifically, Traffic Safety allocations from the Capital Improvement Program.

Timeframe: March 2019.

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**CRITICAL ACTION #4:** Reduce legal, posted speed limits.

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**Initiative A:** Initiate the public process to reduce speed limits.

Travel speeds that are appropriate to the context and designed to be safe is a critical foundation of Vision Zero. Roadways will be designed to encourage (or discourage) certain levels of speed. Speed limits must be clearly communicated and enforced and roadways should be designed so that the prevailing travel speed is at the speed limit. The general public must be informed and supportive of the established speed limits. Speed limit signs alone are not an effective tool for reducing travel speeds. A policy that gathers public input and support for establishing design speed parameters for new roadway construction for different roadway classifications will be created. This policy will also inform decisions about desirable speed limits for existing roads, high-risk crash areas, and provide guidance regarding steps that will be taken to lower existing speed limits if desired.

Performance Measure: Policy presented to Council for action.

Funding: This will be part of the existing budget. Specifically, Traffic Safety allocations from the Capital Improvement Program.

Timeframe: Timing for this initiative will depend on feedback from the Education Team efforts. Initial time frame May 2019, updated as part of the annual report.

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**CRITICAL ACTION #1:** Develop a comprehensive safety and education communication campaign.

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**Initiative A:** Launch a Vision Zero website.

The Education Team will build a website for the purpose of gathering input; coordinating information about Vision Zero plans and events; to provide crash and safety data; and to keep the community informed on the status of Action Plan items through a dashboard feature. ([www.comovisionzero.org](http://www.comovisionzero.org))

Performance Measure: Launch of website.

Funding: This site will be built and maintained by PedNet Coalition staff throughout this three year plan. No additional funding is needed.

Timeframe: May 2017.

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**Initiative B:** Develop public information campaigns for various road users.

The Education Team will begin to develop data-driven campaign plans which will be aimed to inform road users of safety issues, rights and responsibilities. Target groups may be drivers, pedestrians, cyclists, out of town visitors, etc. Outreach efforts may include online, social media, print, radio, and TV outlets. The team will create media placement strategies to reach the right audience effectively and efficiently.

Performance Measure: Creation of outreach campaign plans.

Funding: PedNet Grant Funding/existing City budget as needed.

Timeframe: All campaign plans completed by December 2017; campaigns may begin running upon individual plan completion depending on each media placement plan.

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**CRITICAL ACTION #1:** Develop a comprehensive safety and education communication campaign. (Continued...)

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**Initiative C:** Host town hall meetings.

The Education Team will host ward-based town hall meetings to educate the community about Vision Zero and gather input on safety needs and suggested strategies.

Performance Measure: Ward-based meetings scheduled.

Funding: PedNet Grant Funding.

Timeframe: Work will begin immediately to schedule ward-based meetings and create agendas. One meeting per month will be scheduled; all six ward-based meetings can be completed by December 2017.

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**Initiative D:** Creation of a Data Analysis Team.

The Education Team will form a Data Analysis Team which will analyze the types of vehicles involved in collisions, demographics and other data as needed. The team will work to create a High Injury Network map to prioritize resources to areas of the highest need, overlaid with high-risk communities.

Performance Measure: Formation of the team and subsequent High Injury Network map.

Funding: This will be ongoing and part of the existing budget.

Timeframe: Team will be formed by December 2017; High Injury Map created by December 2018.

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**CRITICAL ACTION #2:** Work with other organizations to develop education campaigns and policies.

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**Initiative A:** Enhance the driver safety training course provided by Columbia Public Schools.

The Education Team will work with Columbia Public Schools to enhance the existing driver safety training course offered through the summer school program for local high school aged youth.

Performance Measure: Establish a plan to increase the ability to serve more students.

Funding: PedNet Grant Funding/existing City budget as needed.

Timeframe: March 2018.

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**Initiative B:** Establish transportation safety training for college students.

The Education Team will explore together with the University of Missouri and other higher education entities, a concept of transportation safety training for new students. The training may include local ordinances, local infrastructure education, impaired driving, distracted travel, etc.

Performance Measure: Implementation of formal plan.

Funding: PedNet Grant Funding/existing City budget as needed.

Timeframe: May 2019.

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**CRITICAL ACTION #2:** Work with other organizations to develop education campaigns and policies. (Continued...)

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**Initiative C:** Develop workplace transportation safety programs and policies.

The Education Team will work with local businesses to develop internal policies against distracted driving, laws and best practices for sharing the road with all road users, and workplace driver safety programs. This will include implementation toolkits for businesses to follow to ensure successful rollout of policies and training for employees.

Performance Measure: Development of example policies and program materials.

Funding: PedNet Grant Funding/existing City budget as needed.

Timeframe: March 2018.

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**Initiative D:** Create age-appropriate transportation safety programs in schools.

The Education Team will work with Columbia Public Schools and others as needed, to implement an age-appropriate transportation safety education program. They will also work to combine pedestrian safety for elementary schoolchildren, bicycle and transit training for middle-schoolers, and driver education for high school students in a comprehensive “mobility education approach.”

Performance Measure: Development of programs and implementation plans.

Funding: PedNet Grant Funding/existing City budget as needed.

Timeframe: March 2020.

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**CRITICAL ACTION #3:** Promote traffic safety innovations and improvements.

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**Initiative A:** Provide education on new or confusing infrastructure.

The Education and Engineering Teams will use various outreach methods to educate road users on how to use new roadway designs and infrastructure that may be confusing. Outreach methods may include the use of roadside reader boards, brief videos, press releases, reaching out to media on new policies/improvements, City Source newsletter, etc. Infrastructure that may need outreach may include: roundabouts, pedestrian hybrid beacons (often referred to as HAWK signals), diverging diamond interchange, flashing yellow versus solid green arrow lights, pedestrian crosswalks, etc.

Performance Measure: Outreach schedule/plan.

Funding: Existing City budget.

Timeframe: Schedule/plan by June 2018.

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# Enforcement

# CRITICAL ACTIONS

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## CRITICAL ACTION #1: Increase funding for police traffic safety enforcement.

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### Initiative A: Reconstitute a Traffic Unit.

The Enforcement Team will work to reconstitute a Traffic Unit of at least five officers and one sergeant; scheduled during high crash times. (This initiative is dependent upon the passage of a public safety ballot or some other funding.)

Performance Measure: Traffic Unit creation.

Funding: Ballot or other source to be determined.

Timeframe: Tentative ballot initiative timeframe April 2018.

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### Initiative B: Conduct safety outreach in focus neighborhoods identified in the 2016-2019 Strategic Plan and areas with high crash history.

In partnership with the Education Team, the Enforcement Team will work to conduct street-level outreach on safety issues and traffic laws, focused in the Strategic Plan Neighborhoods, and areas with known crash histories. These teams will create outreach plans to implement in Strategic Plan Neighborhoods and other areas as needed.

Performance Measure: Safety outreach plans created.

Funding: PedNet Grant Funding/existing City budget as needed.

Timeframe: March 2018.

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# Enforcement

# CRITICAL ACTIONS

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## CRITICAL ACTION #2: Prohibit cellphone use and texting while driving.

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**Initiative A:** Support statewide initiatives to ban cellphone use and texting while driving.

Current State of Missouri law prohibits texting while operating a motor vehicle for people age 21 and younger. It also prohibits any person operating a commercial vehicle from using a wireless communication device to send, read, or write a text or electronic message. Teams will work together to support current bills under consideration by the Missouri General Assembly to broaden these restrictions to include all drivers and to ban cellphone use for all ages while driving.

Performance Measure: Letters of support sent for House and Senate Bills relating to these issues.

Funding: No funding needed.

Timeframe: Letters of support may begin upon start of the 2018 legislative session; this will be ongoing.

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**Initiative B:** Ban texting while driving for all drivers in city limits.

The Enforcement Team will introduce an ordinance to amend Chapter 14 of the City Code of Ordinances to ban texting and driving in the City of Columbia for all drivers. Current state law only prohibits texting while driving for people age 21 or younger.

Performance Measure: Introduction of ordinance to City Council.

Funding: No funding needed.

Timeframe: December 2017.

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# Enforcement

# CRITICAL ACTIONS

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## CRITICAL ACTION #3: Improve and reform enforcement of speed limits and prosecution of violators.

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**Initiative A:** Explore and implement innovative and equitable strategies of enforcing speed limits.

The Enforcement Team will look into and begin to implement data-driven methods of speed enforcement. Due to significant local opposition and current measures at the state level to ban red-light cameras; the reinstatement of a red-light camera initiative should be reviewed for potential inclusion in future Action Plans.

Performance Measure: A list of data-driven methods compiled for consideration.

Funding: This should be ongoing and be included in the existing budget.

Timeframe: March 2020.

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**Initiative B:** Explore and implement innovative and equitable speed limit violation prosecution strategies.

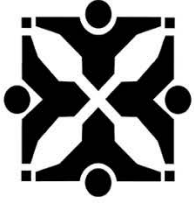
The Enforcement Team will work with the Municipal Court to evaluate and implement new methods to prosecute traffic related offenses. This may include sentencing alternatives for high-risk drivers such as the Traffic Offenders Program (TOP).

Performance Measure: A list of methods compiled for consideration.

Funding: This should be ongoing and be included in the existing budget.

Timeframe: March 2020.

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# Enforcement

# CRITICAL ACTIONS

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## CRITICAL ACTION #4: Provide routine bicycle and pedestrian safety training for law enforcement officers.

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**Initiative A:** The Enforcement Team will explore an abbreviated training option for inclusion in the 2017 training schedule.

The training schedule for 2017 has already been established. The Enforcement Team will work with PedNet to create a shortened training module that could be added to the 2017 schedule without greatly impacting the itinerary.

Performance Measure: Addition of an abbreviated training module for 2017.

Funding: PedNet grant funding.

Timeframe: July 2017.

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**Initiative B:** The Enforcement Team will work to include PedNet Coalition's Bicycle and Pedestrian Safety Training for Law Enforcement Program into the 2018 law enforcement training schedule.

The Enforcement Team will work to include this full training which will run approximately two hours and will be included in the 2018-2020 Columbia Police Department training curriculum.

Performance Measure: Inclusion in future training schedules.

Funding: PedNet grant funding.

Timeframe: January 2018.

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# INITIATIVES

## TIMELINE

All engineering, education, and enforcement initiative starting timeframes are shown below. Progress will also be available on the Vision Zero website.



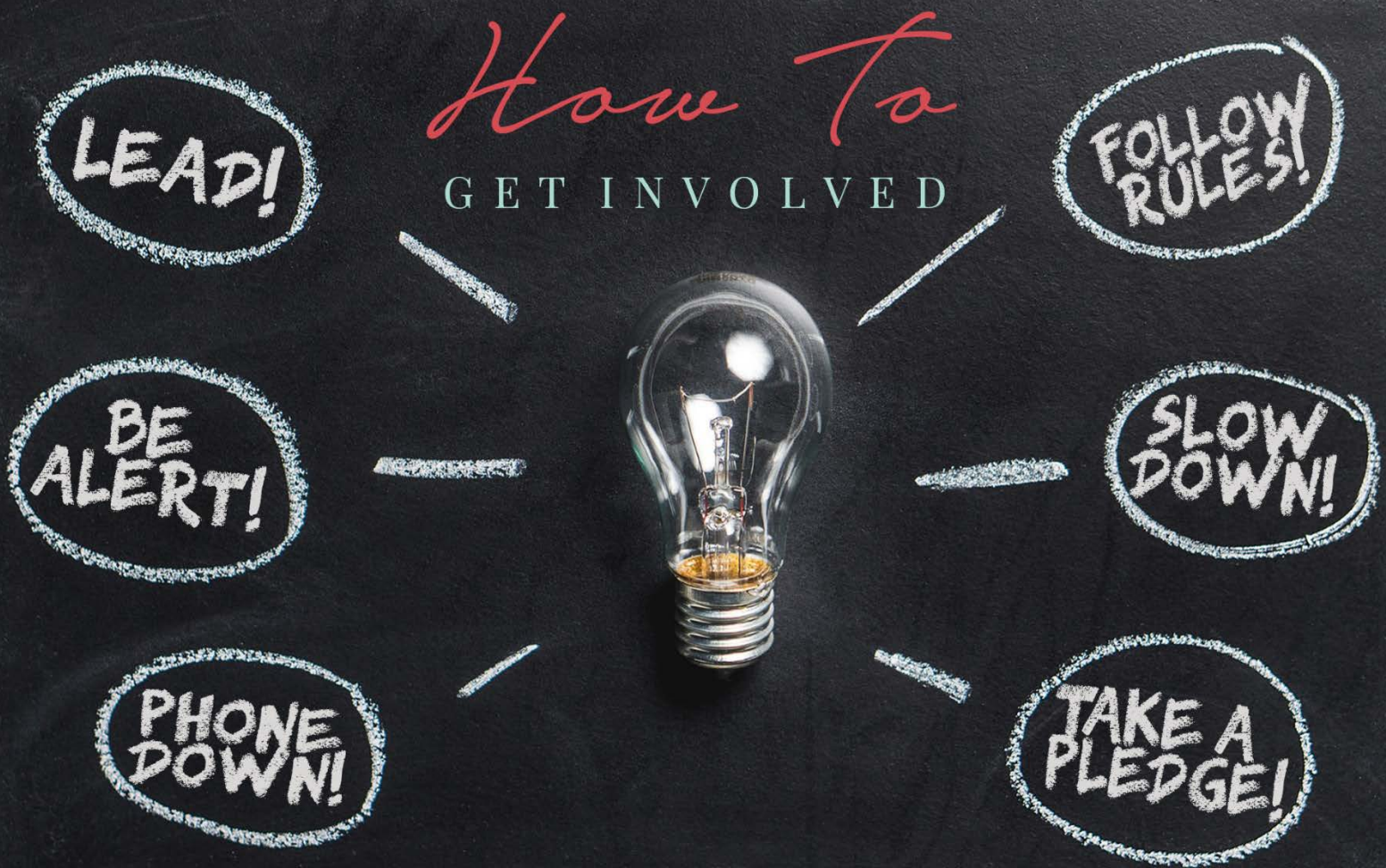


# *The Road* AHEAD

## what do we DO next?

Teams and Team Leads will begin meeting at least monthly. Teams will begin to work on the initiatives according to the timeline shown on the previous page. Teams will prepare an annual update to City Council in May 2018, where progress will be reported on critical actions, and goals will be presented for fatality and serious injury reduction through 2020. Updates to the Vision Zero website will be available for ongoing updates for the City Council and community members.

During the final year of this plan, teams will work together to create the next Action Plan for 2020 through 2023. The next plan will include an overview of the progress and goals for the program and each critical action and/or initiatives. New items may be added to future plans including additional focus categories, updated critical actions, and new or revised initiatives, as needed.



## what can YOU do NOW?

- ✓ Be a positive example to others by buckling up, driving sober, minding speed limits, and putting the phone down.
- ✓ Encourage good habits at your school, organization, or home by signing and sharing a safety pledge or contest. Examples include MoDOT's Buckle Up/Phone Down pledge or other SaveMoLives.com campaigns and contests.
- ✓ As a pedestrian, be mindful and aware of your surroundings. Stay alert and don't assume that drivers see you or will yield when turning.
- ✓ When driving, be mindful and aware of your surroundings. Always follow the rules of the road, observe speed limits, and yield to pedestrians and bicyclists when turning at intersections.
- ✓ When bicycling, be mindful and aware of your surroundings. Always follow the rules of the road and use lights and reflectors at night.
- ✓ Stay tuned for updates on Vision Zero in Columbia and how you can be involved!



# Appendix

Key potential partners invited to the three Vision Zero World Café Meetings:

## External Partners & Agencies

Columbia Housing Authority  
Central Missouri Community Action  
Centro Latino  
Refugee & Immigration Services  
NAACP  
PedNet Coalition  
Missouri Department of Transportation  
Federal Highway Administration  
National Highway Traffic Safety Administration  
ThinkFirst Missouri  
Boone County Commissioners  
Boone County Public Works  
The District  
The Loop

## Schools

University of Missouri  
Stephen's College  
Columbia College  
Columbia Public Schools

## City Resources

Columbia Police Department  
Health and Human Services  
City Council  
Public Works  
Parks and Recreation  
City Manager's Office  
Community Relations

## City Boards/Commissions/Task Forces

Disability Commission  
Bicycle Pedestrian Commission  
Parks and Recreation Commission  
Human Rights Commission  
Citizens Police Review Board  
Board of Health  
Mayors Council on Physical Fitness  
Parking and Traffic Management Task Force  
Railroad Advisory Board  
Youth Advisory Council  
Public Transportation Advisory Commission  
Pedestrian Safety Task Force



# Appendix

## Vision Zero Team Member Composition

**Engineering Team:** Team Lead: Richard Stone

**Potential Team Member Representation:**

- Missouri Department of Transportation (State or District staff)
  - Missouri Coalition for Roadway Safety
- Bicycle/Pedestrian Commission member
- Disabilities Commission member
- Planning staff member
- Private engineering firm representative
- University of Missouri staff
- Federal Highway Administration staff
- Hospital representative or Emergency Responder/Columbia Fire Department
- Boone County Public Works staff

**Education Team:** Team Lead: Annette Triplett

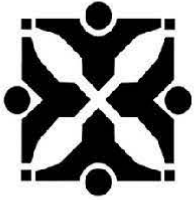
**Potential Team Member Representation:**

- Columbia Public Schools staff
- City of Columbia staff
  - City Management Fellow
  - Geographic Information Systems (GIS)
  - Community Relations
  - Columbia/Boone County Public Health and Human Services
  - Columbia Police Department Community Outreach Unit
- Missouri Department of Transportation
- University of Missouri
- Representative from major local employer
- ThinkFirst Missouri

**Enforcement Team:** Team Lead: John Gordon

**Potential Team Member Representation:**

- City Management Fellow
- Municipal Court representative
- Neighborhood Association Member
- Member of a high-risk community
- Columbia Public Schools staff
- Missouri Department of Transportation (State or District staff)
- Local insurance company representative
- Boone Hospital representative
- University of Missouri Hospital representative
- University of Missouri Police Department staff



# Appendix

Introduced by Treece Council Bill No. PR 178-16 A

## A POLICY RESOLUTION

adopting a "Vision Zero" Policy, and setting a goal of eliminating traffic deaths and serious injuries in Columbia by 2030.

WHEREAS, the primary responsibility of the City of Columbia government is to ensure the safety and health of all of Columbia's residents; and

WHEREAS, there have been 68 deaths and 454 serious injuries on Columbia's roads in the last ten years, making traffic safety a critical public safety and health issue; and

WHEREAS, the City of Columbia government believes that no one should die or suffer serious injury while traveling on our city streets - whether by foot, bicycle, wheelchair, motorcycle, automobile, public transit, or any other mode; and

WHEREAS, the Columbia Public School District has policies that "promote safe walking and bicycling to school" and "encourage bus routes that incorporate a short distance of safe walking" for the thousands of children attending its schools; and

WHEREAS, vulnerable road users such as people walking, bicycling, or using a wheelchair, children, older adults, people with disabilities, people of color, and people living in low-income neighborhoods are all disproportionately affected by traffic deaths and serious injuries; and

WHEREAS, vehicle speed is, by far, the most important factor that determines whether a collision with a person walking, bicycling, using a wheelchair, riding a motorcycle, or riding in another vehicle will result in a death or serious injury; and

WHEREAS, the U.S. Department of Transportation launched its *Mayors' Challenge for Safer People, Safer Streets* in 2015 to urge mayors to improve transportation safety, and Columbia Mayor Bob McDavid accepted that challenge; and

WHEREAS, the Missouri Department of Transportation, which operates streets in Columbia where the highest speeds are recorded and most serious crashes occur, recently announced its new strategic plan, titled *Missouri's Blueprint – A Partnership Toward Zero Deaths*; and

WHEREAS, "Vision Zero" is a philosophy of transportation planning and operation based on the assertion that traffic deaths and serious injuries are preventable and, therefore, ethically unacceptable; and

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# Appendix

WHEREAS, in the last two years, Vision Zero policies have been adopted in eighteen cities to include: New York City, NY; San Francisco, CA; Seattle, WA; Denver, CO; Austin, TX; Ann Arbor, MI; and Eugene, OR, and about 20 other cities are considering adoption; and

WHEREAS New York City adopted a Vision Zero Policy in 2014 and, the following year, achieved its lowest traffic fatality rate since record-keeping began in 1910; while in Sweden, where Vision Zero originated, traffic fatalities have declined 73% in 20 years; and

WHEREAS, adopting a Vision Zero policy in Columbia would support the goals of numerous existing City of Columbia plans, including:

- Goals for "Safety and Security of Transportation Infrastructure" and "Integration of all Travel Modes" in the *CATSO 2040 Long Range Transportation Plan*
- Goals for "Livable and Sustainable Communities," "Mobility, Connectivity, and Accessibility," and "Inter-Governmental Cooperation" in *Columbia Imagined: The Plan for How We Live and Grow*
- Goals for "Safe and Healthy Neighborhoods" and "Healthy Lifestyles" in the *Columbia/Boone County Community Health Improvement Plan*
- Goals for "Public Safety," "Infrastructure," and "Social Equity" in the *City of Columbia Strategic Plan, 2016-19*; and

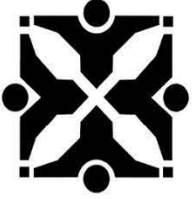
WHEREAS, the City Council established the Mayor's Task Force on Pedestrian Safety on May 18, 2015, to "provide recommendations on what can be done by the City government and by citizens themselves working in a cooperative way to decrease collisions between automobiles and pedestrians"; and

WHEREAS, the Task Force delivered its Final Report and Recommendations to the City Council on April 4, 2016, titled *A Vision Zero Policy for Columbia*, and including, as its first recommendation, to adopt a Vision Zero Policy

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF COLUMBIA, MISSOURI, AS FOLLOWS:

SECTION 1. The City Council hereby adopts a Vision Zero Policy with a goal of eliminating traffic deaths and serious injuries in Columbia by 2030.

SECTION 2. The City Council hereby declares that in implementing a Vision Zero Policy, the following findings and considerations are hereby acknowledged and should be guiding principals in transportation system planning, design and operations:



# Appendix


- (1) Safety is the most important factor in all decision-making processes;
- (2) Traffic deaths and serious injuries are preventable and, therefore, ethically unacceptable;
- (3) Transportation systems should be designed and operated so that user errors are not fatal.

SECTION 3. The City Council hereby directs the City Manager to review the Final Report and Recommendations of the Mayor's Task Force on Pedestrian Safety, titled *A Vision Zero Policy for Columbia* with the Police Chief, Public Works Director, Parks and Recreation Director, Public Health Director, and other relevant staff; as well as partners at Missouri Department of Transportation, University of Missouri, Columbia Public Schools, and PedNet; and design a *Vision Zero Implementation Plan* which may include the guidelines attached hereto and marked "Exhibit A," attached hereto.

SECTION 4. The City Council hereby directs the City Manager to present the *Vision Zero Implementation Plan* to the City Council no later than April 30, 2017.


ADOPTED this 19th day of December, 2016.

ATTEST:

  
\_\_\_\_\_  
City Clerk

  
\_\_\_\_\_  
Mayor and Presiding Officer

APPROVED AS TO FORM:

  
\_\_\_\_\_  
City Counselor





# References

[1] Statewide Traffic Accident Records System (STARS), Missouri Department of Transportation [http://www.mshp.dps.missouri.gov/MSHPWeb/SAC/stars\\_index.html](http://www.mshp.dps.missouri.gov/MSHPWeb/SAC/stars_index.html) Reports were provided directly by Central Office – Traffic and Highway Safety staff upon request

[2] Serious injury definition: Missouri Uniform Crash Report Preparation Manual. Defined as: When observed at the scene, the person sustained non-fatal injuries that prevent walking, driving, or continuing activities the person was capable of performing prior to the crash. Transport by ambulance from the scene does not necessarily indicate the individual sustained serious injuries. Includes (but is not limited to): Severe laceration, Broken or distorted limb, Skull or chest injury, Abdominal injury, Unconsciousness at or when taken from the crash scene, Unable to leave the crash scene without assistance.

[3] Missouri Department of Health and Senior Services MICA - <http://health.mo.gov/data/mica/MICA/> and Mayor’s Task Force on Pedestrian Safety Final Report and Recommendations <http://meetings.comogov/LegislationDetail.aspx?ID=2898107&GUID=B2C71701-ACE0-4E28-85F7-B7BA0A785CF2&Options=&Search=>

[4] United States Census Bureau. American FactFinder - <http://factfinder.census.gov/>

[5] Missouri Statewide Traffic Accident Records System (STARS). Motor Vehicle Traffic Accident Summary. Older Driver Involvement. City: Columbia. Date Range: January to December for each year listed (2013, 2014, 2015, and 2016). Table: TR150853-R01 [http://www.mshp.dps.missouri.gov/MSHPWeb/SAC/stars\\_index.html](http://www.mshp.dps.missouri.gov/MSHPWeb/SAC/stars_index.html)

[6] Missouri Statewide Traffic Accident Records System (STARS). Motor Vehicle Traffic Accident Summary. Persons, Accident Type by Personal Injury Severity. City: Columbia. Date Range: January to December for each year listed (2013, 2014, 2015, and 2016). Table: TR150853-R01 [http://www.mshp.dps.missouri.gov/MSHPWeb/SAC/stars\\_index.html](http://www.mshp.dps.missouri.gov/MSHPWeb/SAC/stars_index.html)

[7] Missouri Statewide Traffic Accident Records System (STARS). Motor Vehicle Traffic Accident Summary. Persons Injured, Accident Type By Age. City: Columbia. Date Range: January to December for each year listed (2013, 2014, 2015, and 2016). Table: TR150860-R01. A child is defined at persons age 17 and younger. [http://www.mshp.dps.missouri.gov/MSHPWeb/SAC/stars\\_index.html](http://www.mshp.dps.missouri.gov/MSHPWeb/SAC/stars_index.html)

[8] City of Columbia 2016-2019 Strategic Plan [https://www.comogov/strategic-plan/?doing\\_wp\\_cron=1493232882.1577138900756835937500](https://www.comogov/strategic-plan/?doing_wp_cron=1493232882.1577138900756835937500), CATSO 2040 Long Range Transportation Plan <http://www.comogov/community-development/planning/columbia-area-transportation-study-organization-catso/2040-long-range-transportation-plan-update/2040-long-range-transportation-plan/>, and Columbia Imagined Plan [https://www.comogov/community\\_development/comprehensive\\_plan/](https://www.comogov/community_development/comprehensive_plan/)

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