

ANNUAL UPDATE

CITY OF COLUMBIA, MISSOURI

2018

CITY OF COLUMBIA

701

 2030
VISION Zero

SUBMITTED BY THE VISION ZERO
IMPLEMENTATION TEAM

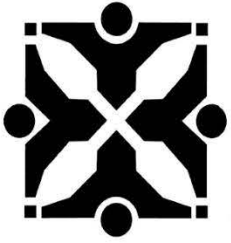


TABLE OF | CONTENTS

ABOUT THIS DOCUMENT	3
VISION & GUIDING PRINCIPLES	4
OUR CRITICAL ACTIONS	5
THE ROAD BEHIND US	6
ENGINEERING UPDATES.....	7
EDUCATION UPDATES.....	9
ENFORCEMENT UPDATES.....	14
THE ROAD AHEAD	17
INITIATIVES TIMELINE.....	22
MONITORING OUR SUCCESS/REDUCTION TARGETS	24
GOING ABOVE AND BEYOND	25
APPENDIX	26
REFERENCES	64



ABOUT THIS | DOCUMENT

Members of the City Council and community,

The City of Columbia adopted a Vision Zero policy in December 2016. At that time the Council set a goal of zero traffic fatalities and severe injuries by 2030. The city manager produced a three-year Action Plan which was presented to the council in May 2017 with initiatives for moving closer to zero, by focusing on three key areas of engineering, education, and enforcement.

In addition to providing ongoing updates through our website (www.CoMoVisionZero.org), we wanted to take a moment to provide an annual update to the community and Council on some highlights from our first year. This is the first annual update which includes:

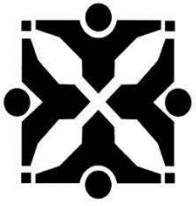
- Up to date progress report on each critical action/initiative in our first year
- Summary of upcoming initiatives included in this Action Plan
- Fatality and severe injury reduction targets for 2018 through 2030
- Highlight of additional initiatives taken outside of the Action Plan

Thank you for your continued support of Vision Zero as we all work together to achieve this shared goal.

Respectfully,



HEATHER | COLE
VISION ZERO PROGRAM MANAGER



Vision and Guiding Principles



VISION STATEMENT

Working together we will take equitable and data-driven actions that will eliminate deaths and serious injuries for all who share Columbia streets by 2030. The City of Columbia, partner agencies, organizations, and community members will work together to realize this vision.

GUIDING PRINCIPLES

The Vision Zero implementation teams are committed to the four guiding principles included in our Action Plan. This plan will be **equitable** and will work to prioritize filling gaps in infrastructure and transportation where those gaps have contributed to fatalities and serious injuries. Actions in this plan will be **data-driven** to address factors that lead to serious injuries and deaths on our roads. This plan will be **accountable**, with clear objectives for each team. Deadlines and a reporting mechanism for progress are included through our website. This plan recognizes that all efforts included can only be accomplished through **partnerships** and will need the support of our fourth “e” - everyone.

THANK YOU

Thank you to each of the volunteers that have committed their time, talent, ideas, and thoughts over the past year as they have served on one of the Vision Zero Action Plan teams. Our volunteers have truly embraced the Vision Zero philosophy. While our Vision Zero Action Plan is ambitious, their continued commitment helps make our goal more attainable each day. A complete list of volunteer team members can be found in the Appendix.

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.



The Road
BEHIND US

what we HAVE accomplished

The following section highlights the achievements each team has accomplished since we began implementation of this plan. The intent is to provide an update on how each initiative has been successfully completed in accordance with our Action Plan timeline.



The success of our first year rolling out Vision Zero has gained local and even national attention. At the March 5, 2018 City Council meeting, MoDOT Director Patrick McKenna formally recognized the City of Columbia for its traffic safety efforts, most notably, our aggressive Vision Zero Plan.

Additionally, some of our efforts are planned to be featured in the Department of Transportation/Federal Highway Safety Administration's Safety Planning Reference Guide for Metropolitan Planning Organizations and local communities.

Left: City of Columbia Mayor Brian Treece; Right: MoDOT Director Patrick McKenna



Engineering **CRITICAL** ACTIONS

ANNUAL PROGRESS REPORT

CRITICAL ACTION #1:

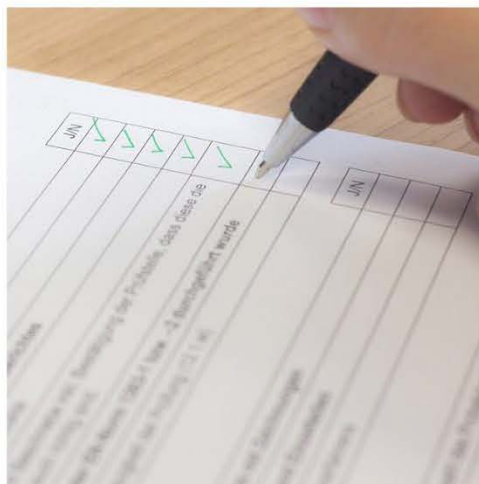
Formalize a program and protocol for road safety audits and assessments.

INITIATIVE A: DETERMINE A SCHEDULE FOR ROAD SAFETY AUDITS AND ROAD SAFETY ASSESSMENTS.

The Engineering Team is on schedule to complete this by the assigned date of June 2018. The team has worked to define three types of formal process reviews.

- **Road Safety Audits (RSA's)** will be conducted per the Federal Highway Administration guidelines at a rate of one per fiscal year beginning in FY2019. Additional information on FHWA's Road Safety Audit program is linked in the References section ^[1].
- **Targeted Safety Inspections (TSI's)** will be conducted per the HAL Manual (**H**igh **cr**ash **L**ocation) guidelines as locations are identified for review needs. The Missouri HAL Manual has recently been updated and is used to identify, analyze, and correct high crash locations. ^[2]
- **Local Safety Examinations (LSE's)** will be created as a worksheet to be completed by a neighborhood or group as part of Initiative B, with a timeframe goal of March 2019. The team has started preliminary work on this and after development, the LSE can be utilized by staff and City Council to help prioritize needs and resources.

The team is working to finalize the mechanism by which we prioritize and determine which area, systems, or corridors should be included in an assessment, and which assessment type is best suited based on crash data and resources.





Engineering CRITICAL ACTIONS

ANNUAL PROGRESS REPORT

CRITICAL ACTION #2: Create a Crash Analysis Team.

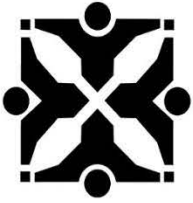
INITIATIVE A: FORM A CRASH ANALYSIS TEAM TO REVIEW CIRCUMSTANCES OF PAST FATALITIES AND SEVERE INJURIES.

The Crash Analysis Team is comprised of our Vision Zero Engineering Team Lead, a City staff engineer, an engineer from the University of Missouri, a law enforcement officer who specializes in crash reconstruction, an emergency responder (firefighter), and a member of the general public.

The team began meeting on a monthly basis in October 2017 to start the review process of all fatality crashes between 2013 and 2017 that have occurred in Columbia. As of April 2018, the team has completed that review and is beginning to analyze serious injury crashes for the same years for comparative analysis. The team is analyzing elements among the fatal and serious injury crashes to determine common causes and circumstances involved. The team is on schedule to complete a report by December 2018 which will provide recommendations for systematic improvements among transportation networks and will include recommendations for implementation.

Some of the most frequent crash circumstances noted in the review thus far include alcohol/drug use, exceeded speed limits, drivers that run off the road, improperly licensed drivers, and unrestrained occupants. Left turns (all types) and vulnerable road users (pedestrians and cyclists) are also notable elements that will be examined more in-depth for commonalities as the team continues their review. We believe the results of this review will be helpful in many of the other Action Plan initiatives including creating a list of proven countermeasures, reducing legal speed limits, determining outreach campaign focus areas, and development of policies.





Education

CRITICAL ACTIONS

ANNUAL PROGRESS REPORT

CRITICAL ACTION #1:

Develop a comprehensive safety and education communication campaign.

INITIATIVE A: LAUNCH A VISION ZERO WEBSITE.

The Education Team launched www.CoMoVisionZero.org in May 2017. Since that launch, we have added additional features to the site including progress updates on all Vision Zero initiatives, a section showing all completed action items, and crash infographics.



Since Vision Zero relies on data-driven approaches to prioritize resources, we have recently added interactive serious injury and fatality crash maps. This feature allows users to add and remove map layers to depict fatal and/or serious injury crashes that involved a person driving, walking, or biking. Our maps also allow data to be shown by ward and as a heat map. Clicking on specific pinpoint of crashes will provide additional information on the type of crash, date, and location. We plan to continue to add new features as we progress.

Data-driven strategies

Vision Zero uses strategies that have been studied and proven to make streets safer. These include things like:

- Reducing unsafe speeds
- Redesigning streets
- Community outreach campaigns
- Equitable traffic enforcement

Recently Completed Initiatives

- 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.
Education Team completed this task. Target Date: December 2017.
- 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.
Education Team completed this task. Target Date: December 2017.
- 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.
Team will be formed by December 2017, High Injury Map created by December 2018.
Education Team completed this task. Target Date: December 2017.
- 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.
Enforcement Team completed this task. Target Date: December 2017.
- The Enforcement Team will explore an abbreviated training option for inclusion**
- Launch a Vision Zero website**

Serious Injury and Fatality Crash Map

Where people were seriously injured or killed while traveling in Columbia, MO

Showing 597 crashes

Map layers: Driving, Walking, Biking, Serious Injury, Fatal, Heatmap, Words



Education

CRITICAL
ACTIONS

ANNUAL PROGRESS REPORT

CRITICAL ACTION #1:

Develop a comprehensive safety and education communication campaign.

INITIATIVE B: DEVELOP PUBLIC INFORMATION CAMPAIGNS FOR VARIOUS ROAD USERS.

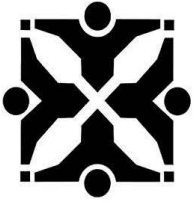
The Education Team has completed a campaign strategy comprised of four phases.

- 1) Awareness & Data Gathering (Winter-Spring 2018):** This phase will introduce “Columbia Moves Together” via social media videos and direct mail pushing traffic to the website.
- 2) Changing the media culture (Fall 2018):** This phase will utilize drivetime radio shows and engage in and generate more personal face-to-face level interaction within businesses, organizations, and anchor institutions.
- 3) Peer Pressure and Direct Rewards (June 2019):** This phase will include very strong calls to action for peers to remind others to drive safely and direct rewards for developing safe habits.
- 4) Direct Calls to Action (Summer 2019):** Having built a strong library content with known results, mass traditional media (TV, radio) will be used to further spread the message to the public.

The general theme of the overall campaign is “We safely drive, bike, walk, and wheel together.” and focuses on a goal of culture change.

The full Vision Zero Communications Strategy can be found in the Appendix of this document.





CRITICAL ACTION #1:

Develop a comprehensive safety and education communication campaign.

INITIATIVE C: HOST TOWN HALL MEETINGS.

The Education Team held a series of town hall meetings in each ward of the city in early 2018. Dinner and childcare were provided at each meeting to help alleviate potential barriers for attending. Each meeting had an average of 26 attendees. Each hosting Council Member was provided data specific to their ward to include in their opening comments and ward maps noting crash statistics were provided to all in attendance. (see Appendix)



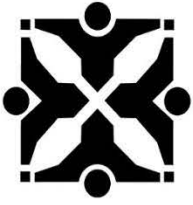
Ward 1 Town Hall Meeting: Columbia/Boone County Health Department

Two questions per Vision Zero focus area were posed to the participants during the tabletop exercises and residents were invited to provide their feedback. The meetings were hosted in a world cafe style, where citizens sat at small tables with a discussion facilitator and scribe that captured the theme of the conversations. This format encourages conversation from all participants.

Following the meeting, participants were asked to take a short survey to further look at the Vision Zero focus areas. Approximately 65 survey responses were received. An executive summary can be found in the Appendix of this document, which includes a summary of the tabletop discussions and charts depicting survey response data.



Ward 4 Town Hall Meeting: Daniel Boone Regional Library



CRITICAL ACTION #2:

Work with other organizations to develop education campaigns and policies.

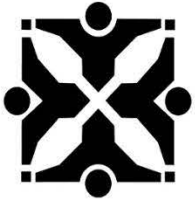
INITIATIVE A: ENHANCE THE EXISTING DRIVER SAFETY TRAINING COURSE PROVIDED BY COLUMBIA PUBLIC SCHOOLS.

The Education Team has collaborated with Columbia Public Schools (CPS) staff and administration in an effort to enhance their existing program which is currently offered as a summer school class at Rock Bridge, Battle, and Hickman high schools. The team has developed both short-term and long-term goals for assisting the program capacity.

PedNet Coalition staff plans to conduct a “train the trainer” course in May 2018 to educate teachers providing the classroom instruction to teens, which will incorporate Vision Zero efforts and concepts. Teachers will provide this information in the first week of the four-week summer school class and presentation materials will be provided to assist them. The first two weeks of the program will also feature a school resource officer and City of Columbia engineer to discuss driver enforcement and instruct students on some of the more confusing infrastructure in our community.

The Education Team is also partnering with the Columbia Public Schools to begin pursuing the possibility of a year-round driver safety training course that may incorporate an online format. This would allow CPS to reach more students and would alleviate the barrier of having a limited number of certified instructors in the school system.





Education

**CRITICAL
ACTIONS**

ANNUAL PROGRESS REPORT

CRITICAL ACTION #2:

Work with other organizations to develop education campaigns and policies.

INITIATIVE C: DEVELOP WORKPLACE TRANSPORTATION SAFETY PROGRAMS AND POLICIES.

More workers are killed every year in motor vehicle crashes than any other cause.^[3] Additionally, the CDC Foundation states that on-the-job injury crashes cost employers \$65,000 per crash and \$671,000 per fatal crash.^[4] The Education Team has created sample workplace policies relating to the top factors that contribute to workplace traffic crashes: distracted driving, safety belt usage, and drowsy driving. Rights and responsibilities for people walking and biking, as well as instructions on how people using different forms of transportation can safely share the street are also included. (see Appendix)

The team will begin to meet with our local employers to present these sample policies and encourage them to adopt them in their own organizations. The Education Team is also in the process of compiling workplace transportation safety resources for businesses to use in an employee training setting.





Enforcement CRITICAL ACTIONS

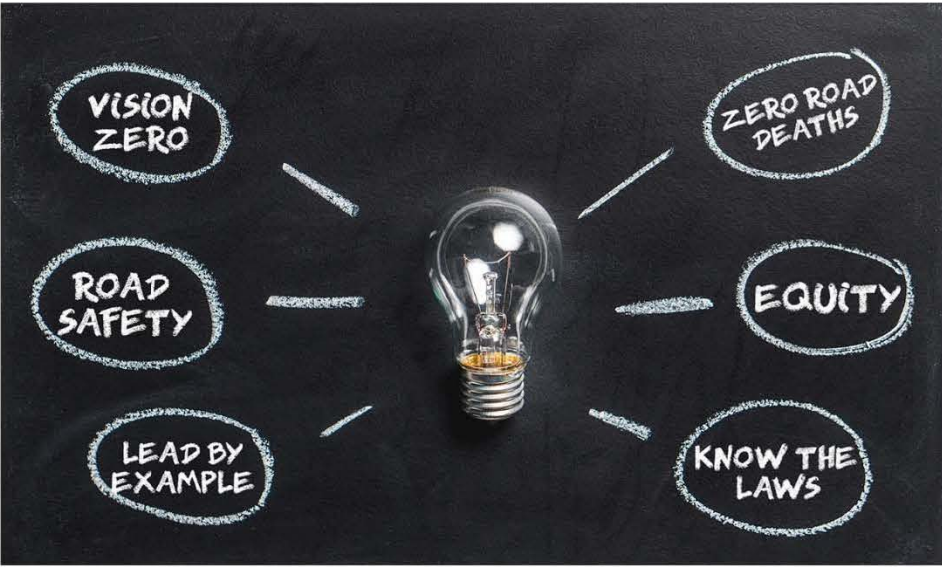
ANNUAL PROGRESS REPORT

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

INITIATIVE B: CONDUCT SAFETY OUTREACH IN FOCUS NEIGHBORHOODS IDENTIFIED IN THE 2016-2019 STRATEGIC PLAN AND AREAS WITH HIGH CRASH HISTORY.

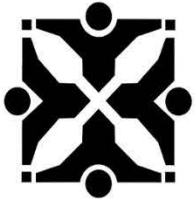
This initiative is a collaborative effort with the Vision Zero Education Team. As part of the Education Team’s initiative to enhance Columbia Public Schools’ driver safety training course, during the June driver course the school resource officers will present to high school students at each of the three high schools. They will provide education on driver safety and the law enforcement officer’s experience of working a traffic crash.

The Education Team is preparing to roll out the Vision Zero public information campaign, and will partner with the Enforcement Team and the Columbia Police Department to promote the



campaign, including in the Strategic Plan Focus Neighborhoods and areas with high crash history.

The teams are also working to create collaborative Street Teams made up of Vision Zero Team members and City staff. The Street Teams will attend community events to share information about Vision Zero, and distribute materials addressing the top dangerous driving behaviors. This approach will allow the Street Teams to meet community members where they are already gathered to reach as many people as possible.



Enforcement CRITICAL ACTIONS

ANNUAL PROGRESS REPORT

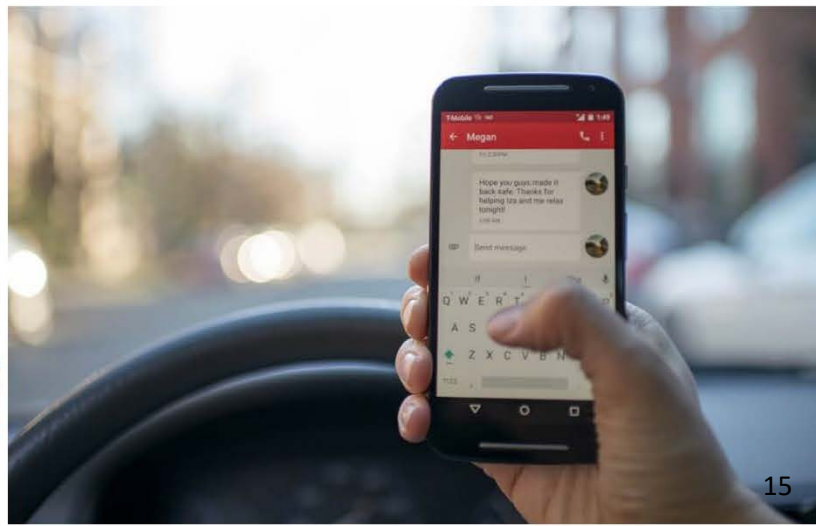
CRITICAL ACTION #2: Prohibit cell phone use and texting while driving.

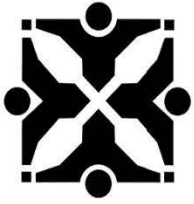
INITIATIVE A: SUPPORT STATEWIDE INITIATIVES TO BAN CELL PHONE USE AND TEXTING WHILE DRIVING.

On February 19, 2018 the Columbia City Council unanimously voted to adopt R21-18, a resolution expressing support for state legislation to prohibit the use of hand-held wireless communications devices while operating a motor vehicle. This action also resulted in letters of support being sent from the Council to all of Columbia's delegates at the state informing them of our Vision Zero efforts and encouraging them to support legislation which would regulate the use of cell phone devices. The adopted resolution and letter can be found in the Appendix.

INITIATIVE B: BAN DISTRACTED DRIVING FOR ALL DRIVERS IN CITY LIMITS.

On December 18, 2017 the Columbia City Council unanimously passed B375-17, an ordinance which amended Chapter 14 of our City Code as it relates to careful and prudent driving. This amendment added a sub-section on all forms of distracted driving. It should be noted that our original initiative was to ban texting while driving for all age drivers. The Enforcement Team ultimately recommended a new approach due to a state preemption which prevents municipalities from enacting legislation that would regulate the use of a cell phone. Additionally, the team felt that we may have a better impact by addressing the distracted driving behavior as a whole, than just focusing on one specific piece of the distracted driving issue. The enacted legislation is enforced when a driver is stopped for exhibiting careless and imprudent behaviors. An officer may note distracted driving details on the citation, which could result in an increased fine at the prosecution level. Ordinance 023422 is in the Appendix.





Enforcement CRITICAL ACTIONS

ANNUAL PROGRESS REPORT

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

INITIATIVE B: WORK TO INCLUDE PEDNET COALITION'S BICYCLE AND PEDESTRIAN SAFETY TRAINING FOR LAW ENFORCEMENT PROGRAM INTO THE 2018 LAW ENFORCEMENT TRAINING SCHEDULE.

PedNet Coalition has completed four bicycle/pedestrian safety training sessions. This two-hour session is POST (Peace Officer Standards and Training) certified ensuring course compliance with officer continuing education requirements. All officers attended one session as part of their required training.

PedNet Coalition Assistant Director Lawrence Simonson conducted each session and covered various aspects of the transportation laws regarding pedestrians and cyclists and the requirements for how travellers using any mode of transportation should safely navigate the transportation system together.

At the end of the training officers were able to:

- Define the difference between Vision Zero and traditional safety initiatives
- List two roles that enforcement plays within Vision Zero and its benefit to law enforcement
- Recall five of the rights and duties related to people walking and also people biking
- Identify behaviors of vulnerable road users that seem counterintuitive to safety and why they are behaving in that manner
- List and describe the three best practices for enforcing traffic laws with Vision Zero in mind
- Pass a post course exam with a score of 70% or higher





The Road AHEAD

The section that follows serves as a reminder of the critical actions and initiatives that each team still plans to focus on throughout the rest of this Action Plan. You will also see a complete list of all of the implementation teams initiatives on a timeline with a progress indicator representing the status of each action item. (see page 22)



Completed

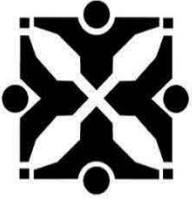


In Progress



Upcoming

Each year, Council and the public will receive a new annual update to mark the progress of what has been completed and what is still to come.



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

Initiative A: Create a list of proven countermeasures 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.

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

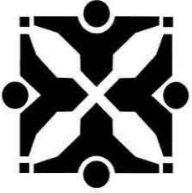
Initiative A: Initiate the public process to reduce speed limits.

Travel speeds that are appropriate to the context and designed to be safe are 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.



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

Initiative D: Creation of a Data Analysis Team.

The Education Team has formed a Data Analysis Team which has begun meeting monthly. They are in the process of analyzing 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.

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

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: Existing City budget as needed.

Timeframe: May 2019.



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

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: Existing City budget.

Timeframe: March 2020.

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

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.



Enforcement

CRITICAL ACTIONS

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

Initiative A: Reconstitute a Traffic Unit.

The Enforcement Team has submitted a MoDOT Highway Safety Grant proposal to assist in the reconstitution of a Traffic Unit. The Unit would consist of at least five officers and one sergeant, located in areas with high crash histories and scheduled during high crash times. Officers would focus on top contributing crash behaviors.

Performance Measure: Traffic Unit creation.

Funding: Grant, ballot, or other source to be determined.

Timeframe: Dependent upon acceptance of grant proposal.

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

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.

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.

INITIATIVES

TIMELINE

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

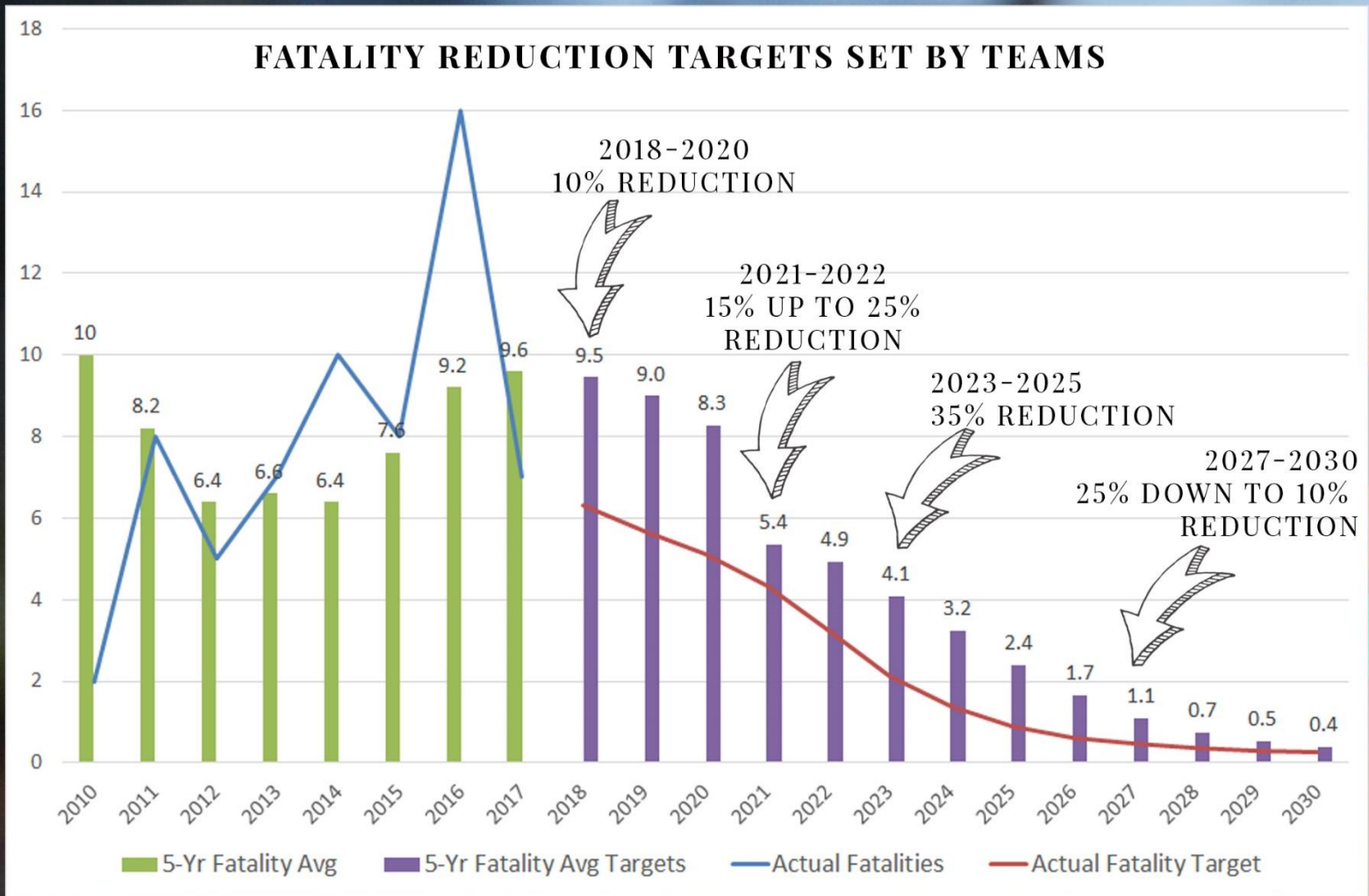


- = Completed
- = In Progress
- = Upcoming



monitoring OUR success

In March 2018, we held a Vision Zero Joint Team meeting for members of all three teams to come together to discuss and set targets for the reduction of fatalities and severe injuries we hope to see in Columbia as we move forward with our efforts. There was consensus among the teams to start with less aggressive targets as we begin to make the community more aware of Vision Zero and our efforts. Targets will increasingly become more aggressive and then gradually taper back down as we near 2030. These goals will be evaluated on an annual basis giving us flexibility to amend reduction goals as needed.



Getting to
Z E R O

Data source: ^[5]

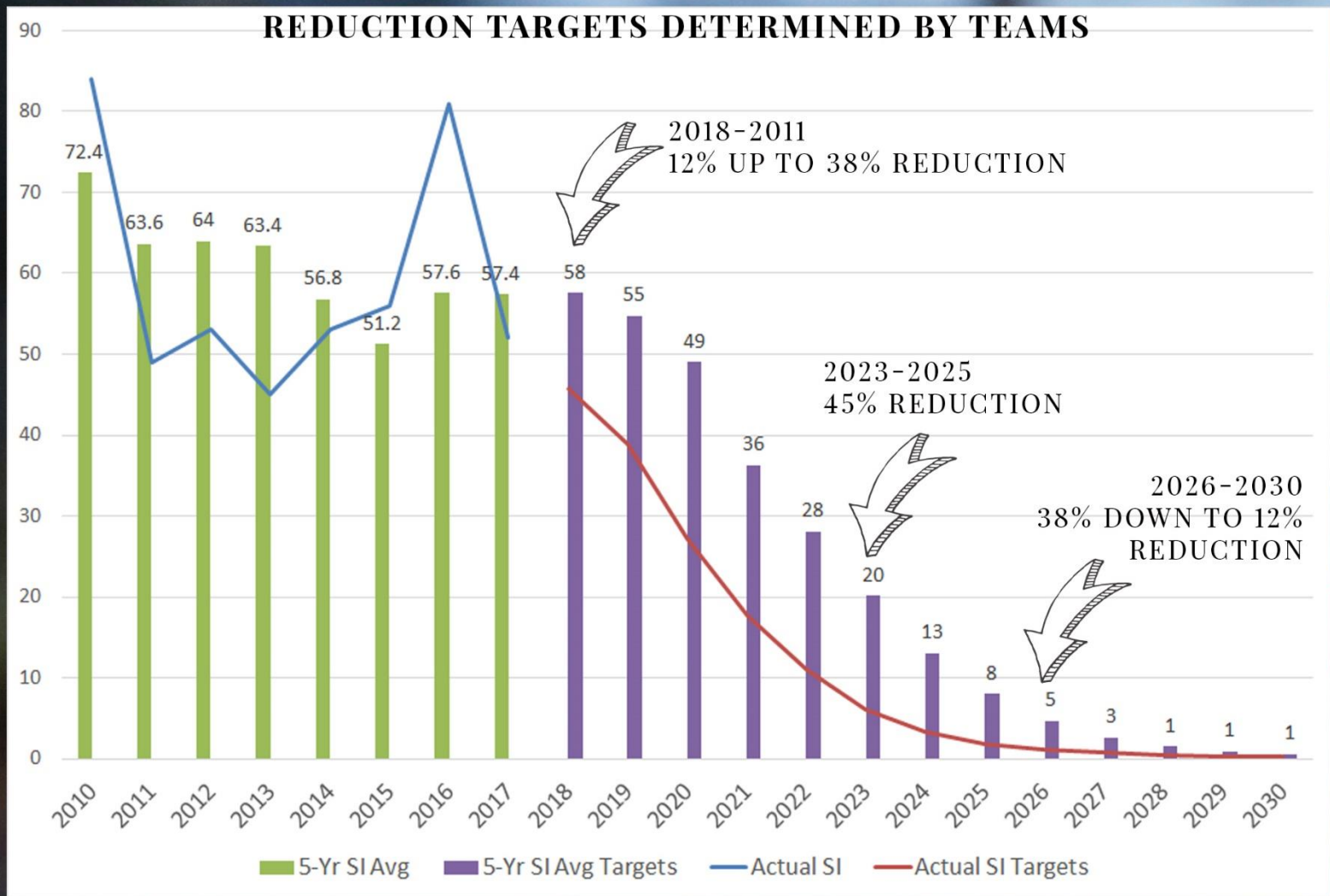
Statewide Traffic Accident Records System (STARS)
Missouri Department of Transportation

* 2017 data is not finalized



monitoring **OUR** success

A similar model has been applied to serious injury (SI) targets. Since serious injuries are more prevalent incidents on our streets, more aggressive targets have been set. Targets will begin at 12% and increase as high as 45% from 2023 through 2025 before gradually tapering back down to 12%. It should be noted that in order to reach zero by 2030, we must set targets for both fatalities and severe injuries that are more aggressive than the targets recently adopted by both MoDOT and Columbia Area Transportation Study Organization (CATSO).



Getting to **Z E R O**

Data source: ^[5]

Statewide Traffic Accident Records System (STARS)
Missouri Department of Transportation

* 2017 data is not finalized

Going above and BEYOND



In the process of working on our first Vision Zero Action Plan, teams and individuals have embraced several opportunities to take additional actions outside of the initiatives included in our Plan. Here are a few highlights.

In March 2018, PedNet Coalition submitted a MoDOT Highway Safety Grant proposal to host a two-day statewide Vision Zero conference in Columbia. The goal is to host the conference for community leaders, stakeholders, and transportation professionals from across Missouri to increase their knowledge of and ability to implement the Vision Zero approach to preventing fatal and serious injury crashes. While Vision Zero is proving to be a successful strategy around the country, Vision Zero is still new to Missouri, with Columbia being the only city to adopt this strategy. Community leaders across the state need an opportunity to learn about Vision Zero and data-driven strategies, and how Vision Zero can help them achieve their roadway safety goals. The conference will be complementary to existing Missouri Blueprint roadway safety efforts, as it will provide training on the Vision Zero approach to The Focused Five. PedNet will be notified in July 2018 if the grant is awarded.

The Youth Advisory Council (YAC) expressed an interest in transportation safety early in the 2017 school year. YAC staff liaison and Vision Zero Education team member Kacy Hall worked with the students to host a three-week distracted driving pledge campaign at Rock Bridge, Battle, and Hickman high schools. Students were provided virtual reality goggles to simulate a distracted driving crash, were provided handouts on Vision Zero and distracted driving information, and were asked to sign the pledge to not drive distracted and to encourage others to do the same. YAC students collected a total of 162 pledges during their campaign.

In October 2017, the Vision Zero Program Manager attended all four of the Columbia Police Department's "Building Stronger Beats" meetings for residents. She presented information on Vision Zero, our Action Plan initiatives, and worked to promote our website and upcoming town hall meetings.



Appendix

Vision Zero Team Member List

Vision Zero Program Manager: Heather Cole – City of Columbia, Assistant to the City Manager

Engineering Team:

Team Lead: Richard Stone – City of Columbia, Engineering and Operations Manager

Team Members:

John Bowders	Disabilities Commission Representative and Professor – University of Missouri Civil and Environmental Engineering Department
Leah Christian	Community Development Planner – City of Columbia
Brad Fraizer	Assistant Fire Chief – City of Columbia
Dan Haid	Engineer – Boone County Resource Management
Charlie Nemmers	Director of the Transportation Infrastructure Center – University of Missouri
Benjamin Ross	Vice President of Engineering – Engineering Surveys and Services
Mike Schupp	Area Engineer – MoDOT
Lawrence Simonson	Bicycle/Pedestrian Commission Representative and Assistant Director – PedNet Coalition

Education Team:

Team Lead: Annette Triplett – PedNet Coalition, Executive Director

Team Members:

Taylor Bowen	Geospatial Services Manager – City of Columbia
Trent Brooks	District Traffic Engineer – MoDOT Traffic & Highway Safety
Kacey Buschjost	State Youth Coordinator – MoDOT Traffic & Highway Safety
Deana Dothage	Director – First Impact
Kacy Hall	City Management Fellow – City of Columbia
Penny Lorenz	Assistant Director – ThinkFirst Missouri
Maria Phelps	Community Outreach Unit Officer – City of Columbia
Steve Sapp	Director of Community Relations – City of Columbia
Michelle Shikles	Public Health and Human Services Promotion Supervisor – City of Columbia
Kristi Shinn	Director of Curriculum and Instruction – Columbia Public Schools
Lawrence Simonson	Assistant Director – PedNet Coalition
Mike Sokoff	Director of Parking and Transportation Services – University of Missouri
Jason Wilcox	Public Health and Human Services Senior Planner – City of Columbia

Enforcement Team:

Team Lead: John Gordon – Deputy Police Chief, City of Columbia

Team Members:

Buddy Anliker	Lieutenant – University of Missouri Police Department
Pat Bess	Homeowner Association Representative and Owner/Operator – Community Association Management
Dan Clapp	Executive Vice President – Shelter Insurance and Board Representative on the Insurance Institute for Highway Safety
Chris Clubine	City Management Fellow – City of Columbia
Mandy Kliethermes	Grant Coordinator – MoDOT Office of Highway Safety
Heather Marriott	Public Transit Advisory Commission Representative and Program Coordinator – PedNet Coalition
Robert Rinck	City Prosecutor – City of Columbia
Andrew Wymer	Deputy Court Administrator – City of Columbia

Crash Analysis Team Members:

Praveen Edara	Professor – University of Missouri Civil and Environmental Engineering Department
Brad Fraizer	Assistant Fire Chief – City of Columbia
Curtis Perkins	Police Sergeant/Crash Reconstructionist – City of Columbia
Jacob Ray	Transportation Engineering Supervisor
Lawrence Simonson	Assistant Director – PedNet Coalition
Richard Stone	Engineering and Operations Manager – City of Columbia

Data Analysis Team Members:

Taylor Bowen	Geospatial Services Manager – City of Columbia
Trent Brooks	District Traffic Engineer – MoDOT Traffic & Highway Safety
Leah Christian	Community Development Planner – City of Columbia
Michelle Shikles	Public Health and Human Services Promotion Supervisor – City of Columbia
Jason Wilcox	Public Health and Human Services Senior Planner – City of Columbia
Annette Triplett	Executive Director – PedNet Coalition

VISION 2030 Zero

Communications Strategy



Overview: We safely drive | bike | walk | wheel together

What this campaign is

This is a campaign strategy that carefully develops messages based on solid research, then gauges which are effective online before advertising with (less trackable) traditional mass media.

The goal is culture change

This will feel less adventurous, because the “fun” part of making a campaign is seeing the video on TV, but this is a campaign that puts its budget where it can impact the culture, rather than lining an advertising agency’s pockets (when they take a cut of ad buys).

As measurable as possible

The plan begins by utilizing highly trackable and measurable Web based media so as to reduce risk for more expensive, less directly trackable traditional broadcast media (TV and radio) used later in the campaign.

4 Phases

Phase 1) Awareness

Introduction of Columbia Moves Together Campaign via direct mail pushing traffic to the website.

Phase 2)

Utilize familiar drivetime radio shows and engage in and generate more personal face-to-face level interaction within businesses, organizations and anchor institutions.

Phase 3) Peer pressure

Very strong calls to action for peers to remind others to drive safely and direct rewards for developing safe habits.

Phase 4) Direct calls to action

Having built a strong library content with known results, mass traditional broadcast media (TV, radio) will be used to further spread the message to the public.

Phase 1) Awareness & Data Gathering

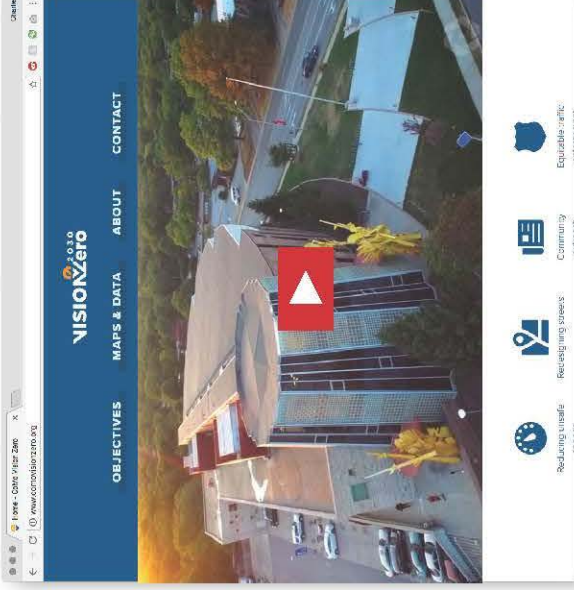
Winter-Spring 2018

Web Development

- Development of new video gallery section of CoMoVisionZero.org website
- Includes surveys and email newsletter signup forms
- Pre-Campaign survey
- Produce storyboards for the videos
- Develop postcard mailer

Funding Partners

- Begin seeking funding partners to increase ad budget



April 2018

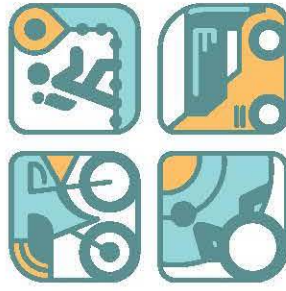
Trackable Video for Web

- Produce a series of stunning shareable aerial videos of Columbia with voiceover.
- Each shot begins with people walking or biking, pulling back to see autos in the mix, pan away to full gorgeous city and flyover sections of town.
- Model behavior of people in Columbia traveling safely, together (walking, biking, driving).

May 2018

Coordination with Bike Walk & Wheel Week

- Mass mail campaign to every household in Columbia with printed call to action: Visit CoMoVisionZero.org to view Columbia as you've never seen it.
- Web Advertising
- Social campaigns promoting VisionZero social posts to visit CoMoVisionZero.org



BIKE WALK & WHEEL WEEK

Summer 2018

Continue development and spread of videos for Web

- Based on early results of the video promotion, new videos and methods of spreading the videos online will be tested and optimized.

TV/Radio Campaign Voiceover: The city of doers

- In Columbia, Missouri we are a city of movers
- Of drivers, bikers, walkers, rollers
- We get things done
- We do our jobs
- We take care of our kids
- We take care of ourselves
- Sometimes we do all three at the same time (cycle mom w/ kid trailer)
- And a lot of those things get done in our car.
- We see our friends, our family
- We get from point a to b
- From 63 to Broadway
- From 70 to Providence
- From Stadium to Rock Bridge
- And we do it safely, every time, all the time.
- We think lives are more important than saving a few seconds.
- So we tell our employees, our friends, our loved ones
- I want you safely - here.
- And safety comes first.
- We drive / bike / walk / roll — together.
- In Columbia, nobody travels alone.



Phase 2) Change the media culture

Fall 2018

Low cost media... with a catch

Drive time radio shows are (in staggered trackable sequence) paid to spread specific safety messages that also drive Web traffic to videos at ComoVisionZero.org.

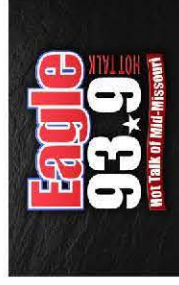
“Have you seen these videos? They’re amazing and they have a good message we believe in. Don’t text and drive. Take care of each other out there. Give it 5 seconds.”

But the message for the public is only part of the goal...

Changing local media culture

One of the primary measurable goals in using paid radio messaging is access to influence radio hosts. Advertising dollars will come with the understanding that drivetime talk show hosts will be supportive of safe transportation.

Future broadcasts will continue to spread helpful messages about people walking, biking, driving safely together.



Phase 2) Change the media culture



One MU Stratcom undergraduate capstone group (Marketing and Strategic Communications, part of the MU School of Journalism) will be sponsored to develop the Crash Not Accident campaign aimed at journalists.

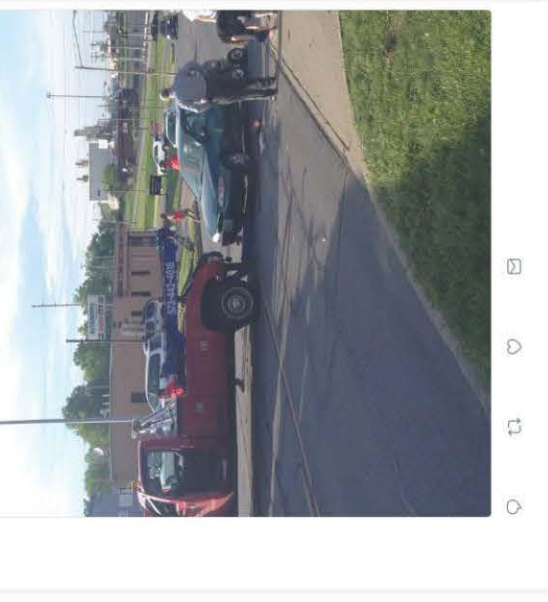
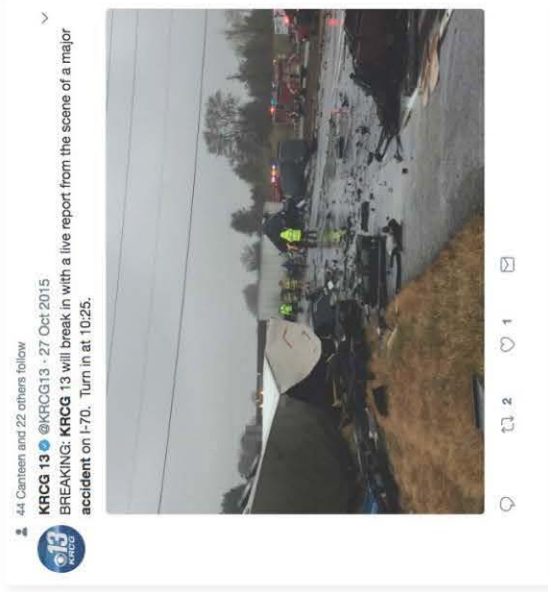
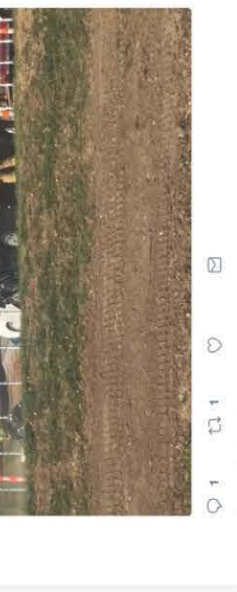
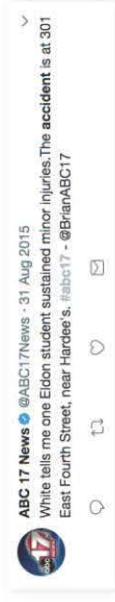
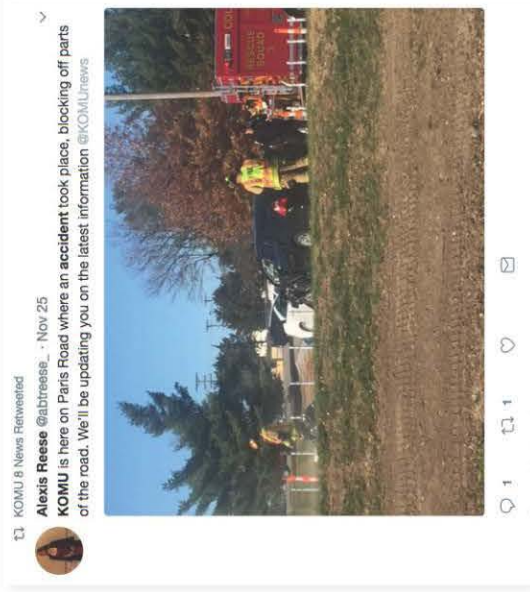
Not only is crash a better way to describe when things go wrong on our streets, it's actually proper AP style.

The Crash Not Accident Project

The broad objective will be to ingrain this language into the MU School of Journalism itself, thus affecting future journalists.

The group will be charged to use MU School of Journalism as a partner in spreading this message in the journalism community in Columbia and beyond.

Vision Zero will pay to promote MU School of Journalism social posts about this issue on Facebook and Twitter to relevant followers, leveraging its authority in the field.



Phase 3) Peer pressure and direct rewards

January 2019

You can tell me to drive safely

Development of a campaign aimed at teens and commercial vehicles with very strong calls to action for peers to remind others to drive safely, and make it easier to confront drivers.

The basic message is permission to confront the driver: "You can tell me to drive safely"

Example: Promotional items, stickers or window clings are given to parents/guardians to place in their teen driver's car that encourage passengers to speak up.

The campaign is repeated/reinforced to all drivers on buses and billboards.

Smartphone App Rewards for Teens

Utilize a smartphone app that can reward teens for responsibly keeping their phone locked.

Partner businesses will offer free prizes in exchange for developing better driving habits.

Example:
<http://www.mykudoz.com>

Kudoz rewards safe driving with coupons and discounts at our partner companies.

The app enables a "drive mode", that you engage before a trip. This locks distracting applications such as Facebook, Snapchat, and Messaging. You then begin to earn "kudoz" as you drive, which can be spent in our marketplace on various reward offerings.



Organized face to face spread

Local businesses, anchor institutions and organizations will be asked to share and promote CoMoVisionZero.org (again in planned staggered sequence) with promotional printed materials and stickers.

While the results aren't completely trackable, it is possible to know where materials were distributed and how attitudes changed compared with the pre-campaign survey.

Phase 4) Direct calls to action

Summer 2019

This phase utilizes traditionally mass broadcast media which is difficult to track, but with the previous social/web projects the message has been refined by carefully tracking which messages spread online.

- Television
- Radio
- Billboard
- Buses
- Yard signs

Continued data driven messaging will address the leading causes of fatal and serious injury crashes such as:

- Failure to yield
- Substance impairment
- Distraction
- Improper lane usage
- Too fast for conditions
- Speed exceeded limit

Vision Zero Town Hall Meeting Executive Summary

The Vision Zero Education Team held town hall meetings in each ward of the city in early 2018 over the course of two weeks. Dinner and childcare were provided at each meeting to make it more accessible for all citizens and attendance at each meeting averaged around 28 citizens. Maps were provided at each meeting depicting fatal and severe injury crashes from 2006-2016 in each ward, along with additional ward specific statistics. Two questions per Vision Zero focus area (Engineering, Education and Enforcement) were posed to the participants during the tabletop exercises and residents were invited to provide their feedback. The meetings were hosted in a world café style, where citizens sat at small tables with a discussion facilitator and scribe that captured the conversation. This format encourages conversation from all participants.

Engineering Q1: “What does a safe street look like?”

The answers received indicated that participants wanted a safe street for all modes of transportation. This includes good lighting; wide, accessible sidewalks; signaled or painted crosswalks; and included biking lanes as well as space for parking on the street, but did not allow for parking a car within a bike lane. Participants wanted the street to be well-maintained which includes the clearing of low hanging limbs; storm drains facing the correct direction; proper signs; easily visible markings; and adequate shoulders. There was disagreement as to whether a narrow or wide street is safer. Narrower streets would help slow traffic but may make it difficult for emergency vehicles. Roads that are wider tend to encourage more speeding. Traffic control devices were also mentioned in creating a safe street including; pedestrian islands; speed bumps; bulb outs; and landscaping. Participants also mentioned wanting a city standard for traffic calming. Most participants agreed that education and culture changes would need to occur to make the streets safer for travel including jaywalking and the use of cell phones while traveling.

Engineering Q2: “How would reduced speeds benefit your neighborhood?”

Participants agreed that it would encourage outdoor use and make the neighborhood safer. This would allow cars more time to stop and people would feel safer about doing outdoor activities if cars weren't speeding by. Less maintenance would also be needed if speeds were reduced due to less wear and tear on streets and less street signs and poles being damaged. Participants disagreed on the benefit of reducing speeds if they were not enforced. They acknowledged that enforcement is expensive and time consuming and that the police department is already understaffed. They also felt that sometimes people who were speeding were not aware what the speed limit was. They also noted that speeding was occurring in their neighborhoods because of the backup of traffic on the major roads. This encourages drivers to utilize neighborhoods as cut through streets. To encourage people to slow down participants liked the ideas of utilizing traffic calming measures such as noticeable speed bumps, “children playing” signs, street trees/plants and narrower roads.

Education Q1: “What should the campaign for Vision Zero should look like?”

Participants were shown a [Vision Zero video from Austin, TX](#) that our Education Team felt was very impactful as an example to consider when discussing this question. Participants felt that the campaign should be timed strategically such as when students travel to and from class and that the campaign should be in multiple languages. They felt that the campaign should utilize local areas and events to reach the most people including medical office waiting rooms; International Centers; the Farmer's Market; T/F Film Festival; Roots and Blues; football games; neighborhood associations, and the university populations like fraternities and sororities.

Participants listed various mediums to host the campaign including social media (Snapchat, Facebook, Instagram and Twitter); radio and online radio ads; movie previews; City Source; road signs and billboards; local news specials and items like magnets or stickers. Participants thought the messaging of the campaign should include information on appropriate biking rules; awareness of all road users; and distracted driving. The messaging should utilize local stories and be personalized to the Columbia area with positive messaging.

Education Q2: “What street designs or infrastructure was confusing to them?”

New infrastructure like roundabouts and HAWK signals are found to be safer ways of managing Columbia’s roadways but these new devices can be confusing for those who haven’t come into contact with one before. These new devices would most likely be a focus of the campaign to instruct people on how to utilize the devices safely. When posed this question, roundabouts were the most common answer. Participants wanted more painting and signs to help others know how to navigate a roundabout. They were also concerned with double lane roundabouts and pedestrians and bicyclists navigating them. Crosswalks and HAWK signals were the second most mentioned confusing infrastructure. Participants stated that drivers didn’t know what the flashing lights on the HAWK signals meant. They were also concerned with people not utilizing crosswalks or walking without them having the right of way. Sharrows were also mentioned as confusing due to the lack of maintenance or not enough being placed. It was mentioned that drivers need to understand what the sharrows meant. Other infrastructure mentioned included diverging diamonds, pedestrian scrambles and J-turns. Participants mentioned that education on the confusing infrastructure should focus on how these structures work and should possibly be required for all who request parking passes.

Enforcement Q1: “Do you support the reinstatement of a Traffic Unit in the City of Columbia?”

The traffic unit within the Columbia Police Department was disbanded when the Columbia Outreach Unit was formed. A critical action of the Enforcement Team is to reinstate a Traffic Unit. This unit’s primary responsibility would be to enforce traffic laws. Overall the participants were in favor of reinstating the traffic unit but also wanted to keep the Community Outreach Unit. Some concerns that were discussed included ensuring that the traffic laws are enforced equitably and were enforced from a safety perspective not as a money making initiative. A second concern was funding. Suggestions were to tax online sales and dedicate this solely to the traffic unit, also look at grants. If no outside funding could be secured, the budget would need to be adjusted to make this a priority. If a traffic unit was reinstated, participants wanted not only driver’s laws to be enforced but also bicyclist’s and pedestrian’s laws. Participants suggested that the reinstatement of the traffic unit be advertised heavily since people are not obeying traffic laws now since they know they are not being enforced. They also would like to utilize this enforcement during specific times such as game days. Lastly, participants suggested looking at other cities and modeling after their actions.

Enforcement Q2: “What are some innovative and equitable strategies of enforcing traffic laws?”

The most popular response from participants was the use of traffic classes in lieu of fines. These classes would allow drivers to be educated on the traffic laws and allow for low income households to take care of their ticket without having to pay a fine they couldn’t afford. Participants wanted these classes to focus on driving safety but also on biking and pedestrian safety and be offered at various times with possible childcare arrangements available. Another strategy to educate drivers was to utilize the Community Outreach Unit to educate those citizens or come and speak to different groups on traffic safety. If a fine for a traffic ticket was going to be imposed, participants liked the idea of basing it on a sliding scale. This would allow those who were low income and high income to be punished equally. A concern of the sliding scale for fines was the time it would take to verify income. Participants didn’t want to have defendants have to come to court multiple times to clear up a traffic ticket. A final recommendation of enforcing traffic laws was to utilize community service instead of a fine. Participants discussed that paying fines does not always affect people equally but, when someone is asked to give up their time, it affects everyone the same. Community service ideas included requiring volunteering at the Parks and Recreation Bike Co-Op or helping make sure the bike lanes were clear of debris. Regardless of which strategy is chosen, it was agreed that some type of accountability needed to be implemented to help deter bad driving habits.

Following the end of each meeting, participants were asked to take a short survey. Approximately 65 responses were received. The answers have been included as pie charts at the end of this summary.

What does a safe street look like?

- **Lighting:** well lit, LED, have engineers check occasionally
- **Sidewalks:** wide, ADA accessible, well maintained: enforce people removing snow from sidewalks: have strategy to go back into old developments
- **Crosswalks:** signaled, lit, tactile and sound, raised, painted, adequate signage, clear visibility zone around crosswalks
- **Biking/Parking Lanes:** protected bike lanes, no parking in them, remove limbs and allow for clear visibility, painted and maintained
- **Maintenance/Visibility:** clear of debris, overhanging limbs, adequate shoulders, functional and tapered down curbs, storm drains correct direction, designed to allow turns correctly
- **Width of Street:** narrower streets are easier to cross but may be difficult for emergency vehicles. Wider streets could allow for bike lanes, parking and driving lanes. I'd prefer the width to fit the neighborhood.
- **Painting and Signage:** Clear signs with no obstructions blocking them. Well marked roads that easily visible.
- **Traffic Control Devices:** Pedestrian Island with button to cross, speed bumps, roundabouts, bulb outs and landscaping, city standard for traffic calming
- **Education/Culture Changes:** No right turn on red in pedestrian/biking areas, no texting and walking, no delivery trucks downtown, 35% window tint, fix the jaywalking culture, clear communication of who has the right of way
- **Multi-Modal:** Comfortable and safe for all who use streets, complete streets policy

How would reduced speeds benefit your neighborhood?

- **Safety and Outdoor Use:** Safer for children, pedestrians, allow for cars more time to stop, feels safer so people come outside more and create more of a neighborhood feeling, easier to enter and exit driveways, encourage biking
- **Enforcement:** Need enforcement, enforcement is expensive, enforcement and flashing signs showing speed- dis-incentivized to go fast
- **Property Value:** possibly raise property values
- **Pollution:** reduced air emissions, reduced noise and air pollution
- **Knowledge and Awareness:** People need to know all residential streets are 25 mph, people won't follow even if you lower, sometimes you have to just drive with the traffic, put rumble strips on road to notify where speed limit changes
- **Cut Through Streets:** Need better connectors to make traffic flow, when traffic gets backed up traffic cuts through neighborhoods,
- **Traffic Calming/Street Design:** Speed bumps painted a different color, Speed limits painted on the streets, narrow roads with cars parked, yellow "children playing signs", street trees and plants, roundabouts, crosswalks, pedestrian bridges
- **Feelings:** Happier overall, shocked when speed limits were lowered last time and council went back and forth, no one will notice
- **Maintenance:** Near trailheads a lot of speeding and traffic and there's no signs, Ruined signs and poles by crashes, markings, surface, sight lines and less wear and tear on streets

What should the campaign look like?

- **Timing:** Timing should be frequent and strategic on the message, when kids are commuting to and from class
- **Audience:** Summer Welcome Education, Greek Informative Meeting, Neighborhood Associations, Public Schools, University's International Centers, Large employers, Farmers Market, Large Local events (T/F, RNBBBQ, Football), Doctor's Offices
- **Driver's Education:** Make it required, Vision Zero included in Driver's Ed, Cycling and Pedestrian Info in driver's education, discount driver's education program (offer incentives for completing)
- **Diversity:** Print and share in multiple languages, make it accessible for multiple ages, Include all modes of traffic
- **Type of Advertisement:** Social Media (Facebook, Snap chat, Instagram), Impactful and attractive videos, Short videos (Vine like), Radio and Online Radio, QR Code, Bus Poster, City Source, Billboards, Road signs, Stickers, Magnets, News special, Competition between high school students for PSA, Signs with number of deaths, Movie previews, Utilize free media before paid
- **Messaging:** Bike by the driving rules, Speeding, awareness of all road users, changing lanes to pass, biking and walking are acceptable modes of transportation, use local houses or streets in messages, local stories of injuries or deaths, personalize it, pedestrian safety, infrastructure instructions (roundabout, hawk signals, etc.), not negative, texting and driving, distracted driving and distracted pedestrians

What street designs or infrastructure is confusing to you?

- **Communication/Education:** Educate hosts for visitors, Better communication about road structures/how to navigate, Bike friendly listed on city entrance signs, businesses don't advertise what bike trail they're on, garages downtown send mixed messages of driving downtown, education requirement to receive parking pass,
- **Sharrows:** seems like they're disappearing, incorrectly placed, not painted frequently enough, need more education on sharrows for both bikers and drivers
- **Roundabouts:** double roundabouts, pedestrians and biking through roundabouts, signage, lights and painting for roundabouts, campaign to educate on how to use roundabouts
- **Diverging Diamonds:** Difficult for bicyclists, good as long as there is adequate signing and striping
- **Crosswalks/ Hawk Signals:** Some people don't know when to stop, flashing lights can be confusing, pedestrian overpasses are not being used, ensure that people are actually using crosswalks to cross, no time for drivers to turn when pedestrians are in crosswalk
- **J Turns:** on 63 are confusing
- **Pedestrian Scrambles:** pedestrian scrambles are confusing
- **Other:** Traffic rules, can't see striping when raining, turning when pedestrians walking, 4 way stops, flashing yellow lights

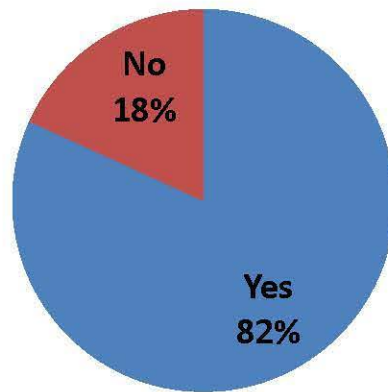
Should a traffic unit be reconstituted?

- **Possible negatives:** issue of equity in stops, look like money maker rather than safety initiative
- **Ward Specific:** necessary in first ward
- **Community Outreach Unit:** want both community policing and traffic unit, community policing approach to traffic unit, use COU to get the word out, build relationships and people alter their behavior based on relationships, cop involvement in community
- **Technology:** flashing signs and signs that show speed, red light cameras, app to do online reporting of people breaking traffic laws
- **Enforcement:** problem is that drivers are not aware of speed and go with traffic, not enough officers to enforce now, would change my behavior, miss bicycle and foot patrols, need patrolling during games, enforcement of rules that impact pedestrians and bicyclists, publicize that the unit is back, assign enforcement based on crime analyst, enforce all users of the roads
- **Research:** model after other cities, look at data since unit disbanded- has it made a difference
- **Funding:** look at shifting to property tax- more stable, if no support for tax increase adjust budget and make it a priority, tax for online shopping to pay for it, grants, educate public to pass funding, increase fines
- **Other:** need no texting and driving law, encourage walking leads to less crime and more use of parks

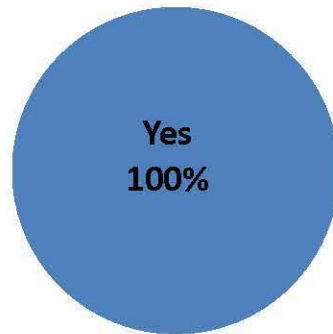
Strategies to Enforce Traffic Laws

- **Design:** Diagonal crosswalks (scrambles), continuity in signage- do not repeat too much
- **Sliding Scale/Fines:** beneficial to low income community, would it require more court appearances to lower fine, requiring more time off of work?, higher fines more impactful but can have negative perception, repeat offenders should get higher fines, increase fines for streets with accidents or high fatalities
- **Training and Education:** Police should have bias training, training instead of ticket to waive fine, start with warnings, chirping at crosswalks reminding people to put their phones down, signs that show speed to encourage them to slow down, training instead of ticket is good but what is the cost to host these, make sure classes are acceptable to everyone (daycare, dinner, etc.), shock videos in class, have police officers interact with teens and teach First Impact, Parents involved with teen drivers, Police at PTA meetings to educate, emphasis on pedestrian and bike safety, after so many tickets- require class- time matters to everyone
- **Community Policing:** Community policing type of enforcement, active neighborhood associations should take initiative and try to slow drivers, make sure enforcement is done equitably, look at traffic data in strategic plan neighborhoods- does community policing help?, use community police officers for education and enforcement
- **Community Service:** Community service in exchange for fines, something that benefits pedestrians and cyclists, volunteer to clean roadways, community service hits everyone the same, work in P&R new bike co-op
- **Technology:** traffic cameras, speed enforcement radar, speed warning indicator, something that looks like a camera or radar at intersection
- **Accountability:** speed report published in paper, public shaming for people on phones, need accountability, individual hold a sign "I'm a bad driver"

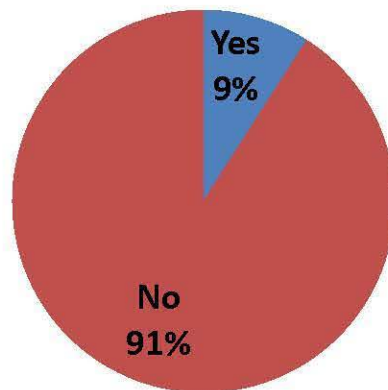
Had you heard of Vision Zero prior to this meeting?



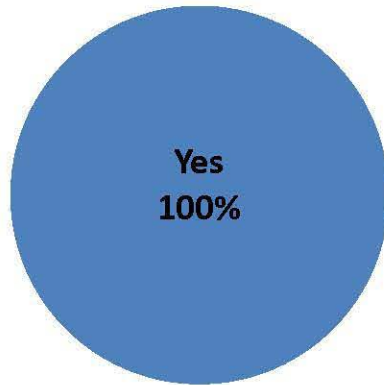
Are fatal and serious injury traffic crashes an issue that needs to be addressed?



Do you think Columbia's streets are safe for everyone?

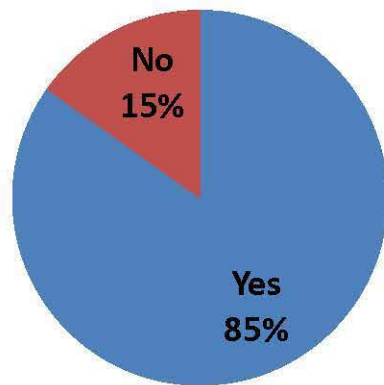


Do you believe that crashes are preventable?



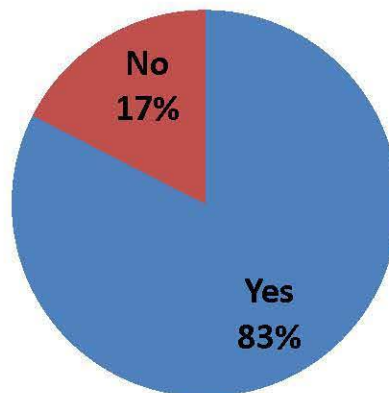
■ Yes
■ No

Is excessive speeding an issue in your area?



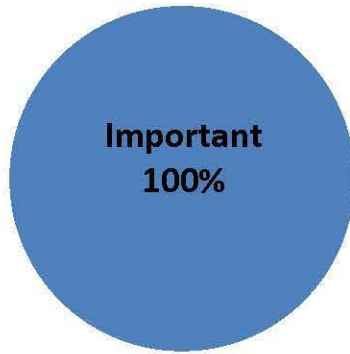
■ Yes
■ No

Would you support lowering speed limits in your area?

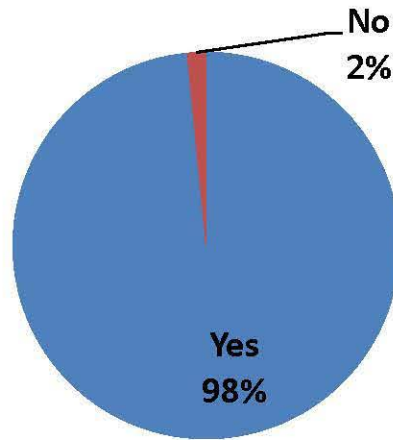


■ Yes
■ No

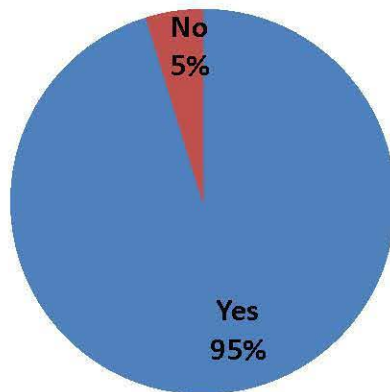
Is it important for schools to teach students how to travel safely?



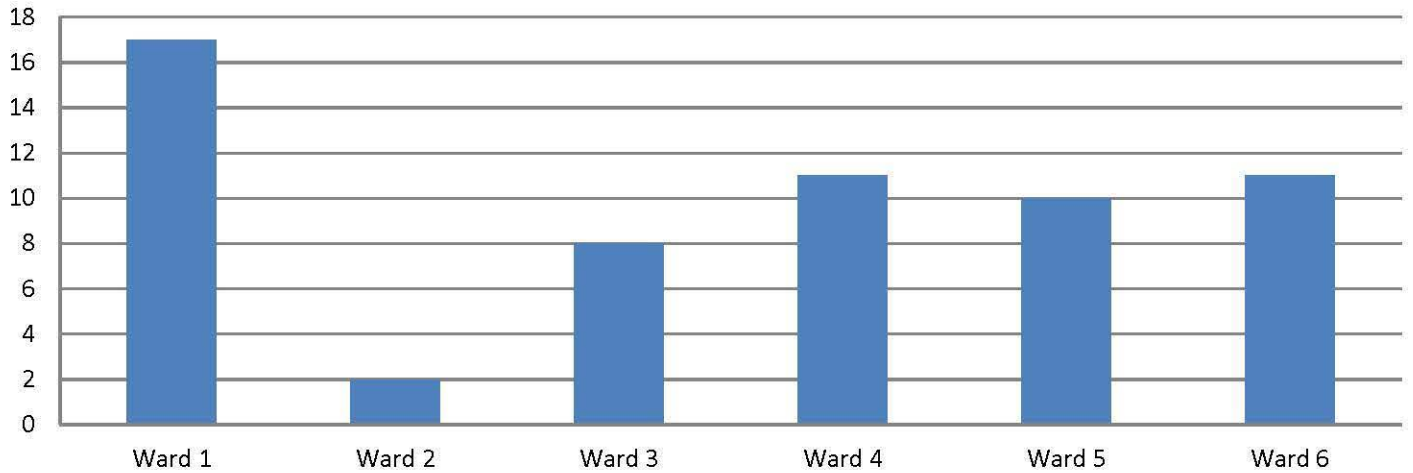
Would you support a statewide texting ban?



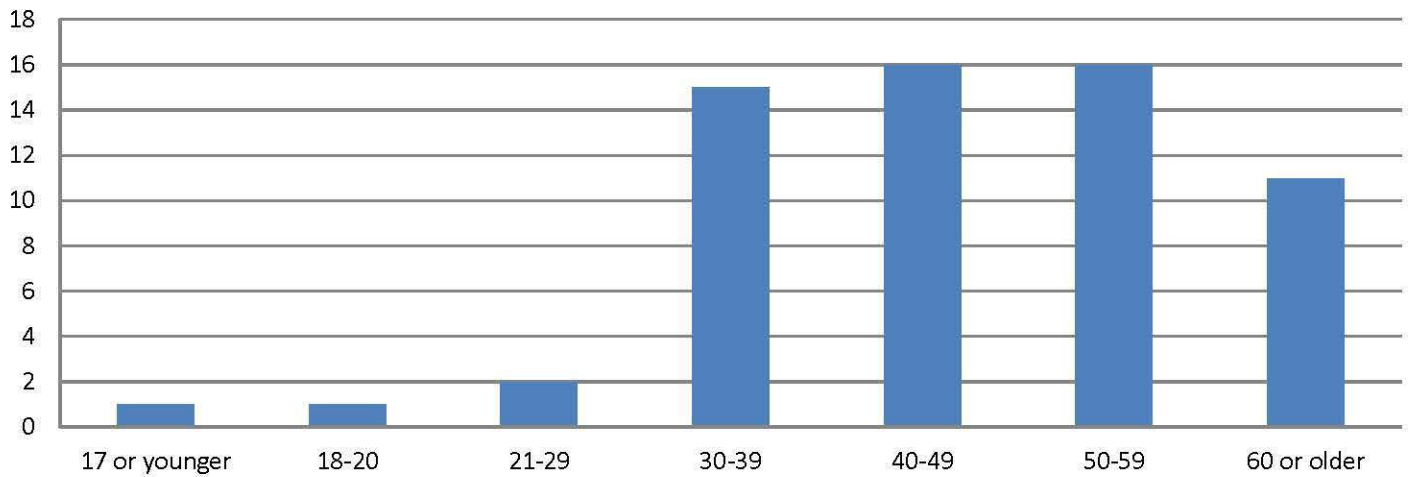
Would you support reestablishing a traffic unit?



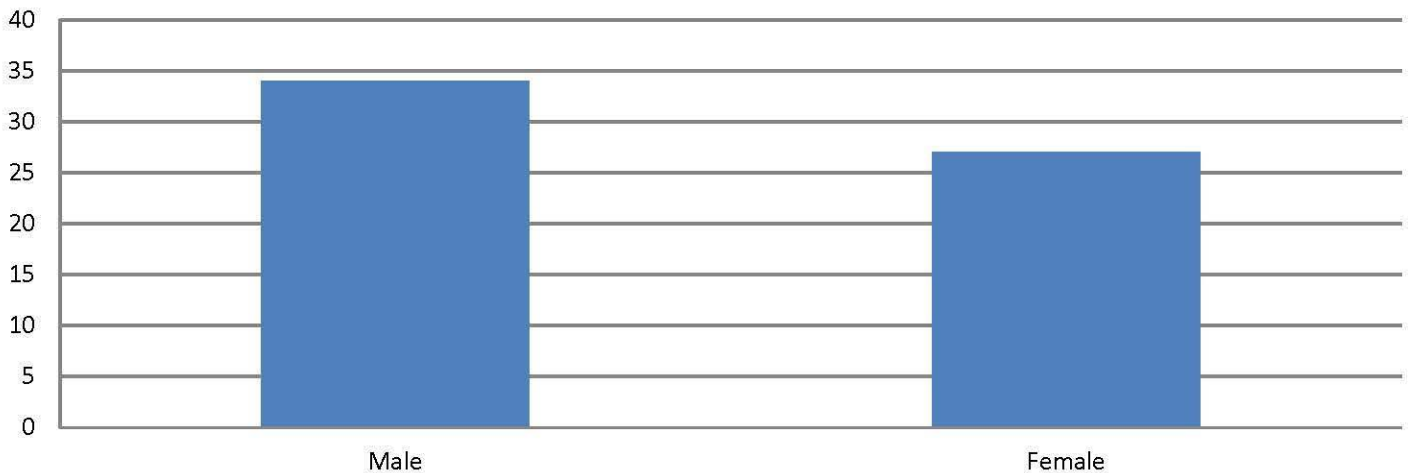
Which City Ward do you live in?



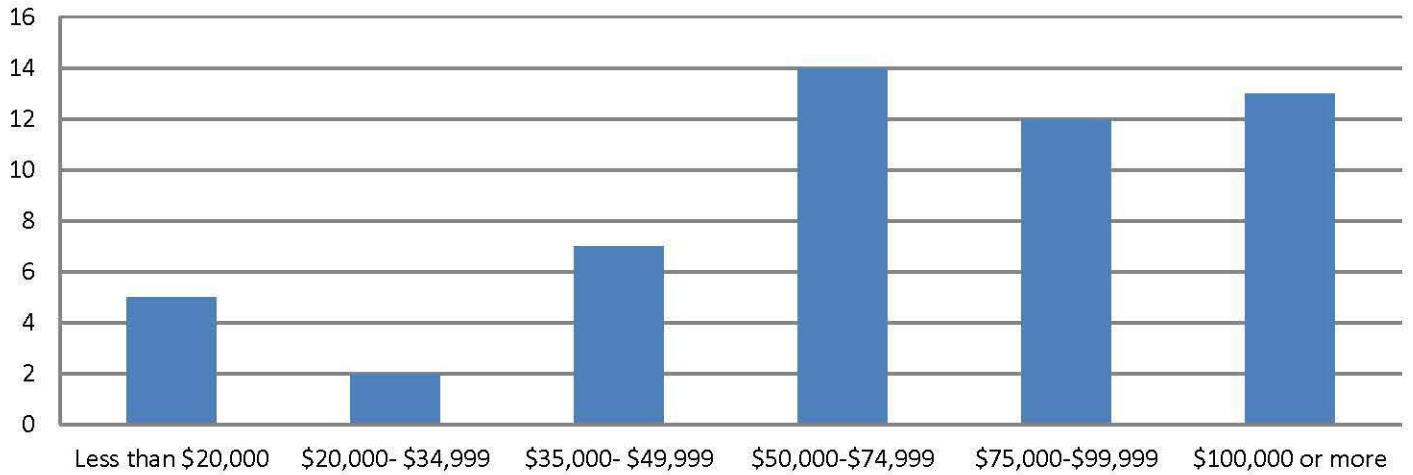
What is your age?



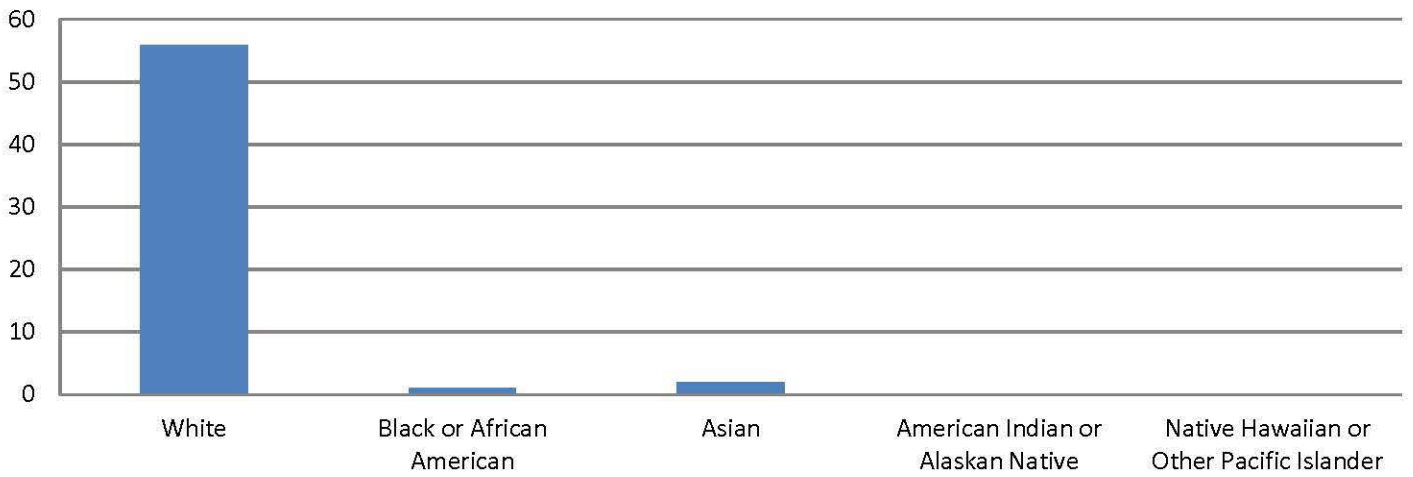
What is your gender?



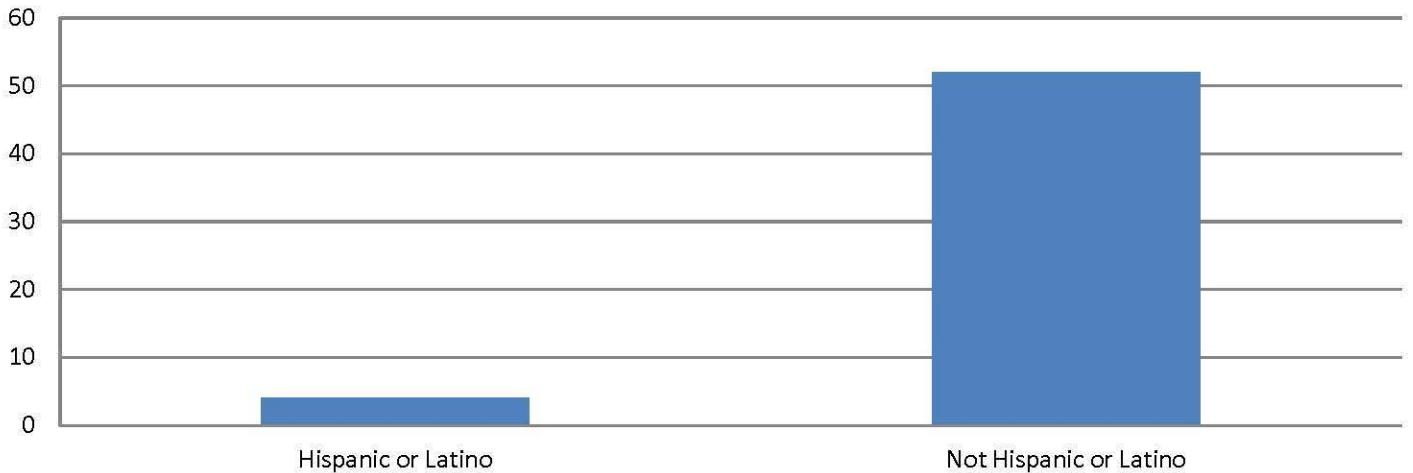
Household Income



Race



Ethnicity



ZERO TRAFFIC DEATHS OR SERIOUS INJURIES BY 2030: YOU CAN HELP MAKE IT HAPPEN!

*Please **join us** in a conversation and give **your input** on making our streets **safe for everyone**.*

Friends, neighbors, and loved ones have been impacted by traffic crashes in our community. In the last 10 years, an average of 62 people were killed or severely injured in a traffic crash each year. It doesn't have to be this way.

Your Councilperson and the Vision Zero implementation team invite you to join us to learn more about Vision Zero and how it impacts our transportation safety. Join us in this movement to eliminate all traffic deaths and serious injuries by 2030.

- Childcare • Food • Firetruck for the kids! •

TOWN HALL MEETINGS

Monday, January 22
6:00-7:30 pm

Daniel Boone Regional
Library, Friends Room

4th Ward, Ian Thomas

Tuesday, January 23
6:00-7:30 pm

Blue Ridge Elementary
Cafeteria

3rd Ward, Karl Skala

Thursday, January 25
6:00-7:30 pm

Columbia/Boone County
Health Department
Community Room

1st Ward, Clyde Ruffin

Monday, January 29
6:00-7:30 pm

Lange Middle School
Cafeteria

2nd Ward, Michael Trapp

Tuesday, January 30
6:30-8:00 pm

Shepard Elementary
Cafeteria

6th Ward, Betsy Peters

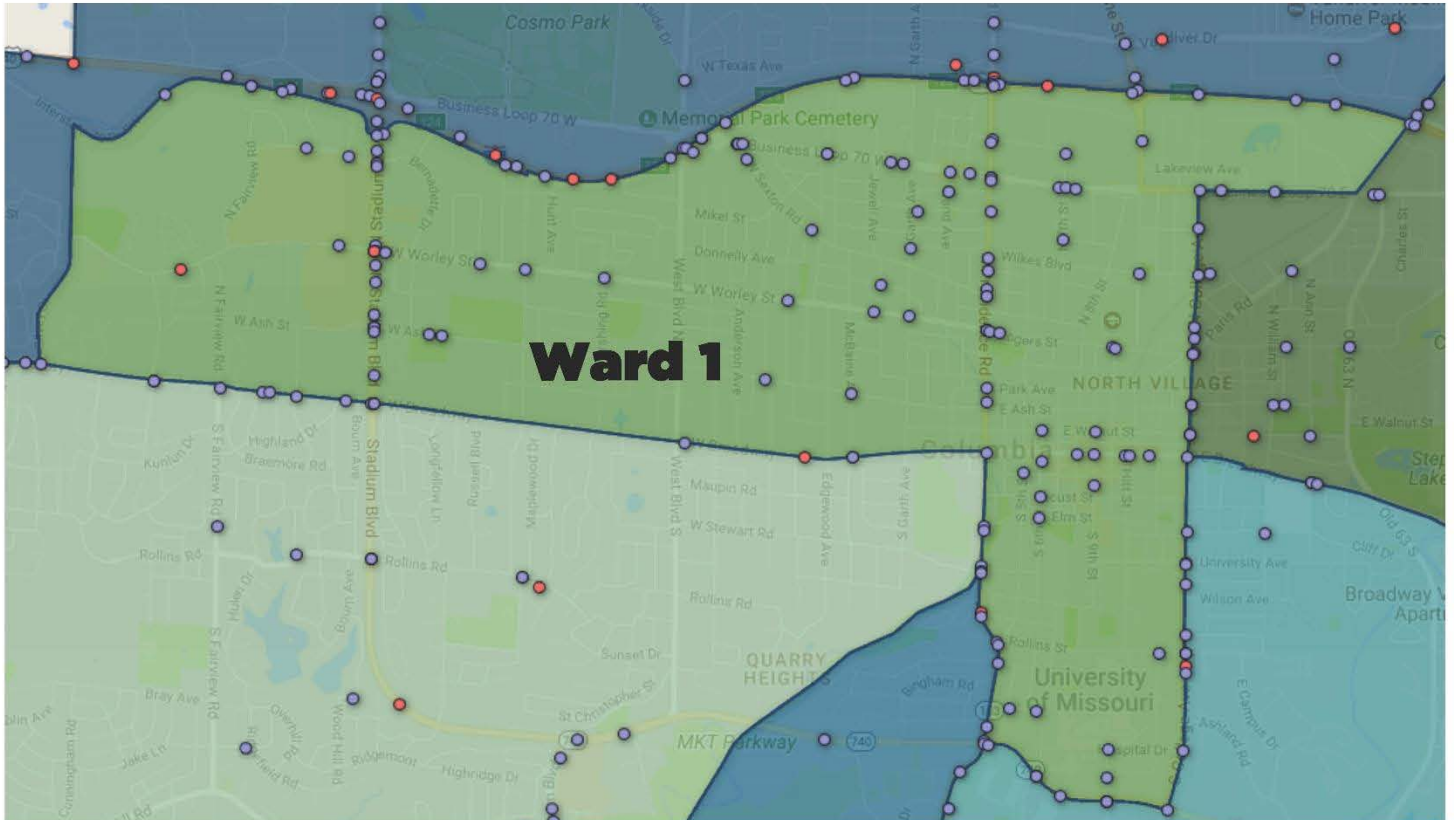
Wednesday, January 31
6:00-7:30 pm

Gentry Middle School
Cafeteria

5th Ward, Matt Pitzer

VISION Zero 2030

Ward 1 Fatal & Serious Injury Crashes



Missouri Department of Transportation (MoDOT)
Traffic and Highway Safety, 2006-2016

- Fatal crash
- Serious injury crash

In Ward 1:

10 fatal crashes (12% of all fatal crashes in Columbia)

- 8 fatal crashes while driving
- 2 fatal crashes while walking
- 0 fatal crashes while biking

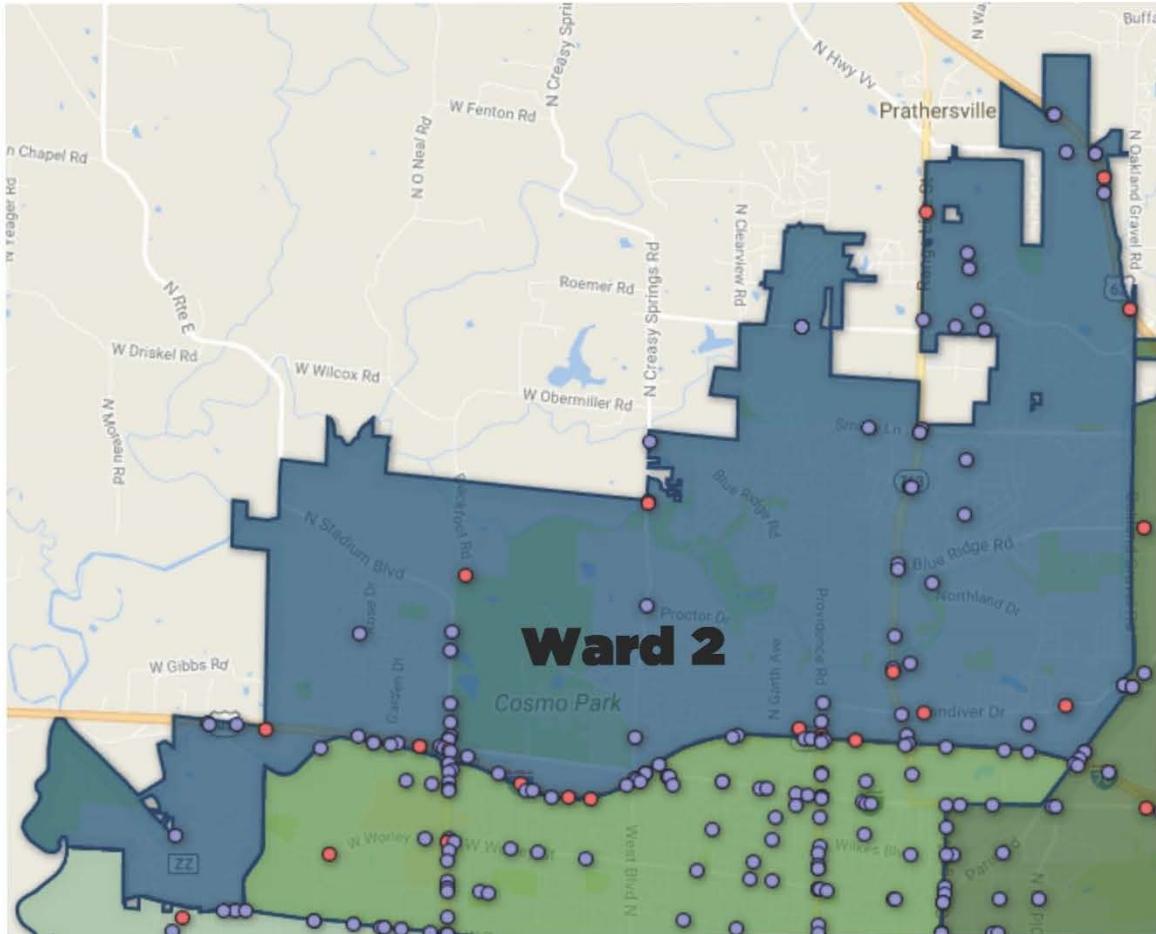
163 total serious injury crashes (32% of all serious injury crashes in Columbia)

- 128 serious injury crashes while driving
- 29 serious injury crashes while walking (53% of all such crashes across the city)
- 6 serious injury crashes while biking

* Statistics include crashes that fall on the border with other wards

2030 VISION Zero

Ward 2 Fatal & Serious Injury Crashes



Missouri Department of Transportation (MoDOT)
Traffic and Highway Safety, 2006-2016

- Fatal crash
- Serious injury crash

In Ward 2:

17 fatal crashes (21% of all fatal crashes in Columbia)

- 15 fatal crashes while driving
- 2 fatal crashes while walking
- 0 fatal crashes while biking

94 total serious injury crashes (18% of all serious injury crashes in Columbia)

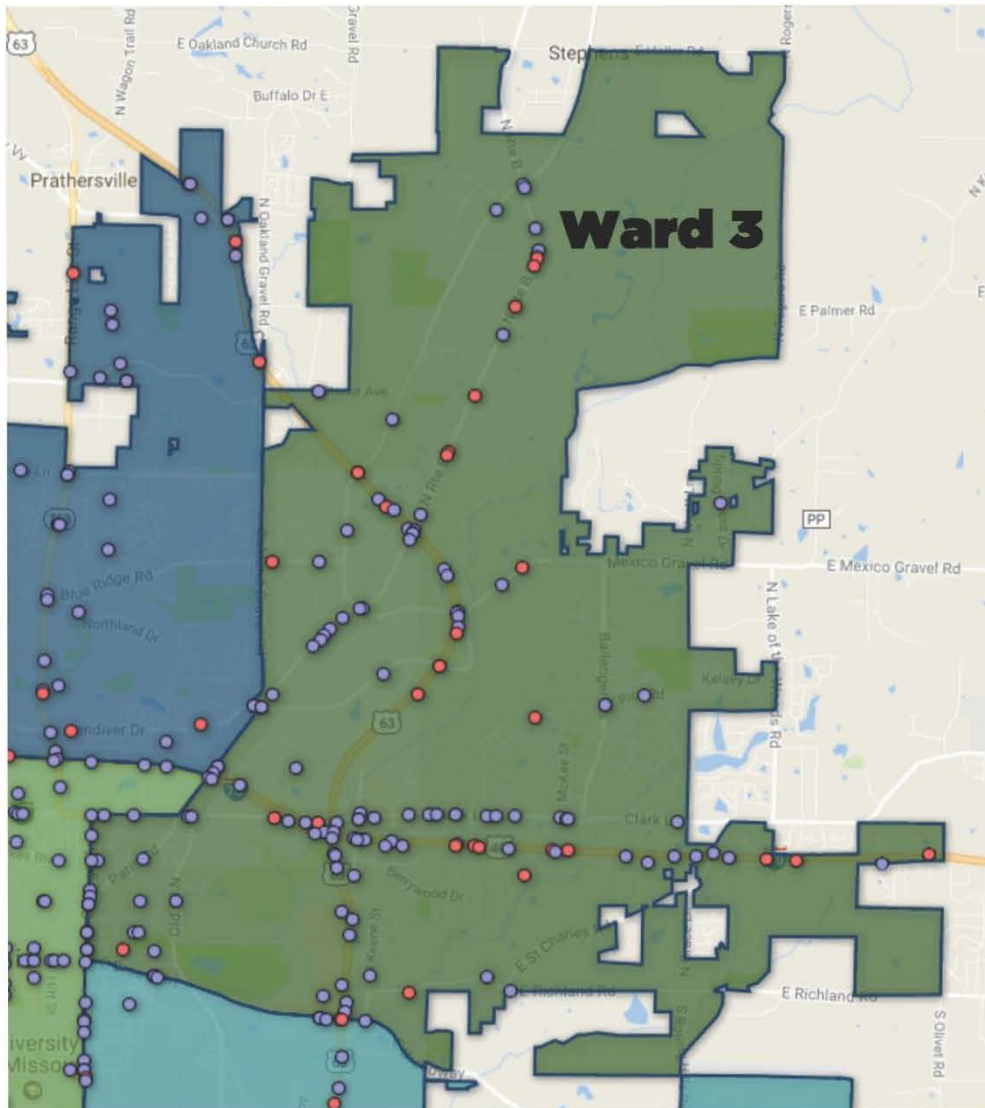
- 85 serious injury crashes while driving
- 7 serious injury crashes while walking
- 2 serious injury crashes while biking

* Statistics include crashes that fall on the border with other wards

www.CoMoVisionZero.org

VISION Zero 2030

Ward 3 Fatal & Serious Injury Crashes



- Fatal crash
- Serious injury crash

Missouri Department of Transportation (MoDOT)
Traffic and Highway Safety
2006-2016

In Ward 3:

28 fatal crashes (35% of all fatal crashes in Columbia)

- 23 fatal crashes while driving
- 3 fatal crash while walking
- 2 fatal crashes while biking

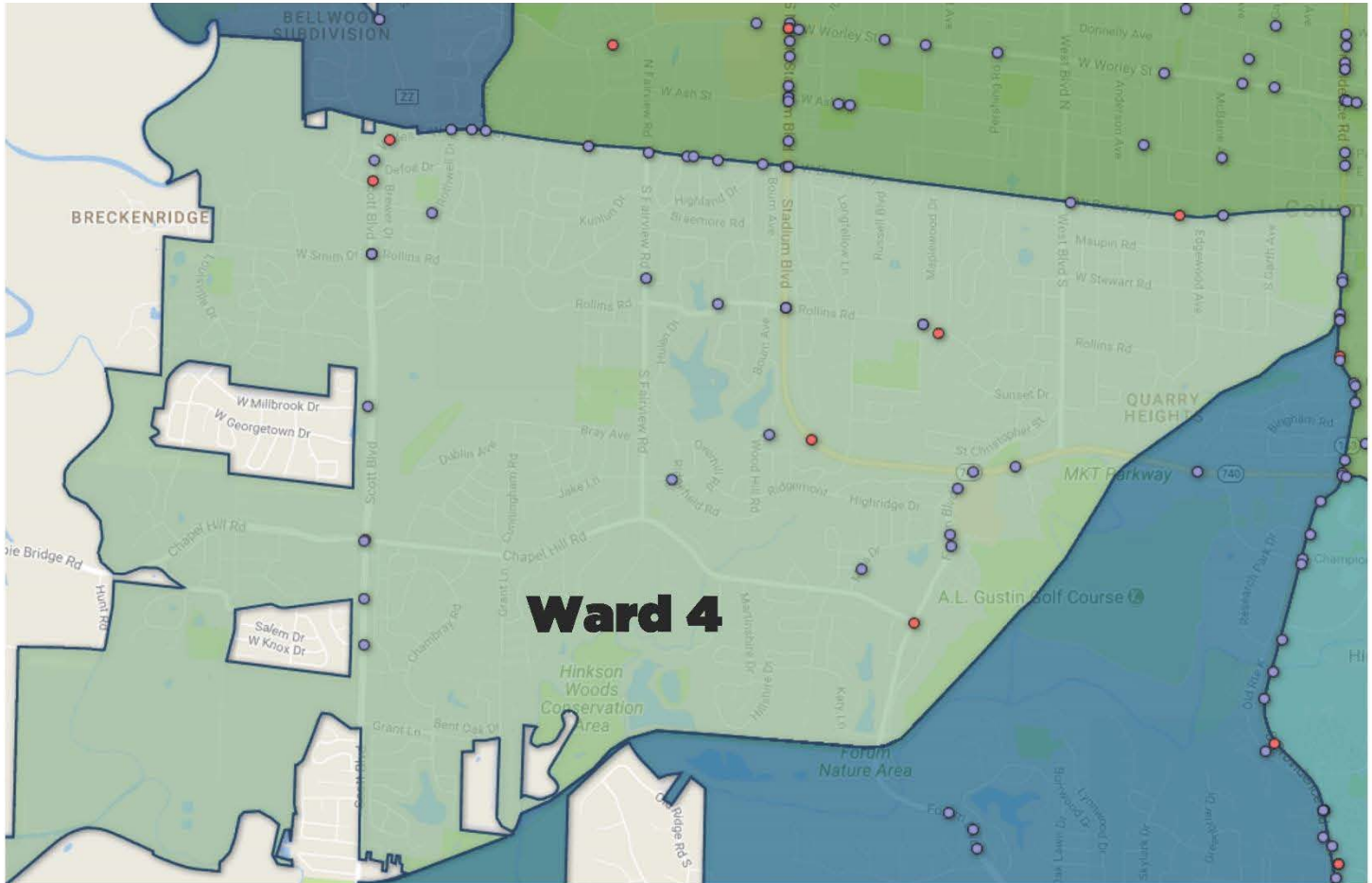
129 total serious injury crashes (25% of all serious injury crashes in Columbia)

- 117 serious injury crashes while driving
- 8 serious injury crashes while walking
- 4 serious injury crashes while biking

* Statistics include crashes that fall on the border with other wards

VISION Zero 2030

Ward 4 Fatal & Serious Injury Crashes



Missouri Department of Transportation (MoDOT)
Traffic and Highway Safety, 2006-2016

- Fatal crash
- Serious injury crash

In Ward 4:

7 fatal crashes (9% of all fatal crashes in Columbia)

- 6 fatal crashes while driving
- 1 fatal crash while walking
- 0 fatal crashes while biking

40 total serious injury crashes (8% of all serious injury crashes in Columbia)

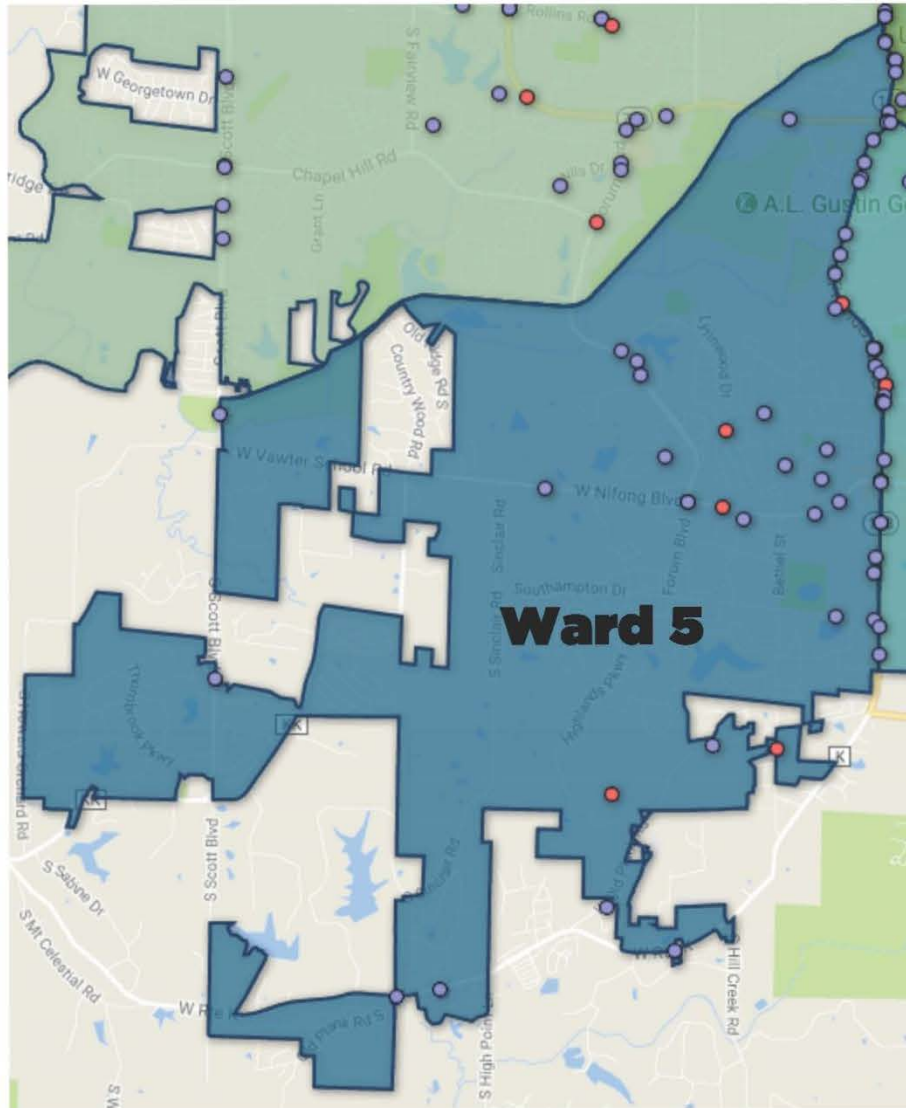
- 36 serious injury crashes while driving
- 3 serious injury crashes while walking
- 1 serious injury crash while biking

* Statistics include crashes that fall on the border with other wards

www.CoMoVisionZero.org

VISION Zero 2030

Ward 5 Fatal & Serious Injury Crashes



- Fatal crash
- Serious injury crash

Missouri Department of Transportation (MoDOT)
Traffic and Highway Safety
2006-2016

In Ward 5:

9 fatal crashes (11% of all fatal crashes in Columbia)

- 7 fatal crashes while driving
- 2 fatal crashes while walking
- 0 fatal crashes while biking

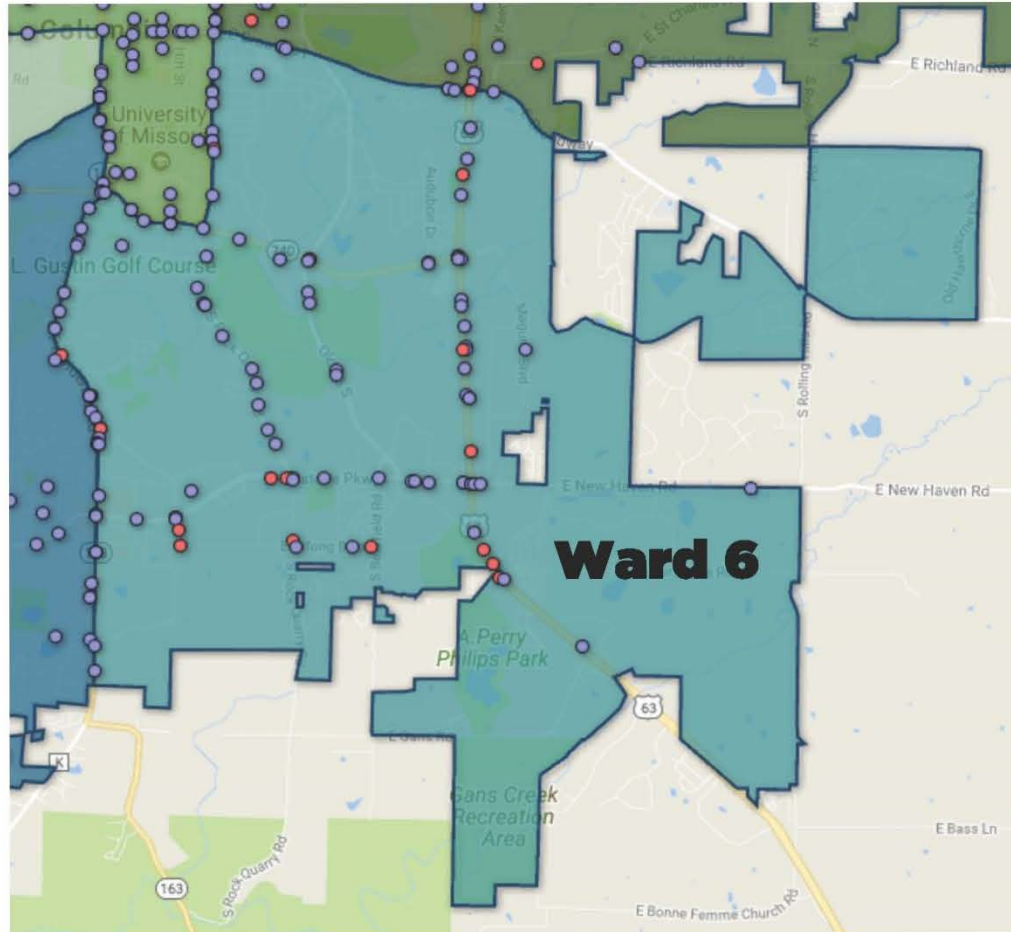
60 total serious injury crashes (12% of all serious injury crashes in Columbia)

- 51 serious injury crashes while driving
- 8 serious injury crashes while walking
- 1 serious injury crash while biking

* Statistics include crashes that fall on the border with other wards

VISION Zero 2030

Ward 6 Fatal & Serious Injury Crashes



Missouri Department of Transportation (MoDOT)
Traffic and Highway Safety, 2006-2016

- Fatal crash
- Serious injury crash

In Ward 6:

22 fatal crashes (27% of all fatal crashes in Columbia)

- 17 fatal crashes while driving
- 4 fatal crashes while walking
- 1 fatal crash while biking

105 total serious injury crashes (20% of all serious injury crashes in Columbia)

- 89 serious injury crashes while driving
- 14 serious injury crashes while walking
- 2 serious injury crashes while biking

* Statistics include crashes that fall on the border with other wards

www.CoMoVisionZero.org



VISION Zero 2030

Model Workplace Transportation Policies

[Company] Transportation Policies

We care about our employees and our community. We will do everything we can to ensure that no one is injured or killed in a traffic crash. We are addressing transportation safety as a company because motor vehicle crashes are the #1 cause of death among workers in the U.S.

We support the Vision Zero approach to street safety and believe that crashes that result in deaths or serious injuries are preventable and ethically unacceptable.

In addition to the tragic loss of life and health caused by crashes, traffic crashes can also be financially crippling for employers. A crash that injures a worker costs the employer an average of \$65,000, and a crash that results in a death costs \$671,000.

We believe that what is best for the health and safety of our employees is also best for the health of our company.

Employees who fail to abide by all transportation laws and company policies may face disciplinary action, such as:

- A reduction in workers' compensation benefits in the event of an injury
- Verbal warning
- Written warning
- Dismissal

We strongly encourage our employees and their families to abide by these policies whenever they are driving any vehicle or using any form of transportation.

We Obey the Rules of the Road

[Company] employees must obey all rules of the road while driving a motor vehicle on company business. For example, [Company] employees are expected to:

- Obey the speed limit.
- Not drive when impaired by alcohol or drugs.
- Drive a safe speed for the conditions, based on weather and other factors.

[Company] employees must also obey all transportation laws when using other forms of transportation on company business, such as walking, biking, using a wheelchair, or riding transit.

Distraction-Free Driving

Texting, using a cell phone, or using any electronic device while driving increases the risk of a traffic crash. Using a hands-free device causes similar cognitive distraction as using a handheld device, and offers no safety benefit when driving.

[Company] employees must refrain from using cell phones or other handheld digital devices while driving a motor vehicle on company business. Employees must not initiate or respond to phone calls, or read or respond to text messages or emails while driving a vehicle. Employees also may not use a hands-free device while driving. Employees who need to use a phone or other device while on the road must first park the vehicle in a safe location.

As a limited exception, an employee may use a cell phone or other device in a moving vehicle **ONLY** in an emergency situation which requires immediate communication to avoid injury or death to self or others, or to avoid other dangerous conditions.

Seat Belts

Seat belts are extremely effective in preventing injuries and loss of life in traffic crashes.

[Company] employees must wear seat belts when driving or riding in a motor vehicle on company business. When an employee is driving a vehicle on company business, they must also ensure that all occupants are wearing seat belts or, where appropriate, child restraints.

Drowsy Driving

Drowsy driving is impaired driving. Sleep deprivation has similar effects on the body as drinking alcohol, yet drowsy driving does not have the same public awareness and stigma as drunk driving. Being awake for 18 hours has a roughly equivalent effect on the brain as being legally drunk.

Up to 1/3 of all fatal crashes involve drowsy driving. An overtired brain will take “microsleeps” of 2-3 seconds that the driver may not even be aware of. 37% of drivers admit to having fallen asleep at the wheel.

[Company] employees must take steps to prevent drowsiness while driving a motor vehicle on company business. These may include:

- Get enough sleep. Adults need 7-9 hours of sleep each night.
- Avoid drinking alcohol or taking medications that make you sleepy.
- Schedule breaks about every 2 hours during long trips.
- Talk to your doctor about treatment options if you have a sleep disorder or regularly have difficulty sleeping.

[Company] employees who are drowsy while driving must pull over to a safe place and take a 15- to 20-minute nap or change drivers.

The warning signs of drowsy driving include:

- Yawning or blinking frequently
- Difficulty remembering the past few miles driven
- Missing your exit
- Drifting from your lane
- Hitting a rumble strip on the side of the road

Share the Street

No matter how we get around town – behind the wheel, on a bike, or on foot – we each have a responsibility to share the street so we can all safely get where we're going.

No one – no person driving a vehicle, riding a bike, or walking – has sole rights to the street. It is a shared space where we all have rights and responsibilities. But because of motor vehicles' weight and speed, driving has the greatest potential to cause harm.

[Company] employees must exercise the highest degree of care when driving a motor vehicle on company business. Employees must do everything they can to ensure the safety of everyone sharing the street, particularly people walking, biking, and using wheelchairs, who are the most vulnerable. Employees must also follow all laws when walking or biking while on company business.

Driving: Sharing the street with people biking

People on bikes have the same rights and responsibilities as drivers.

Treat people on bikes as you would other drivers, and be as aware of people riding bikes as you are of other people driving.

Pass a person on a bike as you would a vehicle: when it's safe to move over into another lane. Give them sufficient room. Do not pass too closely. Allow at least 3 feet of space between your vehicle and a person riding a bike when you pass.

Do not throw anything, shout, sound a horn, threaten, or do anything to knowingly frighten, intimidate, or harm a person riding a bike.

Driving: Sharing the street with people walking

A person walking has rights to the street, too, and particularly in crosswalks. Always slow down and be prepared to yield to a person walking when they're in a crosswalk. Never pass vehicles stopped at a crosswalk, as there may be people crossing whom you can't see. Be extra cautious when backing up across sidewalks or in parking lots.

Do not throw anything, shout, sound a horn, threaten, or do anything to knowingly frighten, intimidate, or harm a person walking.

Biking: Rights & Responsibilities

Just like when driving a motor vehicle, obey street signs, signals, and road markings when you are riding a bike.

Always ride in the same direction as traffic. Ride as far to the right of the street as is safe.

Avoid riding on sidewalks when possible. It's illegal in most business districts and is less safe than riding a bike appropriately in the street.

By law, a person on a bike must use a front white light and a rear red reflector or a red light half an hour after sunset to half an hour before sunrise.

A person riding a bike can use any road at any time except those specifically marked otherwise.

A person riding a bike is NOT required to ride in a bike lane even if one is provided.

A person riding a bike below the posted speed limit is not impeding traffic. They are traffic.

It is legal for a group of people riding bikes to ride two abreast. This is safest because it reduces the passing distance for drivers.

Walking: Rights & Responsibilities

Cross streets at crosswalks when they are available. By law, all intersections are considered unmarked crosswalks.

When there is no crosswalk, only cross streets at right angles and when it's safe to do so.

If there is no sidewalk, walk facing traffic and as far from vehicles as possible.

Introduced by Treece
 First Reading 12-4-17 Second Reading 12-18-17
 Ordinance No. 023422 Council Bill No. B 375-17

AN ORDINANCE

amending Chapter 14 of the City Code as it relates to careful and prudent driving; and fixing the time when this ordinance shall become effective.

BE IT ORDAINED BY THE COUNCIL OF THE CITY OF COLUMBIA, MISSOURI, AS FOLLOWS:

SECTION 1. Chapter 14 of the Code of Ordinances of the City of Columbia, Missouri, is hereby amended as follows:

Material to be deleted in ~~strikeout~~; material to be added underlined.

Sec. 14-236. Careful, prudent driving.

(a) Every person operating or driving a motor vehicle shall drive and operate the same in a careful and prudent manner and shall exercise at all times the highest degree of care in the operation of the same.

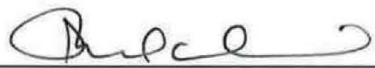
(b) It shall be prima facie evidence that a vehicle operator is not exercising the highest degree of care if the operator of a moving vehicle engages in any conduct that causes such operator's vision or attention to be obscured, diminished or directed elsewhere than the path of travel or attention of the vehicle, including, but not limited to, the following:

- (1) By using a mirror to engage in grooming;
- (2) Reading anything located in the vehicle other than the operation information displayed on vehicle gauges and equipment;
- (3) Writing or drawing;
- (4) Manually inputting information into a GPS or mapping device; or
- (5) Turning one's head substantially away from the path of travel to observe things in the vehicle or outside the vehicle but contrary to the path of travel.

SECTION 2. This ordinance shall be in full force and effect from and after its passage.

PASSED this 18th day of December, 2017.

ATTEST:




City Clerk



Mayor and Presiding Officer

APPROVED AS TO FORM:



City Counselor

Introduced by Treece Council Bill No. R 21-18

A RESOLUTION

expressing support for state legislation to prohibit the use of hand-held wireless communications devices while operating a motor vehicle; authorizing a letter of support.

WHEREAS, the safety and well-being of all citizens is of critical importance to our community; and

WHEREAS, the National Transportation Safety Board, an independent federal agency responsible for promoting traffic safety and investigating accidents, recommends all states ban handheld cell phone use by drivers, except in emergency circumstances; and

WHEREAS, the National Safety Council estimates 1.3 million accidents involve drivers distracted by the use of cell phones each year; and

WHEREAS, the National Highway Traffic Safety Administration (NHTSA) reports that 70,000 pedestrians are injured and 5,000 are killed by motor vehicles each year; and

WHEREAS, the NHTSA further reports that 80% of all accidents involve a distracted driver, and that using a cell phone while driving is among the top five distractions; and

WHEREAS, the City of Columbia has set the goal of eliminating all traffic deaths and serious injuries by 2030; and

WHEREAS, using a hand-held wireless communications device while operating a motor vehicle is dangerous to all users of a roadway; and

WHEREAS, members of the Missouri General Assembly will be considering legislation to expand current state law to prohibit drivers of all ages from using a hand-held wireless communications device while operating a motor vehicle.

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

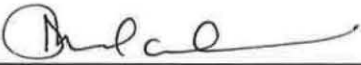
SECTION 1. The City Council hereby expresses its support for state legislation to prohibit the use of hand-held wireless communications devices while operating a motor vehicle.

SECTION 2. The City Manager is hereby directed to send copies of this resolution to appropriate elected officials.

SECTION 3. The City Council hereby authorizes the City Manager to prepare a letter of support to provide to Representative Cheri Toalson Reisch for state legislation for the prohibition of the use of a mobile device while operating a motor vehicle. The form and content of the letter of support shall be substantially as set forth in "Exhibit A" attached hereto and made a part hereof.

ADOPTED this 19th day of February, 2018.

ATTEST:

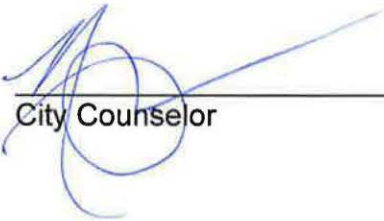


City Clerk



Mayor and Presiding Officer

APPROVED AS TO FORM:



City Counselor



CITY OF COLUMBIA, MISSOURI

OFFICE OF MAYOR AND COUNCIL

February 21, 2018

Hon. Kip Kendrick
Representative, 45th District
201 W. Capitol Ave., Room 106-B
Jefferson City, MO 65101

Re: City of Columbia, MO in support of cell phone legislation

Dear Representative Kip Kendrick,

In 2016, the City of Columbia adopted a Vision Zero Policy establishing a goal of eliminating all traffic deaths and serious injuries by 2030. Identifying and supporting legislation that helps make our roadways safer is a specific initiative in our Vision Zero Action Plan and it is why we are contacting you in support of proposed legislation relating to the use of cell phone devices.

As you are aware, the use of a hand-held wireless communications device while operating a motor vehicle increases the chance of traffic deaths and serious injuries on Missouri's roadways. According to the Missouri Coalition for Roadway Safety:

- Cell phones contributed to 2,470 crashes in Missouri in 2016.
- Reported crashes involving cell phones increased 11% in 2016.
- Texting increases the risk of a car crash by 50%.
- You are 23 times more likely to be in a critical incident when a driver texts and drives.


We believe that the traffic deaths and serious injuries caused by distracted driving are preventable. One way to help prevent these deaths and serious injuries is to prohibit all drivers from using a hand-held phone while operating a motor vehicle. We urge you to support the following pieces of legislation that relate to the prohibition of the use of a mobile device while operating a motor vehicle. House Bills: HB 1292, HB 1297, HB 1298, HB 1302, HB 1489, HB 1600, HB 1622, HB 1640, HB 1745, HB 1952, and HB 2095. Senate Bills: SB 749, SB 755, and SB 784. Please feel free to contact any of us if you have questions, and thanks for your consideration.


Sincerely,


Brian Treece
Mayor

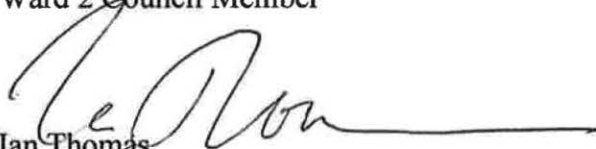
Mike Matthes
City Manager



Clyde Ruffin
Ward 1 Council Member


Karl Skala
Ward 3 Council Member


Matt Pitzer
Ward 5 Council Member


Michael Trapp
Ward 2 Council Member


Ian Thomas
Ward 4 Council Member


Betsy Peters
Ward 6 Council Member

Enclosure:
Resolution of Support



References

[1] U.S. Department of Transportation Federal Highway Administration Road Safety Audits:
<https://safety.fhwa.dot.gov/rsa/>

[2] 2013 New Highways Accident Location Manual for Missouri (HAL Manual):
<https://digitalcommons.unl.edu/cgi/viewcontent.cgi?article=1095&context=matcreports>

[3] Occupational Safety and Health Administration (OSHA):
<https://www.osha.gov/Publications/3416distracted-driving-flyer.pdf>

[4] CDC Foundation, On-the-Job Vehicle Crashed Cost US Employers \$25 Billion Annually, August 2016
<https://www.cdcfoundation.org/pr/2016/job-vehicle-crashes-cost-us-employers-25-billion-annually>

[5] Statewide Traffic Accident Records System (STARS), Missouri Department of Transportation:
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

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