

EXHIBIT A

Guidelines for a Vision Zero Implementation Plan

The Vision Zero Implementation Plan should include the following components (bullet points are intended to be suggestions):

Overall Goal:

- To eliminate traffic deaths and serious injuries in Columbia by 2030

Evaluation Strategy:

- User-friendly "dashboard" for tracking traffic deaths, serious injuries, other injuries, and property damage
- Annual report to the City Council that provides numbers of traffic deaths and serious injuries in the previous year, goals for upcoming years, and status of implementation plan

Funding Strategy:

- Initial, short-term funding partnership with PedNet Coalition
- "One Percent for Safety" program, under which 1% of estimated project costs for all capital streets projects costing \$500,000 or more will be dedicated to the Vision Zero Implementation Plan (estimated to generate \$40,000/year)
- New CPD funding for a modern traffic safety enforcement program that explicitly disavows racial profiling, and is developed in partnership with a stakeholder group that includes people of color and those living in poor neighborhoods
- New annual funding allocation starting with the FY 2018 budget

Program Management:

- Vision Zero Program Manager, at least 0.50 FTE located in suitable City department/office
- Extensive coordination with other departments, boards and commissions, and community partners
- Some Vision Zero funding provided to other departments for specific programs

Educational Implementation Strategies, such as:

- Develop a comprehensive traffic safety education and communication campaign
- Work with other organizations to develop education campaigns and policies
- Promote all traffic safety innovations and improvements

Enforcement Implementation Strategies, such as:

- Prohibit cellular phone use and texting while driving
- Reduce legal, posted speed limits
- Improve and reform enforcement of speed limits and prosecution of violators

- Utilize automated enforcement such as red light cameras and speed cameras
- Improve coordination and data-sharing among law enforcement, other agencies and the public
- Provide routine bicycle and pedestrian safety training for law enforcement officers

Engineering Implementation Strategies, such as:

- Start a new program of road safety audits and assessments
- Create a new position of Traffic Safety Engineer/Crash Analyst
- Identify engineering design parameters that contribute to pedestrian deaths and serious injuries
- Improve and reform road design and engineering standards to increase safety

Roles for City departments, including:

- Community Development Department
- Columbia Police Department
- Public Works Department
- Parks and Recreation Department
- Public Health and Human Services Department
- Civic Relations Department

Roles for City Commissions, including:

- Disabilities Commission
- Bicycle and Pedestrian Commission
- Public Transit Advisory Commission
- Parks and Recreation Commission
- Human Rights Commission
- Citizens Police Review Board
- Board of Health

Roles for community partners, including:

- PedNet Coalition
- Missouri Department of Transportation
- Columbia Public Schools
- University of Missouri
- Columbia College
- Stephens College

Bibliography:

List of key documents that have been reviewed during development of the Implementation Plan