



City of Columbia, Missouri

Meeting Minutes

City Council

Monday, November 7, 2016
5:30 PM

Pre-Council

Conference Room
1A/1B
Columbia City Hall
701 E. Broadway

I. CALL TO ORDER

Mayor Treece called the meeting to order at approximately 5:35 pm.

Karl Skala arrived at approximately 5:43 pm. Michael Trapp arrived at approximately 5:50 pm.

Present: 5 - Trapp, Thomas, Peters, Treece, and Skala

Absent: 2 - Ruffin, and Nauser

This item is open to the public: Pedestrian Safety Task Force: Final Report and Recommendations

Attachments: [Pedestrian Safety Task Force Final Report and Recommendations](#)

[Columbia Vision Zero Policy Draft](#)

[Vision Zero Presentation: Schmidt](#)

[Vision Zero Presentation: Triplett](#)

[NYC Vision Zero: Action Plan](#)

[NYC Vision Zero: Year 1 Report](#)

[Vision Zero Map](#)

[Vision Zero Network: Approach to Safety](#)

[Vision Zero Network: Best Practices Components](#)

[Vision Zero Network: Communications Strategies](#)

[Vision Zero Network: Cross Department Collaboration](#)

[Vision Zero Network: Inter-Agency Budgeting](#)

[Vision Zero Network: Public Health Case Study](#)

[Vision Zero Network: Taxi Drivers Case Study](#)

[Vision Zero Network: Vision Zero, Equity & Law Enforcement](#)

Councilperson Thomas stated that there have been serious and fatal crashes in areas of Columbia. A task force was set up to study these crashes and look to other cities for how pedestrian traffic is handled. He provided a handout of the final report and recommendations from the work of the Task Force. He recognized Task Force members in attendance. During the process, sub-committees were formed to look into education, enforcement and engineering strategies.

Michael Szewczyk explained that the education component requires a culture change.

Educational programs and traffic safety have historically not worked well. Many communities looked for short term solutions or a one-solution-fits-all message. Today in our community, young people respond to positive images rather than negative images and tactics. There are existing organizations that already provide outreach, but there is no single organization to have all these entities come together with a comprehensive plan and a consistent message. He proposed a percentage for traffic safety, much like the percent for art program. This could help get the ball rolling with a Vision Zero policy.

Carrie Gartner stated that engineering solutions require a lot of funding and infrastructure, but all three components are needed in order to make a difference in pedestrian safety. The first recommendation in this area is systematic safety audits in areas that are identified as problematic or hot spots for crashes. Audits would give transparent, data driven ways to determine road improvements. It will also help determine elements that make a street dangerous. (Speeding, line of sight, etc.) Finally, this helps identify what solutions work for what types of problems. The Task Force also considered a Do-It-Yourself workshop. A safety engineer should also look at previous crashes to know what the problems are in these areas. A City staff person should also be able to take the data and make data-driven decisions going forward.

Frank Schmidt stated that enforcement should include community policing and traffic safety, which go hand in hand. The Task Force recommended that the Council increase funding to ensure adequate, non discriminatory traffic enforcement. Distracted driving was the cause of one death and injury in 2015. Talking and texting is the major cause of distracted driving. Council should enact an ordinance prohibiting cell phone use while driving. Vision Zero is a holistic approach involving engineering, enforcement and education requiring personnel, technology, and community based policing.

Annette Triplett, Executive Director of the PedNet Coalition, stated that they work to make roadways safe for all users. They have studied Vision Zero for the past few years. Vision Zero is a policy goal and data-driven strategy to achieve zero fatalities or injuries from road transport. It is comprehensive so it includes all road users, but prioritizes users based on vulnerability. Three principles of Vision Zero are Safety, Ethics and Responsibility. Speed is the primary factor that determines a crash fatality or serious injury. She reviewed the risk factors for a pedestrian being struck by a vehicle at varying speeds. She explained that Vision Zero came out of Sweden in 1997. Since then fatalities have decreased 73%, even while traffic volumes have increased. Pedestrian fatality rates have decreased 50%. New York City was the first to adopt in 2014, since then others have adopted with even more beginning to adopt. There are about 70 people per year in Columbia that are seriously injured each year and about 8 fatalities per year. PedNet has a Vision Zero advocacy grant and would like to partner with the City and share those grant funds. Vision Zero must be a city led effort, but PedNet would like to help with resources. Funding needed for this campaign may include \$25,000 toward a Safety Engineer; \$14,142 toward Columbia Police staff time; and \$70,000 for public engagement and marketing campaigns.

Mr. Thomas stated that the City should adopt a Vision Zero policy. He provided a handout of a draft policy resolution and briefly reviewed the draft. The group briefly discussed the vision zero policy and Council was generally supportive of the policy but may have some changes to make.

Mr. Matthes states that he supports the policy as well, but had some concerns in areas of staff time, revenues, etc. Councilperson Skala felt that this should be run by the Board of Health again for further feedback to see if their opinion has changed. Mayor Treece would like to move forward to next steps but would like to ensure that there is adequate

engagement with the insurance industry and ortho-trauma professionals. Council agreed to continue to collect input from Board of Health and others and to move forward with a policy resolution.

This item is open to the public: Motion for the City Council of the City of Columbia, Missouri, to meet on Monday, November 7, 2016 pursuant to the City Council Pre-Council agenda, in Conference Room 1A and 1B of City Hall, 701 East Broadway, Columbia, Missouri, for a Closed Meeting to discuss the leasing, purchase or sale of real estate by a public governmental body where public knowledge of the transaction might adversely affect the legal consideration therefor, as authorized by Section 610.021(2) RSMo; and to discuss sealed bids and related documents, until the bids are opened; and sealed proposals and related documents or any documents related to a negotiated contract until a contract is executed, or all proposals are rejected, as authorized by Section 610.021(12) RSMo.

At approximately 6:28 p.m., Mayor Treece made a motion for the City Council of the City of Columbia, Missouri, to immediately go into a closed meeting in Conference Room 1A/1B of City Hall, 701 E. Broadway, Columbia, Missouri, to discuss the leasing, purchasing or sale of real estate by a public governmental body where public knowledge of the transaction might adversely affect the legal consideration therefor, as authorized by Section 610.021(2) of the Revised Statutes of Missouri; and to discuss sealed bids and related documents, until the bids are opened, and sealed proposals and related documents or any documents related to a negotiated contract until a contract is executed, or all proposals are rejected, as authorized by Section 610.021(12) of the Revised Statutes of Missouri.

Yes: 5 - Trapp, Thomas, Peters, Treece, and Skala

Absent: 2 - Ruffin, and Nauser

This item is closed to the public: See attached Notice of Closed Meeting

Attachments: [Notice of Closed Meeting](#)

At approximately 6:29 p.m., the City Council went into closed session pursuant to RSMo Sections 610.021(2) and (12).

II. ADJOURNMENT

The closed meeting adjourned at approximately 7:04 p.m.