

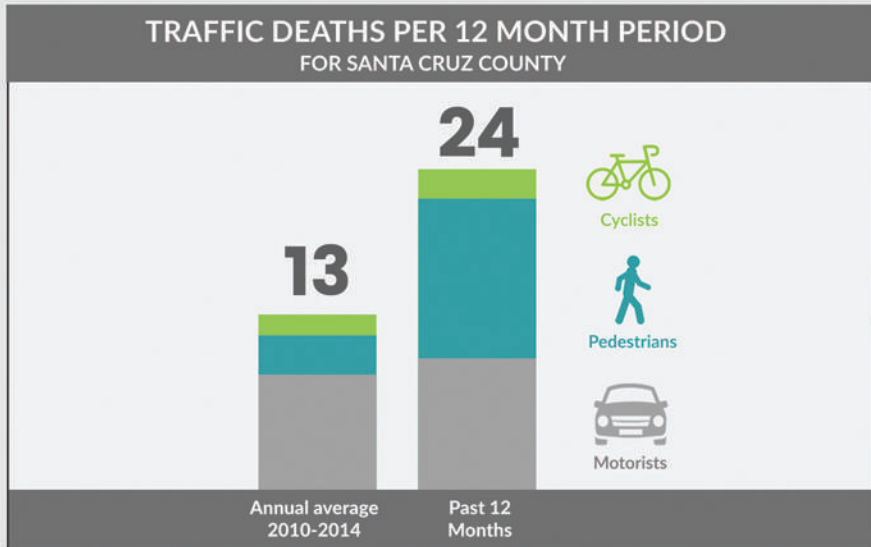
THE IMPACT OF TRAFFIC VIOLENCE ON SANTA CRUZ COUNTY

Prepared by the
Community Traffic
Safety Coalition
June 2017

Every 3 days, one pedestrian, cyclist, or motorist is severely injured in our county.

Many of our friends, neighbors, and loved ones have been impacted by traffic violence. From 2010–2014, an average of 13 people died on our roads each year and another 120 experienced life-altering injuries,¹ costing the County \$500 million in expenses and quality of life annually.²

In 2015 and 2016, the U.S. saw the biggest spikes in traffic deaths in 50 years³—a tragic trend that continues here in Santa Cruz County, where a review of local media uncovers a staggering 24 deaths in the past 12 months:



It doesn't have to be this way.

Now is the time for Santa Cruz County to join the cities around the country and the world in creating **Vision Zero policies**, laying out plans to eliminate all traffic deaths and serious injuries.

SANTA CRUZ COUNTY REPORT CARD

Compared to all CA counties,
we rank among the worst
for these types of collisions:



INJURIES & FATALITIES
among bicyclists.



INJURIES & FATALITIES
among pedestrians under
the age of 15



HIT & RUN
collisions

Source: OTS Rankings, 2014

54%

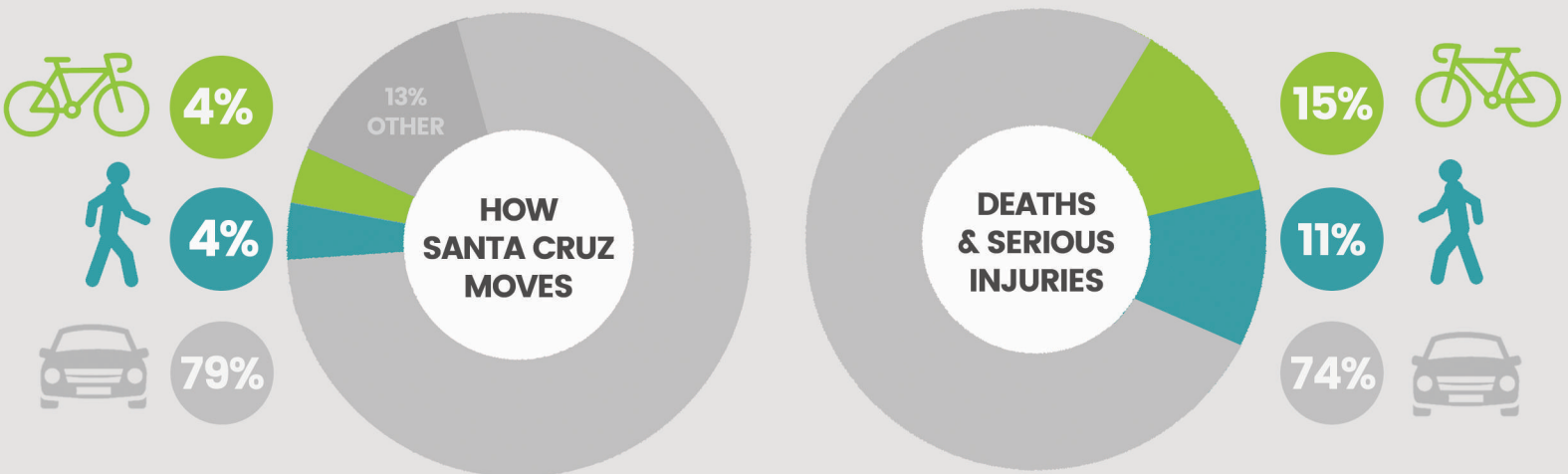
of all fatal or serious injury crashes occur on 6% of our streets.

More than half of these streets are in low income neighborhoods.

Sources: 2011-2015 American Community Survey via CDPH, 2010-2014 CHP SWITRS



SANTA CRUZ COUNTY TRAVEL MODE VS. TRAFFIC DEATHS AND SERIOUS INJURIES



Sources: 2011-2015 American Community Survey via CDPH, 2010-2014 CHP SWITRS

Most roads that we use today were designed with one thing in mind: getting motorists from Point A to Point B. While it is true that 79% of people in our community commute by car, the 8% who bike or walk experience 26% of the deaths and severe injuries that occur on our roadways. All road users in Santa Cruz County have the right to be safe using the transportation network we all depend on everyday—whether driving, biking, walking, or using public transit.

~~ACCIDENTS~~ **CRASHES!** ACCIDENTS ON THE RISE IN SANTA CRUZ COUNTY

Traffic collisions are NOT random incidents that we have no control over. By using the words “crash” or “collision” rather than “accident”, we acknowledge that traffic deaths and severe injuries are preventable.

“It’s time we stop viewing deaths on our roadways as acceptable, by-products of a modern transportation system. These are not “accidents” but preventable events that can be eliminated by designing a system and promoting a culture that makes safety the number one priority.”

Supervisor Bruce McPherson
County of Santa Cruz, 5th District

“

He was riding his bike, wearing a helmet, following the rules of the road, and the driver just didn't see him. Now he's in the hospital with broken bones and a partially collapsed lung. My family is lucky; just like that I could have become a widow at 45, left to raise two kids alone on one salary.

”

- Wife of Santa Cruz County crash survivor



Vision Zero saves lives.

In New York City, one of 28 Vision Zero cities in the U.S., traffic deaths fell by 15% in three years following the launch of their Vision Zero initiative.

What is Vision Zero?

Vision Zero is a world-wide strategy to end all traffic deaths and serious injuries and make safety the number one priority.

What does it take to be a Vision Zero community?

The first step is for a city council or county board of supervisors to make a public commitment to preventing all roadway deaths and life-altering injuries.

Stakeholders from public works, transportation, law enforcement and public health prioritize safety when making decisions about policies, funding, roadway design, and community programs.

To learn more visit: visionzeronetwork.org

Logo provided courtesy of the San Francisco Vision Zero Coalition

WHAT CAUSES CRASHES IN SANTA CRUZ COUNTY?

33%

UNSAFE SPEED



30%

IMPROPER TURNING & RIGHT OF WAY VIOLATIONS



11%

DRUGS & ALCOHOL



Source: 2010-2014 CHP SWITRS Primary Collision Factors

DEATH DUE TO SPEED

A pedestrian is **four times more likely to die** when hit at 45 MPH than at 25 MPH.



fewer than 1 in 5 die



2 in 5 die



3 in 5 die

Source: AAA Foundation for Traffic Safety

People will make mistakes and poor choices; Vision Zero says those mistakes don't have to cost lives. Working together, we can eliminate deaths and serious injuries on our streets. The Community Traffic Safety Coalition of Santa Cruz County and its community partners are committed to promoting multifaceted traffic safety policies and strategies guided by the 6 E's, a framework developed by the Safe Routes to School movement.



ENCOURAGEMENT

Promoting a culture that recognizes drivers, cyclists, and pedestrians as road users who all share the responsibility for safety.



EDUCATION

Equipping people with knowledge, skills, and confidence to use the roads safely and respectfully.



ENFORCEMENT

Ensuring that all road users understand and follow traffic laws and regulations.



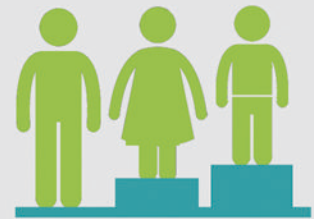
EVALUATION

Using data to measure progress and plan for future success.



ENGINEERING

Designing and building a transportation system that creates safe, convenient, and comfortable places to drive, bike, and walk.



EQUITY

Prioritizing safety and access for communities who are most impacted by traffic violence.

JOIN US TO SAVE LIVES!

The Community Traffic Safety Coalition (a program of the Santa Cruz County Health Services Agency's Public Health Department) promotes safe, accessible, and equitable transportation. We offer technical assistance to local jurisdictions and other community partners and can help develop Vision Zero policies and strategies, provide local data, identify funding sources, and conduct program evaluation. If you are interested in pursuing Vision Zero in your Santa Cruz County community, please contact us.



Public Health
Prevent. Promote. Protect.
Santa Cruz County



**COMMUNITY TRAFFIC
SAFETY COALITION**

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