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RESOLUTION NO. 180165

A resolution of the City Commission of the City of Gainesville, Florida, to adopt a 'Vision Zero' Policy, and setting the goal of eliminating all traffic deaths and serious injuries within the City by 2040.

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

WHEREAS, there have been 108 deaths and 1284 serious injuries on streets within the City of Gainesville in the last ten years, making traffic safety a critical public safety and health issue; and

WHEREAS, bicyclists and pedestrians represent a disproportionate number of these deaths (34) and serious injuries (260), and the City recognizes that certain vulnerable road users such as people walking, bicycling, using a wheelchair, children, elderly adults, and people with disabilities, are at greater risk of death or serious injury while traveling streets within the City;

WHEREAS, vehicle speed is, by far, the most important factor that determines whether a collision with another road user will result in a death or serious injury; and

WHEREAS, The City of Gainesville government believes that no one should die or suffer serious injury while traveling on streets within the City – whether by foot, bicycle, wheelchair, automobile or other motorized vehicle, or public transit; and

1 **WHEREAS**, Vision Zero is a strategy to eliminate all traffic fatalities and serious injuries, while
2 increasing safe, healthy, equitable mobility for all citizens; and

3
4 **WHEREAS**, Vision Zero philosophy asserts that traffic deaths and serious injuries are
5 preventable and therefore, ethically unacceptable.

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7 **NOW THEREFORE, BE IT RESOLVED BY THE CITY COMMISSION OF THE CITY OF GAINESVILLE,**
8 **FLORIDA:**

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10 **SECTION 1.** The City Commission hereby adopts a Vision Zero Policy with a goal of eliminating
11 traffic deaths and serious injuries in the City of Gainesville by 2040. This goal must be
12 addressed through the actions of the Commission related to the City’s annual budget processes,
13 through adoption of an action plan, support of associated measures and improvements, and
14 dedication of appropriate funding and resources.

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16 **SECTION 2.** As guiding principles for implementing this Vision Zero Policy, the City Commission
17 acknowledges the following:

- 18 (1) Traffic deaths are preventable, rather than inevitable.
- 19 (2) Transportation systems should be designed so that human error does not result in death
20 or serious injury.
- 21 (3) Focus should be on preventing fatal and severe crashes, rather than preventing all traffic
22 collisions.

1 (4) A system-based approach should be taken, focusing on the built environment, systems,
2 and policies that influence behavior, rather than focusing on individual responsibility.

3 (5) Efforts should be data-driven, with a commitment to gathering, analyzing, utilizing, and
4 sharing reliable data in order to understand traffic safety issues and prioritize resources
5 based on evidence of the greatest needs and highest potential impacts.

6 (6) This is a complex problem, and therefore will require a coordinated, multidisciplinary
7 approach, involving policymakers, traffic planners and engineers, local police and
8 emergency services, public health professionals, and others.

9 (7) Since traffic safety is an issue that affects all citizens, various opportunities should be
10 created to invite meaningful community engagement.

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12 **SECTION 3.** As potential key strategies to reduce deaths and serious injuries on streets within
13 the City of Gainesville, the City Commission will consider the following:

- 14 - Developing a Gainesville Vision Zero Action Plan
- 15 - Allocating dedicated staffing and resources to accomplish Vision Zero goals
- 16 - Analyzing and publishing crash and safety data regularly in user-friendly formats
- 17 - Prioritizing and constructing engineering improvements
- 18 - Lowering speed limits and installing traffic calming measures in targeted locations
- 19 - Developing an effective multimedia outreach campaign and safety training modules
- 20 - Increasing the number of law enforcement personnel and enforcement efforts against
21 dangerous transportation behaviors
- 22 - Including traffic fatality and injury prevention messages in public health materials
- 23 - Measure effectiveness of efforts and investments overtime.

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2 **SECTION 4.** This resolution shall take effect immediately upon adoption.

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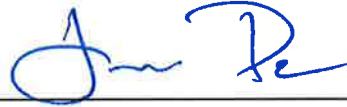
4 **PASS AND ADOPTED** this 2nd day of August, 2018.

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LAUREN POE
MAYOR

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14 Attest:

Approved as to form and legality:

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OMICHELE GAINERY
CLERK OF THE COMMISSION

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NICOLLE M. SHALLEY
CITY ATTORNEY