



Mountain View Coalition for Sustainable Planning  
817 Montgomery Street  
Mountain View, CA 94041

February 26, 2017

Senior Advisory Committee  
City Hall, 500 Castro Street  
PO Box 7540  
Mountain View, CA 94039-7540

Re: Vision Zero for Mountain View

Dear Senior Advisory Committee members:

The Mountain View Coalition for Sustainable Planning (MVCSP) would like to encourage the Committee to support the Bicycle Pedestrian Advisory Committee (B/PAC) motion from their February 2016 meeting on the topic of establishing a Vision Zero policy or set of policies for Mountain View; specifically that City Council "receive a presentation from Silicon Valley Bicycle Coalition and California Walks regarding Vision Zero; consider adopting a Vision Zero policy goal at its next two-year goal-setting session; and consider establishing an organizational and funding framework supporting a Vision Zero policy". Note that MVCSP recently requested support for this from Council also. The details of our request to Council are included below. We request this support from you as it is clear to us that the senior community in Mountain View would be well served by it, in particular due to the number of older people who get around by walking or biking and are therefore more vulnerable to the consequences of vehicle-related incidents than are members of the general population.

While establishing a Vision Zero policy for Mountain View is clear on the surface (goal of the elimination of deaths and serious injuries from our roadways), the key is in what underlies the goal. In our view, this should include investigating all incidents that result in death or serious injury to determine what could or should have been done to prevent such results in the first place, and identifying future-prevention actions that can be taken at each incident location and at similar locations across town. While many City policies already address what Vision Zero seeks to accomplish, we should build into the process the presumption that all such incidents could have been prevented (usually due to multiple factors). Identifying and addressing all contributing factors the City has any control over is key to Vision Zero policy success.

MVCSP recommendation to City Council:

- ***Adopt a Vision Zero Program in Mountain View.***

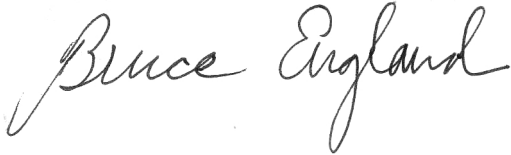
MVCSP urges City Council to adopt a Vision Zero program for our city. The City of Mountain View Bicycle Pedestrian Advisory Committee (B/PAC) officially recommended this at their February 2016 meeting, and we support the recommendation. Locally, San Francisco, San Jose, and Sunnyvale have all implemented Vision Zero programs or are actively developing them, so Mountain View is in a good position to help expand this effort regionally.

Vision Zero seeks the elimination of deaths and serious injuries from our roadways. Sweden was the first country to introduce such a policy, when in 1997 its parliament approved a policy to halve deaths and severe injuries by 2020 and bring them to zero by 2050. Since 1997, Sweden and other European countries practicing Vision Zero have been able to reduce their traffic fatalities by almost 50%.

At its core, Vision Zero is the straightforward goal of zero traffic-related deaths and severe injuries. However, achieving Vision Zero requires a fundamental paradigm shift in how our culture views traffic collisions—***we must affirm the fact that every roadway death and life-altering injury is preventable***. By focusing on preventing severe collisions by examining the main causes and locations in a data driven and systematic manner, communities can achieve real results and save lives. With vehicle collisions remaining among the leading causes of death worldwide, Vision Zero applies to all roadway users, traffic collision injuries, and traffic-related deaths. That said, it is especially important to protect our vulnerable users, including people walking, people with disabilities, people using skateboards, scooters, electric-assist vehicles, people riding bicycles, and those using other mobility devices.

Silicon Valley Bicycle Coalition and California Walks have published a Toolkit Guide to help cities formulate their Vision Zero programs (<https://bikesiliconvalley.org/resources/vision-zero-toolkit/>). MVCSP recommends that City Staff and Council members review this document to help establish starting steps, and that a Vision Zero presentation by Silicon Valley Bicycle Coalition and California Walks be scheduled for a future Council meeting.

Sincerely,

A handwritten signature in cursive script that reads "Bruce England". The signature is written in black ink and is positioned below the word "Sincerely,".

Bruce England  
for the Mountain View Coalition for Sustainable Planning

cc:

Michele Petersen

#### **About Mountain View Coalition for Sustainable Planning**

The Mountain View Coalition for Sustainable Planning is a group of local volunteers dedicated to making Mountain View as beautiful, economically healthy, transit, bicycle, and pedestrian accessible, and affordable as possible. MVCSP member interest and expertise covers areas such as housing, transportation, the environment, the economy, and beyond!

For more information, see <http://www.mvcsp.org>.

To contact us, send email to [mvcsp.info@gmail.com](mailto:mvcsp.info@gmail.com).