



DESTINATION ZERO

Appendix D: Destination Zero Policy Guidance

December 2021





Table of Contents

Introduction	1
Establishing a Commitment.....	1
Developing Effective Policy	3
Policies to Support Destination Zero	3
Board Resolution.....	4
Board Resolution Language Sample 1.....	4
Board Resolution Language Sample 2.....	6
Comprehensive Plan Policy Language.....	7
Comprehensive Plan Language Sample 1:	7
Comprehensive Plan Language Sample 2:	8
Standalone Policy Language.....	9



Introduction

The Destination Zero is the Sarasota/Manatee Metropolitan Planning Organization's (MPO) effort to reduce traffic-related deaths and serious injuries. The Destination Zero Action Plan identifies strategies and actions to help the MPO and its partner agencies achieve its goal. MPOs are uniquely positioned by having the ability to bring together key stakeholders and facilitate regional discussions of safety issues, provide trainings, and to further embed safety in the regional culture. They can use this unique positioning to emphasize a safety-first approach in planning, design, and policy-setting and can encourage expanded collaboration between state, local, and community partners. This document outlines the policy initiatives and steps that the MPO and its partners can take towards committing to Destination Zero and advancing its efforts to reduce traffic-related deaths and serious injuries.

Establishing a Commitment

While safety efforts between various jurisdictions often look different, a common aspect is the establishment of a commitment to the community's safety goals, which are often done at the governmental board, council, or commission level in the form of an adopted policy and/or resolution. Although it is appealing to support a goal to reduce traffic-related deaths and serious injuries, it is far more difficult to take the necessary steps towards effective implementation. At best, safety efforts like the MPO's Destination Zero, have the potential to create a lasting shift in how the transportation system is designed and used for prioritizing the preservation and quality of human life. At worst, Destination Zero runs the risk of becoming a short-lived trend or slogan that falls short of providing real life-saving changes. There is peril in well-meaning leaders adopting symbolic policies that fail to acknowledge and incorporate the significant changes that are necessary to shift the paradigm of traffic safety.

Ensuring that the commitment to Destination Zero and the goal of reducing traffic-related deaths and serious injuries is sustained beyond the Action Plan development is critical. Research from the Vision Zero Network, which supports the goal of zero traffic deaths and serious injuries, has identified nine essential elements to building a strong base for the success in eliminating fatalities and serious injuries. While not a comprehensive list, this list was developed based on the experiences of U.S. cities that are working towards eliminating traffic-related deaths and serious injuries.

1. **Political Commitment** – The highest-ranking officials (Commissioners, City Council, Mayor, City Manager) make an official and public commitment to a goal of reducing or eliminating traffic-related deaths and serious injuries among all road users of all ages and abilities. This commitment should include the passage of a local policy that establishes goals, timelines, stakeholders, and a commitment to community engagement, transparency, and equitable outcomes.
2. **Multi-Disciplinary Leadership** – An official Working Group, Taskforce, and/or Leadership Group should be created and charged with leading the Destination Zero efforts. This



- group should include, at a minimum, high-ranking representatives from various county and municipal offices and divisions, law enforcement, emergency services, district attorney, school district, and public health.
3. **Action Plan** – An Action Plan or Strategy should be developed and implemented with clear strategies, owners of each strategy, and performance measures.
 4. **Equity** – Stakeholders commit to both an equitable approach by establishing inclusive and representative processes, as well as equitable outcomes by ensuring measurable benchmarks to provide safe transportation for all transportation users in all parts of the region.
 5. **Cooperation and Collaboration** – A commitment is made to encourage meaningful cooperation and collaboration among relevant governmental agencies and community stakeholders to establish a framework for multiple stakeholders to set shared goals and focus on coordination and accountability.
 6. **Systems-Based Approach** – Government leaders commit to and prioritize a system-based approach to Destination Zero – focusing on the built environment, systems, and policies that influence behavior – as well as adopting messaging that emphasizes that traffic-related deaths and serious injuries are preventable.
 7. **Data-Driven** – Stakeholders commit to gather, analyze, utilize, and share reliable data to understand traffic safety issues and prioritize resources based on evidence of the greatest needs and impact.
 8. **Community Engagement** – Opportunities are created to invite meaningful community engagement, such as select community representation on the Working Group, broader community input through public meetings, online surveys, and other feedback opportunities.
 9. **Transparency** – The entire Destination Zero process is transparent to stakeholders and the community, including regular updates on the progress of implementing the Action plan and performance measures, and an annual report (at minimum) to the appropriate governing board.



Developing Effective Policy

An effective policy directs staff and decision makers to consistently plan, design, build, operate, and maintain the transportation system in a way that prioritizes safety and progress toward the goal of eliminating traffic-related deaths and serious injuries. Policies can take many forms; they can be brief or may contain extraordinary detail, but they should be more than just an expression of support. An effective policy outlines the path to turning a policy into practice and a realized goal. The following are elements that an effective policy should consider and include:

- Vision and Intent – The policy should include a clearly stated vision for how and why the policy is being developed and a definition of the need for and desired outcomes of the policy.
- Commitment in All Projects and Phases – A commitment to reducing traffic-related deaths and serious injuries in the development and evaluation of plans and projects.
- Clear, Accountable Expectations –
- Jurisdiction – Identification of jurisdictional limits and the need for interjurisdictional and interagency coordination.
- Performance Measures – Establishes performance standards that are specific, measurable, equitable, and made available to the public on a regular basis.
- Implementation – Identifies specific next steps for the implementation of the policy, for Destination Zero this would be the Action Plan.

Policies to Support Destination Zero

Strong policy commitments, whether originating from a state legislature, local board, an executive, or an agency, are a fundamental baseline for any safety-related effort. There are options for how a community could initiate Destination Zero or a similar effort; the various government entities could consider passing a Destination Zero resolution, or a standalone policy, or could integrate Destination Zero into their comprehensive plans. Either way a strong policy commitment to Destination Zero establishes and formalizes the efforts towards ending death and serious injury on the community's roadways.

The following provides sample language that could be used for developing a Destination Zero policy through either a comprehensive plan, standalone policy statement, and board resolution. These samples are provided as guidance towards the development and adoption of a policy that would demonstrate the commitment to the goal and implementation of strategies aimed at reducing traffic-related fatalities and serious injuries.



Board Resolution

A resolution is a statement of policy by a governing body that a specific action be taken. If desired, a local agency, could adopt a resolution directing staff to implement Destination Zero. The following is sample language that could be considered in the development of a Destination Zero resolution if this option is contemplated further.

Board Resolution Language Sample 1

This resolution sample contains language that could be considered by the MPO Board in support of Destination Zero and the Action Plan or could be modified to support similar local efforts.

A RESOLUTION OF THE SARASOTA MANATEE METROPOLITAN PLANNING ORGANIZATION ENDORSING AND SUPPORTING THE FATAL AND SERIOUS INJURY CRASH REDUCTION SAFETY PLAN (A.K.A. DESTINATION ZERO ACTION PLAN) APPROACH TO ROAD SAFETY FOR THE SARASOTA MANATEE METROPOLITAN PLANNING ORGANIZATION AS APPROPRIATE; AND FOR OTHER LAWFUL PURPOSES.

WHEREAS, the Sarasota Manatee Metropolitan Planning Organization (SMMPO) is the designated and constituted body responsible for the transportation planning and programming process for the Sarasota and Manatee County area; and

WHEREAS, the life and health of our residents and visitors are our utmost priority; and

WHEREAS, the health, safety, and vitality of our region requires safe and reliable transportation systems; and

WHEREAS, between 2015 and 2019, there were 596 traffic fatalities and 7,522 serious injuries in Sarasota and Manatee Counties; and

WHEREAS, the SMMPO adopted a Safety Performance Measure with a target of zero deaths and serious injuries through Resolution X on Month XX, 20XX; and

WHEREAS, the Florida Department of Transportation (FDOT) has formally adopted a Safe System approach and a goal of zero traffic-related fatalities and serious injuries; and

WHEREAS, the Federal Highway Administration (FHWA) has made a commitment to eliminating fatalities and serious injuries on the nation's roadways using a data-drive, interdisciplinary Safe System approach; and

WHEREAS, the Destination Zero Action Plan has been drafted using the Safe System approach to achieve safe, healthy, and equitable mobility for all road users by providing a holistic approach to roadway safety, from infrastructure to policies; and

WHEREAS, the Destination Zero and the Safe System approach believes that human life takes priority over mobility and other objectives of the road system, meaning that streets systems should be safe for all users, for all modes of transportation, in all communities, and for people of all ages and abilities; and



WHEREAS, the Safe System approach recognizes that while human error will always occur, a combination of engineering, education, enforcement, emergency response, and equitable engagement measures can reduce collisions and can prevent collisions from causing death or serious injuries; and

WHEREAS, the Destination Zero Action Plan incorporates the guiding principles of the Safe System approach and includes the components necessary to implement a plan that will have a long-lasting effect for all Sarasota and Manatee County residents and visitors; and

WHEREAS, the SMMPO renews its commitment to reducing traffic fatalities and serious injuries and endorses the Destination Zero Action Plan with the goal of reducing fatalities and serious injuries; and

WHEREAS, the SMMPO Board finds that this resolution is necessary and proper to promote or protect the safety, health, mobility, and general welfare of Sarasota and Manatee County and their inhabitants;

NOW, THEREFORE, BE IT RESOLVED that the SMMPO, and it is hereby so resolved by the authority of the same, endorses and supports the Destination Zero Action Plan approach to roadway safety for Sarasota and Manatee Counties as appropriate; and

BE IT FURTHER RESOLVED, that the SMMPO shall consider safety as the highest priority when balancing competing needs and demands for space within the public right of way; and

BE IT FURTHER RESOLVED, that the SMMPO shall plan and coordinate with its partner agencies to plan, design, and operate the transportation system with the overriding goal of reducing fatalities and serious injuries among all system users; and

BE IT FURTHER RESOLVED, that the SMMPO Organization shall convene an inter-agency and inter-departmental Working Group, that will be used to establish a shared understanding of the Safe System approach and integrate its principles into all aspects of transportation planning, engineering, education, enforcement, and engagement; and

BE IT FURTHER RESOLVED, that the SMMPO staff shall develop an annual report on-progress toward the Destination Zero goals, tracking process, and outcome metrics, that are outlined in the Destination Zero Action Plan, and shall present this report each year to the Metropolitan Planning Organization Board and Committees; and

BE IT FURTHER RESOLVED, that the SMMPO encourages local counties and municipalities to consider developing and adopting action plans aimed at reducing fatal and serious injury crashes for their respective jurisdictions.



Board Resolution Language Sample 2

The following language could be used by a local jurisdiction in establishing policy resolution language that references the MPO's Destination Zero.

A RESOLUTION OF THE AGENCY NAME ENDORSING AND SUPPORTING THE SARASOTA MANATEE METROPOLITAN PLANNING ORGANIZATION'S FATAL AND SERIOUS INJURY CRASH REDUCTION SAFETY PLAN (A.K.A. DESTINATION ZERO ACTION PLAN) APPROACH TO ROAD SAFETY FOR THE SARASOTA MANATEE METROPOLITAN PLANNING ORGANIZATION AS APPROPRIATE; AND FOR OTHER LAWFUL PURPOSES.

WHEREAS, the AGENCY NAME BOARD OR COMMISSION is the designated and constituted body responsible for governing the AGENCY NAME; and

WHEREAS, the Sarasota Manatee Metropolitan Planning Organization (SMMPO) is the designated and constituted body responsible for the transportation planning and programming process for the Sarasota and Manatee County area; and

WHEREAS, the life and health of our residents and visitors are our utmost priority; and

WHEREAS, the SMMPO adopted a Safety Performance Measure with a target of zero deaths and serious injuries through Resolution X on Month XX, 20XX; and

WHEREAS, the Florida Department of Transportation (FDOT) has formally adopted a Safe System approach and a goal of zero traffic-related fatalities and serious injuries; and

WHEREAS, the Federal Highway Administration (FHWA) has made a commitment to eliminating fatalities and serious injuries on the nation's roadways using a data-drive, interdisciplinary Safe System approach; and

WHEREAS, the Destination Zero and the Safe System approach believes that human life takes priority over mobility and other objectives of the road system, meaning that streets systems should be safe for all users, for all modes of transportation, in all communities, and for people of all ages and abilities; and

WHEREAS, the Safe System approach recognizes that while human error will always occur, a combination of engineering, education, enforcement, emergency response, and equitable engagement measures can reduces collisions and can prevent collisions from causing death or serious injuries; and

WHEREAS, the Destination Zero Action Plan was adopted using the Safe System approach to achieve safe, healthy, and equitable mobility for all road users by providing a holistic approach to roadway safety, from infrastructure to policies; and

WHEREAS, the AGENCY Board finds that this resolution is necessary and proper to promote or protect the safety, health, mobility, and general welfare of Sarasota and Manatee County and their inhabitants;



NOW, THEREFORE, BE IT RESOLVED that the AGENCY NAME, and it is hereby so resolved by the authority of the same, endorses and supports the SMMPO Destination Zero Action Plan approach to roadway safety for Sarasota and Manatee Counties and AGENCY NAME.

Comprehensive Plan Policy Language

Comprehensive Plans can be used to establish a basis for adopting and implementing policy at a jurisdiction-wide level. Establishing goals for providing a safe transportation system and safe mobility for users of all ages and abilities lays the foundation for implementable actions. The following are examples of language that could be included in updates to a Comprehensive Plan.

Comprehensive Plan Language Sample 1:

The agency name aims to provide safe transportation networks and options for all users of all abilities. From 20XX to 20XX the agency has experienced number deaths and number serious injuries from traffic-related crashes. A holistic approach that explores the needs of all users and prioritizes safe interactions along agency name streets include safer speeds, design strategies, investment, and policy decisions will provide the building blocks towards creating safe streets for all.

The agency name will seek to accomplish the following action steps to eliminate fatalities and serious injuries that are a result of crashes on agency name streets.

- Working together with the community, develop a Destination Zero Action Plan, and implement prioritized measures that are identifiable through a robust planning process.
- Include a broad range of approaches involving numerous disciplines including communications, law, engineering, and health when developing the Destination Zero Action Plan
- Pursue changes to state statute that support reduction of speed limits and use existing statutory authority to reduce speed limits where applicable.
- Prioritize safety in all decision-making and infrastructure investments.



Comprehensive Plan Language Sample 2:

Objective

Agency name shall prioritize safety for all users in the planning, design, construction, maintenance, and operation of all transportation facilities with a long-term goal of achieving zero traffic-related deaths and serious injuries.

Policies

- *The agency name shall ensure that all safety concerns are properly considered in design and planning of new transportation facilities and reconstruction of existing facilities.*
- *The agency name shall use a data-driven process to identify and target high-crash areas for safety improvements.*
- *The agency name shall focus on the implementation of engineering, enforcement, education, engagement, emergency response, and equity methods to reach long-term steps towards zero traffic-related deaths and serious injuries.*
- *The agency name shall use data, community outreach, and equity-based engagement activities, engineering, enforcement, education, and emergency response measures and strategies for areas most affected by deadly and serious injury traffic crashes throughout the community, including an implementation focus on locations with crashes involving vulnerable users.*
- *The agency name shall plan, design, construct, operate, and maintain transportation facilities in a context sensitive manner with respect to surrounding land uses and activity along or adjacent to the right-of-way.*
- *The agency name shall coordinate with local, regional, and state agencies to ensure the Destination Zero goals and objectives are being met in all implementation areas. This coordination shall include providing safety and other educational training courses to at-risk populations and vulnerable roadway users, including at educational institutions.*
- *The agency name shall develop a Destination Zero Action Plan that fulfills the requirements of the above policies.*
- *The agency name shall conduct, as needed, in-depth studies of local rights-of-way and neighborhood circulation to implement safety and traffic calming measures and prioritize the implementation of recommendations related to Destination Zero friendly design and safe system approaches.*



Standalone Policy Language

Another option for adopting Destination Zero or a similar safety approach could be through the development and adoption of a standalone policy. This policy could be adopted by a Board, Council, or Commission as a formal statement and directive for implementing Destination Zero. The following is sample language that could be used in the development of a standalone Destination Zero policy.

Agency name and the Agency Board support the mission of Destination Zero to reduce all traffic-related fatalities and serious injuries through a systemic focus on engineering solutions supported by proactive policies, data analysis, equitable education and enforcement, emergency response, and engagement programs. Safety is the top priority for the transportation system; the Destination Zero approach is based on the tenets that traffic-related fatalities and serious injuries can be prevented, are unacceptable, and that even one traffic-related death is too many. Achieving the mission of Destination Zero will require a collaborative, multipronged approach that believes that the following principles are important towards eliminating traffic-related deaths and serious injuries:

- *Traffic-related deaths and serious injuries are a preventable public health issue; one death is too many.*
- *Safety, health, and welfare of the public are the highest priority in decision-making. The transportation system should be safe for all road users, for all modes of transportation, in all communities, and for people of all ages, incomes, and abilities.*
- *Transportation systems should be designed to take into account human factors and should recognize that people will make mistakes and that those mistakes should not result in death.*
- *Traffic safety solutions must be addressed through a collaborative and systematic process that includes:*
 - *Education and culture change*
 - *Equitable enforcement and prosecution*
 - *A multidisciplinary approach to land use and transportation engineering, planning, and design*