

City of Santa Barbara  
Vision Zero Strategy Core Principles

The Vision Zero Strategy of the City of Santa Barbara establishes seven Core Principles, which guide transportation-related decision-making, planning, designing, and policing. The Core Principles establish a framework by which city officials and professionals can gauge and judge if decisions and practices are congruent with the City's Vision Zero Policy.

**Santa Barbara's Vision Zero Core Principles**

1. ***Life is Most Important.*** The protection of human life and health is the overriding goal of traffic planning and engineering, taking priority over vehicle speeds and other objectives.
2. ***Every Person Matters.*** Everyone has the right to be safe on our streets, regardless of the way they choose to travel.
3. ***People Make Mistakes.*** In order to prevent and reduce death and serious injury, traffic systems can and should be designed to account for the inevitability of human error.
4. ***Focus on Dangerous Locations and Behaviors.*** City engineering and enforcement efforts will be informed by accurate and timely collision data and focus first on the most problematic locations, collision types, and behaviors.
5. ***Drivers Have a Critical Responsibility.*** When we drive, we control a machine that can inflict a great deal of physical harm. As drivers, we have a critical responsibility for the safety of others. We can be acting criminally when we drive and park in ways that put others at risk.
6. ***Pedestrians and Cyclists are the Most Vulnerable Road Users.*** Because they have the most to lose, pedestrians and cyclists need to abide by the laws in place to keep them safe.
7. ***The Government Shares Responsibility for Safe Streets.*** All elected officials and appropriate government staff will need to collaborate and act to achieve Vision Zero.