

VISION ZERO MORGAN HILL



STRATEGIES TO ELIMINATE TRAFFIC DEATHS
AND SERIOUS INJURIES

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CITY COUNCIL COMMITMENT

January 17, 2018



Dear Morgan Hill Community,

In 2015, the United States Department of Transportation issued the Mayor's Challenge for Safer People, Safer Streets, which entreats cities to address safety concerns on their roadways.

In October 2016, the Morgan Hill City Council delegated Mayor Steve Tate to support the Vision Zero resolution at the League of California Cities annual conference, which was approved and provided inspiration to formally adopt our own traffic safety action plan.

By adopting this policy, the City Council of the City of Morgan Hill confirms our commitment to:

- Prioritize people first over speed
- Prioritize projects based on safety and equity
- Prioritize funding to align with safety/multi-modal projects
- Evaluate and revise engineering/design standards and planning documents to promote sidewalk connectivity and reflect Vision Zero commitment
- Partner with schools, non-profit organizations, and our community to develop projects and collaborations that align and support Vision Zero

Through smarter street design, targeted enforcement, and education, we will make our streets safer for all ages and abilities, especially pedestrians and people on bikes, as they are the most vulnerable on our streets.

Moving forward it will be the collective responsibility for every member of the City organization to help save lives by making our streets safer. Pedestrian and bicycle use of our sidewalks and roadways is critical to protecting the environment and the future of our transportation system. There will be an ongoing concerted effort to ensure the use of our roadways are safe for motor vehicles, bicyclists, and pedestrians. Working with all members of the community, we will make the City safer.



Mayor Steve Tate

Mayor Pro Tem Larry Carr

Council Member Rich Constantine

Council Member Rene Spring

Council Member Caitlin Robinett Jachimowicz

SUSTAINABLE MORGAN HILL AND VISION ZERO



Sustainable Morgan Hill Vision

Morgan Hill is a safe, inclusive, socially responsible, environmentally conscious, and economically sound community.

Morgan Hill City Council adopted “Sustainable Morgan Hill” which is the lens for which all future decisions will be viewed. The goals and objectives of a sustainable Morgan Hill include enhancing public safety, developing a thriving economy, fostering a highly inclusive community, building a healthy environment, and ensuring fiscal stability. The Vision Zero philosophy aligns with the City’s vision by implementing safeguards to be included in the many plans, projects, and policies related to the community’s transportation system with the goal of eliminating traffic deaths and severe injuries.

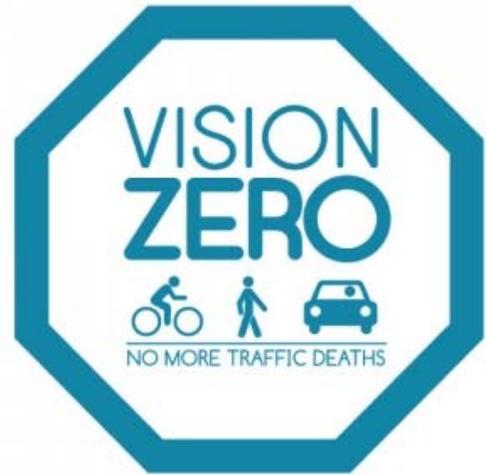
VISION ZERO CONCEPT

The Vision Zero concept was first initiated in Sweden in 1997 and since then, over thirty cities in the United States have adopted Vision Zero programs.

By adopting Vision Zero, Morgan Hill is making a commitment to the Vision Zero principles that prioritize safety, create livable streets, and eliminate traffic fatalities.

The core principles that guide Vision Zero are:

- 1) Traffic deaths are preventable and unacceptable.
- 2) Human life takes priority over mobility and other objectives of the road system. The street system should be safe for all users, for all modes of transportation, in all communities, and for people of all ages and abilities.
- 3) Human error is inevitable and unpredictable; the transportation system should be designed to anticipate error so the consequence is not severe injury or death.
- 4) People are inherently vulnerable and speed is a fundamental predictor of crash survival. The transportation system should be designed for speeds that protect human life.
- 5) Safe human behaviors, education, and enforcement are essential contributors to a safe system.
- 6) Policies at all levels of government need to align with making safety the highest priority for roadways.



TRADITIONAL APPROACH

Traffic deaths are **INEVITABLE**
PERFECT human behavior
Prevent **COLLISIONS**
INDIVIDUAL responsibility
Saving lives is **EXPENSIVE**

VS

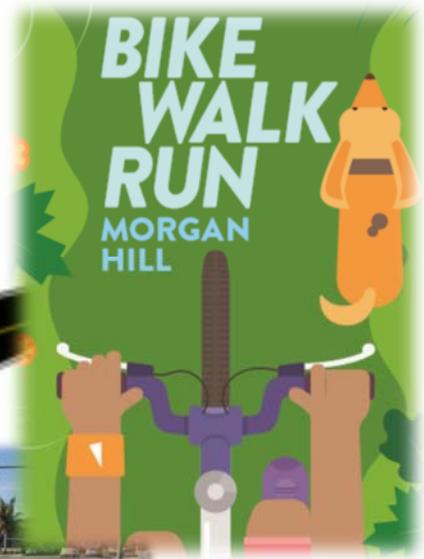
VISION ZERO

Traffic deaths are **PREVENTABLE**
Integrate **HUMAN FAILING** in approach
Prevent **FATAL AND SEVERE CRASHES**
SYSTEMS approach
Saving lives is **NOT EXPENSIVE**

VISION ZERO MORGAN HILL

The Morgan Hill City Council has positioned the City to become a Vision Zero model community by adopting key planning documents. These documents include: the Downtown Specific Plan; the Downtown Placemaking Investment Strategy; the Bikeways, Trails, Parks and Recreation Master Plan; and the Morgan Hill 2035 General Plan. Additionally, the Station Area Master Plan is currently underway and builds upon the Downtown Specific Plan and the Priority Development Area to strengthen the Transit Center within Downtown, by further enhancing multi-modal transportation connectivity and identifying considerations and opportunities for future transit needs with safety as a focus.

The adoption of **Vision Zero Morgan Hill** binds these previously adopted strategies and advances the City's commitment to a safer community and making lasting changes that save lives and ensure safe mobility for all.



Morgan Hill 2035 General Plan Vision Statements

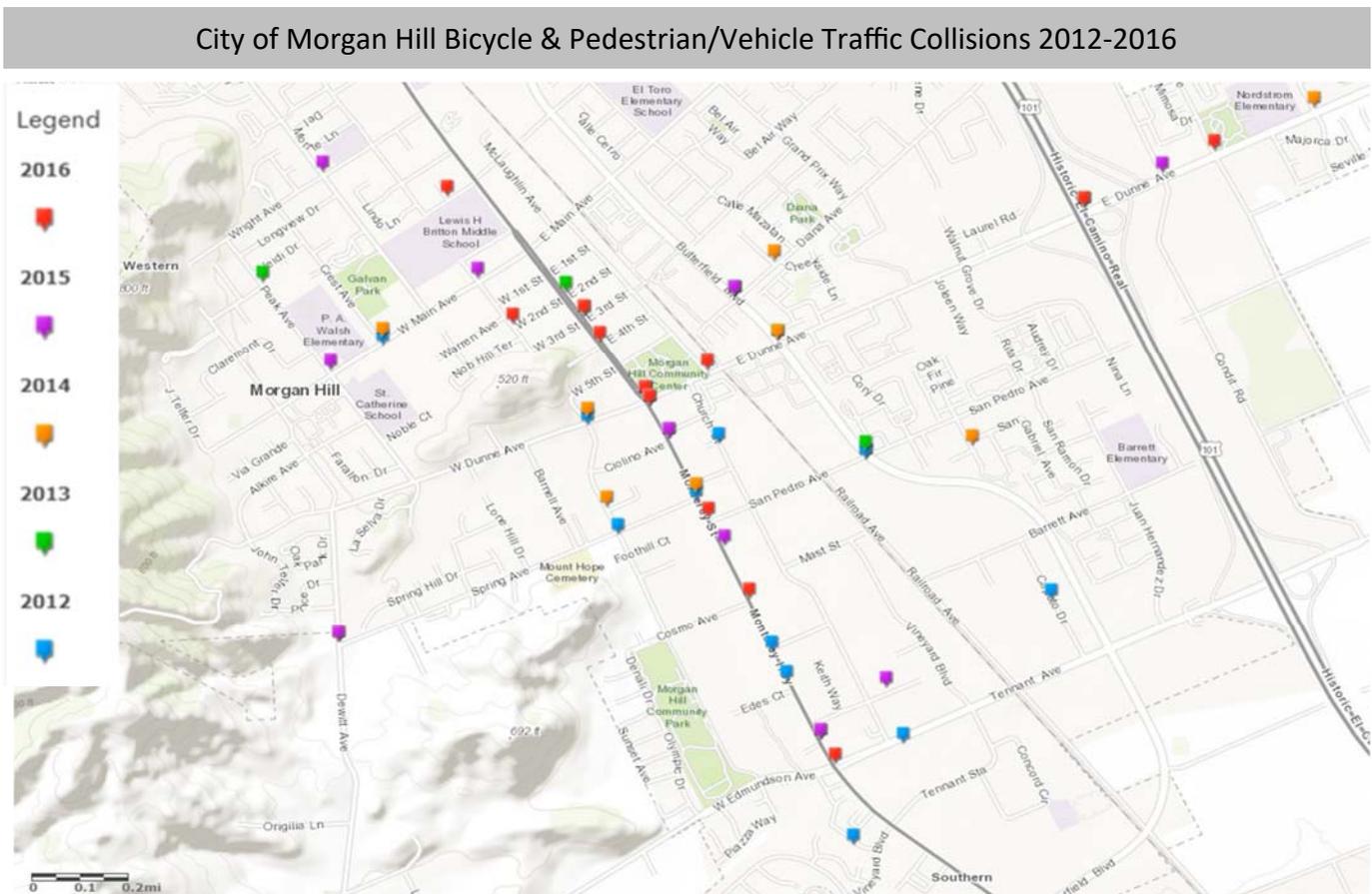
"Morgan Hill will be planned as a healthy community that supports an active lifestyle"

"Public infrastructure investments will be energy efficient, protect the environment, promote public health, keep people and property safe from hazards, and maintain services to support people with different levels of mobility"

MORGAN HILL TRENDS

The City of Morgan Hill is a very diverse and growing community with equally diverse transportation needs. While Morgan Hill has a high percentage of commuters leaving the City for work, Morgan Hill is also emerging as a cycling hot spot in the region. Morgan Hill is taking steps to carefully consider all these modes of transportation and promote healthy lifestyles by providing improved bicycle and pedestrian access to transportation facilities and services that provide circulation and access for residents, business owners, employees, business customers, patrons, and visitors. To continue to move in this direction, it will be important for the City to utilize the traffic collision data it has available in a coordinated manner.

From 2012 to 2016, 74 traffic collisions involving pedestrian/vehicle and bike/vehicle were recorded, accounting for approximately 7% of all traffic collisions during that time. The map below depicts the locations within the City where these collisions occurred during these years. This data provides City officials with the opportunity to identify corridors, specific streets, and intersections and review opportunities for physical safety enhancements as well as increased enforcement.



MORGAN HILL TRENDS

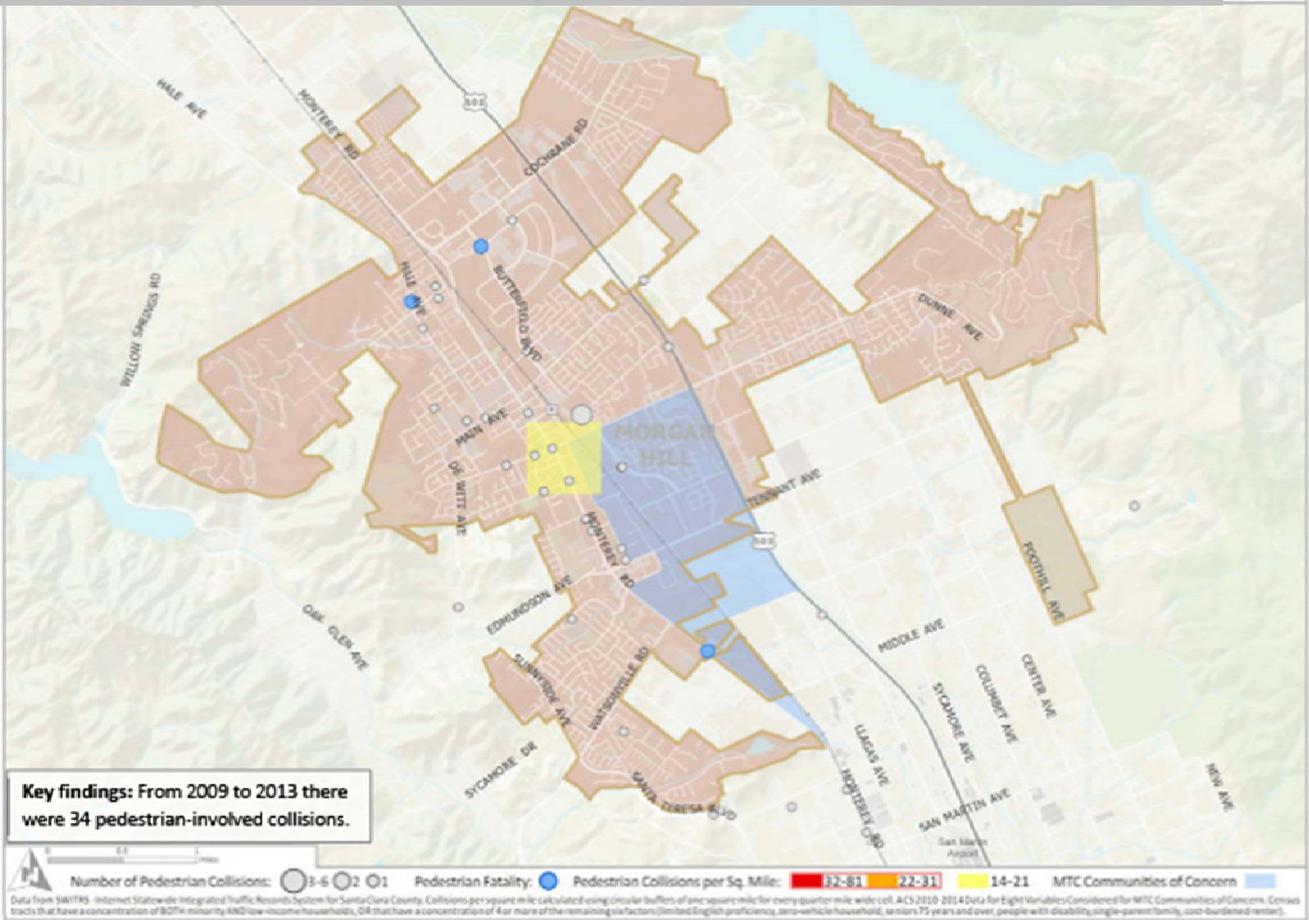
Utilizing data provided from the Walking for a Healthier Santa Clara County Report, the City is able to identify key areas within the City where improvements for traffic safety can be made. The geographic data outlined below provides locations of specific incidents involving pedestrian involved collisions within the City. It further outlines an area near the City's Downtown as an area with a higher number of incidents and an area of focus for pedestrian safety improvements. While these incidents occur at various locations and are due to multiple circumstances, pedestrian safety improvements for the area in general have been prioritized by the City.

30

Pedestrian Collisions (2009-13) - Collisions per Sq. Mile - Morgan Hill



Walking for a Healthier Santa Clara County



Data provided by SWITRS and included in the Walking for a Healthier Santa Clara County Report

MASTER PLANS

Morgan Hill 2035 General Plan

On July 27, 2016, the City Council adopted the Morgan Hill 2035 General Plan, a comprehensive update of the City’s 2001 General Plan. The General Plan provides a vision for the future and establishes the framework for how Morgan Hill should grow and change over the next two decades. Included in the General Plan is the Transportation Element which contains goals, policies, and actions, aimed at implementing strategies to ensure safe and appropriate operation of the transportation system, solving existing traffic and parking problems, and expanding transit and non-motorized travel opportunities. Vision Zero Morgan Hill supports the General Plan and will help meet the goals of the City’s 20 year plan.

MORGAN HILL 2035 GENERAL PLAN	
GOAL	Policy Highlights
TR-1	A balanced, safe, and efficient circulation system for all segments of the community, meeting the local needs and accommodating projected regional and sub-regional traffic while protecting neighborhoods.
TR-2	A system designed for a healthy, active community based on complete streets, smart growth, and Sustainable Communities strategies; reflecting balanced, safe, multi-modal transportation systems for all users, especially in the Downtown where pedestrian, bicycle, and transit facilities will be emphasized along vehicular traffic.
TR-8	A useable and comprehensive bikeway system that safely connects neighborhoods with workplaces and community destinations.
TR-9	Expand pedestrian opportunities.

MASTER PLANS (continued)

Bikeways, Trails, Parks and Recreation Master Plan Update

The City has undertaken an effort to update its citywide plans for Bikeways, Trails, Parks and Recreation infrastructure. The Master Plan is a strategic and practical guide for improving and expanding the City of Morgan Hill’s bikeway and trail system over the next 20 years. The document also helps identify locations where pedestrian and bicycle paths intersect or lie adjacent to roadways which will help resolve any conflicts occurring at those locations. These tactical components guide decision-making and investments related to capital projects and programs. The document is designed for use by City staff, private developers, and other decision makers in shaping a vibrant recreation system tailored to the community’s current and future needs.

BIKEWAYS, TRAILS, PARKS & RECREATION MASTER PLAN Policy Highlights
Create a bikeways and trails network that serves the needs and abilities of cyclists of all ages and abilities, consistent with General Plan Policy TR-8.1
Improve safety for all roadway users by providing bikeways and trails with comfortable separation from motor vehicles and a focus on safety
Encourage active and safe transportation through education and outreach
Provide safe, accessible and convenient bicycle parking and other support services to people travelling by bicycle
Coordinate development of the bikeways and trail network with regional partner agencies and organizations
Design all bikeways and trails to meet or exceed the latest federal, state, and local design guidelines
Support the comfortable use and appeal of the bikeways and trails network through regular maintenance and adequate facilities

CURRENT VISION ZERO ACTIONS

Downtown Safety

The City, along with the development community, have recently made significant investments into Morgan Hill's Downtown to make it the most walkable, bike friendly, urban, family-oriented and transit oriented neighborhood in Morgan Hill as envisioned in the Downtown Specific Plan.

The success of the downtown area has increased pedestrian activity as well as vehicle traffic. To help protect bicyclists and pedestrians, several traffic calming measures have been undertaken to improve safety. Travel lanes have been narrowed, lighting has been improved at the intersections, in-pavement flashers installed, and a new traffic signal has been installed at the Monterey Road and Fourth Street intersection.

Safe Routes to Schools

The community of Morgan Hill wants to enable children and youth to safely walk and bicycle to and from school and in their neighborhoods, with the goal of improving safety, reducing traffic, and supporting healthier kids. Safe Routes to Schools (SRS) aims to create safe, convenient, and fun opportunities for students to walk, bike, and roll to and from school. The Morgan Hill City Council reaffirmed its commitment to the Safe Routes to Schools program by adopting Resolution 16-172 in 2016. The City has demonstrated its commitment by participating in a National Safe Routes to School Partnership Launch Program, along with the Morgan Hill Unified School District, to develop a formal Safe Routes to School Action Plan specific to Morgan Hill. The City, along with the School District, are eager to form a working committee to address SRS and Vision Zero Morgan Hill initiatives and begin implementation of the Action Plan recommendations.

Intersection Safety

The City is completing an Intersection Capacity Analysis study on five major intersections. The purpose of the study is to evaluate the current layout and inter-activity amongst motor vehicles, bicycles, and pedestrians at the five intersections and make recommendations for efficiency of movement and improving the safety of all modes of transportation. The five intersections are Main Ave/Monterey Road, Butterfield Blvd/E. Dunne Ave, Condit/E. Dunne Avenue, Tennant Ave/ Butterfield Blvd, and Tennant Ave/Monterey Road. The study is scheduled for completion and adoption by the City Council in early 2018. Once adopted, the study will contain specific recommendations for safety improvements at the five intersections which can be incorporated into future capital projects. In addition, the study will provide proven recommendations for technology upgrades that can be deployed City-wide.

VISIONS FOR SAFER STREETS

Around the region, state, and country, increased awareness to make our streets safer is being accomplished through initiatives such as: California Complete Streets Act; California Walks; Caltrans Complete Streets Program; Safe Routes to Schools Program; Silicon Valley Bike Vision; Toward Zero Deaths National Strategy on Highway Safety; U.S. Department of Transportation's Safer People, Safer Streets: Pedestrian and Bicycle Safety Initiative; Walking for a Healthier Santa Clara County and many more.

Silicon Valley Bike Vision

Joint Venture Silicon Valley and the Silicon Valley Bicycle Coalition, in partnership with Nelson\Nygaard Consulting Associates, Inc. produced a report in February 2017 identifying the benefits of bicycling, the challenges that prevent people from biking, and gaps and key opportunities for cities. This report provides the framework to achieve safe and connected bikeways for people of all ages and abilities.



SAFETY BENEFITS

Bike lanes make roads safer for all.

Protected bike lanes can result in a 40-50% drop in injury crashes for all road users (drivers, cyclists, and pedestrians).¹⁵



40-50%

reduction in crashes on streets with protected bike lanes



... for all road users

Bicyclists make roads safer for all.

Cities with high bicycling rates ...



... tend to have lower crash rates for all road users.¹⁶

Crashes



Build it safely and they will come.

Bicycle safety improvements attract proportionately more people to bicycling than automobile safety improvements.¹⁷



For example, a

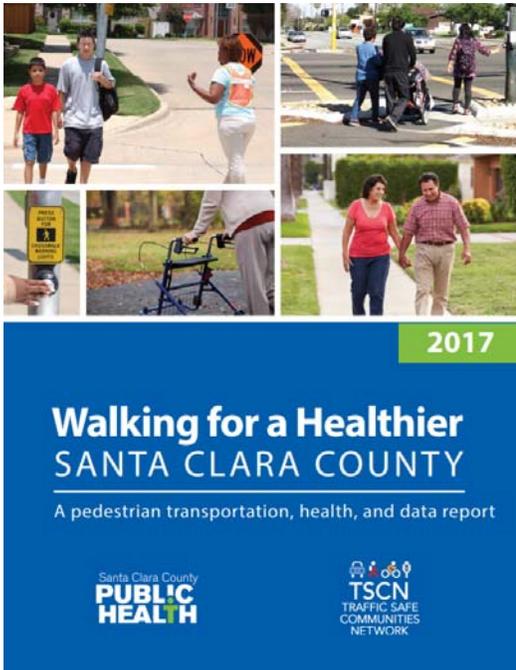
10%

increase in bike safety will result in

more than 10%

increase in the share of people commuting by bicycle.

VISION
BENEFITS OF BICYCLING



Walking for a Healthier Santa Clara County

A pedestrian transportation, health, and data report 2017

Santa Clara County Public Health Department and members of the Traffic Safe Communities Network developed a report providing recommendations for policy makers, advocates, public safety personnel, public health practitioners, and transportation planners to improve pedestrian safety and rates of walking through urban design, education, encouragement, and policy change. The report complements Vision Zero initiatives and local efforts to reduce pedestrian injuries and increase physical activity by creating complete streets and walkable, livable neighborhoods where people can be physically active.

Average annual count of pedestrian-involved collisions by city in Santa Clara County, 2009-2013

	Average annual count	Rate per 100,000 people
Palo Alto	31	46.3
Campbell	13	34.4
San Jose	329	34.1
Gilroy	16	32.6
Santa Clara	36	31.2
Cupertino	16	29.8
Los Gatos	8	29.7
Mountain View	21	28.2
Milpitas	17	26.1
Los Altos	5	20.9
Morgan Hill	7	17.2
Sunnyvale	22	17.1
Unincorporated	14	14.1
Saratoga	3	11.1*
Los Altos Hills	<1	2.6*
Monte Sereno	0	~

Data from *Walking for a Healthier Santa Clara County* report shows Morgan Hill's average pedestrian collisions is lower than most other cities in the county, although one injury is one too many!

Note: *indicates estimate is statically unstable. This estimate should be viewed with caution and may not be appropriate to use for planning or policy purposes. (~) indicates the rate is not available.

Sources: California Highway Patrol, Statewide Integrated Traffic Records Systems (SWITRS), 2009-2013; U.S. Census Bureau, 2010 Summary File

VISION ZERO MORGAN HILL ACTIONS

As suggested by the Vision Zero Initiative, Vision Zero Morgan Hill safety actions are grouped into seven sections: **Engineering, Enforcement, Education, Engagement, Evaluation, Encouragement, and Equity**. Following are highlights of the City’s current safety improvement efforts and future actions to reduce, and ultimately eliminate, serious injuries in our community.

ENGINEERING

Creating a physical environment that prioritizes safety for all forms of transportation is of the highest priority for the City. The City ensures that both new development and capital projects are constructed to standards that promote safety for all transportation modes.

ENGINEERING	CITY LEAD
Include Complete Streets philosophies requiring streets be planned, designed, operated, and maintained to enable safe, convenient, and comfortable travel and access for all ages and abilities	PLANNING & ENGINEERING
Follow National Association of City Transportation Officials (NACTO) design standards related to streets and bikeways	PLANNING & ENGINEERING
High-visibility ladder, zebra, and continental crosswalk markings are preferable	COMMUNITY SERVICES & ENGINEERING
Unsignalized crossings should be highlighted using additional warning signage, high visibility lighting and markings, actuated beacons, and traffic calming features, such as mid-block crossing islands	ENGINEERING
Evaluate mid-block crosswalks with rapid flashing lights (or alternatives) where there is a pedestrian desire line (e.g. bike paths, mid-block bus stops, plazas, recreation facilities, and mid-block passageways)	PLANNING & ENGINEERING
Consider shared lane markings (sharrows) offering guidance to bicyclists on where to ride while alerting motorists to the presence of bicyclists within a lane shared by both bicyclists and drivers	PLANNING & ENGINEERING
Consider buffered bike lanes that run aside roadways, separated from automobile traffic by markings or a physical barrier, such as parked cars, bollards, or a curb	PLANNING & ENGINEERING
Install count down pedestrian timers when possible	COMMUNITY SERVICES & ENGINEERING
Consider road diets to narrow or eliminate travel lanes on roadways to make more room for pedestrians and bicyclists	PLANNING & ENGINEERING
Continue to utilize LED street lighting to illuminate intersections and roadways with additional care and emphasis taken at and near crosswalks	ENGINEERING
Evaluate options to increase nighttime pedestrian safety in the downtown	ENGINEERING & POLICE
Create temporary accommodations for bicyclists and pedestrians along construction sites when sidewalks and other travel ways have been closed	ENGINEERING
Work collaboratively with the Morgan Hill Unified School District and County of Santa Clara Roads to identify locations where Safe Routes to Schools can be improved	COMMUNITY SERVICES, ENGINEERING, & POLICE
Reduce speed limits where appropriate	ENGINEERING & POLICE

ENFORCEMENT

The Morgan Hill Police Department (MHPD) has made traffic safety a top priority among its Department goals. Best practice strategies will be implemented to reduce the number of persons killed and injured in crashes involving alcohol and other primary collision factors. Enforcement is a proven deterrent in this reduction.

Speed Enforcement is a large component of MHPD’s Traffic Safety program. Using Vision Zero principles, MHPD will continue to allocate Traffic Unit resources toward high frequency crash locations and toward behavior issues of speeding, intoxicated driving, and distracted driving. MHPD is continuing to work directly with the City engineers, educators, along with enforcement to combat risky driving that we know leads to injury collisions.

ENFORCEMENT	CITY LEAD
Conduct enforcement campaigns in conjunction with routine traffic enforcement (e.g. Distracted Driving - April, Click it or Ticket it - June, Pedestrian Safety Month - September, Operation Safe Passage - Back to School)	POLICE
Perform Driving Under the Influence (DUI) saturation patrols to coincide with City events and national holidays (e.g. Taste of Morgan Hill, Mushroom Mardi Gras, Fourth of July, Memorial Day weekend, etc.)	POLICE
Perform directed enforcement at high collision locations by targeting common primary collision factors (PCF's) and determine if there are measurable reductions in collisions	POLICE
Partner with regional agencies to provide additional resources to patrol specific locations with high visibility and zero tolerance (e.g. Countywide Allied Agency Enforcement)	POLICE
Continue partnering with the Morgan Hill Unified School District by assigning Officers to schools and providing outreach education and enforcement	POLICE

EDUCATION AND ENGAGEMENT

Vision Zero Morgan Hill commits to public awareness initiatives that are sustained, concentrated efforts that target a specific community problem. In order to be most effective, education efforts should be combined with engineering changes as well as law enforcement.

Education and public awareness strategies can be used to:

- Provide information to help motivate a change in specific behavior
- Teach safety skills that can reduce the risk of injury
- Raise awareness and gain support regarding particular pedestrian, bicyclist, or motorist issues



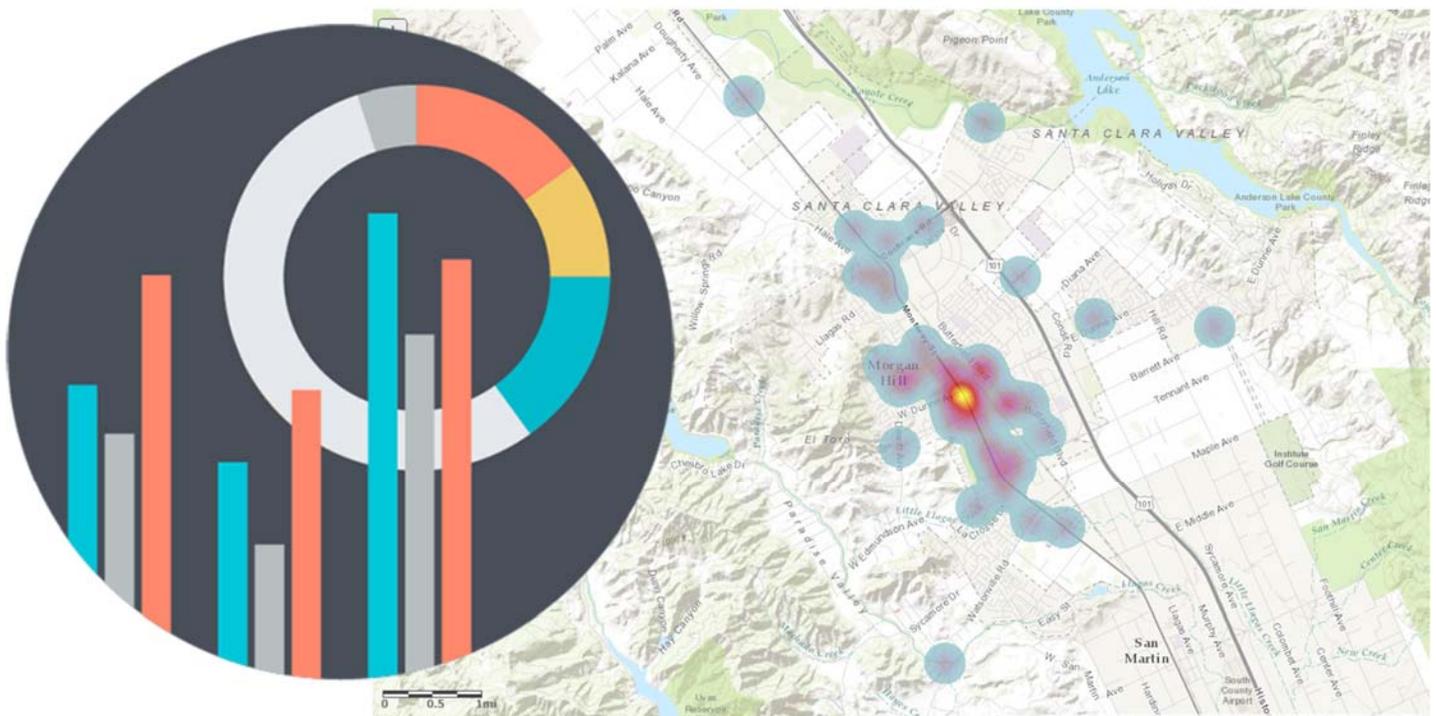
EDUCATION AND ENGAGEMENT	CITY LEAD
Participate in regional, state and nation-wide social media safety campaigns	POLICE & CITY MANAGER
Partner with nightlife businesses and transportation networks for deter impaired driving by offering special services and promotions (e.g. Know Your Limits Campaign, Designated Driver Program, Uber, Lyft, local taxi services)	POLICE
In coordination with the Morgan Hill Unified School District (MHUSD) and American Medical Response (AMR), offer driving under the influence programs at local High Schools (e.g. Every 15 Minutes, Sober Graduation, Zero Tolerance)	POLICE
Biannual safety seminars at senior centers and residential care facilities to engage with elderly drivers about driver safety and common dangerous habits	COMMUNITY SERVICES & POLICE
Conduct annual driver safety training courses for City employees	POLICE
Partner with MHUSD to provide student/driver education regarding common violations and misconceptions	POLICE
Coordinate with the Morgan Hill Unified School District to support educational activities at school sites to support Safe Routes to Schools	COMMUNITY SERVICES & POLICE
Form a City and School District Working Committee to address Safe Routes to Schools and Vision Zero Morgan Hill initiatives	COMMUNITY SERVICES
Emphasize bicycle safety, motorcycle safety, and child safety (e.g. bicycle rodeo, motorcycle safety courses, helmet safety inspections, assistance with proper child seat installation)	POLICE
Continue to seek grant opportunities and legislative actions that support Vision Zero initiatives	ALL DEPARTMENTS

EVALUATION

The City is currently making enhancements to its traffic collision data analytics by partnering with the County of Santa Clara and LexisNexis to provide more streamlined and consistent data throughout the region. The City will directly benefit from the improved analytics on traffic collision patterns, Geographic Information System maps, direct data feeds to Police Traffic Division and Engineering so they can fully understand information about the contributing factors, and the ability to gain valuable insight into neighboring cities' traffic collision data.

Moving forward, the improved data collection analytics will help demonstrate how the implementation of Vision Zero Morgan Hill principles have decreased the number of injuries, until ultimately, we reach ZERO fatalities!

EVALUATION	CITY LEAD
Track total number of vehicle, pedestrian, and bicycle collisions and contributing factors	POLICE
Evaluate how collisions were affected by posted speed, road class, or other identifiable features of the road by continuous engagement between Police and Engineering	POLICE & ENGINEERING
Implementation of Countywide Traffic Collision Database Systems	POLICE





ENCOURAGEMENT

Partner with neighborhood organizations, environmental organizations, cultural groups, health care organizations, etc. to promote safety programs and events such as: Car Free Day, Bike to Work Day or Week, Walk/Bike to School, Park(ing) Days, Open Streets, Group Bike Rides, Bicycle Rodeos, Bicycle Tours, Funs Runs, and Fitness Challenges.

EQUITY

Social equity is at the core of Sustainable Morgan Hill and Vision Zero. To ensure equity and to protect the most vulnerable people, Vision Zero Morgan Hill shall prioritize projects which improve safety near schools, around housing for seniors and people with disabilities, and neighborhoods most reliant on public transportation. Morgan Hill is proud of its "Age-Friendly" designation and will continue to make improvements that provide a better quality of life for our community, of all ages and mobilities, and lend to healthy and vibrant lifestyles.



CONCLUSION

Morgan Hill is a community that values the safety of its residents and visitors above all else. The City's commitment to Vision Zero as outlined in this document supports the continued development of Morgan Hill as a community for all, and encourages ongoing focus on reducing traffic deaths and injuries. The actions within provide a forward-thinking and strategic approach that will provide direction to team members throughout all City Departments. While these initial actions shall provide a starting point for work on Vision Zero Morgan Hill, the document is intended to continue to provide ongoing policy direction for years to come, shifting attitudes and perceptions to align with safety being the highest priority for the City's roadways.

Vision Zero Morgan Hill supports the City's goal of Complete Streets and is aligned with the City's primary planning documents. The City has prioritized alternate transportation means through its adoption of its 2035 General Plan Update, as well as adoption of its 2017 Bikeways, Trails, Parks and Recreation Master Plan. Morgan Hill strives to enable all residents to safely walk and bicycle to schools, businesses, transit, and the Downtown from their neighborhoods. It is imperative that residents and visitors can safely travel to these areas via foot and bike.

The City Council has a high focus on establishing funding sources to adequately maintain the City's infrastructure. Because street repair and infrastructure improvements are already a priority, the City can take steps to integrate safety and build on the good work already in motion.

Responding now will not only save lives, but also contribute to the economic prosperity of our neighborhoods, answer community priorities, and implement many of the City's goals already in place. To reach these goals, the following actions are recommended following adoption of Vision Zero Morgan Hill:

- Create a strategy for infrastructure funding that includes safe street design
- Seek out opportunities to provide more balance in the vehicles/bicyclist/pedestrian mix in the Downtown
- Reduce dangerous speeding by including traffic calming and pedestrian safety projects into the Capital Improvement Plan
- Launch education campaigns for safer streets
- Support the Police Department in increasing enforcement of safe street behavior
- Outreach and collaborate with regional and local partners, including the Morgan Hill Unified School District

Successful implementation of Vision Zero Morgan Hill will require continuous involvement and support from the City Council, City teammates, regional partners, and the community.