On September 11, 2018, City Council adopted the Santa Barbara Vision Zero Strategy 2030. Vision Zero is a philosophy that all transportation-related deaths are unacceptable and preventable, and it is a proven way to reduce traffic deaths by prioritizing safety above all other factors on our roads. The Vision Zero Strategy aims to end severe or fatal transportation-related injuries in Santa Barbara by 2030.

This strategy presents seven core principles to guide transportation decision-making, planning, designing, and policing. It adopts a “Safety First” mentality involving collaboration between the City, non-profit partners, and the community. This approach distributes shared responsibility among these groups to reimagine a safer future for all street users by prioritizing human life in traffic management.

Read more about Vision Zero in Santa Barbara [here](#).