

# Vision Zero Task Force

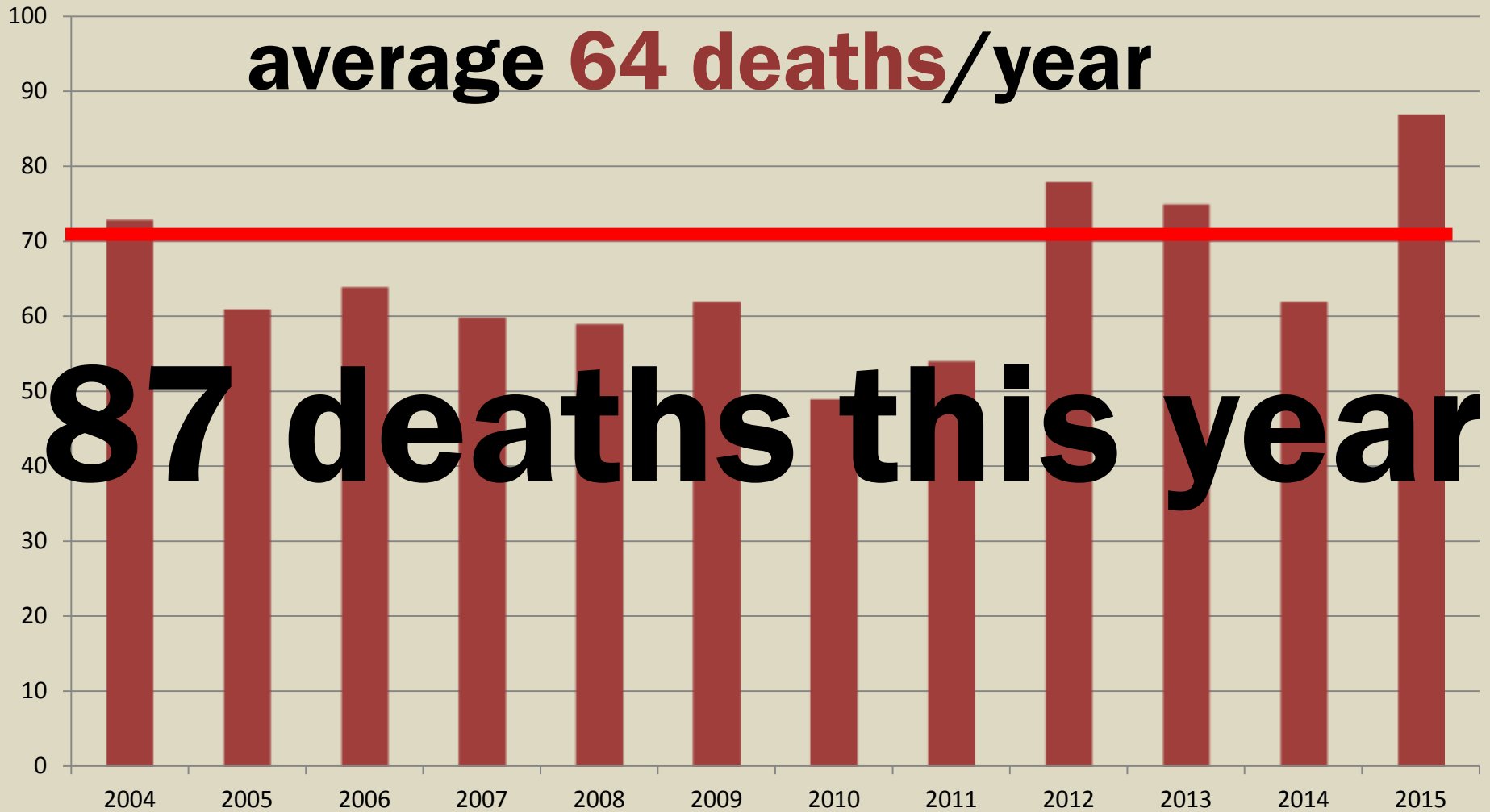
November 13, 2015



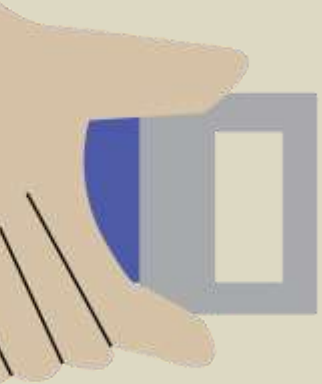
# Today's Presentation

- Background on V0
- Action Plan Overview
- Changes to Draft
- Activity:
  - Review & discuss Action 4: Cont. Task Force
  - Review & discuss draft actions
- Next Steps

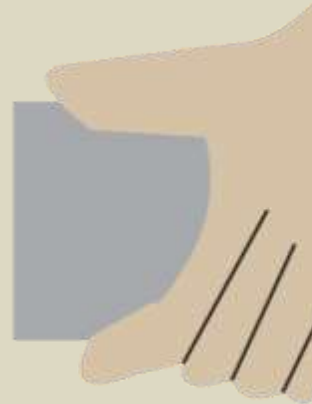
# Austin traffic deaths



Source: City of Austin Annual Crime and Traffic Reports



**Public health problem**  
like smoking or not wearing a  
seatbelt





Traffic injuries & deaths are  
**preventable;** therefore  
**none are acceptable**



People will make mistakes;  
those mistakes shouldn't  
be fatal



**Safety is** the **primary**  
consideration in transportation  
decision-making



Traffic safety solutions must be addressed **holistically** through **education, enforcement, engineering/design**





aims to achieve **zero deaths**  
**& zero serious injuries**  
while traveling in Austin

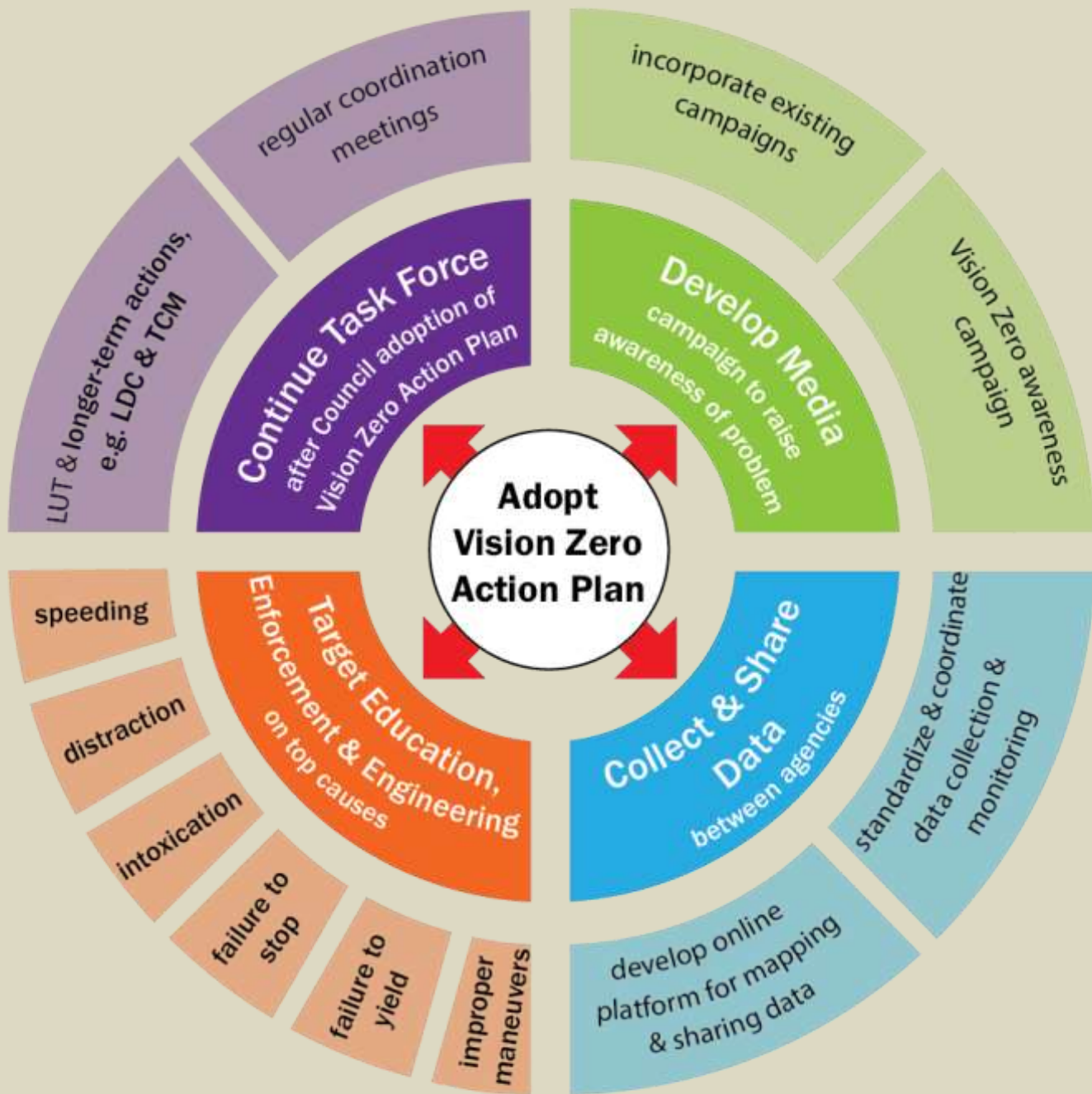
# Overview of 2 activities

## Activity 1: Review draft Action Plan

- Focus on Key Actions.





## Activity 2: Review draft Top Contributing Factors Maps

- What are your takeaways?
- What are the broad actions that should be included in the Action Plan?

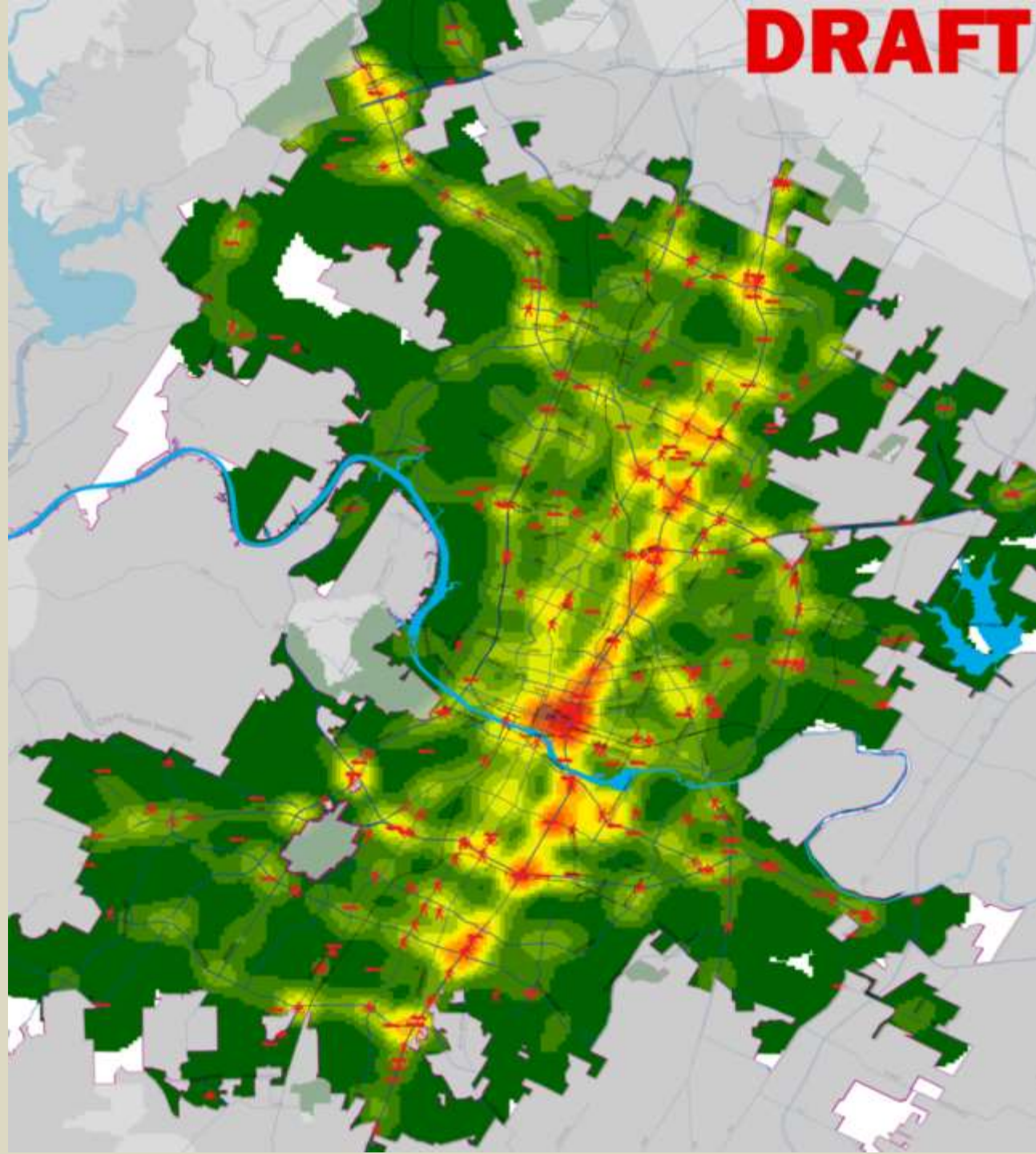


# 1. Data

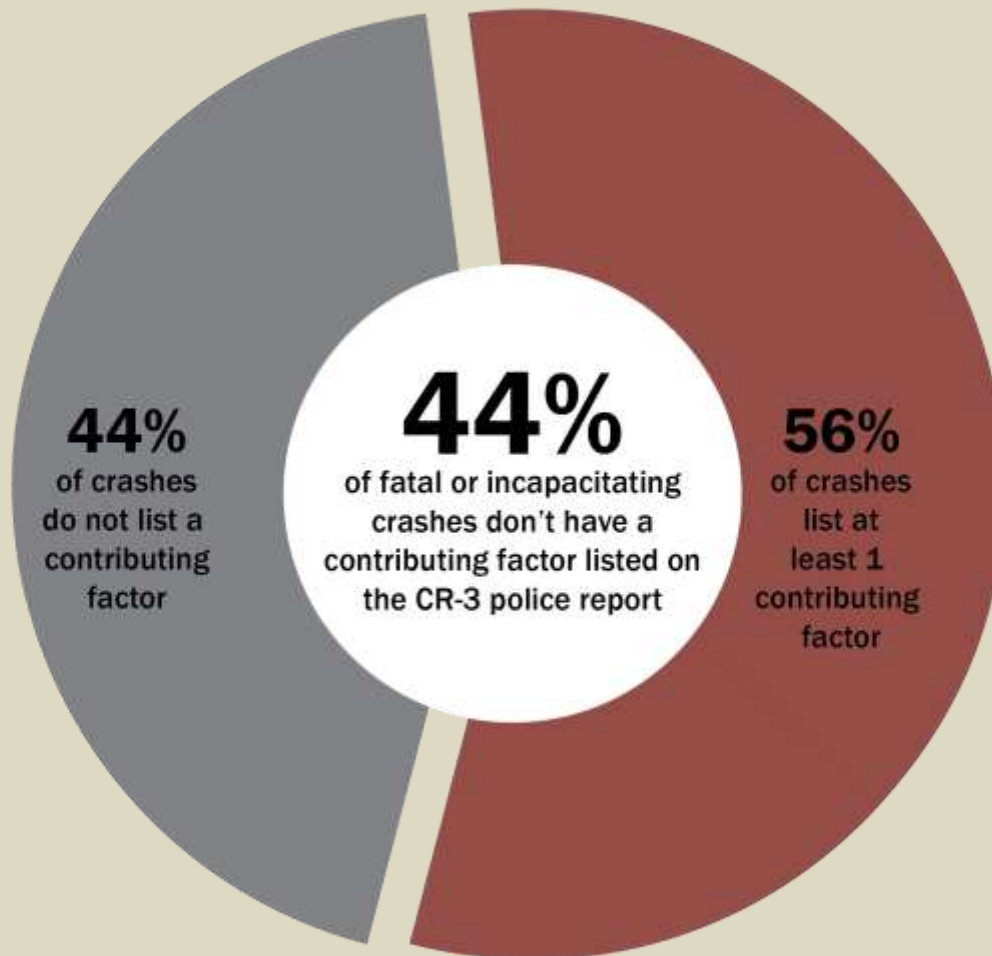
## Deaths by mode

-  driving (145)
-  walking (91)
-  motorcycle (59)
-  biking (7)

## Concentration of injuries & deaths

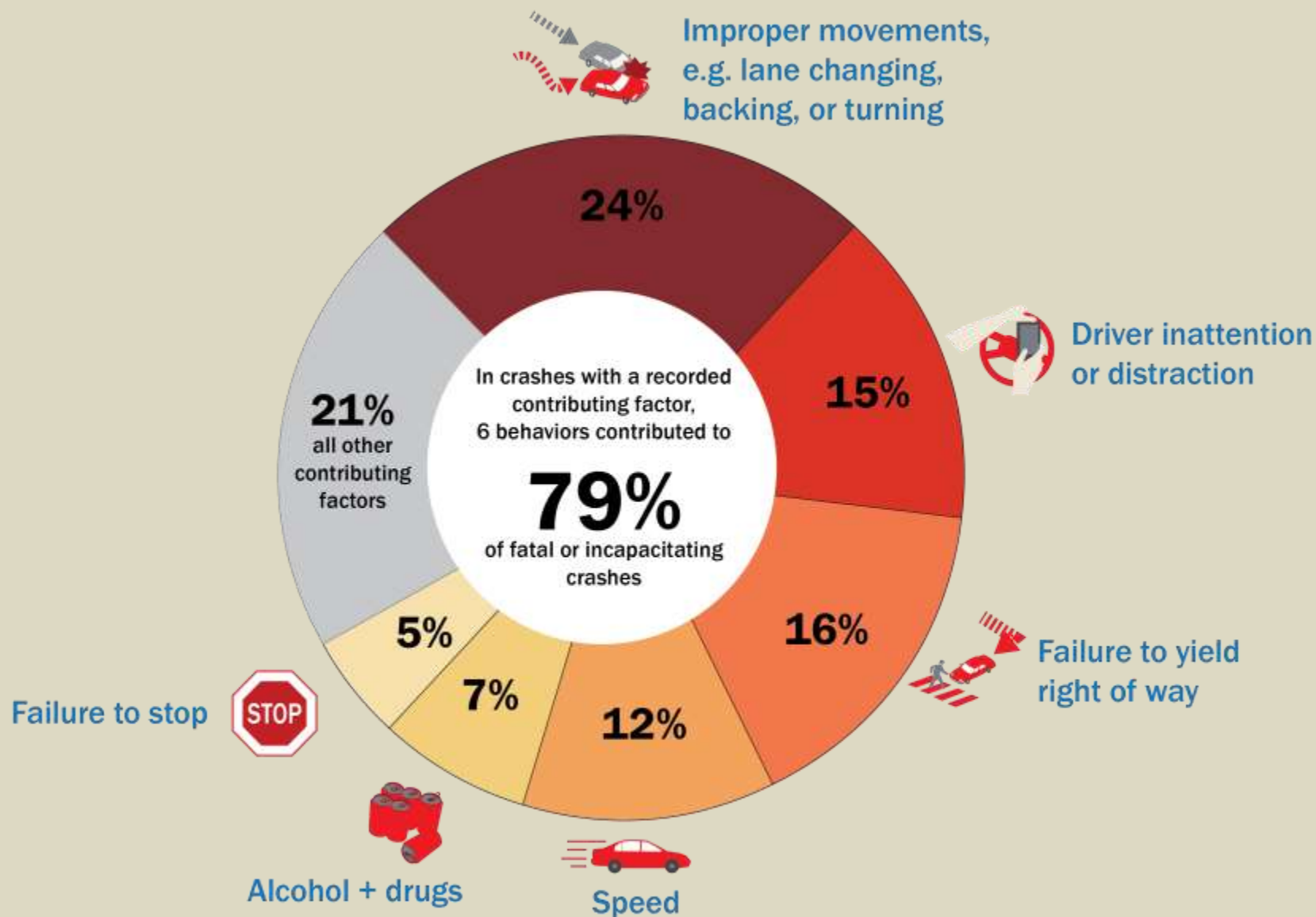


# Contributing Factors





# Contributing Factors

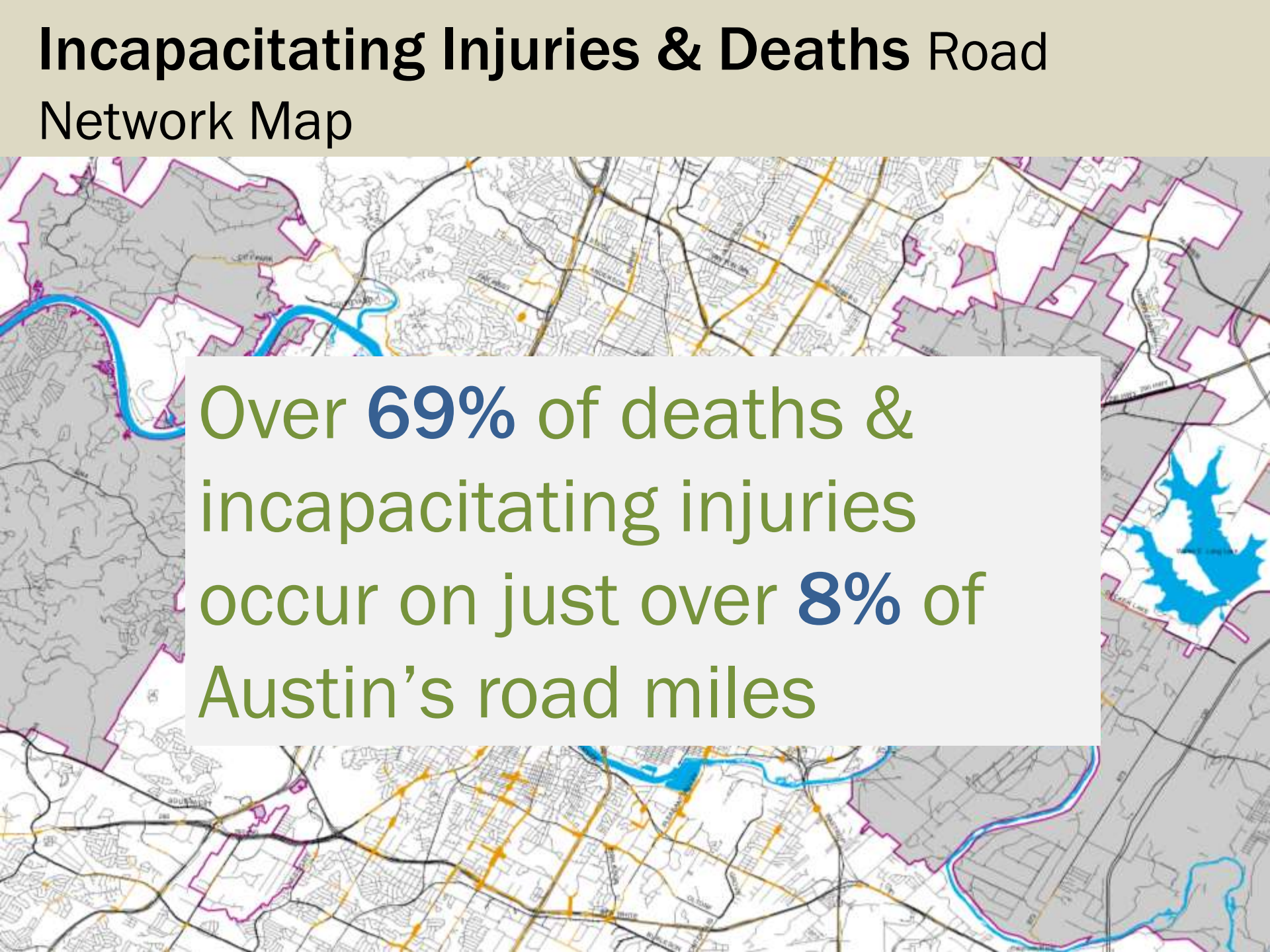


## 2. Target Education, Enforcement & Engineering





# Incapacitating Injuries & Deaths Road Network Map



Over **69%** of deaths & incapacitating injuries occur on just over **8%** of Austin's road miles



# 3. Develop Media Campaign



**WHERE TO?**  
**THE SIX TRAIN OR SIX FEET UNDER?**

The choice is simple.  
**Choose not to drink and drive.**



After you drink, think.

# 4. Use the Task Force to continue multi-departmental & agency coordination



# Changes to Draft

- Rearranged actions: 1) targeted edu, enforcement, engineering initiatives; 2) media; 3) data; 4) TF
- Eliminated individual metrics for actions & added general metrics (Action 4)
- Action 4: Continue the Task Force

# Activity

- Review & discuss Action 4: Cont. Task Force
- Review & discuss draft actions

# Next Steps

**Review Draft Action Plan** & provide  
feedback by November 30

**Public Draft** after Nov. 30

**Briefing at City Council work  
session** December 8