



2016-2018

ACTION PLAN

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This plan is dedicated to everyone who has lost their lives or been injured in crashes. We honor the lives lost or irrevocably altered in traffic crashes by working toward the goal of zero deaths & serious injuries.

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Executive Summary

Vision Zero refers to a traffic safety concept that aims to reduce fatalities and serious injuries on roadways to zero. On November 20th, 2014, the Austin City Council approved Resolution 20141120-103 calling for the City Manager to create a Vision Zero Task Force to study this policy and to produce a report, along with any recommendations, to the Council. This plan is a result of the Task Force's effort. The plan articulates an ambitious two-year strategy to reduce traffic deaths to zero by 2025 in Austin.

The plan is underpinned by several key principles:

- Traffic deaths and injuries are a preventable, public health issue. Any death is too many.
- People will make mistakes; the transportation system should be designed so those mistakes aren't fatal.
- Safety is the primary consideration in transportation decision-making.

- Traffic safety solutions must be addressed holistically, through:
 - Education and culture change,
 - Enforcement and prosecution, and
 - Land use and transportation engineering.

In a typical year, 64 people lose their lives on Austin's streets; for each person killed, three to four more are seriously injured. Half of these deaths are people riding a bicycle or motorcycle or people walking, even though these modes only make up about 6.5 percent of all travelers. A larger proportion of minority groups and homeless individuals make up these numbers. In addition to the human loss, the costs of these injuries and fatal crashes cost Austinites more than \$500 million annually.



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This plan builds upon ongoing safety efforts by the Austin Police Department, Austin Transportation Department and other regional agencies. It recognizes that these enforcement and engineering efforts must be supported by reforms to the courts, service industry, land use regulation and mental health services.

To reduce crashes that result in deaths or serious injuries, critical path actions for 2016-2018 include:

- 1) **Apply Solutions:** Focus on hotspot locations of crashes resulting in deaths or incapacitating injuries and bolster key initiatives that target top contributing factors in deadly or incapacitating collisions. These top contributing factors are: speed, improper maneuvers, failure to yield, distraction, impairment, failure to stop. This plan identifies a series of short-, medium-, and long-term action in the categories of enforcement, engineering and education actions linked to one or more of these contributing factors.

- 2) **Public Education:** Create a targeted public education campaign to raise awareness of the severity of the problem and solutions, including behavior changes. This campaign will be a multi-agency and multi-media effort to spread the safety message.
- 3) **Harness Data:** Collect, analyze, communicate and share data that documents fatal and incapacitating crashes and top contributing factors. An ongoing effort to improve data quality will best direct limited resources.
- 4) **Develop a Vision Zero Program:** The City of Austin will staff and fund a program dedicated to improved transportation safety, with a focus on enforcement, engineering/design and education.

Austin joins several other U.S. cities in making this commitment including Seattle, New York City, San Francisco and San Antonio. By making a commitment to reduce deaths and serious injuries to zero by 2025, Austin will become a safer, more livable city for generations to come.

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The Vision Zero Action Plan is the culmination of the work of the Vision Zero Task Force. The Task Force, created by Council in November 2014, brought multiple perspectives to how Austin can improve traffic safety. The following departments, agencies, and community groups participated in the Vision Zero Task Force.:

Community Groups (Commissions, Councils, Committees, Coalitions)

AARP	Community Advancement Network (CAN)	Mothers Against Drunk Driving (MADD)
ADA Access and Sidewalk Task Force	Crossroads Coalition*	Pedestrian Advisory Council (PAC)
ADAPT	Ending Community Homelessness Coalition (ECHO)	Safe Kids Austin
ATX Safer Streets		Public Safety Commission (PSC)
Bicycle Advisory Council	Mayor's Committee for People with Disabilities	Urban Transportation Commission (UTC)
Bike Austin		

City Departments

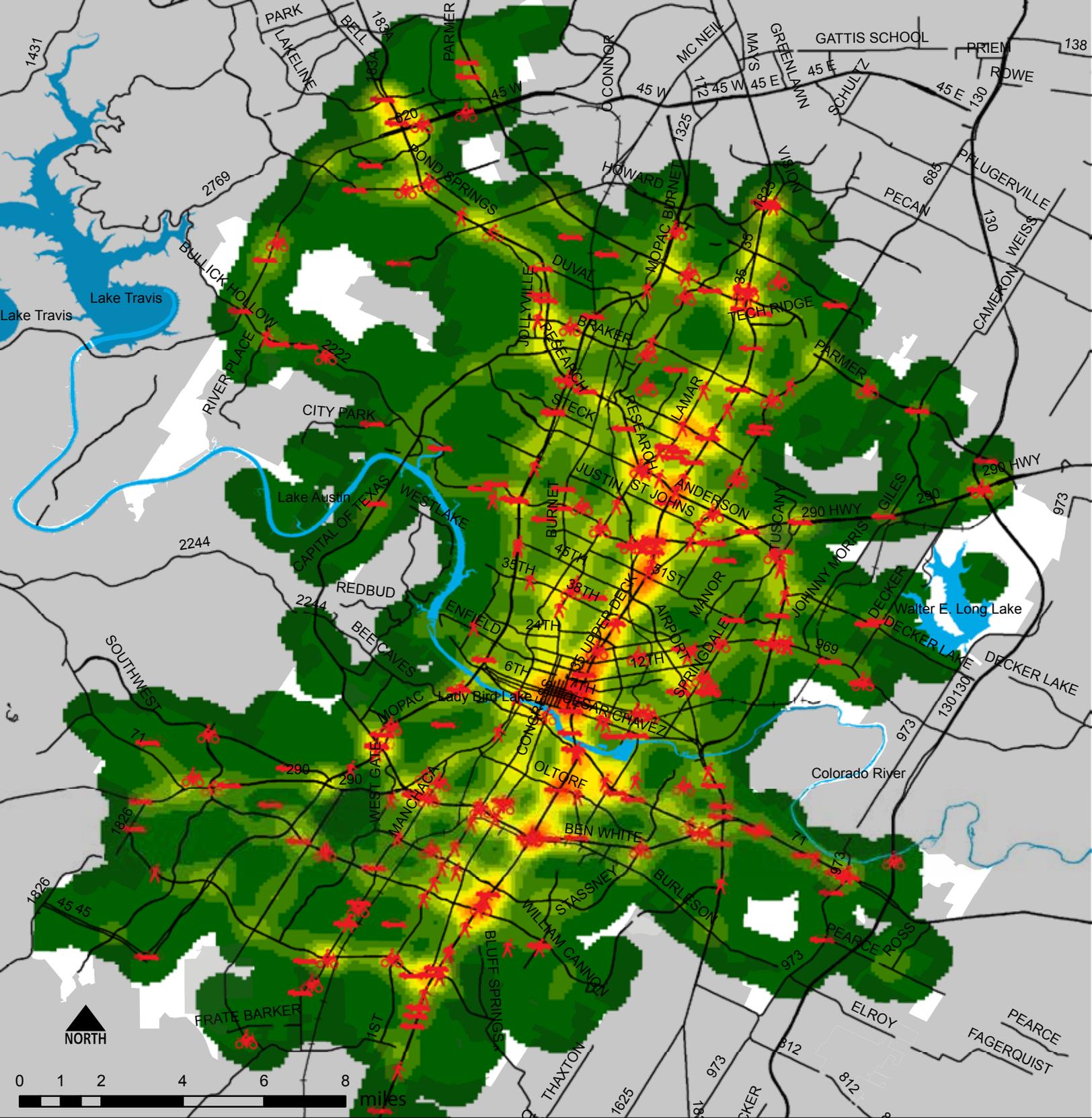
Planning and Zoning Department (PAZ)	Health and Human Services Department (HHSD)	Law Department
Police Department (APD)	Public Works Department (PWD)	Austin-Travis County EMS
Transportation Department (ATD)		Fire Department (AFD)

Agencies

Capital Area Metropolitan Planning Organization (CAMPO)	Texas A&M Transportation Institute (TTI)	Travis County District Attorney's Office
Capitol Metro	Texas Alcoholic Beverage Commission (TABC)	University of Texas Center for Transportation Research (CTR)
Federal Highway Administration, Texas Division (FHWA)	Texas Department of Transportation, Austin District (TxDOT)	Urban Land Institute (ULI)

Individual Advocates

Scott Johnson (former member of the Distracted Driving Study Group)



Injuries & Deaths: All Modes

Deaths by mode

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

Concentration of injuries & deaths



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Vision Zero is an ongoing effort. Additional information and updates will be made available on the Vision Zero website:



austintexas.gov/visionzero

Look for this icon to indicate link to further resources online.



Vision Zero's goal is simple: zero traffic deaths and serious injuries in Austin by 2025. Our goal can only be zero, and achieving it will take all Austinites.

Introduction

The Austin City Council charged the Vision Zero Task Force with addressing the ongoing tragedy on Austin's streets: in an average year, 64 people are killed in crashes. The past year underscores the urgency of action: more people died on Austin roads in 2015 than ever before.

This is a quiet crisis that remains muted in the background for most people, until it is inescapably front and center for another person, another family. For each person killed, three to four more victims of crashes are seriously injured, changing their lives forever. The physical and emotional trauma for victims, survivors, and loved ones left to mourn makes it a moral imperative that we end this violence.

The causes of these crashes are known—speed, impairment, distraction, failing to yield or stop, and dangerous and improper maneuvers—and there are measures in place to address many of them. But in the past, these crashes were seen as discrete problems with discrete solutions. Vision Zero frames transportation safety differently: deaths and injuries are the result of a larger, systemic failure, requiring a coordinated and collaborative effort on the part of all City departments, partnering agencies, and community groups.

Vision Zero's goal is simple: zero traffic deaths and serious injuries in Austin by 2025. The goal can only be zero, and achieving it will take all Austinites. Getting there will not be easy.

The effort starts by changing the way society perceives traffic deaths and injuries: no longer are they “accidents” or the unfortunate, but unavoidable, cost of doing business. Traffic deaths and injuries are a preventable public health problem.

Preventing traffic deaths and injuries requires a comprehensive approach to transportation safety, combining education and culture change, enforcement and prosecution, and land use, urban design, and transportation engineering. People will make mistakes—whether walking, bicycling, or driving. The challenge is to work collectively to prevent those mistakes from being fatal. To save lives and prevent injuries, safety must be the primary consideration when making land use and transportation decisions. Actions must also go beyond conventional approaches to education, enforcement, and engineering to reach and respond to the needs of our most vulnerable populations.



Vision Zero ATX organized a vigil at Austin City Hall on September 30, 2015 to remember traffic victims.

DIVERT

Successes will be incremental and changes in and use patterns and street design will take time and resources, but this must start today. Collecting more robust data and analyzing and sharing that data can help to direct resources where they are most needed. Media must elevate the magnitude of this problem to raise awareness and shape safer behaviors. These two short-term actions can influence ongoing, system-wide change.

Enforcement must be prioritized where it can have the greatest effect immediately. The Police Department serves as the front line for preventing injuries and deaths through enforcement initiatives. It is critical that enforcement be targeted at crash hotspot locations and on top dangerous behaviors that cause fatal and serious injury crashes.

Engineering improvements are underway at five intersections with the highest crash rates that can be made safer with engineering. The Transportation Department will continue to evaluate crash hotspot locations and look for opportunities for rapid implementation of engineering safety improvements.

The definition of “high speed” must change: speeds over 30 miles-per-hour are dangerous for people walking or biking. Nine out of ten healthy adults hit by a vehicle

traveling 20 mph will survive, but at just 40 mph, those odds are reversed, making what many consider to be slow, potentially deadly.

The Vision Zero Task Force, its member departments, agencies, and community groups, are united in a goal of stemming the tragic trend of deaths and injuries. This initial Action Plan is a coordinated effort toward making Austin’s streets safer. As this plan is implemented, the Task Force will evaluate the effectiveness of the actions outlined in this Action Plan and refine strategies to continually work towards eliminating deaths and serious injuries.

Zero deaths and serious injuries is a bold goal, but it is achievable: the causes of traffic deaths and injuries are unequivocally preventable.

The Vision Zero Task Force honors the lives lost or irrevocably altered by working toward zero. Any traffic death or injury is too many.



What is Vision Zero?

Vision Zero is a proven, data-driven approach to reducing transportation-related injuries and saving lives. Vision Zero is a goal of working toward the only acceptable number of traffic deaths and serious injuries: zero. The Vision Zero concept originated in Sweden in 1997 and has since been adopted in countries around the globe, and across the U.S. More than 30 states and the Federal Highway Ad-

ministration (FHWA) have adopted Vision Zero as a national strategy, called "Toward Zero Deaths." More recently, cities including New York, Chicago, Boston, San Francisco, Seattle, Portland, San Diego, have adopted Vision Zero policies and short term Action Plans. In Texas, Houston recently adopted a Vision Zero policy and San Antonio is also developing a Vision Zero Action Plan.



Principles of Vision Zero

- Traffic deaths and injuries are a preventable, public health issue. Any death is too many.
 - People will make mistakes; the transportation system should be designed so those mistakes are not fatal.
 - Safety is the primary consideration in transportation decision-making.
- Traffic safety solutions must be addressed holistically, through:
 - Education and culture change,
 - Enforcement and prosecution, and
 - Land use and transportation engineering.

Successes Elsewhere

Vision Zero has proven successful in reducing traffic deaths. The places that have introduced Vision Zero and similar policies have seen a reduction in the numbers of deaths and serious injuries. Sweden and the Netherlands have some of the lowest transportation-related fatality rates in the world.¹ Vision Zero has also demonstrated its effectiveness in the U.S. After adopting their Vision Zero Action Plan, New York City had the lowest number of traffic deaths on record.²

In Utah, which has development patterns more similar to Austin's, Vision Zero helped the state reduce traffic deaths by 48 percent since adoption in 2003.³ Provo, Utah also shows that preventing all deaths is possible; in 2011 not a single person died on Provo's roads.⁴



The Vision Zero Network, a collaborative campaign focused on advancing safe streets through the Vision Zero approach, is working to develop and share best practices and support cities across the country working toward eliminating traffic deaths and injuries.



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Sweden (1997)
traffic deaths down
30% since
adopting the
first-in-the-world
policy

Washington DC
Boston (2015)
New York City (2014)

formatting



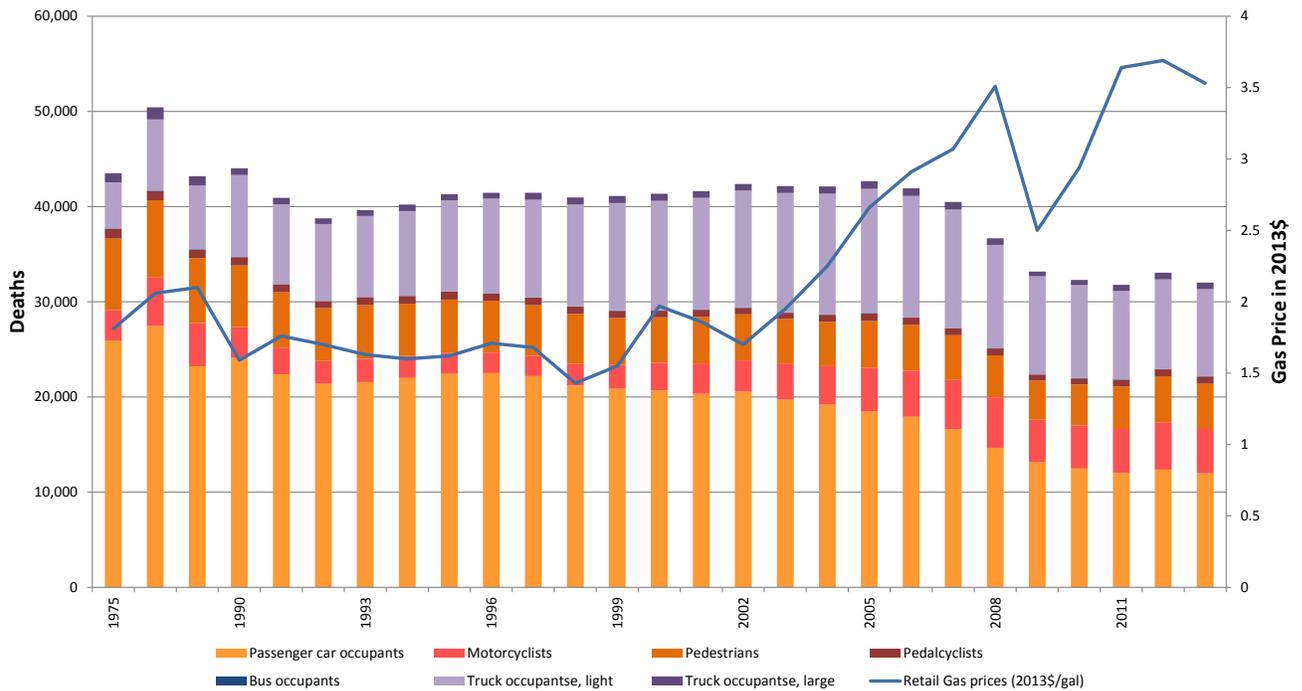
Austin Needs Vision Zero

Austin is a great place to live. Austin is regularly high on “best of” cities lists, whether for jobs, music, barbecue, or just about anything else. As the Austin Business Journal said, Austin is “Best for everything and everyone”.⁵ Unfortunately, the city is also on some far less desirable lists. Austin ranks as the 13th most dangerous city for traffic for cities with a population over 500,000.⁶ On average, 64 people are killed on Austin’s roads and 200 are seriously injured each year. This means more people lose their lives in crashes in Austin than to gun violence.

Last year was a particularly deadly year: 102 Austinites were killed in traffic collisions in 2015.

These deaths and injuries are more than numbers: each one of these lives lost is a tragedy to the families and loved ones left behind. Each injury is a person’s life forever changed. Each is a part of a city, state, national, and worldwide public health crisis.

Each is preventable. Through the coordinated efforts of Vision Zero, Austin’s goal is to eliminate traffic deaths and serious injuries by 2025.



Traffic deaths correlate with vehicle miles traveled, which is strongly influenced by the economy and gas prices. When people drive more--as they do when the economy is good and gas prices are low--the risk of crashes goes up.

Sources: Transportation Fatalities by Mode, US DOT, Research and Innovative Technology Administration, http://www.rita.dot.gov/bts/sites/rita.dot.gov/bts/files/publications/national_transportation_statistics/html/table_02_01.html_mfd. Avg. Historical Annual Gasoline Pump Price, Energy.gov, <http://energy.gov/eere/vehicles/fact-835-august-25-average-historical-annual-gasoline-pump-price-1929-2013>

Part of a National Trend

Austin’s transportation safety issues mirror trends we see across the U.S. In 2013, 32,719 people died in traffic collisions in the United States⁷—equivalent to a 747 plane falling out of the sky every week. Most of these crashes are suffered by people traveling in cars. The good news is that this number is down from a peak in 1976 of 54,589 people. Much of this decrease is thanks to safer roadway design, safety features in vehicle design, such as airbags, and cultural shifts such as increases in seatbelt use and reductions in drinking and driving. However, while these safety improvements are saving the lives of people traveling within vehicles, it is a different story for people outside of them.

Who is Affected?

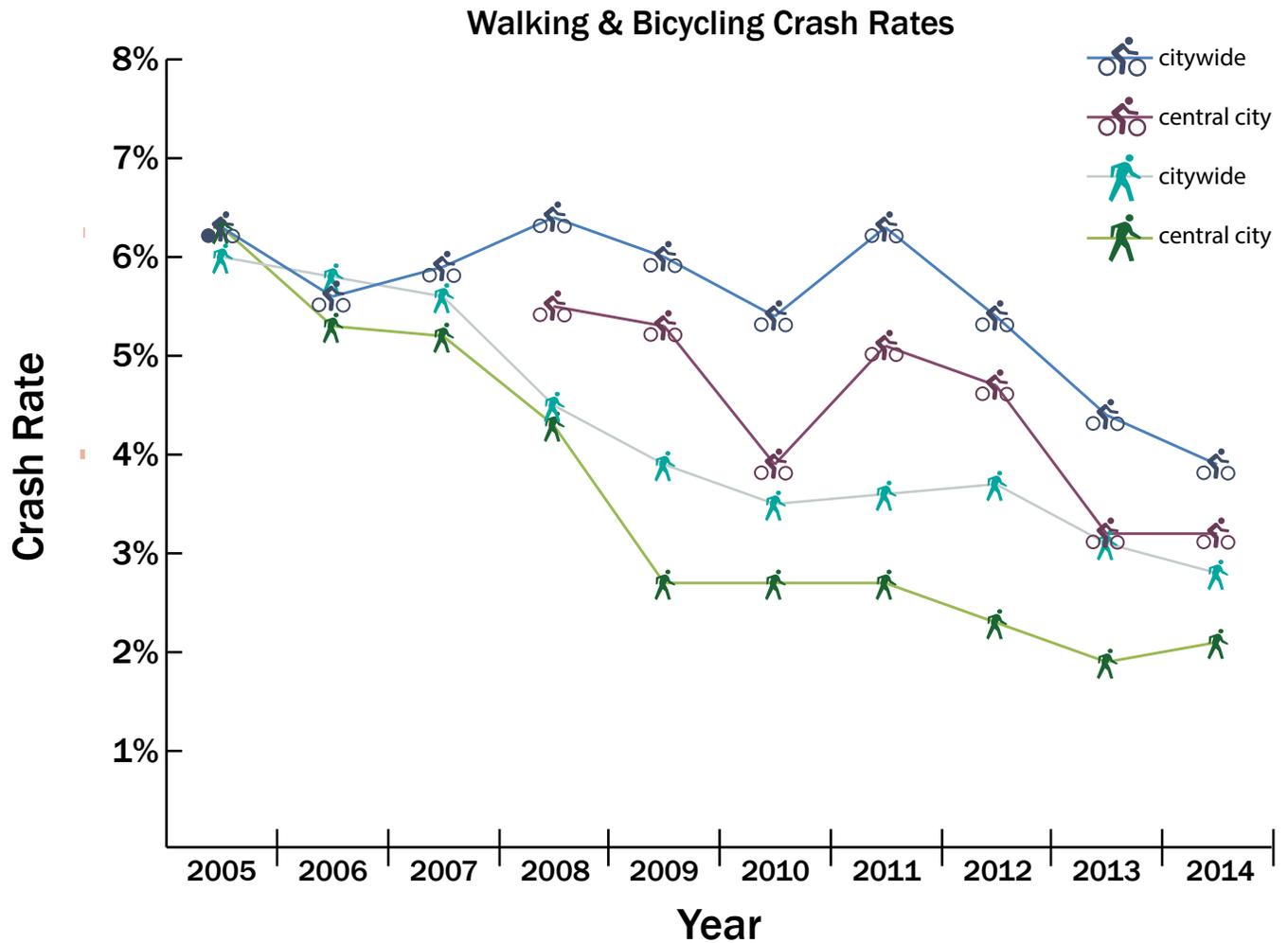
Traffic deaths and injuries are a public health issue affecting all road users and all communities, but some groups are disproportionately affected. In particular, people traveling by modes other than driving, minority groups, and people experiencing homelessness are more likely to be killed or injured in traffic collisions. For Austin to achieve zero deaths and zero serious injuries by 2025, we will need to focus resources on vulnerable populations.



Source: American Community Survey Journey to Work Data (2013 5-year aggregate) and City of Austin Traffic Safety Data.

While overall traffic fatalities have decreased nationally, pedestrian and bicycle fatalities have held constant or increased slightly. As a result, bicycle and pedestrian deaths have increased as a percentage of total traffic deaths. Across the US, people walking accounted for 14 percent of all traffic fatalities in 2012, up from 11 percent in 2007. In Austin this disparity is especially severe: pedestrians make up almost a third of all traffic fatalities. People walking or riding bicycles or motorcycles make up over half of all traffic deaths, despite accounting for less than 7 percent of all travel.⁸

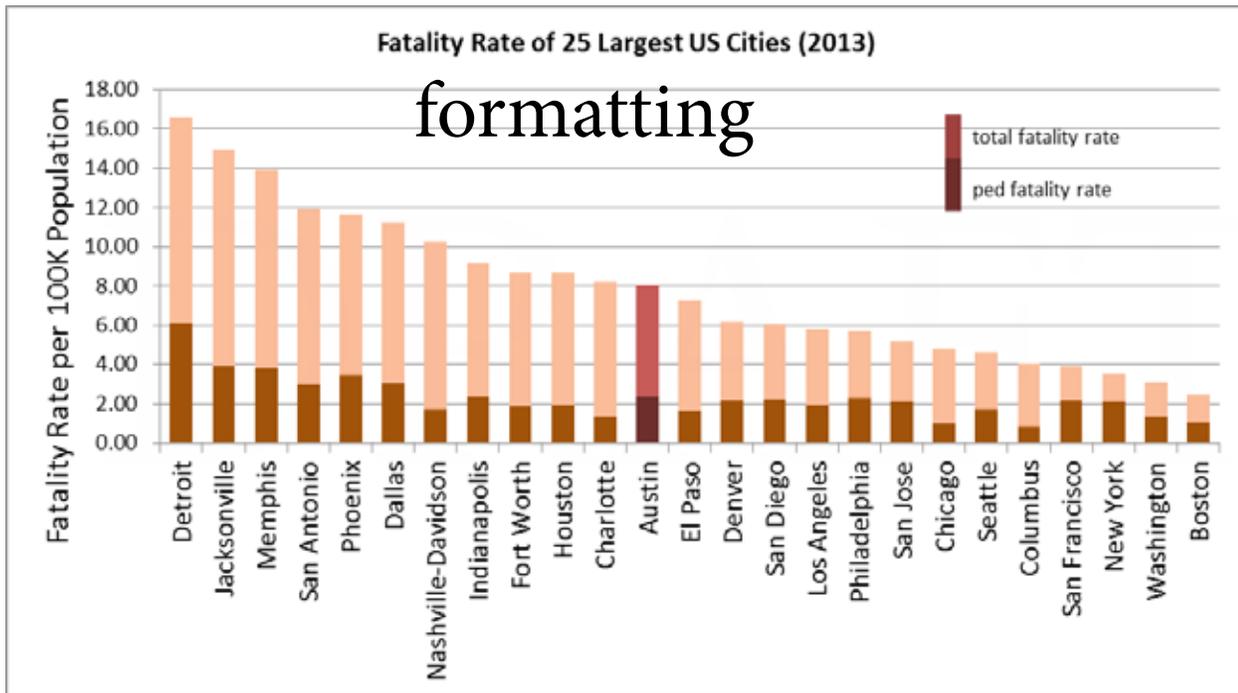
In 2012, Austin ranked seventh in the number of pedestrians killed in U.S. cities with populations more than 500,000, and had a fatality rate of 2.97 pedestrians killed per 100,000 residents.⁹ The Federal Highway Administration identified Austin as a Pedestrian-Bicycle Focus City due to this high fatality rate for pedestrians. This provides Austin with technical support and professional training opportunities on best practices in transportation safety improvement strategies.



Crash rates for people walking and biking have been declining, with safety in the central city especially improving.

While bicyclists and pedestrians are over represented in all roadway deaths, Austin’s city-wide bicycle and pedestrian crash rate (defined as the crashes per year per cyclist or pedestrian, respectively) has actually been in decline since 2004 due to the sharp increase in walking and bicycling rates in the

city. This increase in walking and biking as a means of transportation may be attributed to greater awareness in the health benefits of walking and bicycling, improvements in network connectivity or a combination thereof.



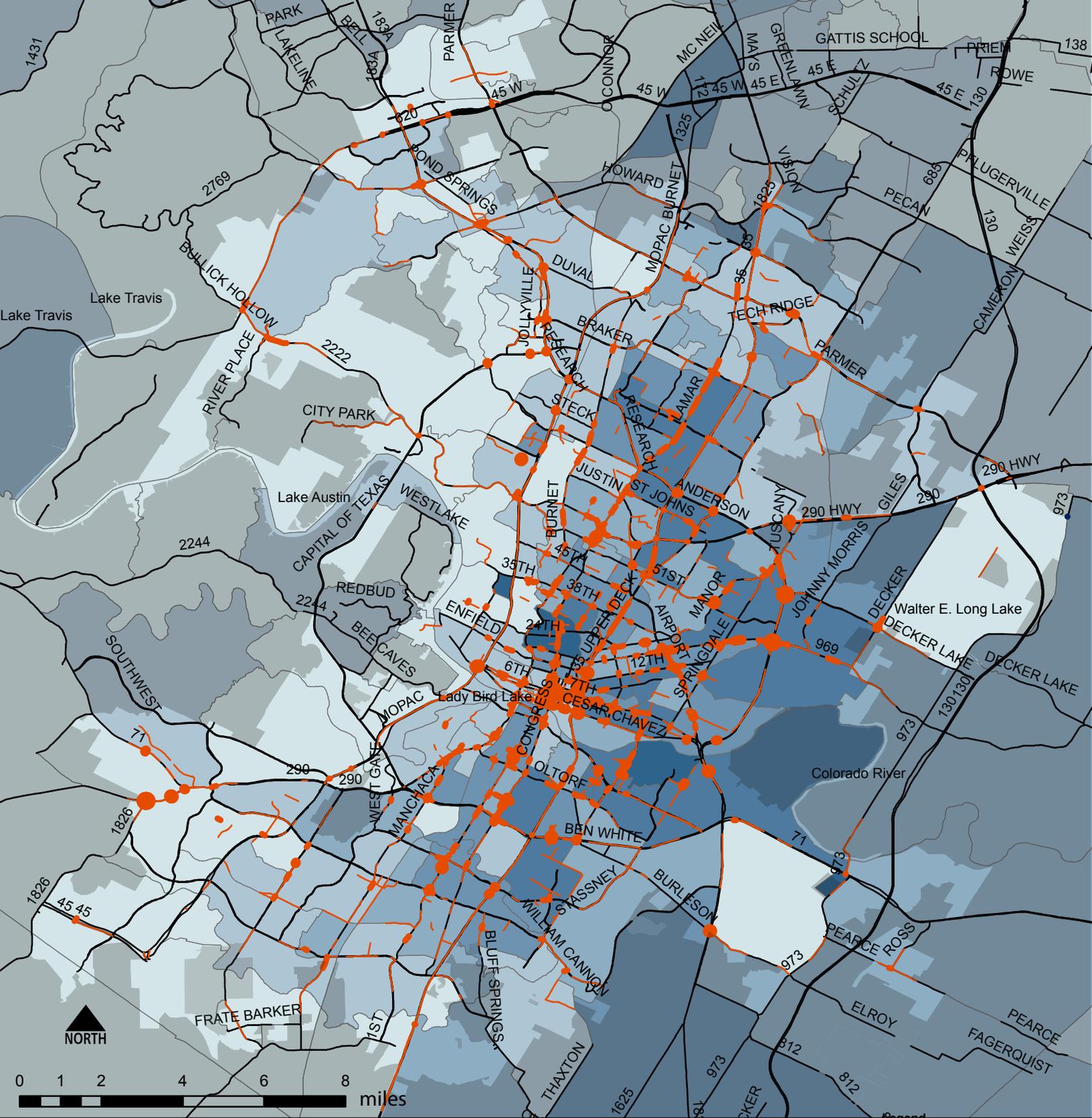
Austin falls in the middle among the top 25 largest cities in the U.S. for fatality rates. Source: NHTSA, 2013.

The fatality rates for the largest US cities shown in the graph above also demonstrates an important and often overlooked factor in transportation safety: land use patterns. Decades of developing around driving has created spread out, disconnected land use patterns that encourage driving to the detriment of other modes. Less density, longer blocks, and lack of street connectivity directly contribute to higher traffic deaths.¹⁰

Development patterns may also have a connection to some of our most vulnerable populations. Research reveals disparities in safety for minorities, people with lower income, and for those with less education¹¹, groups who are increasingly priced

out of Austin’s most urban neighborhoods. Traffic deaths and injuries may be colorblind, but Black and Hispanic communities are disproportionately affected, and many of the corridors with high numbers of injuries and deaths are located in areas with higher poverty rates.

People experiencing homelessness—a group often pushed to live in some of the least desirable locations, including along high-speed roads—are one of the largest portions of traffic victims. An *Austin-American Statesman* investigation found that 14 percent of deaths within the homeless population between 2013 and 2014 were caused by vehicles.¹²



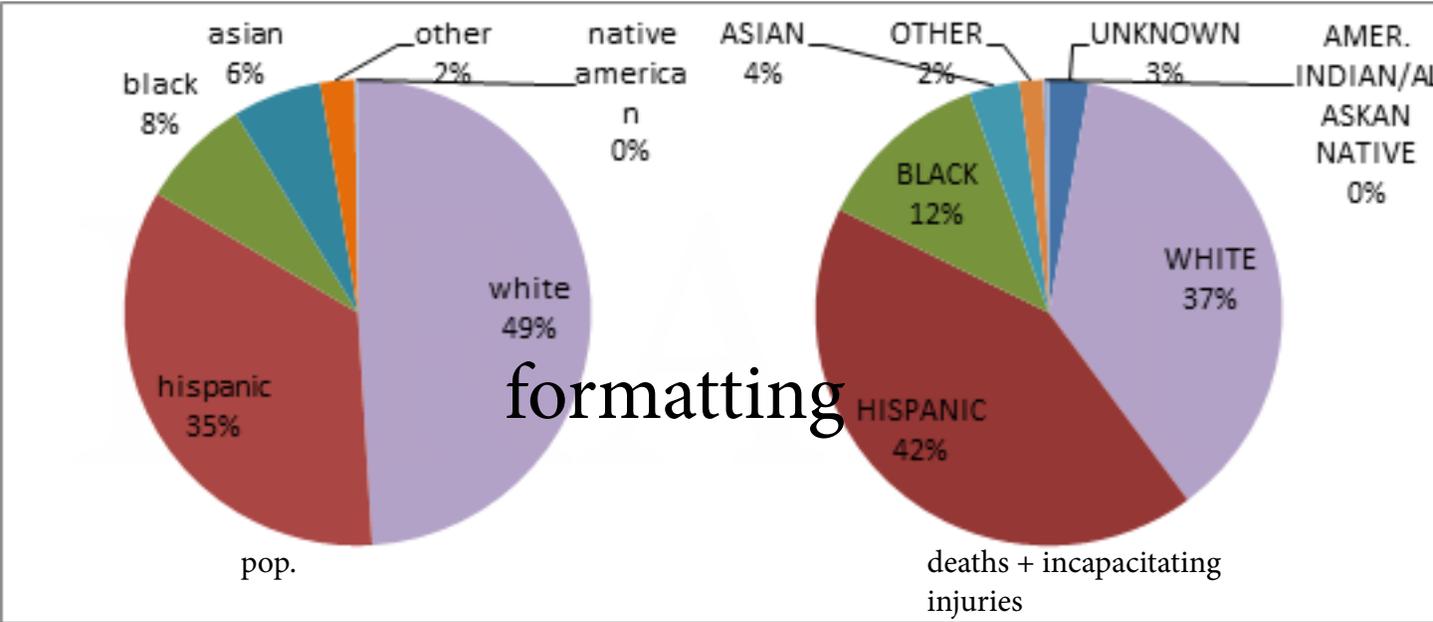
Poverty rate compared to high injury & death roads

Poverty Rate by Census Tract



Roads with incapacitating injury or fatal crashes





Between January 1 and August 31, 2015, people walking made up more than 30 percent of traffic deaths and of those, 43 percent were people experiencing homelessness. In the majority of these tragedies, the victim was attempting to cross an arterial street or other high-speed road.¹³

Improving the safety of these vulnerable populations will require measures beyond engineering, enforcement, and conventional education or media. Collecting robust data will help to better understand the social, economic, and geographic disparities of traffic deaths and serious injuries. As this data is collected

and understanding is refined, resources must be directed to address these disparities. These communities should be involved during the planning, implementation, and evaluation of safety efforts, and extra care should be taken that solutions do not incur unintended consequences for these communities. This Action Plan calls for representatives from these groups to be a part of the continuing Vision Zero Task Force to ensure these disparities are addressed in the implementation of this Action Plan.

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Cost of Collisions

injury & fatal crashes
cost Austinites



that's approximately
the cost of over

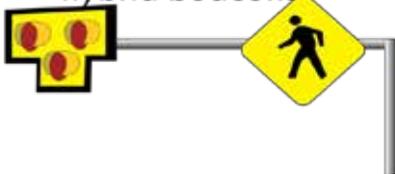
800

miles of new sidewalks

or almost

7,000

new pedestrian
hybrid beacons



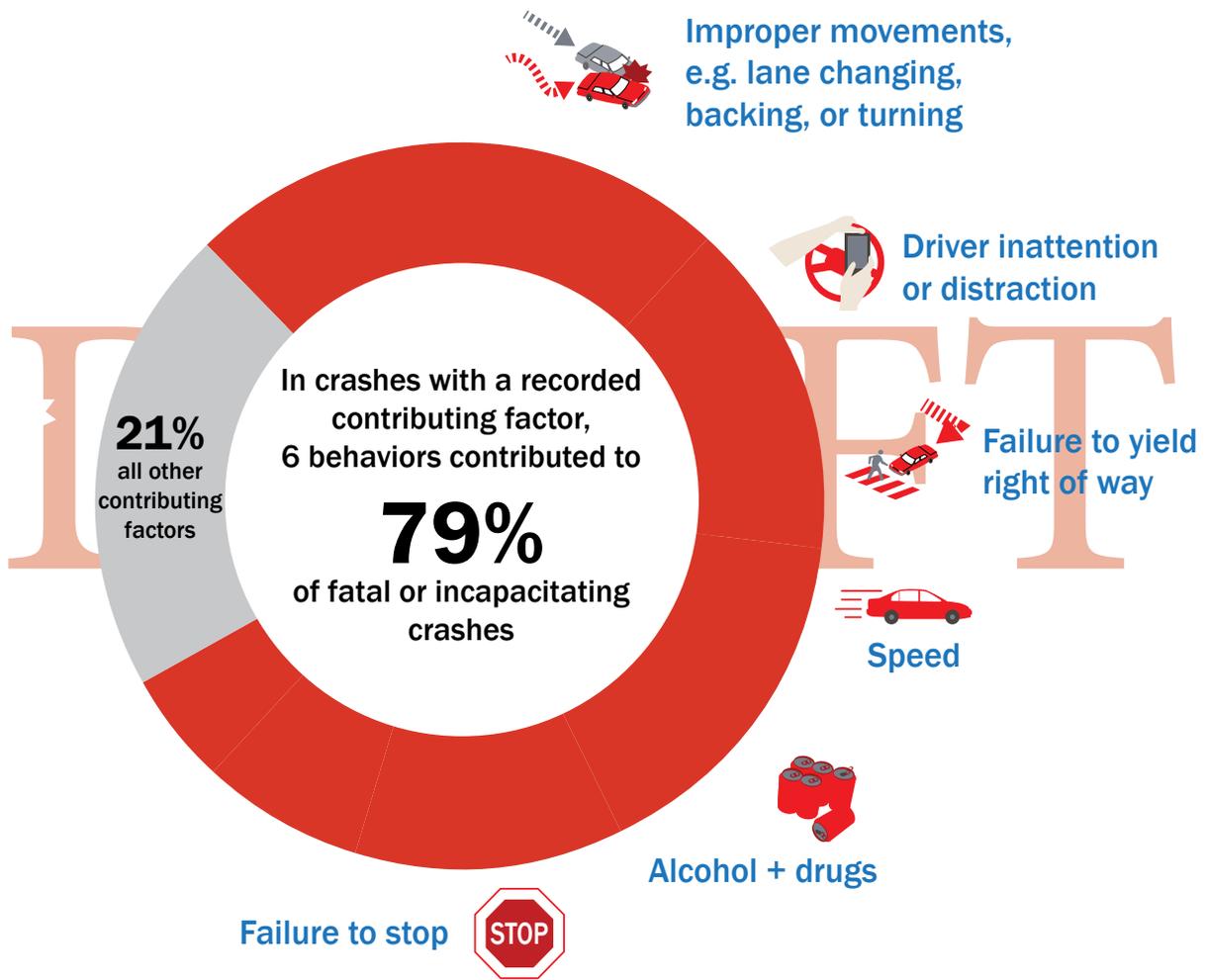
Safety is expensive, but not nearly as expensive as injuries and deaths. In addition to the tragedy and trauma suffered by victims of traffic collisions and their loved ones, traffic collisions are also an expensive drain on the economy. Fatal and injury crashes in Austin are estimated to cost over half a billion dollars annually. Non-injury collisions add additional cost burden.

That's enough to fund over 800 miles of new sidewalks (35% of our 2,270 missing miles)¹⁴ or over 6,600 new pedestrian hybrid beacons (PHBs),¹⁵ both pieces of successful safety infrastructure in short supply in Austin. As acknowledged in this Action

Plan, many of the recommendations aimed at eliminating traffic deaths and injuries will take time and money, but society pays either way: with infrastructure, enforcement, and education, or with injuries and deaths. What if half a billion dollars savings was invested into education, enforcement, and engineering strategies to prevent injuries and deaths from crashes?



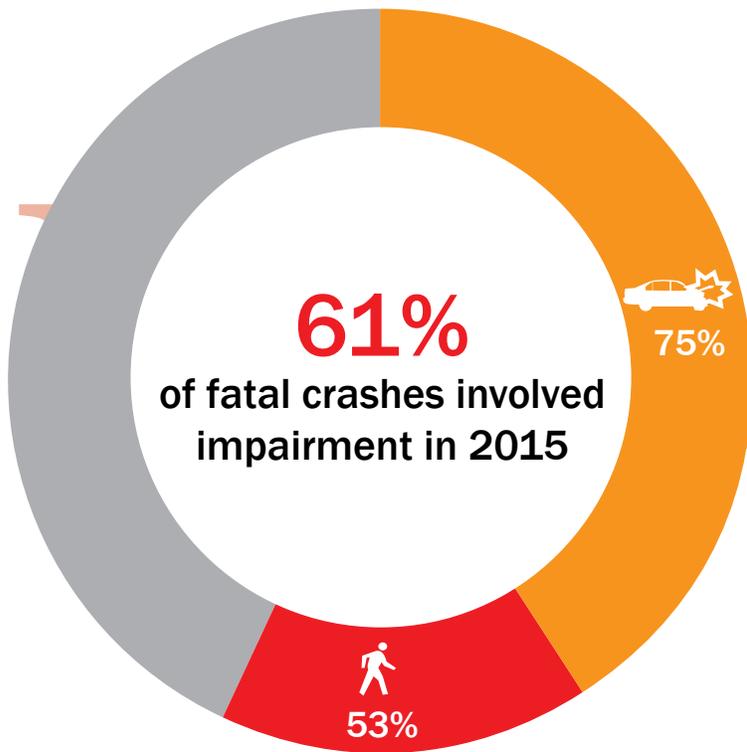
2015 has been a particularly dangerous year and the City must continue to improve the safety of the transportation system for all people. With this Vision Zero Action Plan, Austin joins a growing roster of cities, states, and countries that have said that **any traffic death or injury is too many.**



Personal Responsibility

Taking personal responsibility for one's safety and the safety of others is essential to achieving Vision Zero. Dangerous driver choices are the cause in more than 90 percent of fatal or incapacitating injury crashes in Austin. Between 2010 and 2014, six key behaviors were listed in the Austin Police Department's crash reports for 79 percent of fatal or incapacitating crashes in crashes with a recorded contributing factor. These six behaviors are:

1. Improper movements;
2. Driver inattention or distraction;
3. Failure to yield right of way;
4. Speed;
5. Alcohol and drugs; and
6. Failure to stop.



Well over half of all fatal crashes involved impairment. Impairment was a factor in 75% of driver deaths and over half of pedestrian deaths. Source: APD, as of 1/8/16 pending toxicology results.

Note: The six dangerous behaviors combine related contributing factors. For example, "speed" includes "failed to control speed," "unsafe speed," and "speeding (over limit)". This graphic is based on TXDOT data, which comes from the information police officers fill out on the crash report (CR-3) while at the scene of the crash. This is a rich data source for looking at crashes, but comes with some caveats.

Some fields on the crash forms may be left blank, including when an officer fills out information in one field but not another. For instance, some information may be documented in "charges," but not in "contributing factors." It also doesn't include updates after a crash investigation or toxicology screenings. Contributing factors give a good picture of the factors leading to crashes, but may systematically under report certain dangerous behaviors. City staff are currently exploring ways to best capture this data.

Driving Under the Influence (DUI) was a contributing factor in half of all traffic fatalities for past few years. In 2015, 53 percent of pedestrian fatalities involved an inebriated pedestrian and 75 percent of driver deaths involved an intoxicated driver. This underscores the personal responsibility each and every

traveler has to reducing serious injuries and fatalities. Making the right choice to put the phone down, maintain safe speeds and designating a sober driver are all choices we can make daily to keep our roads safer.



A Need for Safer Streets

The *Imagine Austin Comprehensive Plan* is the community's vision for Austin and how it will manage growth and change. The *Imagine Austin Comprehensive Plan* envisions an Austin that is more walkable, bikeable, and transit-friendly. It calls for an array of safe, convenient travel options for people of all ages, abilities, and incomes so that they can meet their daily needs within a short trip – whether walking, bicycling, taking transit, riding a motorcycle, or driving. A well-connected, safe travel network is foundational to achieving the goals in the *Imagine Austin Comprehensive Plan* and for promoting public health, safety, and welfare. In October 2015, the City Council amended the *Imagine Austin Comprehensive Plan* to include Vision Zero as a policy goal.

Austin's Vision for Safer Streets

Austin embraces Vision Zero as a holistic approach that elevates safe mobility as the top priority for the transportation system by setting the goal of zero deaths & zero serious injuries while traveling. Vision Zero builds on multiple existing safety initiatives, facilitates greater collaboration, leverages limited resources between City departments, agencies, and community partners, and requires a concerted, multi-pronged approach that addresses:

- land use, transportation, infrastructure, engineering, and design;
- enforcement and prosecution;
- education, culture change, public health, and equity.

By adopting Vision Zero, the City commits to a goal of eliminating transportation-related deaths and serious injuries by 2025.



Building on Success

The City of Austin is already addressing many aspects of transportation safety. These include continuous improvements to the design and engineering of our streets, for people traveling all modes, led by the Austin Transportation Department; the enforcement efforts of the Austin Police Department; the Complete Streets policy and program based at Austin Transportation Department; and ordinances such as Distractive Driving and Vulnerable Users/three-foot passing.

Despite these successes, the City recognizes that more must be done. The 2012 Traffic Fatality Report, produced by the Transportation, Police, and Public Works Departments noted that although the many initiatives underway by multiple departments demonstrate a commitment to traffic safety, these initiatives “lack a framework that ties them together within the context of overarching goals, objectives and performance measures; and compete among other priorities and programs for staff time.” The Vision Zero Action Plan addresses this need by providing an overarching goal and framework to unite the community’s transportation safety efforts.

The Vision Zero Action Plan is designed to bolster the efforts already underway, as well as to identify new strategies, for preventing injuries and saving lives. By approaching transportation safety holistically, this Vision Zero Action Plan specifically encourages collaboration between departments, agencies, and the wider community to achieve safer streets for everyone.

The Austin City Council appointed a Vision Zero Task Force to make the recommendations for improving safety contained in this Vision Zero Action Plan. This multidisciplinary Task Force included representatives from multiple City departments, Federal and State agencies, research institutions, and community groups, all of whom are collaborating to identify solutions. The Vision Zero Action Plan is the culmination of the Vision Zero Task Force’s work over the past year and an initial step in an ongoing collaborative effort to reduce injuries and save lives.

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The Austin Walkability Summit focused on legal rights and enforcement to increase safety of people who walk in Austin & led to the formation of the Pedestrian Advisory Council.

Following the SXSW drunken driving incident that killed four people and injured almost two dozen, Police Chief Art Acevedo held a Traffic Safety Symposium in August, which worked to address many of the long-term issues contributing to intoxicated, impaired and aggressive driving..



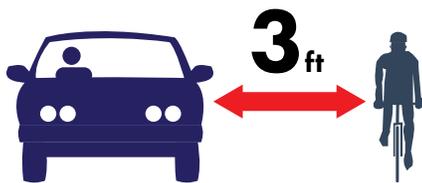
Bicycle Mas adopted.

2012

formatti

2009

2014



3-foot passing law adopted in Austin.

The City also adopted a Bicycle Master Plan that pledges to reduce bicycle deaths and injuries by implementing safety measures for all roadway users, including bicyclists.



In June, Austin's Complete Streets policy advances the Imagine Austin Comprehensive Plan by redefining the role of roadways: They are public spaces that serve people first. Safety, including a reduction in hazards for pedestrians and bicyclists on Austin's roadways, is a fundamental consideration of the Complete Streets policy. By making Complete Streets principles a part of planning, design, maintenance, and funding decisions, the City is actively working to make our roads safe and enjoyable, no matter how you get around.

In November, Council appointed a Traffic Safety Force to monitor conditions for improvements in this V



ter Plan update

In May of 2015, The City of Austin joined over 200 other U.S. cities that have pledged to improve safety through the US Dept. of Transportation's Mayors' Challenge for Safer People, Safer Streets. The Austin Transportation Department leads this effort in partnership with seven other City Departments to implement seven distinct challenges.



image: Alliance for Walking & Biking

A Fatality Review Board, made up of the Austin Transportation, Police, & Planning & Zoning Departments, convened to review traffic deaths and pursue near-term improvements through enforcement, education, and engineering strategies.

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September 2014, Austin City Council adopted a Vision Zero Task Force to make the recommendations for improving safety contained in the Vision Zero Action Plan.

2015

In October 2015, Austin City Council amended the Imagine Austin Comprehensive Plan to include Vision Zero as a goal of the City of Austin.



From January to November, the Vision Zero Task Force met regularly to create this Vision Zero Action Plan. The Task Force includes representatives from multiple City departments, Federal and State agencies, research institutions, and community groups, all of whom are collaborating to identify solutions for this public health crisis. This Vision Zero Action Plan is the culmination of the Vision Zero Task Force's work over the past 11 months and an initial step in an ongoing collaborative effort to reduce injuries and save lives.



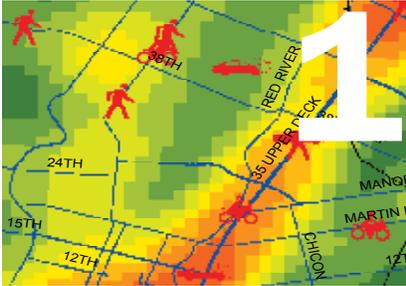
Austin Transportation Dept. installed temporary delineator posts as a rapid solution to dangerous turning movements at Slaughter and Mnchaca.

Critical Actions

Transportation-related injuries and deaths are a multifaceted problem that will require continuous, coordinated efforts to eradicate. The initial Vision Zero Action Plan identifies steps the City of Austin, other agencies, and the community should take in the first two years; additional longer-term solutions will be developed over the coming years. The Action Plan focuses on ongoing and shorter-term actions

targeting the top contributing factors to injuries and deaths, uniting transportation safety initiatives across departments, partners, and solutions, as well as creating a framework for monitoring and improving the efficacy of transportation safety actions.

To reduce crashes that result in deaths or serious injuries, critical path actions for 2016-2018 include:



Focus on hotspot locations of crashes resulting in deaths or incapacitating injuries and bolster key initiatives that target top contributing factors in deadly or incapacitating collisions.



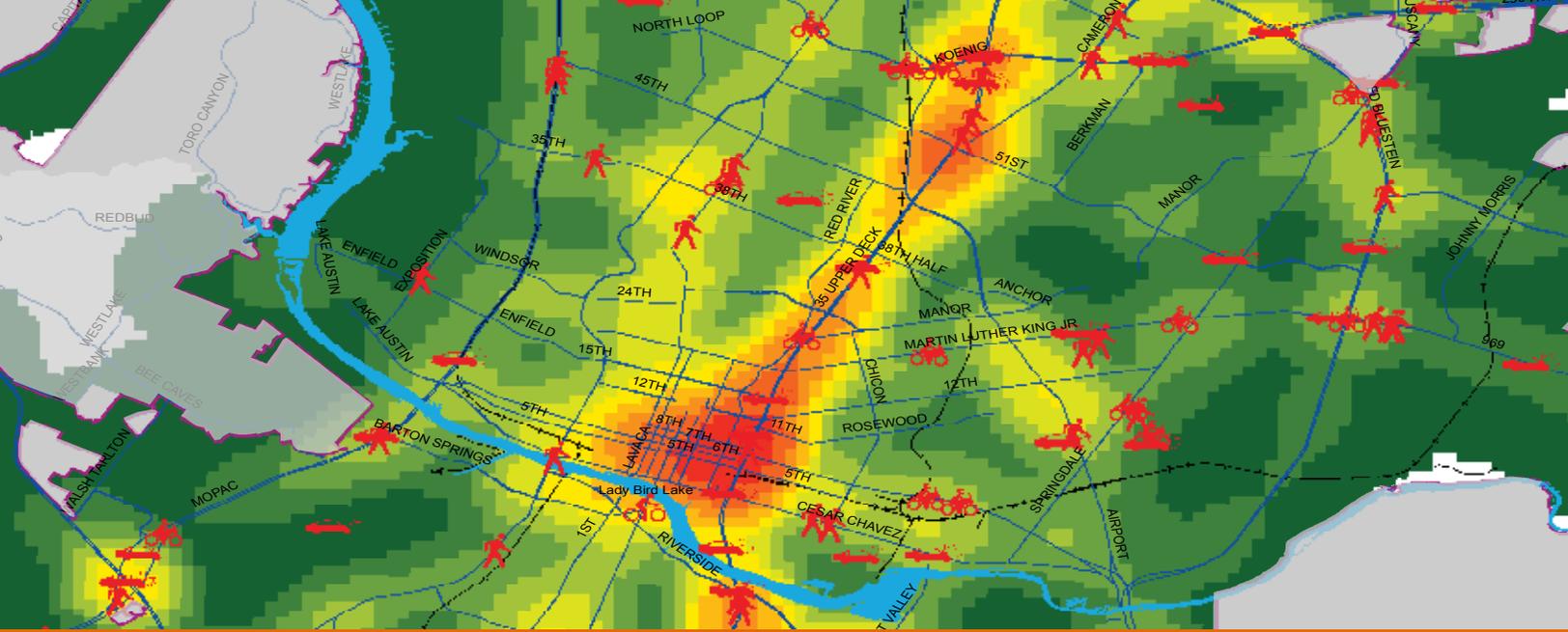
Create a targeted, branded Vision Zero education and media campaign raising awareness of the severity of the problem and solutions, including behavior changes



Harness Data: Collect, analyze, communicate and share data that documents fatal and incapacitating crashes and top contributing factors.



Develop a Vision Zero Program: The City of Austin will staff and fund a program dedicated to improved transportation safety, with a focus on enforcement, engineering/design, and education.



1

Focus on hotspot locations of crashes resulting in deaths or incapacitating injuries and bolster key initiatives that target top contributing factors in deadly or incapacitating collisions.

Agency(s) responsible:
all

Timeline for implementation: ongoing

 Initial crash maps used in the Task Force's analysis are available on the Vision Zero website: www.austintexas.gov/page/vision-zero-maps

While individual crashes may appear to be random, looking at crashes over time reveals patterns. Between 2010 and 2014, 69 percent of fatal and incapacitating crashes occurred on 8 percent of Austin's roads.

Address Top Contributing Factors in Fatal or Incapacitating Crashes

The interplay of multiple factors is likely involved in most crashes, but the top contributing factors from crash reports of fatal or incapacitating crashes from 2010 to 2014 have clear implications on safety. Top dangerous behaviors are explained next, followed by specific actions encompassing engineering/design, enforcement, and education to address each.

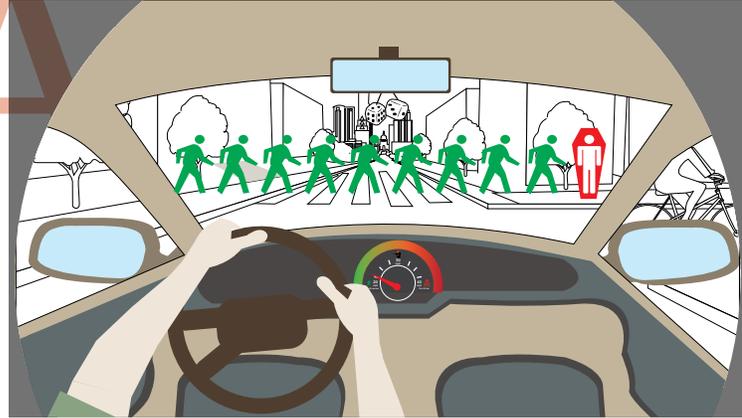


Speed

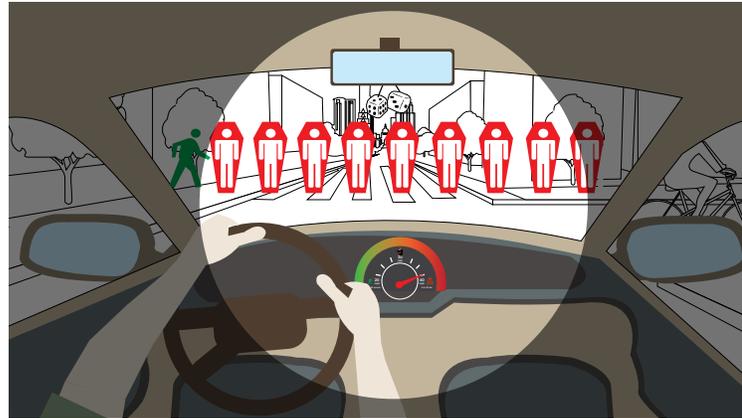
Speed is listed as a contributing factor in 10 percent of all crashes resulting in incapacitating injuries or death. “Speed” includes three contributing factors: “failed to control speed” (22%), “unsafe speed” (60%), and “speeding – overlimit” (61%). Approximately 11 percent of those speed-related crashes involved speeding over the limit, but even legal speeds result in serious injuries or death in the event of a miscalculation, moment of inattention, or mistake. Taken as an individual contributing factor, “failed to control speed” is the highest documented contributing factor in fatal or incapacitating injury crashes.

Research clearly links higher speeds to increased crash occurrence and severity of crashes. Higher speed increases stopping distance, making it harder to avoid a crash and increasing the severity of crashes. A higher speeds, a driver’s field of vision is effectively narrowed, inhibiting their ability to see and react to potential hazards. Even when speed is not a cause of a crash, it is the key variable influencing the severity of injuries and damage. The Institute of Transport Economics (2004) advises that “if government wants to develop a road transport system in which nobody is killed or permanently injured, speed is the most important factor to regulate”.¹⁶

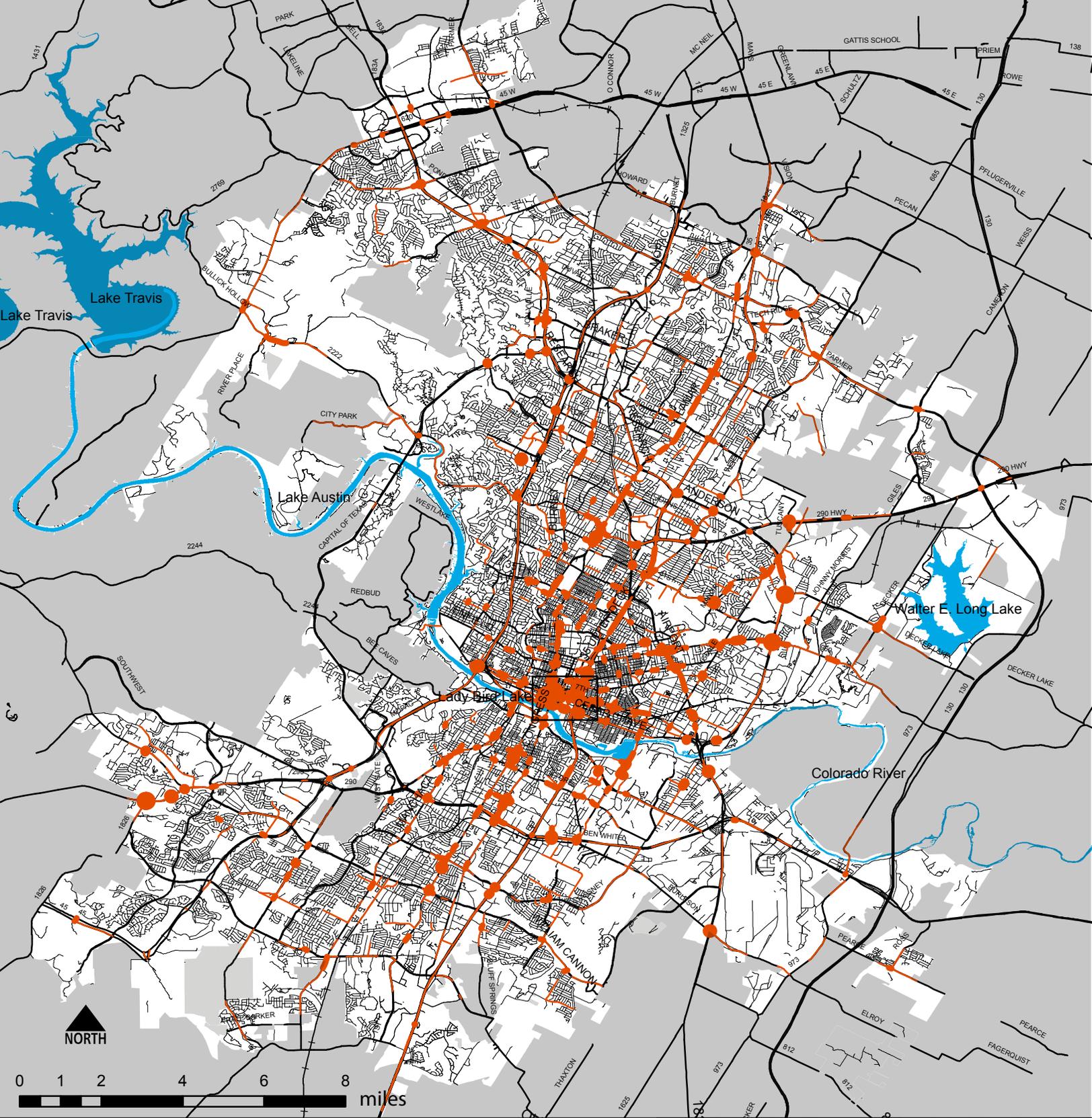
20 mph 9 in 10 people hit walking survive



40 mph 9 in 10 people hit walking are killed



As speeds increase, field of vision decreases, and stopping distances, crash risk, and crash severity increase.



High injury & death road network

Roads with incapacitating injury or fatal crashes

fewer number of
fatal or
incapacitating
crashes



greater number of
fatal or
incapacitating
crashes



 Jurisdiction



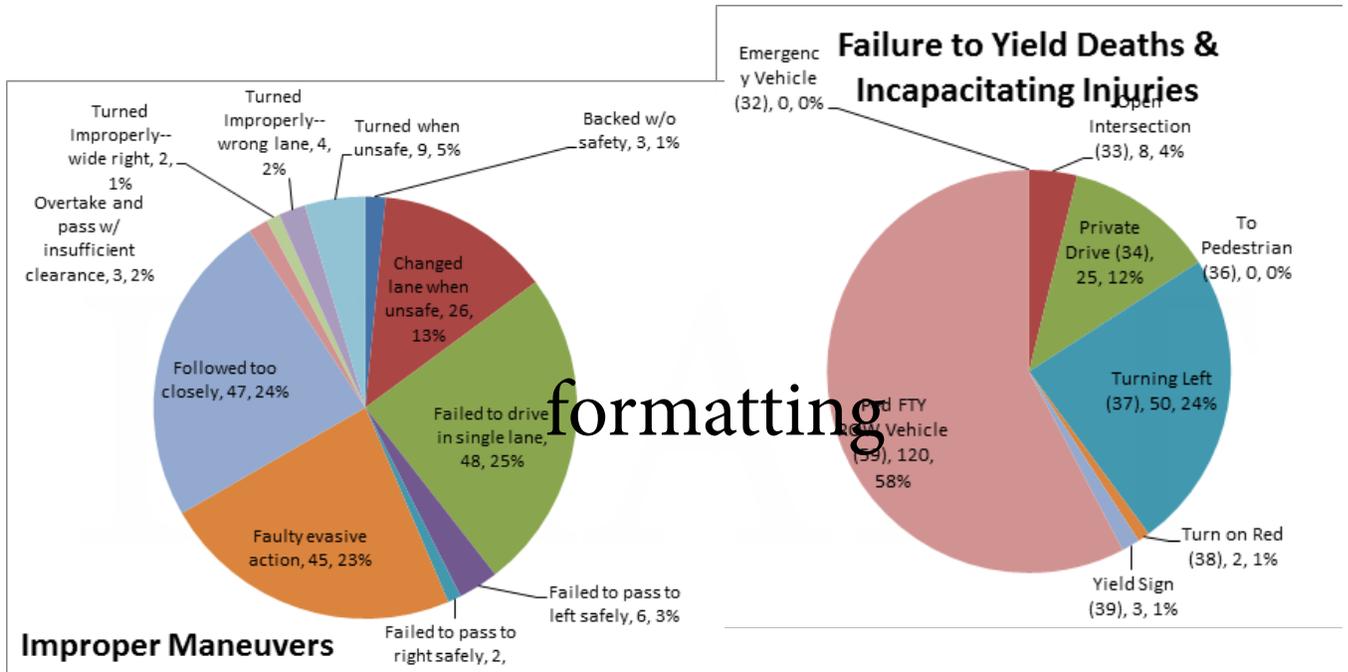


Figure 5 This graph shows the number and percent of crashes where improper maneuvers were a contributing factor. Source: TxDOT.

Figure 6. This graph shows the number of serious injuries and deaths as well as the percent of fatal crashes where failure to yield was a contributing factor. Source: TxDOT.



Improper Maneuvers

Improper maneuvers includes a wide range of dangerous driving behaviors, including failing to drive in a single lane (25%), following too closely (24%), faulty evasive actions (23%), and changing lanes when unsafe (13%). Many of these mistakes are influenced by roadway design and operational issues that increase drivers' workload. Combined with other factors like speed, intoxication, distraction, geometric and operational deficiencies increase likelihood of fatal and incapacitating collisions. Many of these behaviors should be addressed through education and greater awareness of the potential severity of these behaviors.



Failure to Yield

Failure to yield the right-of-way is distinct from another top contributing factor, failure to stop, because yielding does not require a roadway user to cease forward movement altogether. Of the fatal or incapacitating crashes where failure to yield was cited as a factor, the majority were pedestrians failing to yield to vehicles (58%), followed by drivers making left turns (24%), and failing to yield at private drives (12%).

The pedestrian failing to yield the right of way contributing factor requires additional analysis to unpack and will likely require efforts beyond conventional education, enforcement, and engineering solutions. APD has been compiling fatality crash profiles for traffic deaths in 2015; looking at the

28 pedestrian deaths during the period between January 1 and November 30, 2015, APD found that 93 percent of fatal crashes involved the pedestrian crossing in a prohibited location. APD also found that 39 percent of the pedestrians killed were people that were homeless at the time.

Addressing the high number of deaths among people experiencing homelessness will require efforts beyond those involving education, encouragement and enforcement. Land use and design have important influences on equity; particularly with homeless populations. Homeless individuals tend to live in undesirable and dangerous locations, often along high-speed roads. These high-speed roads often have long distances between legal and safe crossings. Next steps for addressing traffic deaths among people experiencing homelessness include land use and design analysis and working with people experiencing homelessness and social services groups to better understand the challenges faced by this group.



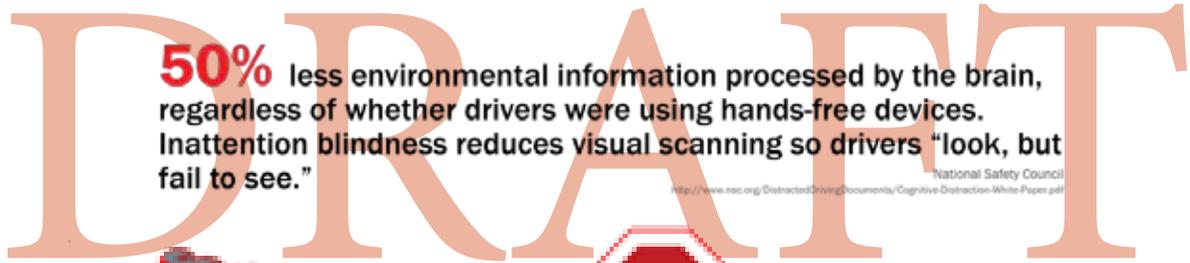
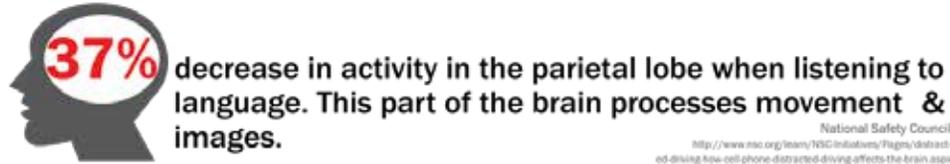
Distraction

Distraction is a contributing factor in 6 percent of incapacitating injury or fatal crashes, although that percentage is likely significantly under counting distracted driving crashes. Between 2010 and 2014, “driver inattention” was the highest reported contributing factor in police crash reports (15,378 crashes), and was second only to “failed to control

speed” as a single contributing factor in deadly or incapacitating injury crashes.

Distracted driving is an especially pervasive problem as smartphones have become ubiquitous. Nationally, in 2013, more than 3,000 people were killed in crashes involving distracted drivers.¹⁷ High numbers of people report texting while driving¹⁸—a seemingly harmless way of multitasking—but research clearly shows texting while driving drastically increases the likelihood of being involved in a collision. Researchers have found that drivers using cellphones exhibited a level of impairment on par with driving drunk. Austin has taken important steps toward discouraging distracted driving by banning handheld use of electronic devices while driving or bicycling.

Hands-free use of cell phones may not go far enough. Research, including studies compiled by the National Safety Council, shows that our brains have difficulty simultaneously processing movement and languages, so much so that drivers “looked, but failed to see” up to 50 percent of their surroundings regardless of whether they were using hands-free devices or not. Laboratory and on-road research shows that talking on a hands-free cell phone or using a speech-to-text email system reduces drivers’ available mental resources that can be dedicated to driving. Cognitive distraction can lead drivers to miss visual cues, have slower reaction times, and see in tunnel vision.¹⁹



Impairment



Impairment includes Driving Under the Influence (DUI) and Driving While Intoxicated (DWI). Impairment is listed as a contributing factor in 7 percent of incapacitating injury or fatal crashes according to the contributing factors included in CR-3 crash reports, but the actual percentage of fatal or incapacitating injury crashes resulting from impairment is much higher. The 7 percent is based on TXDOT data drawn from the contributing factors information police officers fill out on the crash report (CR-3) while at the scene of the crash. It does not include revised information after APD has investigated the crash and processed toxicology screenings, nor does it account for other parts of the CR-3 form where an officer may have indicated impairment (including “charges” or “may have contributed” fields). To illustrate the gap between what is included in contributing factors on the CR-3 and what is ultimately found to be a factor, between January and August of 2015 APD found that about 46 percent of fatal and severe crashes involved impairment.



Failure to Stop

Failure to stop is when an operator does not stop, yield and grant immediate use of the intersection as required by an official traffic-control signal or device (including a stop sign or yield right-of-way sign). In this analysis, it includes “disregard stop sign or light” (16%), “failed to yield ROW – stop sign” (35%), and “failed to stop at proper place” (29%). Disregarding stop sign or light is one of the top contributing factors cited in all crashes (2,590 instances) between 2010 and 2014 and resulted in 51 deaths or incapacitating injuries. It may be caused by roadway conditions, speed, distraction, or other factors.

Goal: Each of these contributing factors is absolutely preventable through a combination of education, enforcement, and engineering/design. Changing the way Austin’s streets and infrastructure is designed to safely accommodate all users will be a long-term proposition, but the City should begin directing planning, enforcement, education, and engineering resources to crash hotspots and to preventing the behaviors that lead to incapacitating injuries or deaths.

To that end, the following actions have been identified as near-term opportunities in need of resourcing:

Action	Top Dangerous Behaviors						Existing initiatives, if applicable	Agency(s) responsible
	Speed	Maneuvers	Failure to Yield	Distraction	Impairment	Failure to Stop		
Ongoing & Short-Term Actions								
1	Analyze crash hotspots and high injury locations for causes of crashes and direct engineering, enforcement, and education resources to high injury and fatal crash hotspot locations. Reduce serious crashes in top 25 intersections and top 5 corridors by half in 5 years. Additional staff, design, and construction funding will be necessary.	✓	✓	✓	✓	✓	✓	Initial mapping included in this Plan; top 5 intersections funded for safety improvements in FY16 ATD, APD, PAZ, TXDOT
Enforcement								
2	Target enforcement on high injury and fatal roadways and on top contributing factors dangerous driving behaviors (improper movement, inattention, failure to yield, speed, intoxication, failure to stop).	✓	✓	✓	✓	✓	✓	Highway Enforcement Command (HEC) Speeding Initiatives, Arrive Alive, STEP, Regional & Regular Patrol APD
3	Enforce driver behavior around traffic calming and crossing devices, including crosswalks, Pedestrian Hybrid Beacons (PHB), Rectangular Rapid Flash Beacon (RRFB), and LATM devices (speed bumps, humps, pillows, chicanes).	✓	✓	✓	✓	✓	✓	LATM, PHB, RRFB APD, ATD
4	Coordinate with Law and Prosecution to increase prosecution of dangerous driving, especially repeat offenders. Work with courts, judges, and legislators to increase the penalties for actions that result in deaths or serious injuries.	✓	✓	✓	✓	✓	✓	APD, Law, Travis County, Courts
5	Increase the number of prosecutors who handle traffic violations and create a group specifically for prosecuting DUI/DWI.	✓	✓	✓	✓	✓	✓	Courts

Action		Top Dangerous Behaviors					Existing initiatives, if applicable	Agency(s) responsible
		Speed	Maneuvers	Failure to Yield	Distraction	Impairment		
6	Frame traffic offenses as a leading, but preventable, public health and safety problem and educate judges, legislators, and the public to increase awareness and to ensure punishments are appropriate.	✓	✓	✓	✓	✓	✓	HHS, Law, APD, Travis County
7	Fund and expand the DWI Unit (e.g., to more “No Refusal” events or going full time 24/7)					✓		DWI unit, Arrive Alive, No Refusal events APD
8	Fund new Highway Enforcement positions, including a dedicated Night Highway Response Team.	✓	✓	✓	✓	✓	✓	APD
9	Coordinated enforcement across agencies.	✓	✓	✓	✓	✓	✓	APD, Travis County Sheriffs, DPS
10	Work with the Austin Police Department to continue enforcement of transit priority lanes.			✓				Capitol Metro, APD
11	Design assurances against racial profiling and targeting of enforcement of top contributing factors. Ensure that communities of color, police agencies, and community leaders are included in the decision making and development of enforcement plans and policies.	✓	✓	✓	✓	✓	✓	ATD, Commissions (African American Resource Advisory, Asian American Quality of Life Advisory, Hispanic / Latino Quality of Life Advisory, Join Inclusion)

Action	Top Dangerous Behaviors						Existing initiatives, if applicable	Agency(s) responsible	
	Speed	Maneuvers	Failure to Yield	Distraction	Impairment	Failure to Stop			
Engineering									
12	Continue to implement the Complete Streets policy. Fund infrastructure improvements for alternative modes of travel (Bicycle Master Plan, Pedestrian Safety Action Plan, Sidewalk Master Plan, and Urban Trail Master Plan).	✓	✓	✓	✓	✓	✓	Complete Streets. Mayor's Challenge for Safer People, Safer Streets. Bicycle, Sidewalk and Urban Trails Master Plans, Pedestrian Safety Action Plan	ATD, PWD
13	Seek funding to establish a dedicated Traffic Safety Engineering team with the financial resources (enhanced analytical capabilities, infrastructure improvements, operational strategies, etc.) to work on safety engineering projects toward the Vision Zero goal. This team should include a minimum of 3 engineers and 3 technologists. Implement at least 5 major safety improvement projects per year. Include safety as the priority in every transportation project sponsored/ managed by the City.	✓	✓	✓	✓	✓	✓		ATD, PWD
14	Conduct speed studies at locations with speeding issues as identified in collision analysis. Consider these locations for revised posted speed limits or speed management programs.	✓		✓			✓		ATD, PWD
15	Study crash locations where right-on-red or left turn movements were factors. Pilot right-turn on red bans and expand protected only left-turns at several of these locations and evaluate the effect on safety.	✓	✓	✓	✓	✓	✓		ATD
16	Evaluate opportunities to expand existing and/or implement new transit priority treatments (e.g. bus lanes, transit signal priority, queue jumps, improved pedestrian access) along transit corridors.	✓	✓	✓	✓	✓	✓	Transit Priority Working Group	ATD, PWD, Capital Metro
17	Evaluate need for potential adjustments to interior lighting of buses for improved safety during nighttime operations including reducing glare for operators.								Capital Metro

Action	Top Dangerous Behaviors						Existing initiatives, if applicable	Agency(s) responsible	
	Speed	Maneuvers	Failure to Yield	Distraction	Impairment	Failure to Stop			
18	Capital Metro will continue working with City of Austin/Austin Energy to evaluate need for lighting along transit corridors and at intersections.	✓	✓	✓	✓	✓	✓	Systems Safety Team	Capitol Metro, Austin Energy
19	Implement new transit vehicle engineering principles (e.g. rear-of-vehicle chevrons, right-side illumination during turns, lane departure technology) to reduce collisions.	✓	✓	✓	✓	✓	✓	Systems Safety Team	Capitol Metro
20	Continue evaluating transit collision hot spots and work with partner organizations to improve safety conditions at those locations.	✓	✓	✓	✓	✓	✓	Systems Safety Team	Capital Metro, ATD, TxDOT
21	Work with CAMPO and TxDOT for funding opportunities (e.g., CAMPO regular program calls, TxDOT district funds, and TxDOT/FHWA HSIP annual funds for projects that are dedicated for safety improvements).	✓	✓	✓	✓	✓	✓		CAMPO, TxDOT, FHWA
22	Work with all school districts within the City of Austin's jurisdiction as well as charter and private schools and the City's Safe Routes to Schools program to set a goal for safe, active travel to schools. Invest in infrastructure improvements (LATM, PHBs, School Zones) to support those goals.	✓	✓	✓	✓	✓	✓	Safe Routes to School, LATM, PHBs, School Zones	AISD, PWD's Safe Routes to Schools and Sidewalk programs, ATD's Active Transportation Program
23	Identify locations with pedestrian safety issues using collision analysis maps and consider traffic control devices (LATM, PHB, RRFB) or engineering improvements to allow safer crossings.	✓	✓	✓	✓	✓	✓		ATD
24	Expand exclusive pedestrian crossing time (for example through the use of leading pedestrian intervals (LPIs), protected lefts) on high injury network for people walking.	✓	✓	✓	✓	✓	✓		ATD

Action		Top Dangerous Behaviors						Existing initiatives, if applicable	Agency(s) responsible
		Speed	Maneuvers	Failure to Yield	Distraction	Impairment	Failure to Stop		
Education									
25	Implement a citywide, Vision Zero public education campaign. Fund coordinated educational materials on how to travel safely by mode. Include defensive behaviors based on top contributing factors and best practices (e.g., look twice for people before turning; don't enter an intersection until you're certain it's clear). Create targeted campaigns for vulnerable groups (e.g., motorcyclists) and commercial drivers (livery drivers). (See Critical Action #3 for more.)	✓	✓	✓	✓	✓	✓		ATD, PAZ, APD, with support from TxDOT Crossroads Coalition, Pedestrian Advisory Council
26	Create a cross-departmental safety education team, with dedicated staff and funding, with membership from APD, ATD, HHSD, PAZ, EMS, AFD, PWD.	✓	✓	✓	✓	✓	✓		APD, ATD, HHSD, PAZ, EMS, AFD, PWD
27	Create a Vision Zero training module and train all staff that review, design, or implement projects in the right of way to reiterate that all departments and staff are responsible for transportation safety.	✓	✓	✓	✓	✓	✓	Compact & Connected Training	PAZ, PWD, ATD, AE, AWU, DSD
28	Continue safety messaging onboard buses and at/around bus stops through partnership with KUT and other media outlets. Continue to publicize Night Owl services as an alternative to driving for service industry workers and intoxicated driving.	✓	✓	✓	✓	✓	✓	Systems Safety Team, Get Home Safe website	Capitol Metro
29	Provide defensive travel training for all modes at vocational and college orientations and in student housing to educate new students how to travel safely in the city.	✓	✓	✓	✓	✓	✓		ATD, Bike Austin, Capital Metro
30	Work with social service providers to improve safety of people experiencing homelessness, including educational outreach, improving visibility, and establishing safe crossings (PHBs, RRFBs). Convene a focus group of social service providers and people experiencing homelessness to learn how the City and its partners can better serve and outreach to people experiencing homelessness.			✓				PHB Program	ECHO, ATCIC

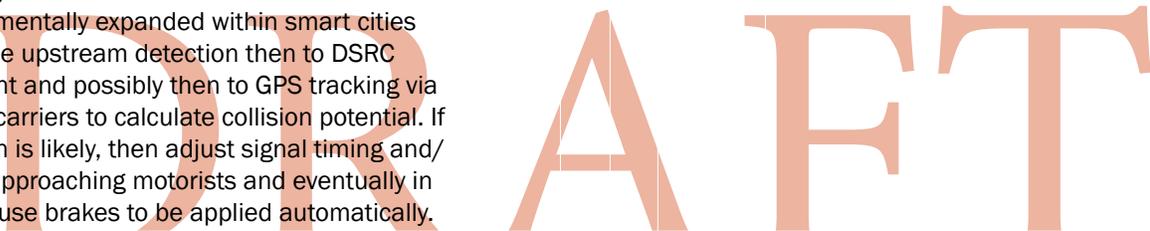
Action	Top Dangerous Behaviors						Existing initiatives, if applicable	Agency(s) responsible
	Speed	Maneuvers	Failure to Yield	Distraction	Impairment	Failure to Stop		
31	Provide targeted outreach and training when adding bike facilities to teach residents how to use the facility and how to drive near people using the facility. Educate drivers about the law regarding crossing the yellow line when passing a bicyclist.	✓	✓	✓	✓	✓		ATD, HHSD
32	Lead by example by adopting Vision Zero policies for fleets and through education and training targeting City, Capital Metro, AISD, garbage and recycling collectors, other fleet operators, and large employers.	✓	✓	✓	✓	✓		City of Austin, Capitol Metro, AISD
Policy								
33	Consider changing the cite-and-release policy for people who drive without a license or with a suspended license.	✓	✓	✓	✓	✓		APD, Courts
34	Include Vision Zero principles and land use, urban design, and engineering strategies to reduce the top causes of crashes in coordinated revisions to the Land Development Code (CodeNEXT) and the City Transportation Criteria Manual (TCM) and policies.	✓	✓	✓	✓	✓	CodeNEXT, TCM	PAZ, ATD
35	Continue transportation safety plans and efforts and coordinate these more specific plans with the Vision Zero Action Plan: <ul style="list-style-type: none"> • Pedestrian Safety Action Plan (currently under development) • Consolidated Mobility Safety Plan (FY16) 	✓	✓	✓	✓	✓		ATD, PAZ
36	Continue to build on Traffic Demand Management (TDM) strategies, including those identified in 2015 Traffic Congestion Action Plan. Encourage transportation alternatives to driving into Downtown and other Imagine Austin Activity Centers to reduce the risks associated with driving. Require TDM plans for special events. Educate, publicize, encourage, and incentivize alternative travel options. Decrease rate of people driving alone by 2% per year (as per American Community Survey). Reduce total VMT per capita by 1% per year in Austin	✓	✓	✓	✓	✓		ATD, Capitol Metro

Action	Top Dangerous Behaviors						Existing initiatives, if applicable	Agency(s) responsible
	Speed	Maneuvers	Failure to Yield	Distraction	Impairment	Failure to Stop		
37	Research distracted driving and make recommendations for further expanding the distracted driving/hands-free ordinance to address issues around the three types of driver distraction: manual, visual, and cognitive distraction.						Hands free ordinance	Task Force
38	Explore requiring bars to serve food or partner with food trucks to provide food.							ATX Safer Streets
Medium-Term Actions								
Enforcement								
39	Install red light cameras at 20 new authorized locations.						existing red light cameras	APD, ATD
40	Establish a sobriety center as an alternative to jail for the dangerously intoxicated							APD, ATD, TABC
41	Establish server training to reduce risks associated with the retail alcohol environment.							APD, TABC
42	Enhance the current City Ordinance for areas unsafe to pedestrians.							APD
43	Pursue legislative changes for automated speed enforcement in school zones							APD, ATD, Task Force
Engineering								
44	Use speed feedback warning signs (programmable speed boards with speed relative to posted speed) to reinforce education and enforcement initiatives and encourage speed compliance.							ATD
45	Capital Metro will work with the University of Texas to consider safer vehicle parking methods (e.g. reverse angle parking) to reduce collisions along transit corridors through campus.							Capitol Metro, UT
46	Capital Metro will work with the City of Austin to consider safer vehicle parking methods (e.g. reverse angle parking) to reduce collisions along transit corridors through campus.							Capitol Metro, PWD
47	Capital Metro will continue to collaborate with the City of Austin to ensure safe pedestrian access to transit stops.							Capital Metro, PWD

Action	Top Dangerous Behaviors					Existing initiatives, if applicable	Agency(s) responsible
	Speed	Maneuvers	Failure to Yield	Distraction	Impairment		
48	Evaluate new and existing bus stops to reduce rear-end collisions at intersections.	✓					Capitol Metro, ATD
49	Work to equip all City fleet vehicles with safety related devices, designs (high visibility vehicles, back-up cameras, and rear wheel side guards), and technology that record dangerous driving behaviors (speeding, failing to stop and yield). Encourage adoption by other large employers and agencies.	✓	✓	✓		✓	City of Austin
50	Continue to work with Google, Rocky Mountain Institute, and other tech companies to pioneer autonomous vehicle testing and adoption to improve safety.	✓	✓	✓	✓	✓	ATD
51	Enhance signal system software and equipment to detect red light running. Use resulting data to prioritize increased enforcement (assign officers or deploy red light cameras) and/or apply signal timing treatments to reduce red light running violations.					✓	ATD
52	Deploy next generation emergency vehicle preemption (GPS location tracking with route-based preemption), to reduce response times and increase safety when first responders travel through signalized intersections.						ATD

Action	Top Dangerous Behaviors						Existing initiatives, if applicable	Agency(s) responsible
	Speed	Maneuvers	Failure to Yield	Distraction	Impairment	Failure to Stop		

53	Conduct a pilot project to assess feasibility of advanced detection techniques to estimate the frequency and type of near-miss collisions within signalized intersections. This could also be incrementally expanded within smart cities to first use upstream detection then to DSRC equipment and possibly then to GPS tracking via wireless carriers to calculate collision potential. If a collision is likely, then adjust signal timing and/or warn approaching motorists and eventually in future cause brakes to be applied automatically.							ATD
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Education

54	Encourage print, television, and social media leaders to frame traffic crashes as tragic and preventable occurrences when reporting on them. Work with media to create greater public awareness of the public health crisis of traffic fatalities and serious injuries and Vision Zero efforts.	✓	✓	✓	✓	✓	✓	COA PIO, HHSD
55	Incorporate Vision Zero for all modes into City's defensive driving classes and curriculum. Work with other agencies to share and develop this training and encourage adoption by outside organizations (e.g., online courses, corporate trainers).	✓	✓	✓	✓	✓	✓	COA Risk Management
56	Require City employees to renew defensive driving training every year for commercial drivers and every two years for non-commercial drivers. Work with other agencies to adopt similar training frequencies.	✓	✓	✓	✓	✓	✓	COA Risk Management
57	Create online safety training program for all modes (walk, bike, motorcycle, transit, drive). Consider using this in place of defensive driving.	✓	✓	✓	✓	✓	✓	
58	Work with the University of Texas to create and implement a new pedestrian/transit safety campaign.	✓	✓	✓	✓	✓	✓	Capitol Metro, UT

Action	Top Dangerous Behaviors						Existing initiatives, if applicable	Agency(s) responsible
	Speed	Maneuvers	Failure to Yield	Distraction	Impairment	Failure to Stop		
Policy								
59	Explore the prohibition, through the creation of a City ordinance, of motor vehicles passing from the left and turning right in front of a bus within 100 ft. of an intersection to reduce the risk of ped/bike and vehicle collisions.		✓	✓			✓	Capitol Metro, ATD, APD
60	Through update to Land Development Code, ensure that road signs and poles along transit corridors are maintained at least 18" (and preferably 24") from the curb to eliminate collisions with right-side fixed objects and head-on collisions due to crossing over center line.		✓					Austin Energy, PAZ, Capitol Metro
61	Meet the community's short term goals to house Austinites experiencing homelessness to reduce the number of people experiencing homelessness who are injured or killed in traffic. Reduce unsheltered homeless population in Austin by 50% in 5 years. Reduce number of homeless persons being seriously hurt or killed in traffic by 25% per year.	✓	✓	✓	✓	✓	✓	ATCIC, ECHO

Longer-Term Actions								
Education								
62	Shorten driver's license renewal from 6 years to 4 years and require defensive driving or driver's education for new residents and when renewing.	✓	✓	✓	✓	✓	✓	DMV, Task Force
63	Require defensive driving for all top contributing factors citations.	✓	✓	✓	✓	✓	✓	Courts
Policy								
64	Work at the local, state, and federal level toward adopting a safe system approach of lowering speed limits to minimize serious and fatal crash risk. Partner with other Texas cities looking for similar goals (e.g. San Antonio).	✓						Task Force
65	Pursue Housing First model of ending homelessness to address larger societal issues contributing to crashes involving homeless persons crossing the roadway. Reduce the number of people experiencing homelessness in Austin to functional zero by 2025.			✓				ATCIC, ECHO



2

Create a targeted, branded Vision Zero education and media campaign raising awareness of the severity of the problem and solutions, including behavior changes

Agency(s) responsible:

City of Austin, with support from Texas Department of Transportation, Crossroads Coalition, Bike Austin, Federal Highway Administration, National Highway Traffic Safety Administration.

Timeline for

implementation: ongoing; phased: awareness of problem → education of dangerous behaviors → behavior change

Preventing injuries and death on Austin’s roads will take everyone’s efforts. An ongoing conversation about dangerous driving behaviors (Top Contributing Factors), improving travel education, and rethinking how we design our transportation systems will require all Austinites and include important discussions about the tradeoffs between the choices one must make. Targeted outreach and educational campaigns geared towards specific audiences (e.g., bicyclists, drivers, pedestrians and motorcyclists) will provide information about how each can safely interact with the other while traveling on Austin’s roadways. Vision Zero Taskforce agencies will partner with local, state, federal and community organizations on educating people who travel in Austin the top contributing factor and how they can change their behavior to make traveling safer. The Vision Zero media campaign will provide a common brand and unite all of the traffic safety initiatives and related marketing in the region. The Vision Zero media campaign should focus on helping public information officers (PIOs) and others deliver standard messaging regarding traffic safety in the news media, including standard Vision Zero messages and responses to questions about crashes.



Ad from New York City's "Choices" media campaign for their Vision Zero efforts.

Goal: A strong, branded, Vision Zero educational media campaign should use data to educate all Austinites on the severity of the problem and the dangerous traveling behaviors that lead to serious injuries and death (from the top contributing factors, including impaired driving and speed), in order to start changing attitudes and behaviors. The media campaign should be inclusive, culturally-sensitive, and tailored to the diversity of people (e.g., all ages, races, ethnicities, socio-economic groups) in Austin. City staff will pursue funding for the educational campaign, such as TxDOT/NHTSA Section 402 grants and other sources. Using data and mapping, Vision Zero Taskforce agencies will partner to produce events in "hotspot" areas, around the top contributing factors, to focus on changing behaviors in those areas.



3

Harness Data: Collect, analyze, communicate and share data that documents fatal and incapacitating crashes and top contributing factors.

Agency(s) responsible:

City of Austin, Texas
Department of Transportation,
Bike Austin, Federal Highway
Administration, National
Highway Traffic Safety
Administration.

**Timeline for
implementation:**

immediate and ongoing

A data-driven approach to safety is necessary to achieve Vision Zero. Directing resources to address injuries and deaths within our transportation system requires good data, whether for targeting enforcement, identifying engineering countermeasures and priority locations, or crafting educational campaigns.

This initial Vision Zero Action Plan includes information on top contributing factors of injury and fatal collisions and crash locations, but this data must be continuously refined and reevaluated in order to best direct resources.

Goal: Collect baseline data, monitor, and evaluate the effects of enforcement, engineering, and educational efforts. As these data are collected, shared, and evaluated, the City should hone in on crash hotspots and contributing causes to crashes using proven tactics.

Specific Actions:

Action	Agency(s) responsible
Data Sets, Sharing, Quality, & Resources	
1 Investigate additional datasets to analyze, map, and/or improve (e.g., MuniCourt ticket information, EMS data).	Municourt, EMS, HHSD
2 Provide additional resources to the current bicycle/pedestrian monitoring program to regularly collect bike/pedestrian counts. Fund and develop a more robust data collection program for non-motorized travel monitoring. Fund, perform, and promote research on vulnerable users and walking, driving, motorcycling, and bicycling behaviors and patterns in the city.	ATD, HHSD
3 Create a platform and/or process to better share data, including geospatial data and maps, across City departments, agencies that are affected by transportation safety.	CTM, PAZ, HHSD, ATD, APD, EMS, PWD
4 Establish a common crash analysis tool that can identify/report on crash patterns and trends across the region as well as along a roadway and within/at an intersection and automatically generate collision diagrams. Enhance data for crash analysis tool (see Action above) to improve crash query abilities to identify crash patterns (e.g. turning movements that collided within an intersection)	
5 Create an online, interactive platform for sharing data and analysis between agencies and with the public.	CAMPO, TxDOT, ATD, APD, HSSD
6 Hire at least one injury prevention epidemiologist position at the Austin/Travis County Health and Human Services Department (HHSD) and recommend an injury prevention epidemiologist position at the state level (e.g., Texas Department of State Health Services (TDSHS)) to analyze traffic-related hospitalizations, injuries, and fatalities. Upgrade hardware and software to ensure the necessary data analysis can be performed.	HHSD, TDSHS
7 Use data to apply for local, state, and federal grant funding (e.g., FHWA/TxDOT HSIP, US DOT TIGER grants, NHTSA/TxDOT STEP, data improvement, education/marketing (402) grants, FMCSA/TxDOT/DPS MCSAP)	Task Force
8 Work with the TxDOT-led working group that creates the CR-3 traffic report forms to develop a better method of collecting information on the ground at crash locations.	APD, ATD, TxDOT
9 Continue to coordinate information and analysis of crash sites between APD and ATD.	APD, ATD
10 Work with TxDOT to link crash data and hospital/trauma registry data.	HHSD, TxDOT, EMS, and trauma centers (Seton, Dell Children's, Brackenridge)

Action	Agency(s) responsible
Analysis	
11 Develop a data-driven procedure (and enhance tools as necessary) to prioritize high crash locations based on industry best practices and to focus limited resources.	HHSD, Task Force
12 Continue analysis of victims and suspects involved in fatal crashes, including demographics, to target education and enforcement efforts, including policy changes.	APD, HHSD
13 Continue interdepartmental collaboration of crash reviews with: <ol style="list-style-type: none"> 1. Crash Review Teams, which review traffic collisions in the field) and 2. The Fatality Review Board, an interdepartmental, interagency group that reviews the characteristics of fatal crashes on a monthly basis with a focus on identifying potential enforcement and engineering recommendations. 	ATD, APD, PAZ, HHSD
14 Work with APD, TxDOT, and other agencies to review how crash reports are prepared and streamline report preparation and analysis. Specifically, APD, TXDOT, and other agencies should look at how contributing factor data is recorded in the CRIS/Brazos system and identify recommendations for improved data quality, completeness, categorization, consistency, and access (e.g., update report as information is added, train Police Officers on how to enter information).	APD, TxDOT, HHSD
15 Provide technology and training for officers to better record and preserve crash details and site evidence.	APD
16 Continue to use crash analysis in planning efforts, including Capital Planning Office's Long Range Strategic Planning, CodeNEXT, and corridor planning. Cross reference crash maps with Local Area Traffic Management (traffic calming) and street reconstruction projects to identify opportunities for safety improvements.	PAZ, CPO, ATD, HHSD, PWD
17 Continue data analysis, including geospatial analysis and mapping. Analysis should include:	

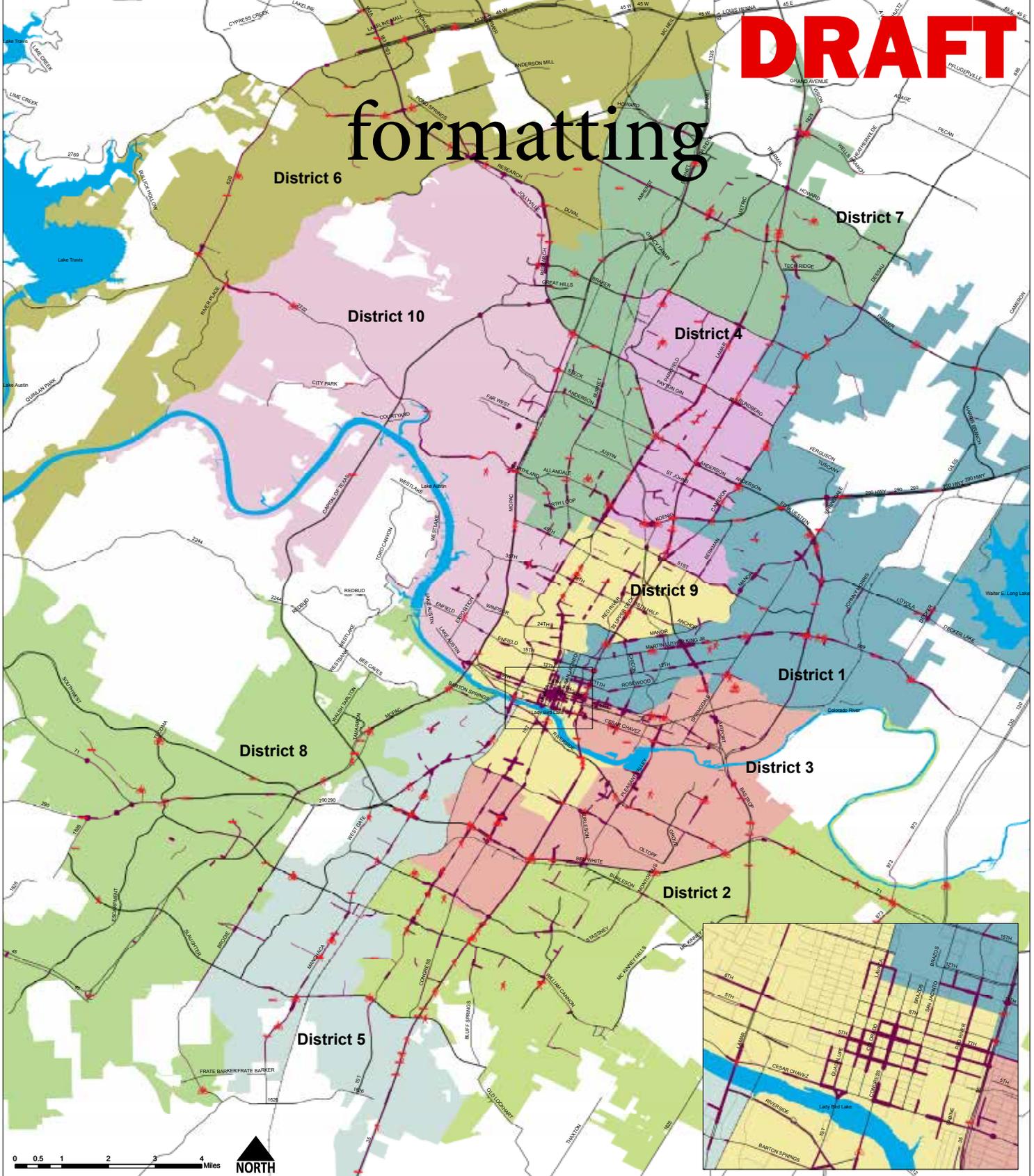
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Action		Agency(s) responsible	
Map	Location	Agency(s) responsible	
18	Collision heat maps by severity and mode, used to identify enforcement, engineering, and education hotspot areas	In Vision Zero Action Plan, available online  www.austintexas.gov/page/vision-zero-maps	PAZ, HHSD
19	High-injury corridors Map	In Vision Zero Action Plan, available online	PAZ, HHSD
20	Top Contributing Factors Maps, which look at dangerous behaviors leading to injury and fatal crashes	drafts available online	PAZ, HHSD
21	Crash rate, including rate by mode	Safety Improvement Plan	PAZ, HHSD
22	Temporal maps (e.g., time of day, day of week, time of year)		PAZ, HHSD
23	Epidemiological/demographic maps (e.g., age, race, income of victims and others involved in crash)		HHSD, PAZ, APD
24	Thorough analysis of crash factors at hotspots	Safety Improvement Plan	ATD
25	Land Use analysis (land use/trip generators, transit ridership & bus stops, population density, & people experiencing homelessness (e.g., transitional housing, wrap-around services)	CodeNEXT	PAZ, HHSD
26	Urban Design analysis (block lengths, intersection density, sidewalks, setbacks, bike lanes, driveway cuts, travel speeds)	CodeNEXT	PAZ, HHSD
27	Crashes by Police District Maps		
28	Crashes by Council District Maps	In Vision Zero Action Plan, available online,  www.austintexas.gov/page/vision-zero-maps	PAZ

Action		Agency(s) responsible
29	Analysis of crashes in school zones	PAZ, HHSD
30	EMS response time + congestion + Star Flights	EMS?
31	Hit and runs with FARS variables/factors+ charges +EMS data?	APD, HHSD, EMS?
Evaluation		
32	Develop metrics to measure the success of existing and new programs that affect transportation safety, including evaluating changes in injury and fatal crash averages (i.e., 3 and 5 year averages to inform effectiveness for enforcement, engineered street improvements, and educational efforts).	HHSD, Task Force
33	Evaluate the effectiveness of education, enforcement, and engineering and update data and crash maps in subsequent action plans.	Task Force
34	Conduct before/after studies of safety improvements to assess effectiveness and refine future applications.	ATD
35	Publicize and review crash analysis methodologies to improve the quality, consistency and transparency of analysis across agencies.	HHSD, Task Force
36	Share data across City departments, with agencies, and with the public. Publish crash and safety data on a regular basis in user-friendly format(s). Develop an online crash mapping/data sharing platform.	CTM, APD, ATD, HHSD, Task Force

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formatting



High Injury & Death Roadways (2010-2014) by Council District

The high injury and death road network shows the road segments within Austin's full-purpose jurisdiction that have the greatest concentration of incapacitating injuries & deaths.

The high injury and death roads were mapped by creating a spatial join between the roadway network feature and points where incapacitating injuries and deaths have occurred.



Roads with incapacitating injury or fatal crashes



Deaths by mode





4

Develop a Vision Zero Program: The City of Austin will staff and fund a program dedicated to improved transportation safety, with a focus on enforcement, engineering/design, and education.

Agency(s) responsible:

City departments, county, state, and federal agencies, and community groups. Work with Crossroads Coalition to coordinate and combine efforts.

Timeline for

implementation: ongoing; meet quarterly or more frequently

The Austin City Council directed the City Manager to convene a Vision Zero Task Force in November 2014 to make recommendations to improve traffic safety in Austin. The Vision Zero Task Force has brought together different City departments, state and federal agencies, institutions, and community groups to provide a holistic approach to traffic safety. This forum has already led to increased collaboration and innovative ideas and actions.

Goal: To resource and implement the Vision Zero Action Plan through a Vision Zero Program administered by the City of Austin and advised by a permanent Vision Zero Task Force.

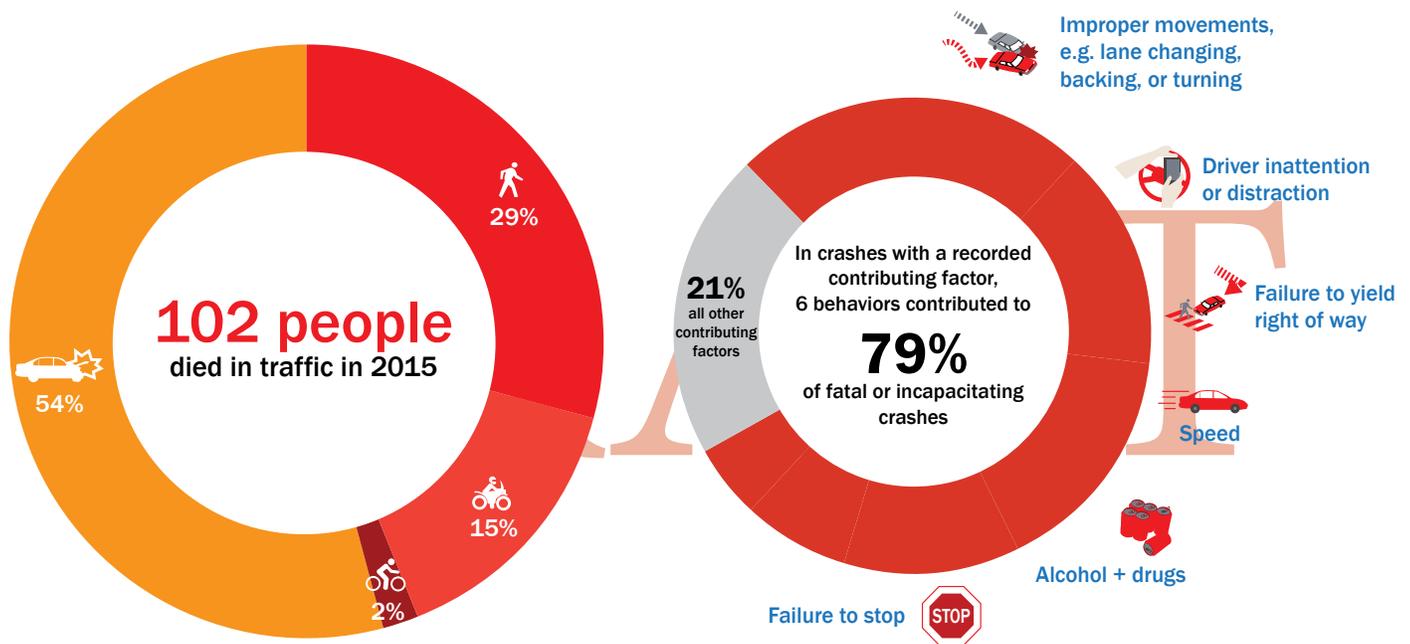


Vision Zero Program and Task Force

The City of Austin will establish a Vision Zero Program that provides the necessary professional staff, expertise and funding to carry out the actions identified in the Vision Zero Action Plan. Vision Zero Program staff will convene the Vision Zero Task Force to ensure the continued interdepartmental, interagency, and community coordination necessary to work towards Austin's goal of zero deaths and serious injuries by 2025.

The Task Force will continue to be an interagency and interdepartmental group with representation from key community groups, including advocates for the most vulnerable road users. Representatives from the pedestrian, bicycling, and motorcycling groups; minority communities including the African American and Spanish-speaking communities; the homeless population and homeless services; and advocates for older adults, people with disabilities, and social workers who work with at-risk communities will work with government members of the Task Force to ensure their constituents' concerns and needs are addressed. An Executive Committee composed of the Planning and Zoning, Transportation, Police, Health and Human Services, Public Works, EMS, Law, and Fire departments will oversee and coordinate implementation of City actions in the Action Plan.

Member city departments and agencies will implement the actions within this Action Plan and make regular reports to the Task Force. City staff will produce an annual Vision Zero Report Card, to be reviewed by the Task Force and the City Council, evaluating the effectiveness of actions and tracking implementation progress.



The Report Card will track fatal and incapacitating injury crashes for each year and compare them over time.

It will look at whether the top factors included in this Action Plan have moved up or down.

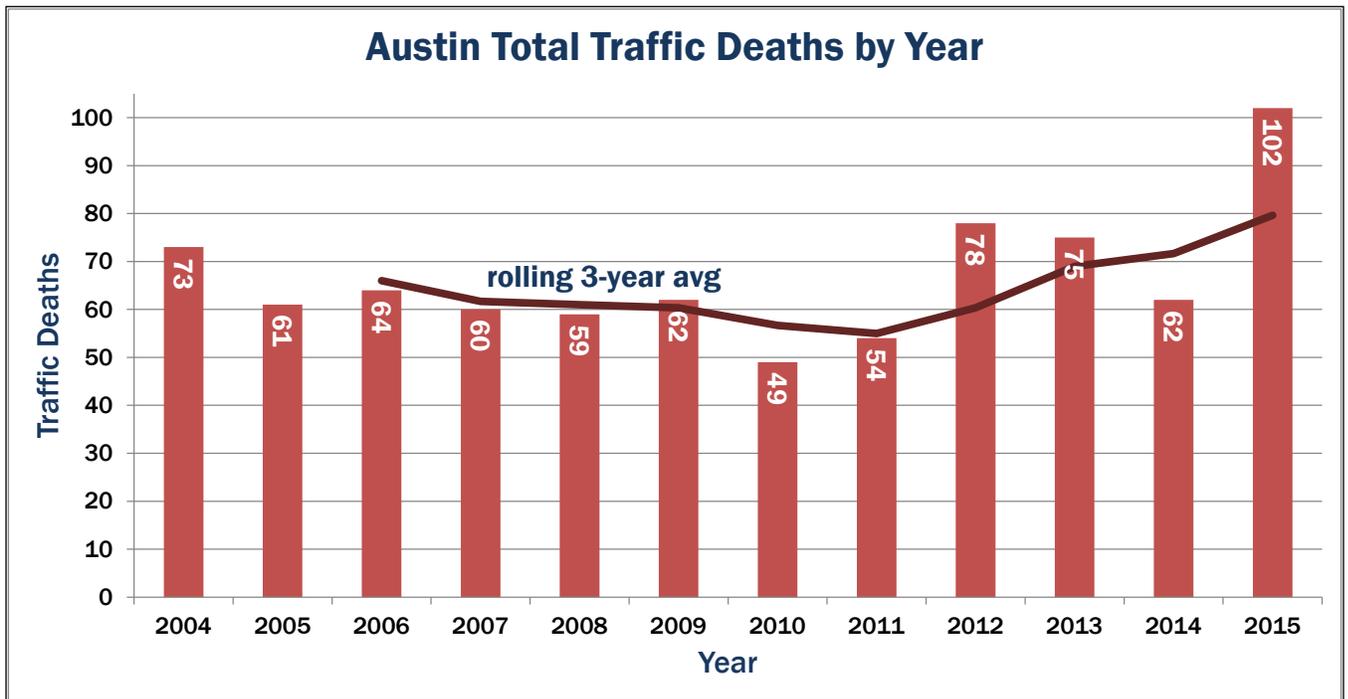
Annual Vision Zero Report Card

The annual Vision Zero Report Card will track the City's progress toward the goal of zero deaths and serious injuries by 2025 and inform changes and new actions in subsequent Action Plans. This Report Card will look at the safety improvements, enforcement operations, and education and outreach accomplished, but will focus on the metrics that matter: are our streets getting safer?

The report card will track:

- total fatal and incapacitating injury crashes;
- fatal and incapacitating injury crashes by mode;
- fatal and incapacitating injury crashes at hotspot locations with targeted interventions; and
- fatal and incapacitating injury crashes involving top contributing factors.

These metrics will guide implementation efforts in the second year of the Action Plan and inform actions included in subsequent Action Plans.



Metrics that matter: the Report Card will look at whether total deaths and incapacitating injuries are changing over time.

Task Force Meeting Frequency & Work Plan

The Task Force will continue to meet regularly to work with agencies and representatives of select community constituencies to share, use, and evaluate data, resources, and partnerships. The Task Force will continue to review analysis of crash and injury data and research best practices to inform implementation (engineering, enforcement and education) of the Action Plan and updates to the Action Plan. To ensure transparency and accountability, the

Task Force will monitor, evaluate, and review updates on the progress of the implementation of the Vision Zero Action Plan.

The Task Force member departments and agencies will work on additional mapping and analysis (Critical Action #3) to inform an educational media campaign (Critical Action #2), focus on key enforcement and engineering initiatives that target the top contributing factors of serious and fatal injury collisions (Critical Action #1).



Conclusion

Places that have implemented Vision Zero have seen improvements in transportation safety. Reaching zero will not be easy, but it is achievable. In the US, the cities of Ann Arbor, Michigan, Lakewood, Washington, El Monte, California, and Provo, Utah have all had at least one year without traffic deaths²⁰. These cities are smaller than Austin, but prove that traffic deaths are not inevitable.

A goal of zero deaths and serious injuries by 2025 is simple and straightforward, but getting there will not be easy. It will take fresh approaches to education, enforcement, and engineering, policy and regulatory changes, new ways of thinking about land use and connectivity, and careful evaluation. It will take all Austinites.

Pledge

The Vision Zero Action Plan provides an initial set of actions for the City, other agencies, and community partners as we work toward our goal of preventing serious traffic injuries and deaths. Many of these injuries and deaths are the result of a combination of factors, including historical land use patterns and road designs designed to move motor vehicles quickly²¹ and dangerous behaviors.

We recognize that improving traffic safety will only occur through a coordinated, holistic approach. Changes to land use patterns and street design will take time and money to transform, but we must start today. Collecting and analyzing data is the cornerstone of our approach: more robust data and analyzing and sharing that data can help us direct resources where they are most needed. Evaluation of our actions will help us continue to hone in our goal of eliminating serious injuries and deaths.

We must also prioritize enforcement where it can have the greatest effect immediately. Our police are our frontline for preventing injuries and deaths. It is critical that we target enforcement at fatal and serious injury crash hotspot locations and on top dangerous behaviors.

Traffic deaths and injuries are preventable; therefore, none are acceptable. We commit the following City departments and undersigned agencies to continuing the work of the Vision Zero Task Force as we strive toward eliminating serious injuries and deaths by 2025.

Mayor, City of Austin

City Manager, City of Austin

Capitol Metro

Texas Department of Transportation,
Austin District

Federal Highway Administration, Texas
Division

Travis County District Attorney's Office

Glossary

- CR-3** Texas Peace Officer's Crash Report form, which is filled out by an officer at the scene of a crash and filed with TXDOT.
- CRIS** Crash Records Information System, the reporting and analysis system used by TXDOT for tracking crashes.
- MCSAP** Motor Carrier Safety Assistance Program, a federal grant matching program focused on commercial vehicle safety improvements.
- NHTSA** National Highway Traffic Safety Administration, a part of the federal Department of Transportation.
- STEP** Selective Traffic Enforcement Program, a grant whichs pay for overtime activities by local law enforcement to reduce the incidence of speeding, driving while intoxicated, failure to use occupant restraint systems, and intersection traffic control violations.
- TIGER** Transportation Investment Generating Economic Recovery, a discretionary grant program passed as part of the American Recovery and Reinvestment Act of 2009.

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- ¹ World Resources Institute, *Cities Safer by Design*, http://www.wri.org/sites/default/files/CitiesSaferByDesign_final.pdf
- ² New York City, April 2015, *Vision Zero: One Year Report*, <http://www.nyc.gov/html/visionzero/assets/downloads/pdf/vision-zero-1-year-report.pdf>
- ³ <http://www.nhtsa.gov/About+NHTSA/Press+Releases/2014/traffic-deaths-decline-in-2013>
- ⁴ http://www.heraldextra.com/news/local/central/provo/provo-achieves-vision-zero-one-of-largest-cities-to-have/article_f639586f-cca6-52de-8cbb-5971d7ea2f7e.html. 115 other US cities and towns over 50,000 people also went at least one year with no deaths: <http://www.dekra-vision-zero.com/map/>
- ⁵ Colin Pope, June 2012, *Austin Business Journal*
- ⁶ National Highway Traffic Safety Administration, 2013, <http://www-nrd.nhtsa.dot.gov/Pubs/812139.pdf>
- ⁷ National Highway Traffic Safety Administration, 2013, <http://www-nrd.nhtsa.dot.gov/Pubs/812139.pdf>
- ⁸ Census, American Community Survey
- ⁹ National Highway Traffic Safety Administration, 2013, <http://www-nrd.nhtsa.dot.gov/Pubs/812139.pdf>
- ¹⁰ Ewing, Schieber, and Zegeer, 2003, Urban sprawl as a risk factor in motor vehicle occupant and pedestrian fatalities, <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC1448007/>
- ¹¹ <http://www.governing.com/topics/public-justice-safety/gov-pedestrian-deaths-analysis.html>
- ¹² Austin American Statesman, <http://projects.statesman.com/news/homeless-deaths/index.html>
- ¹³ Austin Police Department
- ¹⁴ Sidewalks cost an average of \$24.14 per square foot. The City of Austin has completed half of its sidewalk network (about 2,360 miles) and needs an additional 2,270 miles. It will take almost 200 years to complete the network based on current funding levels.
- ¹⁵ Pedestrian hybrid beacons cost \$75,000 each. <http://austintexas.gov/page/pedestrian-hybrid-beacons>
- ¹⁶ Elvik, R, et al, 2004, Speed and Road Accidents, an evaluation of the Power Model, TOI, Norway, <http://www.trg.dk/elvik/740-2004.pdf>
- ¹⁷ <http://www.distraction.gov/stats-research-laws/facts-and-statistics.html>
- ¹⁸ http://www.cdc.gov/mmwr/preview/mmwrhtml/mm6210a1.htm?s_cid=mm6210a1_w
- ¹⁹ <http://www.distraction.gov/downloads/pdfs/a-comparison-of-the-cell-phone-driver-and-the-drunk-driver.pdf>
- ²⁰ <http://www.dekra-vision-zero.com/map/>
- ²¹ US Government Accountability Office, Pedestrian and Cyclists: Cities, States, and DOT are Implementing Actions to Improve Safety, <http://www.gao.gov/assets/680/673782.pdf> and Ewing, R. et al., 2003, Urban sprawl as a risk factor in motor vehicle occupant and pedestrian fatalities, <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC1448007/>