

# Urban Transportation Commission

November 10, 2015





**Austin's a great  
place to live...**



A row of glowing, futuristic, dome-shaped structures in a dark, industrial setting. The structures are illuminated from within, casting a warm, orange glow. They are arranged in a line, receding into the distance. The background is dark and atmospheric, with some faint light sources and a sense of depth. The overall mood is mysterious and high-tech.

**...but it's not without  
problems**

**Over 700 total traffic  
fatalities since 2004**





**Austin is the 13<sup>th</sup> most  
dangerous city for  
cities over 500K**

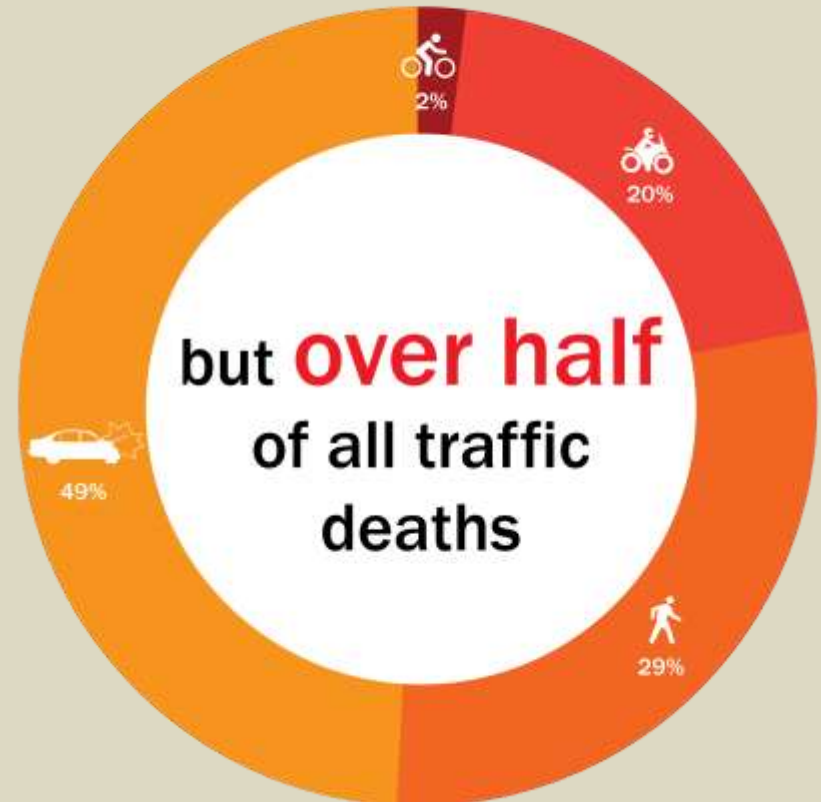


**Austin is the 7<sup>th</sup> most  
dangerous city for  
people walking**

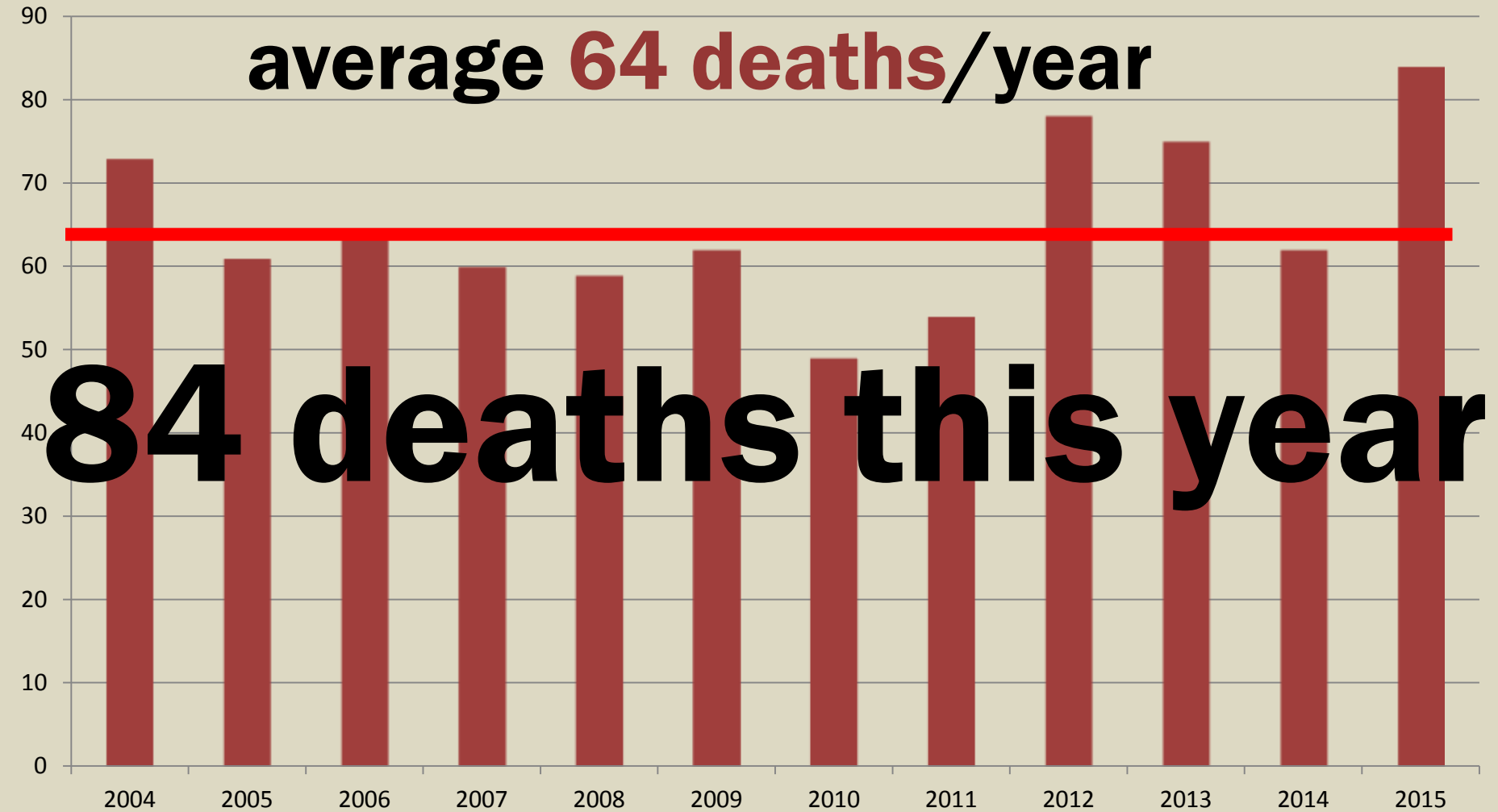


# Who's Affected?

disproportionately, people walking, biking, & riding motorcycles



# Austin traffic deaths

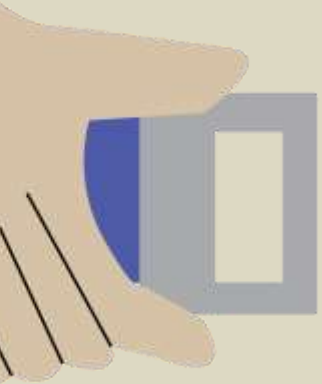


Source: City of Austin Annual Crime and Traffic Reports

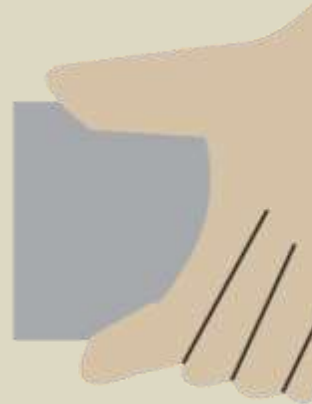




**& 64 people are killed in crashes**



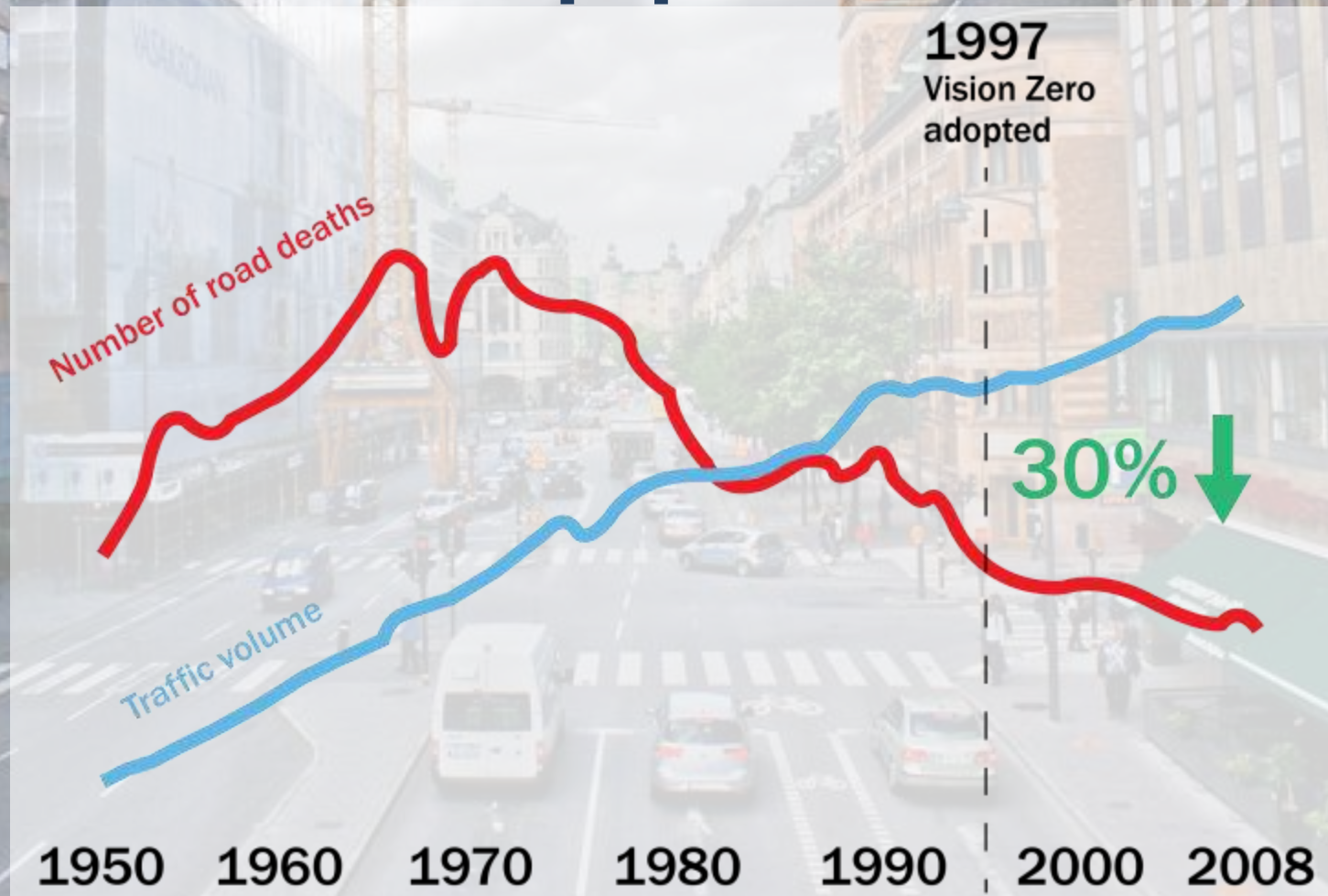
**Public health problem**  
like smoking or not wearing a  
seatbelt





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

# Sweden's fatalities have dropped 30%





A photograph of a busy New York City street, likely Times Square, showing a mix of old and new architecture, pedestrians, and outdoor seating. Large billboards for 'EMPIRE CITY CASINO', 'DOW JONES', and 'Walgreens' are visible. The text 'NYC had the fewest traffic fatalities since 1910' is overlaid in a large, dark blue font.

**NYC** had the fewest  
traffic fatalities since  
1910



Utah has reduced  
traffic fatalities 48%  
since 2003







**Provo** is the largest  
city to achieve zero



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

## Policy in **Imagine Austin**: LUT P45

“The City commits itself to eliminating transportation-related deaths and serious injuries through a holistic Vision Zero approach. Improving safety through land use, urban design, transportation engineering, education, and enforcement is foundational to Austin becoming a city of complete communities. Safety is the top priority for the transportation system and requires a collaborative, multipronged approach using the guiding principles of Vision Zero...”

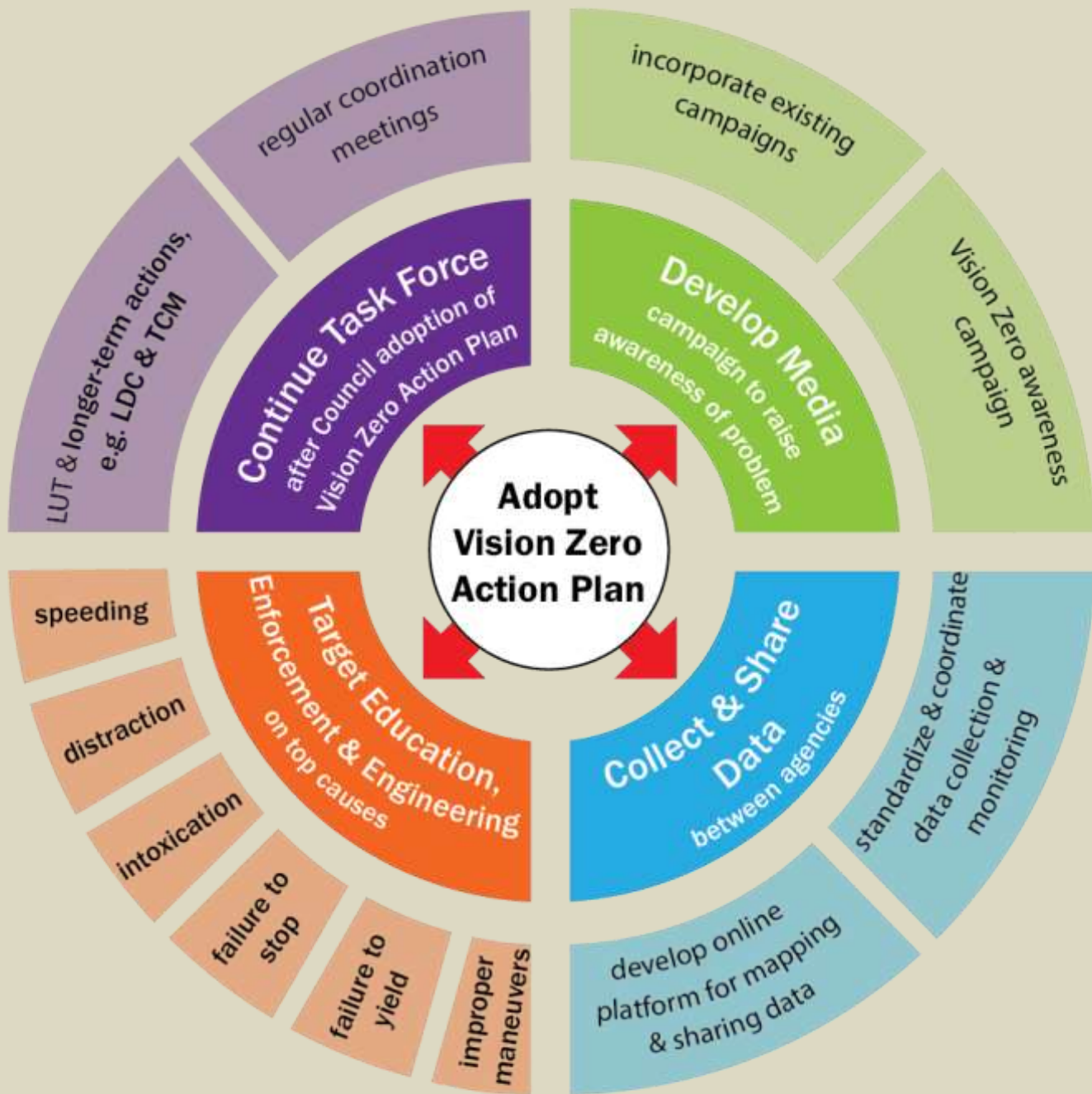


- Traffic deaths and injuries are a preventable public health issue. Any death is too many.
- People will make mistakes; the transportation system should be designed so those mistakes aren't fatal.
- Safety should be the primary consideration in transportation decision-making.
- Traffic safety solutions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

2. Add new action LUT A47 (p 233): “Create an ongoing Vision Zero Task Force to develop a Vision Zero Action Plan and subsequent updates to that Action Plan”





3. Add new policy LUT P45 and new action LUT A47 to the following priority programs, and Vision Zero Action Plan to their related city initiatives:

- a. Priority Program #1. Invest in a compact and connected Austin (p 187)
- b. Priority Program #7. Create a Health Austin program. (p 205)

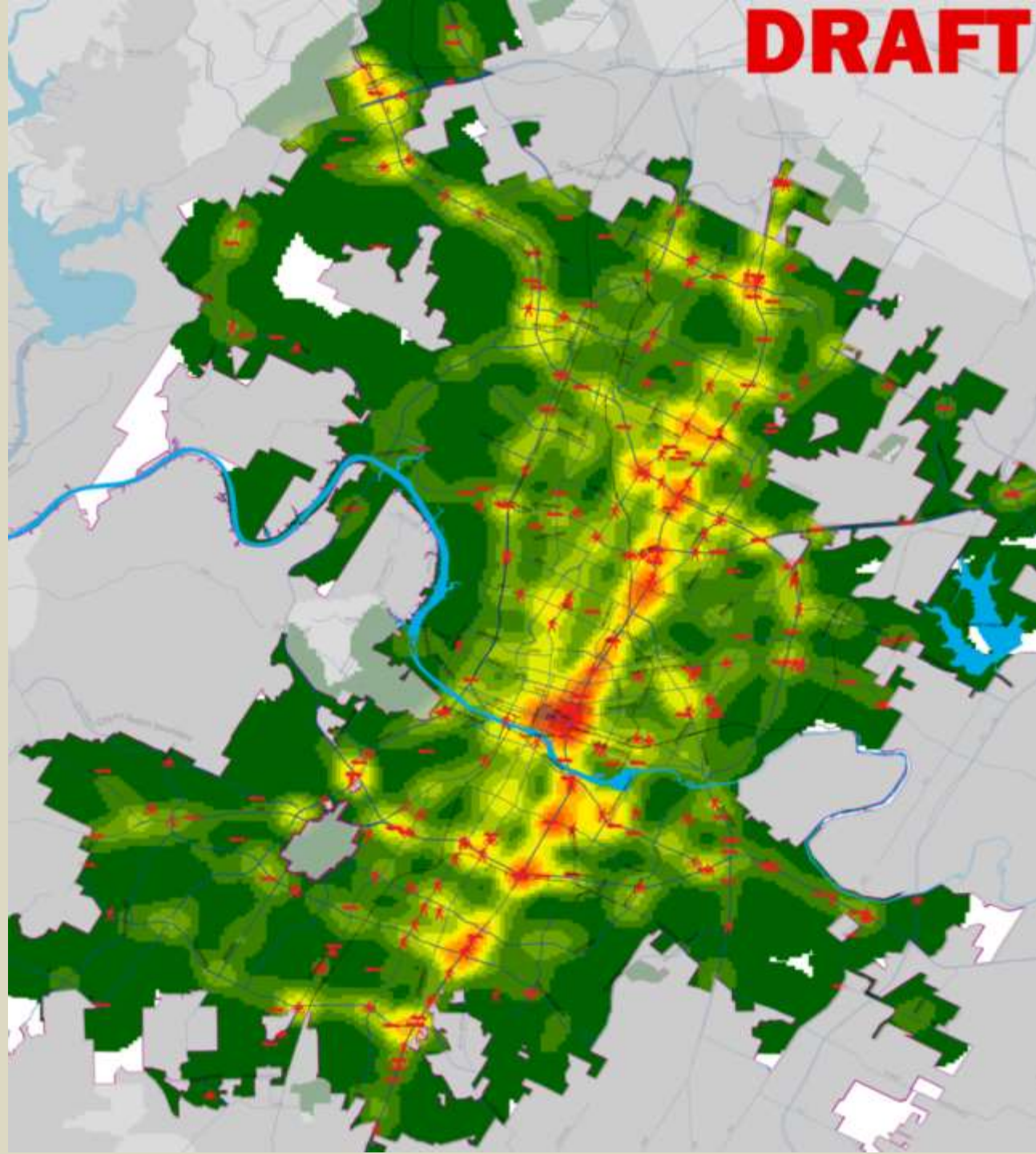


# 1. Data

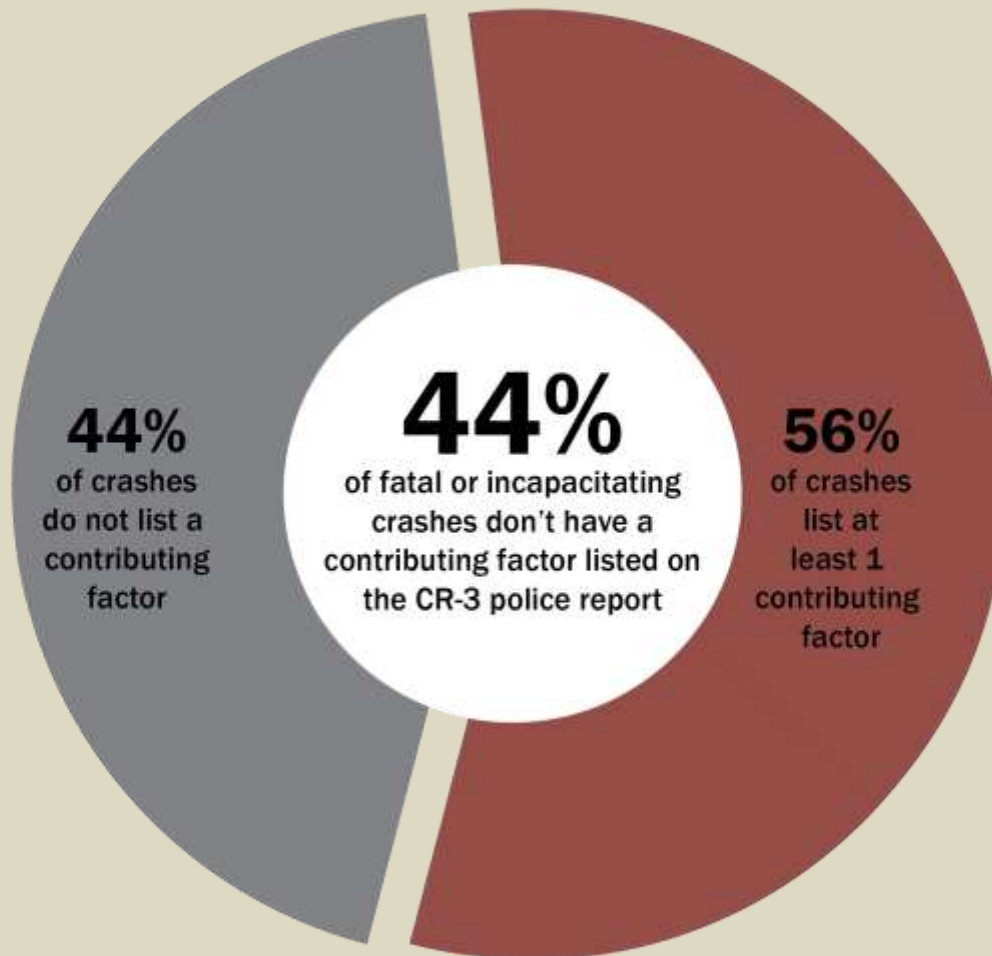
## Deaths by mode

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

## Concentration of injuries & deaths

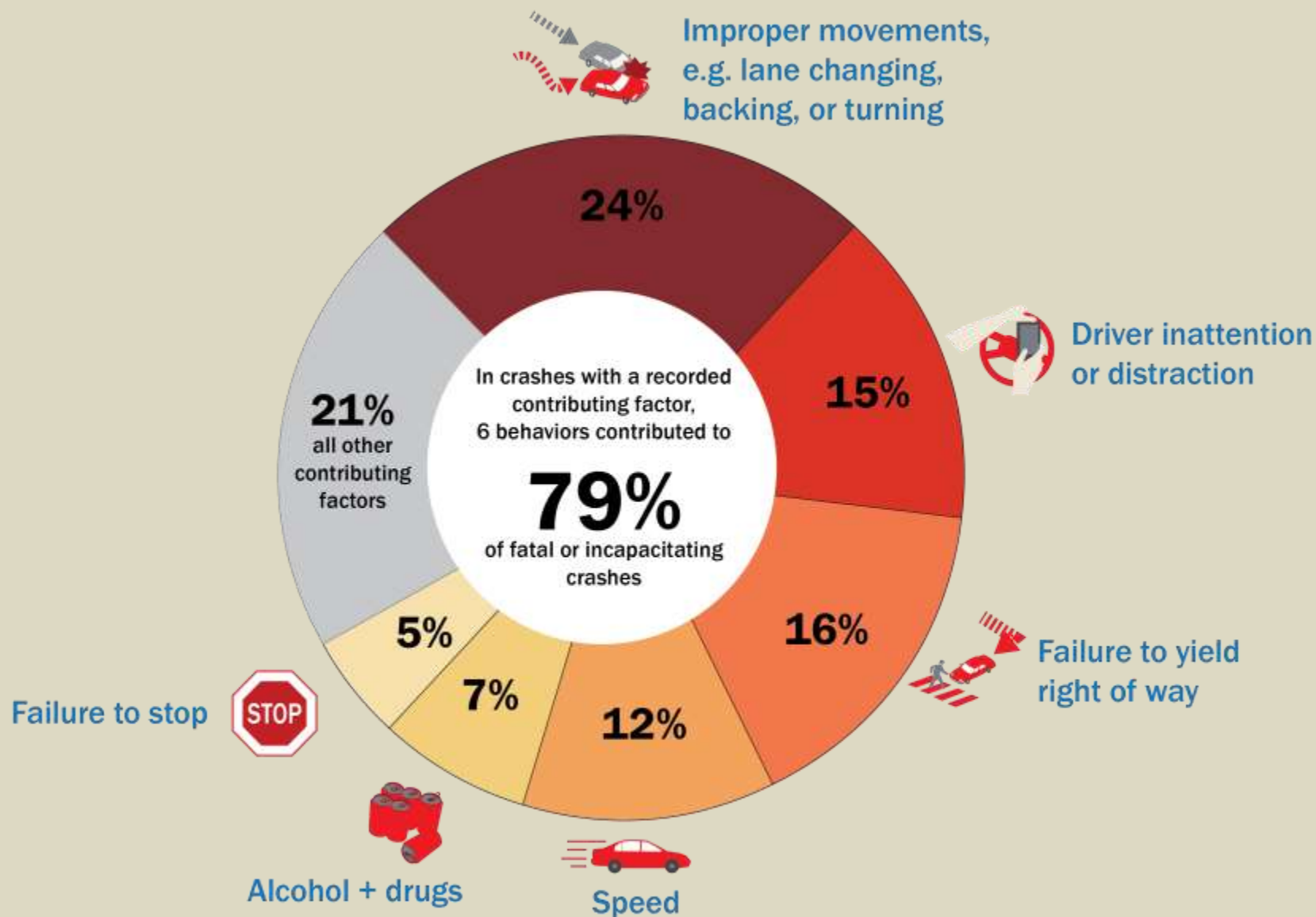


# Contributing Factors





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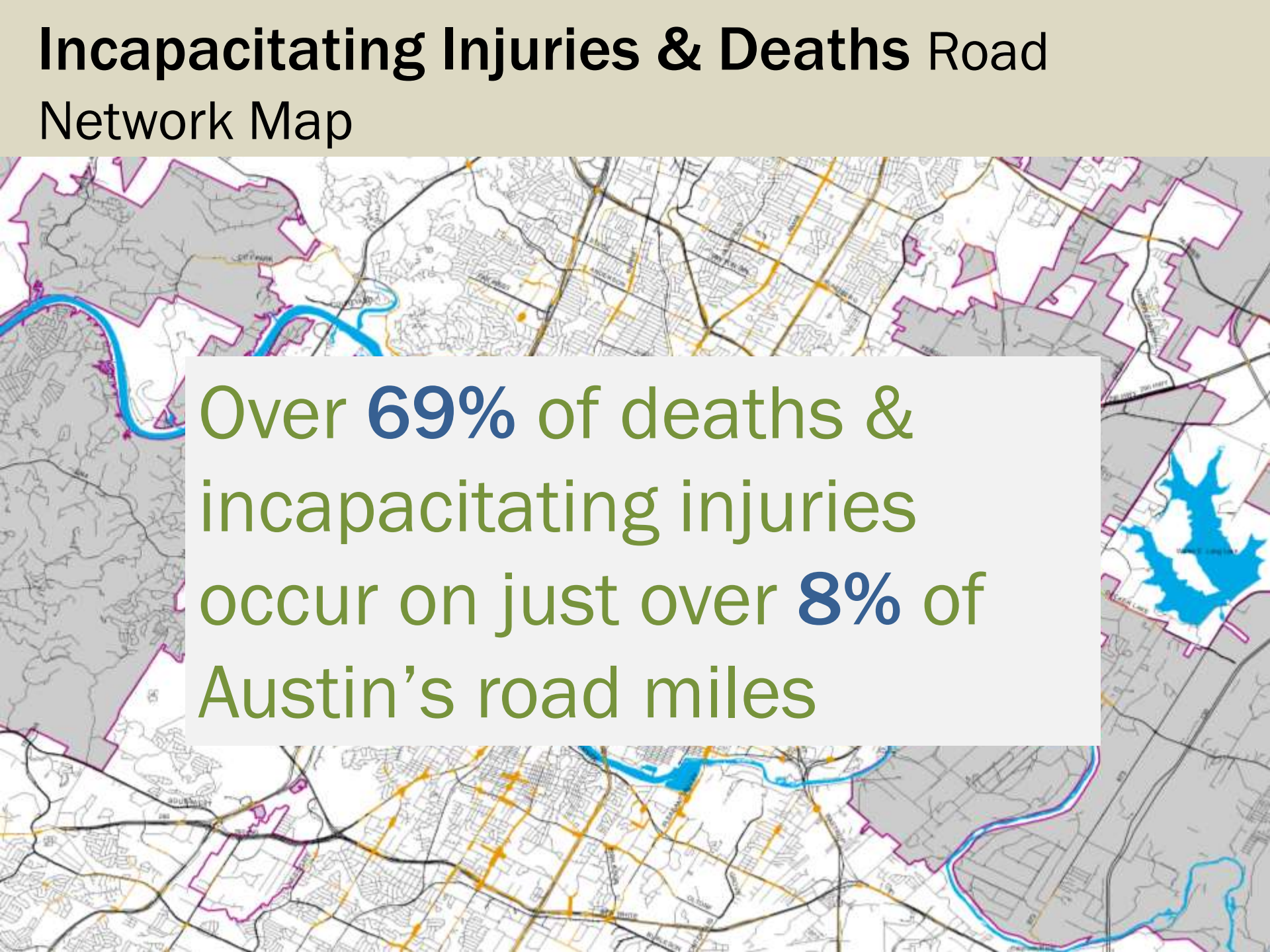


## 2. Target Education, Enforcement & Engineering





# Incapacitating Injuries & Deaths Road Network Map

A map of Austin, Texas, showing the road network. Major roads are highlighted in yellow and orange, while smaller roads are in grey. Water bodies like the Colorado River and Lake Travis are shown in blue. The map is overlaid with a semi-transparent white box containing text.

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





# ROAD TO VISION ZERO

NOV 2014  
CITY COUNCIL CREATES  
TASK FORCE



JAN - AUG 2015  
RESEARCH +  
ANALYSIS

AUG - NOV 2015  
DRAFT POLICY +  
RECOMMENDATIONS

WINTER 2015 - 2016  
REVIEW BY COMMUNITY +  
CITY COUNCIL ADOPTION