

# Vision Zero Traffic Safety Task Force

August 7, 2015



VISION  ZER 

any traffic death is too many

# Today's Presentation

- Announcements
- Background on V0
- Activity:
  - Review draft Vision for Safer Streets
  - Review draft Action Plan Table of Contents
  - Review crash maps
- Next Steps





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



A futuristic laboratory or control room with several glowing blue and orange cylindrical equipment pieces arranged in a row. The scene is dimly lit, with the primary light sources being the equipment themselves, creating a high-tech, sci-fi atmosphere. The background is dark with some faint light patterns.


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



**Over 700 total traffic fatalities since 2004**





A black and white photograph showing a car accident scene. Two cars are involved in a collision. The car on the right is a white sedan, and the car on the left is a darker sedan. Both cars show significant damage to their front ends. The background is a plain, light-colored wall. The text is overlaid on the image in a large, bold font.

**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**



# Road deaths by mode



**10 deaths** 2% of total deaths  
1.5% mode split



**89 deaths** 20% of total  
2.5% mode split



**126 deaths** 29% of total  
2.5% mode split

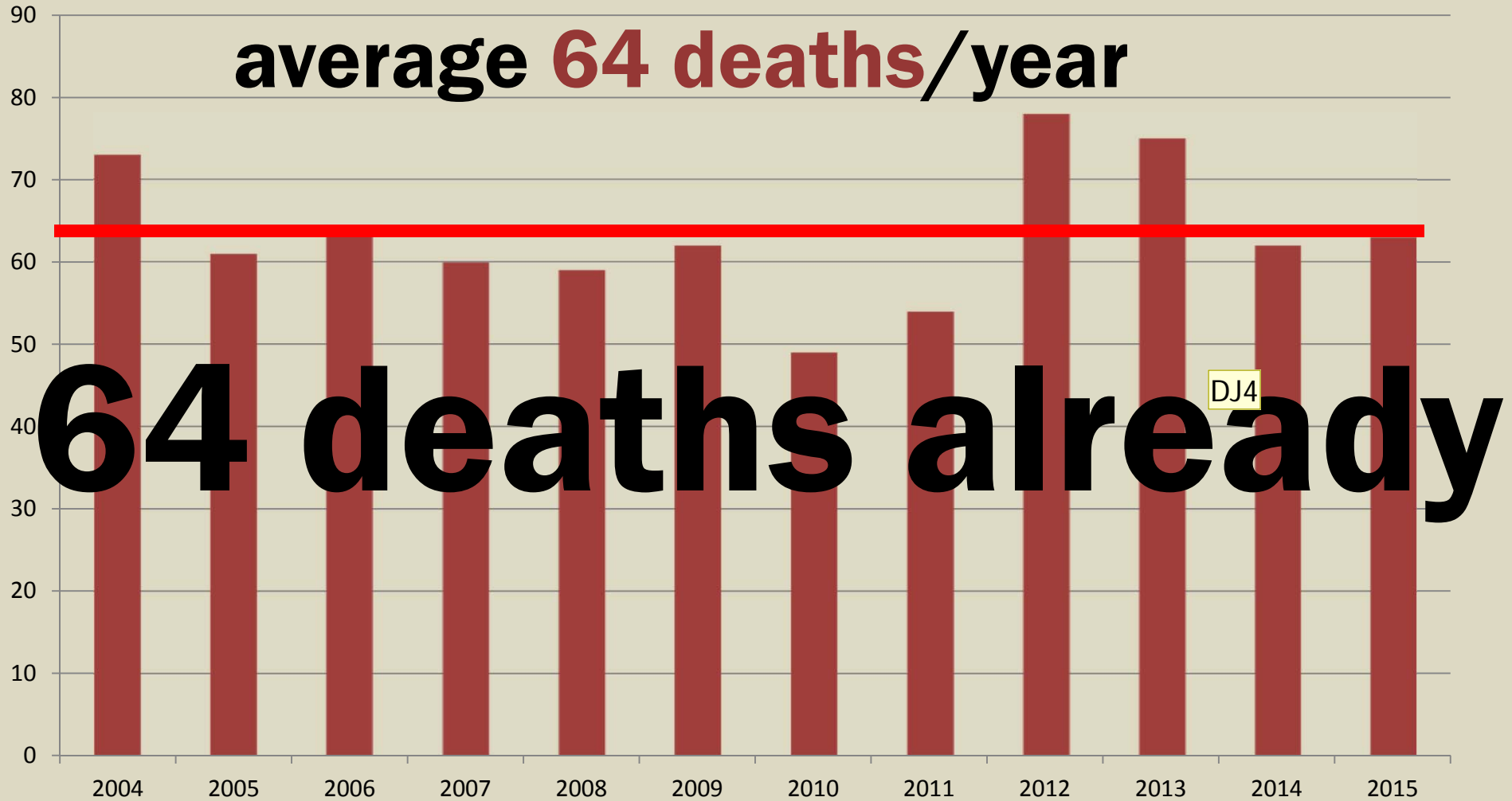


**214 deaths** 49% of total  
82.6% mode split

Sources: Austin Police Dept, 2008-14;  
American Community Survey 5-year Estimates 2009-13



# Austin traffic deaths



Source: City of Austin Annual Crime and Traffic Reports



## Slide 9

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DJ4

According to the APD news releases that get sent everytime someone dies in a crash...

the last media release says that at this time in 2014 there were 26 fatality crashes. This graph shows more than 60 for 2014. Why are they different?

Denton, Jennifer, 7/13/2015

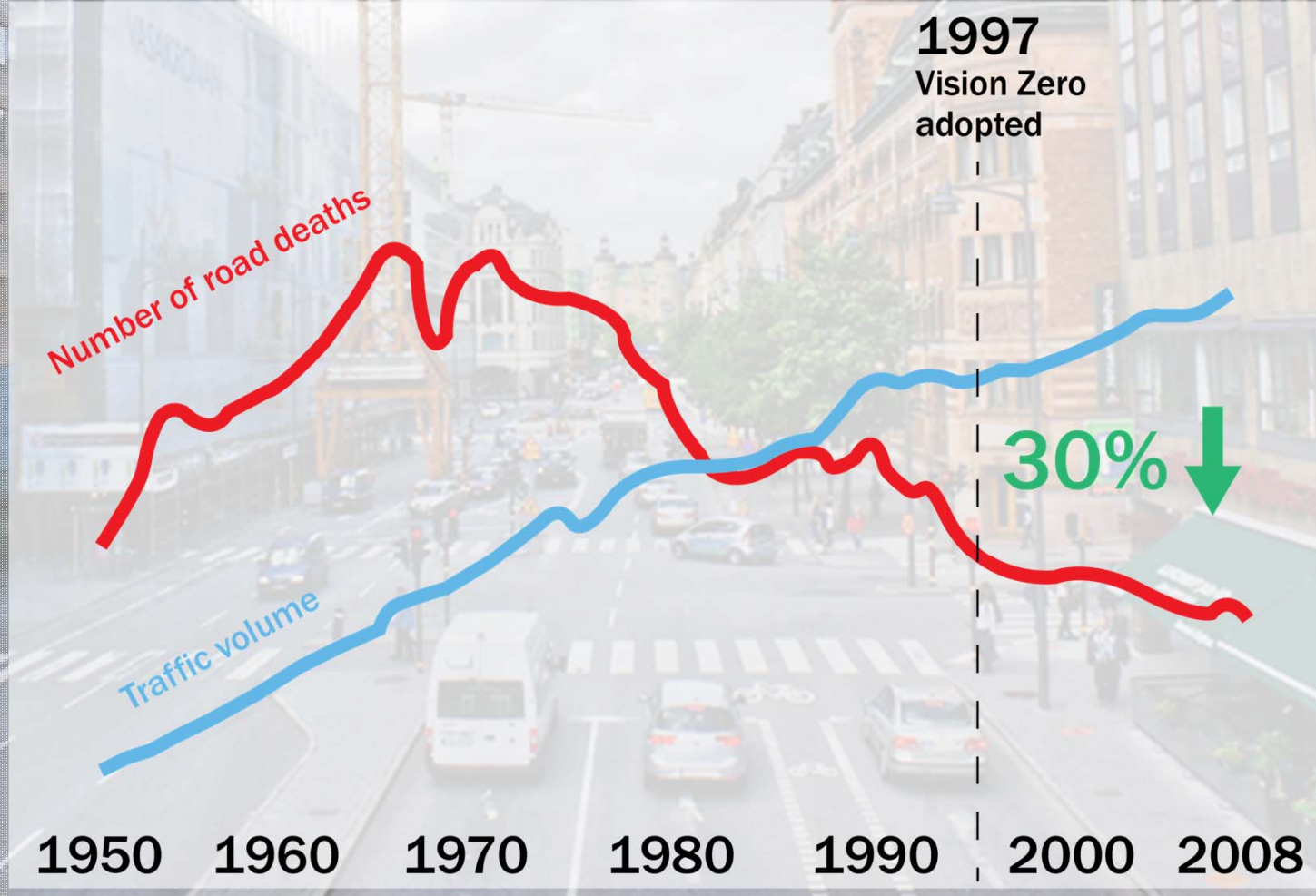




aims to achieve **zero deaths**  
**& zero serious injuries**  
while traveling in Austin



# Sweden's fatalities have dropped 30%





A busy city street scene, likely in New York City, featuring tall buildings, pedestrians, and outdoor seating. The image is overlaid with a large blue text block. The text reads: "NYC had the fewest traffic fatalities since 1910".

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



An aerial photograph of a city, likely Salt Lake City, Utah, showing a dense urban area with numerous skyscrapers and buildings. In the background, there are large, rugged mountains under a clear blue sky. The text is overlaid on the upper portion of the image.

**Utah has reduced  
traffic fatalities 48%  
since 2003**





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





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



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






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



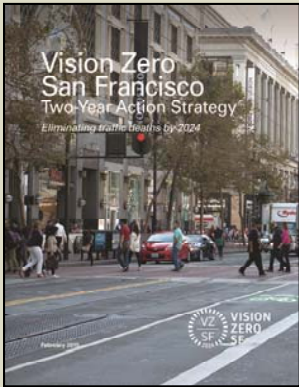
Traffic safety solutions must be addressed **holistically** through **education, enforcement, engineering/design**





**Vision Zero is being adopted  
across the country**

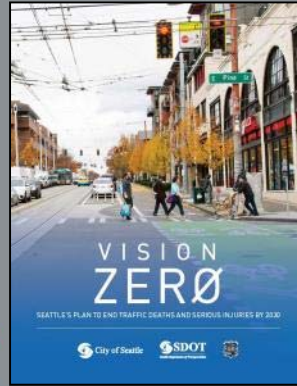




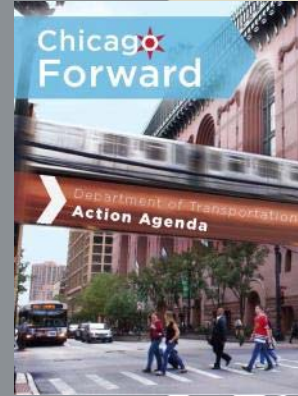
San Francisco (2014)



Seattle (2015)  
Portland (2015)



Chicago (2012)



Boston (2015)

Los Angeles (2014)

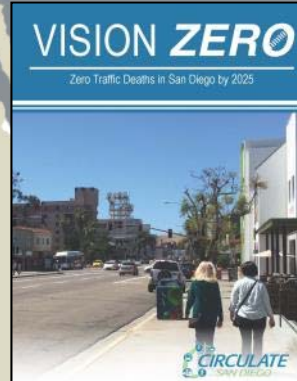
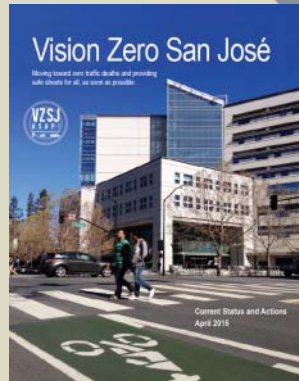
San Jose (2015)

Washington DC

New York City (2014)



San Diego (2014)





# ROAD TO VISION ZERO

NOV 2014  
CITY COUNCIL CREATES  
TASK FORCE



JAN - AUG 2015  
RESEARCH +  
ANALYSIS



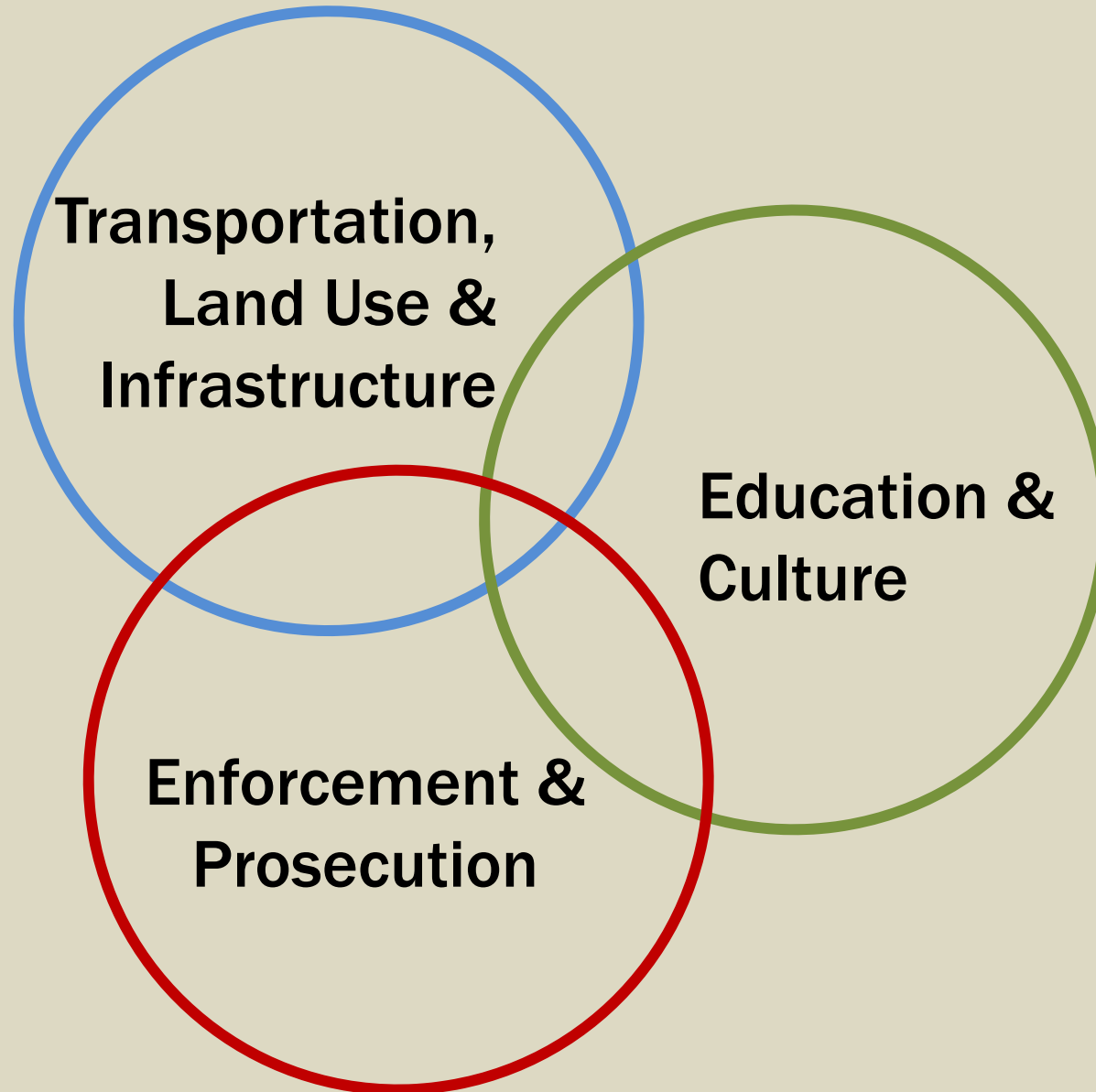
AUG - NOV 2015  
DRAFT POLICY +  
RECOMMENDATIONS



WINTER 2015 - 2016  
REVIEW BY COMMUNITY +  
CITY COUNCIL ADOPTION

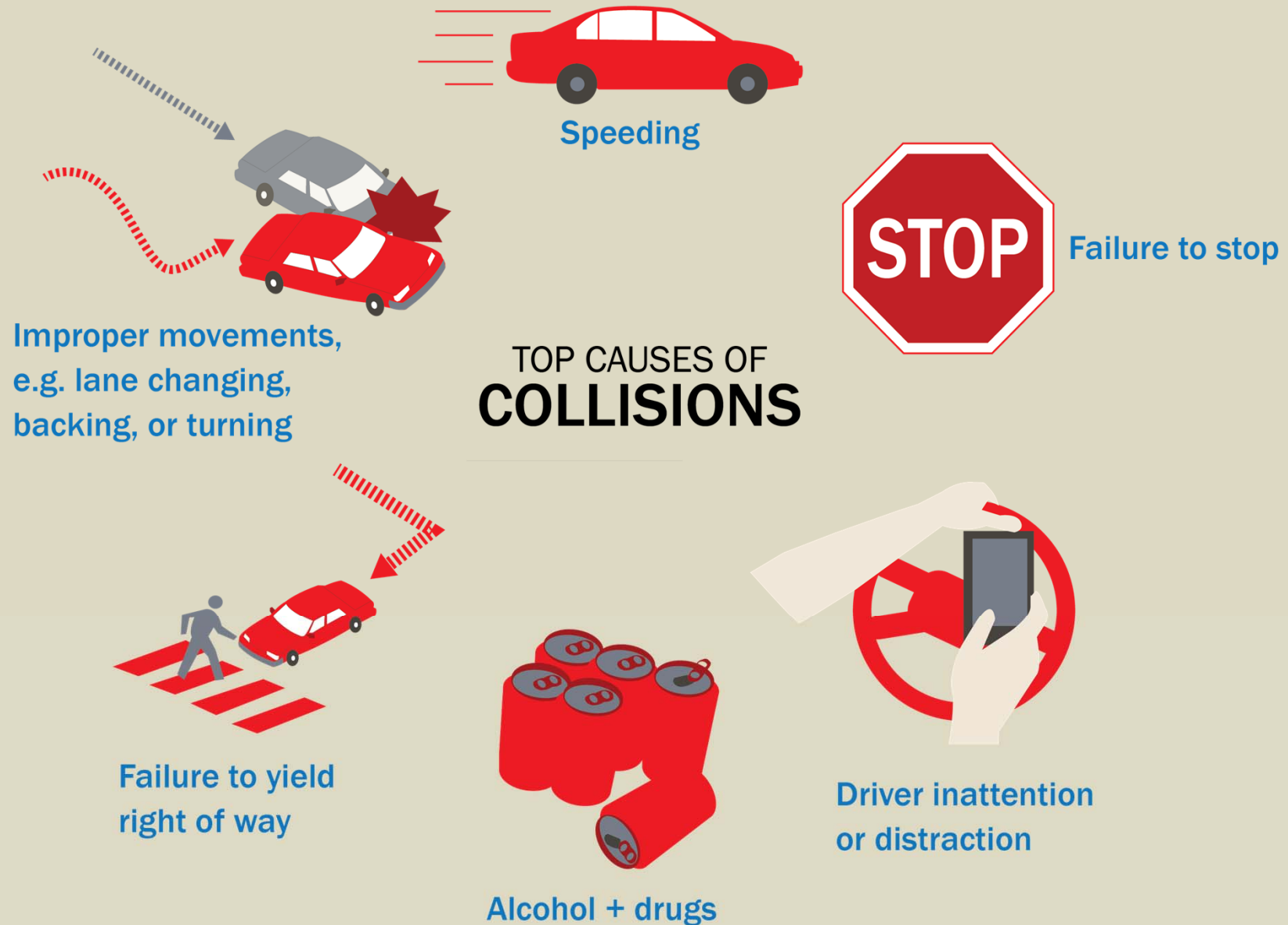


# Previous meetings





# Previous meetings



# Previous meetings





# SPEEDING

is a contributing factor in \_\_\_% of traffic fatalities in Austin.

Source:

## 1.) Review Draft Goal

Use Current Initiatives and best practices in

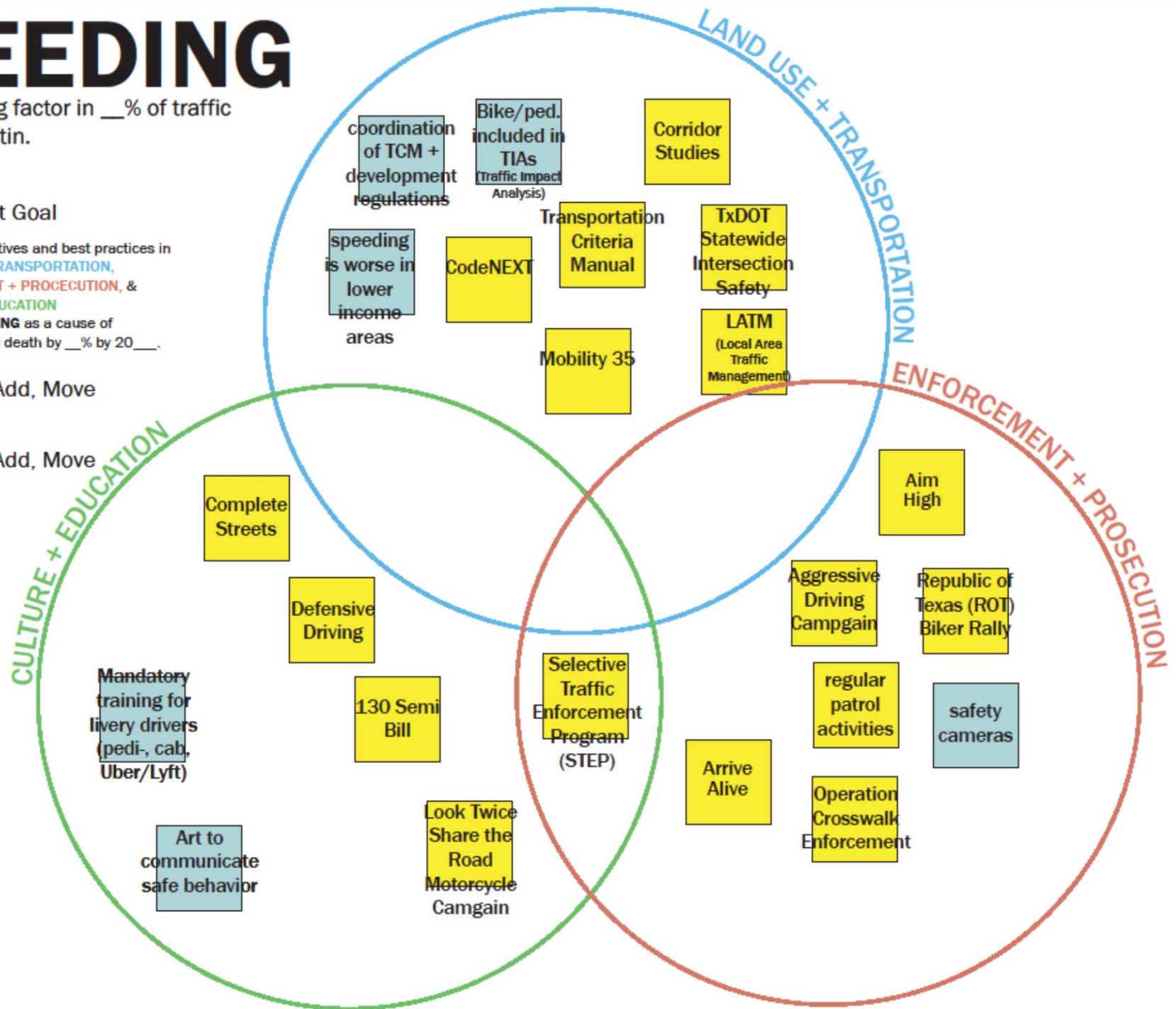
- LAND USE + TRANSPORTATION,
- ENFORCEMENT + PROSECUTION, &
- CULTURE + EDUCATION

to reduce **SPEEDING** as a cause of serious injury and death by \_\_\_% by 20\_\_\_.

## 2.) Edit, Add, Move

## 3.) Edit, Add, Move

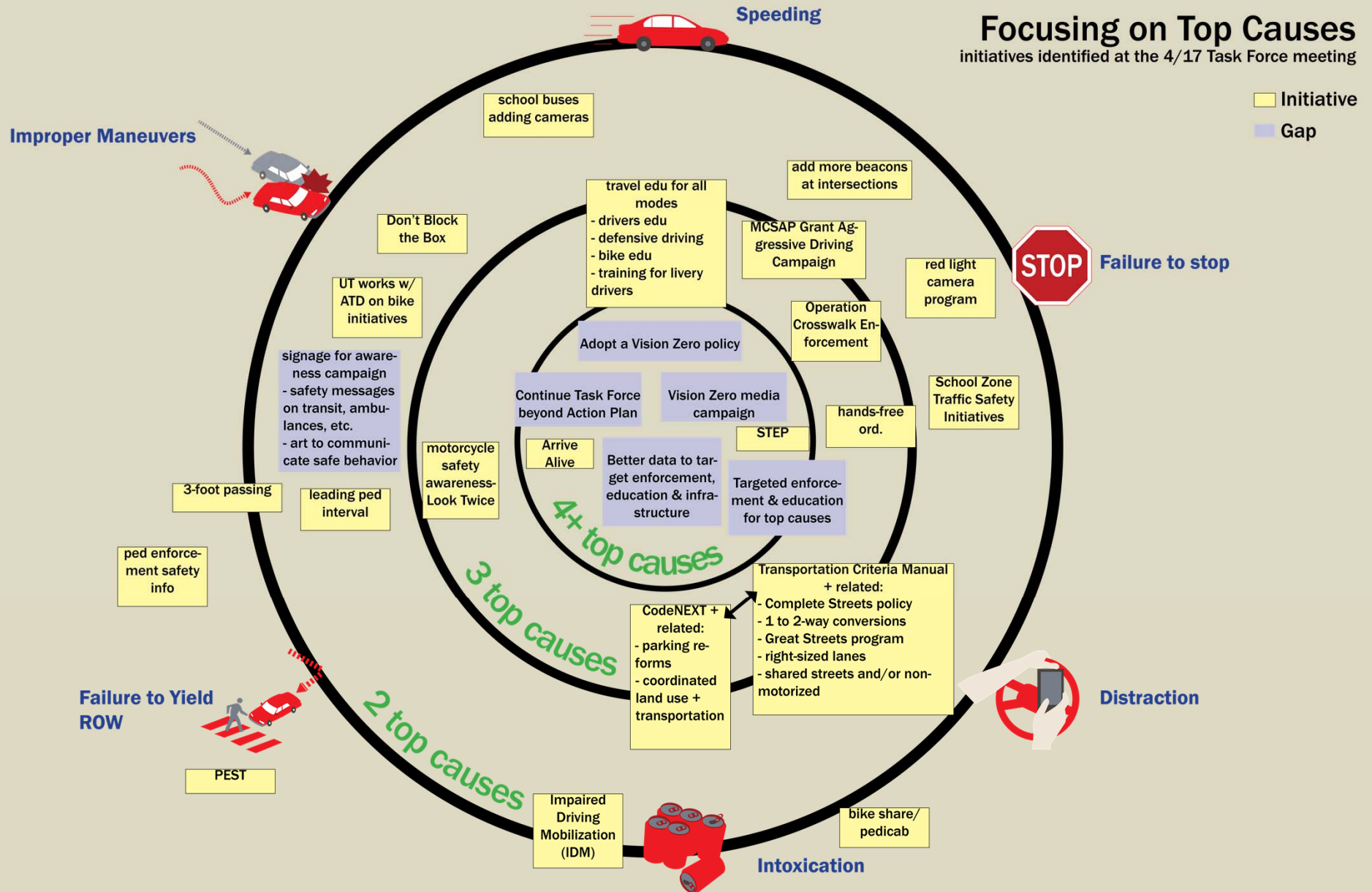
Notes:



# Previous meetings

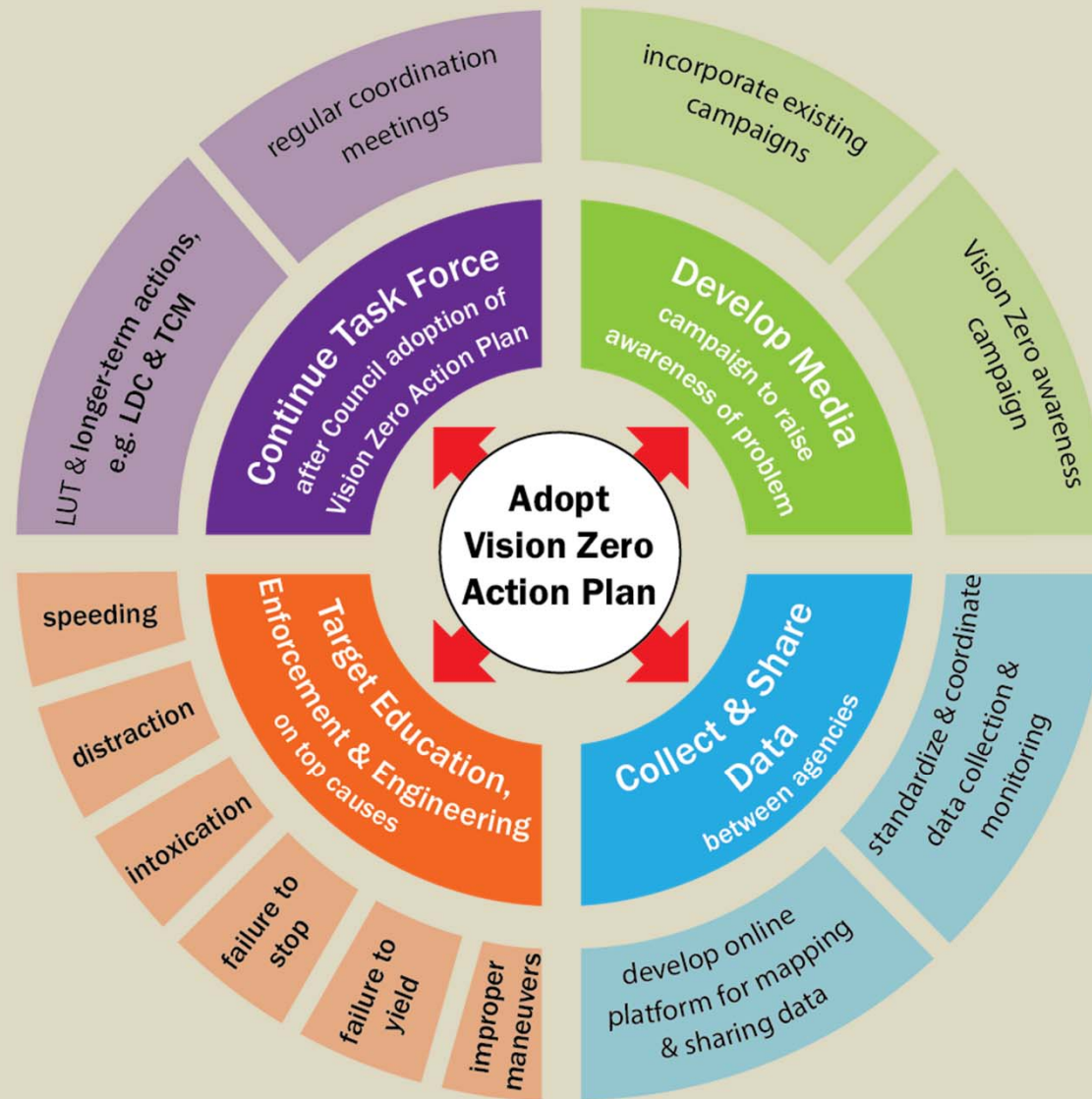
## Focusing on Top Causes

initiatives identified at the 4/17 Task Force meeting





# Action Plan: focuses on short-term actions



# Overview of 2 activities

## Activity 1: Review drafts of Vision & Table of Contents

- For draft Vision: Is anything missing?
- For draft TOC: Focus on Key Actions. What would you add or change? What are specific actions you would add?

## Activity 2: Review draft Crash Maps

- What are your takeaways?
- These are intended to provide an overview of the problem. What else might we want to show for the Action Plan? After the Action Plan?



# **Activity 1:** Draft Vision for Safer Streets

## **Key points:**

Safe transportation networks are the foundation for the complete communities envisioned by Austinites in the Imagine Austin Comprehensive Plan.

Austin embraces Vision Zero as a holistic approach which aims to achieve zero deaths & zero serious injuries while traveling.

Safety is the top priority for the transportation system and requires a collaborative, multipronged approach addressing land use and transportation infrastructure, enforcement, and education and culture change.

# Activity 1: Draft Vision for Safer Streets

## Principles of Vision Zero

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



# Activity 1: Draft Table of Contents

## 1. Letter from the Mayor

## 2. Austin needs Vision Zero

- a. Problem
- b. National trends
- c. Local trends

## 3. What is Vision Zero?

- a. Proven, data-driven approach to reducing transportation-related injuries and saving lives.

## 4. A Vision for <sup>MK4</sup> safer streets

- a. Principles

## 5. Key Actions

- a. Continue the Vision Zero Task Force
- b. Harness data collection, monitoring, and sharing to hone in on crash hotspots and top causes
- c. Focus on key initiatives that target top causes of collisions
- d. Create a media campaign to raise awareness
- e. Longer-term actions

## 6. Pledge

**Slide 31**

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**MK4**

Does this go under "What is V0?" or the next section "Vision for safer streets"?

Mulholland, Katie, 7/29/2015



# Activity 1

## Focus on key actions & provide

1. provide comments or changes
2. identify depts. and orgs that need to be involved with implementing each key action
3. identify specific actions

## Recommend organizing into groups for

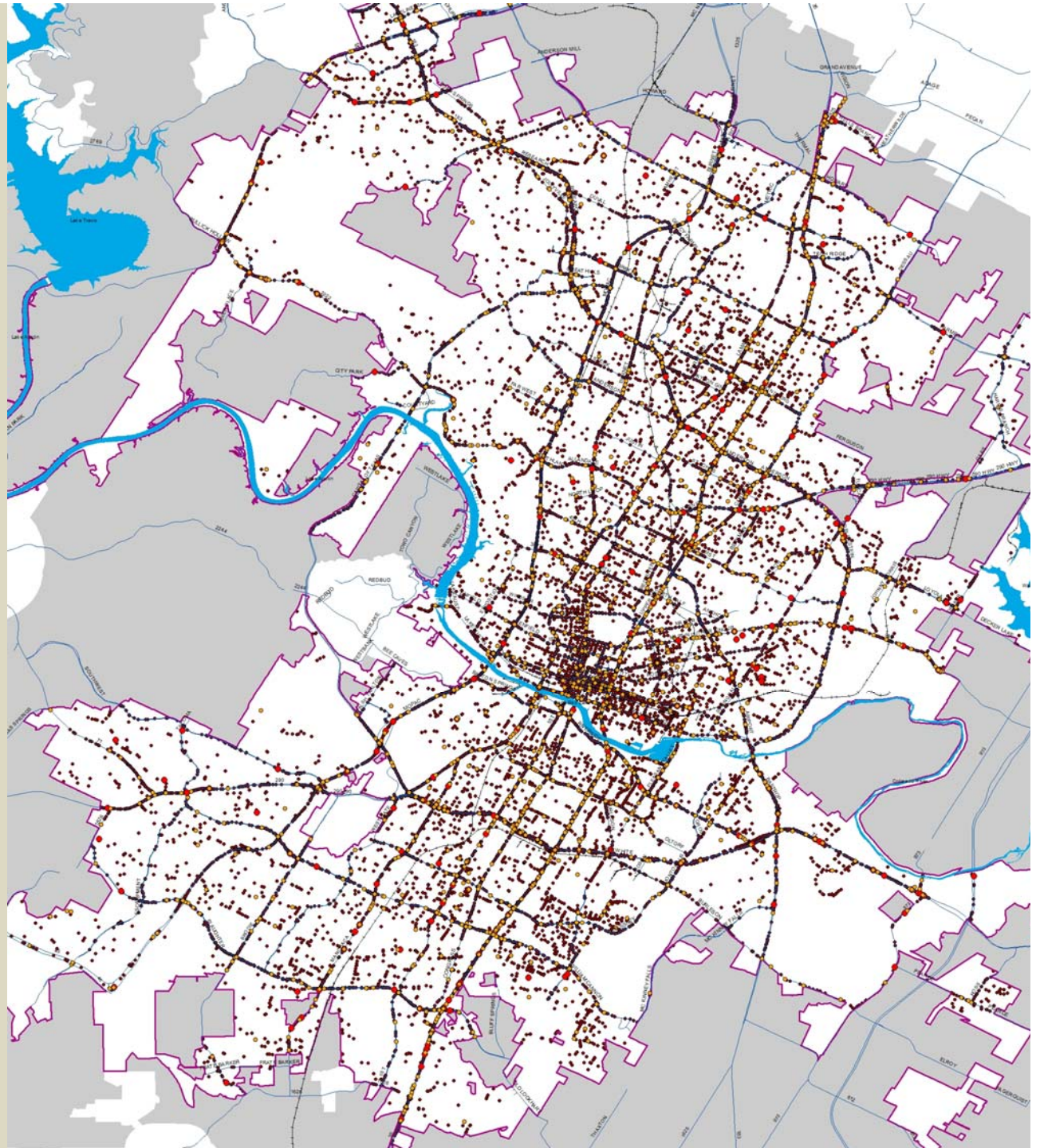
1. Create a media campaign
2. Harness data collection, monitoring, & sharing
3. Focus on key initiatives (hotspots)
4. Longer-term actions: Traffic Safety Improvement Plan, CodeNEXT, Transportation Criteria Manual

## **Activity 2:** Draft Crash Maps



# Draft Crash Maps

- Fatality and injury data for ATX from TXDOT
- Fatalities mapped as points
- Fatalities + injuries converted to a heat map showing the concentration of injury and fatal collisions



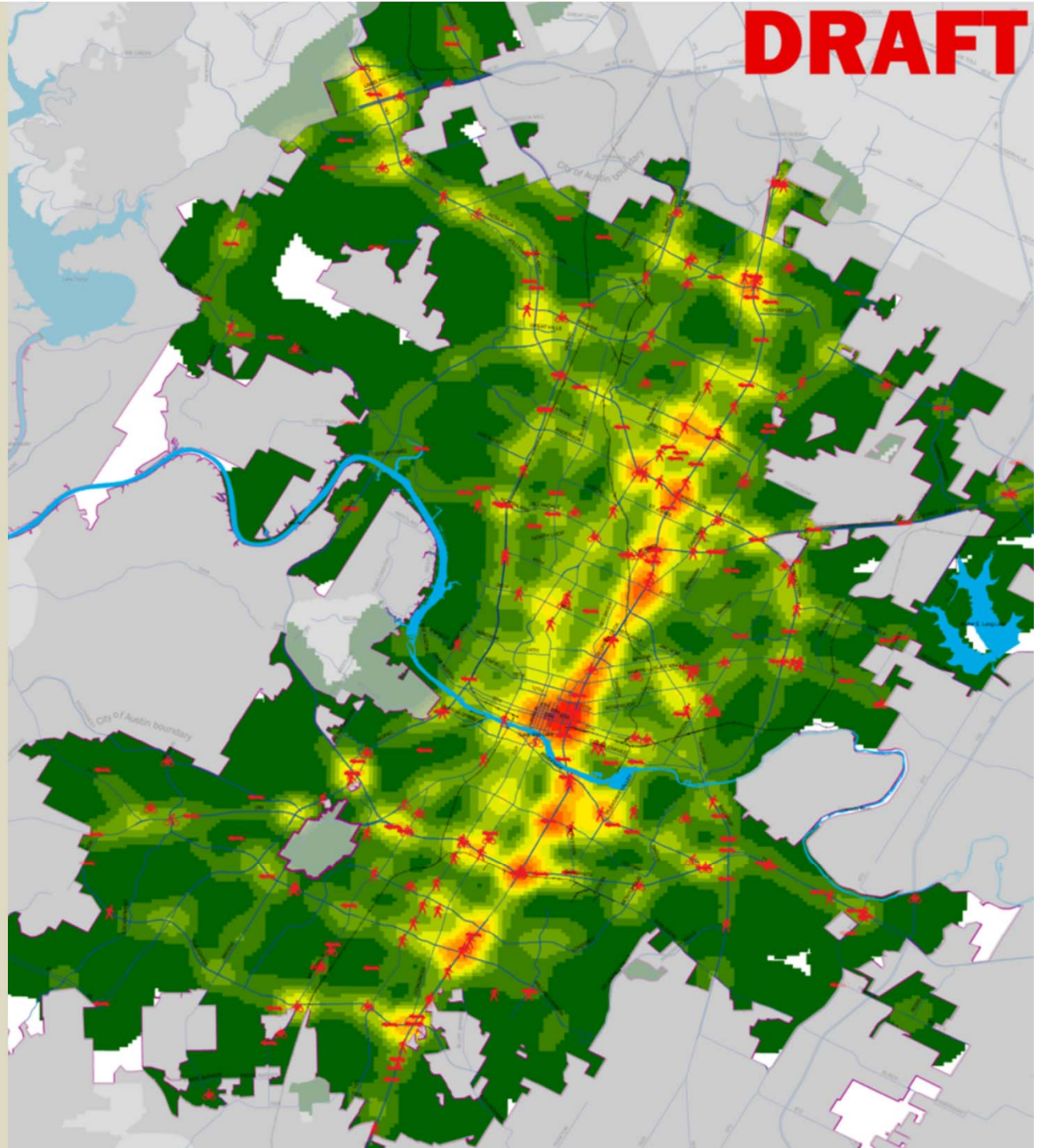


# Activity 2: Draft Crash Maps

## Deaths by mode

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

## Concentration of injuries & deaths





## Next Steps

### **Review Vision & Table of Contents**

provide feedback by August 21

### **Next Task Force meeting**

**rescheduled** for September 11

**Land use & urban design directly affect safety.** Cities that have compact and connected urban form reduce driving deaths. (Ewing, Schieber, and Zegeer, 2003)





Austin is a city of **Complete Communities,**

or places where **people** of all ages, abilities, and incomes can **safely and easily access** a variety of goods and services **to meet their daily needs** within a short trip - walking, bicycling, or taking transit, or driving.

DJ13

## Slide 38

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**DJ13**

According to the APD news releases that get sent everytime someone dies in a crash...

the last media release says that at this time in 2014 there were 26 fatality crashes. This graph shows more than 60 for 2014. Why are they different?

Denton, Jennifer, 7/13/2015



# Formula for traffic deaths



# Formula for traffic deaths

speed

20 mph   
9 in 10 people walking survive

30 mph   
5 in 10 people walking survive

40 mph   
1 in 10 people walking survive

**SURVIVAL RATE**



# Formula for traffic deaths

low  
density

- spread out destinations **requiring more car trips, increasing risk exposure**
- spread out destinations making **walking, biking, & taking transit less viable options** reducing the overall numbers of people walking - and **safety in numbers**
- tend to have **wider streets, which encourage higher speeds**



# Formula for traffic deaths

low intersection density increases crash risk

low connectivity encourages higher vehicle speeds

low connectivity deters walking and biking trips, potentially increasing vehicle trips, which increases exposure & reduces safety in numbers

**lack of connectivity**



**long blocks**

