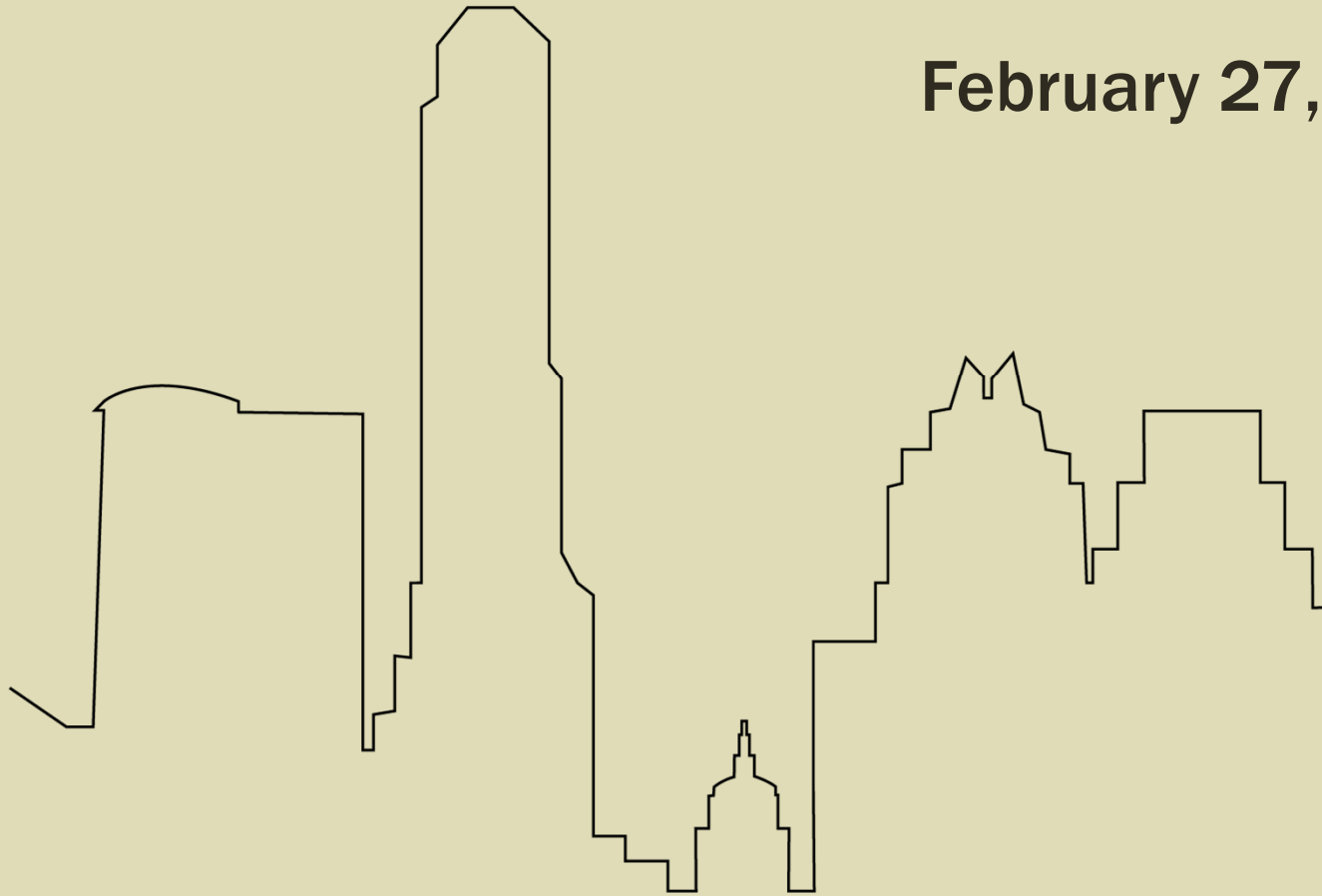


Vision Zero Traffic Safety Task Force

February 27, 2015



any traffic death is too many

Agenda

- Preliminaries
- 2015 Fatalities
- Task Force Process Plan
- Recap from January 27
- Establish Committees
- Identify Current Initiatives
- Next Steps

Matt Lewis

Assistant Director

Planning & Development Review
Department

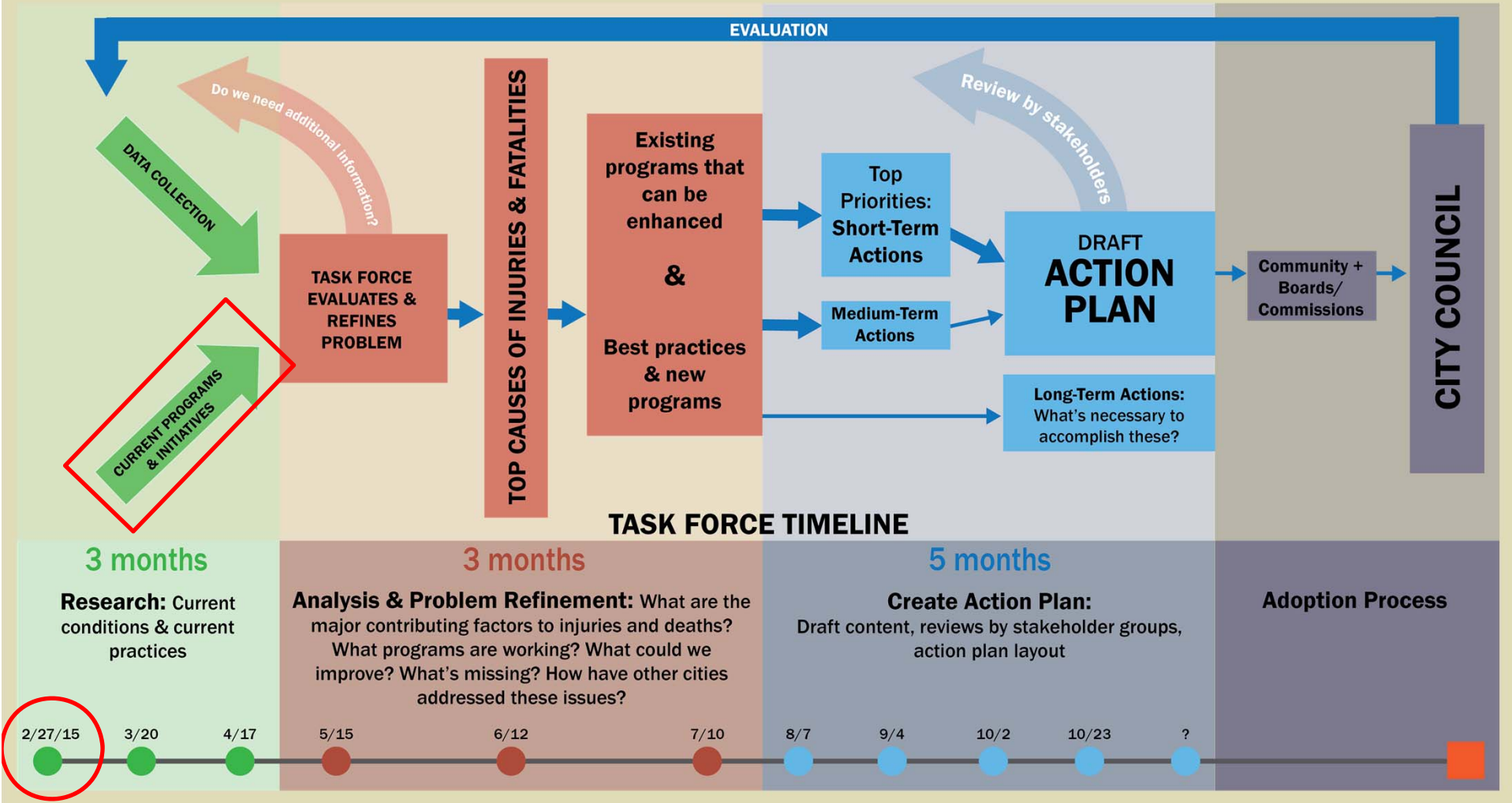


2015 Fatalities

Art Fortune, Commander, Police Department

On average, 64 people die on Austin roads every year. A much higher number are seriously injured.

HOW DO WE GET TO ZERO?





Key Vision *Zero* Ideas

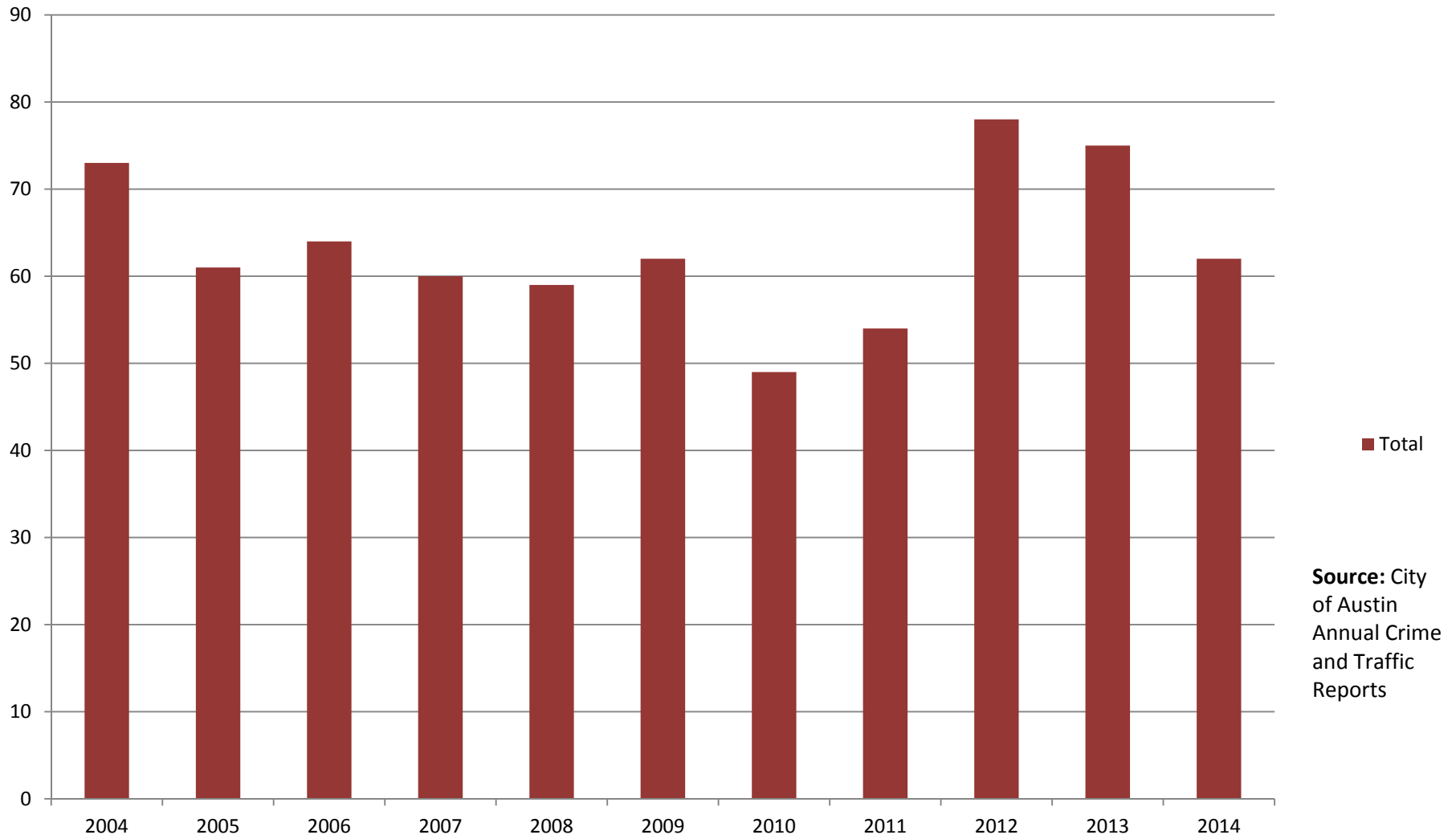
Key Vision *Zero* Ideas

- No loss of human life is acceptable
- “*Vision Zero* isn’t about perfecting human behavior. It’s about designing for reality.”
- Reduce emphasis on individual responsibility. Mistakes will happen.
- Turn attention away from cost-benefit approach
- Must adopt *Vision Zero* in a culturally contextual manner

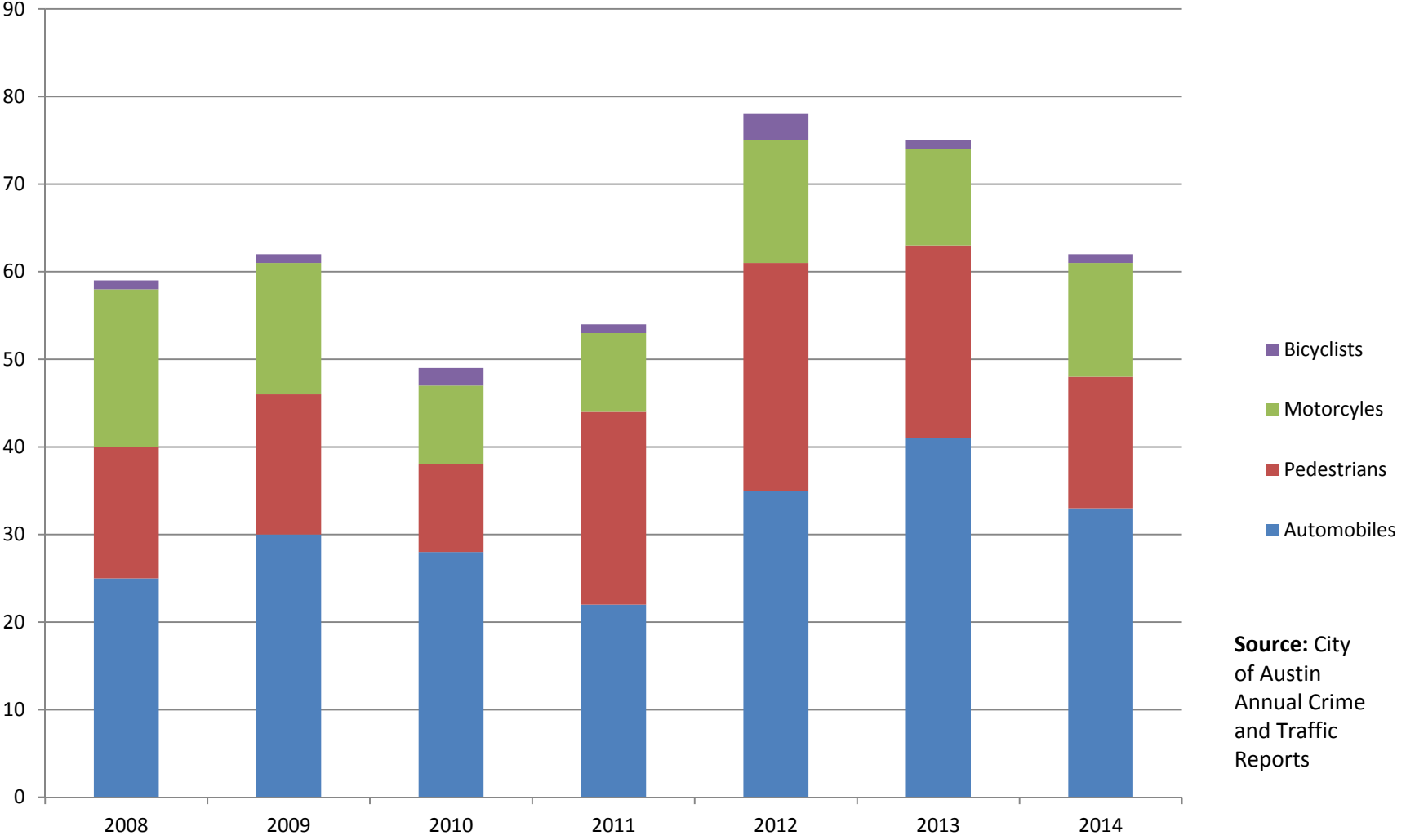
What is the Problem?

- Across the U.S., driver and passenger fatalities are decreasing
- But, pedestrian and bicycle fatalities are increasing
- Austin is the 7th most dangerous for pedestrians for cities over 500,000
- Over 700 total traffic fatalities since 2004

Austin Traffic Fatalities by Year



Austin Traffic Fatalities by Mode and Year



Source: City of Austin Annual Crime and Traffic Reports

What are the dangers?

- Speed
- Intoxication
- Bad street design / Mistakes
- Lack of restraints / Helmets
- Distraction
- Sleepiness / Drowsiness
- Aggression
- Culture



**WAS THAT TEXT MESSAGE
THAT IMPORTANT?**

Tools

- PBCAT (pedestrian bicycle crash analysis tool)
- [Vision Zero View](#) – NY online map
- [San Francisco online map](#)
- NY Health Data website – lists ped and bike injury data
- Technology
 - Automated enforcement
 - Speed limiters



Lessons for Austin

Lessons for Austin

- Land Use is incredibly important
- Determine other local conditions for contextual adoption
- Speed is major focus of effort
 - NYC example

Lessons for Austin

- Criminal justice system needs to catch up (laws, enforcement, prosecution)
- Traffic enforcement is unglamorous role within Police departments – first cut in budget season
 - But, correlates with other crime
 - Don't have as sep. division

Lessons for Austin

- Health Department should track injuries and hospitalizations
- San Francisco's Vision Zero Task Force (30+ people) is ongoing
- Cultural change is necessary
 - Need to get people to buy into safety (i.e., passengers need to tell cab drivers they tip for safety)



Task Force Membership

Task Force Membership

- Recommendations for 20+ new Task Force members
- Most groups now on the Task Force.
- Talk to the Community! Bring that knowledge back!



Task Force Membership



Proposed Committee Structures

1.) Land Use / Transportation / Infrastructure

2.) Enforcement / Prosecution

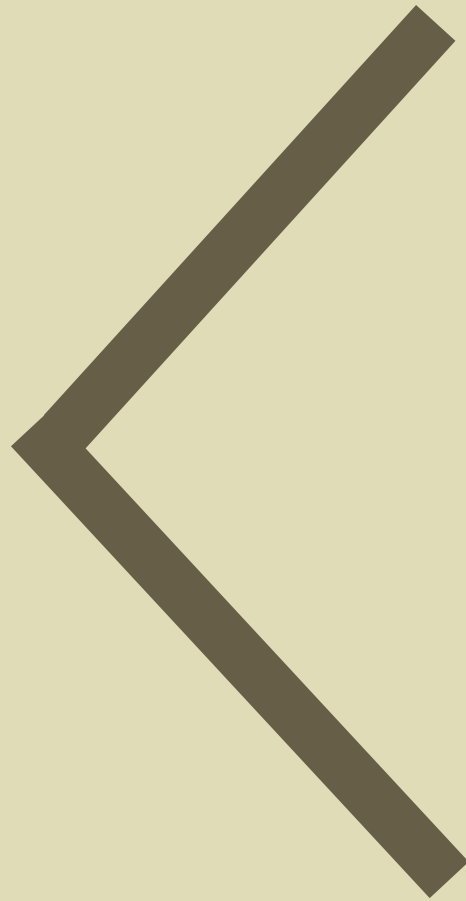
3.) Education / Culture



Determine Committee Membership

Today we're brainstorming

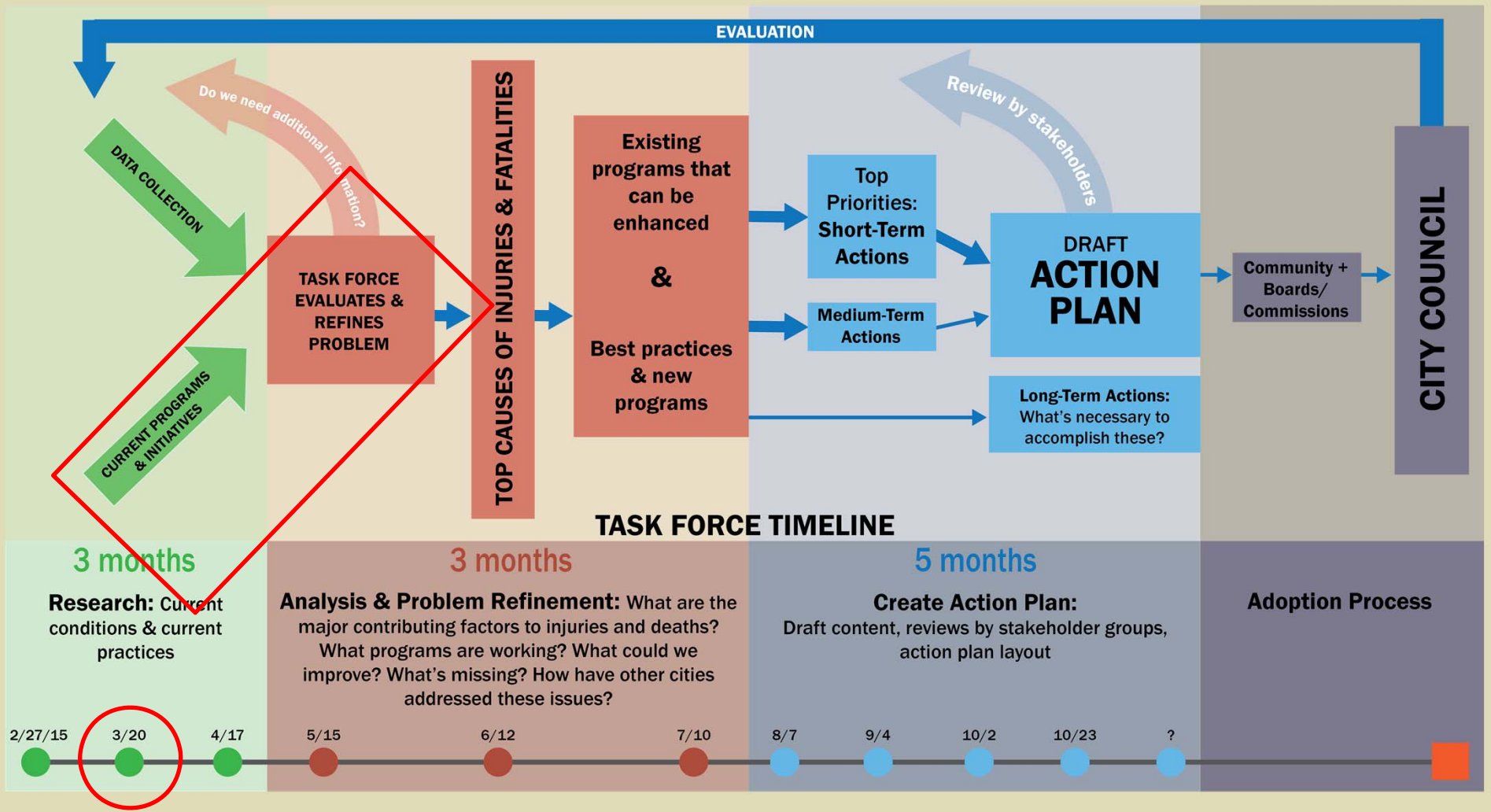
Diverge



Generate as many ideas as possible:

- 1. Focus on identifying any additional problems & existing initiatives**
- 2. Add organizations & geographies**
- 3. Brainstorm gaps/other potential solutions**

NEXT STEPS



Before next Task Force Meeting

Research subcommittee topic areas &
continue filling in worksheet

Next meeting is March 20

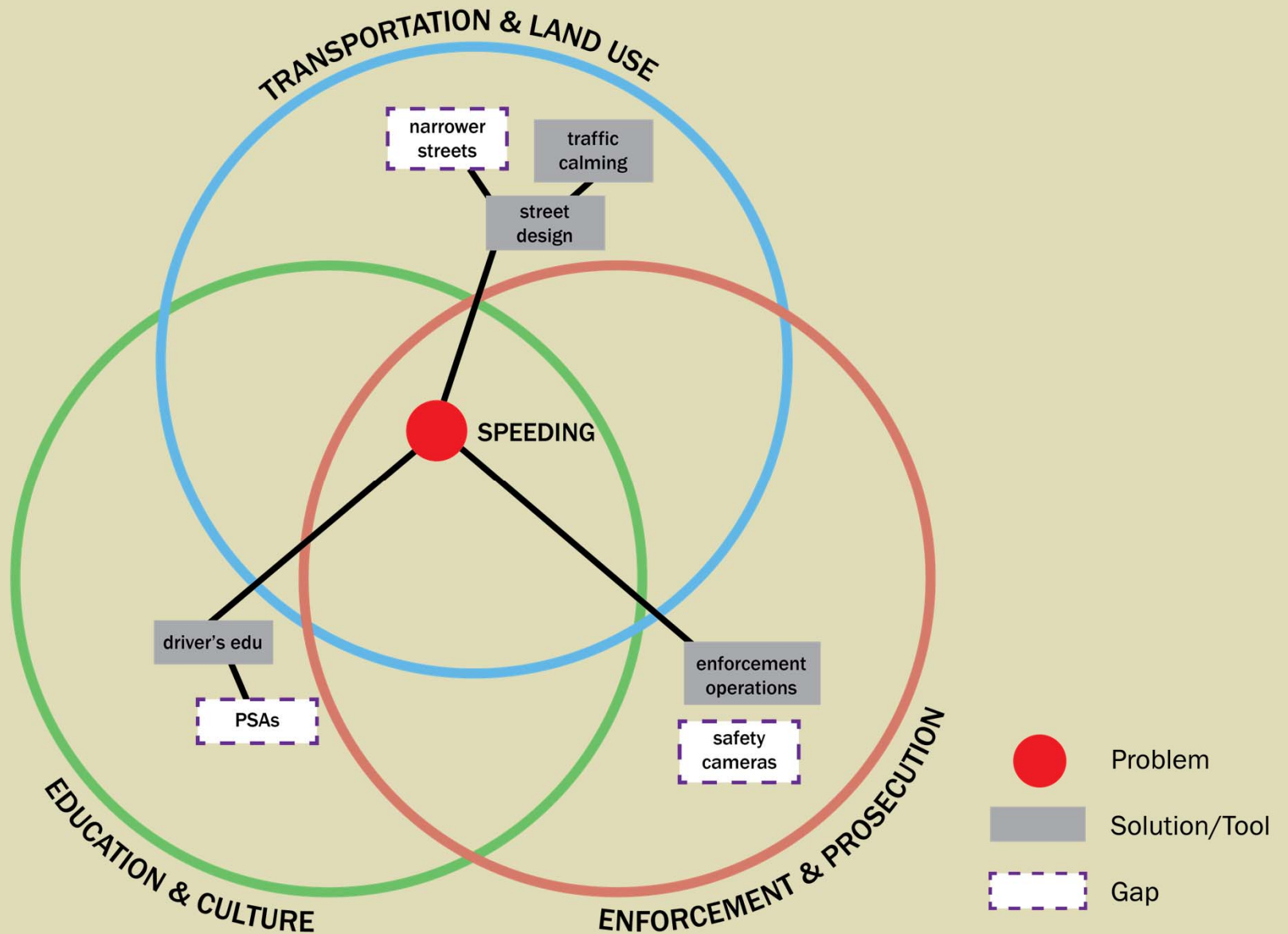
Next meeting

1. Each subcommittee presents to Task Force:
 - Identified problems
 - Existing initiatives/programs
 - Gaps & potential solutions
2. Task Force will look for intersections & begin identifying priorities to address in the Action Plan



Converge

MAPPING ISSUE INTERSECTIONS



Questions

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