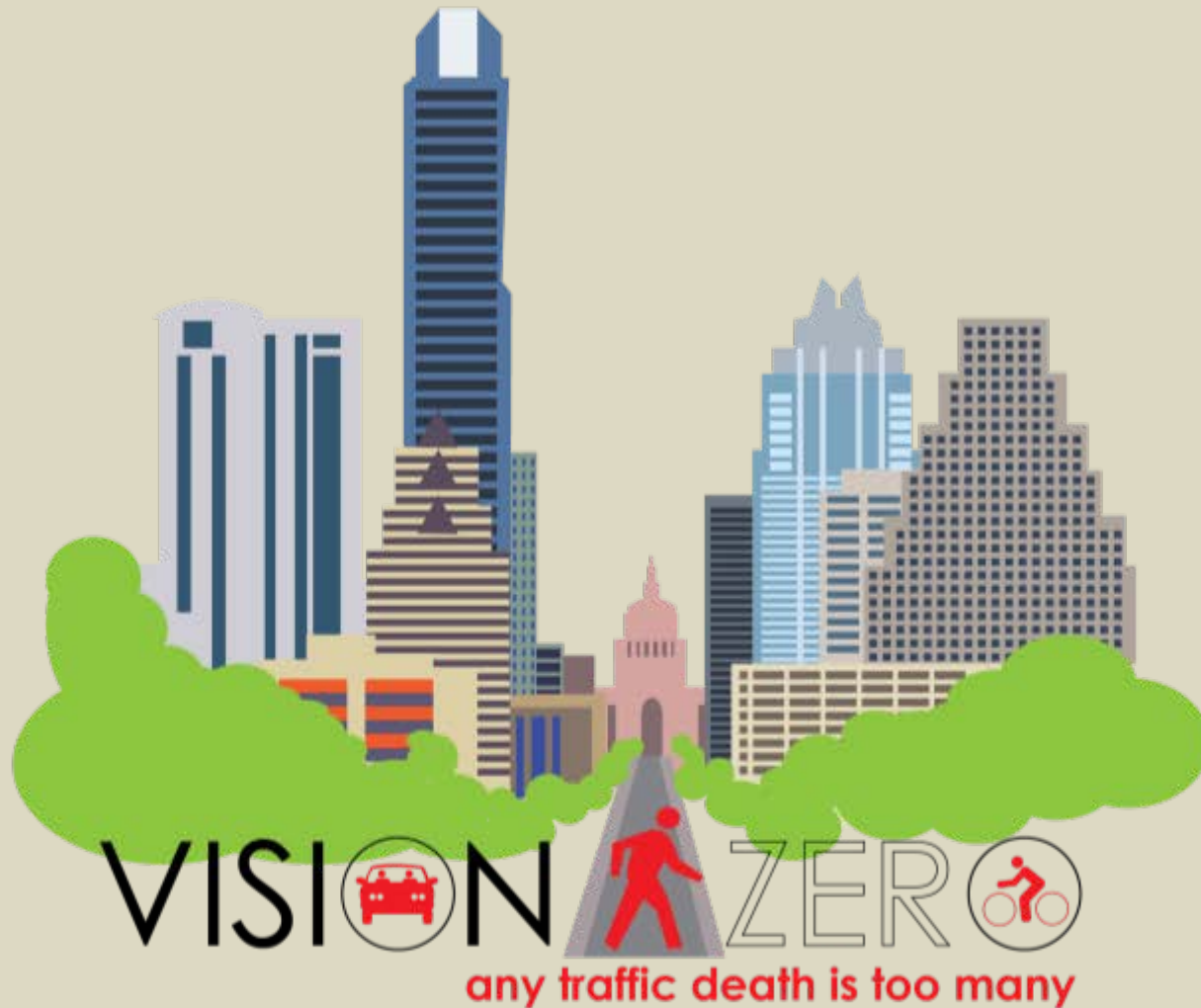


# Urban Transportation Commission

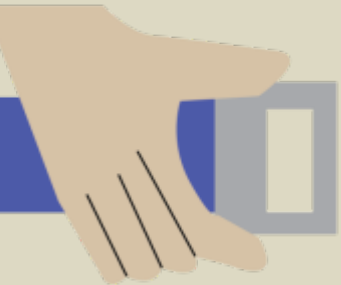
April 12, 2016



# Today's Presentation

- **Overview of Action Plan & changes to draft**
  - I. Intro, II. Actions, III. Implementation
  - Actions reorganized & include progress metrics
  - Increased focus on design & equity
  - Cost estimates
- **Next Steps**
- **Questions?**

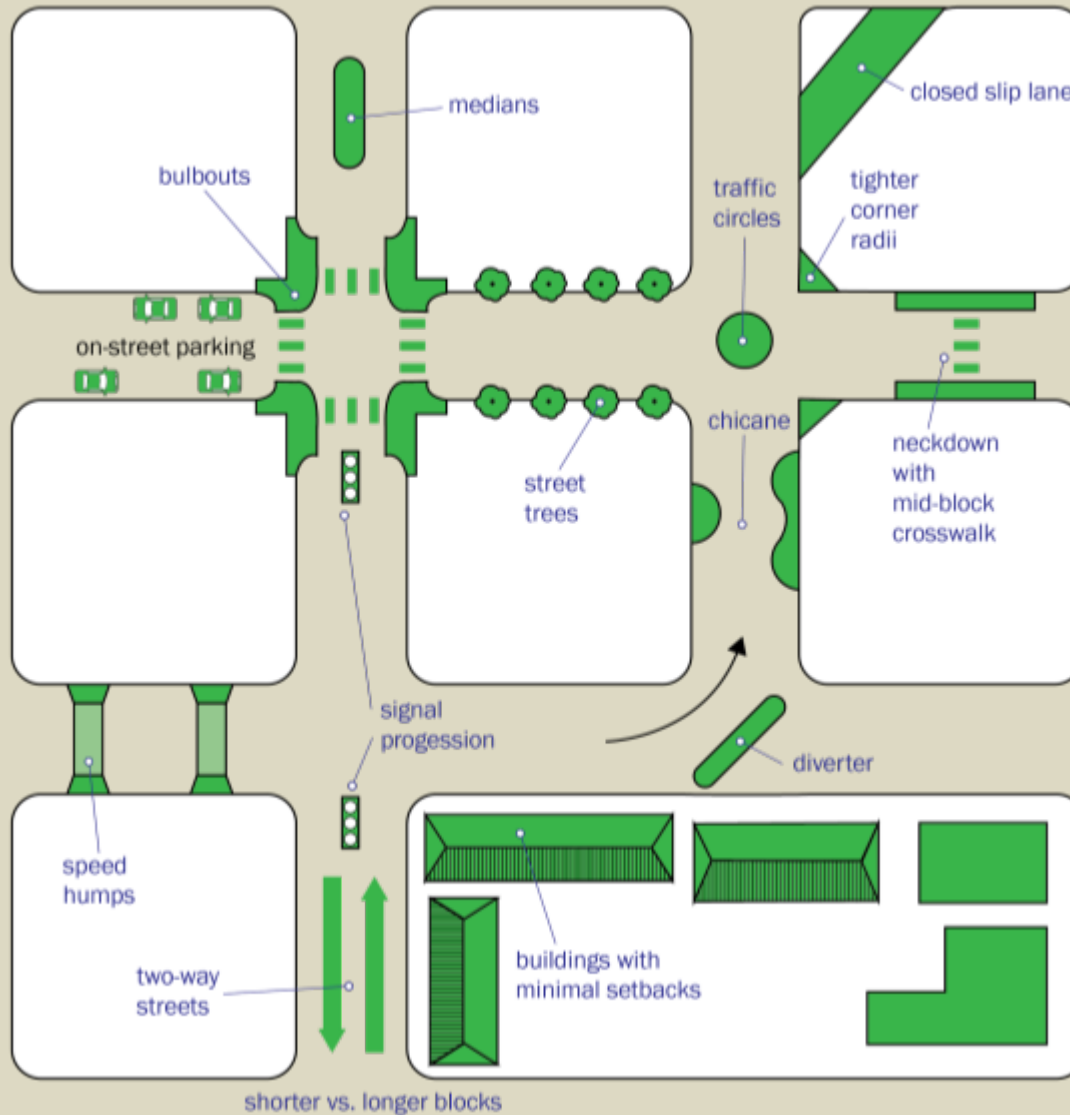
# I. Introduction



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

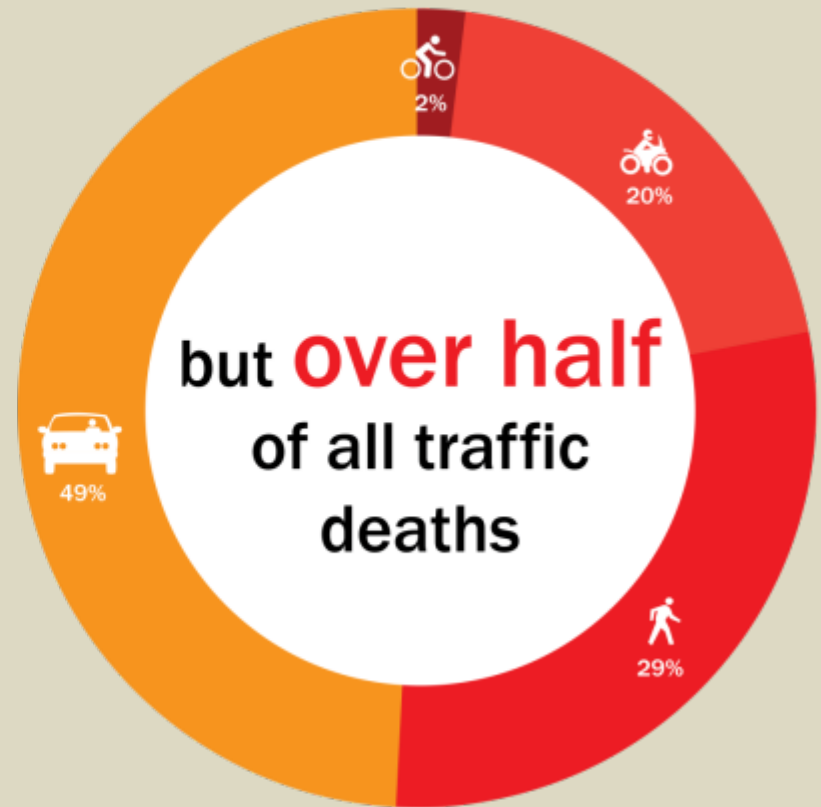
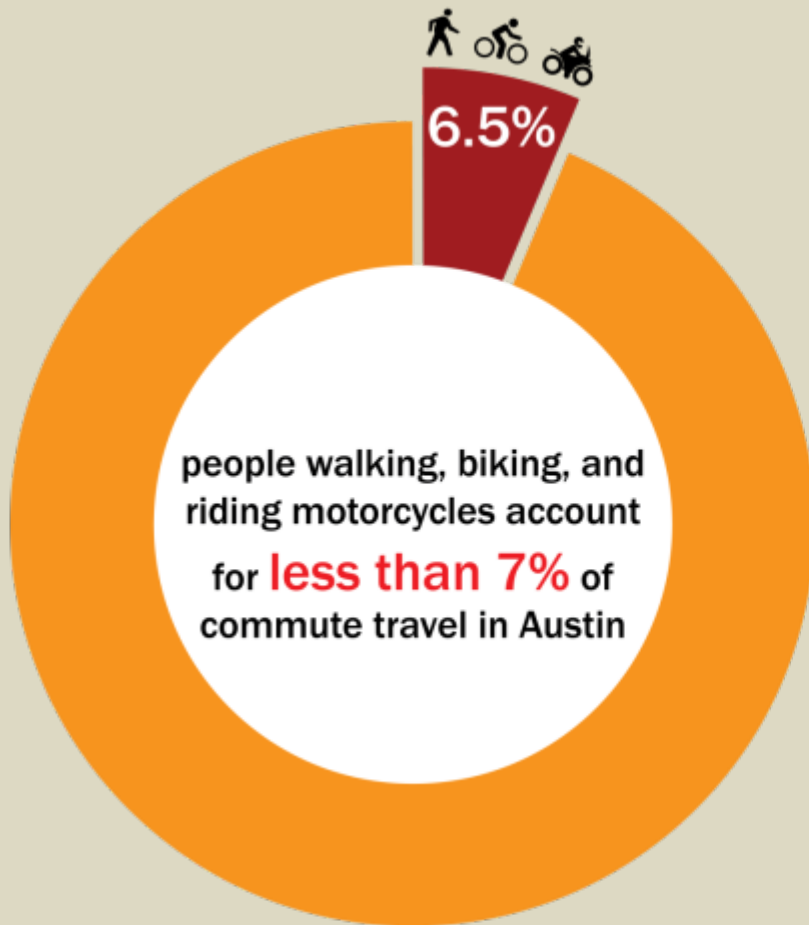


# Increased focus on design



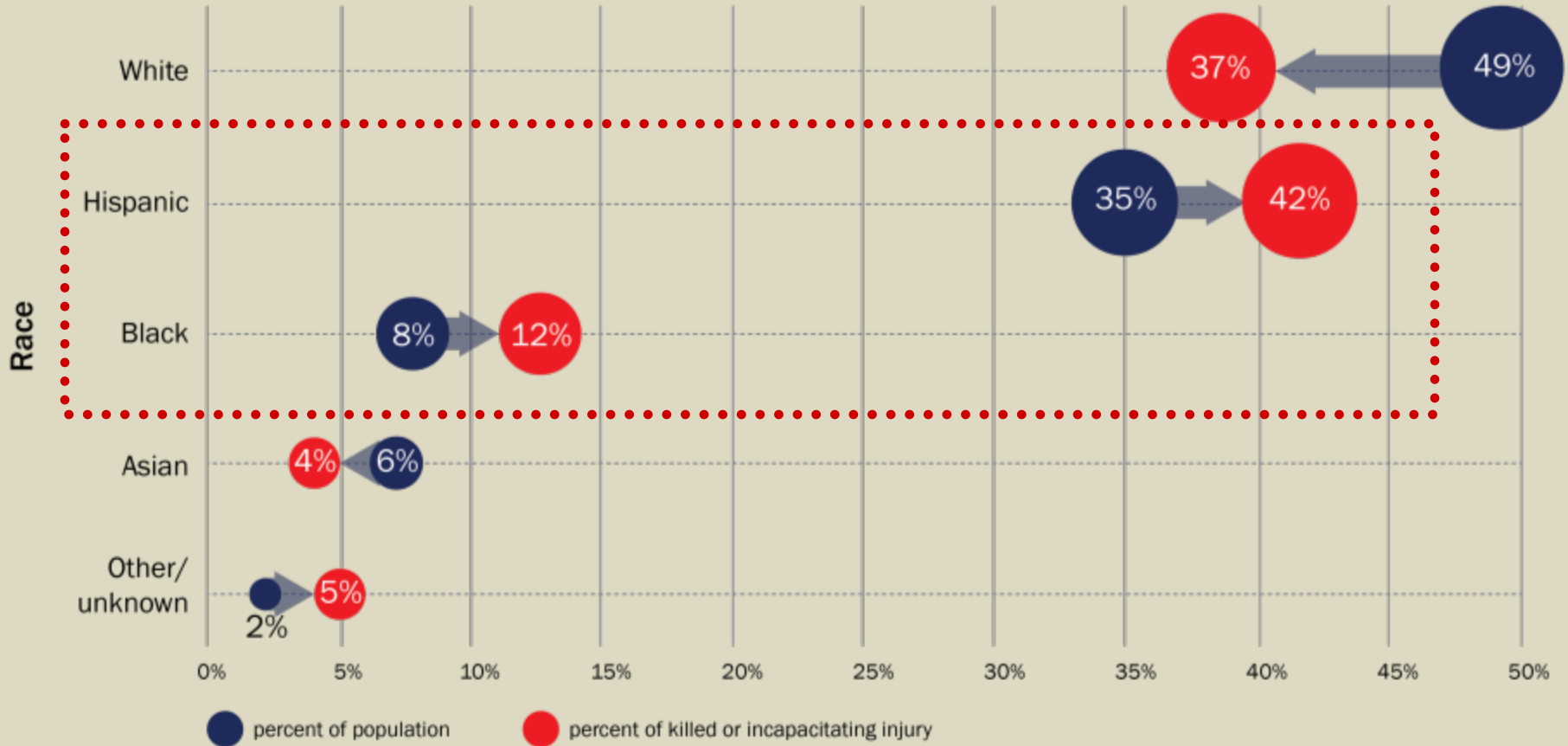
# Equity

## People walking, biking, & riding motorcycles



# Equity

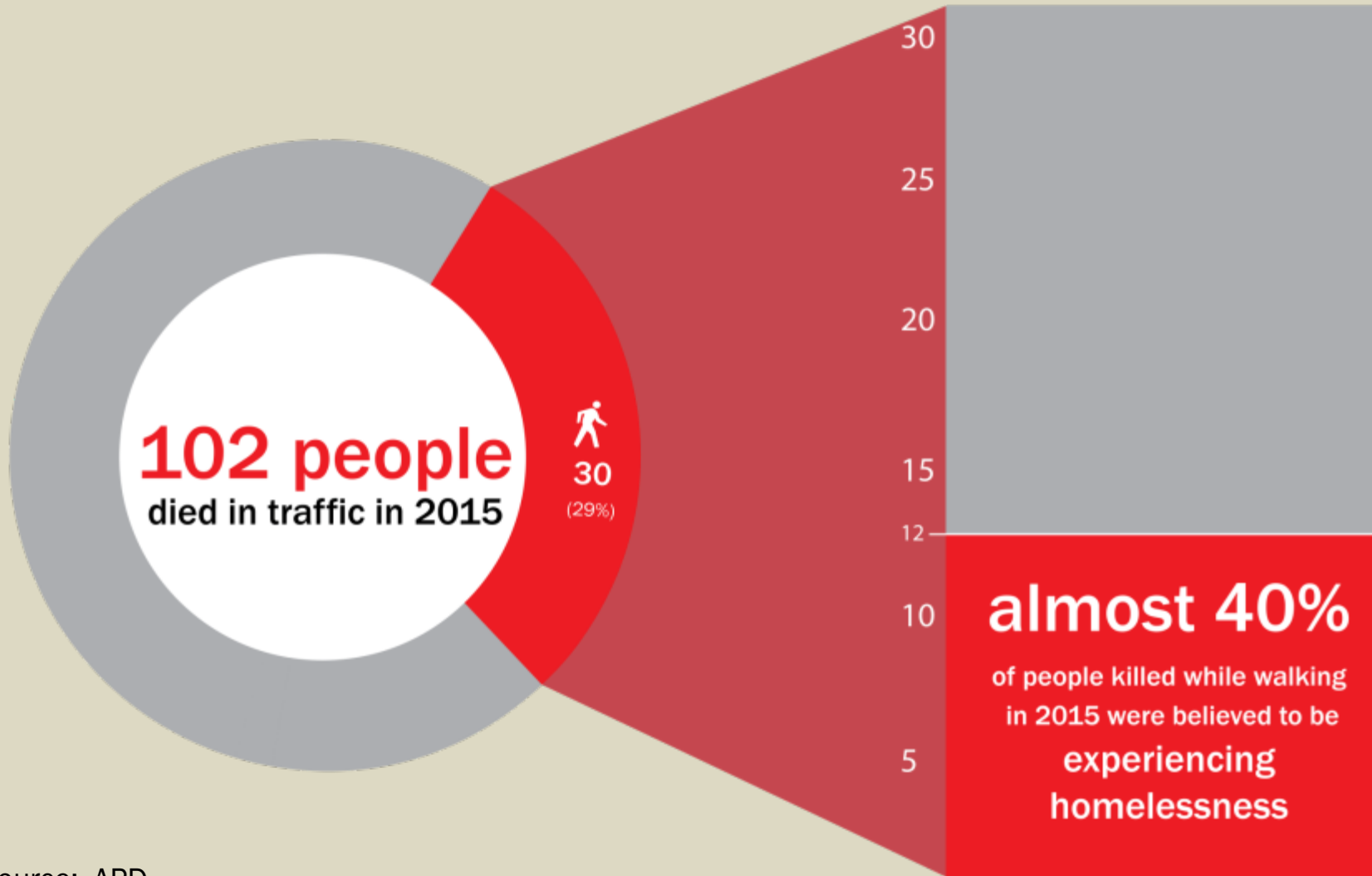
## African American & Hispanic/Latino Austinites



Source: TXDOT and Census 2010

# Equity

## People experiencing homelessness





# Action Plan Vision

**safe mobility as the top priority** for the transportation system by setting the goal of zero deaths & zero serious injuries while traveling

builds on multiple existing safety initiatives, facilitates **greater collaboration**, leverages limited resources between City departments, agencies, and community partners





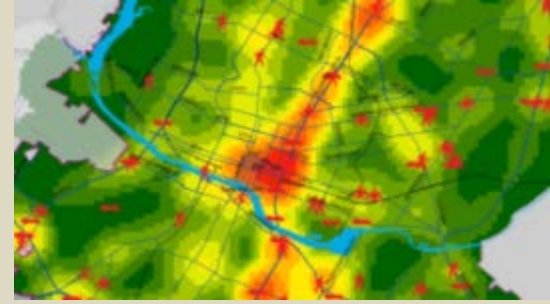
# Action Plan Vision

requires a concerted, **multi-pronged approach** that addresses:

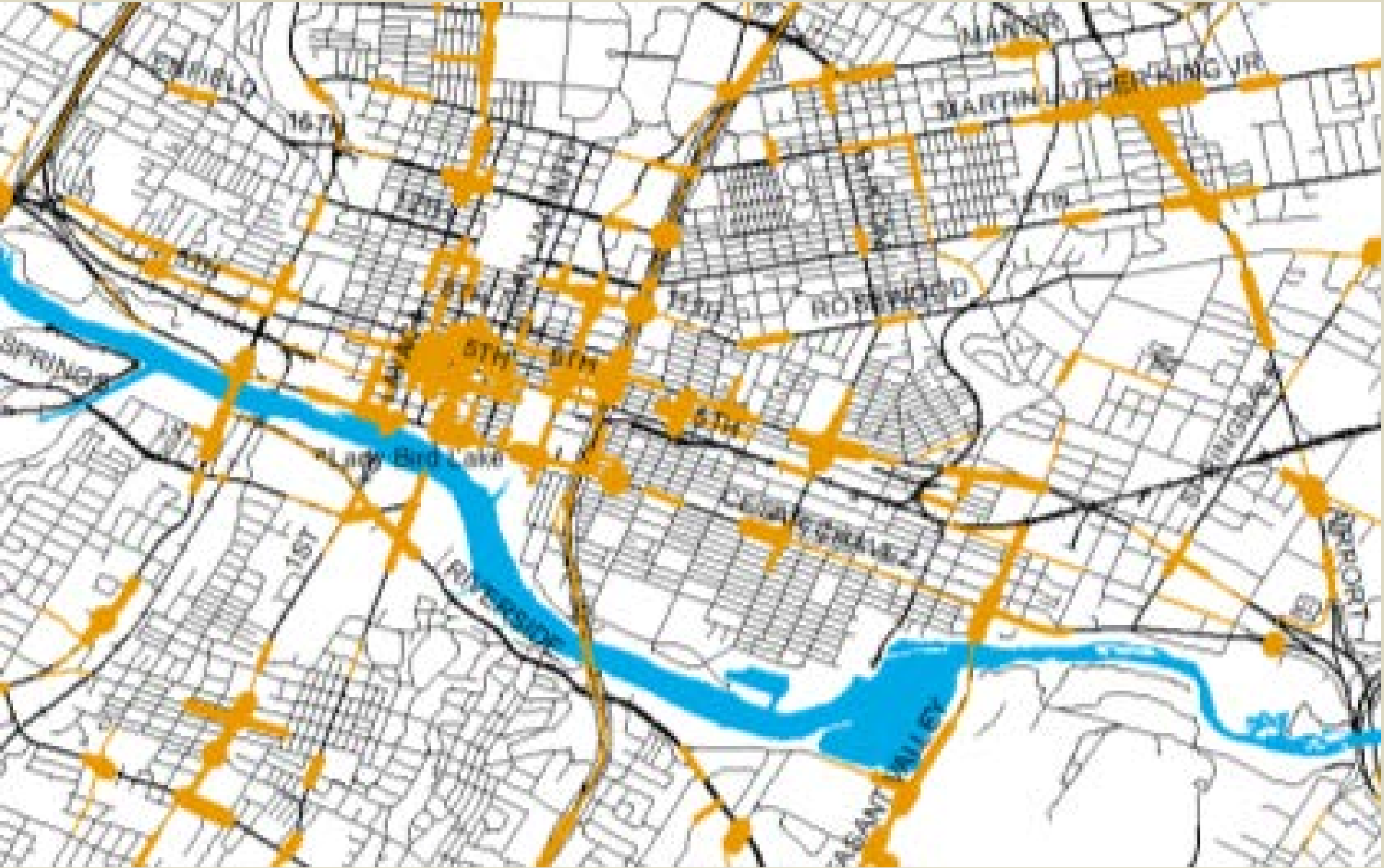
- land use, transportation, infrastructure, engineering, & design;
- enforcement & prosecution;
- education, culture change, public health, & equity.

# II. Actions

1. **Evaluation:** Collect, analyze, communicate & share data
2. **Enforcement:** Focus on hotspots & target top factors
3. **Engineering:** Complete Street Design, Traffic Engineering, & Transportation Planning
4. **Education:** Create a targeted, branded Vision Zero education & media campaign
5. **Policy changes**



# 1. Evaluation



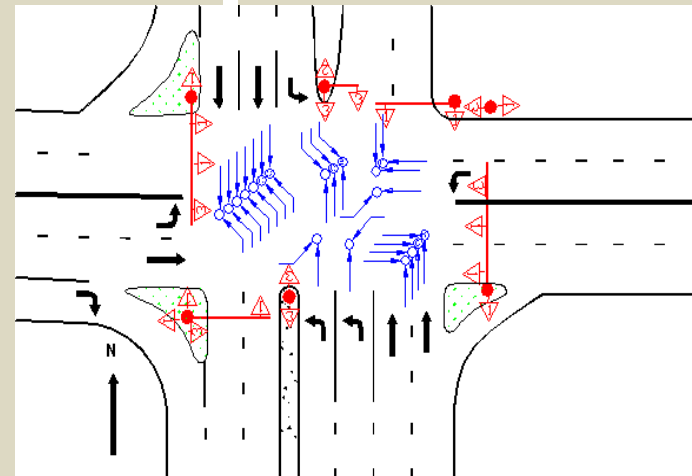
# Actions address



**Data quality,  
collection,  
sharing**







**Analysis &  
mapping**



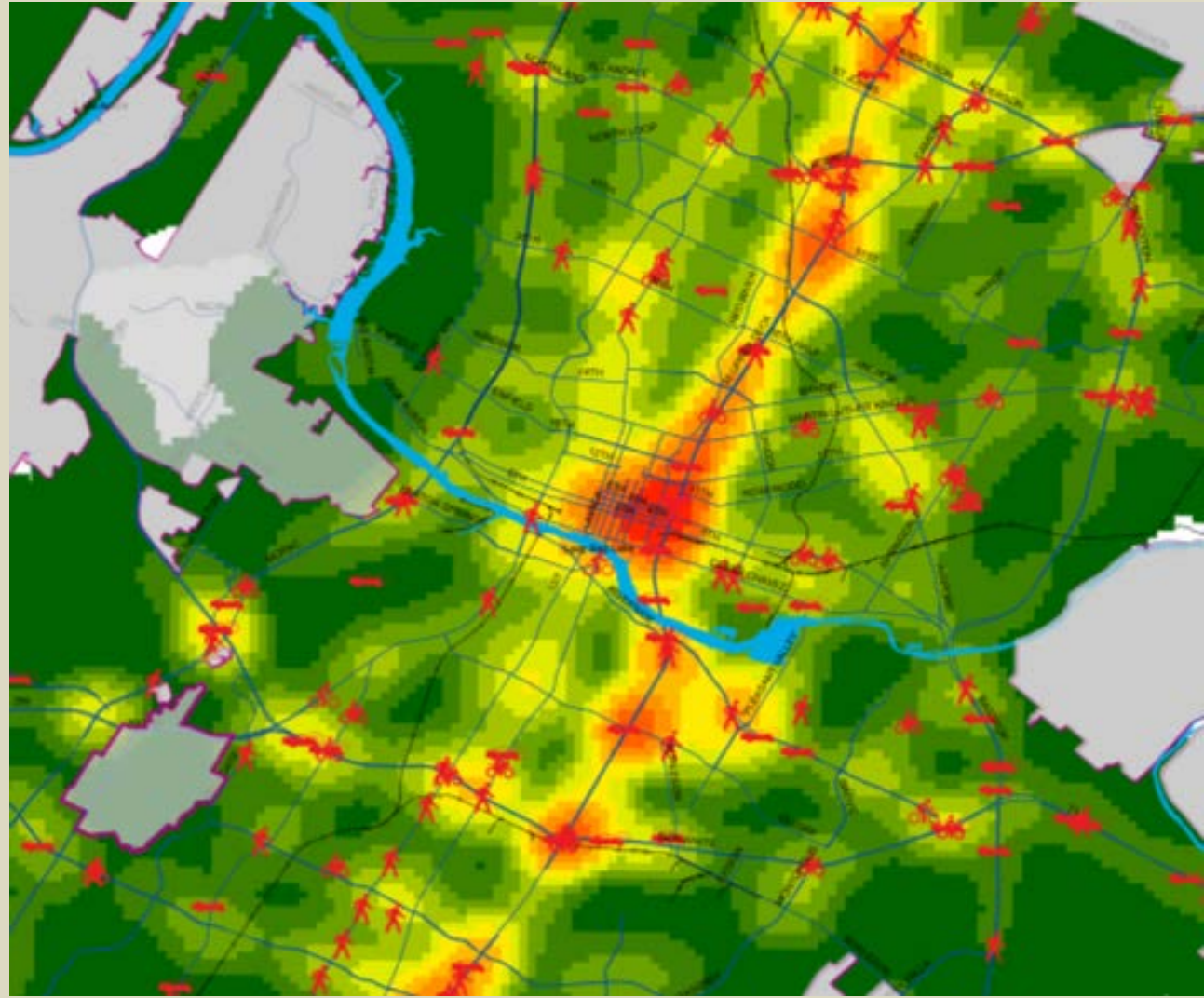
**Evaluation**

# 2. Enforcement: Hotspots & Dangerous Behaviors

## Deaths by mode

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

## Concentration of injuries & deaths



# Focus on Key Dangerous Behaviors



Improper movements,  
e.g. lane changing,  
backing, or turning



Driver inattention  
or distraction



Failure to yield  
right of way



Speed



Alcohol + drugs



Failure to stop

**21%**  
all other  
contributing  
factors

In crashes with a recorded  
contributing factor,  
6 behaviors contributed to

**79%**

of fatal or incapacitating  
crashes

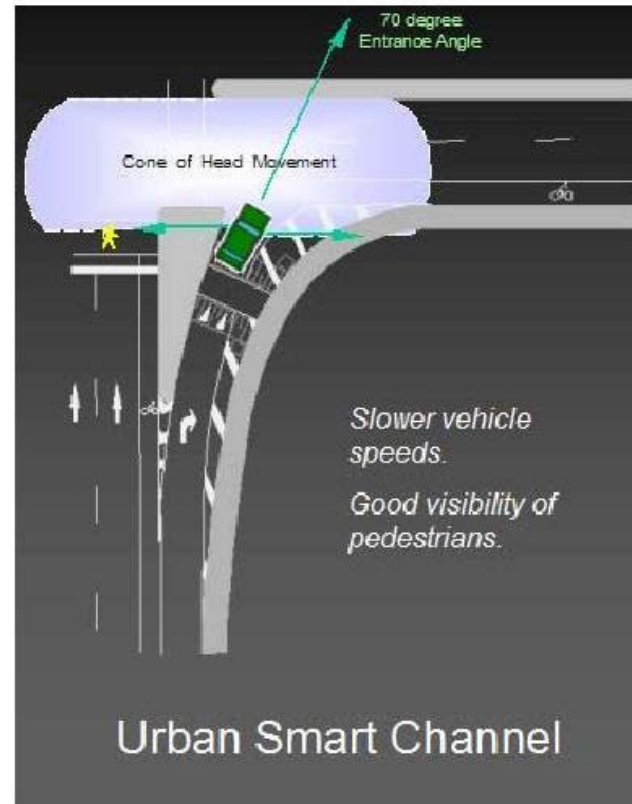
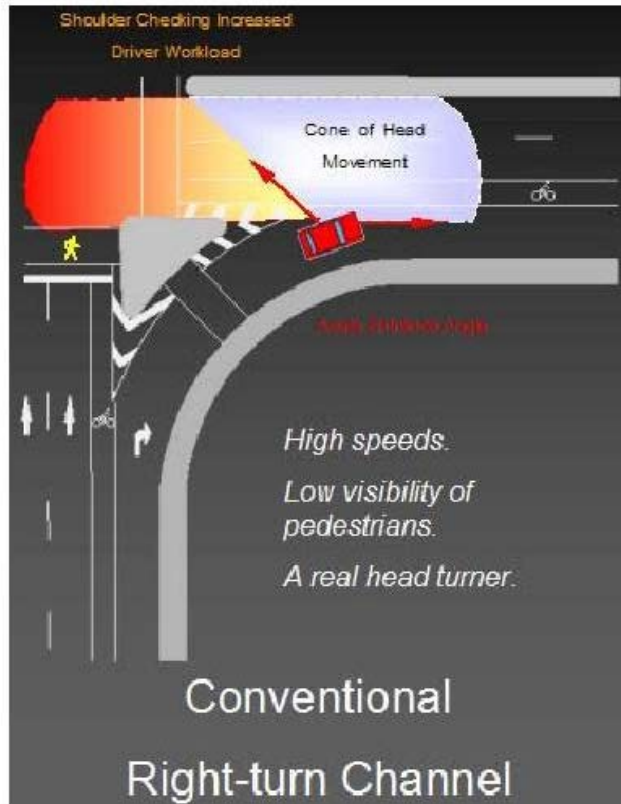
Source: TxDOT crash data  
Time Period: 2010-2014

# 3. Engineering: Complete Street Design, Traffic Engineering, & Transportation Planning



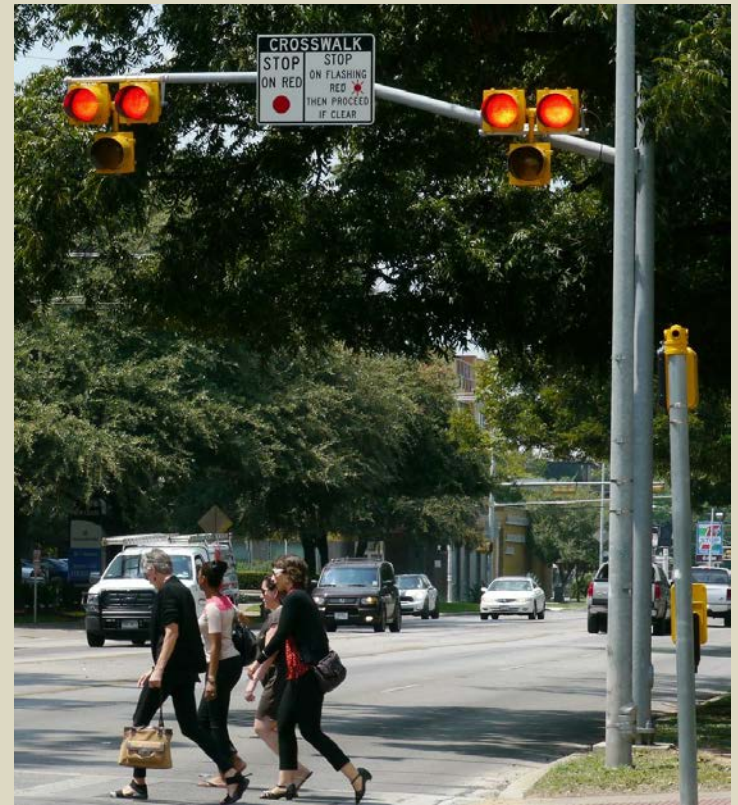
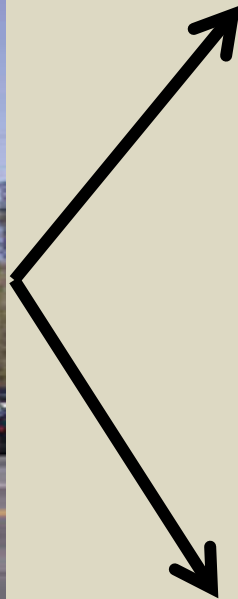
# 3. Engineering: Safer Design Options

Channelized right-turn lane designed for pedestrians compared to the conventional design





# 3. Engineering: Safer Design Options



**Actions address**

**Safety  
Engineering  
Projects**



**Implement  
Complete Streets**



**Technology**



**CapMetro**



# 4. Education

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

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

**VISION  
ZERO**

**STOP  
DWI**  
New  
York

NEW YORK CITY  
**DOT**

# A strong, branded, Vision Zero educational media campaign

- use data to educate all Austinites on the severity of the problem
- dangerous traveling behaviors
- should be inclusive, culturally-sensitive
- produce events in “hotspot” areas, around the top contributing factors

# 5. Policy Changes



## Enforcement:

- e.g. cite & release
- distracted driving



## Land use/design:

- e.g. CodeNEXT & Transportation Criteria Manual



## Legislative:

- e.g. allow safety cameras
- lower default speed limit

# III. Implementation



- **Establish a Vision Zero Program**

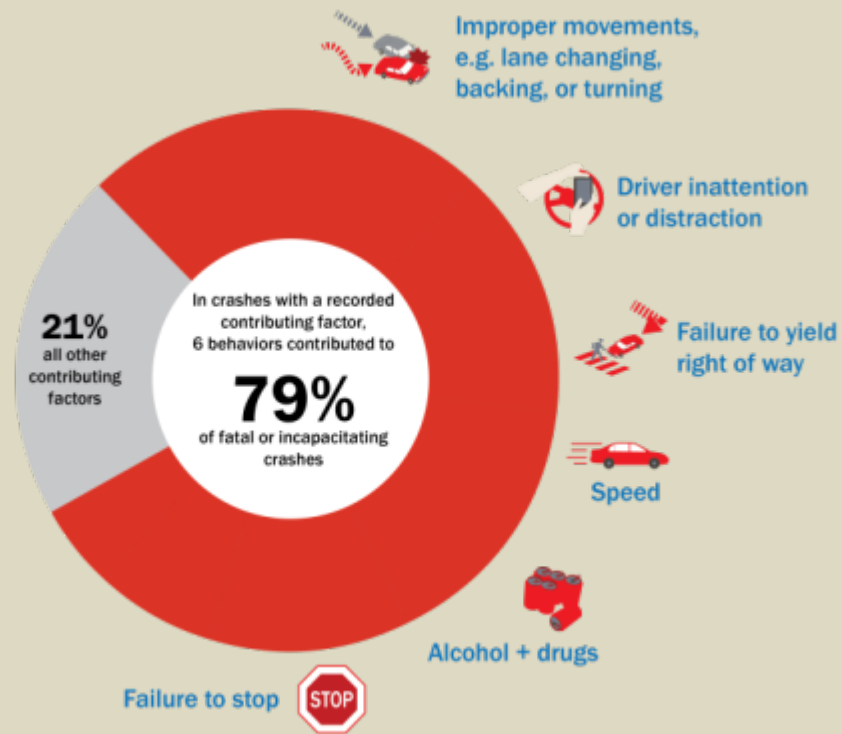
Continued interdepartmental, interagency, and community coordination

- **Continue the Vision Zero Task Force**

Representation from key community groups, including advocates for the most vulnerable road users.

# Report Card

Staff will produce an annual Vision Zero Report Card, to be reviewed by the Task Force and the City Council.





# Appendix: Action Table & Costs

## APPENDIX A: VISION ZERO ACTIONS

### EVALUATION ACTIONS

SHORT TERM ACTIONS (0-3 YRS)		CONCEPTUAL	UNDERWAY	EXPAND	Agency(s) responsible	Cost and Percent Funded
1	Integrate state and local tools into 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.	✓		✓	ATD, <u>TxDOT</u>	\$350,000 for Vision Zero Program Team (3 FTE's: Program Manager, Project Coordinator and Research Analyst and commodities for new FTEs); future costs to be determined.  33% Funded (Program Manager)
2	Develop a better method of collecting information on the ground at crash locations.	✓			APD	Conceptual action; cost to be determined. 0% Funded.
3	Collect geospatial data for citations and include that data in crash analysis.	✓			ATD, APD, Municipal Court	Vision Zero Program Team (see Action1)
4	Work with <u>TxDOT</u> to link crash data and draw down Health and Human Services and hospital/trauma registry data.	✓			ATD, HHS, EMS, <u>TxDOT</u> and Trauma Centers (Seaton, Dell Children's, Brackenridge)	Vision Zero Program Team (see Action1) plus another <b>\$190,000 for epidemiologist.</b>
5	Coordinate a data-driven procedure (and enhance tools as necessary) to prioritize high crash locations based on industry	✓			ATD	Conceptual action; cost to be determined.

# Next Steps

- 1. Continue to refine Action Plan based on public feedback**
- 2. PAC, BAC and PSC**
- 3. Council Mobility Committee May 9**

# How to Participate

**Read the draft plan & provide your feedback to**  
**[visionzero@austintexas.gov](mailto:visionzero@austintexas.gov)**

# How to Participate

## Be a part of the change.

- never drink and drive
- put the phone down
- slow down
- look out for others
- promote safe behavior to your family & friends
- exercise patience & be a little friendlier

**No matter how you get around, remember we're all in this together.**

**Questions?**