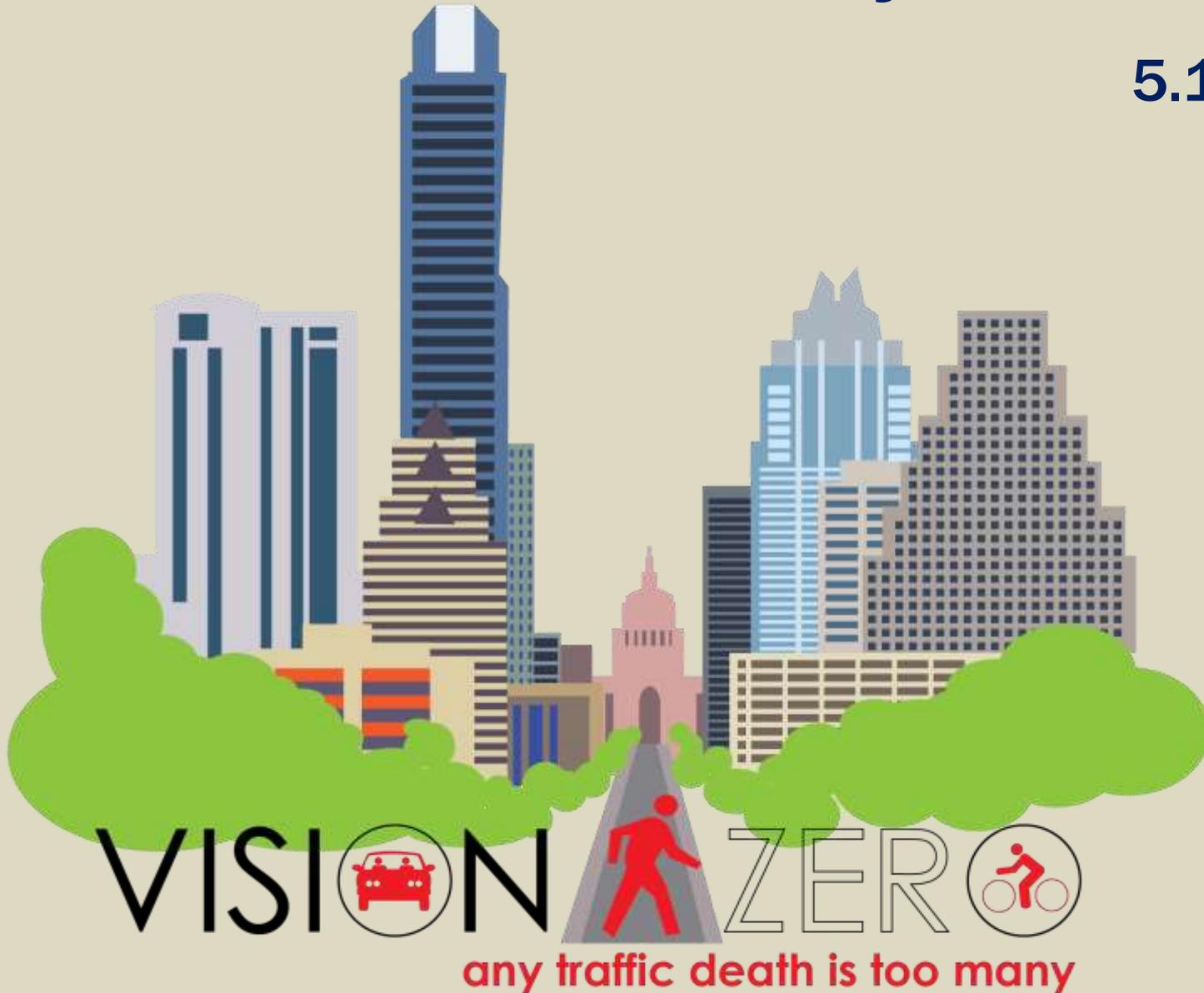


# Vision Zero Traffic Safety Task Force

5.15.15



# Outline

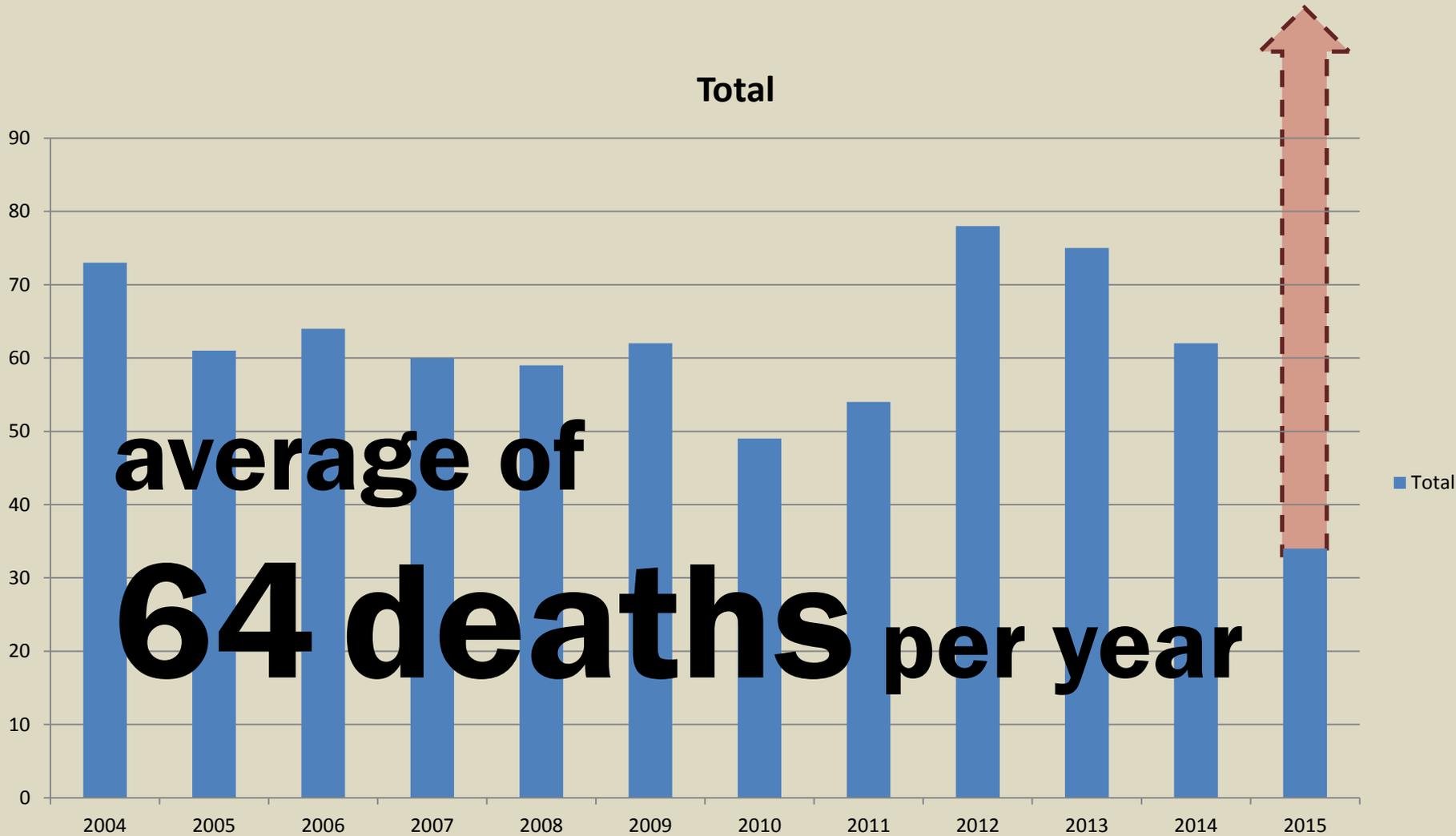
- Background on Vision Zero
- Overview of Action Plan
- Review results of last meeting
- ATD and APD presentations on initiatives
- Next Steps

Over **700** total traffic fatalities  
since 2004

**34** deaths already this year

Austin is the **13th most**  
**dangerous city** for cities over  
**500K**

# Austin traffic deaths





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



**No** traffic death is  
acceptable



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



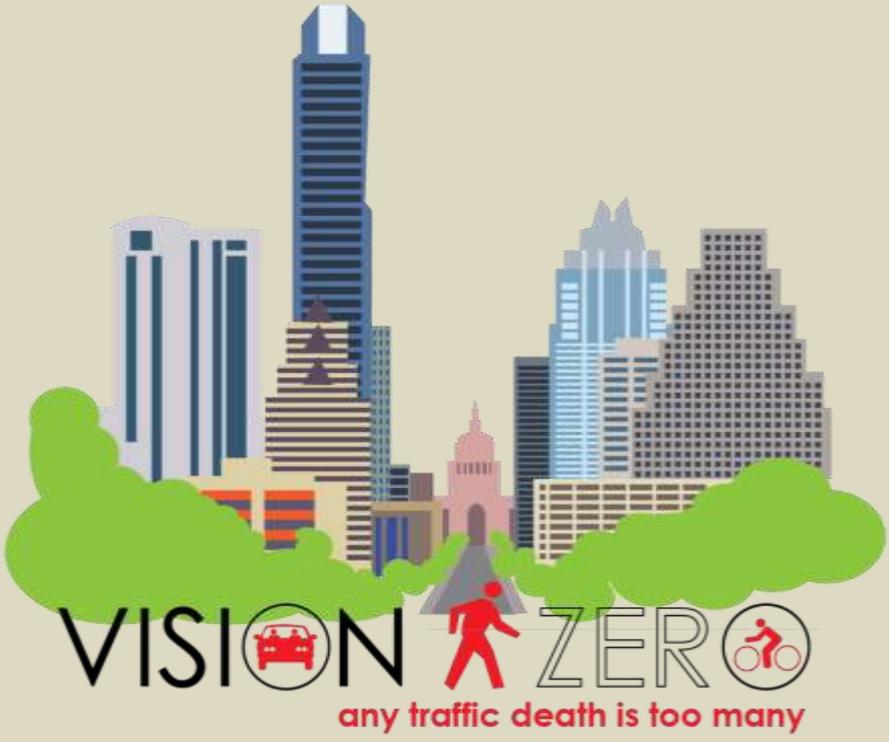
**Safety is the primary**  
consideration in  
transportation  
decision-making



Traffic safety  
solutions must be  
addressed **holistically**

# ROAD TO VISION ZERO

NOV 2014  
CITY COUNCIL CREATES  
TASK FORCE



## Where we are today

- data
- mapping
- best practices

JAN - AUG 2015  
RESEARCH +  
ANALYSIS

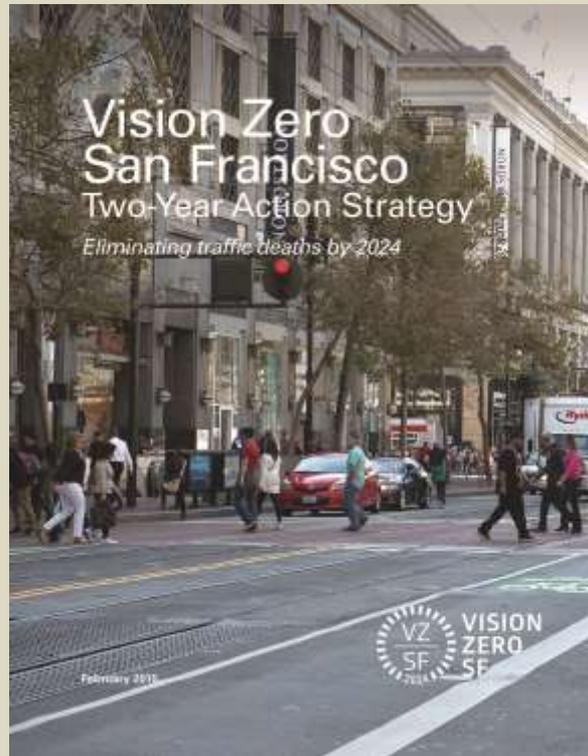
AUG - NOV 2015  
DRAFT POLICY +  
RECOMMENDATIONS

WINTER 2015 - 2016  
REVIEW BY COMMUNITY +  
CITY COUNCIL ADOPTION

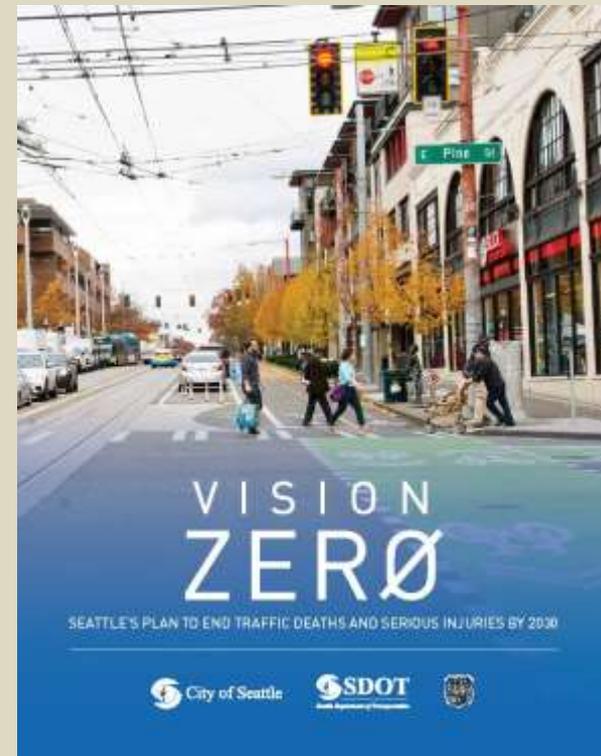
# Sample Action Plans



New York, 2014



San Francisco, 2015



Seattle, 2015

# Action Plan



Top-level  
recommendations

# Letter from the Mayor



## Message from Mayor Lee



Dear fellow San Franciscans,

We know that any death on our streets is unacceptable, and that is why San Francisco is committed to eliminating traffic deaths on our streets by 2024 as part of Vision Zero SF. Vision Zero SF is our City's commitment to prioritize safe streets and ensure all road users – whether you walk, bike, drive or ride the bus – are safe.

Working together with the Board of Supervisors, numerous City Agencies and Departments along with our community and neighborhood leaders, we can end traffic fatalities on our streets. This year, we will complete safety treatments along at least 13 miles of the high injury street network in San Francisco. San Francisco is one of the most pedestrian and bicycle friendly cities in America. Let's work together to make it the safest city in America for those activities as well.

San Francisco is committed to building better and safer streets, educating the public on traffic safety, enforcing traffic laws, and prioritizing resources to implement effective initiatives that save lives. By working to equitably protect our most vulnerable road users, we strive to create a better culture for our residents, workers and visitors to prioritize traffic safety and reduce collisions that happens on our streets.

Every day over a million people travel to work, school, to shop or socialize with family and friends in San Francisco. We are a growing City with more people on our streets than ever before. That means every one of us can help save lives by slowing down and being more mindful as we use our City's streets.

I have fully endorsed this Action Strategy, which reflects my belief that we can, and we must, provide safety for all road users. Safety is our top priority, and we are committed to working together to achieve Vision Zero in San Francisco.

Sincerely,

# Near Term Actions



## Engineering

**Purpose:** Implement treatments and redesign streets to reduce the frequency and severity of collisions for everyone using the street.

### Outcomes

- Safer
- Trans
- Integ
- Tech

### Two Year Action Items

Complete the 24 Supervisors' Vision

### Use High Injury

- Prioritize
- with appr
- identify g
- further p
- injuries
- contribut

### Implement safe

### Network annual

- WalkFirst
- MainFores

### Implement universal

### signal timing, by

### Report progress

### Develop and put

### communicate an

### Implement proje

### all projects are a

### Review coordin

### improve delivery

### Complete L&I

### specifically for d

### Develop culture

### inter-department

### collaborate to res

### Develop a fund

### which support

- Develop
- Evaluate
- finance is

### Observe/Conduct of

## Enforcement

**Purpose:** Increase individual awareness of their responsibility to the safety of others and themselves. Cite and administer warnings, use

Transportation strategy will be between the evidence to

### Outcomes

- Comp
- Improv
- Increas
- Increas

### Two Year Acti

Continue "Focus" issues and data and persons who

Implement add

all existing and

Explore needs a

Publish status

Advance imple

and real-time d

Explore market

Work with comm

regarding the n

SPMTA Parking

goals and compl

which PDCs may

Provides a rep

calendared fo

will also be in

toward Vision

- Number
- Number
- Number

Number of

Number of

Number of

Number of

Number of

## Education

**Purpose:** Coordinate among City departments to create a citywide strategy for educational outreach and safety programs. Implement funded education programs, such as Safe Streets SF and Safe Routes to School to support and grow existing partnerships.

### Outcomes:

- Increased departmental cooperation and coordination
- Increased stakeholder engagement
- Coordinated educational program based on best-practices
- Expand the number of coordinated educational programs
- Costs for a multi-faceted program will be identified and funding strategies developed
- Continued implementation of existing educational programs
- Increased awareness of major causes of collisions, fatalities and injuries among all transportation users
- Increased awareness of traffic laws, where the failure to follow them is identified as factor in collisions resulting in severe injury and fatalities.
- Measureable change in collision-related behaviors

Two Year Action Items	Lead Agency	Participating Agency	Milestone
Develop a best practice citywide education strategy	SPMTA	SFPD, SPO, SFLD, DA, SFCTA, SFE, SFD	01 2015
Implement year one of education strategy	SPMTA	SFPD, SPO	02 2015
Develop baseline understanding of educational needs	SPMTA	SFPD, SPO, SFLD, DA, SFCTA, SFE, SFD	03 2015
Expand education campaign underway:	SPMTA, SFPD	SFD	01 2016
<ul style="list-style-type: none"> <li>• Safe Streets SF</li> <li>• Large vehicle safe driving for all municipal vehicles including taxi and transit vehicles and increase coordination with transit operators as well as commercial operators</li> <li>• Administer existing targeted micro-grant program to support and expand community engagement along high injury corridors, including community-based organizations serving vulnerable populations (i.e. seniors, disabled, multilingual and multiracial populations, etc.)</li> </ul>			
Develop a funding strategy to reimburse future education efforts which support	SPMTA, SFPD	Funding Working Group	02 2016

# Driven by Data



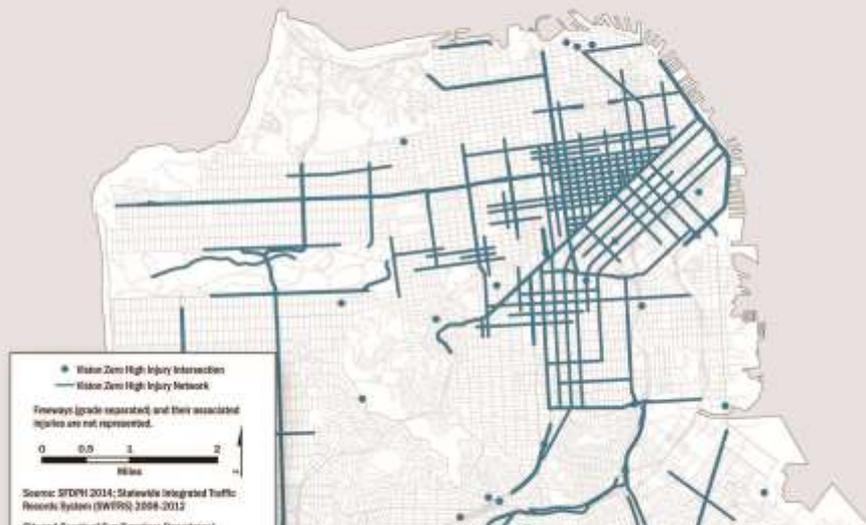
## San Francisco's High-Injury Streets

More than 70 percent of severe and fatal traffic injuries occur on just 12 percent of San Francisco streets.

Through Vision Zero SF, the City has used years of data to identify the streets and intersections where investments in engineering, education and enforcement will have the biggest impact in reducing fatalities and severe injuries for people walking, bicycling and driving.

The Two-Year Action Strategy prioritizes improvements on these streets, the 125 miles of roadway identified as the Vision Zero High-Injury Network.

## The Vision Zero High-Injury Network



## Benchmarks

The annual reporting of fatal and severe traffic injuries will be the primary benchmark of success in reaching San Francisco's Vision Zero goal. The following measures are key indicators of progress on Engineering, Enforcement, Education, Evaluation and Monitoring, and Policy efforts to advance the City's goal of zero traffic deaths.

Annual Metrics	Direction of Change	Previously Identified in Pedestrian or Bicycle Strategy?
<b>GENERAL</b>		
Total severe and fatal injuries	Decrease	No
Proportion of severe and fatal injuries by Departmental District, transportation mode, by age and in Commercial Corridors	Decrease (aggregates)	No
Medical costs at SF General Hospital for transportation collisions	Decrease	
<b>ENGINEERING</b>		
Number of engineering projects implemented, and miles of streets/intersections receiving safety improvements	Increase	Yes
<b>ENFORCEMENT</b>		
Speeds on San Francisco Streets (85th percentile, average percent exceeding speed limit)	Decrease	No
Citizens issued: <ul style="list-style-type: none"> <li>by focus on the five M per SPO officer</li> <li>by violation type and by police district</li> </ul>	<ul style="list-style-type: none"> <li>30% for Focus on the Five by District</li> <li>Increase by 25% per officer based on full staff</li> <li>Monitor consistency between primary violations in severe/fatal injuries and citation issuances. Violation types cited.</li> </ul>	
Investigation and prosecution of vehicle manslaughter	Increase in investigation	
<b>EDUCATION</b>		
Public awareness of Vision Zero, its principles, underlying safety issues and traffic safety laws	Increase	
<b>POLICY</b>		
Policy change enacted at local and state levels to advance Vision Zero	Increase	

# Education



Choices: <https://www.youtube.com/watch?v=ftYqENMUbMO>

Racer : <https://www.youtube.com/watch?v=0oP1UiGYG9Q&feature=youtu.be>

from [www.YourChoicesMatter.nyc](http://www.YourChoicesMatter.nyc)

# Enforcement



Focus enforcement on most dangerous behaviors, driven by data

# Longer Term Actions



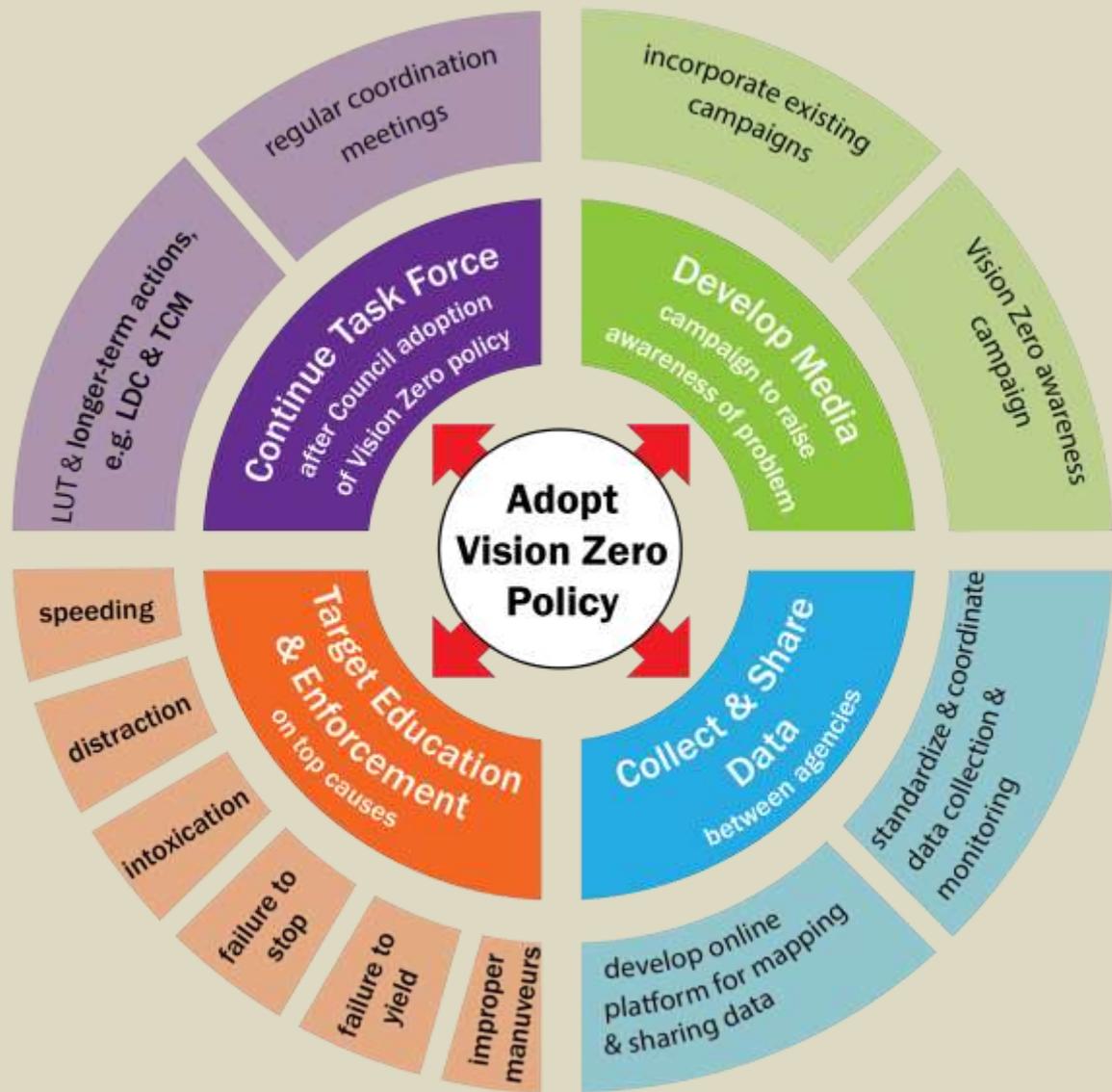
BEFORE



AFTER

Where the DOT has made changes, fatalities are down 34%.

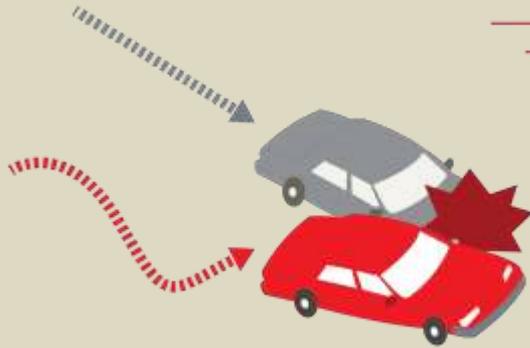
# Action Plan



Components of those recommendations



Speeding



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



Failure to stop

## TOP CAUSES OF COLLISIONS



Failure to yield  
right of way



Alcohol + drugs



Driver inattention  
or distraction

# 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, &

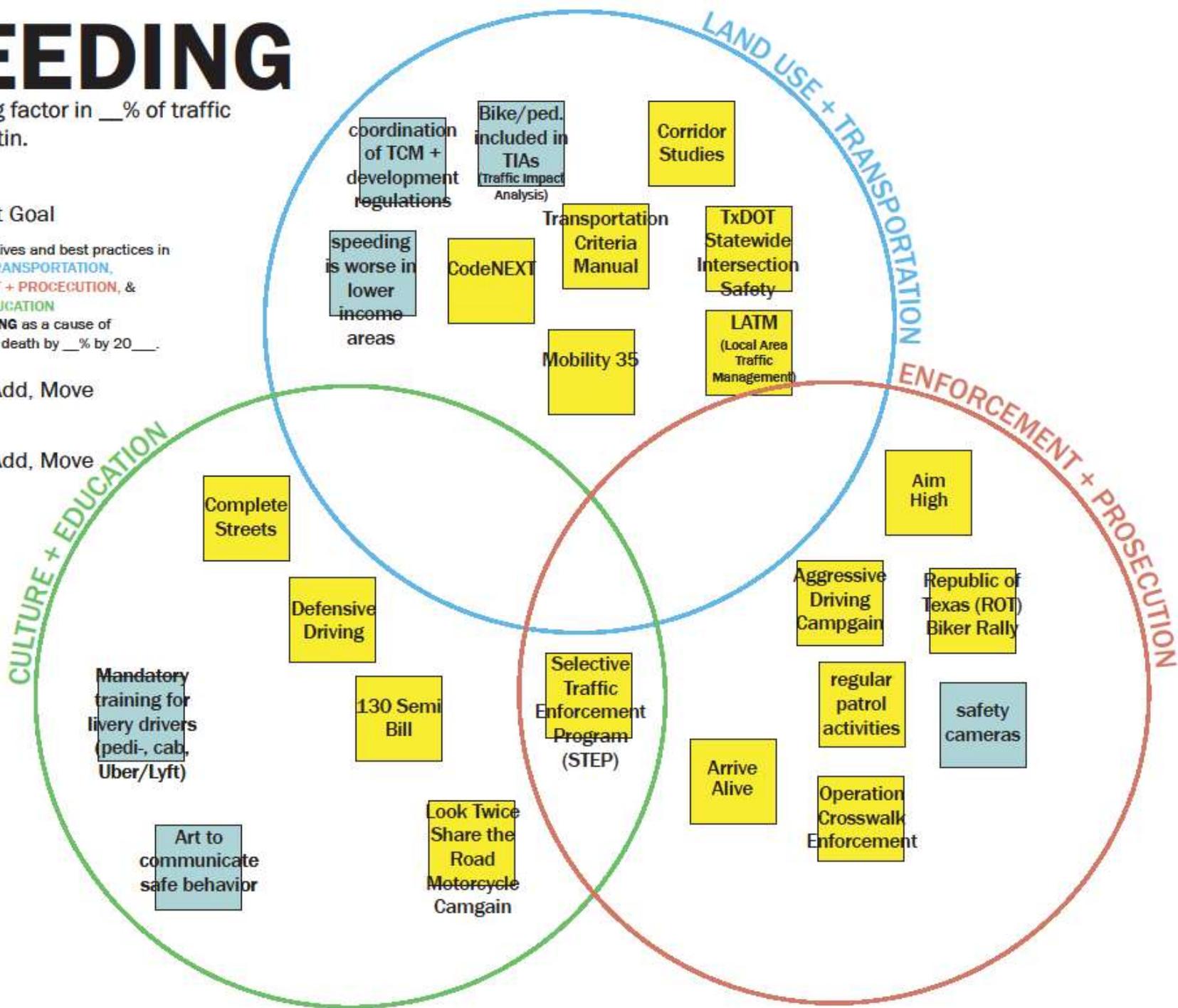
- CULTURE + EDUCATION

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

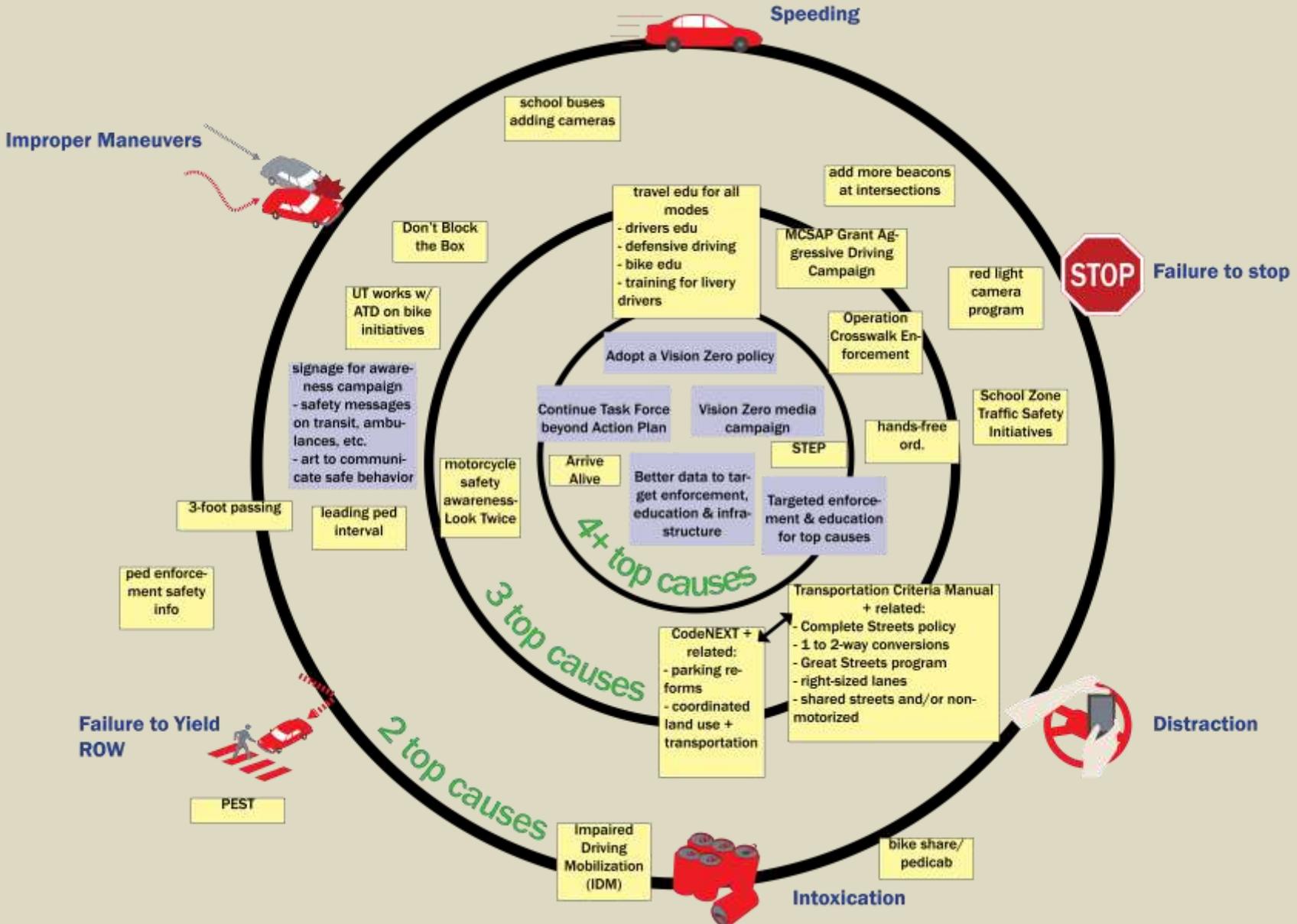
## 2.) Edit, Add, Move

## 3.) Edit, Add, Move

Notes:



# Initiatives & Gaps Addressing Top Causes



# Austin Police Department Initiatives Addressing Top Contributing Factors

May 15, 2015



# Program / Initiative

1.) Selective Traffic Enforcement Program (STEP)

5.) Motorcycle Safety Awareness

2.) Hands-Free Ordinance

6.) Operation Crosswalk Enforcement

3.) Arrive Alive

7.) Red Light Cameras

4.) No Refusal

8.) Don't Block the Box

# Selective Traffic Enforcement program (STEP)

## Top cause(s) the Initiative / Best Practice addresses:

Speeding	Failure to Stop	Distraction/ Inattention	Failing to yield Right of Way	Intoxication	Improper Maneuvers	Is this a Data or Funding Source?
x	x			x		x

- Goal is to increase enforcement of traffic laws and decrease the number of deaths and critical injuries
- Citywide grant focused on traffic hot spots designated within the grant

# Hands-Free Ordinance

## Top cause(s) the Initiative / Best Practice addresses:

Speeding	Failure to Stop	Distraction/ Inattention	Failing to yield Right of Way	Intoxication	Improper Maneuvers	Is this a Data or Funding Source?
	x	x	x			

- Citywide ordinance to prohibit holding, touching or using all handheld portable electronic devices while a motor vehicle or bicycle is in motion
- Ordinance went into effect January 2015



# Arrive Alive Central Texas

## Top cause(s) the Initiative / Best Practice addresses:

Speeding	Failure to Stop	Distraction/ Inattention	Failing to yield Right of Way	Intoxication	Improper Maneuvers	Is this a Data or Funding Source?
x	x	x	x	x	x	

- Goal to reduce deaths and critical injuries
- 22 Agencies participate in enforcement

# Arrive Alive Central Texas

## Top cause(s) the Initiative / Best Practice addresses:

Speeding	Failure to Stop	Distraction/ Inattention	Failing to yield Right of Way	Intoxication	Improper Maneuvers	Is this a Data or Funding Source?
x	x	x	x	x	x	

## Select dates:

Event	Operation Dates
Arrive Alive Central Texas Home for the Holidays	November 27-January 2, 2014
SXSW	March 7-16, 2014
Memorial Day Weekend	May 23-26, 2014
ROT Rally	June 12-June 15, 2014
4th of July	July 4-6, 2014
Labor Day	August 29-September 1, 2014
Thanksgiving	November 27-November 30, 2014

# No Refusal Initiative

## Top cause(s) the Initiative / Best Practice addresses:

Speeding	Failure to Stop	Distraction/ Inattention	Failing to yield Right of Way	Intoxication	Improper Maneuvers	Is this a Data or Funding Source?
				x		

- Citywide initiative
- Issue blood search warrants for suspected DWI on select dates:

New Years Eve	Super Bowl
Mardi Gras	SWSW
July 4	

# Motorcycle Safety Awareness

## Top cause(s) the Initiative / Best Practice addresses:

Speeding	Failure to Stop	Distraction/ Inattention	Failing to yield Right of Way	Intoxication	Improper Maneuvers	Is this a Data or Funding Source?
x	x	x	x	x	x	

- Goal is to reduce motorcycle deaths and injuries
- APD participates in TxDOT's statewide Share the Road motorcycle safety and public awareness campaign
- Motorcyclists make up 20.6% of traffic fatalities this year

# Operation Crosswalk Enforcement

## Top cause(s) the Initiative / Best Practice addresses:

Speeding	Failure to Stop	Distraction/ Inattention	Failing to yield Right of Way	Intoxication	Improper Maneuvers	Is this a Data or Funding Source?
	x	x	x			

- Goal to increase compliance of Pedestrian ROW
- Media Attention sought
- Targeting drivers more effective than ticketing pedestrians. ***The driver should be considered the key to the problem.***

# Don't Block The Box

Top cause(s) the Initiative / Best Practice addresses:						
Speeding	Failure to Stop	Distraction/ Inattention	Failing to yield Right of Way	Intoxication	Improper Maneuvers	Is this a Data or Funding Source?
x	x	x	x	x	x	

- Joint ATD/APD initiative
- Goal to increase mobility and traffic safety at select intersections

	Moving Violations	Non-Moving Violations	Warnings
Week 1	360	106	46
Week 2	293	47	44
Week 3	348	56	82
Week 4	258	43	53
Week 5	228	30	48
Week 6			
<b>Totals</b>	<b>1487</b>	<b>282</b>	<b>273</b>

# Red Light Cameras

## Top cause(s) the Initiative / Best Practice addresses:

Speeding	Failure to Stop	Distraction/ Inattention	Failing to yield Right of Way	Intoxication	Improper Maneuvers	Is this a Data or Funding Source?
	X	X				

<b>IH 35 NB/11th St (activated 5/23/08)</b>	<b>Pre-Activation</b>	<b>Post-Activation</b>
Total Intersection Crashes	62	13
Total Red Light Related Crashes	59	6

<b>Riverside/Pleasant Valley (activated 6/13/08)</b>	<b>Pre-Activation</b>	<b>Post-Activation</b>
Total Intersection Crashes	28	11
Total Red Light Related Crashes	17	2

<b>Mopac/Hwy 290 (activated 9/30/08)</b>	<b>Pre-Activation</b>	<b>Post-Activation</b>
Total Intersection Crashes	14	4
Total Red Light Related Crashes	13	4

<b>IH 35 SB Frontage/15th St (activated 9/30/08)</b>	<b>Pre-Activation</b>	<b>Post-Activation</b>
Total Intersection Crashes	13	5
Total Red Light Related Crashes	13	4

<b>Mopac/Howard/Wells Branch (activated 3/31/09)</b>	<b>Pre-Activation</b>	<b>Post-Activation</b>
Total Intersection Crashes	26	4
Total Red Light Related Crashes	9	1

<b>Ben White/Lamar Blvd (activated 3/31/09)</b>	<b>Pre-Activation</b>	<b>Post-Activation</b>
Total Intersection Crashes	37	23
Total Red Light Related Crashes	33	20

**Austin Transportation Dept.**

# Next Steps

# Questions / Discussion

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Austin Planning & Zoning Department  
Comprehensive Planning Division

