

What is *Vision Zero* ?

Commission on Seniors
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Department
City of Austin





History of Vision *Zero*

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- Began in Sweden in 1997
- US Cities New York, San Francisco, Chicago, Miami





Key Vision *Zero* Ideas

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- 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

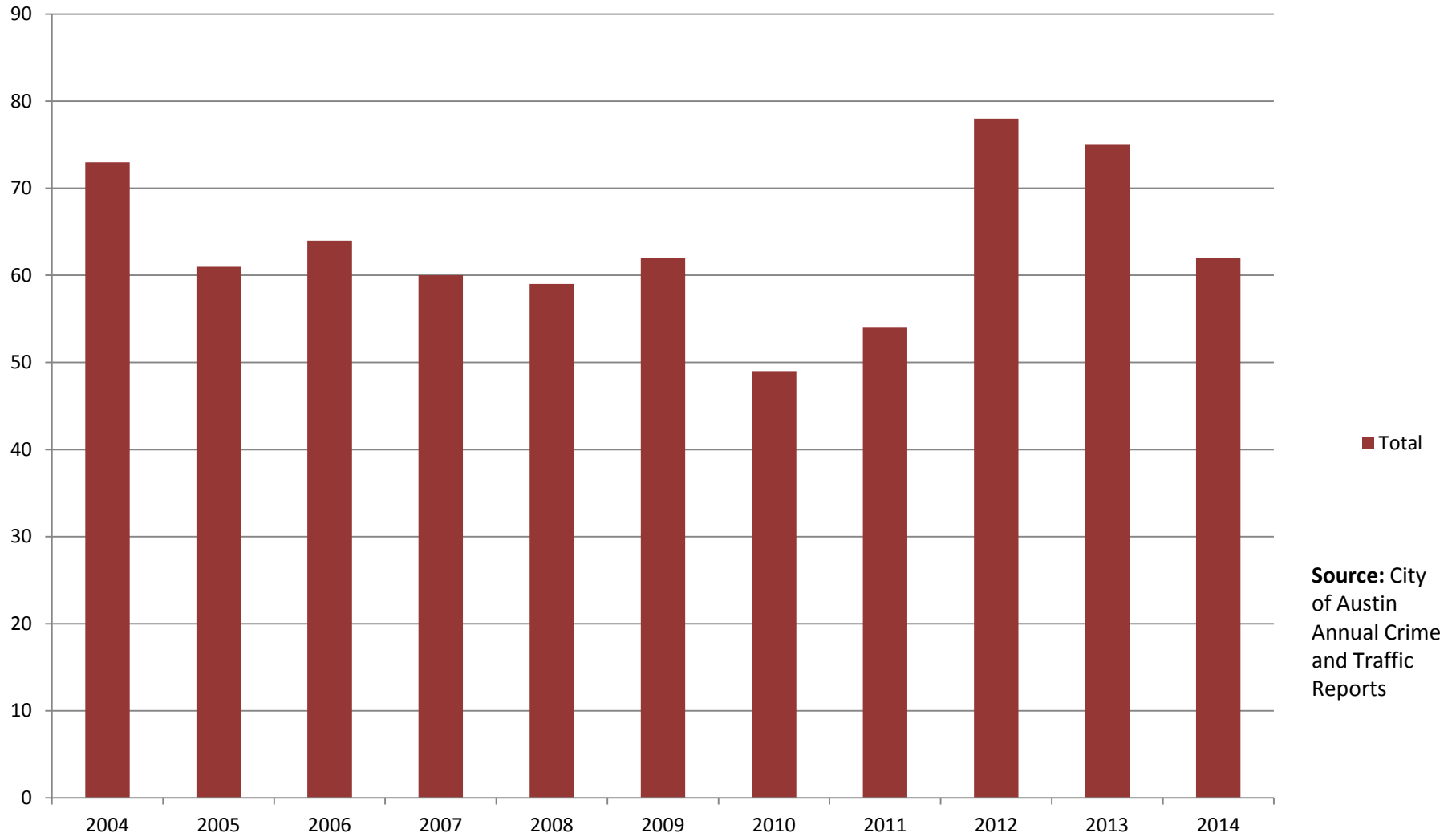


The Pedestrian Advisory Council

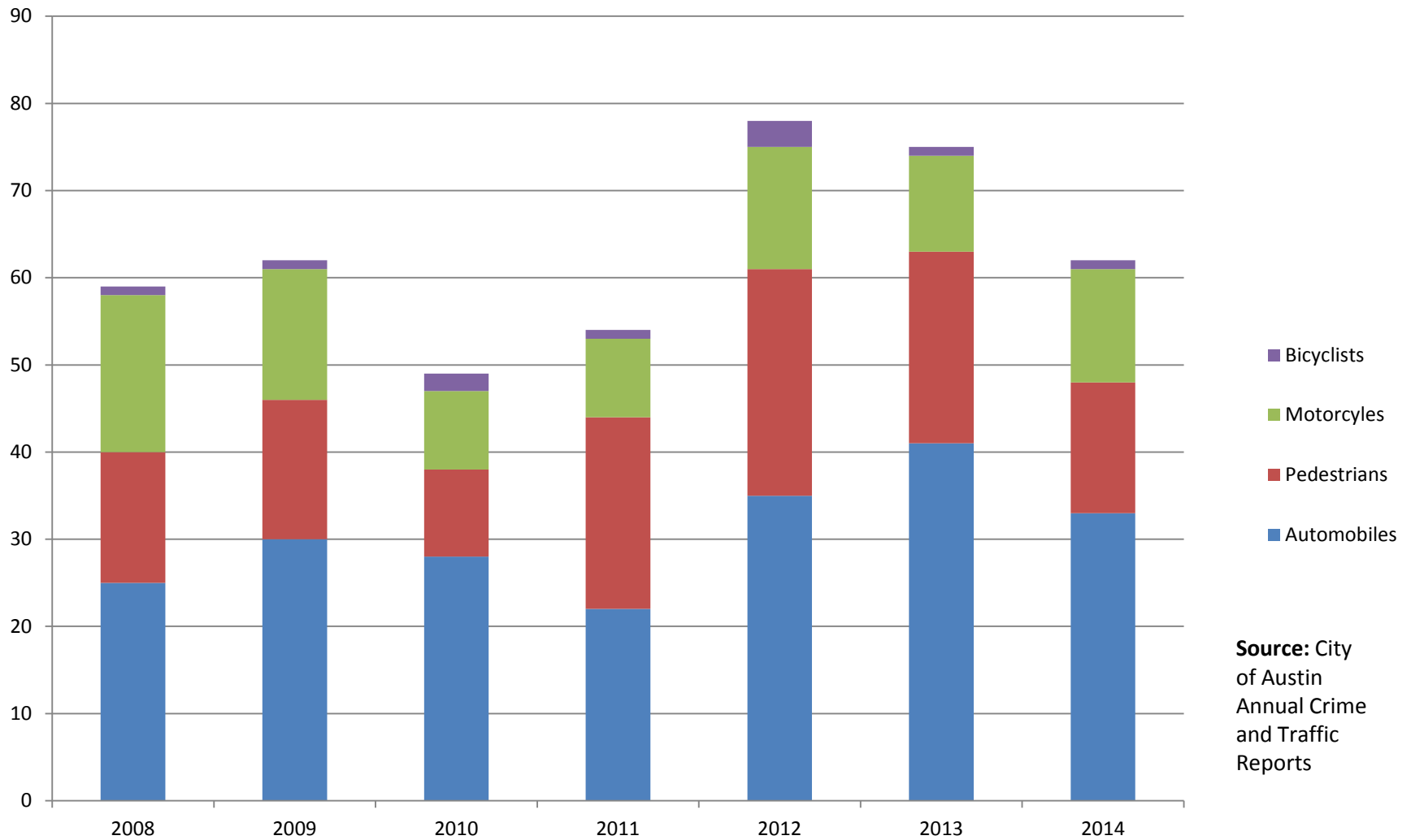
What is the Problem?

- Across the U.S., driver and passenger fatalities are decreasing
- But, pedestrian and bicycle fatalities are increasing
- Austin is the 7th most dangerous City for pedestrians for cities over 500,000 (13th overall)
- Over 700 total traffic fatalities since 2004, including 11 this year

Austin Traffic Fatalities by Year



Austin Traffic Fatalities by Mode and Year



What are the dangers?

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



**WAS THAT TEXT MESSAGE
THAT IMPORTANT?**



Shift the Paradigm

Shift the
Paradigm

SAFETY FIRST



Shift the Paradigm

Lower Speeds

Vehicle – Pedestrian Collisions

95% chance of surviving 20 mph impact

85% chance of *dying* 40 mph impact


Source: US DOT – FHWA



Shift the
Paradigm

Design Streets for People





What Does Success
Look Like?

Sweden

- 30% reduction in traffic fatalities since 1997

Utah

- 48% reduction

New York

- Lowest number of pedestrian fatalities on record
- Lowered speed limit

San Francisco

- ID'd Tenderloin as focal point
- Dedicated police resources



Potential Tools

New York

Police Departments

- Need to investigate collisions and determine the cause (inattention, aggressive driving, etc.). The cause should inform how we modify our design, enforcement, and educational programs.
- In NYC, collision Tech Team re-stages crashes

Tools

- Comstat and Trafficstat
 - Trafficstat convenes police commanders at micro-geography
 - Evaluates current conditions, statistics and modifies enforcement initiatives to align with new information (i.e., speeding fatalities)
- DDACTS (data-driven approach to crime and traffic safety) – NHTSA Report

Collaboration

Community

- Community needs to be a primary driver in effort
- Advocacy groups need to engage in marketing to sell idea of safety

Agencies

- Integrate key agencies into identifying problems and creating solutions

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

Tools

- Alcohol ignition interlocks
- Airbag control modules (“black boxes”)
- Fleet controls (distance, hours, speed, condition of vehicle)
- Death O’ Meters along corridors
- Graduated license programs

Lessons for Austin

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- Land Use is incredibly important
- Determine other local conditions for contextual adoption
- Limits of technology (open source tends to be inversely related to actual problems – wealth)
- Speed is major focus of effort – NYC example

Lessons for Austin

- Criminal justice system needs to catch up (laws, enforcement, prosecution)
- Safety initiatives align with business interests
- 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 addressed Vision *Zero* in Comprehensive Plan update
- 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)

History in Austin

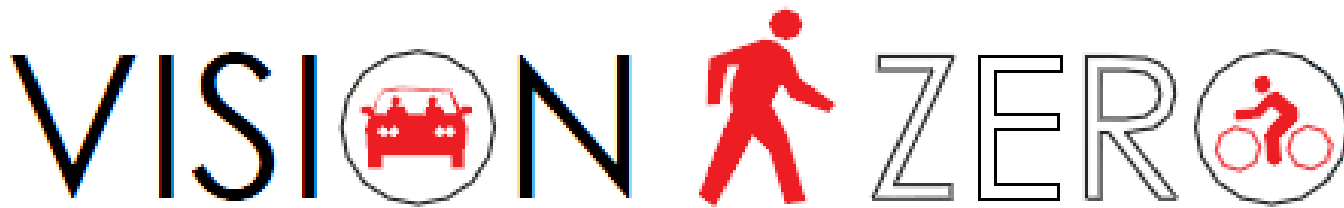
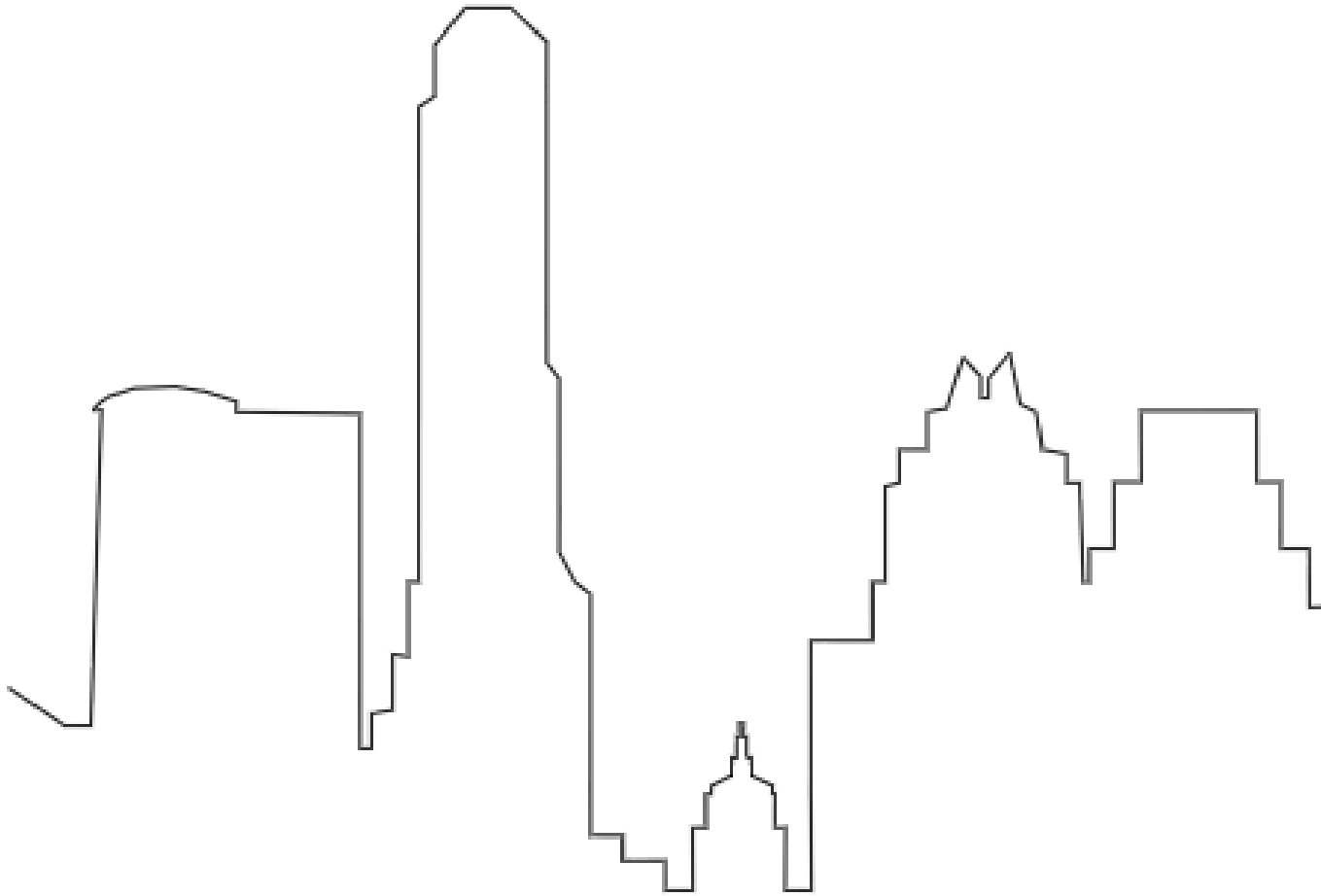
History in Austin

- Multiple, fragmented safety initiatives
- The Pedestrian Advisory Council Project Subcommittee
- Support from 14 groups
- PAC *Vision Zero* Recommendations to City Council November 3
- City Council created *Vision Zero* Task Force on November 20, 2014
- Task Force met January 23rd



Vision *Zero* Task Force

Vision *Zero* Traffic Safety Task Force



any traffic death is too many

Vision *Zero* Task Force Timeline

Spring -
Summer

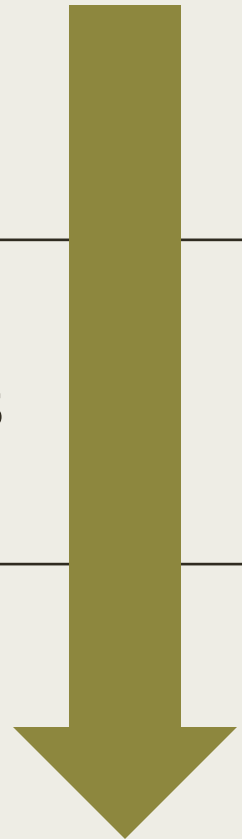
Perform Research and Analysis

Summer -
Fall

Produce Report and Recommend Actions

November

Report to Council



Vision *Zero* and the City of Austin

IMAGINEAUSTON 

Our Plan for Austin's Future



- Community-wide vision
- Guide for managing change
- Reference for decision-making
- Direction for more detailed city plans, investments, initiatives
- City's "To-Do" List
- Benchmarking and tracking

About Imagine Austin: Purposes



Regional Center



Activity Corridor



Activity Corridor



Town Center



Neighborhood Center



Inside the Plan: Centers & Corridors

Invest in a
compact and
connected
Austin



Create a Healthy Austin program



Questions

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