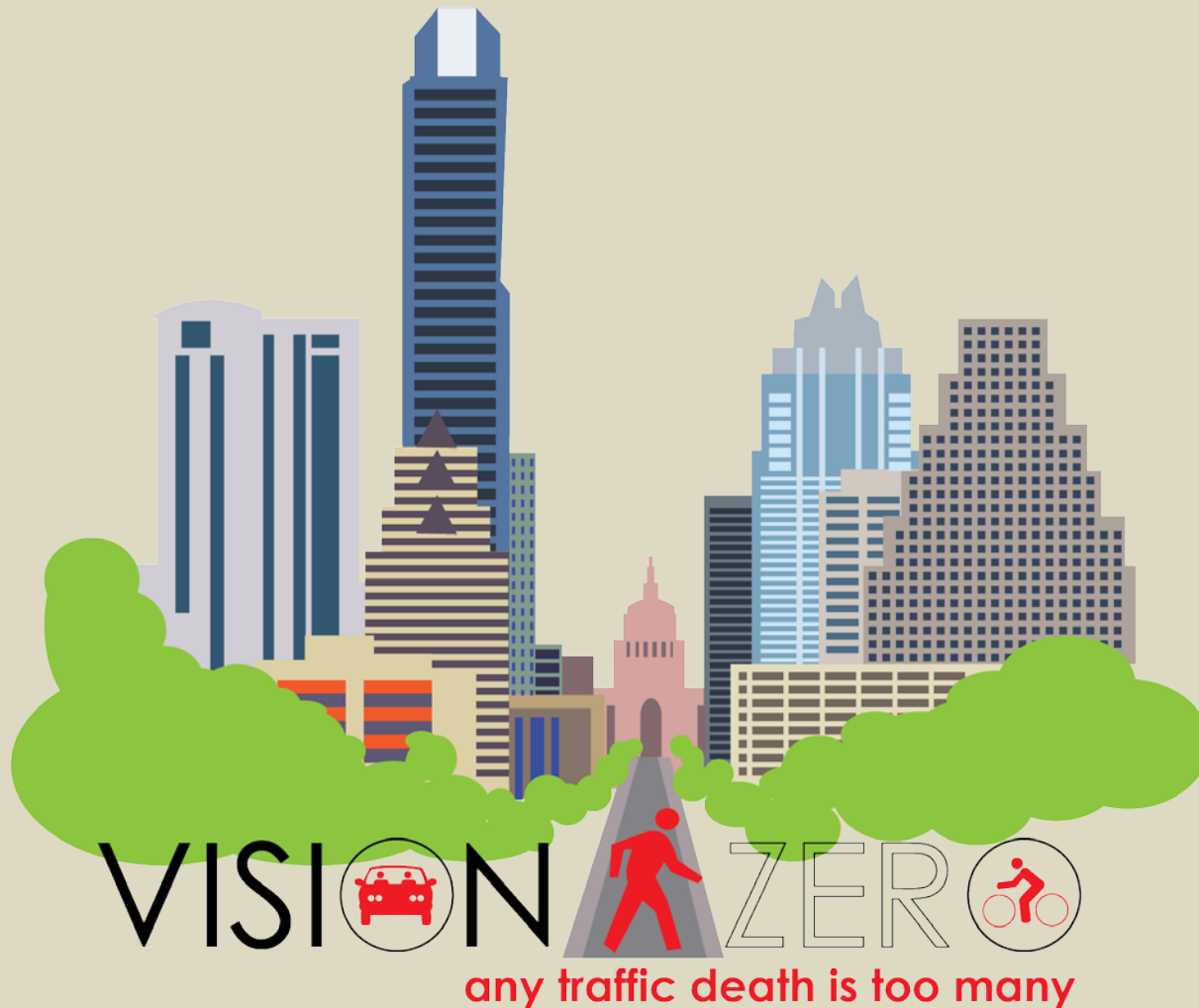


Pedestrian Advisory Council

May 2, 2016



Today's Presentation

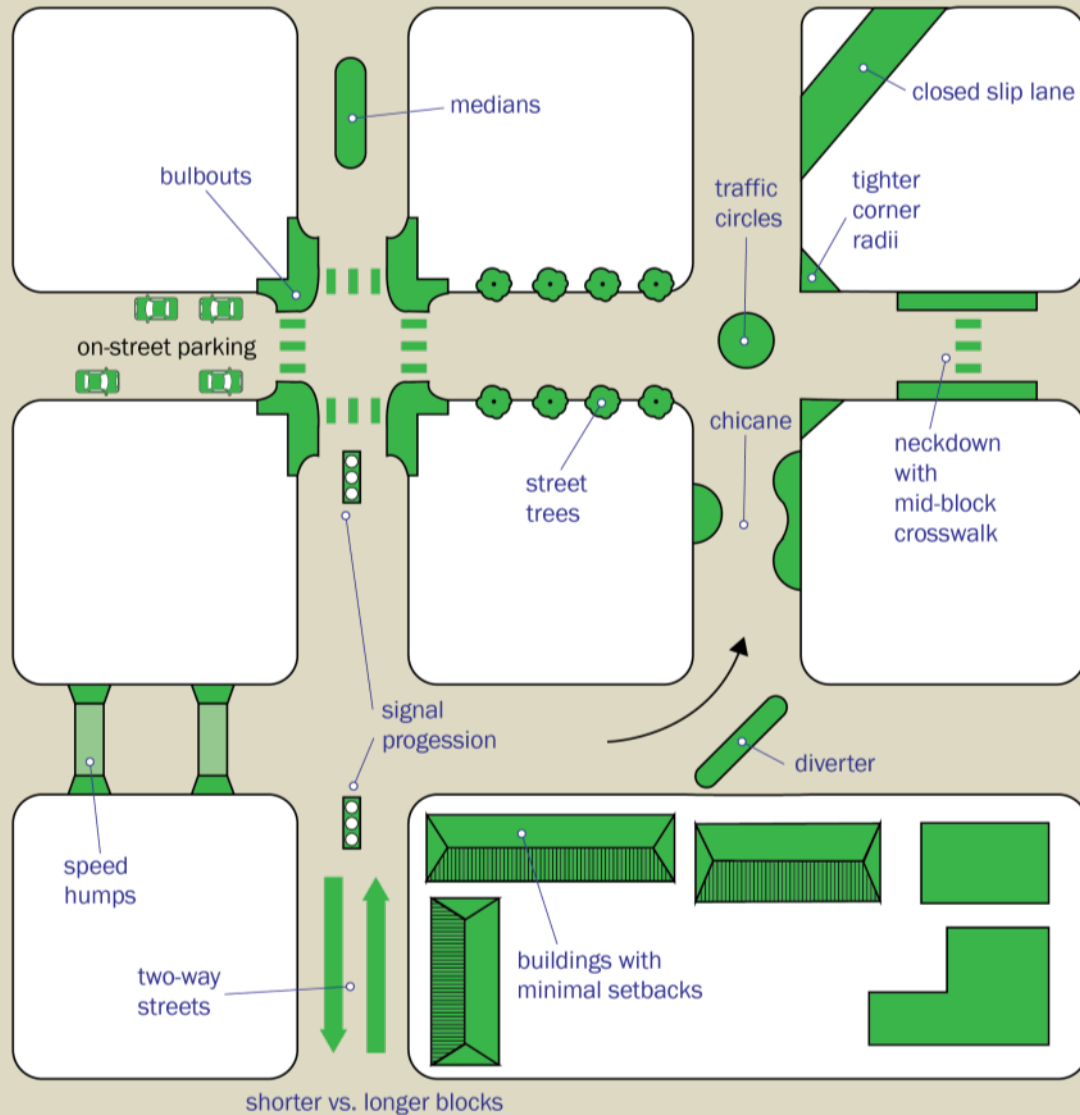
- **Overview of Action Plan & changes to draft**
 - I. Intro, II. Actions, III. Implementation
 - Actions reorganized & include progress metrics
 - Increased focus on design & equity
 - Cost estimates
- **Next Steps**

I. Introduction



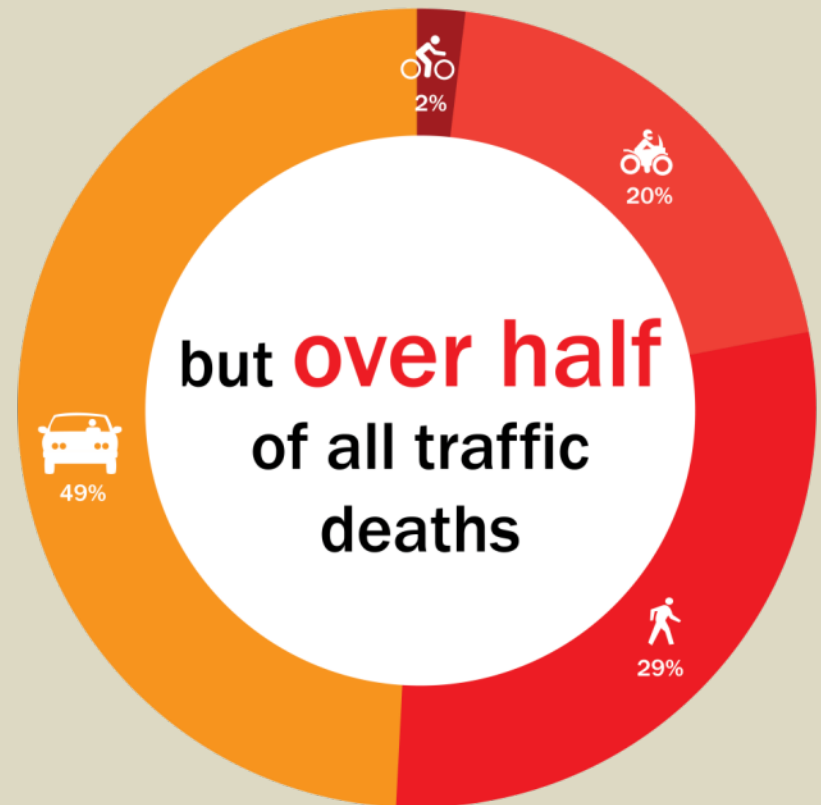
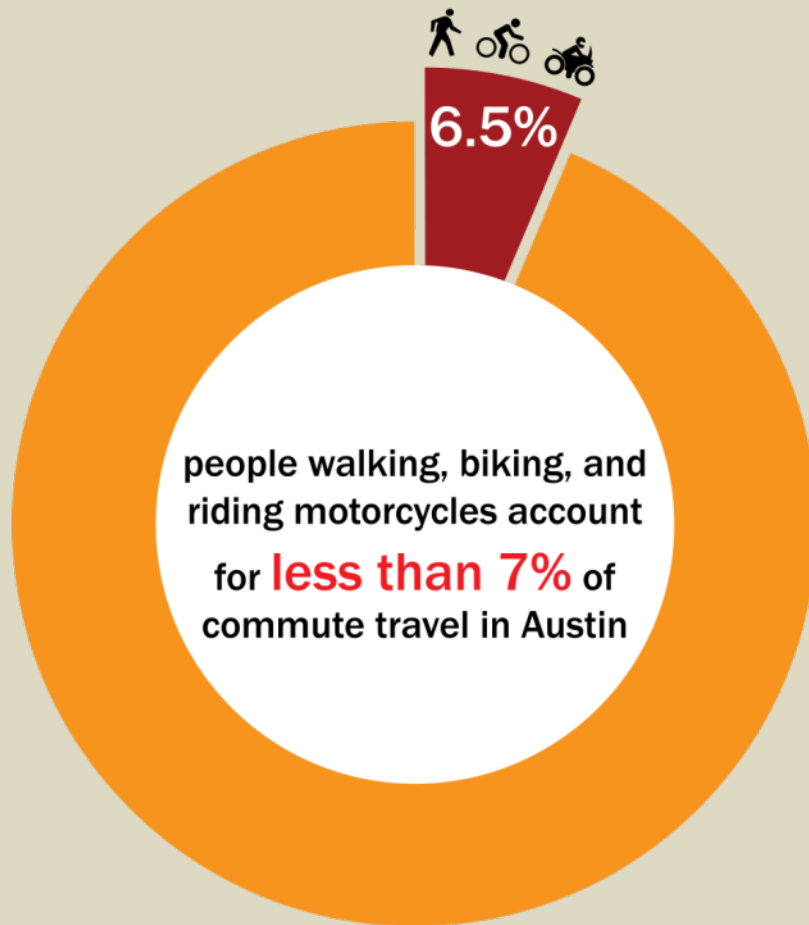
Public health problem
like smoking or not wearing a seatbelt

Increased focus on design



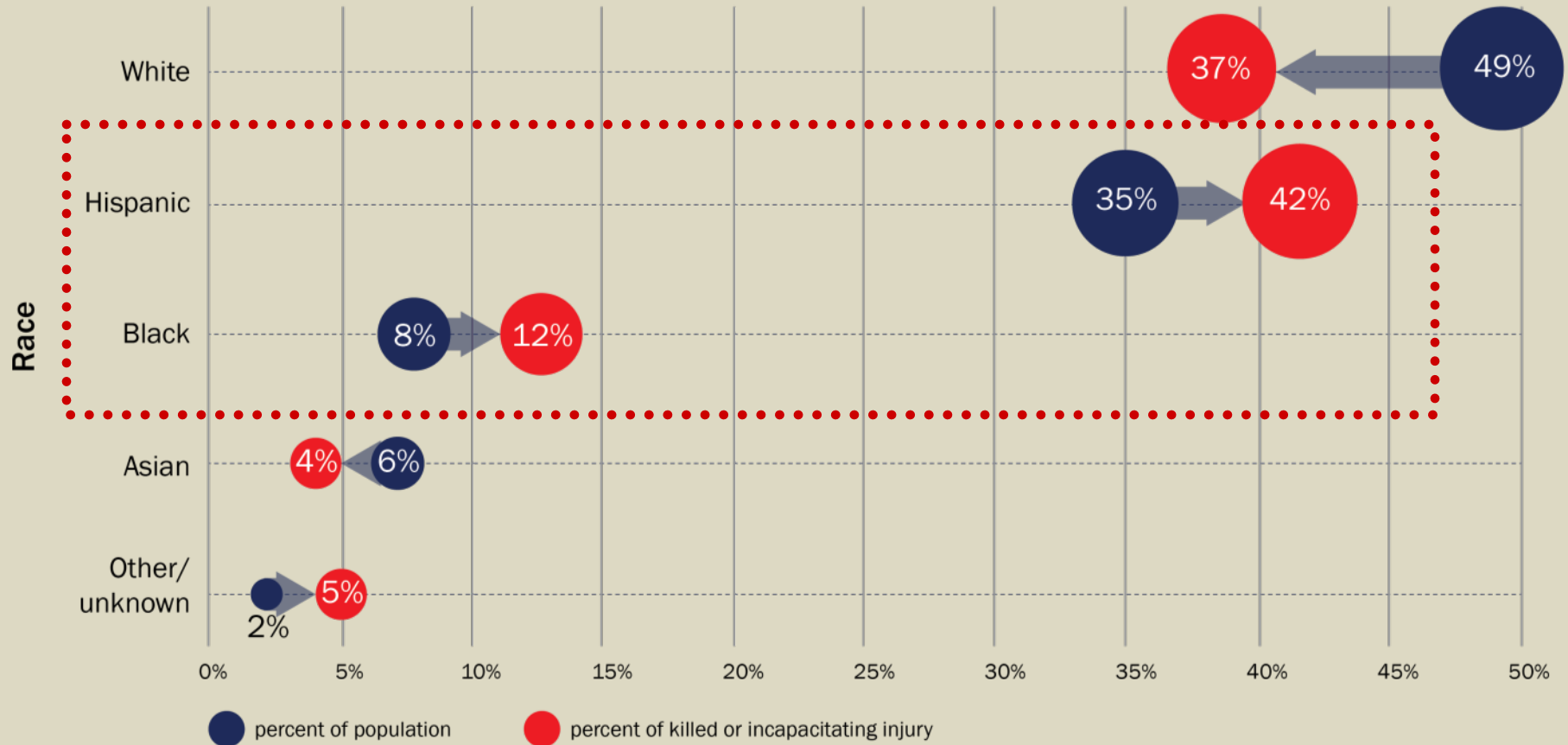
Equity

People walking, biking, & riding motorcycles



Equity

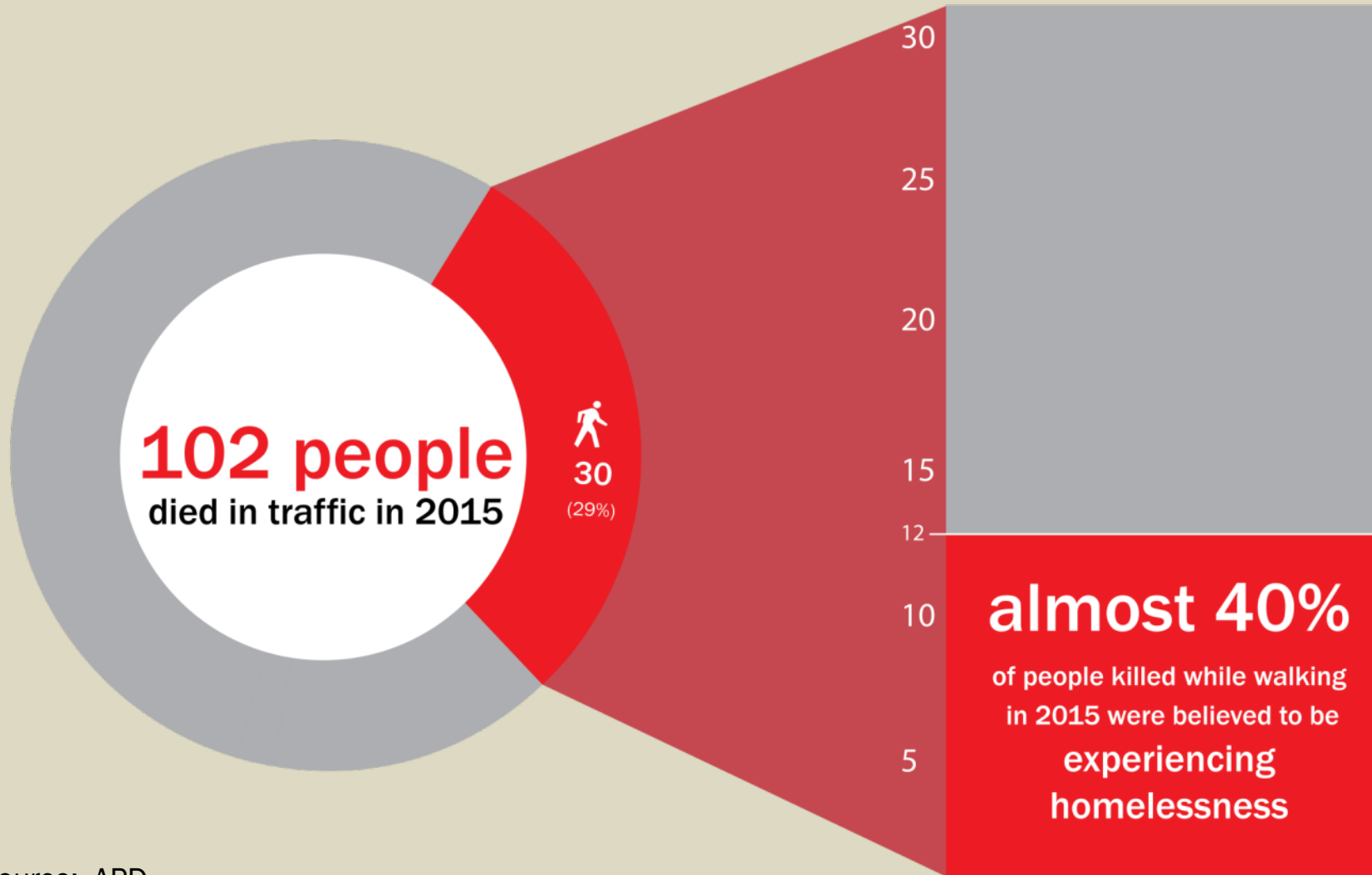
Black & Hispanic Austinites



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



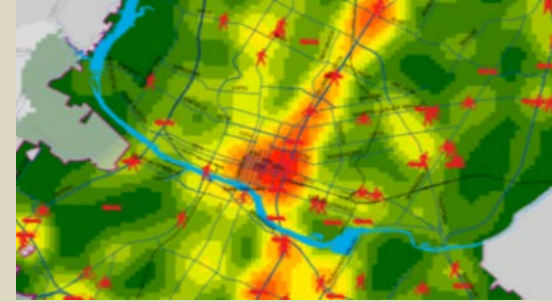
Action Plan Vision

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



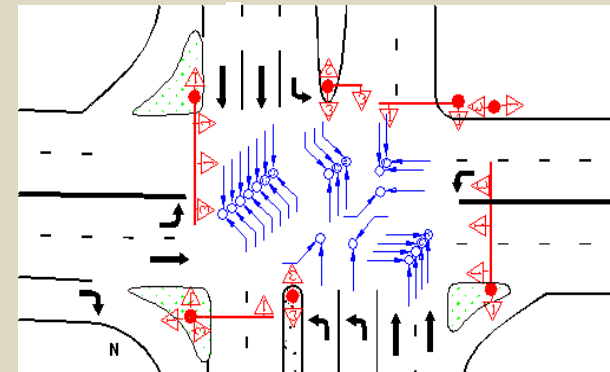
Actions address



**Data quality,
collection,
sharing**







**Analysis &
mapping**



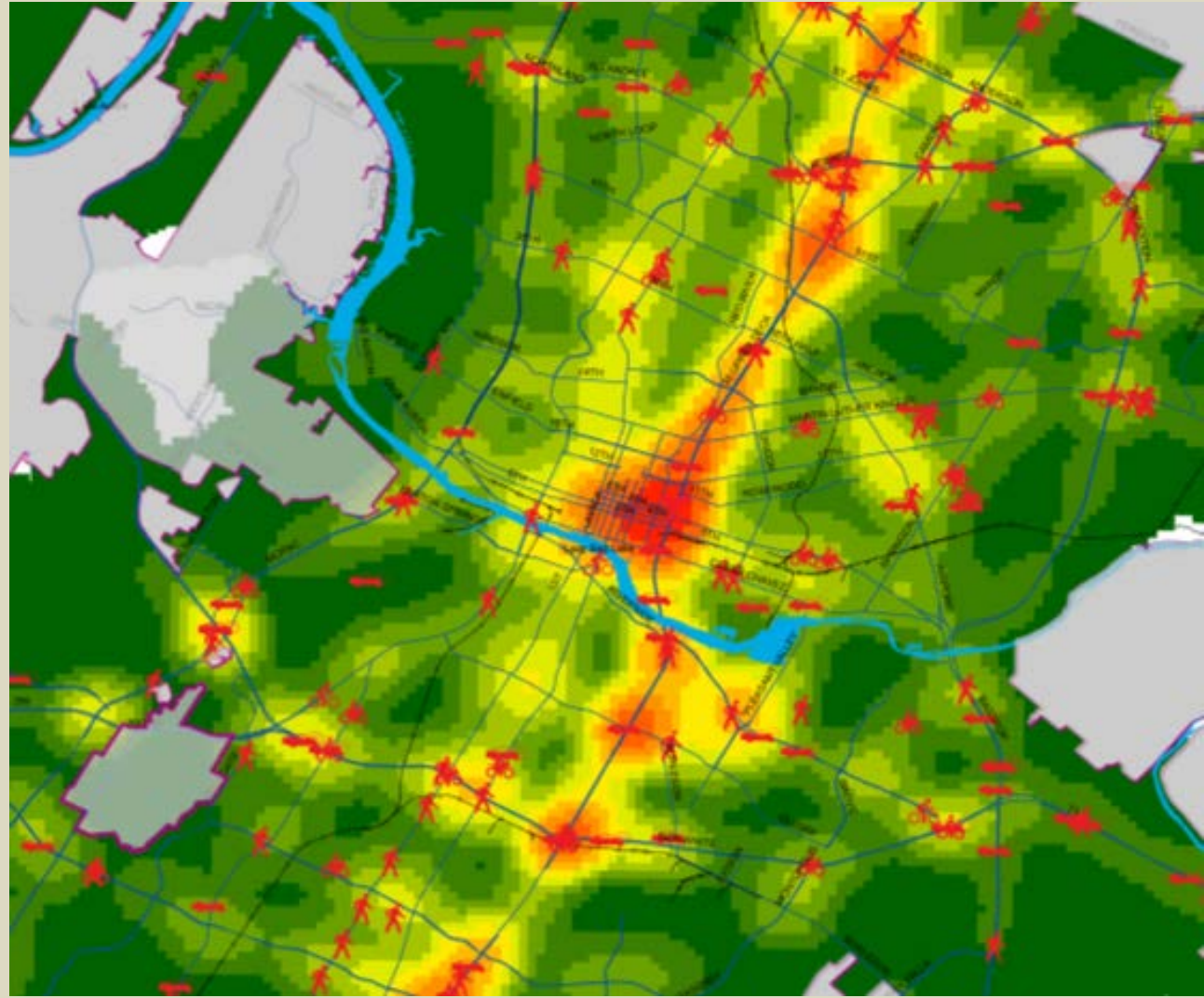
Evaluation

2. Enforcement: Hotspots & Dangerous Behaviors

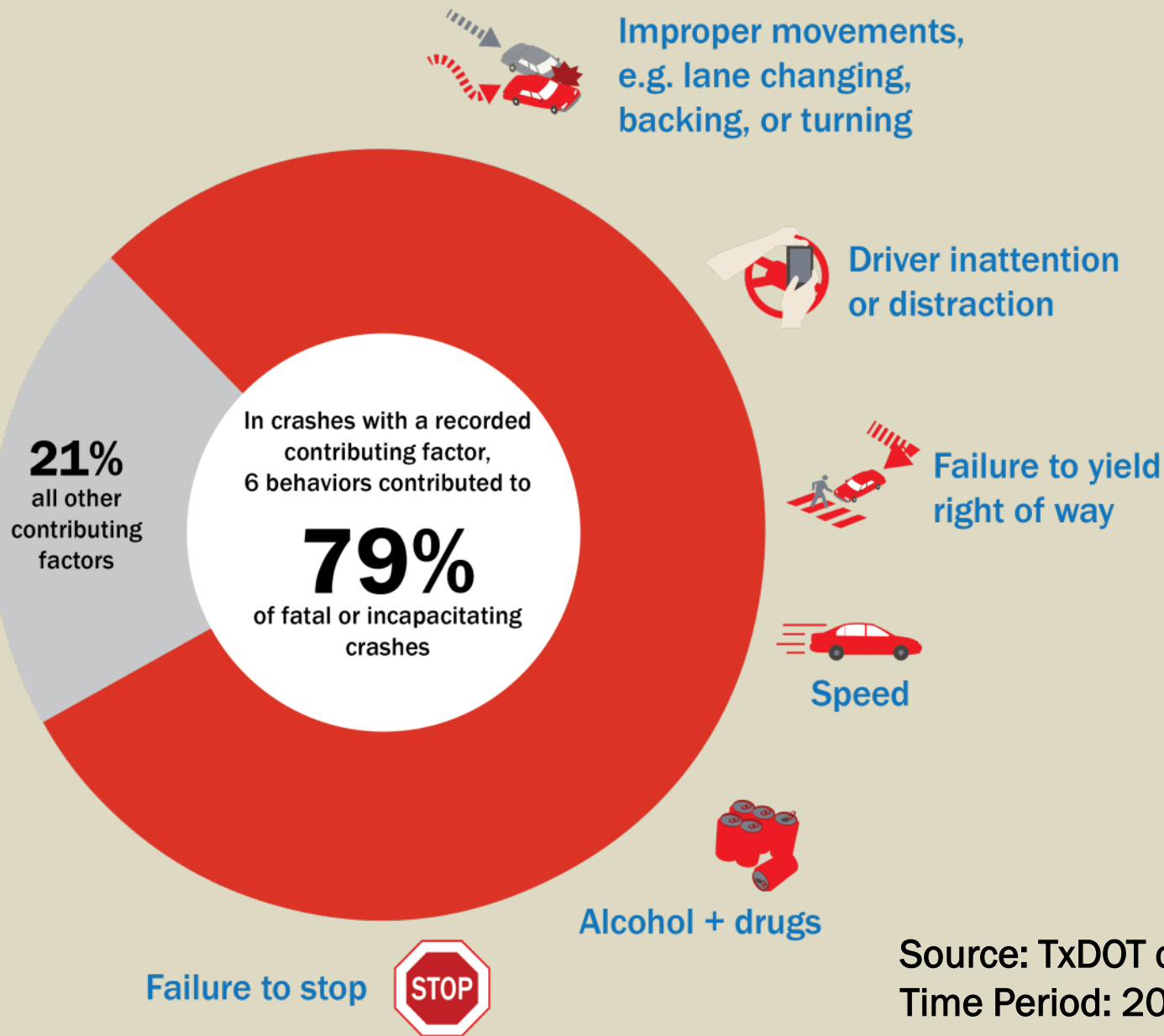
Deaths by mode

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

Concentration of injuries & deaths



Focus on Key Dangerous Behaviors



Source: TxDOT crash data
Time Period: 2010-2014

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



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**

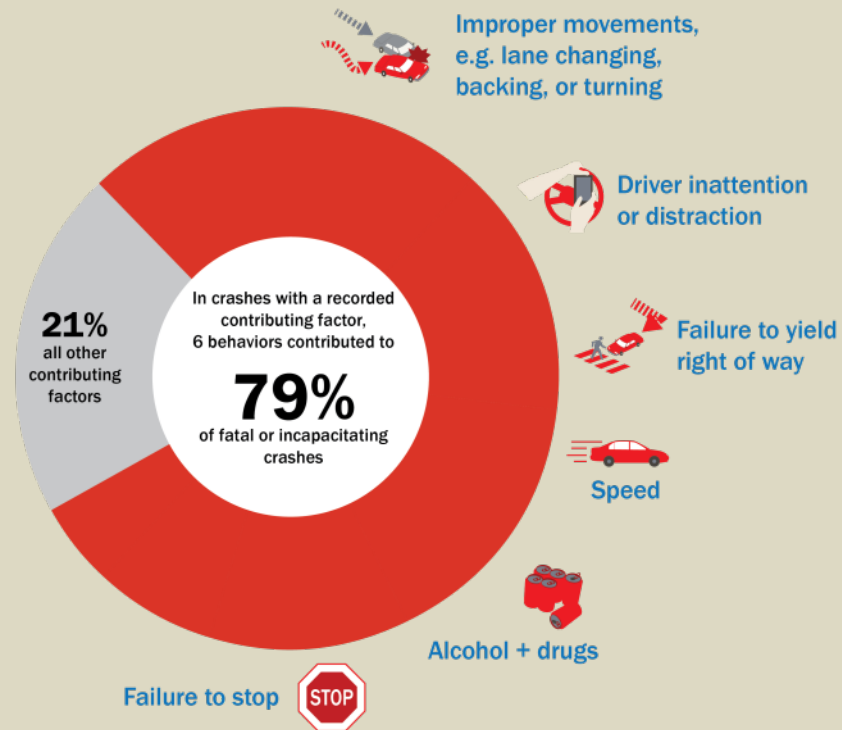
Continued interdepartmental, interagency, and community coordination

- **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 \$190,000 for epidemiologist.
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. Revised draft posted on website**
- 2. Council Mobility Committee May 9**
- 3. Urban Transportation Commission
May 10**
- 4. City Council – possibly May 19**

How to Participate

Read the draft plan & **provide your feedback to**
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?