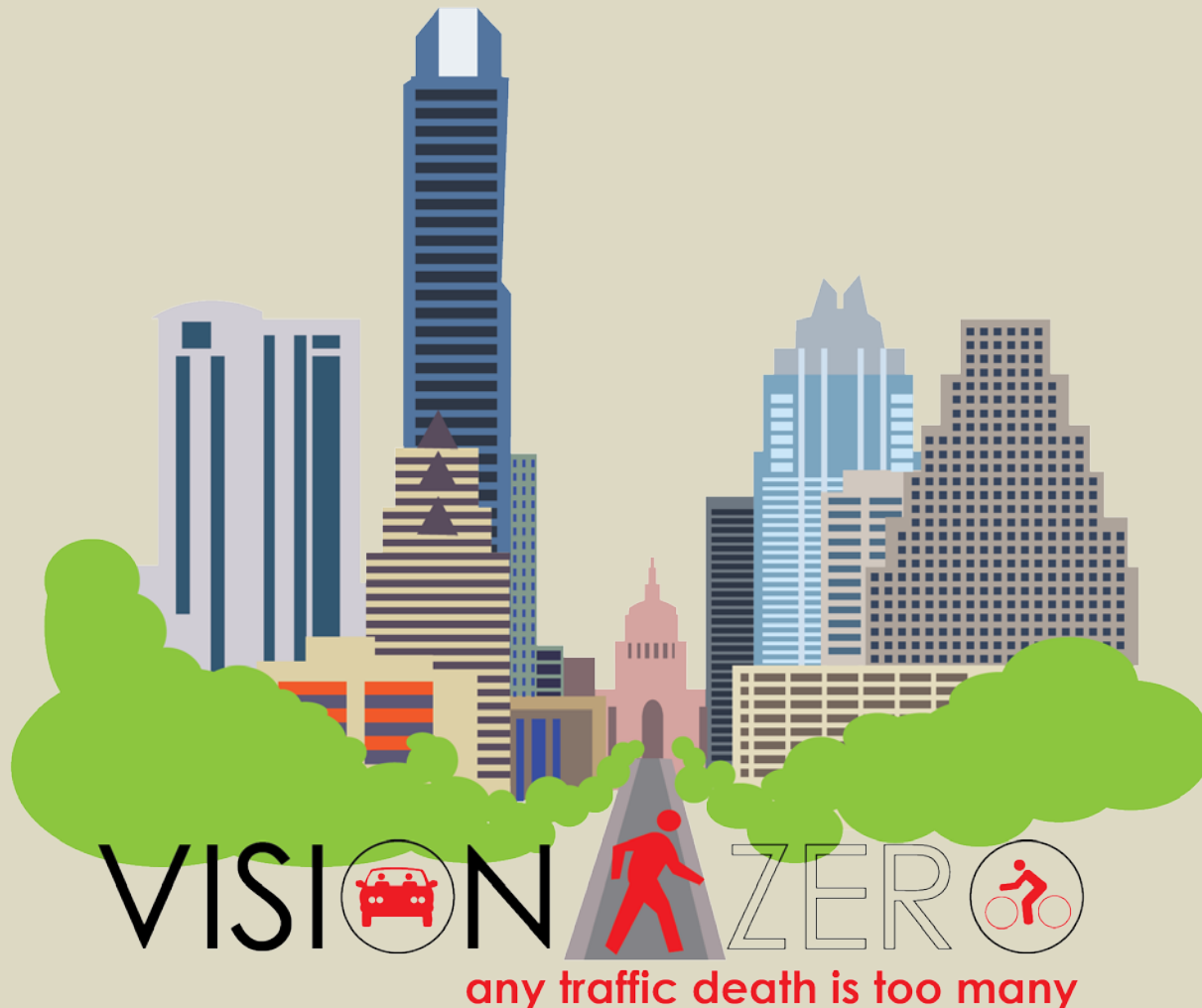


Urban Transportation Commission

May 10, 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
- **Response to questions from April meeting**
- **Next Steps**



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

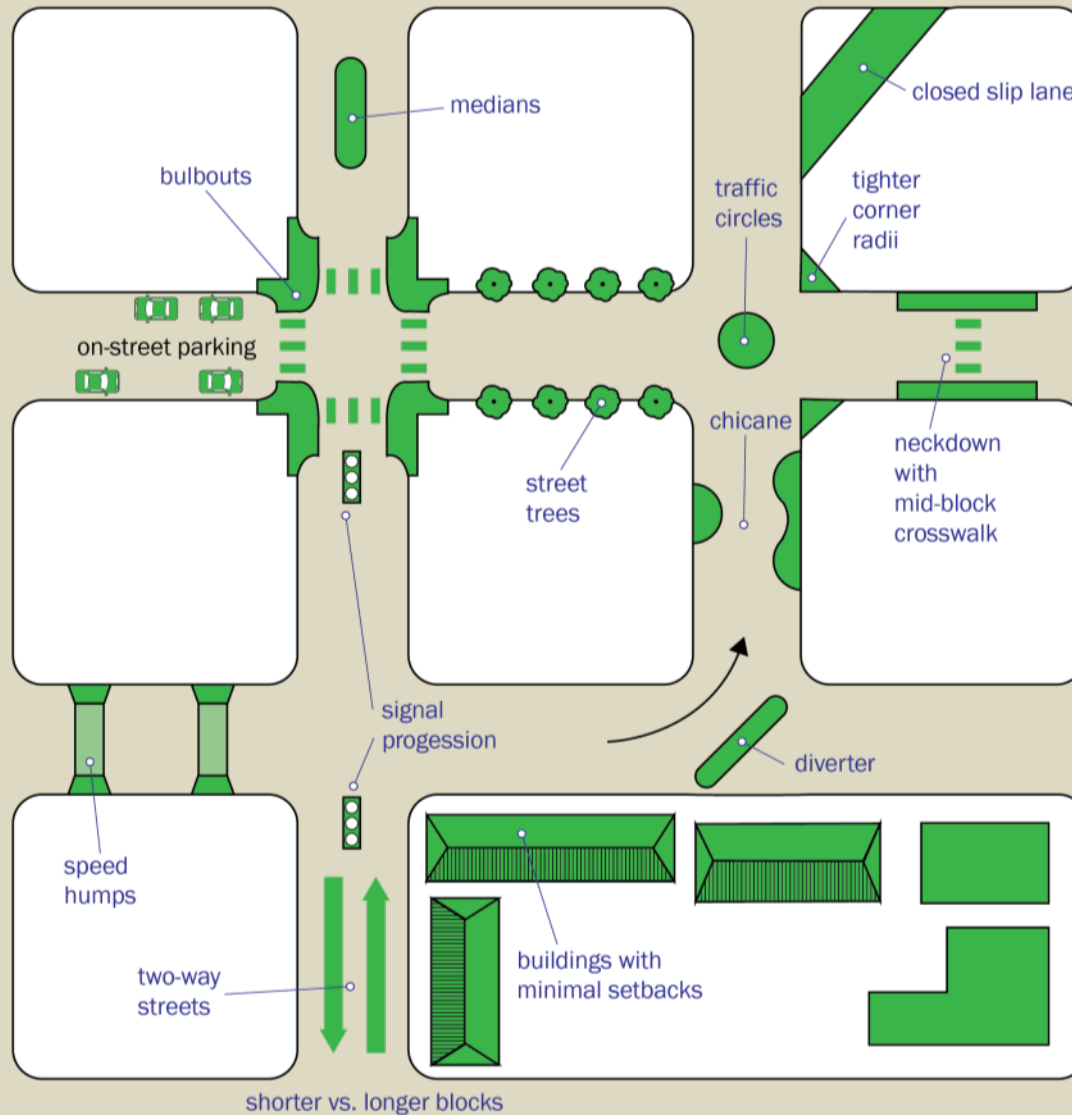


Action Plan Vision

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

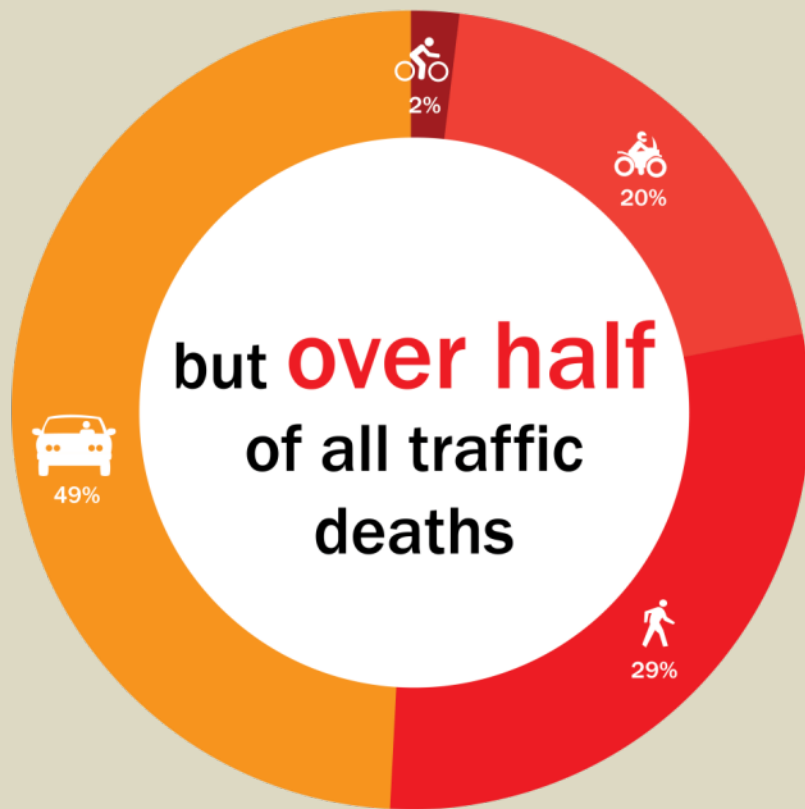
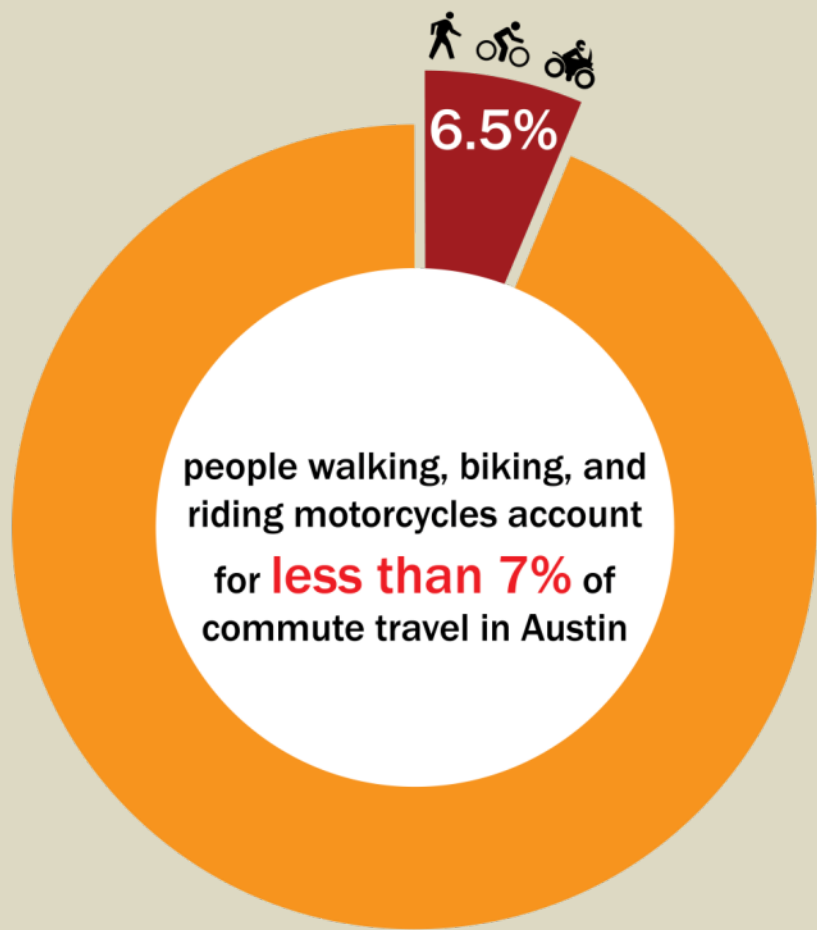
- land use, transportation, infrastructure, engineering, & design;
- enforcement & prosecution;
- education, culture change, public health, & equity.

Increased focus on design



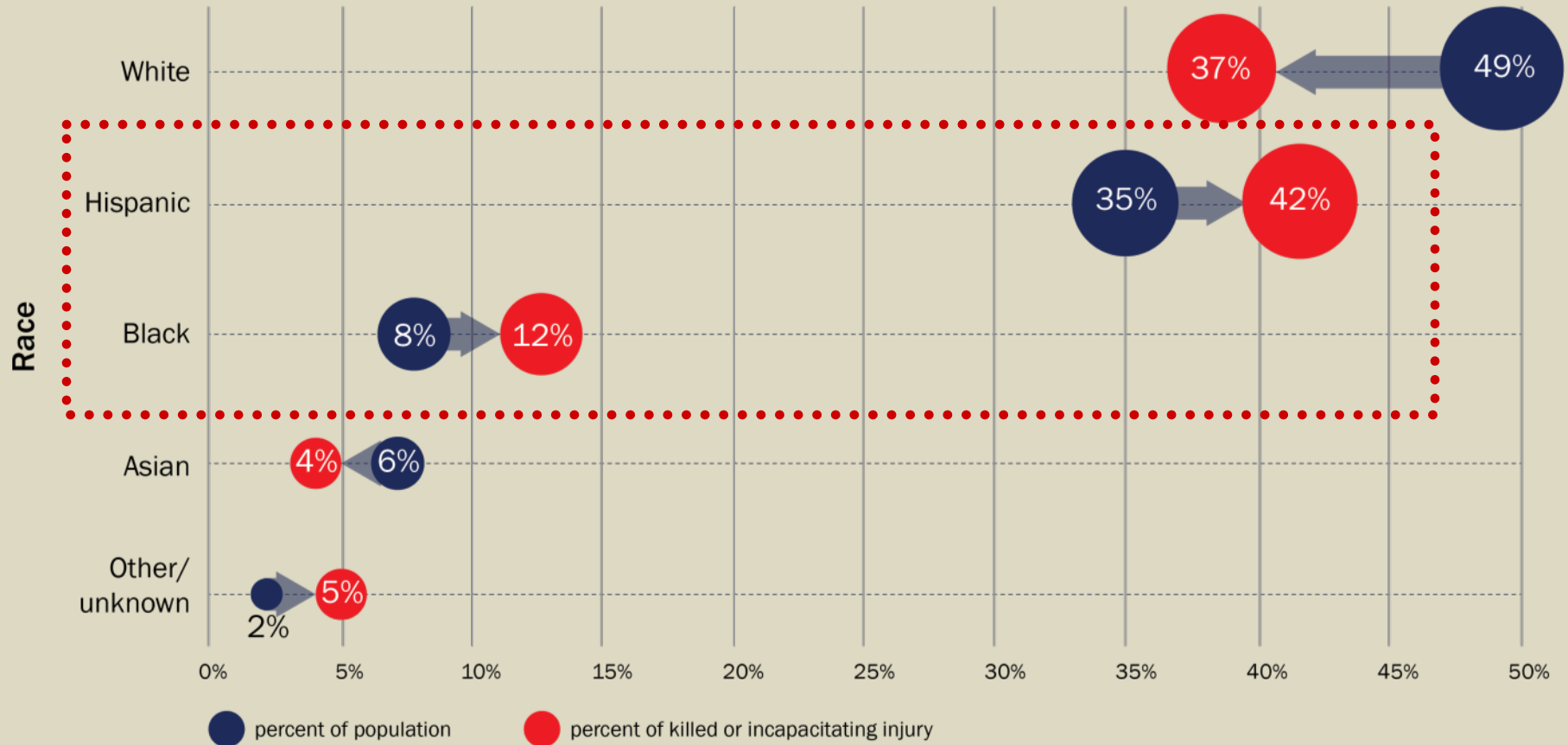
Equity

People walking, biking, & riding motorcycles



Equity

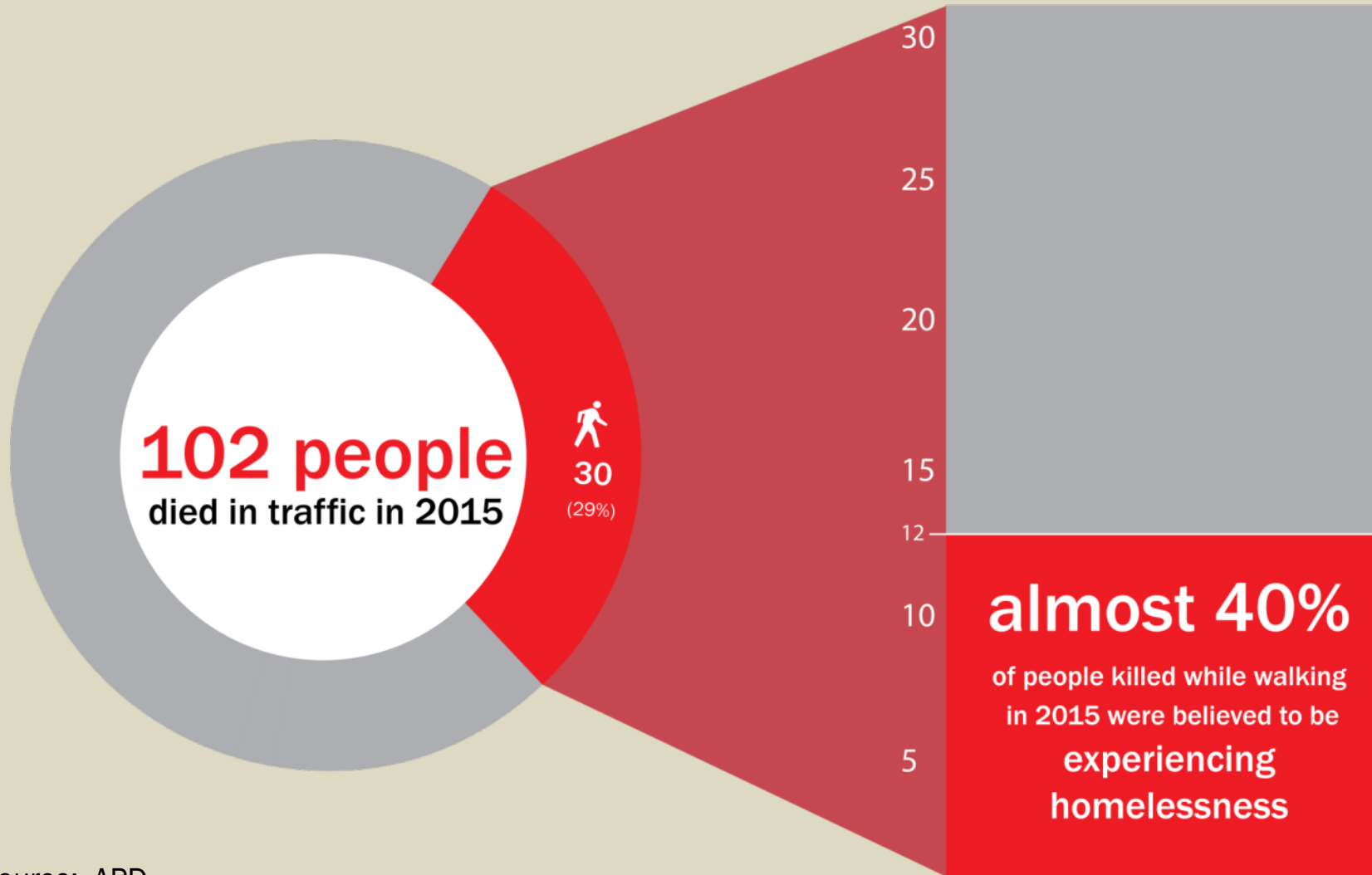
Black & Hispanic Austinites



Source: TXDOT and Census 2010

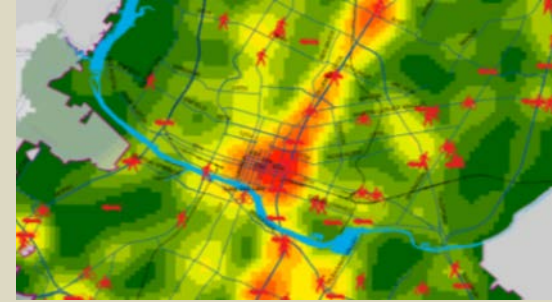
Equity

People experiencing homelessness



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



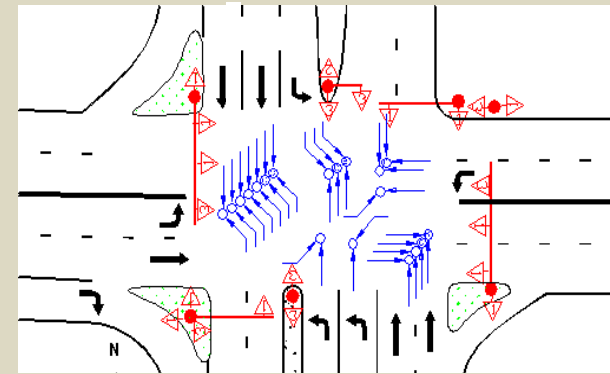
Actions address



**Data quality,
collection,
sharing**







**Analysis &
mapping**



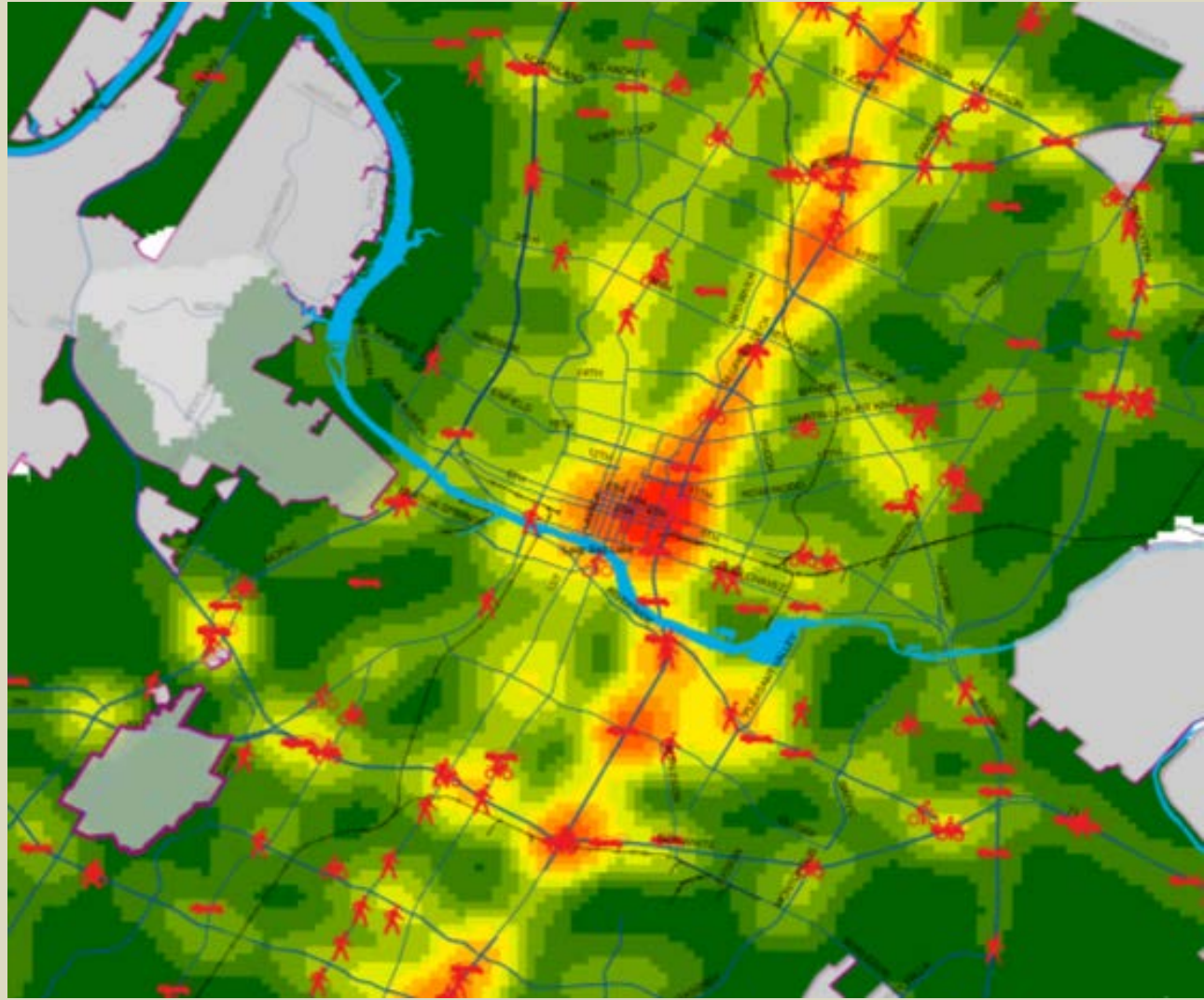
Evaluation

2. Enforcement: Hotspots & Dangerous Behaviors

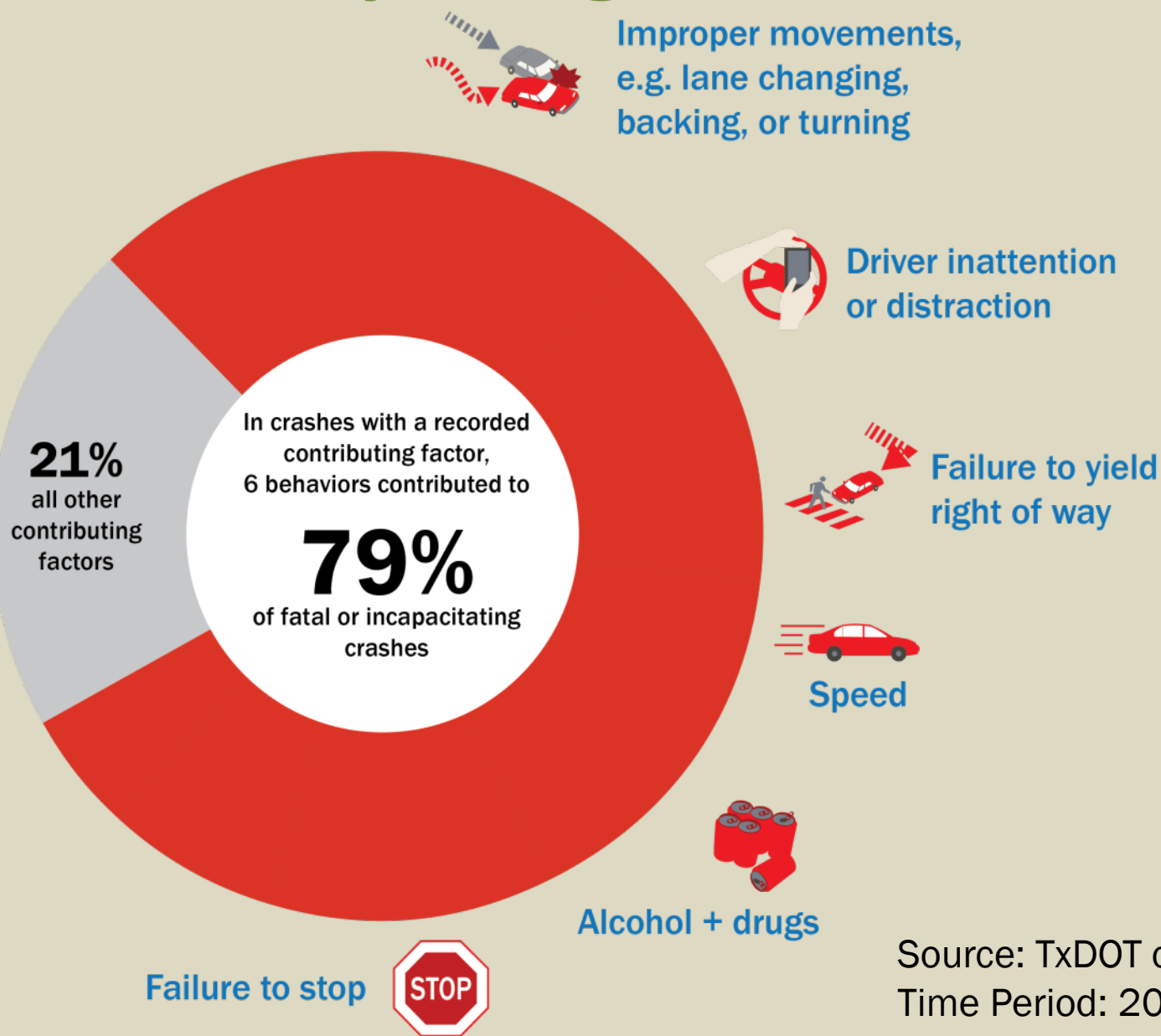
Deaths by mode

-  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



Establish a Vision Zero Program

Continued interdepartmental, interagency, & community coordination

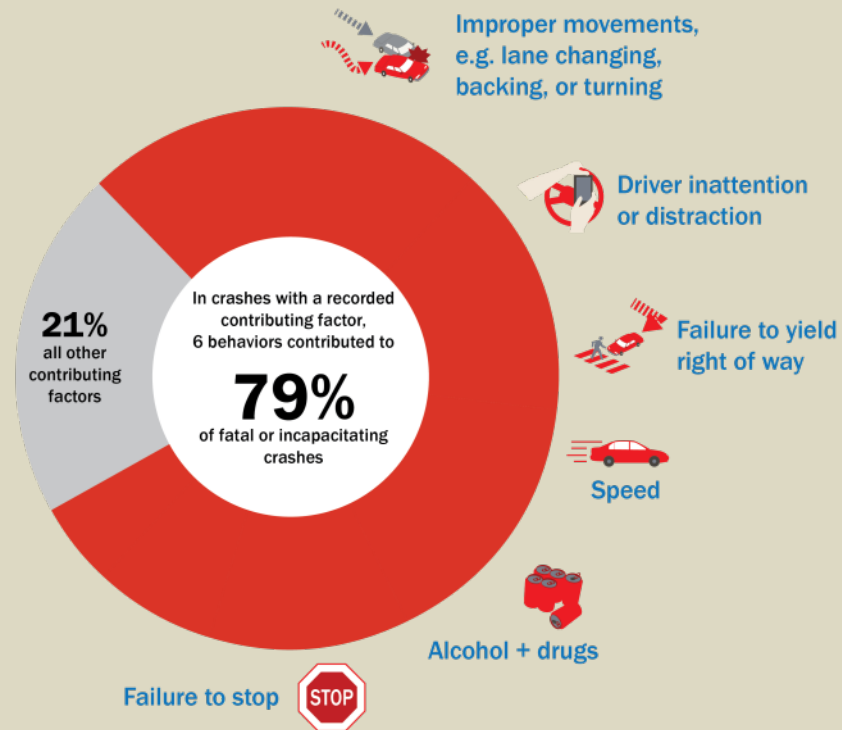


Continue the Vision Zero Task Force

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

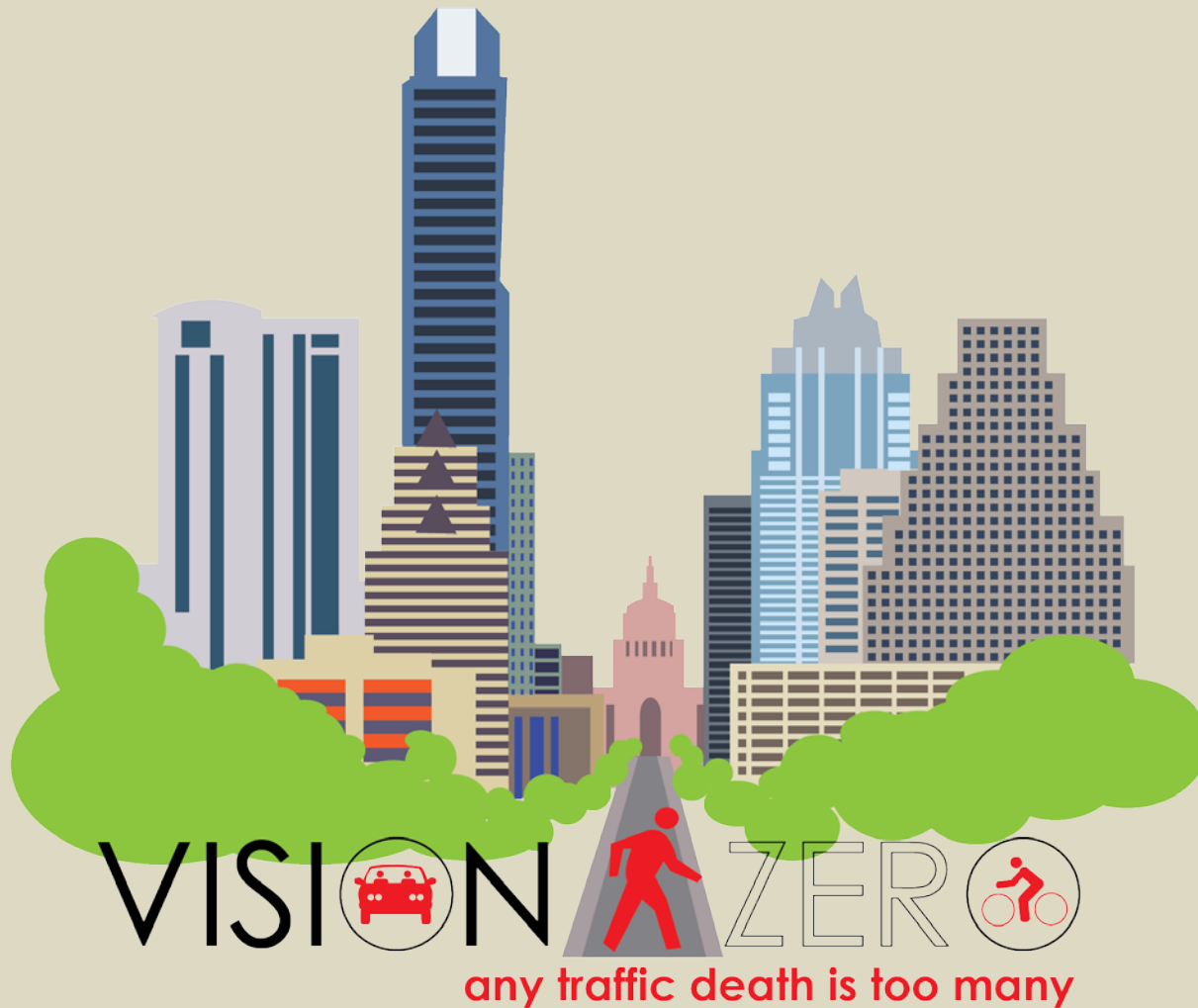
EVALUATION ACTIONS

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.

Appendix: Community Feedback

1	"Nine out of ten healthy adults hit by a vehicle traveling 20 mph will survive, but at just 40 mph, those odds are reversed, making what many consider to be slow, potentially deadly." <- a bit awkward, I had to read it twice to understand. perhaps separate the last part after reversed into a new sentence, perhaps change slow to reasonable	Stephen Ratlie	Change to reflect left, AUI research
2	"Successes will be incremental and changes in use patterns and street design will take time and resources, but this must start today. Collecting more robust data and analyzing and sharing that data can help to direct resources where they are most needed. Media must elevate the magnitude of this problem to raise awareness and shape safer behaviors. These two short-term actions can influence ongoing, systemwide change." <- I strongly agree	Vision Zero ATX	No action required
2	"Engineering improvements are underway at five intersections with the highest crash rates that can be made safer with engineering. The Transportation Department will continue to evaluate crash hotspot locations and look for opportunities for rapid implementation of engineering safety improvements." <- Again, ATD needs to work with the Innovation Office (and community) to be predictive and proactive, rather than completely reactive. The City's data architect Ted Lehr is looking into ways to be predictive with both traffic congestion and fire response - why not with traffic violence? We need to begin looking for patterns in the data and phase out roadway designs that are consistently dangerous (especially as the city continues to sprawl).	Vision Zero ATD	Noted.
2	"The definition of "high speed" must change: speeds over 50 miles-per-hour are dangerous for people walking or biking. Nine out of ten healthy adults hit by a vehicle traveling 20 mph will survive, but at just 40 mph, those odds are reversed, making what many consider to be slow, potentially deadly." <- This completely misses the message of "20 is plenty." Our issue is not over 30 mph, our issue in most cases is over 20 mph. We need to insist on that and not water it down. I just returned from Wisconsin where standard neighborhood speed limits are 25 mph (and most urban streets are narrower than in Texas) and I felt safer both driving and walking. Lowering speed limits is not a radical idea, and if even a Vision Zero Action Plan can't call for under 30 mph speeds, then this plan is doomed to fail.	Nicole Mac	Noted. Research cited to show dangers.
3	"More than 50 states and the Federal Highway Administration (FHWA) have adopted Vision Zero as a national strategy, called "Toward Zero Deaths." <- Might be better to say U.S. Department of Transportation. Also, you could use the quote from Secretary Foxx: "We embrace the vision of Toward Zero Deaths; it provides an overarching and common vision that drives and focuses our efforts to achieve our shared goal to eliminate injuries and fatalities on our roadways. The U.S. Department of Transportation will do our part by aggressively using all tools at our disposal - research into new safety systems and technologies, campaigns to educate the public, investments in infrastructure and collaboration with all of our government partners to support strong laws and data-driven approaches to improve safety." http://safety.fhwa.dot.gov/trf/ or material from the Secretary's blog: https://www.transportation.gov/foxxlane/trd	Stephen Ratlie	changed to US DOT
3	"More than 30 states and the Federal Highway Administration (FHWA) have adopted Vision Zero as a national strategy, called "Toward Zero Deaths." <- link to T2D website?	Stephen Ratlie	Added link.
3	"In Texas, Houston recently adopted a Vision Zero policy and San Antonio is also developing a Vision Zero Action Plan." <- Houston's efforts are not yet comprehensive, I wouldn't include them here.	Stephen Ratlie	Removed
3	San Antonio's policy is in place, if not their plan (add San Antonio to the Map)	Stephen Ratlie	Updating map.

Response to Questions



Sweden

Traffic deaths are down 30% since adopting the first-in-the-world policy. Sweden's success comes from numerous factors, including roads designed to prioritize safety over speed, low urban speed limits, and physically separated facilities for bicyclists and drivers.



New York City

NYC has had two of its safest years on record since adopting Vision Zero. As a part of Vision Zero efforts, NYC pushed awareness through media, made safety improvements to streets, lowered speed limits to 25 mph, and increased enforcement of traffic violations.



San Francisco

SFPD's Focus on the Five targets 50% of traffic enforcement on the top five most deadly driving behaviors including speeding, failure to yield, stop light running, stop sign running, and illegal turns.



Sweden (1997)

1

- Vision Zero Focus City
- City with Vision Zero policy



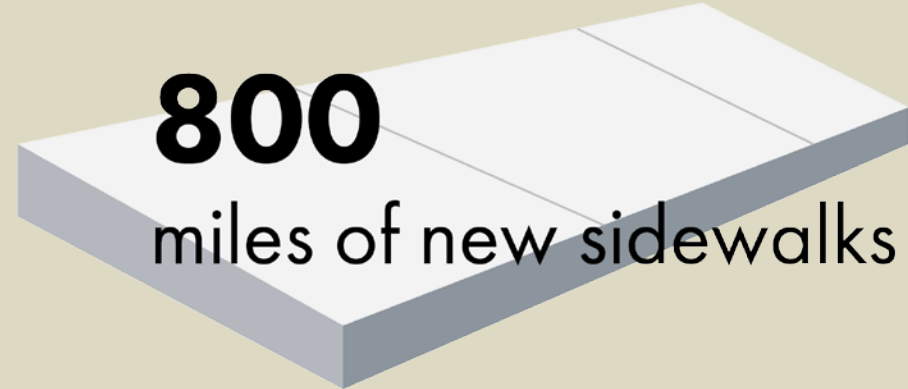
Utah

Utah's statewide Zero Fatalities goal, a part of the Strategic Highway Safety Plan, focuses on Safety Areas such as dangerous driving behaviors, vulnerable users, crash types, outreach, and data.

injury & fatal crashes
cost Austinites



that's approximately
the cost of over



800
miles of new sidewalks

or almost

7,000
new pedestrian
hybrid beacons



Estimated Costs of Plan Implementation

\$6.1 million ongoing operational

\$2.85 million one-time

\$20+ million infrastructure

Policy Actions

Cite & release 1/3 of fatal MV crashes in 2015 involved no/suspended license; almost 1/2 for MC

Alcohol density density of bars & liquor stores may be related to incidence of DWI crashes

Policy Actions

Prosecution may need additional prosecutors, e.g. if no refusal expanded.

Homelessness high percentage of pedestrian deaths. Housing First shown to be effective in getting people off the streets, which lowers exposure.

Next Steps

City Council – May 19

Questions?