

Mobility Committee

May 9, 2016



VISION  ZERO 

any traffic death is too many

Today's Presentation

- **Overview of Action Plan & changes to draft**

- I. Intro, II. Actions, III. Implementation

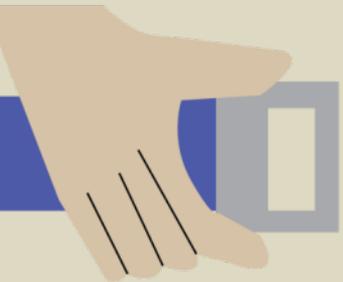
- Changes

- Actions reorganized & include progress metrics

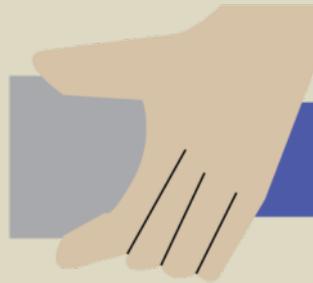
- Increased focus on design & equity

- Included cost estimates

- **Next Steps**



Public health problem
like smoking or not wearing a seatbelt



I. Introduction



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

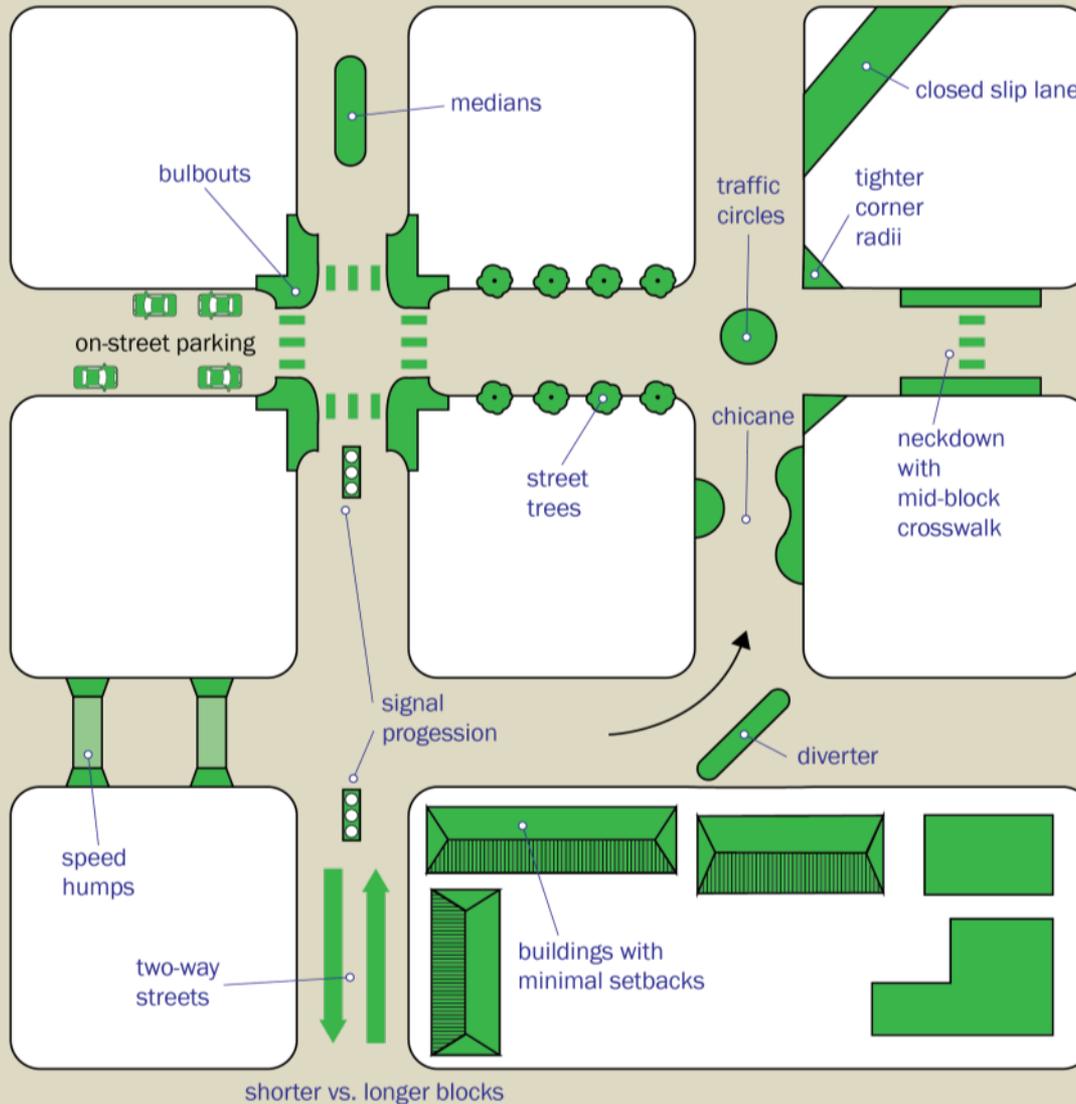


Action Plan Vision

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

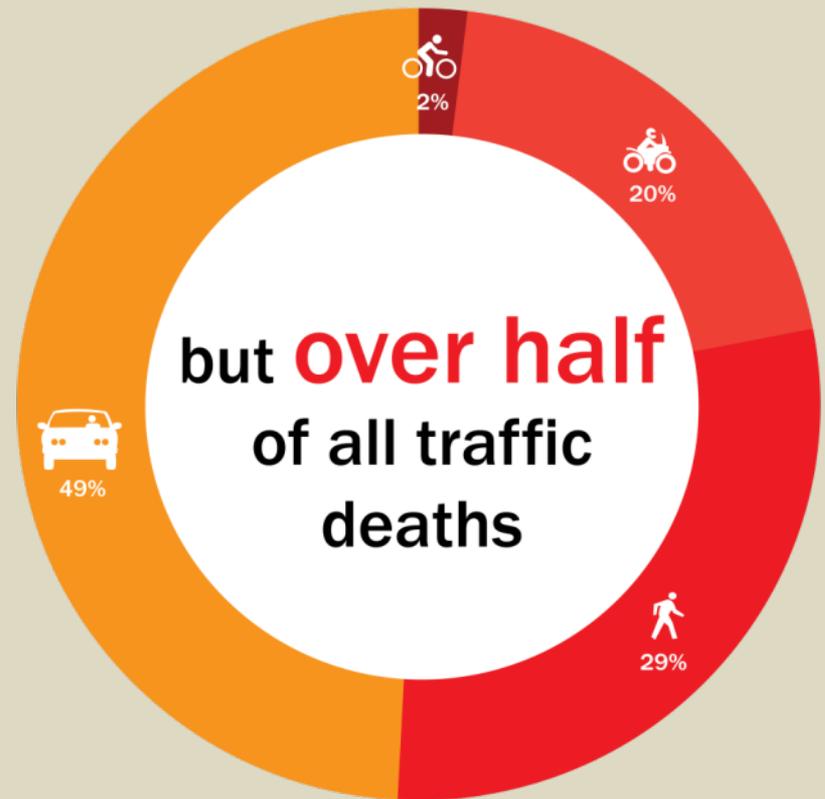
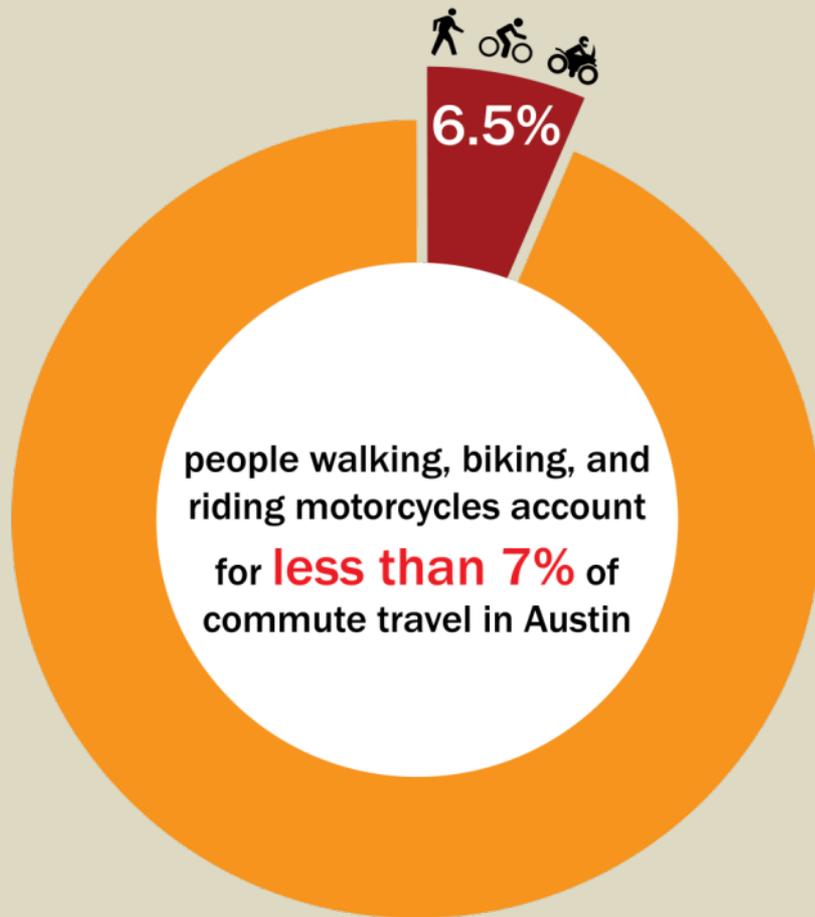
- land use, transportation, infrastructure, engineering, & design;
- enforcement & prosecution;
- education, culture change, public health, & equity.

Increased focus on design



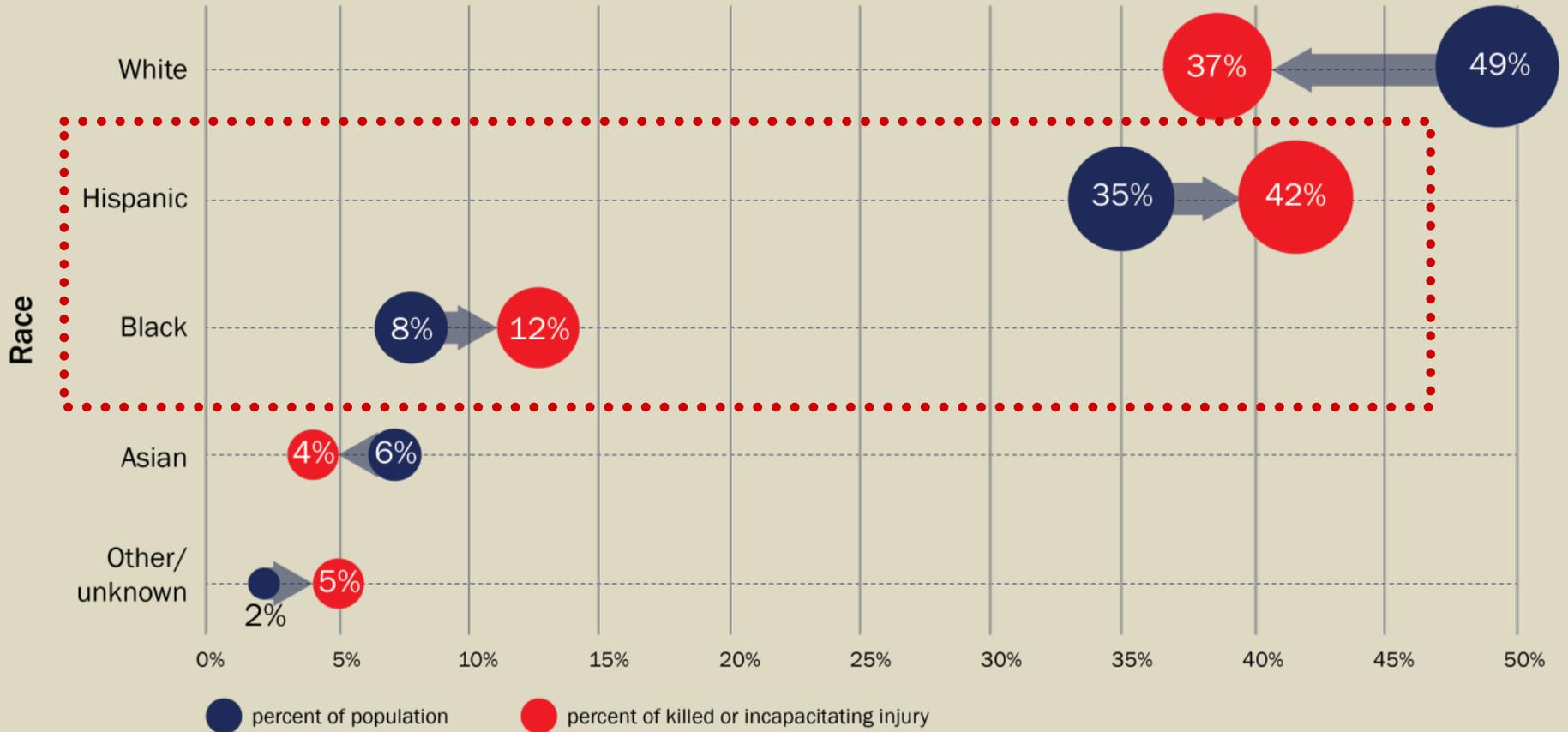
Equity

People walking, biking, & riding motorcycles



Equity

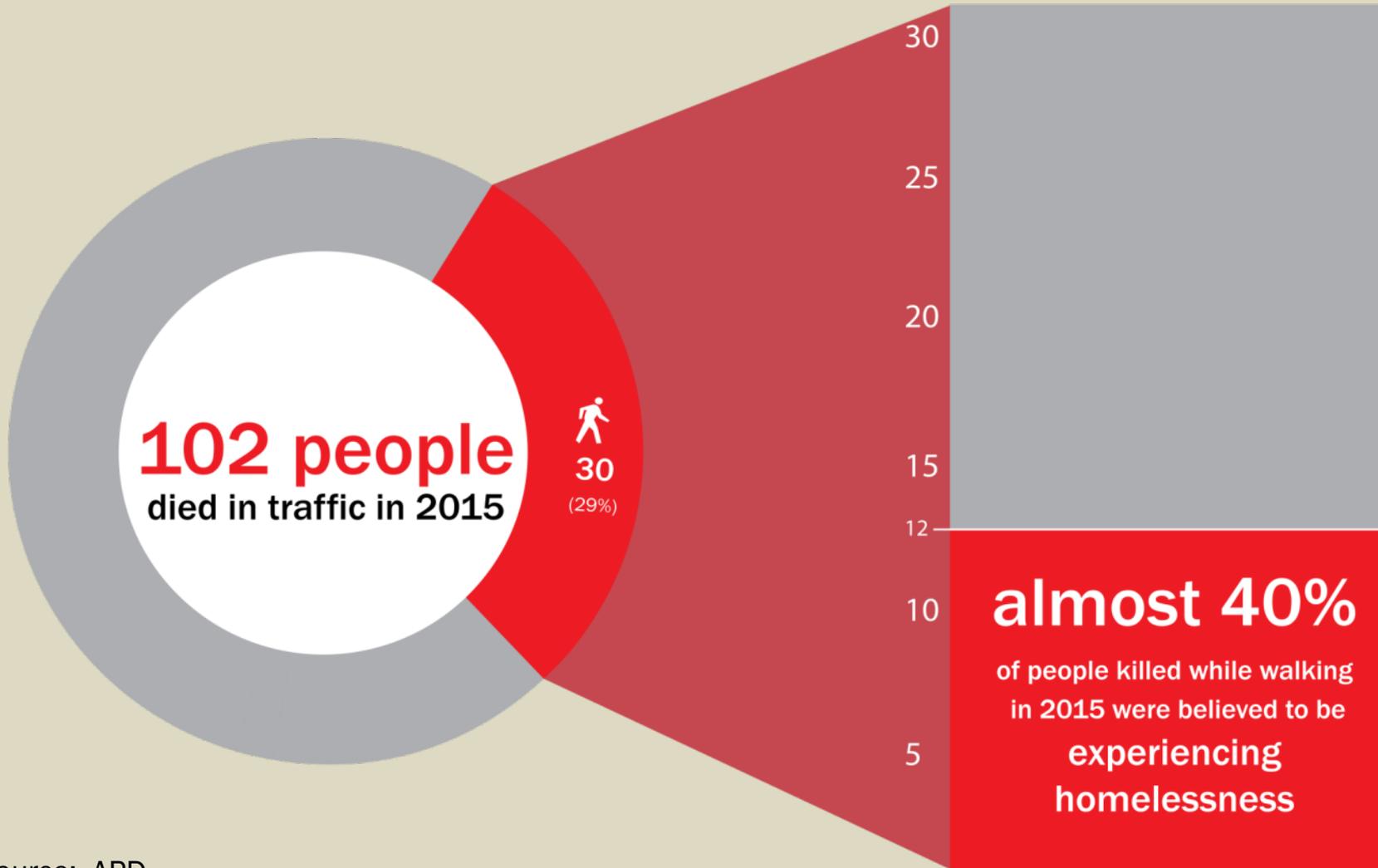
Black & Hispanic Austinites



Source: TXDOT and Census 2010

Equity

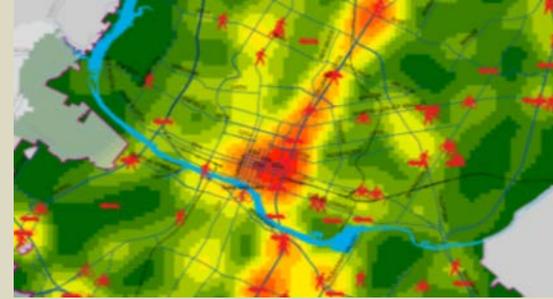
People experiencing homelessness



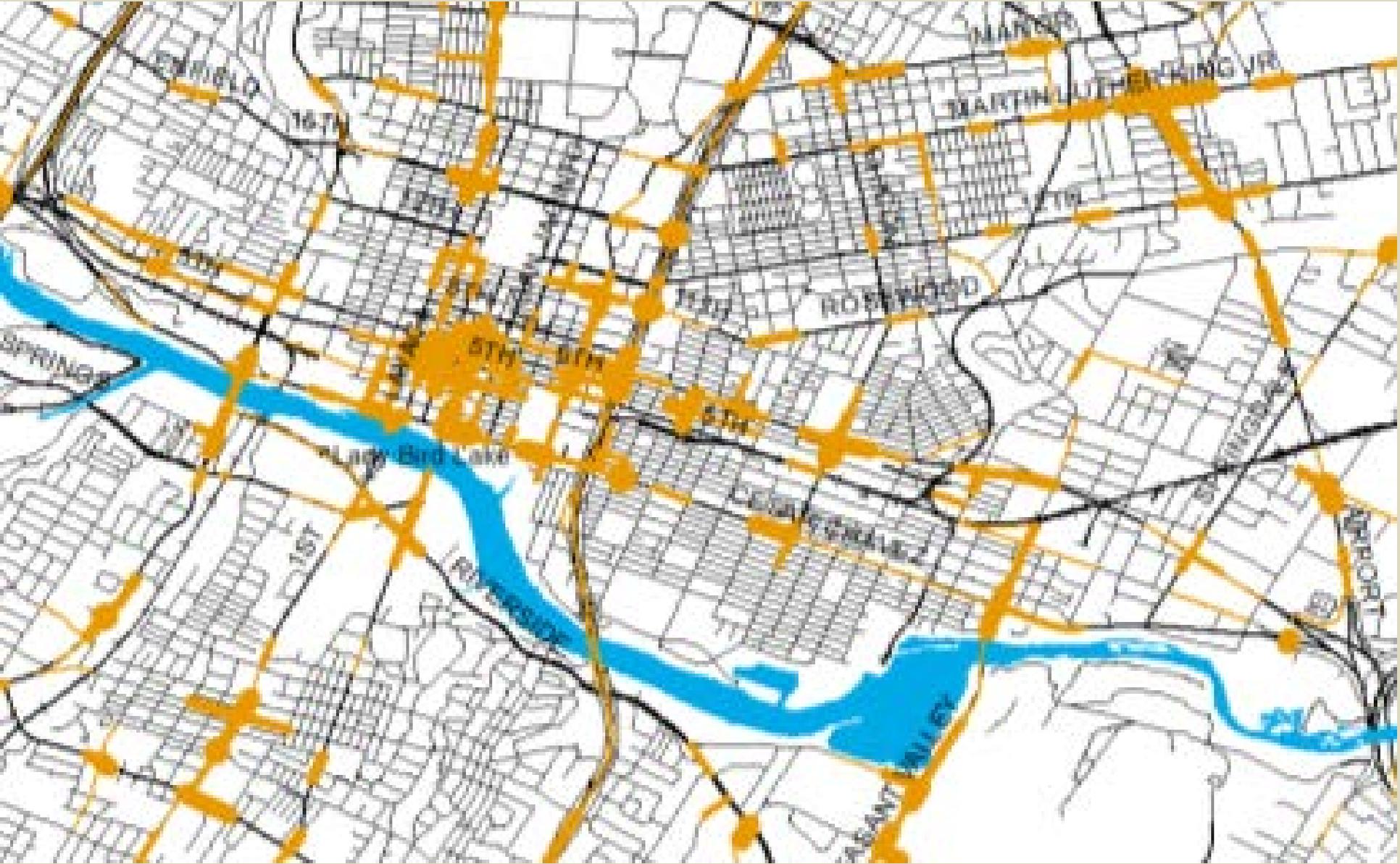
II. Actions

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



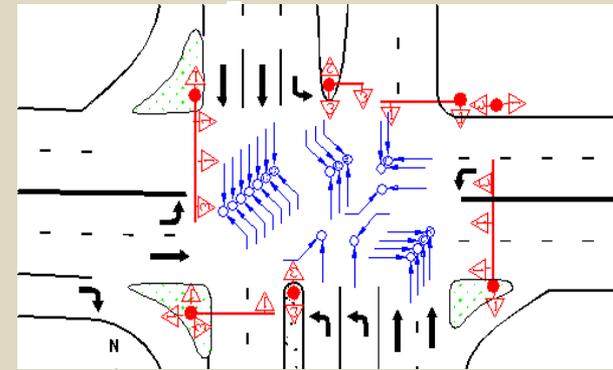
Actions address



Data quality,
collection,
sharing



Analysis &
mapping



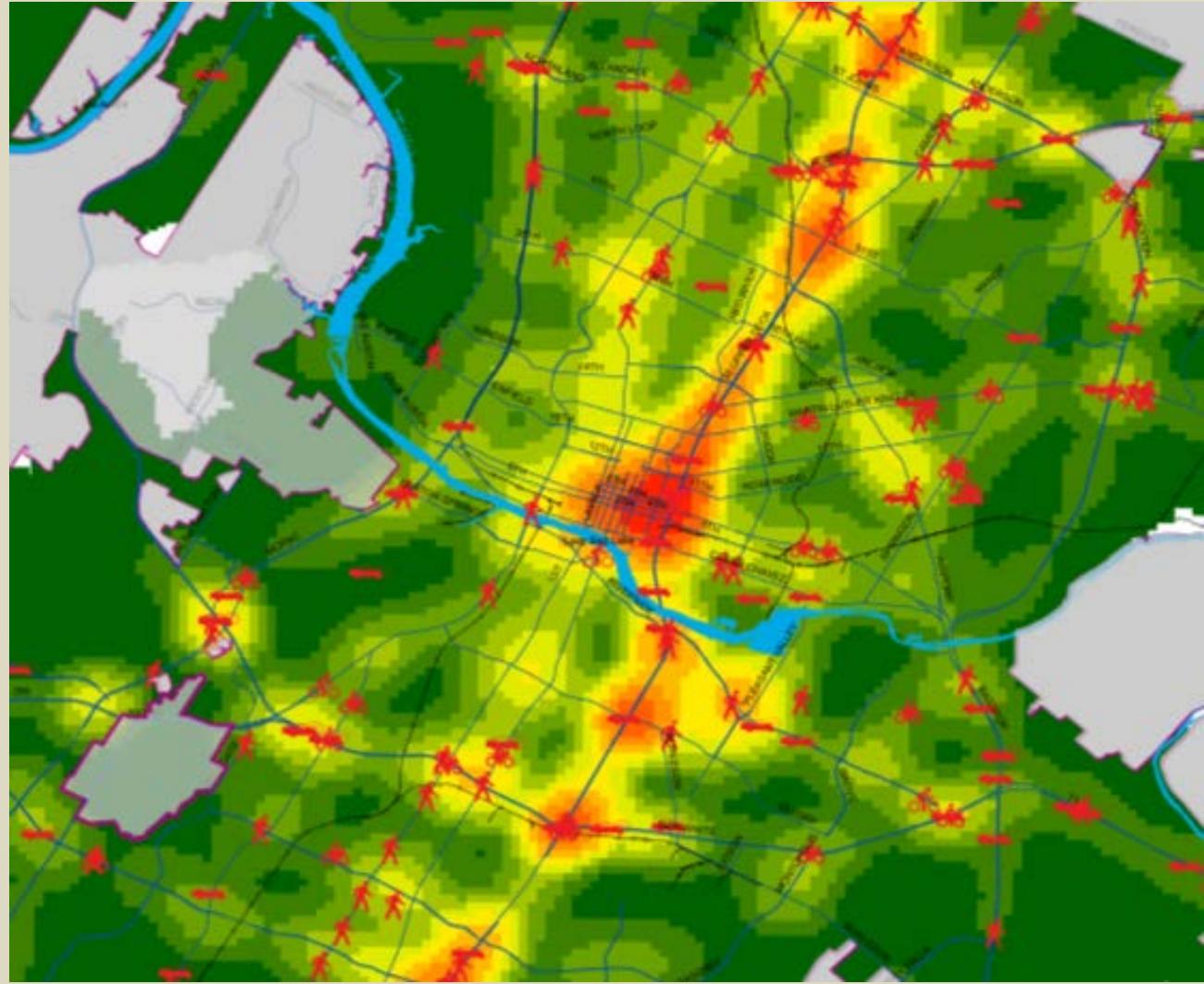
Evaluation

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



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, & community coordination

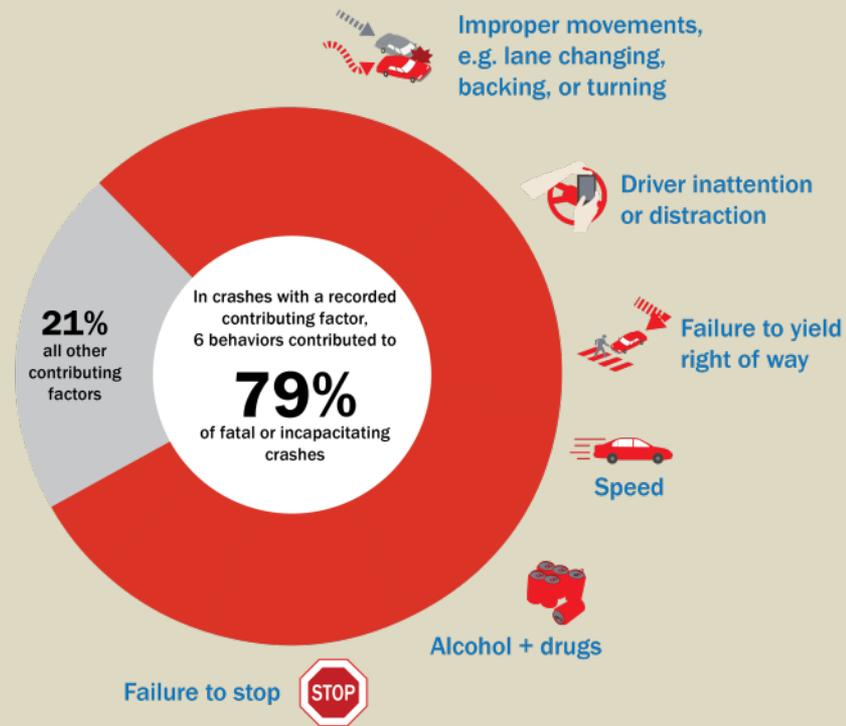
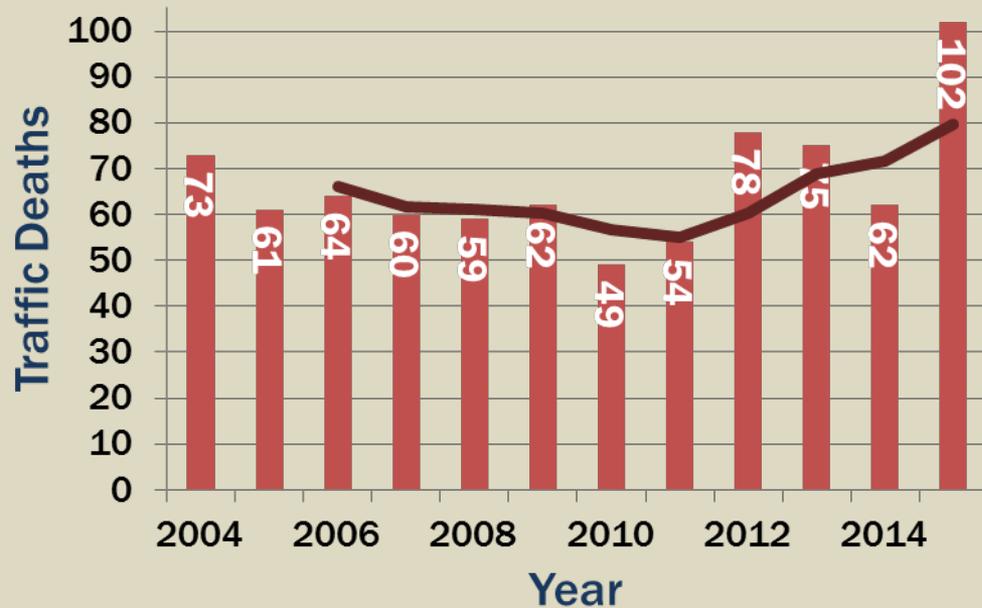


Continue the Vision Zero Task Force

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

**May 10: Urban Transportation
Commission**

May 19: City Council

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?