Smart Safe Streets Now

VISION ZERO

1 TRAFFIC DEATH IS TOO MANY
PRESENTATION OVERVIEW

WHAT IS VISION ZERO?

DOES IT MAKE SENSE FOR US?

IS VISION ZERO WORKING?

HOW DO WE GET STARTED?

AWARENESS RAISING
WHAT IS VISION ZERO?
In 2008, Lizi Rahman's son Asif died on Queens Boulevard. 

“After his death, when I came to visit Queens Boulevard, I was shocked to see that there was no bike lane,” she said. 

“And I couldn’t help thinking that if there was a bike lane on Queens Boulevard, maybe my son would still be alive.”
In the Neighborhood  (Boston, MA)

mandana.moshtaghi
Roslindale, Massach...

annadepointoise, kian_salajegheh, kiarash_kiai, amhq, rezarp, mahlet4w and ahmadbakhshi913 like this

mandana.moshtaghi Early Sat morning
Sign/Sencil Effort by #WURSC members at recent #pedcrash locations.

Sign reads:
BE AWARE one of our neighbors was hit by a car HERE.
EVERYONE proceed with caution.

#WALKUPROslindale #visionzero #pedestriancrash #boston #walkablecity #walk #safetymatters
gaz_alak I wish they had it in Iran too!
mandana.moshtaghi @gaz_alak 😊...
mandana.moshtaghi @gaz_alak 😊...
mandana.moshtaghi @gaz_alak 😊...yes...and I am so sorry...
gaz_alak 😊😊 @mandana.moshtaghi
A Call to Action (San Francisco, CA)

VISION ZERO IN OTHER U.S. CITIES: OVERVIEW
VISION ZERO IN OTHER U.S. CITIES: OVERVIEW
OVERVIEW: New York, NY

• Large, unique city but one of the earliest adopters in US, so more information on approach and success.
• Plan published in 2014
• 7 city agencies involved
• Organized by responsible agencies/roles rather than safety focus area
• Areas of action:
  • Law Enforcement
  • Legislation
  • Street design and regulation
  • City government practices
  • Outreach
OVERVIEW: San Francisco, CA

• Adopted Vision Zero plan in 2014 - Zero deaths by 2024
• Build culture that prioritize traffic safety
• Oversight:
  • Mayor Edwin M. Lee
  • City Agency Boards and Commissions
  • Citywide Vision Zero Task Force
  • SF County Transportation Authority Vision Zero Committee
  • 14 city agents/authorities signed Vision Zero Pledge
• Set benchmarks (outcome goals). Examples:
  • Decrease total severe and fatal injuries
  • Increase miles of streets/intersections receiving safety improvements
  • Decrease speeds on SF streets
• [http://visionzerosf.org/](http://visionzerosf.org/)
OVERVIEW: Washington, DC

- Commitment signed by 23 city agencies/authorities
- Action plan 2015, zero fatalities and serious injuries by 2014
- After Mayor launched initiative:
  - Review of past plans and programs
  - DC agency workgroups convened
  - Residents shared concerns/suggestions regarding specific locations
- [http://www.dcvisionzero.com/](http://www.dcvisionzero.com/)
Review Across Example Cities: Commonalities

• Reducing Traffic Speeds
• Commitment to interdepartmental coordination
• Specific action items with assignment of responsibility for action items to specific agencies
• Discussion of funding
• Robust, interactive websites that include full plan, data, and opportunities for public engagement
Review Across Example Cities: Commonalities

- Many Vision Zero Measures are Low Cost

San Jose: upgrading street lights from “yellow” sodium vapor to brighter / more energy efficient “white” LED

Speed radar signs are being installed around Boston! Please be mindful of your speed and keep your vehicle under control.

Vision Zero Boston - visionzeroboston.org
DOES IT MAKE SENSE FOR US?
Does Vision Zero Make Sense Here?

Traffic Deaths per 100,000 Residents

- US: 10.1
- Florida: 12.5
- Hillsborough: 12.7

33 people EXTRA die, each year
Some of the County’s Many Fatal Crash Victims

Eugene Fischer, 65
India Welch, 24
Emily Lopez, 17
LaMour Welch, 29
Ernest Kelly, 12
What’s the Problem?

Over Half of “Severe Injury” and “Fatal” Crashes occur along **Urban Major Roadways**.

**Severe Crashes:**
- Rear-End: 26%
- Angle/Left Turn: 34%
- Bike/Ped: 11%
- Lane Departure: 18%
- Other: 11%

**Fatal Crashes:**
- Rear-End: 5%
- Angle/Left Turn: 25%
- Sphere Departure: 20%
- Bike/Ped: 31%
- Other: 18%

*Severe Crashes:*

*Fatal Crashes:*

Over Half of “Severe Injury” and “Fatal” Crashes occur along **Urban Major Roadways**.
"I had no idea this person was an officer until the moment he was right next to me," she explained. "He was basically just able to get in front of me, and not a second or two later the oncoming driver and him, their paths crossed." Reflecting on the deadly crash, Sarah Geren told ABC News, "I absolutely feel that he [the deputy] looked at the situation that was going on and he made a split second decision to move in front of me to save me."
...and already impacting the community
...and already impacting the community

IS VISION ZERO WORKING?
New York City: Year One Report

• Street Design
  • Improved design at 50 intersections and corridors including more pedestrian space, clarifying lane markings, reducing crossing distances, and installing new protected bike paths

• Enforcement
  • Increased summonses for speeding (42%), and failure to yield (125%).
  • Increased penalties for dangerous driving
  • Increased number of speed cameras for use in school zones across city
  • Taxi and Limousine Commission launched Safety Squad

• Education
  • New public campaigns against reckless driving
<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Citywide Public Events</td>
<td>50</td>
<td></td>
</tr>
<tr>
<td>LIDAR Guns Purchased</td>
<td>226</td>
<td></td>
</tr>
<tr>
<td>Schools Received Street Safety Education</td>
<td>620</td>
<td></td>
</tr>
<tr>
<td>Speed Bumps Installed</td>
<td>400</td>
<td></td>
</tr>
<tr>
<td>New Default Speed Limit</td>
<td>25</td>
<td></td>
</tr>
<tr>
<td>Speed Boards Deployed</td>
<td>113</td>
<td></td>
</tr>
<tr>
<td>Additional Speed Cameras Authorized</td>
<td>120</td>
<td></td>
</tr>
<tr>
<td>Safety Projects at Intersections and Corridors</td>
<td>57</td>
<td></td>
</tr>
<tr>
<td>CANceivers Installed</td>
<td>15,306</td>
<td></td>
</tr>
<tr>
<td>Arterial Slow Zones Created</td>
<td>27</td>
<td></td>
</tr>
</tbody>
</table>
HOW DO WE GET STARTED?
Local Partners Supporting Vision Zero Activities

- Hillsborough MPO
- Hillsborough County
- City of Tampa
- Tampa Downtown Partnership
- Florida DOT
- Walk Bike Tampa
- Tampa General
- St. Josephs
- Florida Hospital
- CUTR
Potential New Area Partners

- Government
  - TBARTA (Tampa Bay Area Regional Transportation Agency)
  - HART (bus agency)
  - Public health agencies
  - Hillsborough School District
- Universities
  - University of South Florida
  - University of Tampa
- Other organizations
  - Association of HOAs
  - Seminole Heights HOA
- Westshore Alliance
- New North Transportation Alliance
- Community Safety Traffic Safety Team
- Advocacy groups
  - Bike Walk Tampa Bay Coalition
  - MADD
- Law Enforcement/Courts
  - Hillsborough County Sherriff's Office
  - Tampa Police Department
  - Plant City Police
- Department
  - Temple Terrace Police Department
  - USF Police
  - Public Defenders
- Other
  - Developer Jeff Vinik
  - Coast Share
  - Bike Valet
  - Green Artery
## Vision Zero Components

<table>
<thead>
<tr>
<th>No.</th>
<th>Component</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Political Commitment</td>
</tr>
<tr>
<td>2</td>
<td>Multidisciplinary Leadership</td>
</tr>
<tr>
<td>3</td>
<td>Action Plan</td>
</tr>
<tr>
<td>4</td>
<td>Equity</td>
</tr>
<tr>
<td>5</td>
<td>Cooperation and Collaboration</td>
</tr>
<tr>
<td>6</td>
<td>Systems-based approach</td>
</tr>
<tr>
<td>7</td>
<td>Data-Driven</td>
</tr>
<tr>
<td>8</td>
<td>Community Engagement</td>
</tr>
<tr>
<td>9</td>
<td>Transparency</td>
</tr>
</tbody>
</table>
Vision Zero Concepts and Principles

• Achieving a goal of no fatalities or serious injuries from traffic crashes.

• Different from traditional traffic safety programs:
  • Traffic deaths are preventable
  • Focus on system failure, systems approach to safety
  • Cross-pollinates engineering, enforcement, and public health perspectives
  • Data-driven process & decisions
  • Road safety as a social equity issue
Vision Zero Resources

- Vision Zero Network
  - Resources to help cities reach their goal
  - Collaborative campaign, bringing people together to share strategies and support leadership

- Vision Zero Cities Conference
Lessons from 2016 VISION ZERO Cities Conference

- VISION ZERO is a national movement
- ZERO is the right number
- We get what we build for
- Traffic violence is a public health crisis
- Storytelling is central
- Reducing speeds is critical and possible
- Implementation & enforcement must be equitable
- Data isn’t a one-way street
- Not just about individual drivers
- Ensure everyone has a voice
AWARENESS RAISING
Examples from Cities In Progress

Identify Existing Partnerships/Resources

Personal Storytelling

Getting People Involved

In Person Outreach
Identify Existing Partners and Resources

Don’t want to:

• Alienate existing efforts
• Miss opportunities to leverage resources
• Compete with current programs
VISION ZERO IN OTHER U.S. CITIES: STORYTELLING
VISION ZERO IN OTHER U.S. CITIES: STORYTELLING

STORYTELLING: Asking for Stories

In vision zero cities, one of the key strategies to reduce traffic fatalities and injuries is storytelling. Citizens are encouraged to share their personal stories and experiences related to traffic safety. These stories can be in the form of videos, photos, or written narratives. The goal is to make the issue of traffic safety more personal and to engage the community in the solution. Stories can be submitted to local transportation agencies or through online platforms dedicated to vision zero initiatives.

Your Story

Have you been affected by a serious traffic injury or traffic death in the City of Los Angeles, either as a survivor or friend or family member of a victim? Please tell us your story, and let us know how to reach you. Email us at info@visionzero.org with your name, phone number, and story.

The story can be used to raise awareness, inspire action, and bring about changes in policies and practices to make the streets safer for everyone.
OUTREACH: Make it about the Community

Engage everyone in identifying problems and solutions
OUTREACH: Getting People Involved

• LA Vision Zero: asking people to tell them where to start
OUTREACH: Getting People Involved

- DC, Boston crowdsourcing maps to get info on traffic safety concerns, not just crashes
OUTREACH: Where the People Are

• Outreach at DC Metro Stations
VISION ZERO IN OTHER U.S. CITIES: OUTREACH

OUTREACH: Alternative Methods

• Mural on side of building in New York City
OUTREACH: Turn Engagement into Action

- Develop a Plan
- Identify Strategies
- Assign Responsibility / Discuss Funding
- Measure Performance
<table>
<thead>
<tr>
<th>Action</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recognize crashes as a form of violence &amp; public health problem</td>
<td>Recognize crashes as a form of violence &amp; public health problem</td>
</tr>
<tr>
<td>Make ZERO the only acceptable number</td>
<td>Make ZERO the only acceptable number</td>
</tr>
<tr>
<td>Engage the Public</td>
<td>Engage the Public</td>
</tr>
<tr>
<td>Leverage existing partners/efforts</td>
<td>Leverage existing partners/efforts</td>
</tr>
<tr>
<td>Commit leadership, resources, and time</td>
<td>Commit leadership, resources, and time</td>
</tr>
<tr>
<td>Formalize a Plan</td>
<td>Formalize a Plan</td>
</tr>
<tr>
<td>Assign Responsibility</td>
<td>Assign Responsibility</td>
</tr>
<tr>
<td>Implement</td>
<td>Implement</td>
</tr>
<tr>
<td>Evaluate/Update</td>
<td>Evaluate/Update</td>
</tr>
</tbody>
</table>

What Now for Hillsborough County? A Call to Action

VISION ZERO IN HILLSBOROUGH COUNTY TODAY
Make Streets Safe for Everyone….

ALL Road Users

ALL Ages

ALL the Time
QUESTIONS / COMMENTS / DISCUSSION