

Urban Transportation Commission

November 10, 2015



any traffic death is too many



**Austin's a great
place to live...**

A row of five glowing, futuristic, rounded rectangular objects, possibly lights or sensors, are arranged on a dark, reflective surface. The objects are illuminated from within, casting a warm, orange glow. A bright light source on the left creates a strong lens flare and illuminates the scene. The background is dark and atmospheric, with a hint of a structure or tunnel.

**...but it's not without
problems**

**Over 700 total traffic
fatalities since 2004**





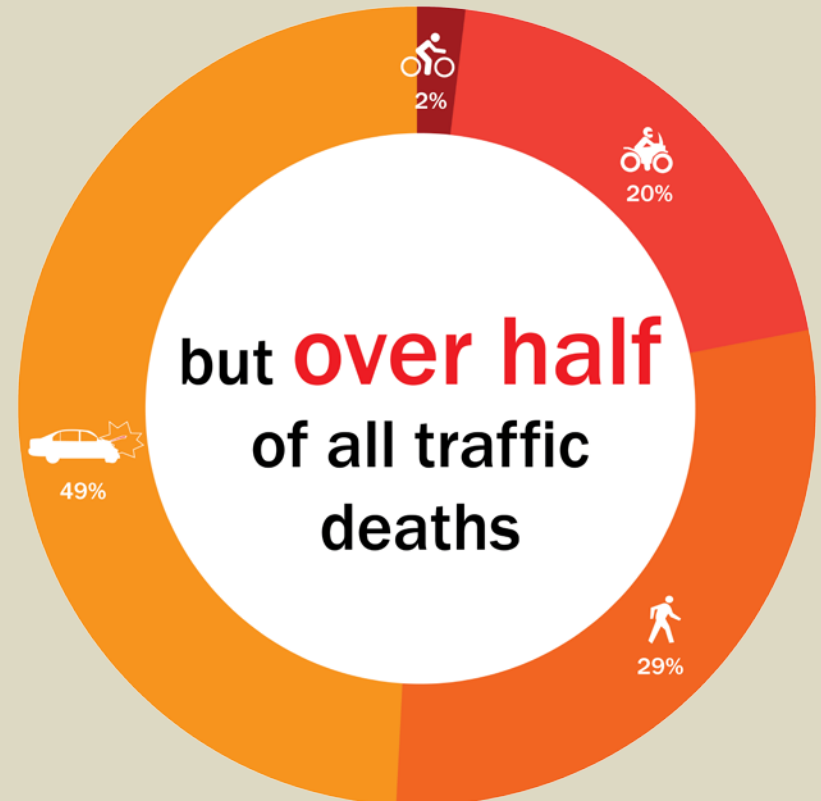
**Austin is the 13th most
dangerous city for
cities over 500K**



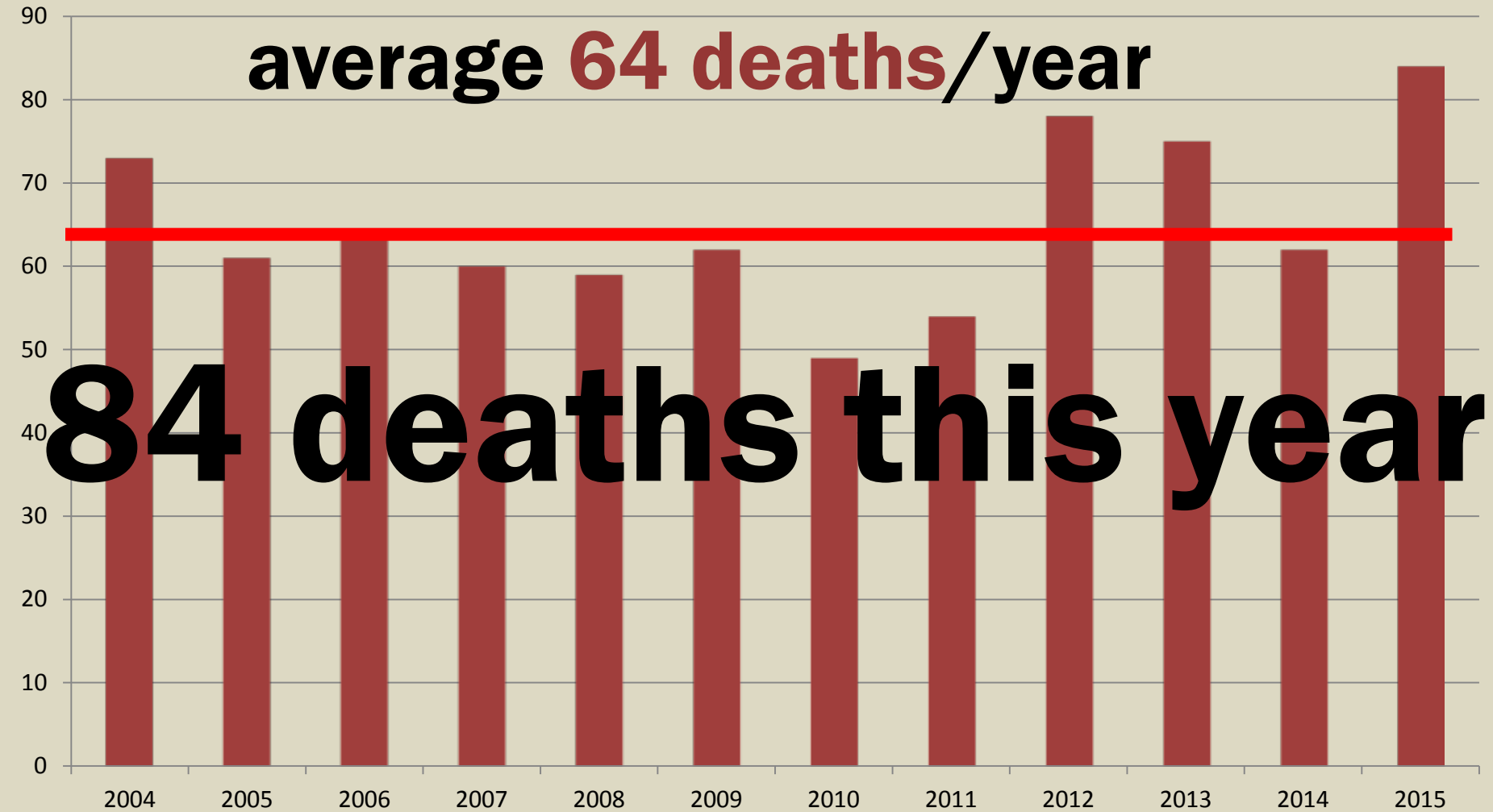
**Austin is the 7th most
dangerous city for
people walking**

Who's Affected?

disproportionately, people walking, biking, & riding motorcycles



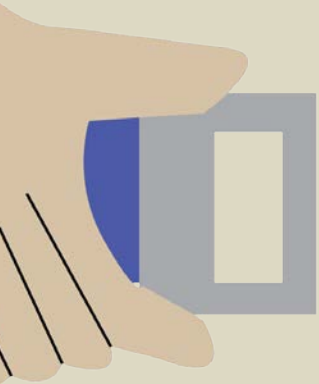
Austin traffic deaths



Source: City of Austin Annual Crime and Traffic Reports



& 64 people are killed in crashes



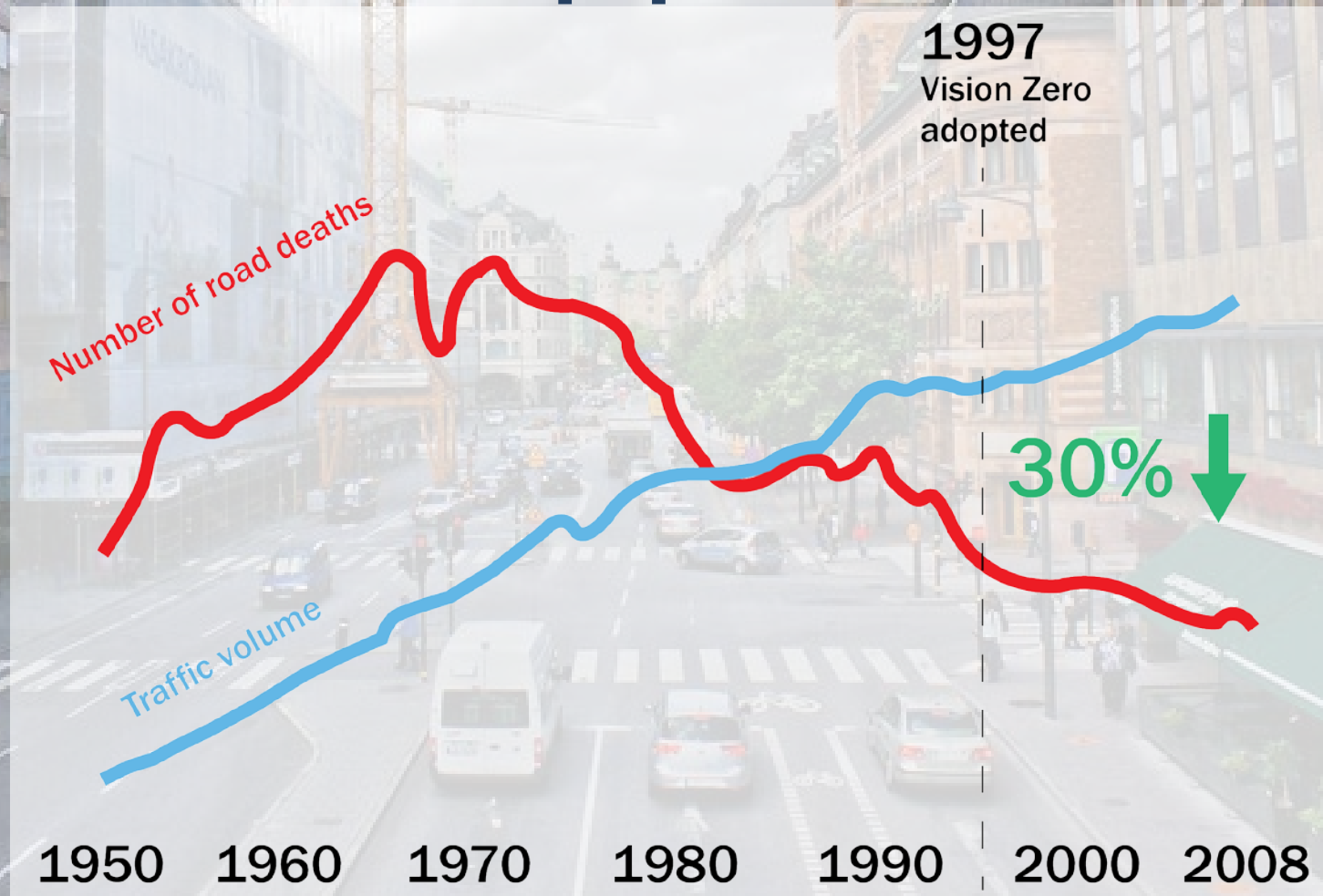
Public health problem
like smoking or not wearing a
seatbelt





Traffic injuries & deaths are
preventable; therefore
none are acceptable

Sweden's fatalities have dropped 30%





NYC had the fewest
traffic fatalities since
1910

Utah has reduced
traffic fatalities 48%
since 2003





Provo is the largest
city to achieve zero



People will make mistakes;
those mistakes shouldn't
be fatal



Safety is the **primary**
consideration in transportation
decision-making



Traffic safety solutions must be
addressed **holistically** through
education, enforcement,
engineering/design



aims to achieve **zero deaths**
& zero serious injuries
while traveling in Austin

Policy in **Imagine Austin**: LUT P45

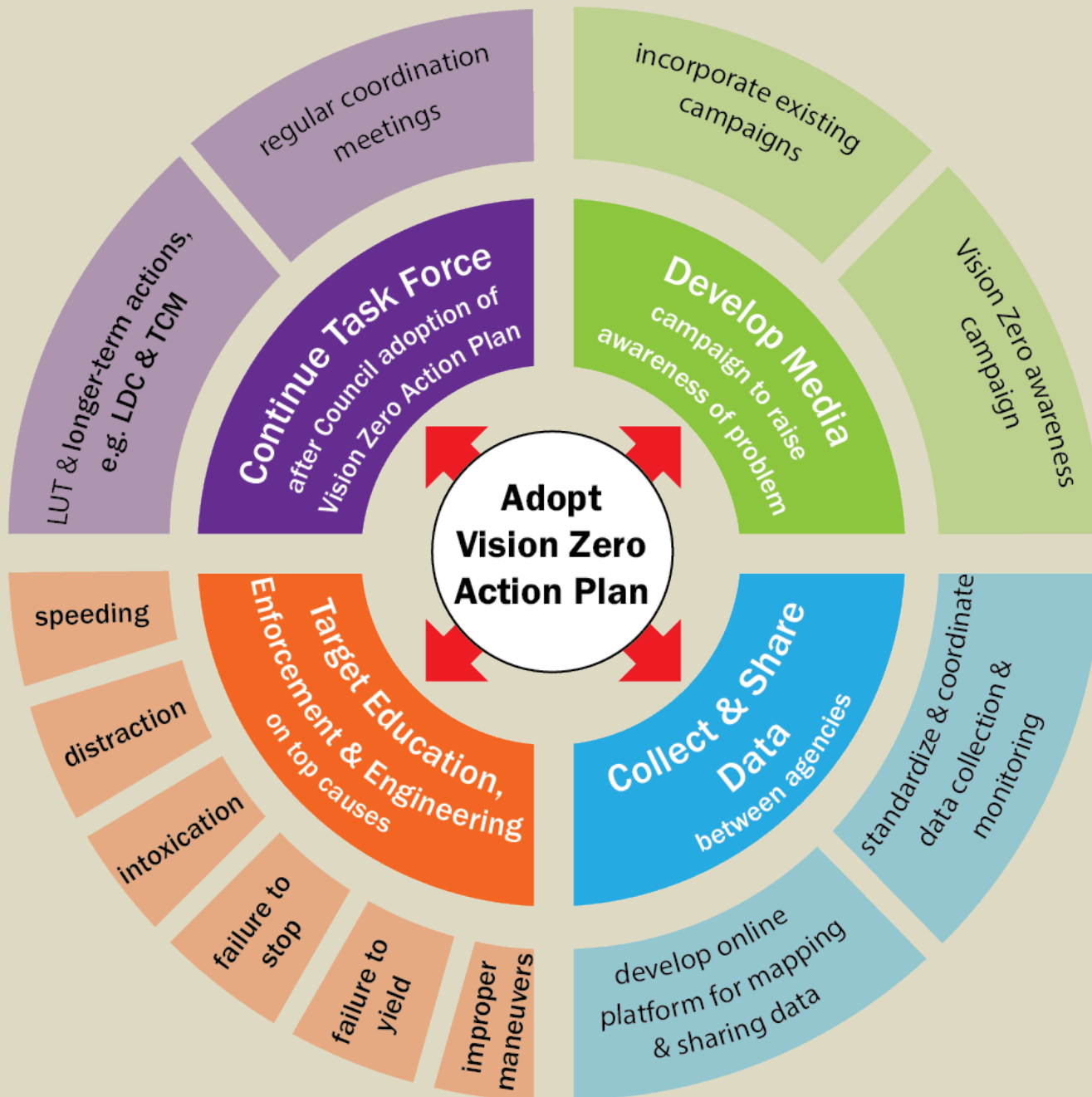
“The City commits itself to eliminating transportation-related deaths and serious injuries through a holistic Vision Zero approach. Improving safety through land use, urban design, transportation engineering, education, and enforcement is foundational to Austin becoming a city of complete communities. Safety is the top priority for the transportation system and requires a collaborative, multipronged approach using the guiding principles of Vision Zero...”

- Traffic deaths and injuries are a preventable public health issue. Any death is too many.
- People will make mistakes; the transportation system should be designed so those mistakes aren't fatal.
- Safety should be the primary consideration in transportation decision-making.
- Traffic safety solutions must be addressed holistically through:
 - Education and culture change,
 - Enforcement and prosecution, and
 - Land use and transportation engineering.”

2. Add new action LUT A47 (p 233): “Create an ongoing Vision Zero Task Force to develop a Vision Zero Action Plan and subsequent updates to that Action Plan”





3. Add new policy LUT P45 and new action LUT A47 to the following priority programs, and Vision Zero Action Plan to their related city initiatives:

- a. Priority Program #1. Invest in a compact and connected Austin (p 187)
- b. Priority Program #7. Create a Health Austin program. (p 205)

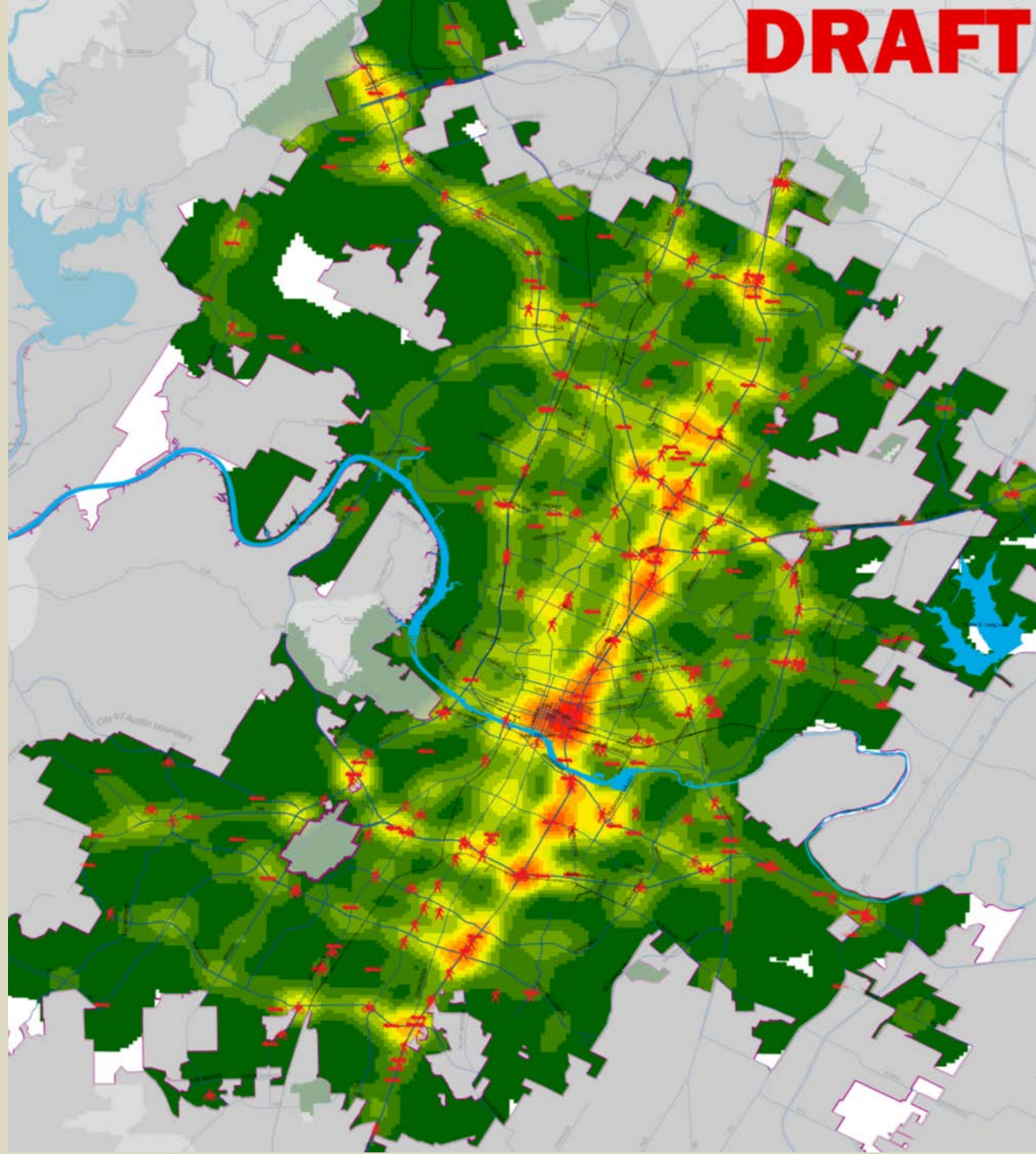


1. Data

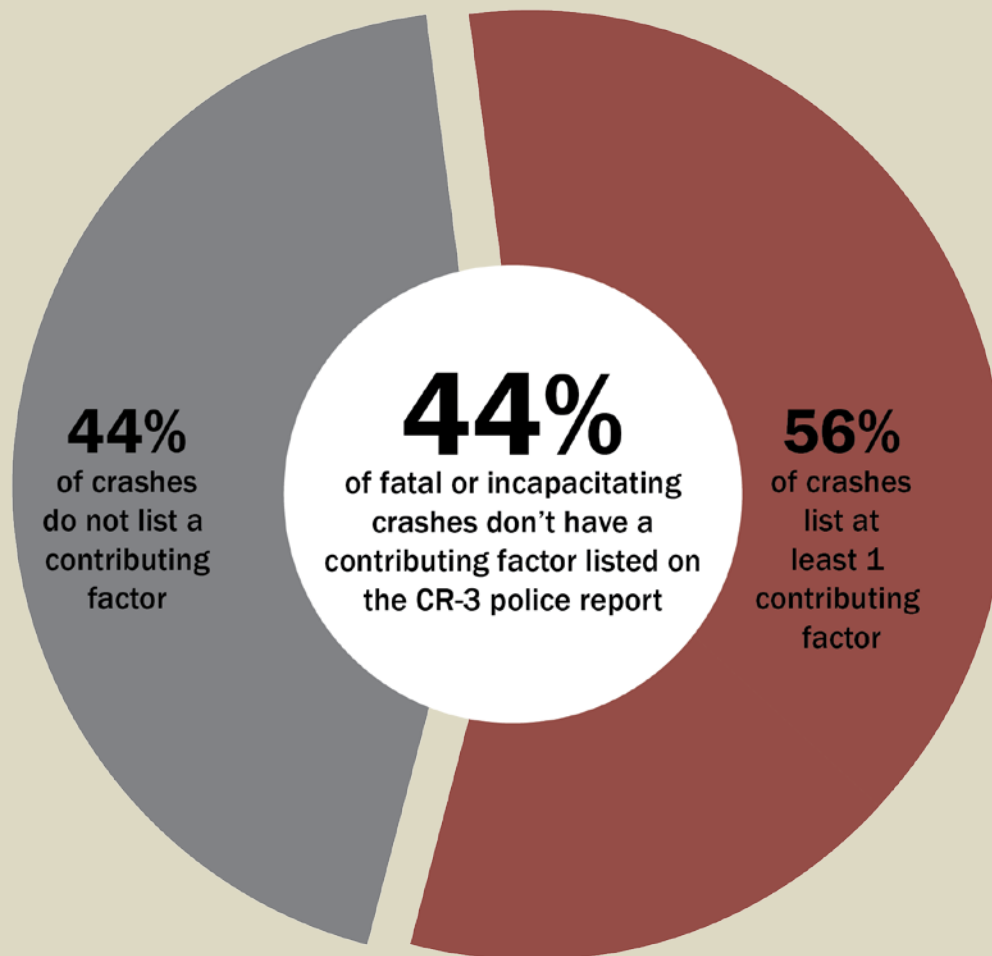
Deaths by mode

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

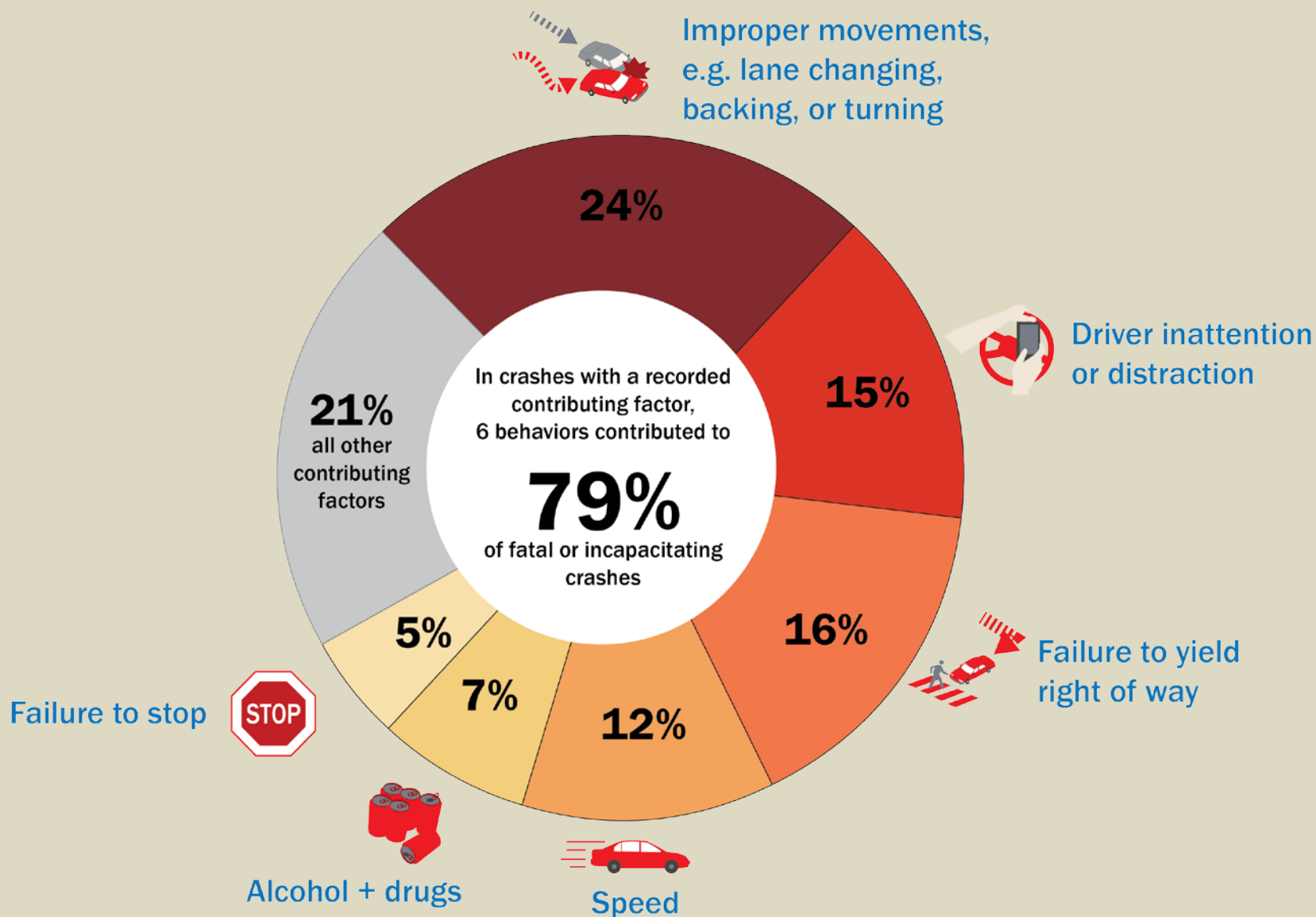
Concentration of injuries & deaths



Contributing Factors



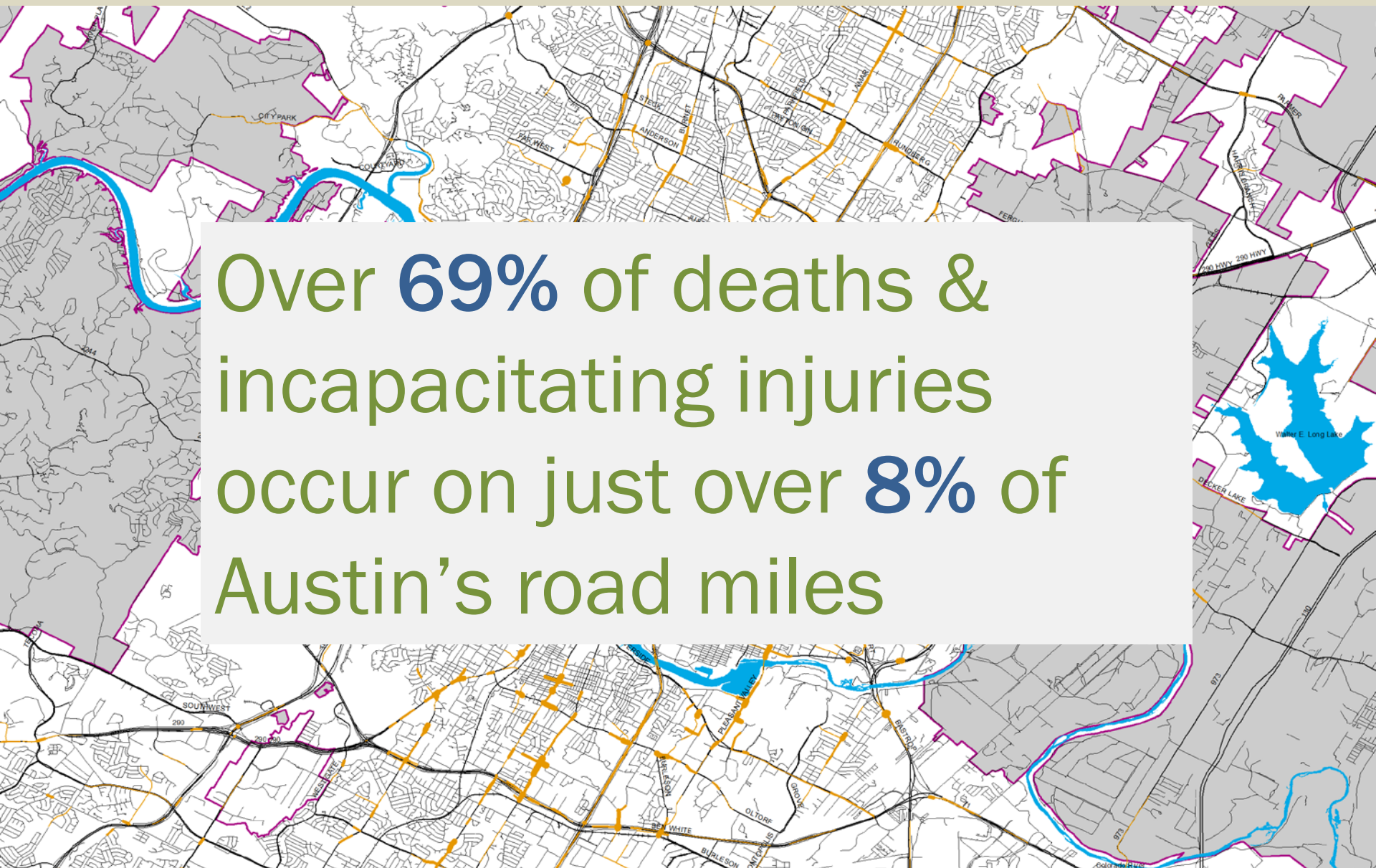
Contributing Factors



2. Target Education, Enforcement & Engineering



Incapacitating Injuries & Deaths Road Network Map

A detailed map of Austin, Texas, showing the road network. Major roads are highlighted in orange, and smaller roads are in black. Water bodies, including the Colorado River and several lakes, are shown in blue. The map is overlaid with a semi-transparent white box containing text. The text states that over 69% of deaths and incapacitating injuries occur on just over 8% of Austin's road miles. The map also shows various city blocks and landmarks, with some areas shaded in grey and pink.

Over **69%** of deaths & incapacitating injuries occur on just over **8%** of Austin's road miles

3. Develop Media Campaign



WHERE TO?
THE SIX TRAIN OR SIX FEET UNDER?

The choice is simple.
Choose not to drink and drive.



After you drink, think.

4. Use the Task Force to continue multi-departmental & agency coordination



ROAD TO VISION ZERO

NOV 2014
CITY COUNCIL CREATES
TASK FORCE



JAN - AUG 2015
RESEARCH +
ANALYSIS

AUG - NOV 2015
DRAFT POLICY +
RECOMMENDATIONS

WINTER 2015 - 2016
REVIEW BY COMMUNITY +
CITY COUNCIL ADOPTION