

# Council Mobility Committee

February 3, 2016

Police  
Transportation  
Planning & Zoning



any traffic death is too many

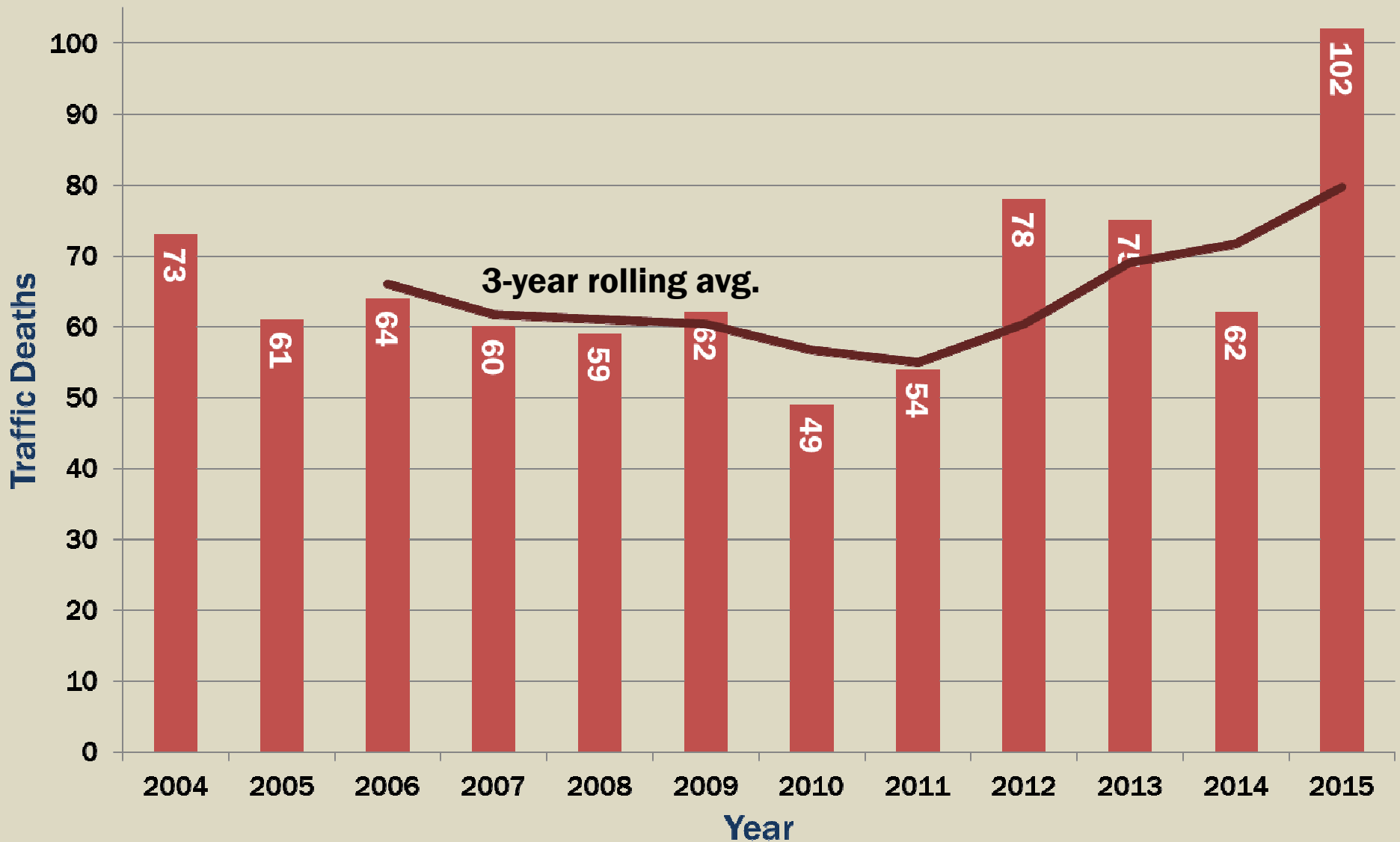
# Today's Presentation

- Problem
- Overview of Vision Zero Action Plan
- Next Steps
- Questions



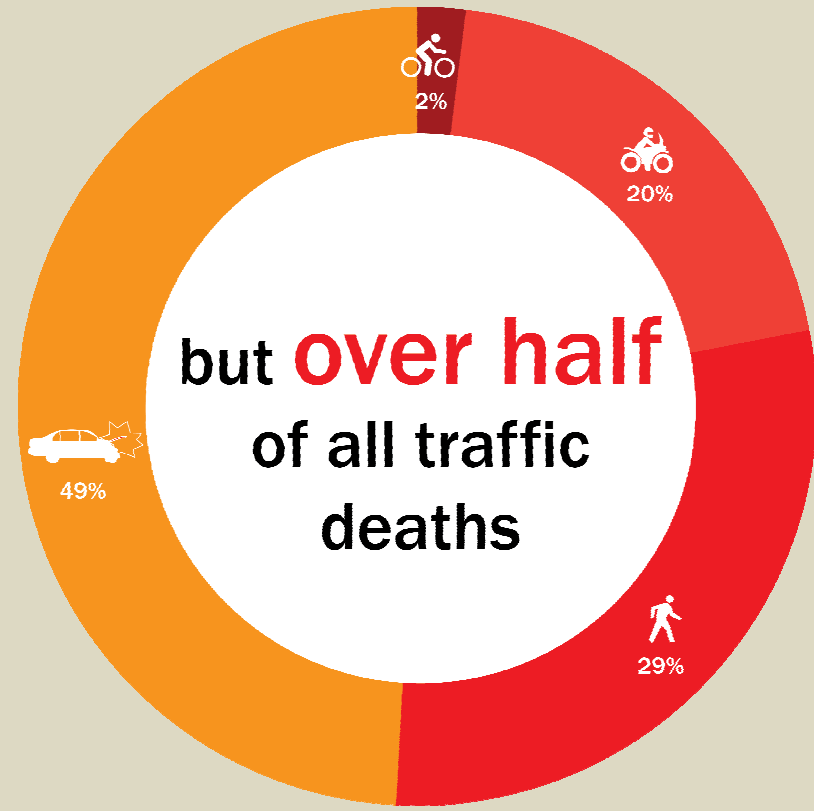
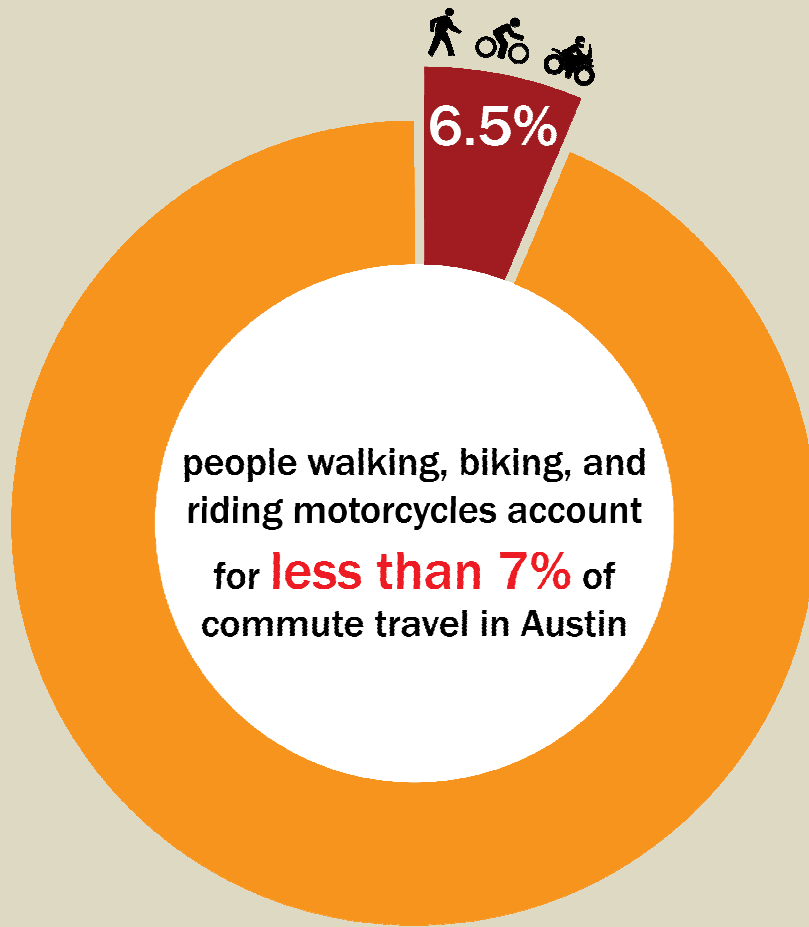
**64 people die in crashes**  
**in the average year**

# Austin traffic deaths



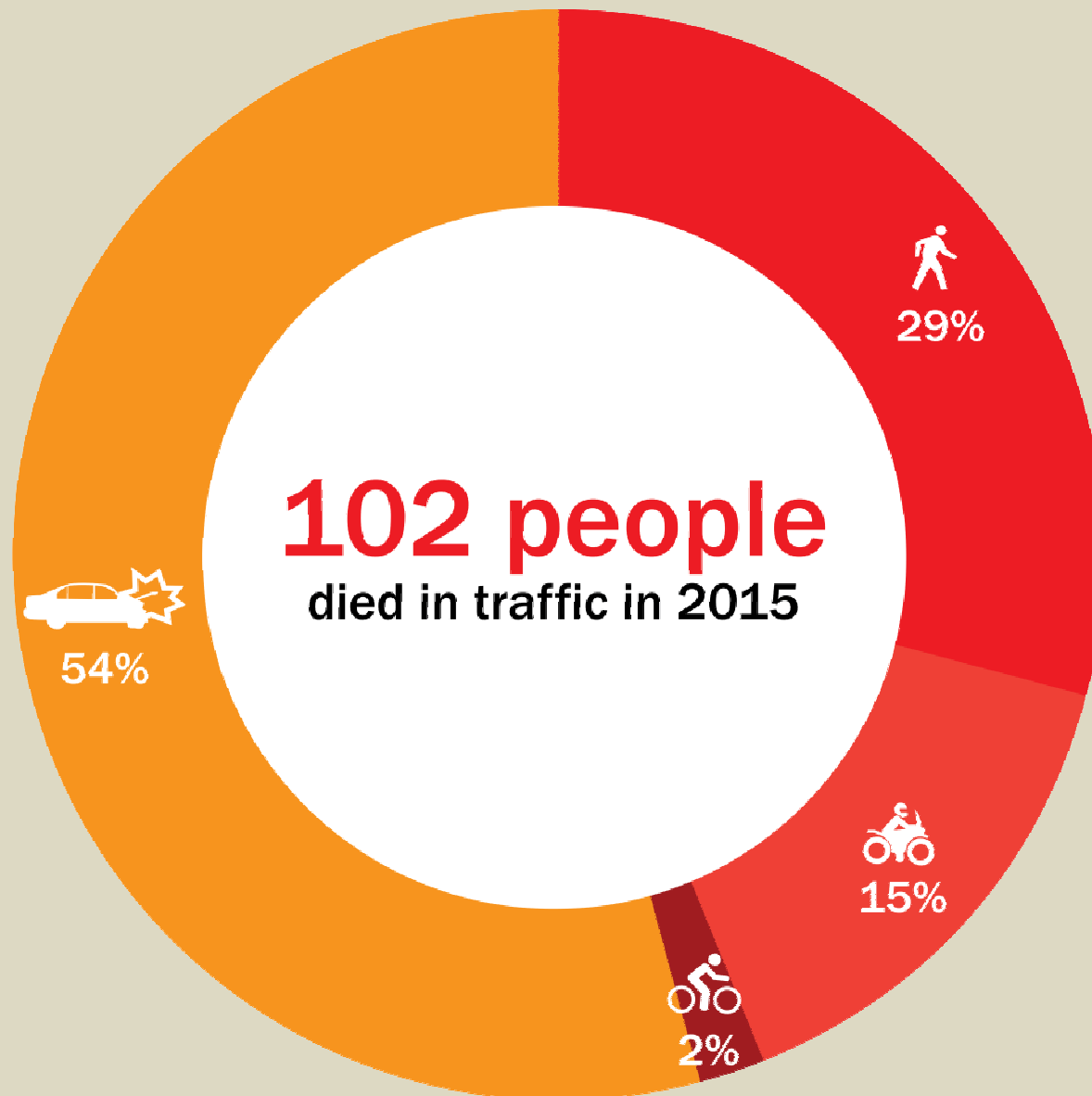
# Who's Affected?

disproportionately, people walking, biking, & riding motorcycles



Source: APD and Census 2013 5-year ACS Journey to work

# 2015 Deaths by Transportation Mode



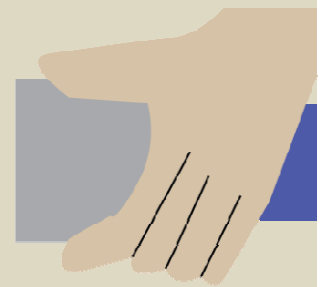
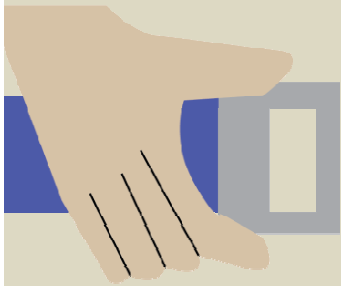
Source: APD

## **2015 characteristics** (% all fatal crashes)

- **61%** Impaired
- **33%** Speeding involved
- **28%** Pedestrian - Failure to Yield Right of Way
- **34%** Drivers involved in fatal crashes with suspended or no Driver's License (DL)
- **33%** No Seatbelt
- **35%** No Helmet (motorcyclists)
- **43%** occurred on High-Use Roadways
- **45%** occurred between midnight and 6 AM

Source: APD, current as of 1/8/16

**Public health problem**  
**like smoking or not wearing a**  
**seatbelt**





# Imagine Austin amendment

**Policy:** “The City commits itself to eliminating transportation-related deaths and serious injuries ...

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...**”

**Action:** “Create an ongoing Vision Zero Task Force to develop a Vision Zero Action Plan and subsequent updates to that Action Plan”



# 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.

# Past Safety Efforts

In May of 2013, The City of Austin joined the U.S. Department of Transportation's "Safe Streets and Safe People" Challenge for Safe People, Safer Streets. The Austin Transportation Department leads this effort in partnership with seven other City Departments to implement seven distinct challenges.



In November 2014, Austin City Council appointed a Vision Zero Task Force to make the recommendations for improving safety contained in this Vision Zero Action Plan.



From the Vision Zero Task Force's multiple State and community public Action Vision, past year efforts serve as

## 2014 AUSTIN BICYCLE PLAN



Bicycle Master Plan update adopted.



In May 2013, Austinites interested in walkability gathered at the Austin Walkability Summit, which focused on legal rights and enforcement to increase safety of people who walk in Austin & led to the formation of the Pedestrian Advisory Council.

Following the SXSW drunken driving incident that killed four people and injured almost two dozen, Police Chief Art Acevedo held a Traffic Safety Symposium in August, which worked to address many of the long-term issues contributing to intoxicated, impaired and aggressive driving.

2013

2009



3-foot passing law adopted in Austin.

The City also adopted a Bicycle Master Plan that pledges to reduce bicycle deaths and injuries by implementing safety measures for all roadway users, including bicyclists.

2014



In June, Austin's Complete Streets policy advances the Imagine Austin Comprehensive Plan by redefining the role of roadways: They are public spaces that serve people first. Safety, including a reduction in hazards for pedestrians and bicyclists on Austin's roadways, is a fundamental consideration of the Complete Streets policy. By making Complete Streets principles a part of planning, design, maintenance, and funding decisions, the City is actively working to make our roads safe and enjoyable, no matter how you get around.

2015





# Getting to Zero

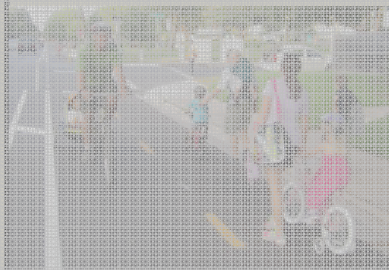
In 2013, Austin's initial commitment to walkability was affirmed at the Walkability Summit, which focused on legal rights and efforts to increase safety of those who walk in Austin & led to formation of the Pedestrian Advisory Council.

2014 AUSTIN BICYCLE PLAN

Bicycle Master Plan update adopted.

Following the SXSW drunken driving incident that killed four people and injured almost two dozen, Police Chief Art Acosta held a Traffic Safety Symposium in August, which worked to address many of the long-term issues contributing to intoxicated, impaired and aggressive driving.

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In November 2014, Austin City Council appointed a Vision Zero Task Force to make the recommendations for improving safety contained in this Vision Zero Action Plan.

In May of 2015, The City of Austin joined over 200 other U.S. cities that have pledged to improve safety through the US Dept. of Transportation's Mayors' Challenge for Safer People, Safer Streets. The Austin Transportation Department leads this effort in partnership with seven other City Departments to implement seven distinct challenges.



Image: Alliance for Walking & Biking

A Fatality Review Board, made up of the Austin Transportation, Police, & Planning & Zoning Departments, convened to review traffic deaths and pursue near-term improvements through enforcement, education, and engineering strategies.

2015



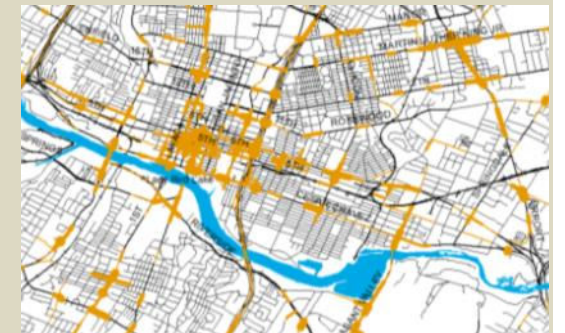
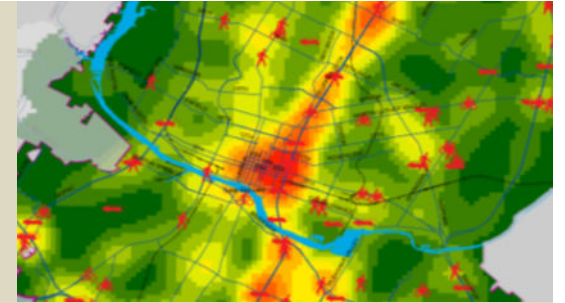
In October 2015, Austin City Council amended the Imagine Austin Comprehensive Plan to include Vision Zero as a goal of the City of Austin.



From January to November, the Vision Zero Task Force met regularly to create this Vision Zero Action Plan. The Task Force includes representatives from multiple City departments, Federal and State agencies, research institutions, and community groups, all of whom are collaborating to identify solutions for this public health crisis. This Vision Zero Action Plan is the culmination of the Vision Zero Task Force's work over the past year and an initial step in an ongoing collaborative effort to reduce injuries and save lives.



# Key Actions:

1. Focus on hotspots + dangerous behaviors
2. Create awareness
3. Harness data
4. Develop Vision Zero program + continue Task Force



# 1. Focus on Hotspots & Dangerous Behaviors

## Deaths by mode

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

## Concentration of injuries & deaths

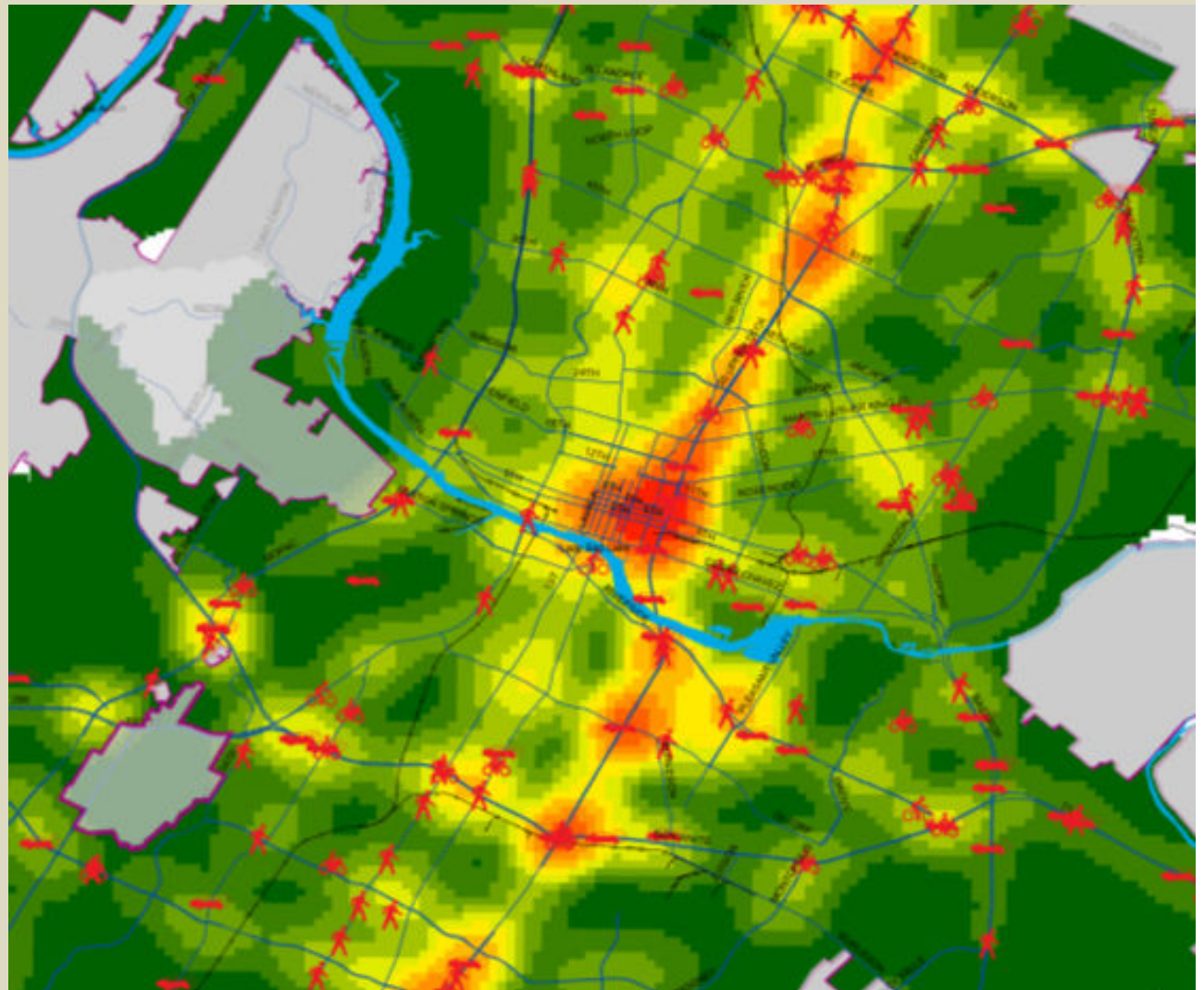


No injuries  
or deaths



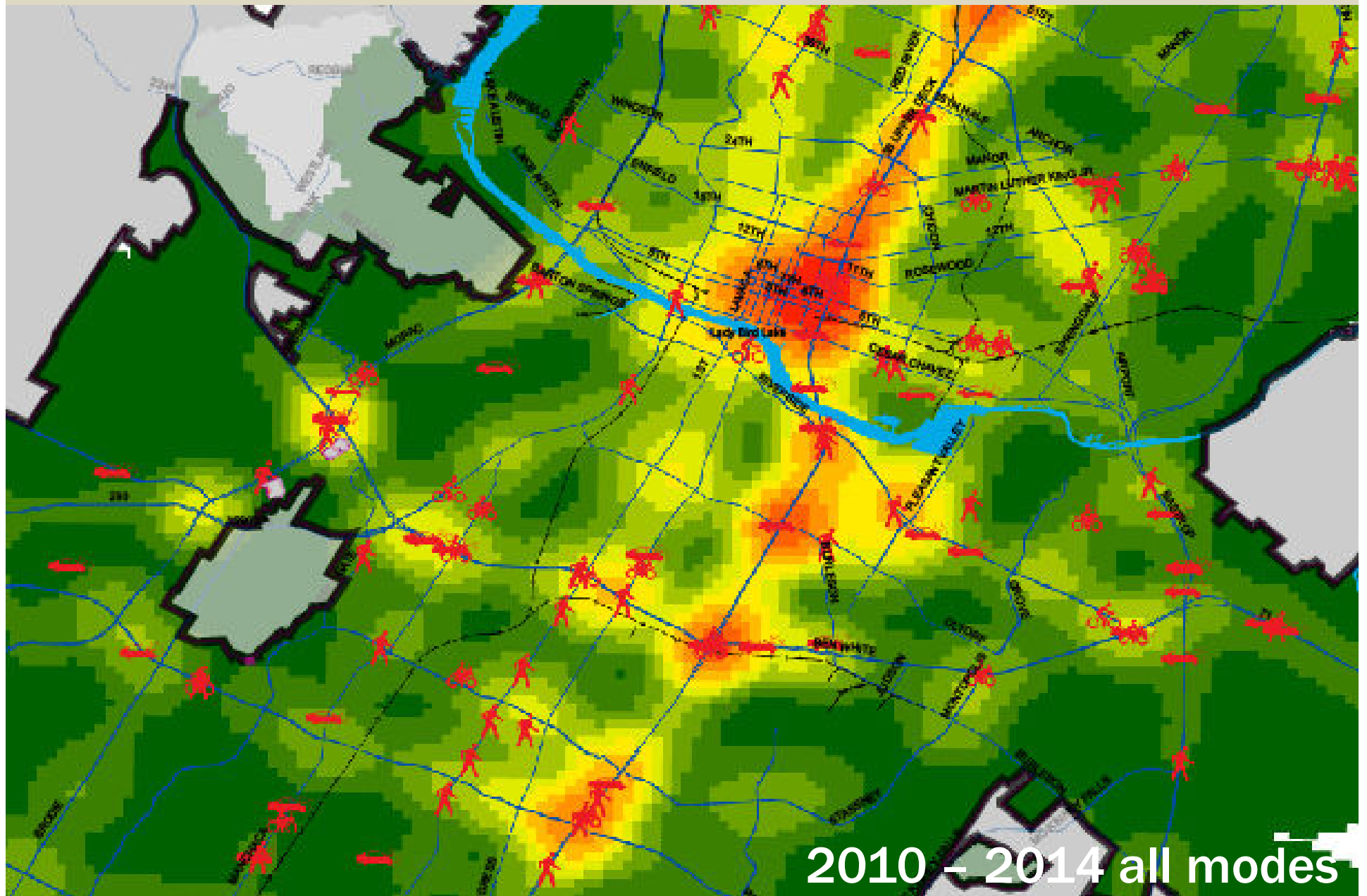
Low

High



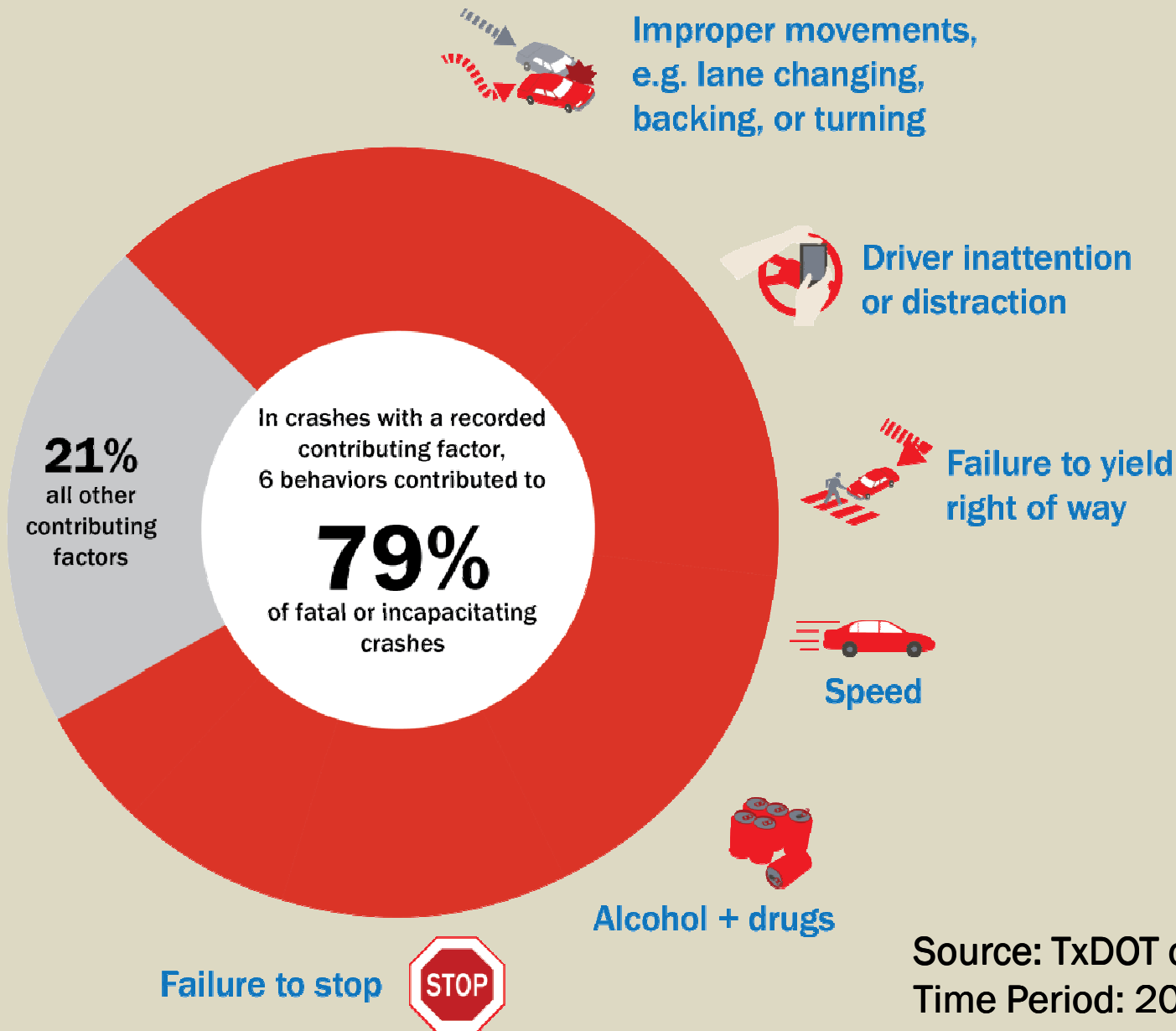


# Focus on Hotspots





# Focus on Key Dangerous Behaviors



Source: TxDOT crash data  
Time Period: 2010-2014

short, medium, and long-term actions, grouped into enforcement, engineering, education, and policy

Action		Top Dangerous Behaviors					Existing initiatives, if applicable	Agency(s) responsible	
		Speed	Maneuvers	Failure to Yield	Distraction	Impairment			Failure to Stop
Engineering									
12	Continue to implement the Complete Streets policy. Fund infrastructure improvements for alternative modes of travel (Bicycle Master Plan, Pedestrian Safety Action Plan, Sidewalk Master Plan, and Urban Trail Master Plan).	✓	✓	✓	✓	✓	✓	Complete Streets. Mayor's Challenge for Safer People, Safer Streets. Bicycle, Sidewalk and Urban Trails Master Plans, Pedestrian Safety Action Plan	ATD, PWD
13	Seek funding to establish a dedicated Traffic Safety Engineering team with the financial resources (enhanced analytical capabilities, infrastructure improvements, operational strategies, etc.) to work on safety engineering projects toward the Vision Zero goal. This team should include a minimum of 3 engineers and 3 technologists. Implement at least 5 major safety improvement projects per year. Include safety as the priority in every transportation project sponsored/ managed by the City.	✓	✓	✓	✓	✓	✓		ATD, PWD
14	Conduct speed studies at locations with speeding issues as identified in collision analysis. Consider these locations for revised posted speed limits or speed management programs.	✓		✓			✓		ATD, PWD
15	Study crash locations where right-on-red or left turn movements were factors. Pilot right-turn on red bans and expand protected only left-turns at several of these locations and evaluate the effect on safety.	✓	✓	✓	✓	✓	✓		ATD

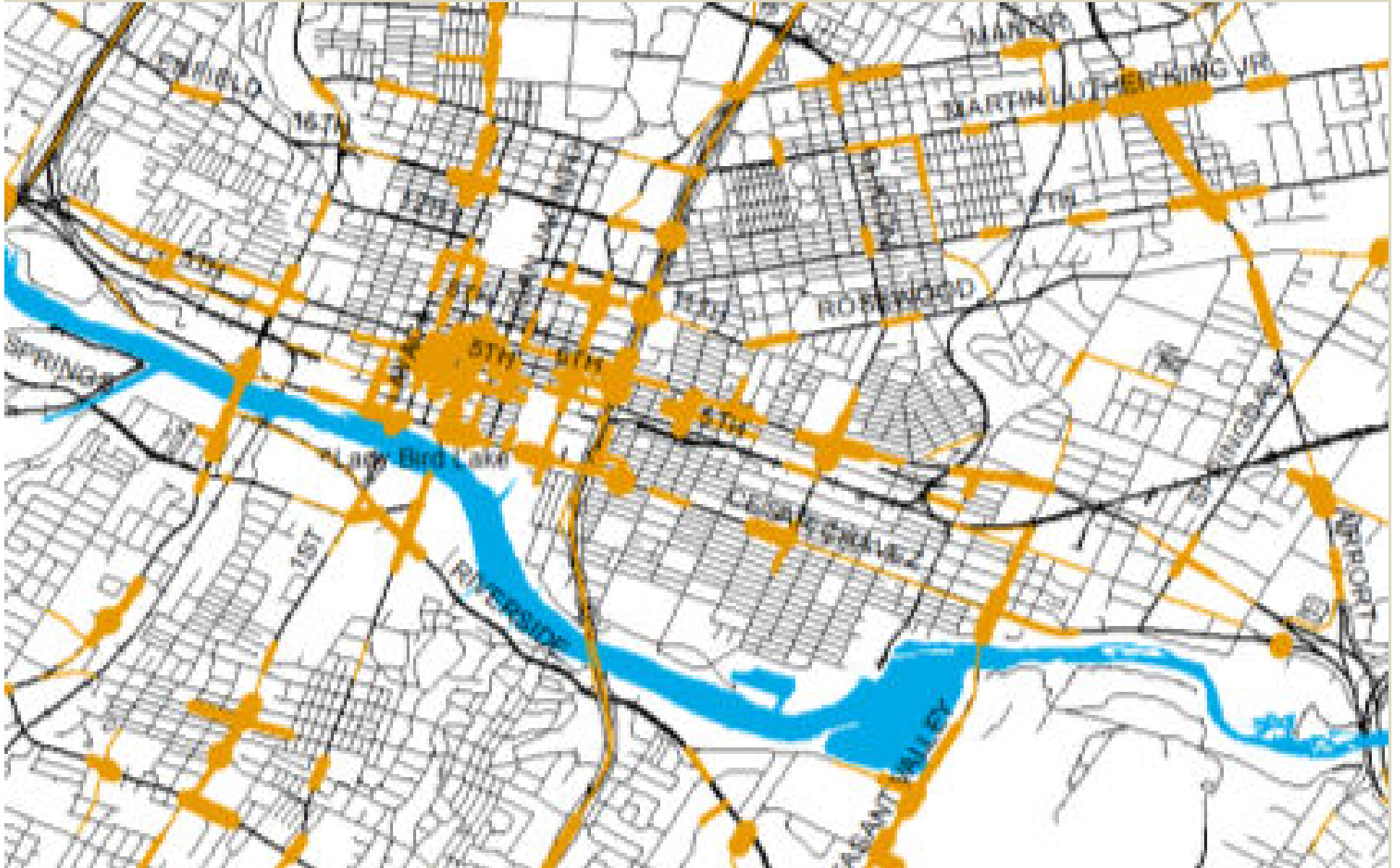
## 2. Develop Vision Zero Education & Media Campaign



# 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

### 3. Harness Data





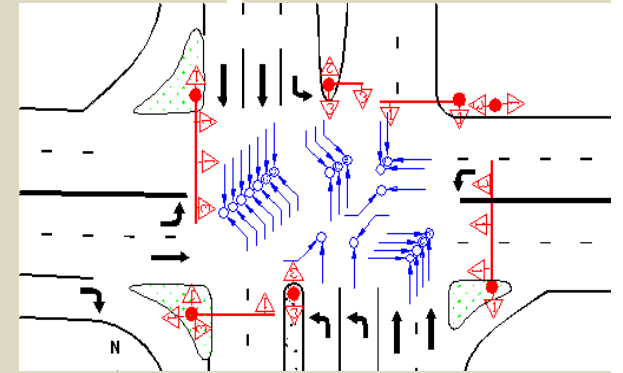
# Actions address



**Data quality,  
collection,  
sharing**



**Analysis &  
mapping**



**Evaluation**

## 4. Develop Vision Zero Program

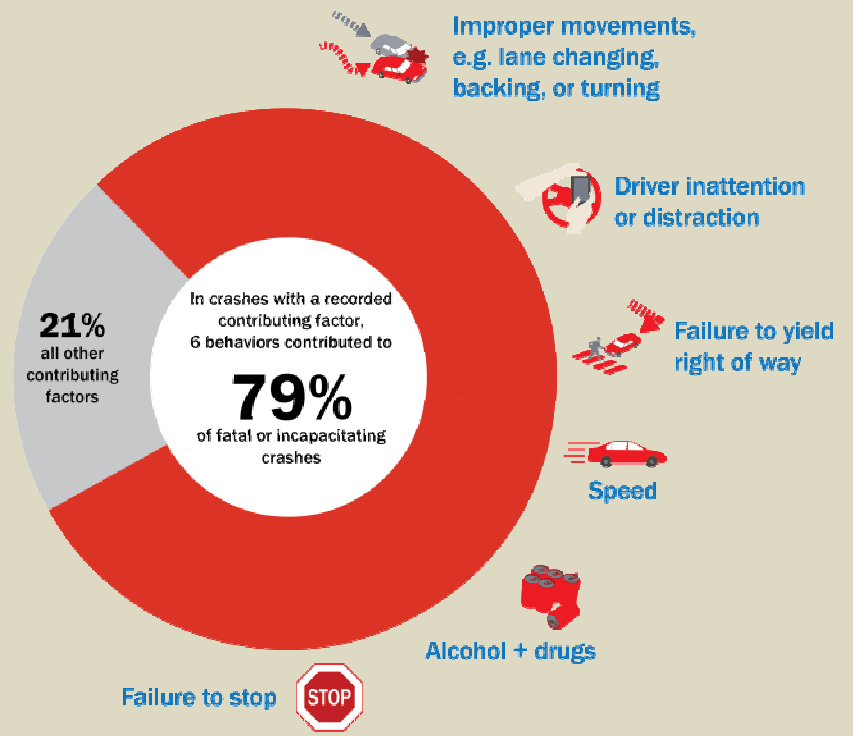


- **Establish a Vision Zero Program**
  - Continued interdepartmental, interagency, and community coordination
- **Continue the Vision Zero Task Force**
  - Representation from key community groups, including advocates for the most vulnerable road users.



# Report Card

Staff will produce an annual Vision Zero Report Card, to be reviewed by the Task Force and the City Council.



## **Next Steps**

- 1. Refine the Vision Zero Action Plan based on public feedback.**
- 2. Provide cost estimates for all actions**
- 3. Seek funding through city budgeting process.**
- 4. Prioritize the specific actions related to engineering, education, enforcement and evaluation (data).**

# How to Participate

Read the draft plan & provide your feedback to  
[visionzero@austintexas.gov](mailto:visionzero@austintexas.gov)

## **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?**