

Vision Zero: Capital Area Progressive Democrats

08.4.15



Today's Presentation

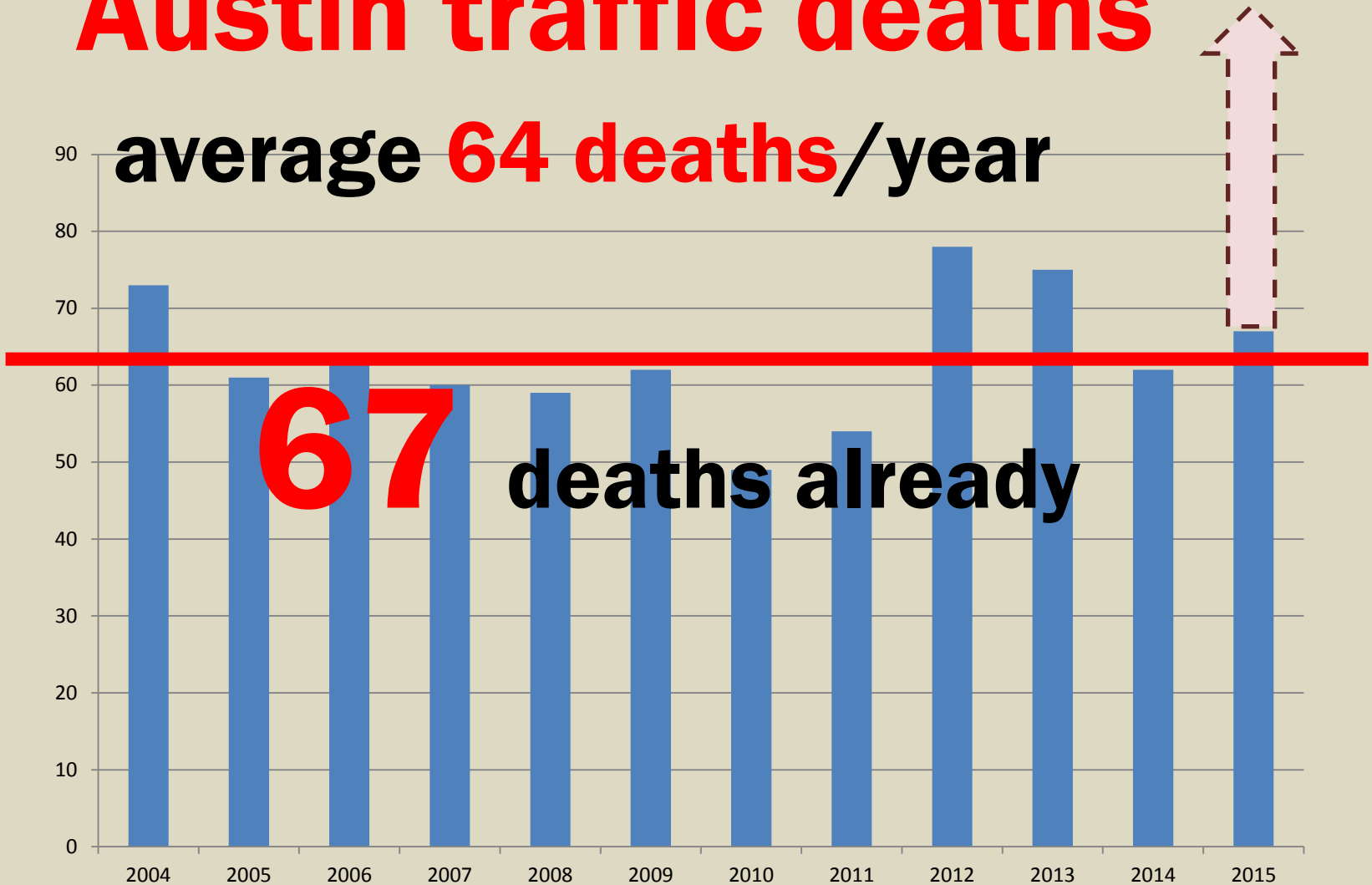
- Why Do We Need Vision Zero?
- Vision Zero Principles
- Where Vision Zero has Been Successful
- Vision Zero in Austin
- Taskforce & Action Plan
- Questions

Pop Quiz!

On average, how many people die while traveling in Austin every year?

Austin traffic deaths

average 64 deaths/year



Road deaths by mode



10 deaths 2% of total deaths
1.5% mode split



89 deaths 20% of total
2.5% mode split



126 deaths 29% of total
2.5% mode split



214 deaths 49% of total
82.6% mode split

SOURCES: Austin Police Department, 2008-2014. American Community Survey 5-Year Estimates 2008-2012

Austin is a “city of complete communities” –

where people of all ages, abilities, and incomes can safely and easily access a variety of goods and services to meet their daily needs within a short trip - walking, bicycling, taking transit, or driving.



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



Traffic injuries & deaths
are **preventable**; therefore
none are acceptable



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

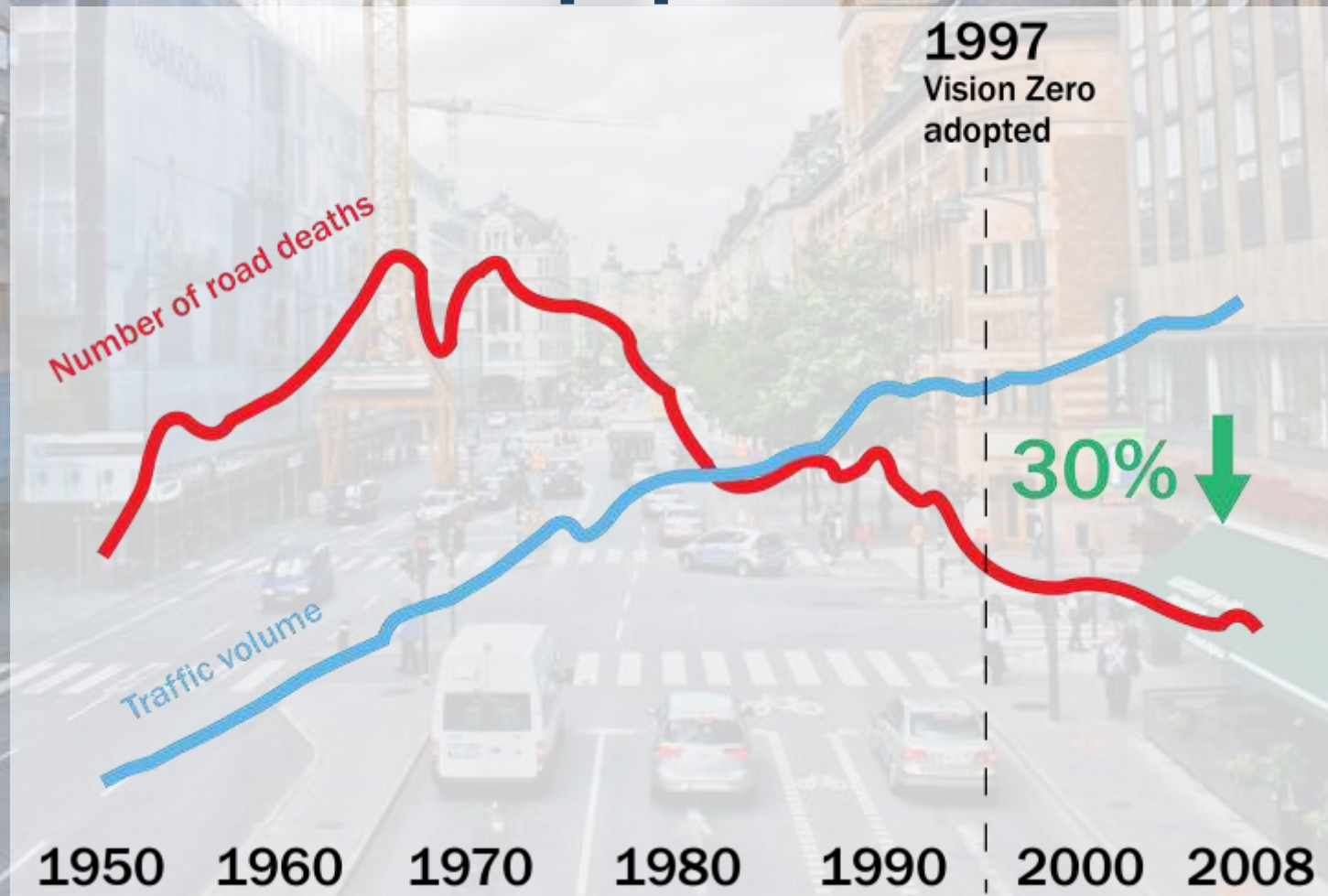


Safety is the **primary**
consideration in
transportation
decision-making



Traffic safety
solutions must be
addressed **holistically**

Sweden's fatalities have dropped 30%



A photograph of a busy New York City street, likely Times Square, showing a mix of old and new architecture, pedestrians, and outdoor seating. The text is overlaid on the image.

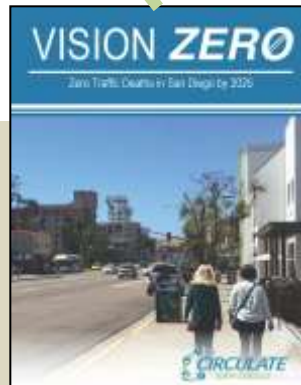
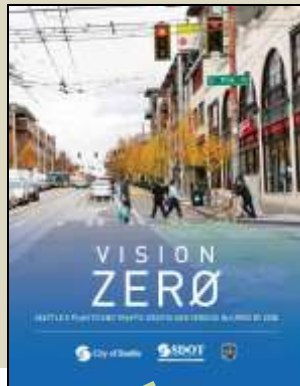
NYC had the fewest
traffic fatalities since
1910

An aerial photograph of Salt Lake City, Utah, showing a dense urban area with numerous skyscrapers and buildings. In the background, a range of mountains is visible under a clear sky. The text is overlaid on the left side of the image.

Utah has reduced
traffic fatalities 48%
since 2003



Provo is the largest
city to achieve zero



Vision Zero: Texas

March 2014 | HOUSTON

Mayor Parker announced the City and Bike Houston are joining forces to launch a **Goal Zero** bike safety campaign aimed at eliminating bike fatalities.

November 2014 | AUSTIN

City Council adopts resolution creating **Vision Zero Taskforce** with goal of creating an Action Plan.

June 2015 | SAN ANTONIO

Council member Shirley Gonzales initiated a request to develop a **Vision Zero Action Plan**.



Vision Zero in Austin

Pedestrian Advisory Council Recommendation to City Council

20141103-5A (Nov. 3, 2014)



Council Resolution Adopted

20141120-103 (Nov. 20, 2014)



Vision Zero Task Force Created

to report on Vision Zero recommendations by Nov. 1, 2015.

ROAD TO VISION ZERO

ACTION PLAN

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

Vision Zero Action Plan

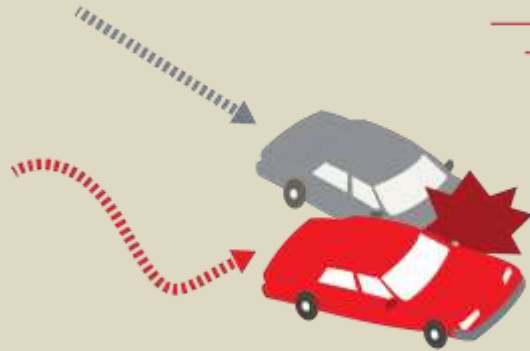




Speeding



Failure to stop



Improper movements,
e.g. lane changing,
backing, or turning

TOP CAUSES OF COLLISIONS



Failure to yield
right of way



Alcohol + drugs



Driver inattention
or distraction

Top Causes: Speeding



People are more likely to die or suffer life-changing injuries at high speeds

*For healthy young adults. Speeds are lower for children, older adults, etc.

Top Causes: Intoxication



of traffic-related deaths nationally involve intoxication

Centers for Disease Control and Prevention

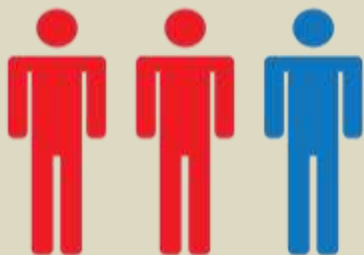
http://www.cdc.gov/Motorvehiclesafety/impaired_driving/impaired-drv_factsheet.html



every **51 minutes** nationally from alcohol-impaired driving

Centers for Disease Control and Prevention

http://www.cdc.gov/Motorvehiclesafety/impaired_driving/impaired-drv_factsheet.html



2 in 3 people will be involved in a drunk driving crash in their lifetime

National Highway Traffic Safety Administration

<http://www-nrd.nhtsa.dot.gov/Pubs/812013.pdf>

Top Causes: Distraction



more likely to crash while txtng

Virginia Tech Transportation Institute

<https://www.vtti.vt.edu/featured/052913-cellphone.html>



decrease in activity in the parietal lobe when listening to language. This part of the brain processes movement & images.

National Safety Council

<http://www.nsc.org/learn/NSC-Initiatives/Pages/distracted-driving-how-cell-phone-distracted-driving-affects-the-brain.aspx>

50% less environmental information processed by the brain, regardless of whether drivers were using hands-free devices. Inattention blindness reduces visual scanning so drivers “look, but fail to see.”

National Safety Council

<http://www.nsc.org/DistractedDrivingDocuments/Cognitive-Distraction-White-Paper.pdf>

Questions?