

Vision Zero Traffic Safety Task Force

April 17, 2015



VISION  ZERO 

any traffic death is too many

Outline for Today

- Background on Vision Zero
- Review Top Contributing Factors
- Activity: Goals, initiatives, gap
- Next Steps



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



No traffic death is
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**

ROAD TO VISION ZERO

NOV 2014
CITY COUNCIL CREATES
TASK FORCE



Where we are today

- data
- mapping
- best practices

JAN - AUG 2015
RESEARCH +
ANALYSIS

AUG - NOV 2015
DRAFT POLICY +
RECOMMENDATIONS

WINTER 2015 - 2016
REVIEW BY COMMUNITY +
CITY COUNCIL ADOPTION

2nd mtng we brainstormed

Generated many ideas:

- 1. Focused on identifying any additional problems & existing initiatives**
- 2. Added organizations & geographies**
- 3. Brainstormed gaps/other potential solutions**

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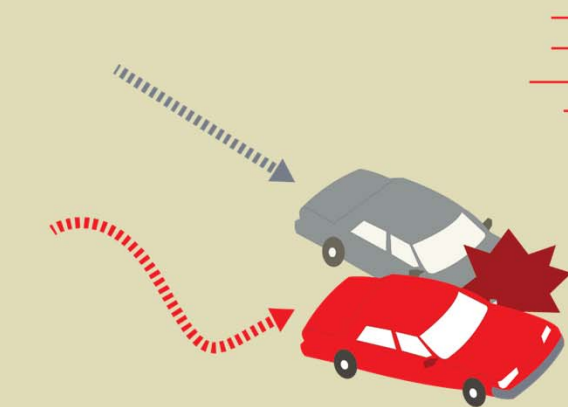
Preliminary Top Causes in Austin:

APD Data

- Speed
- Failure to stop
- Intoxication
- Distraction/inattention
- Failure to yield ROW
- Other unsafe maneuvers

TXDOT Data

1. Distraction/inattention
2. Speeding
3. Failure to yield ROW - Intersections
4. Alcohol/drugs
5. Unsafe maneuvers, including stopping, turning, following too closely



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



Speeding



Failure to stop

TOP CAUSES OF COLLISIONS



Failure to yield
right of way

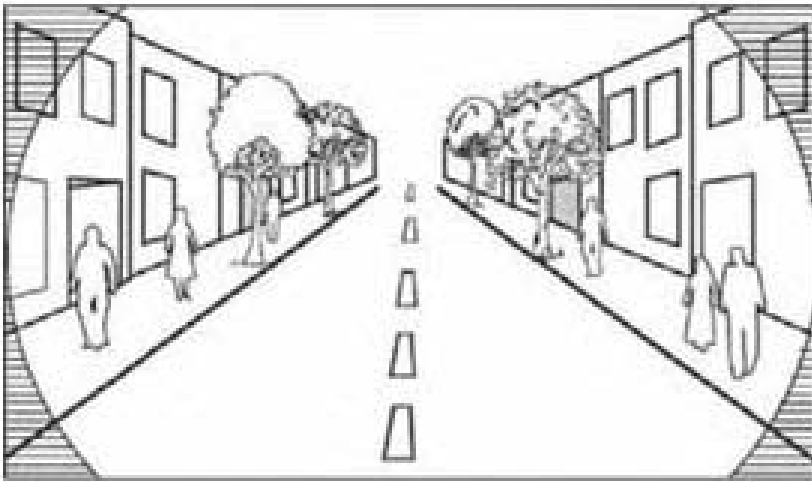


Alcohol + drugs

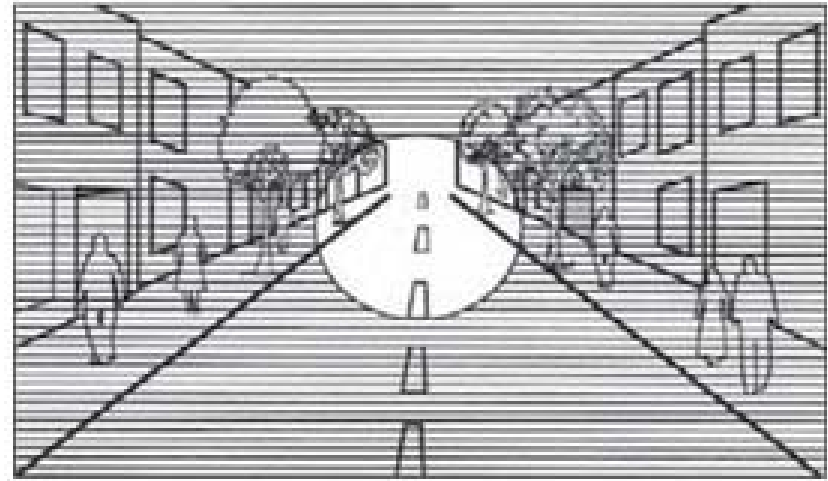


Driver inattention
or distraction

Top Causes: Speeding



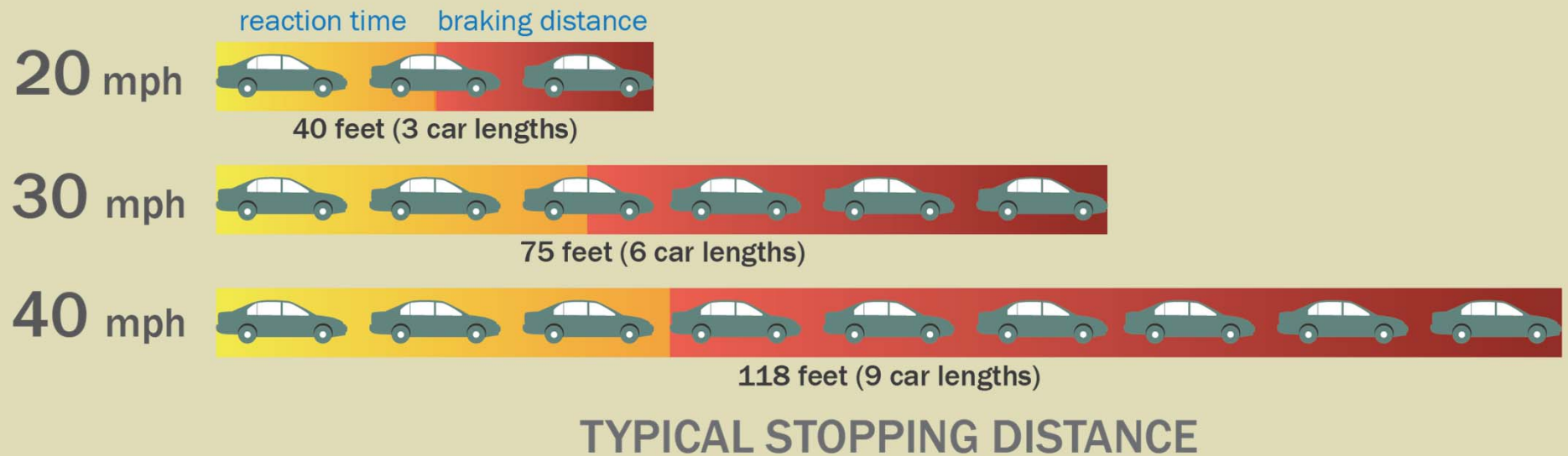
15 mph



30-40 mph

Field of vision decreases as speed increases

Top Causes: Speeding



Distance covered to brake is increased, increasing the likelihood of a collision

Top Causes: Speeding



9 in 10 people walking survive



5 in 10 people walking survive



1 in 10 people walking survive

SURVIVAL RATE

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

Top Causes: Distraction



more likely to crash while txtng

Virginia Tech Transportation Institute

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



37% decrease in activity in the parietal lobe when listening to language. This part of the brain processes movement & images.

National Safety Council

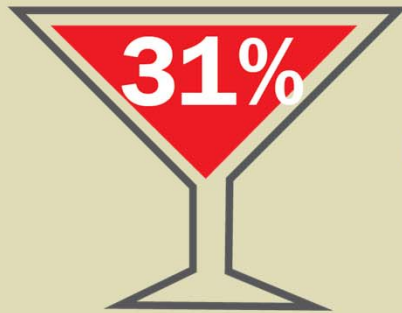
<http://www.nsc.org/learn/NSC-Initiatives/Pages/distracted-driving-how-cell-phone-distracted-driving-affects-the-brain.aspx>

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-Distracton-White-Paper.pdf>

Top Causes: Intoxication



of traffic-related deaths nationally involve intoxication

Centers for Disease Control and Prevention

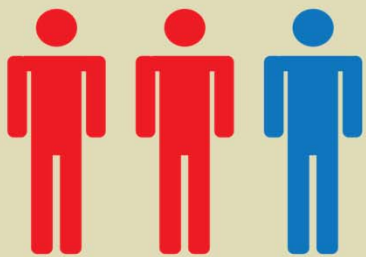
http://www.cdc.gov/Motorvehiclesafety/impaired_driving/impaired-drv_factsheet.html



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

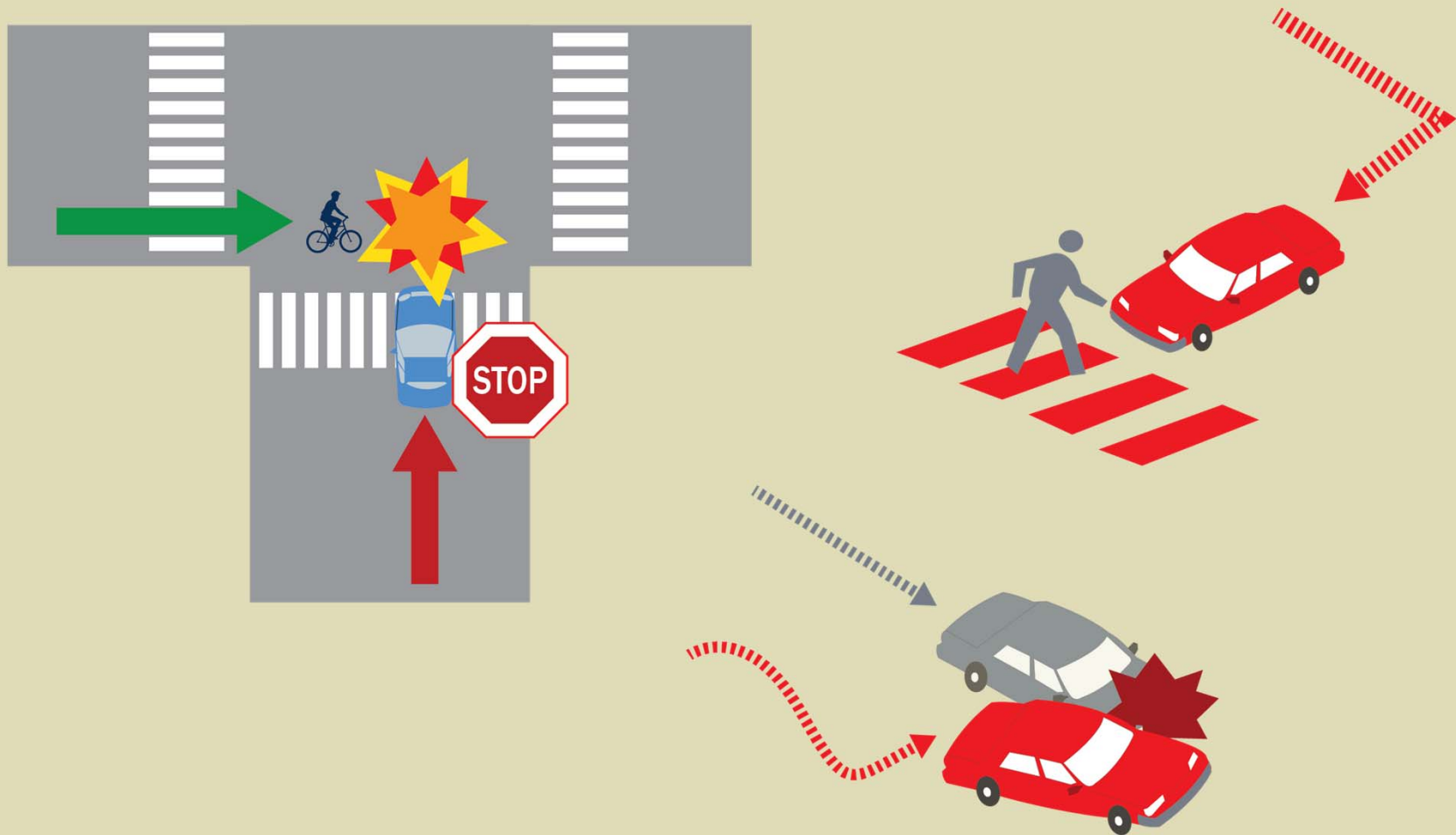


2 in 3 people will be involved in a drunk driving crash in their lifetime

National Highway Traffic Safety Administration

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

Top Causes: Failure to Stop, Yield ROW & Improper Movements



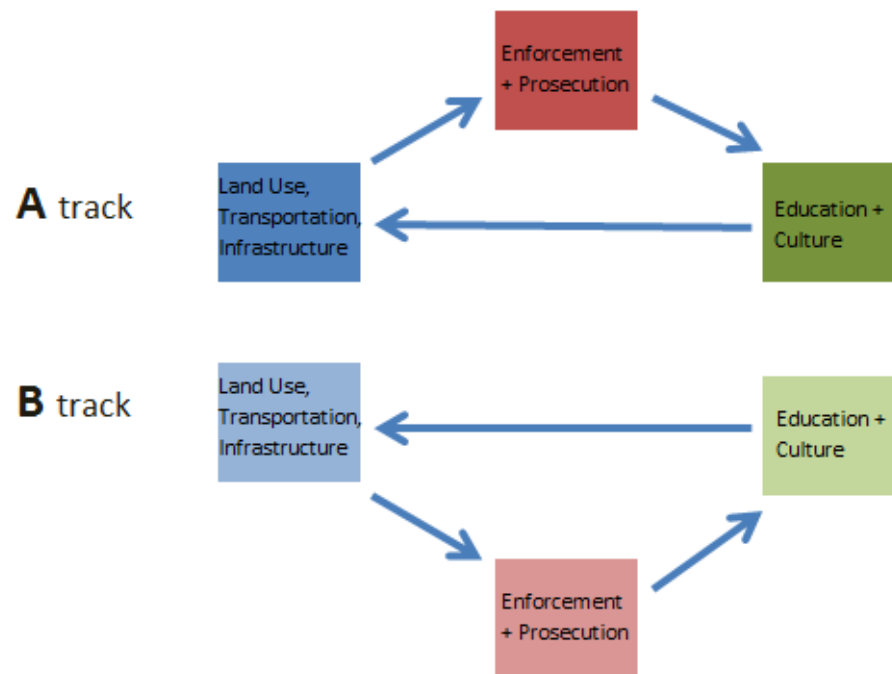
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Goals, Initiatives, Gaps Exercise

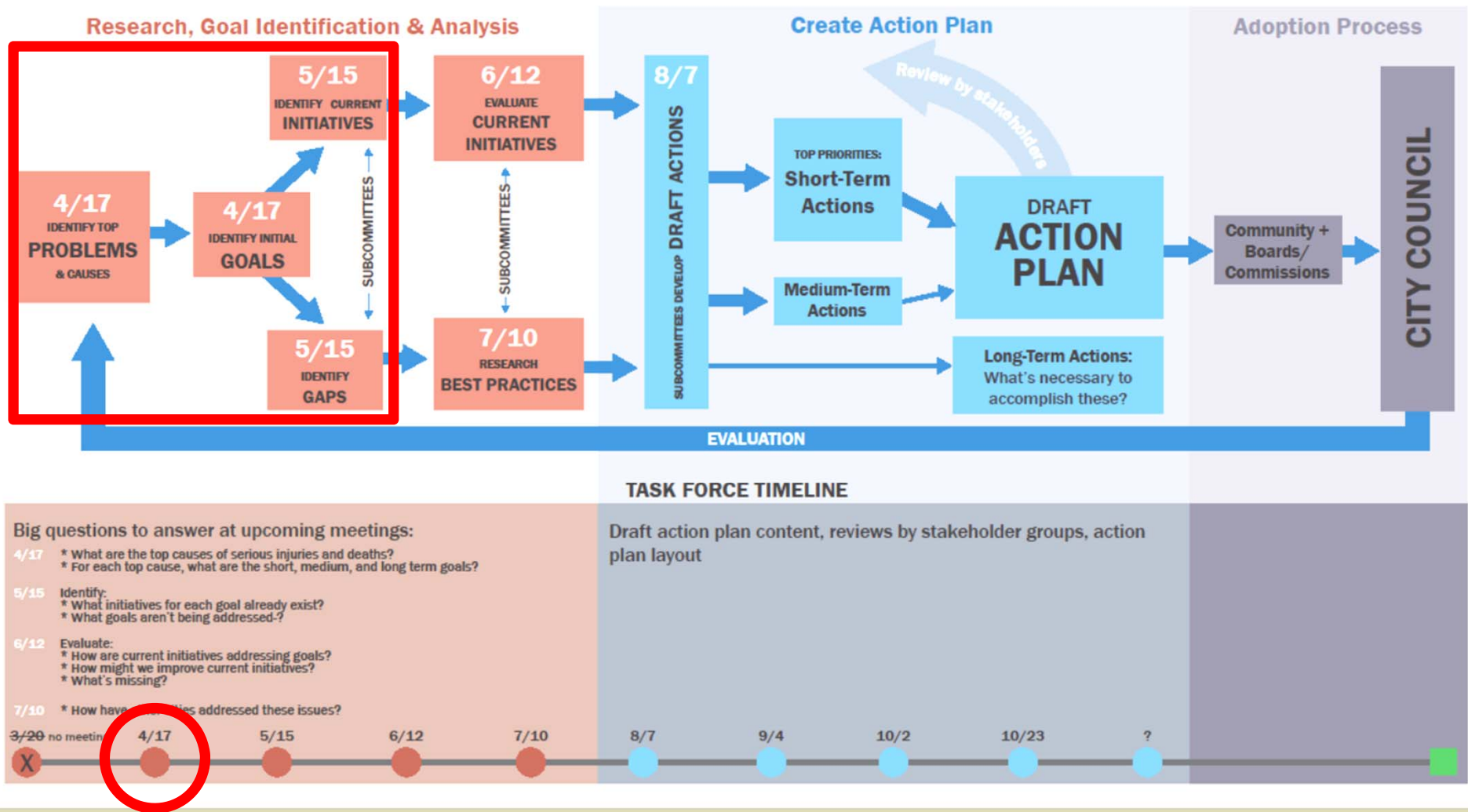
At each poster

1. Review the draft goal for each top cause.
2. Review and revise as necessary **current initiatives**. If an initiative addresses more than one area (e.g. land use and enforcement), move it to the overlapping area.
3. Review and add to **gaps**. Move any overlapping gaps stickies.
4. **Assign research**: a) current initiatives and b) best practices for gaps.
5. **ROTATE**. Each group will rotate 3 times, returning to finish at their original poster.



On average, 64 people die on Austin roads every year. A much higher number are seriously injured.


HOW DO WE GET TO ZERO?



Vision Zero Task Force Enforcement & Prosecution Subcommittee "Identifying Existing Programs" Worksheet

> additional research due at 5/15/15 meeting

*Note: Problems have been reordered from those with the MOST initiatives to those with the LEAST

1 st Meeting Problems	2 nd Meeting Current Initiatives	Step 2: Add your name	Step 3: Add the organization(s)	Step 4: Add the website	Hold for now. We'll identify additional gaps & solutions at future meetings.
PROBLEMS: 	INITIATIVES: What projects/programs are currently working on this problem? Or do you have any other ideas?	RESEARCHER: Who will look into this?	ORGANIZATION: Which organization is working on this initiative?	WEBSITE: Where can we find more information about the initiative?	GAPS: What other solutions are missing?
3rd Meeting – Today! Focus on Current Initiatives that address Top Causes	Current Initiatives				Gaps / Best Practices
1. Selective Traffic Enforcement Program (STEP): - focused on Central Texas (for Austin, select holiday dates)	APD	APD (others)			
4 Aggressive Driving Campaign: - focused on Major roadways (IH35, Hwy 183, Mopac, Hwy 290/71)	APD	APD (through Motor Carrier Safety Assistance Program Grant)			
5 Regular Patrol activities (overtime provided): -	APD				
6 Republic of Texas Biker (ROT) Rally: - focus on motorcycles		APD			

SPEEDING

is a contributing factor in ___% of traffic fatalities in Austin.

Source:

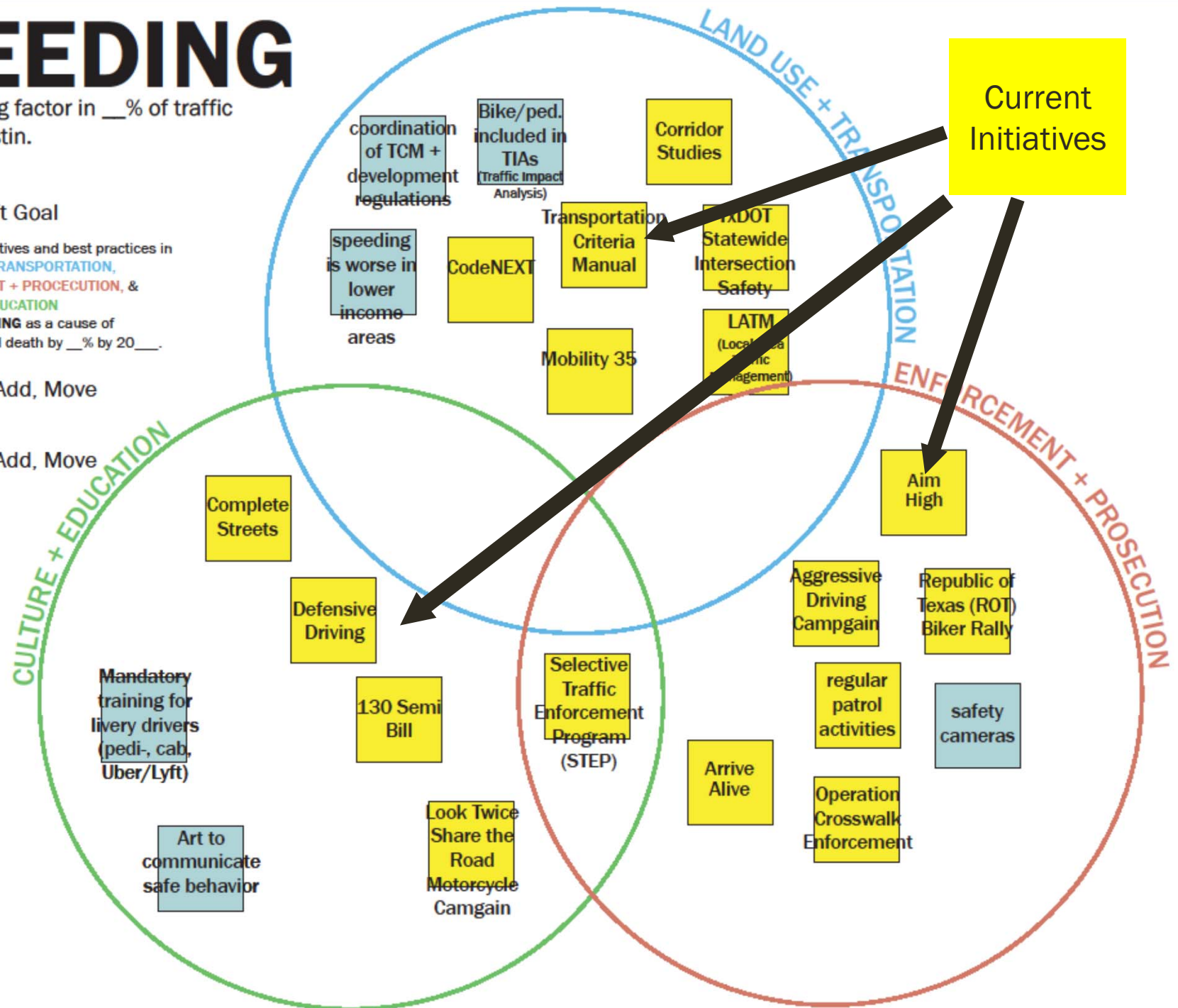
1.) Review Draft Goal

Use Current Initiatives and best practices in
 - LAND USE + TRANSPORTATION,
 - ENFORCEMENT + PROSECUTION, &
 - CULTURE + EDUCATION
 to reduce **SPEEDING** as a cause of serious injury and death by ___% by 20__.

2.) Edit, Add, Move

3.) Edit, Add, Move

Notes:



SPEEDING

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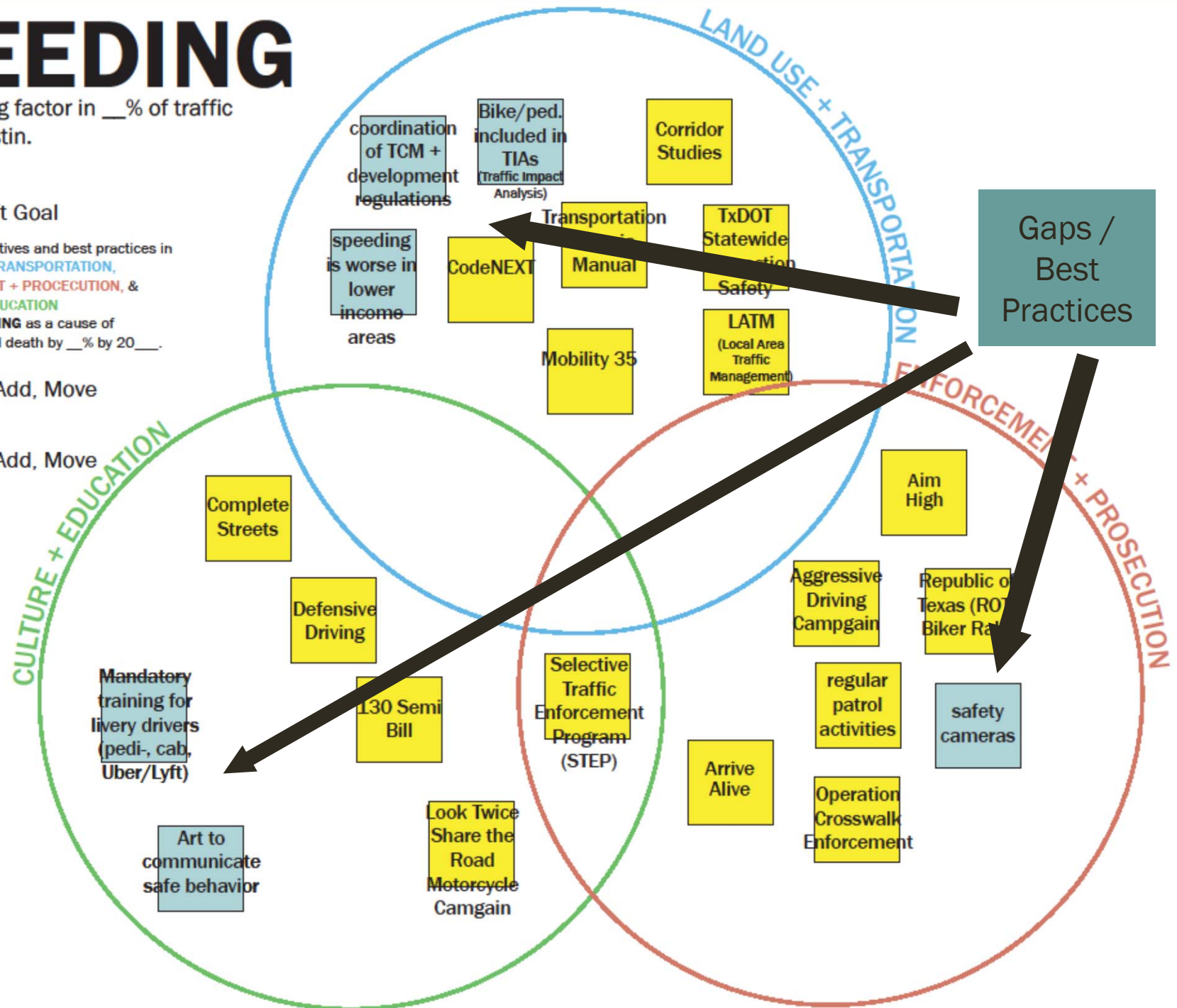
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2.) Current Initiative Edit, Add, Move

3.) Gap Edit, Add, Move

Notes:



SPEEDING

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Source:

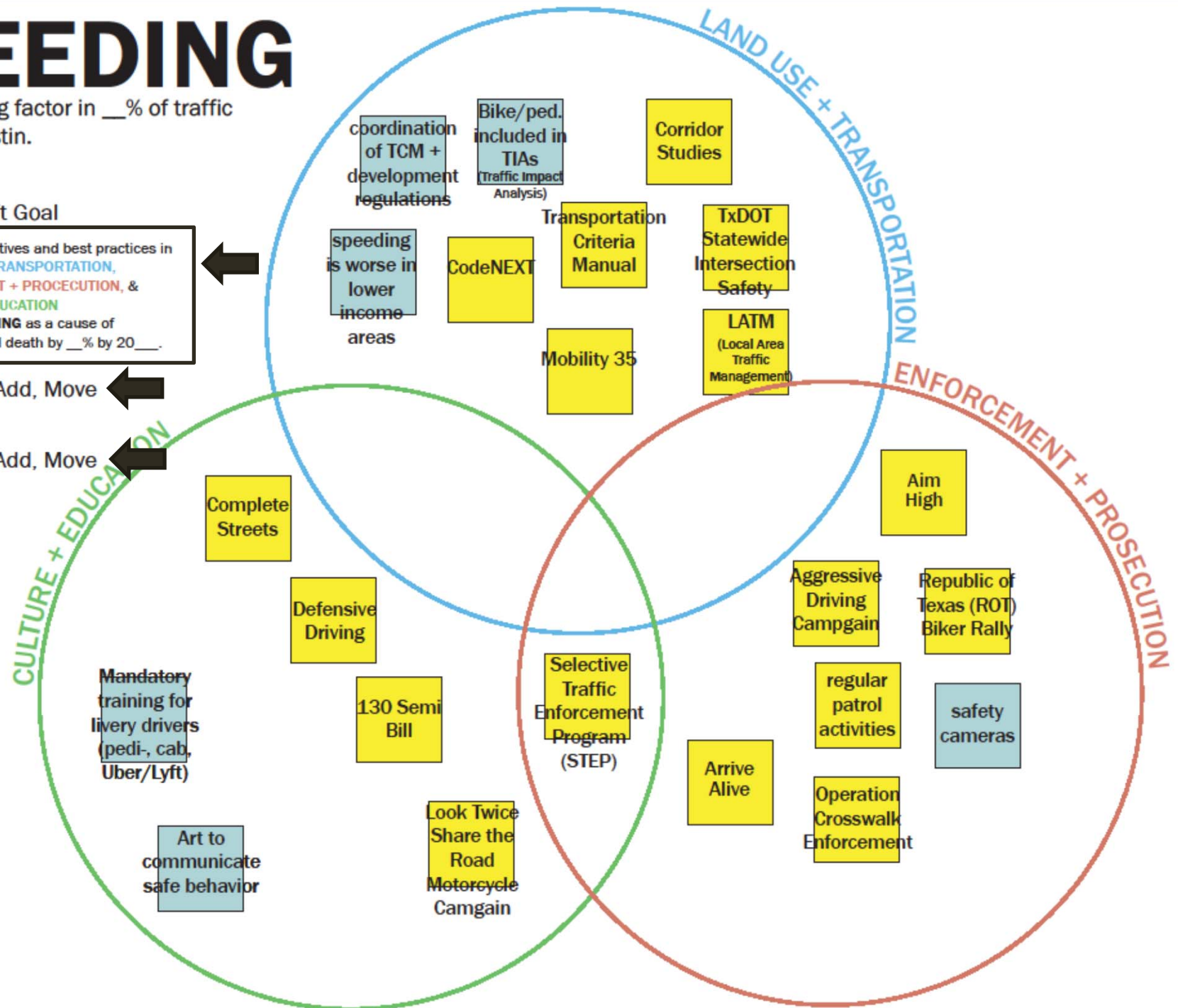
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Today

Fill out Feedback form!

Before next Task Force Meeting

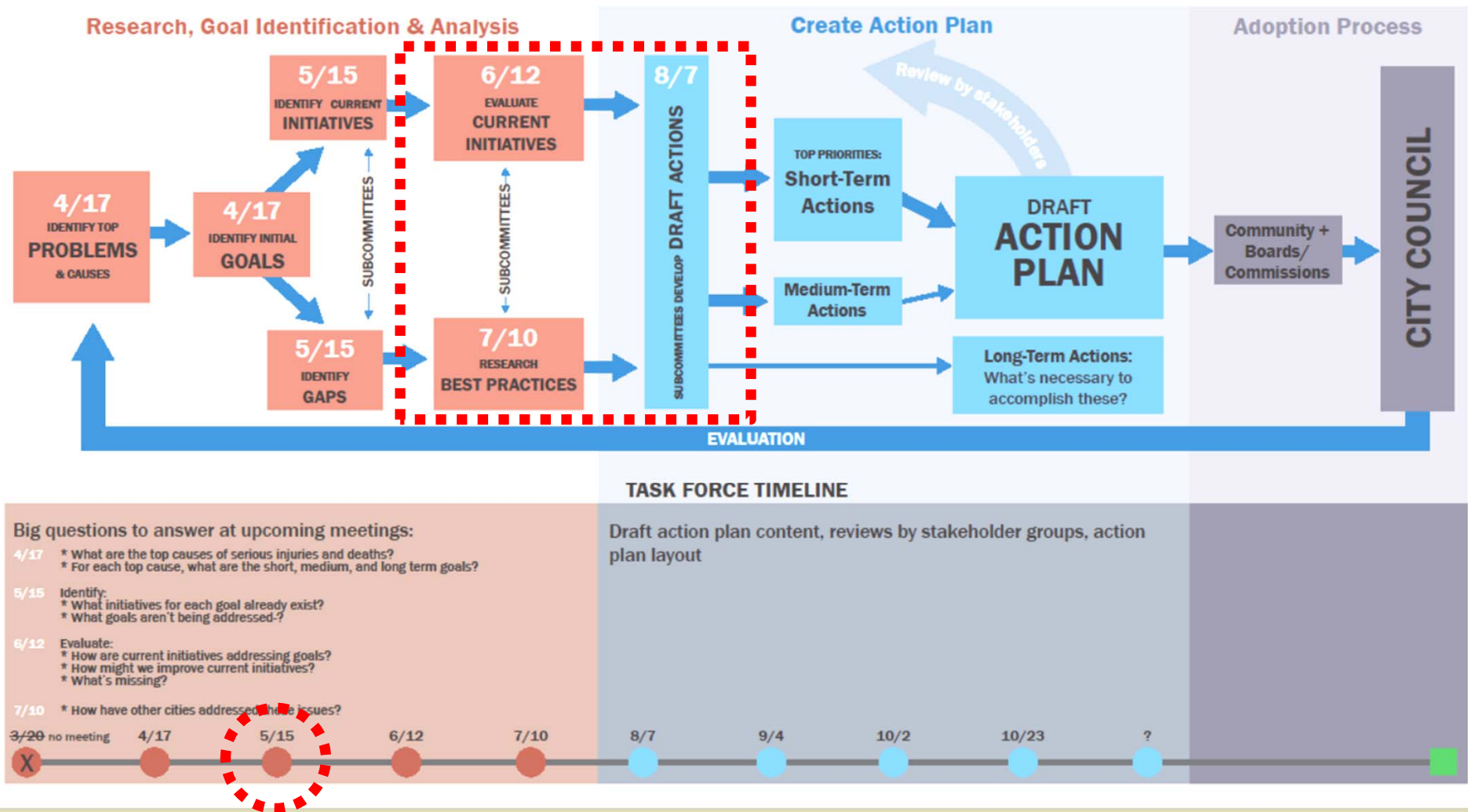
1. Continue research in Initiatives and Gaps Research Worksheet on Box.com.
 - Optional: Volunteer to help analyze data.

Next meeting

May 15, 9–11am, here (Austin Energy)

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HOW DO WE GET TO ZERO?



Questions

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Austin Planning & Zoning Department
Comprehensive Planning Division

