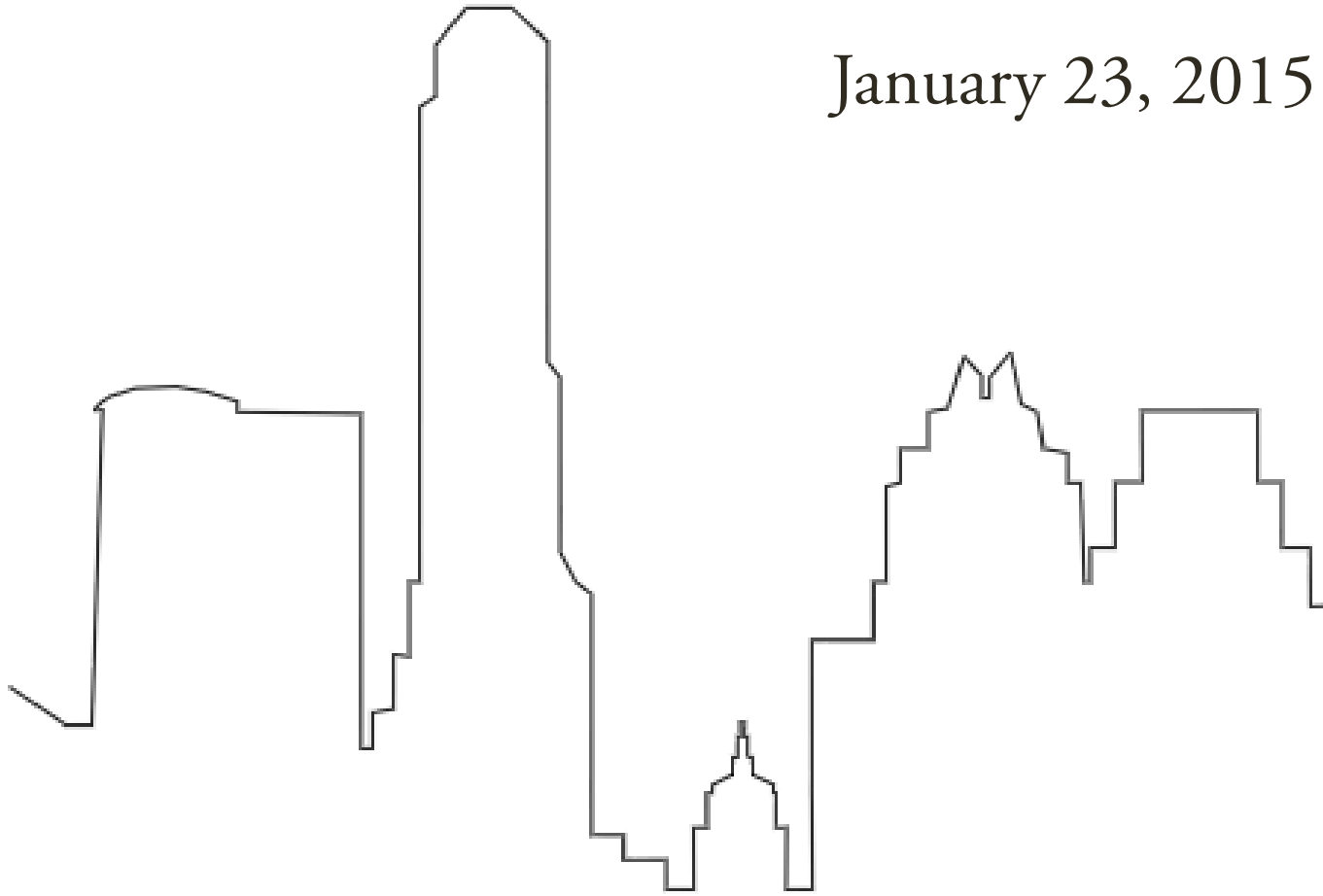


# Vision Zero Traffic Safety Task Force

January 23, 2015



any traffic death is too many

# What is *Vision Zero* ?

Vision Zero Task Force  
January 23, 2015

Robert Anderson | Planning and Development Review  
Department  
City of Austin





# History of Vision *Zero*

## History of *Vision Zero*

- Began in Sweden in 1997
- US Cities New York, San Francisco, Chicago, Miami



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# Key Vision *Zero* Ideas

## Key Vision *Zero* Ideas

- No loss of human life is acceptable
- “Vision *Zero* isn’t about perfecting human behavior. It’s about designing for reality.”
- Reduce emphasis on individual responsibility. Mistakes will happen.
- Turn attention away from cost-benefit approach
- Must adopt Vision *Zero* in a culturally contextual manner



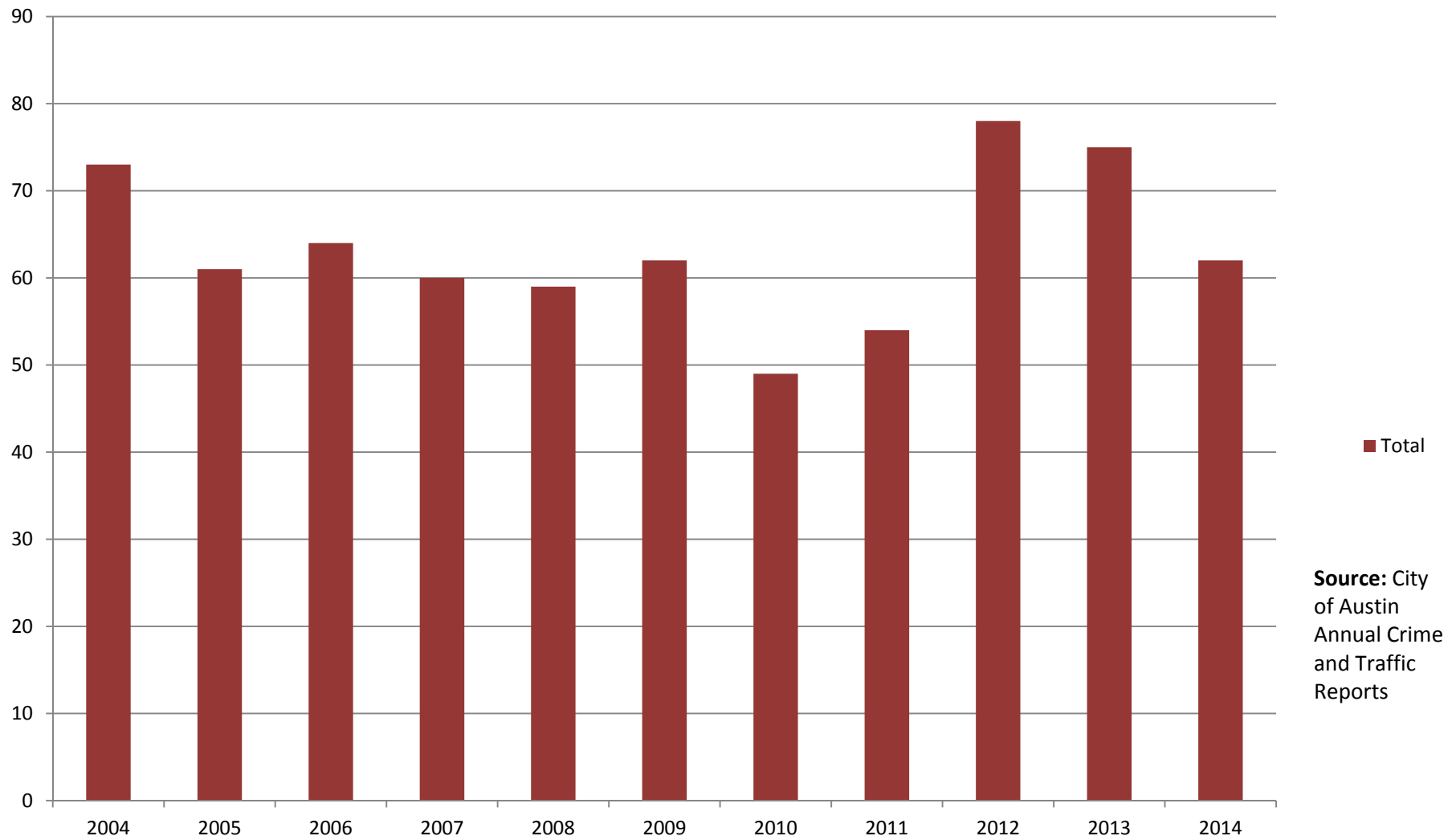
# The Pedestrian Advisory Council



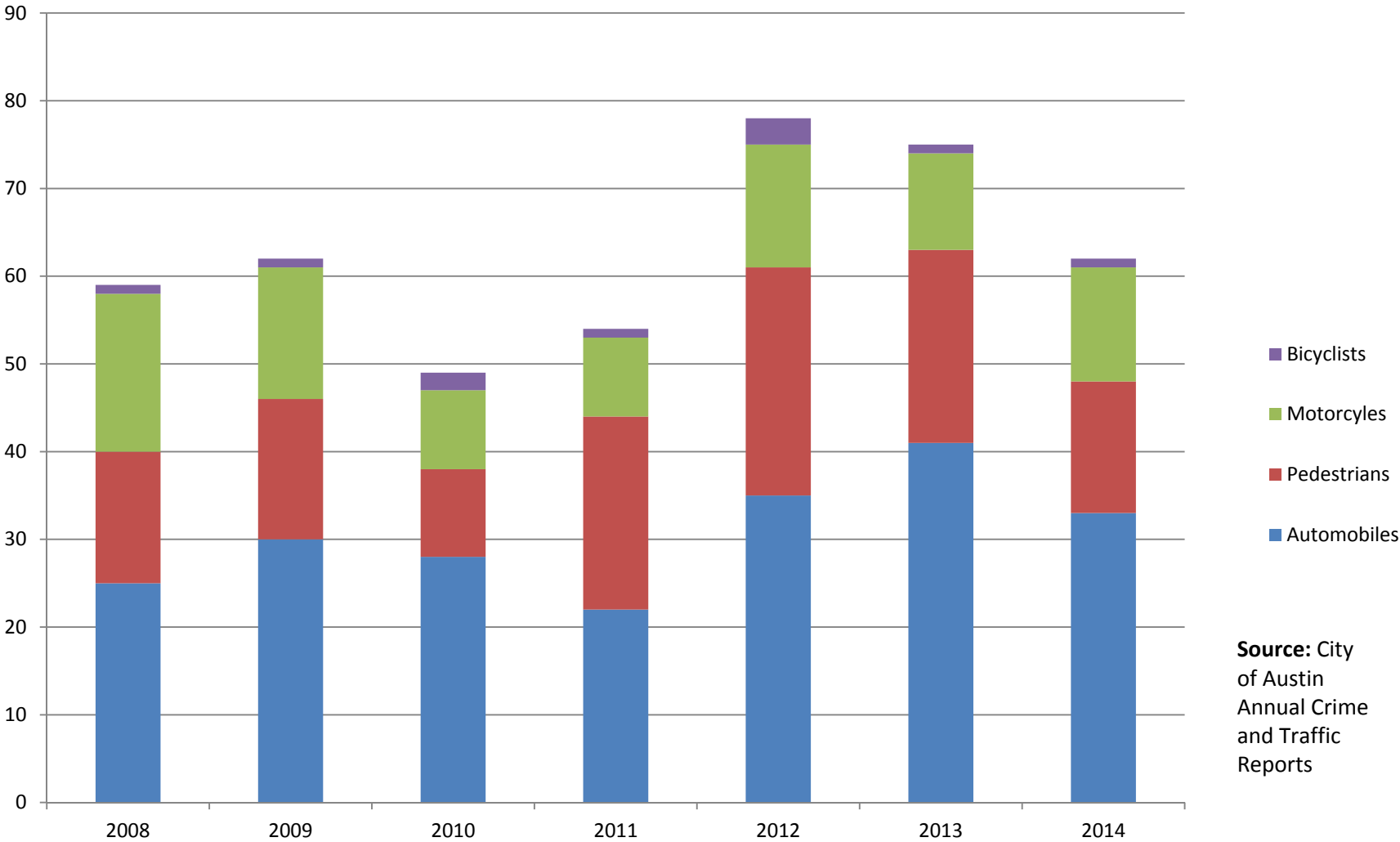
## What is the Problem?

- Across the U.S., driver and passenger fatalities are decreasing
- But, pedestrian and bicycle fatalities are increasing
- Austin is the 7<sup>th</sup> most dangerous for pedestrians for cities over 500,000
- Over 700 total traffic fatalities since 2004

## Austin Traffic Fatalities by Year



# Austin Traffic Fatalities by Mode and Year



**Source:** City of Austin Annual Crime and Traffic Reports

What are the dangers?

- Speed
- Bad street design / Mistakes
- Lack of restraints / Helmets
- Distraction
- Sleepiness / Drowsiness
- Aggression
- Culture



**WAS THAT TEXT MESSAGE  
THAT IMPORTANT?**



# Shift the Paradigm

Shift the  
Paradigm

## SAFETY FIRST



Shift the  
Paradigm

## Lower Speeds





# Shift the Paradigm

# Design Streets for People





## Existing Policies

- Imagine Austin
- Complete Streets
- Hands Free Law
- 3' Passing Law



What Does Success  
Look Like?

## Sweden

- 30% reduction in traffic fatalities since 1999

## Utah

- 48% reduction

## New York

- Lowest number of pedestrian fatalities on record
- Lowered speed limit

## San Francisco

- ID'd Tenderloin as focal point
- Dedicated police resources



# Potential Tools

New York

## Police Departments

- Need to investigate collisions and determine the cause (inattention, aggressive driving, etc.). The cause should inform how we modify our design, enforcement, and educational programs.
- In NYC, collision Tech Team re-stages crashes

## Tools

- Comstat and Trafficstat
  - Trafficstat convenes police commanders at micro-geography
  - Evaluates current conditions, statistics and modifies enforcement initiatives to align with new information (i.e., speeding fatalities)
- DDACTS (data-driven approach to crime and traffic safety) – NHTSA Report

## Collaboration

### **Community**

- Community needs to be a primary driver in effort
- Advocacy groups need to engage in marketing to sell idea of safety

### **Agencies**

- Integrate key agencies into identifying problems and creating solutions

## Tools

- PBCAT (pedestrian bicycle crash analysis tool)
- [Vision Zero View](#) – NY online map
- [San Francisco online map](#)
- NY Health Data website – lists ped and bike injury data
- Technology
  - Automated enforcement
  - Speed limiters



## Tools

- Alcohol ignition interlocks
- Airbag control modules (“black boxes”)
- Fleet controls (distance, hours, speed, condition of vehicle)
- Death O’ Meters along corridors
- Graduated license programs



# Lessons for Austin

## Lessons for Austin

- Land Use is incredibly important
- Determine other local conditions for contextual adoption
- Limits of technology (open source tends to be inversely related to actual problems – wealth)
- Speed is major focus of effort – NYC example

## Lessons for Austin

- Criminal justice system needs to catch up (laws, enforcement, prosecution)
- Safety initiatives align with business interests
- Traffic enforcement is unglamorous role within Police departments – first cut in budget season
  - But, correlates with other crime
  - Don't have as sep. division

## Lessons for Austin

- Health Department should track injuries and hospitalizations
- San Francisco addressed Vision Zero in Comprehensive Plan update
- San Francisco's Vision Zero Task Force (30+ people) is ongoing
- Cultural change is necessary
  - Need to get people to buy into safety (i.e., passengers need to tell cab drivers they tip for safety)



# Exercise

1.) With the expertise in the room, what can we say contributes to traffic safety problems?

2.) What types of solutions exist? (Think big! Don't worry about political or fiscal constraints.)



# Next Steps



## Next Steps

- I'll compile results of group goals and solutions
- I'll invite everyone to file share system and begin uploading materials
- Everyone begin to review materials

# Vision Zero Task Force Timeline

Spring -  
Summer

Perform Research and Analysis

Summer -  
Fall

Produce Report and Recommend Actions

November

Report to Council



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# **Our Plan for Austin's Future**



- Community-wide vision
- Guide for managing change
- Reference for decision-making
- Direction for more detailed city plans, investments, initiatives
- City's "To-Do" List
- Benchmarking and tracking

## About Imagine Austin: Purposes





Regional Center



Activity Corridor



Activity Corridor



Town Center



Neighborhood Center



# Inside the Plan: Centers & Corridors



Invest in a  
compact and  
connected  
Austin

**IMAGINEAUSTON**  
Vibrant. Livable. Connected.



# Create a Healthy Austin program

**IMAGINEAUSTON**  
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# Questions

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