

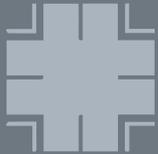
VISION ZERO REPORT CARD

VISION ZERO is Austin's program to eliminate traffic deaths and serious injuries by 2025

MAY 2017 | CITY OF AUSTIN, TEXAS

2016 BY THE NUMBERS

STREET IMPROVEMENTS AND ENGINEERING



5

Major intersections improved for safety (design initiated or completed)



28.8

Miles of new/improved bike lanes/facilities



76

New pedestrian crossings built (8 with signals)



538

New ADA sidewalk curb ramps



102

Bus stops with ADA access improved



8.1

Miles of new sidewalks

6.6

Miles of sidewalks improved

2.75

Miles of new urban trails

EDUCATION



38

Vision Zero safety-related outreach events



50,000

Children reached through Safe Routes to School program



20+

Media articles referencing Vision Zero



100+

City of Austin public information items referencing Vision Zero

ENFORCEMENT



117

Drunk driving enforcement no-refusal nights



9

Distracted driving enforcement operations



753

Citations for distracted driving violations

5,703

DWI arrests

VISION ZERO

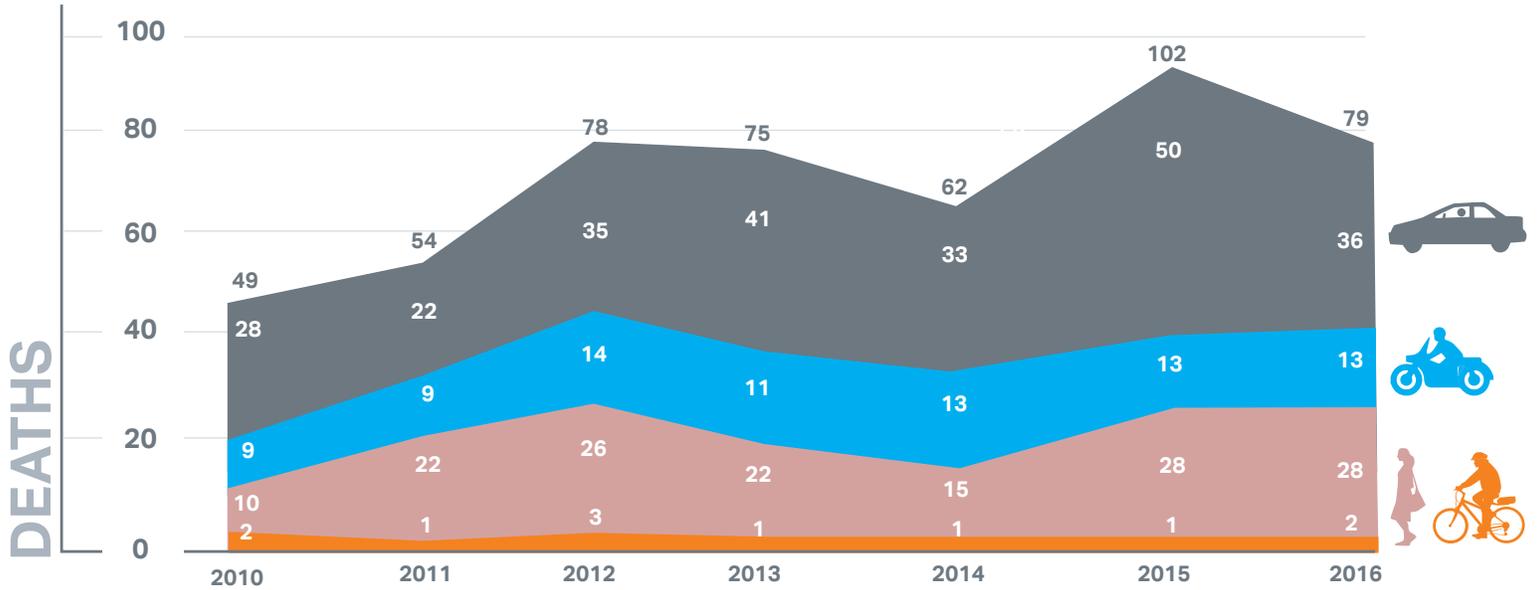
Help Austin reach zero traffic deaths

All data included in this first annual report card is sourced from the Vision Zero Annual Report 2016, available online at AustinTexas.gov/VisionZero.

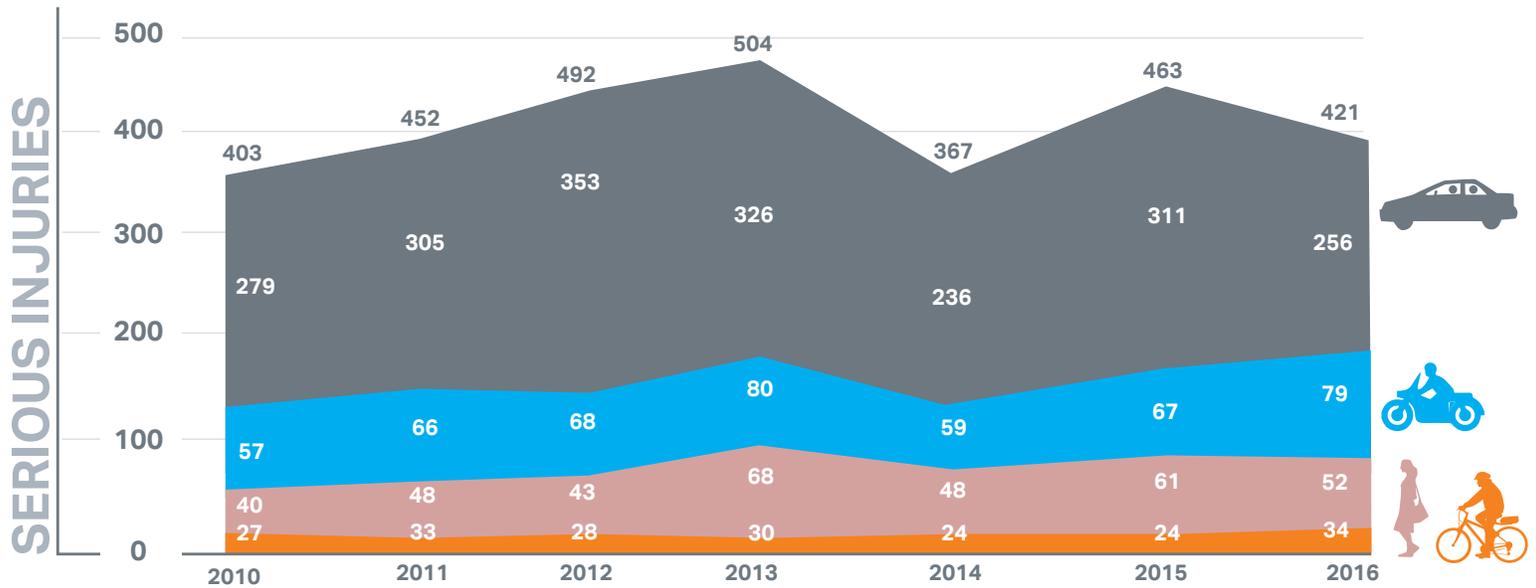
CRASH STATISTICS 2016

CRASHES BY TRANSPORTATION MODE

PEOPLE KILLED

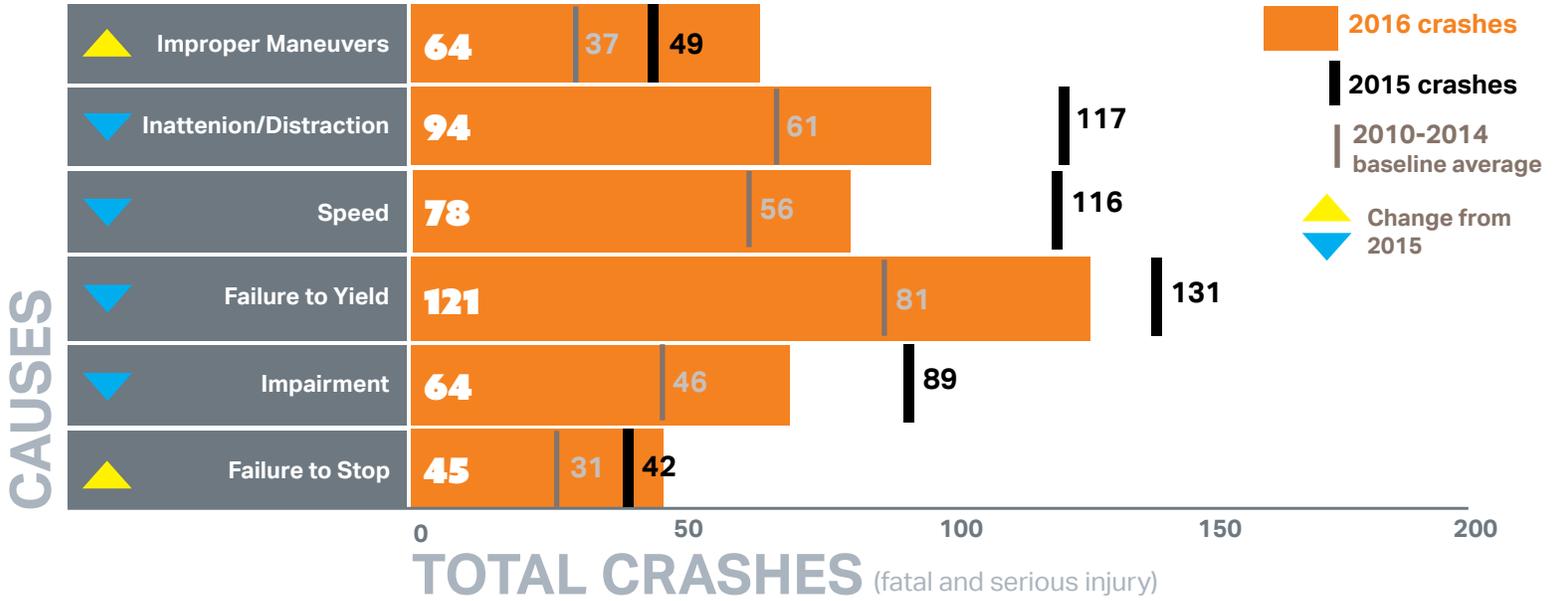


PEOPLE SERIOUSLY INJURED



500 { **79** Fatal crashes **421** Injury crashes (incapacitating)

CRASHES BY CAUSE



Together, the six dangerous behaviors shown contribute to nearly 80% of fatal and incapacitating crashes in Austin. To reduce crashes, they are being targeted in 2017 by a new "Vision Zero in Action" initiative. This collaborative effort of Austin Transportation Department and Austin Police Department combines education with strengthened enforcement.

EDUCATION CAMPAIGN

ROLL-OUT SPRING 2017

Campaign reach: over 3 million ad views and outreach contacts

A media campaign to raise awareness and change behaviors is called for in the Vision Zero Action Plan 2016-2018. The 2017 Education initiative includes hundreds of media placements and community-based activities.



Radio spots and radio station online promos



Print ads and print media online promos



Community event tabling and presentations



Social media campaigns



TV spots and TV station online promos



ABOUT THE VISION ZERO ACTION PLAN

VISION ZERO is Austin's program to eliminate traffic deaths and serious injuries by 2025. The Vision Zero Action Plan 2016-2018 was adopted by Austin City Council in May 2016. It calls for 60 actions within five Focus Areas.

The Vision Zero Task Force, comprised of City and community representatives, meets quarterly to help implement the actions in the Plan and review progress.

EDUCATION
ENGINEERING
ENFORCEMENT
POLICY
EVALUATION

PROGRESS ON INDIVIDUAL ACTIONS

These ratings reflect efforts from June 2016 to March 2017 on the Actions listed in the Plan.

VISION ZERO FOCUS AREA	Total Actions	Initiated	Ongoing	Completed	Future
EDUCATION	16	11	0	1	4
ENGINEERING	30	13	14	1	1
ENFORCEMENT	8	3	4	0	1
POLICY	18	6	7	0	5
EVALUATION	12	4	4	4	0

HOW YOU CAN HELP



STAY FOCUSED
LOOK TWICE

DRIVE SOBER
SLOW DOWN



JOIN THE CONVERSATION



twitter.com/AustinMobility
twitter.com/Austin_Police



facebook.com/AustinMobility
facebook.com/AustinPolice