VISION ZERO - MOVING FROM VISION TO ACTION

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Of Greenman-Pedersen, Inc.
2016 Motor Vehicle Crash Highlights
40,327 Fatalities
4.6 Million Injuries
$416.2 Billion in societal costs

Source: National Safety Council
NATIONAL TRENDS

“100 DEATHS A DAY SHOULD OUTRAGE US.”
Debbie Hersman
President and CEO
National Safety Council

#FatalFacts

Source: National Safety Council
Pedestrian fatalities increase from 2007-2016, While all other traffic deaths decrease by 14%
On average, one person is dying on Hillsborough Streets every day!
HUMANIZE THESE DEATHS

Eugene Fischer, 65
Ernest Kelly, 12
Emily Lopez, 17
LaMour Welch, 29
Eugene Fischer, 65
Emily Lopez, 17
Ernest Kelly, 12
Traffic violence is a public health crisis!
WHAT IS VISION ZERO?

Source: Vision Zero Network
WHAT IS VISION ZERO?

TRADITIONAL APPROACH
- Traffic deaths are INEVITABLE
- PERFECT human behavior
- Prevent COLLISIONS
- INDIVIDUAL responsibility
- Saving lives is EXPENSIVE

VISION ZERO
- Traffic deaths are PREVENTABLE
- Integrate HUMAN FAILING in approach
- Prevent FATAL AND SEVERE CRASHES
- SYSTEMS approach
- Saving lives is NOT EXPENSIVE

Source: Vision Zero Network
Vision Zero is not a slogan, not a tagline, not even just a program.

It is a fundamentally different way to approach traffic safety.

Source: Vision Zero Network
ZERO IS THE RIGHT GOAL

Source: Vision Zero Network
Vision Zero Cities

A Vision Zero City meets the following minimum standards:

- Sets clear goal of eliminating traffic fatalities and severe injuries
- Mayor has publicly, officially committed to Vision Zero
- Vision Zero plan or strategy is in place, or Mayor has committed to doing so in clear time frame
- Key city departments (including Police, Transportation and Public Health) are engaged

Updated
January 2018
**Strong Vision Zero Commitment**

**POLITICAL COMMITMENT**
The highest-ranking local officials (Mayor, City Council, City Manager) make an official and public commitment to a Vision Zero goal to achieve zero traffic fatalities and severe injuries among all road users (including people walking, biking, using transit, and driving) within a set timeframe. This should include passage of a local policy laying out goals, timeline, stakeholders, and a commitment to community engagement, transparency, & equitable outcomes.

**MULTI-DISCIPLINARY LEADERSHIP**
An official city Vision Zero Taskforce (or Leadership Committee) is created and charged with leading the planning effort for Vision Zero. The Taskforce should include, at a minimum, high-ranking representatives from the Office of the Mayor, Police, Transportation (or equivalent), and Public Health. Other departments to involve include Planning, Fire, Emergency Services, Public Works, District Attorney, Office of Senior Services, Disability, and the School District.

*Source: Vision Zero Network*
VZ Lessons Learned - US

LEADERSHIP, COLLABORATION, & ACCOUNTABILITY

• Early, strong, and consistent leadership
• Systemic change is not easy
• Change doesn’t occur over night
SPEED MATTERS MOST

As traffic deaths soar, #VisionZero cities pursue lower speed limits & new road design. Learn why Portland leads the movement in our upcoming webinar: bit.ly/2yNeq0B
Strong Vision Zero Commitment

**ACTION PLAN**
Vision Zero Action Plan (or Strategy) is created within 1 year of initial commitment and is implemented with clear strategies, owners of each strategy, interim targets, timelines, & performance measures.

**EQUITY**
City stakeholders commit to both an equitable approach to Vision Zero by establishing inclusive and representative processes, as well as equitable outcomes by ensuring measurable benchmarks to provide safe transportation options for all road users in all parts of the city.

**COOPERATION & COLLABORATION**
A commitment is made to encourage meaningful cooperation and collaboration among relevant governmental agencies & community stakeholders to establish a framework for multiple stakeholders to set shared goals and focus on coordination and accountability.

*Source: Vision Zero Network*
TRANSPORTATION EQUITY

EQUALITY

EQUITY

Equality

Equity
TRANSPORTATION EQUITY

UNDERSERVED GROUPS

- Low income
- Minority
- Elderly / Young
- Persons with disabilities
- Limited English proficiency
TRANSPORTATION EQUITY

UNDERSERVED GROUPS

• 24% of Americans live in poverty w/ no car
• Work outside traditional 9-5pm hours
• More likely to travel by bike
• Less likely to practice safe bicycling techniques
• More likely to walk on roads lacking safe, accessible facilities
TRANSPORTATION EQUITY

DID YOU KNOW...

COMMUNITIES WITH SIDEWALKS

high income: 90%
low income: 49%
Strong Vision Zero Commitment

SYSTEMS-BASED APPROACH
City leaders commit to and prioritize a systems-based approach to Vision Zero — focusing on the built environment, systems, and policies that influence behavior — as well as adopting messaging that emphasizes that these traffic losses are preventable.

DATA-DRIVEN
City stakeholders commit to gather, analyze, utilize, and share reliable data to understand traffic safety issues and prioritize resources based on evidence of the greatest needs and impact.
VZ Lessons Learned - US

FOCUS ON SYSTEM-LEVEL CHANGES

- Shift from traditional educational approach aimed at individual behavior
- Embrace “upstream” approach to shape policies, systems, and the built environment
- Focus on key factors that affect people’s behavior and choices
VZ Lessons Learned - US

**COMMIT TO SPEED MANAGEMENT**
- not simply a strategy or an optional tool
- it is fundamental and critical
ZERO IS THE RIGHT GOAL

- Pedestrian fatality & serious injury risk

18% - 50% - 77%

- 20 MPH - 30 MPH - 40 MPH

Speed matters most
Data = Knowledge
SPEED TAKES THE BACK SEAT

- 20 MPH
- 30 MPH
- 40 MPH

CONES OF VISION
Strong Vision Zero Commitment

COMMUNITY ENGAGEMENT
Opportunities are created to invite meaningful community engagement, such as select community representation on the Taskforce, broader community input through public meetings or workshops, online surveys, and other feedback opportunities.

TRANSPARENCY
The city’s process is transparent to city stakeholders and the community, including regular updates on the progress on the Action Plan and performance measures, and a yearly report (at minimum) to the local governing board (e.g., City Council).
VZ Lessons Learned - US

MEASURE AND REPORT REGULARLY
• data-driven approach

PRIORITIZE COMMUNITY ENGAGEMENT
• prioritizing equity considerations early and regularly
1ST PRIORITY - SAVING LIVES
If we are not designing for all people of different ages and abilities...

we are doing something wrong!
CHANGING THE STATUS QUO

Resistance to change

- Lack of funding
- Liability and Risk
LACK OF FUNDING

Resistance to change

• *Shift priorities* away from an all roads approach
• Institutionalize “complete streets” process
• *Increase* funding for transit, walkability, biking
• *Prioritize* public investments in walkability
• Local commitments & Public-private partnerships
Resistance to change

- One who deviates from established design criteria (guidance) is not negligent
- follow and document a clear process using engineering judgement
Addressing the Public Health and Safety crisis is very impactful!

Transportation professionals have a vital role in the solutions!
...consider committing to this goal -- design transportation systems:

- for *people* not cars
- for *all users* that is safer, eases congestion, is less costly in the long run
- can spur economic development
- that *alleviates challenges* of economic opportunity, energy, security, climate change and health
- promotes *clean air*
- helps people get more physically active by providing *choices*. 
“In Closing, Vision Zero brings a different approach and mindset that crashes are preventable. 40,000 deaths per year in the US is not acceptable. We have a lot of work to do as we move towards zero and as planners, engineers, operators and owners of the transportation system, it is not just a moral, but an ethical obligation.”

We must look to prevent crashes instead of waiting for crashes to happen!

Paula Flores, FITE
2016 ITE International President