

Smart Safe Streets Now



VISION ZERO

1 TRAFFIC DEATH IS TOO MANY

PRESENTATION OVERVIEW

The background of the slide is a grayscale photograph of a city street. On the right side, there is a tall, modern skyscraper with many windows. In the foreground, there is a paved road with a concrete curb and a street lamp. The sky is overcast with many clouds.

WHAT IS VISION ZERO?

DOES IT MAKE SENSE FOR US?

IS VISION ZERO WORKING?

HOW DO WE GET STARTED?

AWARENESS RAISING



WHAT IS VISION ZERO?

Press Conference (New York, NY)



In 2008, Lizi Rahman's son Asif died on Queens Boulevard.

“After his death, when I came to visit Queens Boulevard, I was shocked to see that there was no bike lane,” she said.

“And I couldn’t help thinking that if there was a bike lane on Queens Boulevard, maybe my son would still be alive.”

Photo source: @billdeblasio Instagram

Text source: Politico NY <http://www.capitalnewyork.com/article/city-hall/2016/01/8588439/de-blasio-vision-zero-working>

In the Neighborhood (Boston, MA)



mandana.moshtaghi
Roslindale, Massach...

FOLLOW

annadeponoise, kian_salajegheh, kiarash_kiai, amhq, rezarp, mahlet4w and ahmadbakhshi913 like this

mandana.moshtaghi Early Sat morning Sign/Sencil Effort by #WURSC members at recent #pedcrash locations.

Sign reads:
BE AWARE one of our neighbors was hit by a car HERE.
EVERYONE proceed with caution.

#WALKUPROslindale #visionzero #pedestriancrash #boston #walkablecity #walk #safety matters

ghaz_alak I wish they had it in Iran too!!

mandana.moshtaghi @ghaz_alak 😊❤️
😊...yes...and I am so sorry...

ghaz_alak 😊😊 @mandana.moshtaghi

A Call to Action (San Francisco, CA)



NO MORE DEATHS

MEMORIAL & CALL TO ACTION

Tuesday March 1, 2016
12:00 PM
U.N. Plaza, San Francisco
(Market & 7th)

Source: <http://www.sfgate.com/news/article/Woman-in-wheelchair-struck-on-Market-Street-dies-6813630.php>

VISION ZERO IN OTHER U.S. CITIES: **STORYTELLING**

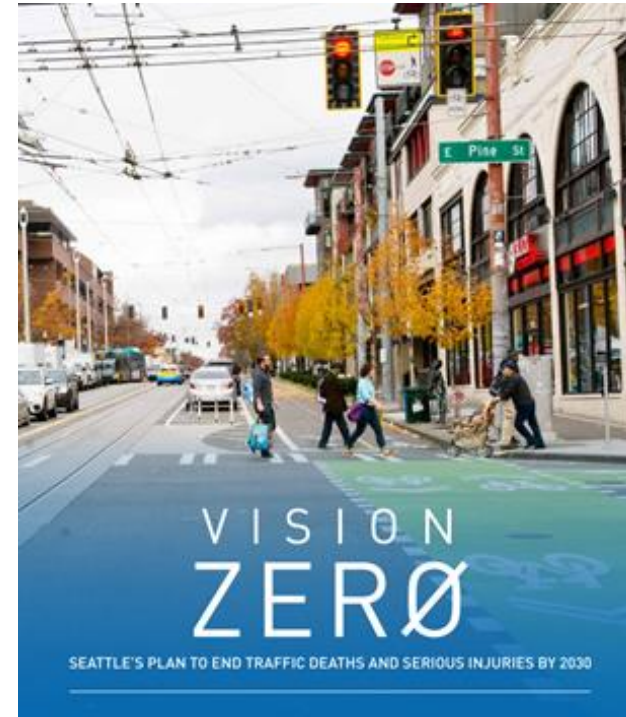
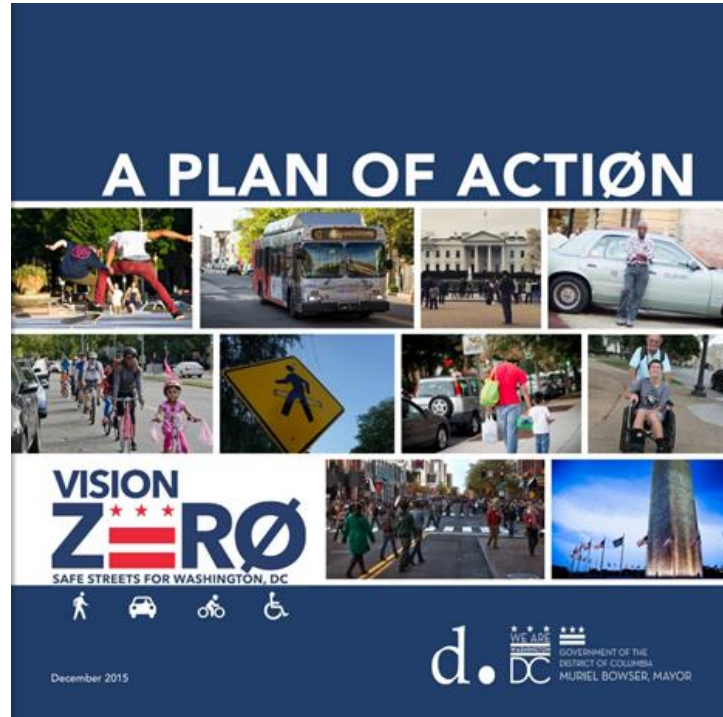
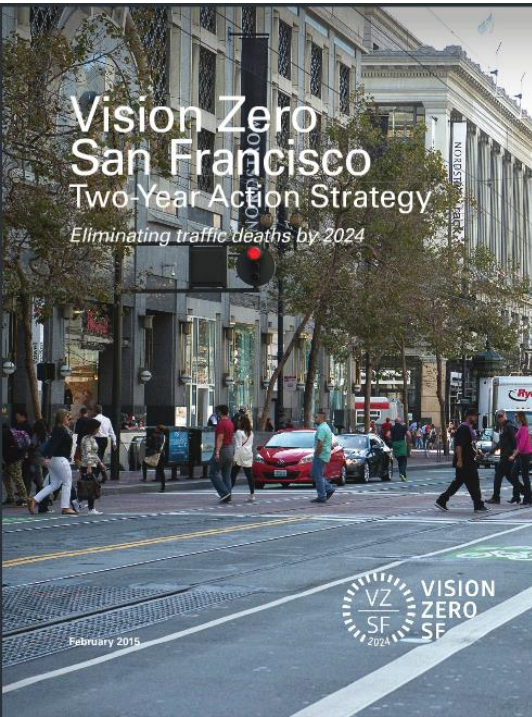
VISIONZERO 

VISIONZERO Communities (as of June, 2016)



VISION ZERO IN OTHER U.S. CITIES: **OVERVIEW**

U.S. VISIONZERO Examples



VISION ZERO IN OTHER U.S. CITIES: OVERVIEW

VISIONZERO

OVERVIEW: New York, NY

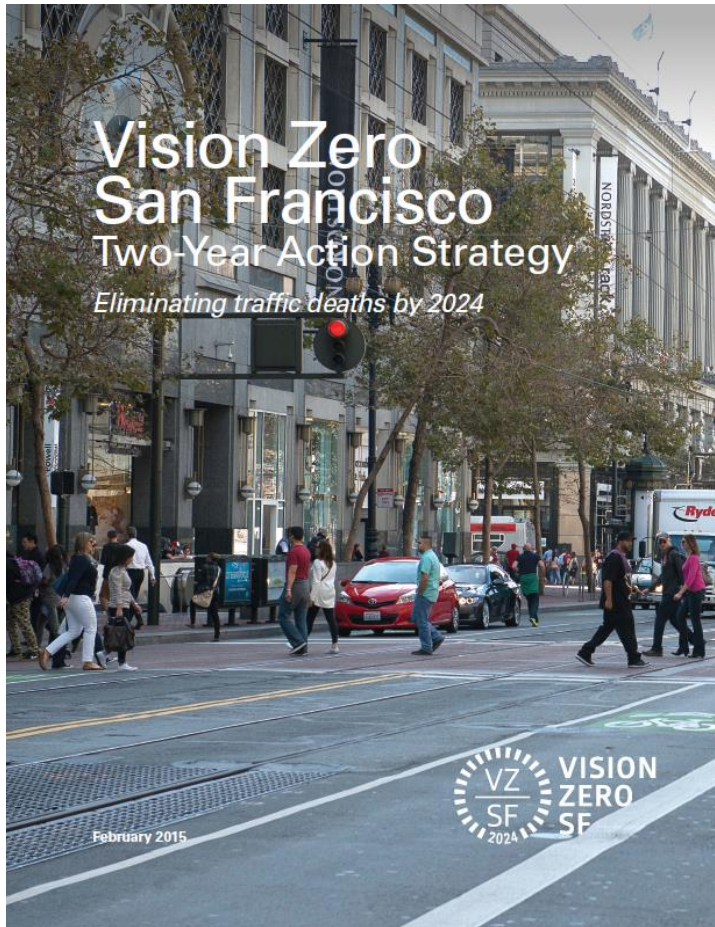


Vision Zero

Action Plan City of New York
Mayor Bill de Blasio 2014

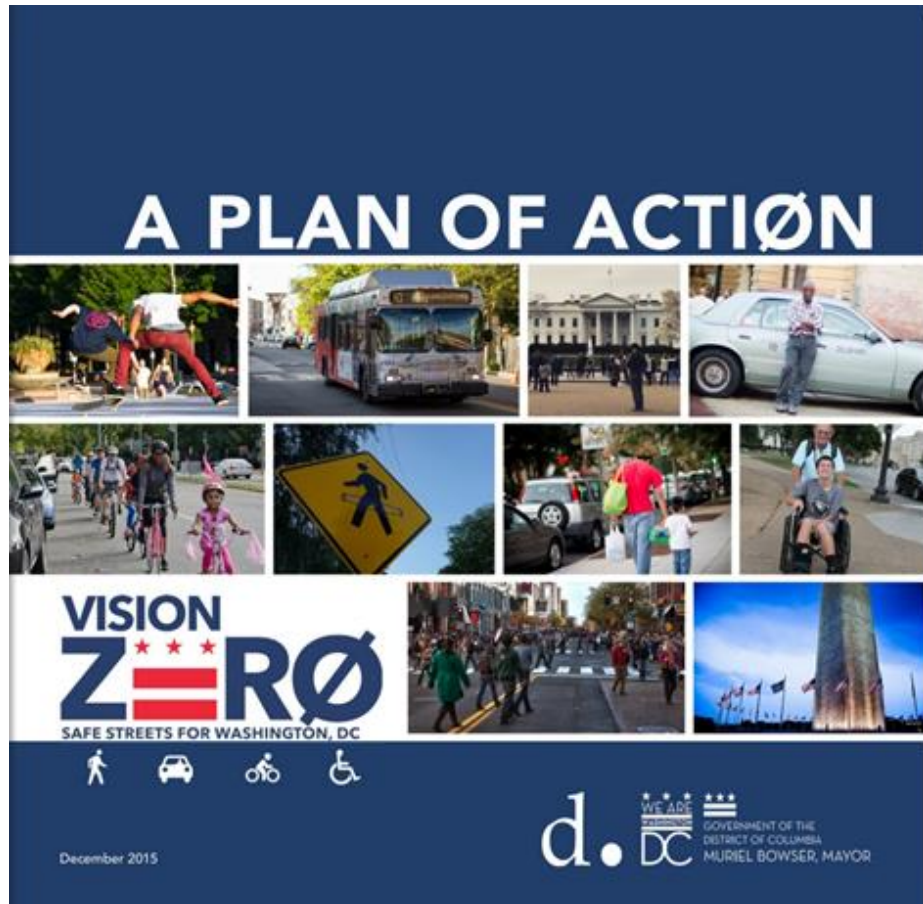
- Large, unique city but one of the earliest adopters in US, so more information on approach and success.
- Plan published in 2014
- 7 city agencies involved
- Organized by responsible agencies/roles rather than safety focus area
- Areas of action:
 - Law Enforcement
 - Legislation
 - Street design and regulation
 - City government practices
 - Outreach
- <http://www.nyc.gov/html/visionzero/pages/home/home.shtml>

OVERVIEW: San Francisco, CA



- Adopted Vision Zero plan in 2014 - Zero deaths by 2024
- Build culture that prioritize traffic safety
- Oversight:
 - Mayor Edwin M. Lee
 - City Agency Boards and Commissions
 - Citywide Vision Zero Task Force
 - SF County Transportation Authority Vision Zero Committee
 - 14 city agents/authorities signed Vision Zero Pledge
- Set benchmarks (outcome goals). Examples:
 - Decrease total severe and fatal injuries
 - Increase miles of streets/intersections receiving safety improvements
 - Decrease speeds on SF streets
- <http://visionzerosf.org/>

OVERVIEW: Washington, DC



- Commitment signed by 23 city agencies/authorities
- Action plan 2015, zero fatalities and serious injuries by 2014
- After Mayor launched initiative:
 - Review of past plans and programs
 - DC agency workgroups convened
 - Residents shared concerns/suggestions regarding specific locations
- <http://www.dcvisionzero.com/>

Review Across Example Cities: Commonalities

- Reducing Traffic Speeds
- Commitment to interdepartmental coordination
- Specific action items with assignment of responsibility for action items to specific agencies
- Discussion of funding
- Robust, interactive websites that include full plan, data, and opportunities for public engagement

Review Across Example Cities: Commonalities

- Many Vision Zero Measures are Low Cost



Norfolk St, Codman Square Summer St, Seaport District Beacon St, Back Bay Mass Ave, South End Pleasant St, Savin Hill Malcolm X Blvd, Roxbury

Speed radar signs are being installed around Boston! Please be mindful of your speed and keep your vehicle under control. Vision Zero Boston - visionzeroboston.org



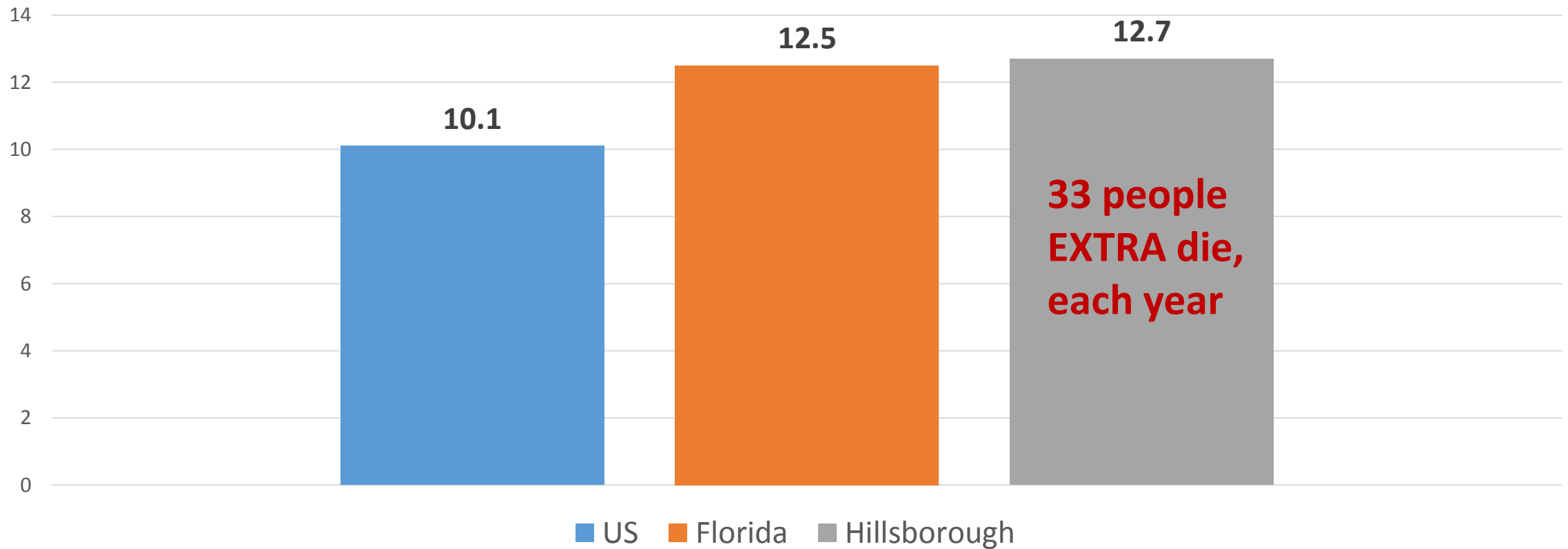
San Jose: upgrading street lights from “yellow” sodium vapor to brighter / more energy efficient “white” LED

A photograph of a multi-lane highway in a city. In the foreground, a black SUV is driving away from the camera in the right lane. A silver car is visible in the distance. The highway has concrete barriers on both sides. In the background, several tall city buildings are visible under a cloudy sky. A green banner with white text is overlaid on the left side of the image, and a yellow vertical bar is on the far left.

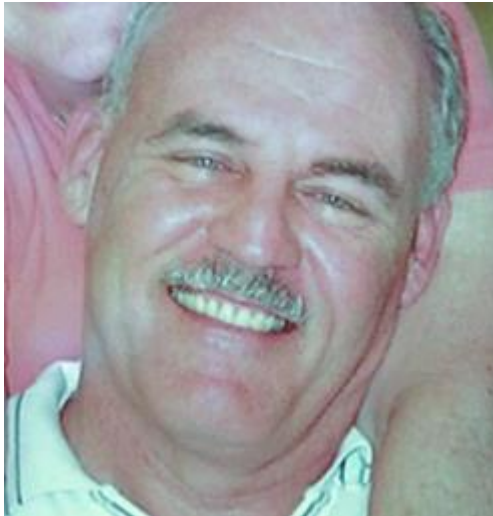
**DOES IT MAKE
SENSE FOR US?**

Does Vision Zero Make Sense Here?

Traffic Deaths per 100,000 Residents



Some of the County's Many Fatal Crash Victims



Eugene Fischer, 65



India Welch, 24



Emily Lopez, 17



LaMour Welch,
29

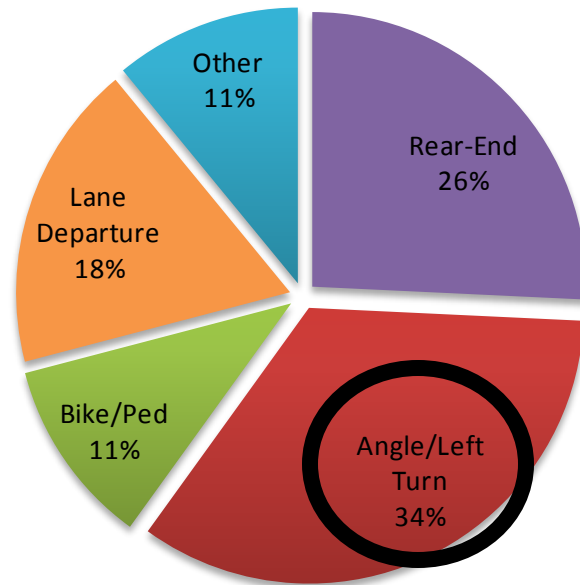


Ernest Kelly, 12

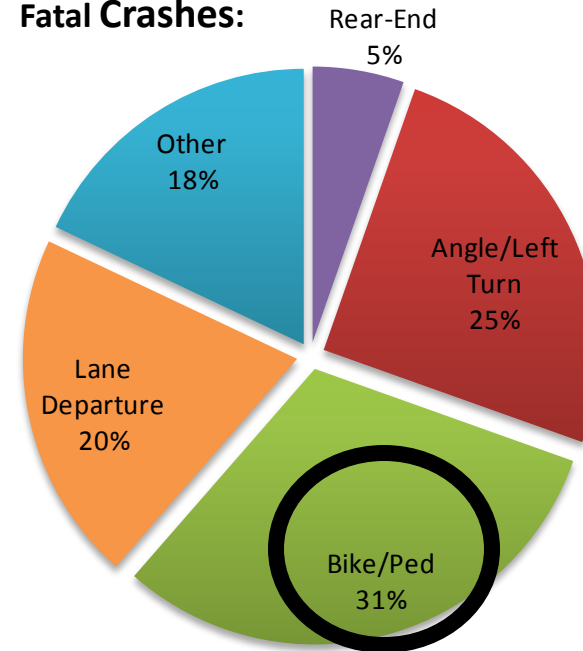
What's the Problem?

Over Half of “Severe Injury” and “Fatal” Crashes occur along **Urban Major Roadways**

Severe Crashes:



Fatal Crashes:



Hillsborough Vision Zero is already personal...



Hillsborough County Deputy
John Robert Kotfila, 30



"I had no idea this person was an officer until the moment he was right next to me," she explained. "He was basically just able to get in front of me, and not a second or two later the oncoming driver and him, their paths crossed." Reflecting on the deadly crash, Sarah Geren told ABC News, ***"I absolutely feel that he [the deputy] looked at the situation that was going on and he made a split second decision to move in front of me to save me."***

...and already impacting the community

MORNING EDITION

Fatal crashes snarl morning commutes around Tampa Bay

Feb 15, 2016, 8:06am EST
INDUSTRIES & TAGS Education


SHARE [Icons] Order Reprints Save Article Print

Get Tampa Bay Newsletters and Alerts
Morning Edition >> Afternoon Edition >> Breaking News
Enter your email address [Input] Sign Up

BUSINESS PULSE
Are Tampa Bay traffic issues affecting your workplace productivity?
Monday morning is off to a deadly start in Tampa Bay, with four fatal traffic crashes around the region, according to multiple media reports.
ABC Action News reports fatal crashes in the following areas:

RELATED CONTENT
Biggest construction projects in Tampa Bay
TIA preps new

Ambulance in traffic
TRACY FOX



TRAFFIC

f +36 t +1 g +2 0 [Email] [Print]

Pedestrian killed on Fletcher Avenue near USF

TBO.com staff

Published: January 7, 2016
Updated: January 7, 2016 at 08:48 AM

A pedestrian was killed this morning when he was struck by a car on Fletcher Avenue near the University of South Florida.

Hillsborough County deputies say 50-year-old Jodie Carroll, at-large address, was standing on the concrete median on Fletcher Avenue, just west of Bruce B. Downs Boulevard, when he stepped into the path of a 2001 Jeep Cherokee driven by 55-year-old Melody A. Greene, of Zephyrhills.

Greene, who was driving westbound on Fletcher Avenue, struck Carroll before coming to a complete stop, deputies say.

Carroll died at the scene, deputies say.



VISION ZERO IN HILLSBOROUGH COUNTY TODAY

VISIONZERO 



**IS VISION ZERO
WORKING?**

New York City: Year One Report

- Street Design
 - Improved design at 50 intersections and corridors including more pedestrian space, clarifying lane markings, reducing crossing distances, and installing new protected bike paths
- Enforcement
 - Increased summonses for speeding (42%), and failure to yield (125%).
 - Increased penalties for dangerous driving
 - Increased number of speed cameras for use in school zones across city
 - Taxi and Limousine Commission launched Safety Squad
- Education
 - New public campaigns against reckless driving

New York Vision Zero: By the Numbers

50

Citywide Public Events

226

LIDAR Guns Purchased

620

Schools Received Street
Safety Education

400

Speed Bumps Installed

25

New Default Speed Limit

113

Speed Boards Deployed

120

Additional Speed Cameras
Authorized

57

Safety Projects at
Intersections and Corridors

15,306

CANceivers Installed

27

Arterial Slow Zones
Created

EARLY INDICATORS OF VISION ZERO SUCCESS

VISIONZERO 



**HOW DO WE GET
STARTED?**

Local Partners Supporting Vision Zero Activities

- Hillsborough MPO
- Hillsborough County
- City of Tampa
- Tampa Downtown Partnership
- Florida DOT
- Walk Bike Tampa
- Tampa General
- St. Josephs
- Florida Hospital
- CUTR

Potential New Area Partners

- Government
 - TBARTA (Tampa Bay Area Regional Transportation Agency)
 - HART (bus agency)
 - Public health agencies
 - Hillsborough School District
- Universities
 - University of South Florida
 - University of Tampa
- Other organizations
 - Association of HOAs
 - Seminole Heights HOA
- Westshore Alliance
- New North Transportation Alliance
- Community Safety Traffic Safety Team
- Advocacy groups
 - Bike Walk Tampa Bay Coalition
 - MADD
- Law Enforcement/Courts
 - Hillsborough County Sheriff's Office
 - Tampa Police Department
 - Plant City Police Department
- Other
 - Developer Jeff Vinik
 - Coast Share
 - Bike Valet
 - Green Artery
- Department
 - Temple Terrace Police Department
 - USF Police
 - Public Defenders

Vision Zero Components

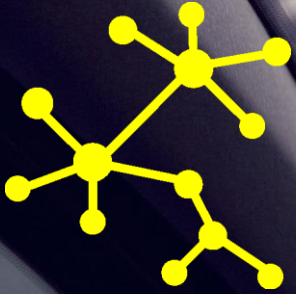


Vision Zero Concepts and Principles



- Achieving a goal of no fatalities or serious injuries from traffic crashes.
- Different from traditional traffic safety programs:
 - Traffic deaths are preventable
 - Focus on system failure, systems approach to safety
 - Cross-pollinates engineering, enforcement, and public health perspectives
 - Data-driven process & decisions
 - Road safety as a social equity issue

Vision Zero Resources



- Vision Zero Network
 - Resources to help cities reach their goal
 - Collaborative campaign, bringing people together to share strategies and support leadership
- Vision Zero Cities Conference

Lessons from 2016 VISIONZERO Cities Conference

VISION ZERO
is a national
movement

ZERO
is the right
number

We get what
we build for

Traffic
violence is a
public health
crisis

Storytelling is
central

Reducing
speeds is
critical- and
possible

Implementation
& enforcement
must be
equitable

Data isn't a
one-way
street

Not just about
individual
drivers

Ensure
everyone has
a voice



AWARENESS RAISING

Examples from Cities In Progress



**Identify Existing Partnerships/
Resources**



Personal Storytelling



Getting People Involved

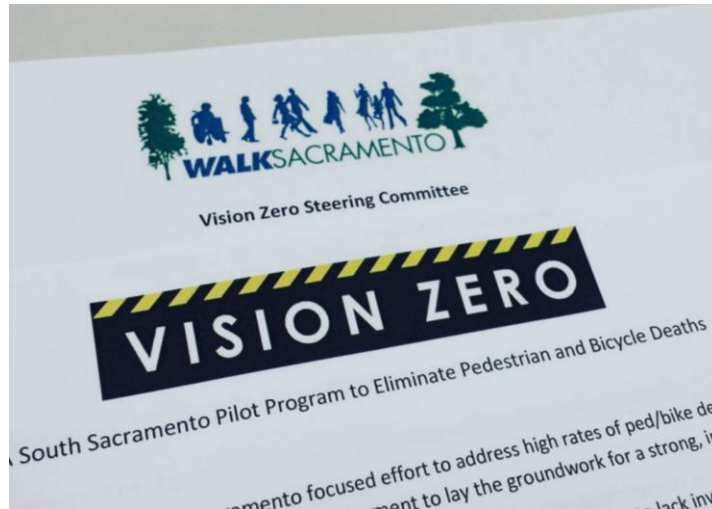


In Person Outreach

Identify Existing Partners and Resources

Don't want to:

- Alienate existing efforts
- Miss opportunities to leverage resources
- Compete with current programs



VISION ZERO
SAFE STREETS FOR ALL

Rally to support Denver's adoption of Vision Zero and the goal of zero traffic fatalities!

Join us Friday before Valentine's Day for a rally in support of **Vision Zero**, a strategy to eliminate all traffic fatalities and severe injuries, while increasing safe, healthy, equitable mobility for all.

Friday February 12th, 11:30 AM
Denver City & County Building, Colfax & Bannock
Multi-modal rally parades starting at 11AM

Walking Route:
11am - Meet at Fillmore Theatre

Bike Route:
11am - Meet at 26th & Blake

Bus Route:
11am - Meet at Union Station

RSVP/More Info on Facebook:
<http://on.fb.me/11T23ol>

Logos for WALK DENVER, BIKE DENVER, THE TRANSIT ALLIANCE, DENVER INC, CAR 2GO, DENVER + COMMUNITY ACTIVE LIVING COALITION, and DENVER ENVIRONMENTAL HEALTH.

VISION ZERO IN OTHER U.S. CITIES: **OVERVIEW**

VISIONZERO

STORYTELLING: Make it Personal

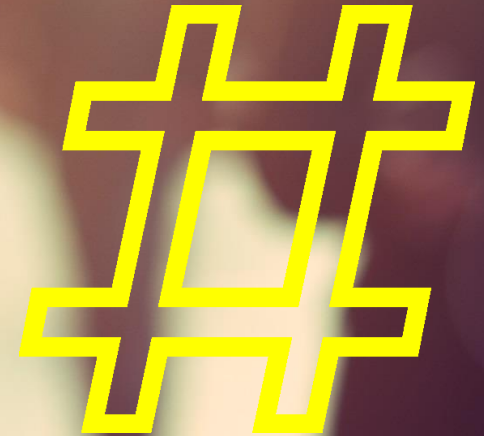
STORYTELLING



SOCIAL MEDIA



HASHTAGS



STORYTELLING: Asking for Stories

311 Online Agency Directory Online Services Accessibility

DC.gov
Mayor Muriel Bowser

Search DC.gov

DC.gov ddot.dc.gov

District Department of Transportation

DDOT Home DDOT Services Projects and Planning On Your Street About DDOT

District Department of Transportation

Listen

SHARE

goDCgo

Vision Zero Asks Riders to Share Their Safety Stories

Thursday, August 13, 2015



Media Contacts

Michelle Phipps-Evans – (202) 497-0124, michelle.phipps-evans@dc.gov
Keith St. Clair – (202) 671-5124, keith.stclair@dc.gov

(Washington, DC) The District Department of Transportation (DDOT) today released 30 custom Vision Zero Capital Bikeshare bicycles into circulation as part of a promotion Mayor Muriel Bowser's Vision Zero initiative, which aims at eliminating all fatalities and serious injuries to users of the District's transportation system by 2024.

DDOT is seeking further input describing the experience of bicycling in the District. People on bikes are a particularly vulnerable population of travelers, and the Vision Zero team wants to ensure that this perspective is reflected in our safety strategies.

DDOT is asking Capital Bikeshare riders to Bikeshare their safety stories. Through this visual storytelling exercise, people on Capital Bikeshare bicycles – including the new Vision Zero bike – to their favorite bicycle-friendly street or trail, and tweet a photo to @DCVisionZero to explain how it keeps them safe. Likewise, Bikeshare

DC Streetcar



DC Streetcar will facilitate travel for District residents, workers and visitors by complementing existing transit options, and by creating neighborhood connections where they currently do not exist.

Connect With Us
55 M Street, SE, Suite 400,
Washington, DC 20003
Phone: (202) 673-6813
Fax: (202) 671-0650
TTY: (202) 673-6813
Email: ddot@dc.gov

Facebook Twitter YouTube Instagram SoundCloud

Ask the Director Agency Performance

Amharic (አማርኛ)
Chinese (中文)
French (Français)
Korean (한국어)

YOUR STORY

Your Story

Have you been affected by a serious traffic injury or traffic death in the City of Los Angeles, either as a survivor or friend or family member of a victim? Please tell us your story, and let us know how to reach you. Email us at LAVisionZero@gmail.com with your name, phone number, and story.

Su Historia

¿Ha sido usted afectado por una lesión seria o una muerte en un accidente vial en la ciudad de Los Angeles, ya sea como sobreviviente, amigo o familiar de una victima? Por favor cuéntenos su experiencia, y déjenos saber cómo comunicarnos con usted. Envíenos un correo electrónico LAVisionZero@gmail.com con su nombre, teléfono y experiencia.

您的故事

您是否曾受过发生在洛杉矶市内严重交通伤亡事故的影响，无论是身为幸存者或受害者的朋友或家人？请告诉我们您的故事，并让我们知道如何与您联络。请以电邮与我们联系，邮址 LAVisionZero@gmail.com，写上您的姓名、电话号码与所经历的情形。

개별 사례

로스앤젤레스 시에서 본인이 직접적인 피해자로 혹은 피해자의 친구나 가족 구성원으로 교통 사고로 인한 심각한 상해나 죽음에 의해 영향을 받으신 적이 있습니까? 저희에게 귀하의 이야기를 말씀해 주시고, 저희가 귀하에게 연락할 수 있는 방법을 알려 주십시오. 귀하의 성함, 전화 번호, 이야기를 LAVisionZero@gmail.com 에 이메일로 보내주십시오.

Your Story

OUTREACH: Make it about the Community



Engage everyone in identifying
problems and solutions

OUTREACH: Getting People Involved


学习 LEARNING 学习 APRENDIZAJE 매움 WONDER ASOMBRO
경이 PANGANGARAPCELEBRATIONS 庆祝活动 MGA PAGDIRIWANG
MORE MÁS 更多 もっと 더 LIFE VIDA 生活 人生 인생 BUHAY

HOME > UPDATES

CAROL FEUCHT
SSIC

MAR 29, 2016

VISION ZERO PROJECT LOCATION PRIORITIZATION: TELL LADOT WHERE TO BEGIN



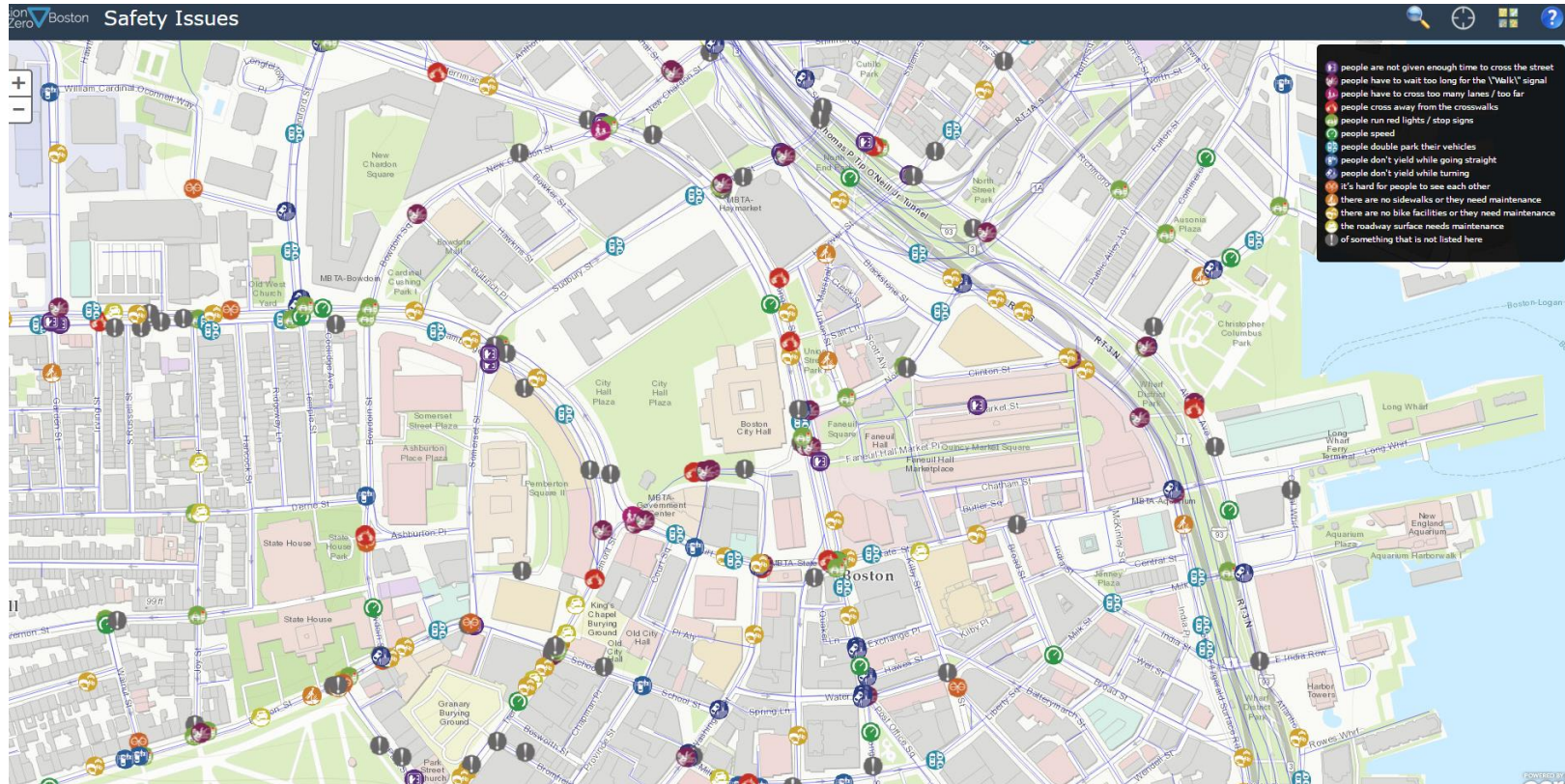
Did you know that people walking and biking account for about half of all traffic deaths in Los Angeles, even though they're involved in only 14% of traffic collisions? Through its Vision Zero initiative, the City of Los Angeles has committed to eliminate all traffic fatalities and serious injuries in L.A. by the year 2025, with an initial focus on those most at risk - people walking and biking. The [Los Angeles Vision Zero](#)

- LA Vision Zero: asking people to tell them where to start

VISION ZERO IN OTHER U.S. CITIES: OUTREACH

VISIONZERO

OUTREACH: Getting People Involved



- DC, Boston crowdsourcing maps to get info on traffic safety concerns, not just crashes

OUTREACH: Where the People Are



- Outreach at DC Metro Stations

VISION ZERO IN OTHER U.S. CITIES: **OUTREACH**

VISIONZERO 

OUTREACH: Alternative Methods



lifecyclebiking
Park Slope Historic ...

FOLLOW

61 likes

1d

lifecyclebiking One #fatality is one too many. Please always #ride as safely as possible, for you and those around you. #visionzero #lifecyclebiking #workwithoutborders #curatedcyclingcommunity #annualcyclingcircuit #urbancycling #lifecyclerides #communitychampion #bikenyc #brooklyn #picoftheday #bike #cycle #cycling #city #fixie #womenwhoride #road #community #inclusive #new #bikelove #ridewithpurpose #change #adventure #motivation #ridesafe #bikeart

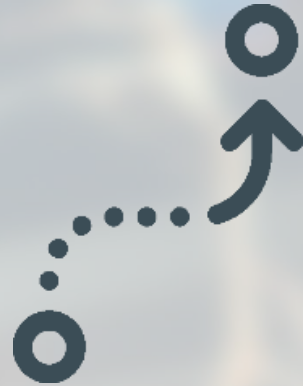
kimakazii Great shot

- Mural on side of building in New York City

OUTREACH: Turn Engagement into Action



Develop a Plan



**Identify
Strategies**



**Assign
Responsibility /
Discuss Funding**



**Measure
Performance**

What Now for Hillsborough County? **A Call to Action**



Recognize crashes as a form of violence & public health problem



Make **ZERO** the only acceptable number



Engage the Public



Leverage existing partners/efforts



Commit leadership, resources, and time



Formalize a Plan



Assign Responsibility



Implement



Evaluate/Update

Make Streets Safe for Everyone....



ALL Road Users



ALL Ages



ALL the Time

QUESTIONS / COMMENTS / DISCUSSION

