Building a Vision Zero Action Plan
A Small City Approach to Eliminating Traffic Deaths and Serious Injuries

*New England Bike-Walk Summit 2018*

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**Vision Zero: A Different Approach to Traffic Safety**

*Strategy to eliminate all traffic fatalities and severe injuries.*

<table>
<thead>
<tr>
<th>VISION ZERO</th>
<th>TRADITIONAL APPROACH</th>
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<tbody>
<tr>
<td>Traffic deaths are <strong>preventable</strong></td>
<td>Traffic deaths are <strong>inevitable</strong></td>
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<tr>
<td>Integrate <strong>human failing</strong> in approach</td>
<td><strong>Perfect</strong> human behavior</td>
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<tr>
<td>Prevent <strong>fatal and severe crashes</strong></td>
<td>Prevent <strong>collision</strong></td>
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<td><strong>Systems</strong> approach</td>
<td><strong>Individual</strong> responsibility</td>
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<td>Forgiveness of <strong>slow speeds</strong></td>
<td>Forgiving <strong>design</strong></td>
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<tr>
<td>Saving lives is <strong>not expensive</strong></td>
<td>Saving lives is <strong>expensive</strong></td>
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Source: Adapted from Vision Zero Network
Alexandria, Virginia

Case study of a small city’s Vision Zero experience
Why Vision Zero in Alexandria?

Traffic deaths and serious injuries recognized as unacceptable public health issue
The Process

*Key steps leading up to Vision Zero Action Plan*

- **Adopted Pedestrian & Bicycle Master Plan**
  - Spring 2016
  - Key Strategy: Explore Vision Zero

- **Drafted Vision Zero Resolution**
  - Fall 2016
  - Support from City Boards & Commissions

- **Adopted Vision Zero Policy**
  - January 2017
  - Council directed staff to build action plan
Vision Zero Action Plan
The road map for a community to achieve Vision Zero by 2028

Key Principles

- Data-Driven
- Community-Driven
- Strategic
- Measurable
- Multidisciplinary
- Equitable
Robust Data Analysis
Deep-dive review of severe crashes on City streets

Figure 7. Crash Trends in Alexandria

Alexandria’s High KSI* Crash Network

SPEED MATTERS
When vehicles hit pedestrians while traveling at speeds of...

- under 20 MPH: 14%
- 20-29 MPH: 18%
- 30-39 MPH: 35%
- 40 or more MPH: 100%

...pedestrians were seriously injured or did not survive the crash.

*KSI = Killed or Serious Injured
# Interdepartmental Work Group

City staff working together outside of their silos

<table>
<thead>
<tr>
<th>Transportation &amp; Environmental Services</th>
<th>Police Department</th>
<th>Office of Performance &amp; Accountability</th>
<th>City Manager’s Office</th>
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<tbody>
<tr>
<td>Fire Department</td>
<td>General Services – Fleet Management</td>
<td>Commonwealth Attorney’s Office</td>
<td>Health Department</td>
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<td>GIS</td>
<td>DASH (Alexandria Transit Company)</td>
<td>Office of Human Rights</td>
<td>Recreation, Parks, &amp; Cultural Activities</td>
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<td>Planning &amp; Zoning</td>
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Equitable Community Engagement
Better understand Alexandrians’ concerns when traveling on City streets

PUBLIC INVOLVEMENT KEY FINDINGS
Over 1,000 residents, visitors, employees, and business owners were engaged in the Vision Zero Action Plan process. The following are the key findings:

CRASHES EXPERIENCED
16% of survey participants were seriously injured or knew someone that had been seriously injured or killed in a traffic crash in Alexandria

SELF-REPORTED CRASHES INVOLVED:
People walking or driving

CRASHES REPORTED OF OTHERS INVOLVED:
People driving or riding a bike

TOP 3 SAFETY CONCERNS REPORTED
- Distracted Driving
- Speeding
- People running red lights or stop signs

TOP 3 CONCERNS: DIFERENCES
Participants in Alexandria, those aged 30-50 years, and Title VI Populations noted:
- Drivers not stopping for people walking or in wheelchairs

Title VI Populations include any participants that identified as minority, low-income, and Limited- or No-English Proficiency.

A detailed version of the results from the online survey and street meetings can be viewed in Appendix B.
Best Practices in Advancing Safety
Learning from peers and other cities taking action

The CoC represent areas that have low income and education levels, high concentrations of seniors and people with disabilities, low rates of vehicle ownership, high obesity rates, and high numbers of schools and community centers.

39% of all traffic deaths and 47% of pedestrian deaths happened in the CoC.

There is substantial overlap between the HIN and CoC. We will focus many of our Vision Zero efforts in these areas.
Goals + Action Items
Where do we want to go and how do we get there

**Improve Data Collection and Evaluation**
- Accessible and transparent data
- Enhance data collection and coordination
- Evaluate success of existing and planned programs

**Enhance City Processes and Collaboration**
- Support and encourage statewide legislative efforts to implement stricter traffic safety laws
- Evaluate city policy and administrative guidelines to improve safety outcomes
Goals + Action Items
Where do we want to go and how do we get there

Build Safe Streets for Everyone

• Improve prioritization of safety treatments
• Focus on reducing vehicle speeds
• Develop and implement infrastructure policies to reduce KSIs
• Focus resources in lower income communities

Promote a Culture of Safety

• Inform the public of VZ efforts
• Create a network of VZ partnerships
• Craft a successful VZ education campaign
• Encourage City staff to incorporate VZ into everyday practices
• Strengthen traffic safety enforcement policies and practices
What Will It Take?
Specifically identify how the plan will become reality.
Action Plan Adopted, Now What?

– Build 1st Year Engineering Projects

– Re-assess and coordinate on capital and operating budgets

– Promote the Vision Zero Pledge

– Build a Network of Coalition Partners

– Advance Regional and State Legislative Actions

– Provide Annual Evaluation / Progress Updates
Key Lessons Learned

Takeaways for communities of all sizes

1. Striving for Vision Zero requires a change in culture and rethink of priorities.

2. Understand limits of data analysis.

3. Focus limited resources on High Injury Network for higher value safety benefits.

4. Identify champions and keep momentum.
Vision Zero Resources

Organizations + Guides
- **Vision Zero Network**
  - Vision Zero 101
  - Vision Zero: Not Just for Big Cities (Fremont)
  - Road Map for Action
- FHWA – Toward Zero Deaths
- ITE Vision Zero
- National Safety Council - Road to Zero

Small Cities
- Alexandria, VA
- Boulder, CO
- Cambridge, MA
- Columbia, MO
- Eugene, OR
- Fort Lauderdale, FL
- Fremont, CA
- Monterey, CA

Large Cities
- Boston, MA
- Denver, CO
- Philadelphia, PA
- Portland, OR
- Seattle, WA