

# *Vision Zero Initiative*

*Paula Flores  
ITE Immediate Past President*

*Urban Street Symposium  
Monday, May 22, 2017*



# ITE – A Community of Transportation Professionals



# ITE's Purpose

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Save ~~Preserve~~ Lives

Move People ~~Cars~~

Enhance Communities

Grow the Economy

# Our responsibility

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“must be dedicated to the protection of the public health, safety, and welfare...”

Source: NSPE Code of Ethics

Reality is...

**“100 DEATHS  
A DAY SHOULD  
OUTRAGE US.”**

Debbie Hersman  
President and CEO  
National Safety Council

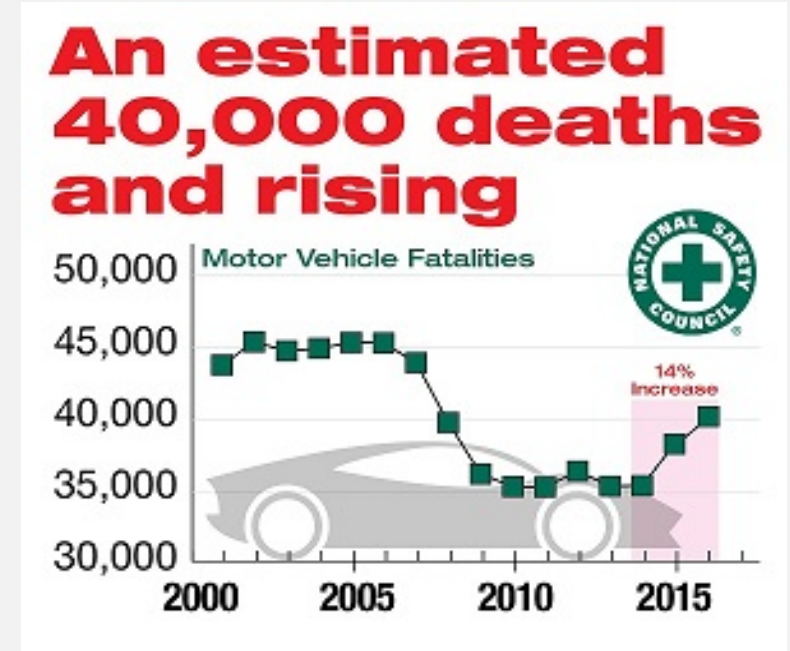
#FatalFacts



# National Safety Council

## 2016 Estimates

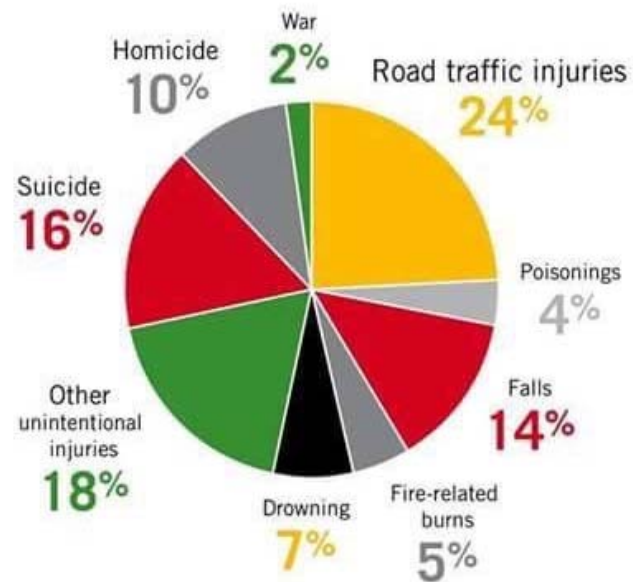
- **40,200 Fatalities** (+6% 2015, +14% 2014)
  - 12.4 deaths per 100,000 population
  - 1.25 deaths per 100M VMT
- **4.6 Million** serious injuries
- **\$432 Billion** societal cost



# World Health Organization

## How injuries and violence claim lives

Causes of injury deaths, world, 2012.



*Road Traffic Injuries are the highest cause of death worldwide*



One more death, is one too many! We must and can do more to prevent so many senseless deaths.

*“Traffic violence is a public health crisis!”*





**It is up to us to tell the story...**

# What is Vision Zero?

**Vision Zero** is a multi-national road traffic safety project that aims to achieve a highway system with *no fatalities* or *serious injuries* in road traffic.

*Started in Sweden in 1997*

# Core Principles of Vision Zero

- ▶ Traffic deaths as *preventable and unacceptable*
- ▶ Human life takes *priority* over mobility
- ▶ Streets should be safe *for all* users, modes, ages and abilities
- ▶ *Human error* is inevitable and unpredictable
- ▶ People are vulnerable and *speed is a fundamental* predictor of crash survival
- ▶ Safe human behaviors, education, and enforcement are essential
- ▶ Policies need to align with safety as the *highest priority*
- ▶ Road safety as a social *equity* issue

# Strong Vision Zero Commitment

## Key components of a 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.



### 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.



# Strong Vision Zero Commitment

## Key components of a 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.

### 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).



# ITE Vision Zero Initiative

- ▶ 2016 International Board of Direction
- ▶ Established two committees
- ▶ Diverse members

## Steering Committee

- Sam Schwartz Engineering
- Vision Zero Network
- Federal Highway Administration
- City of Toronto
- Iowa State University
- Port Authority of NY/NJ
- UNC at Chapel Hill
- Transportation Research Board
- Texas A&M Transportation Institute
- RPM Transportation Consultants
- Fehr & Peers
- Howard R. Green Company
- Louisiana State University LTAP
- District Department of Transportation

## Technical Working Group

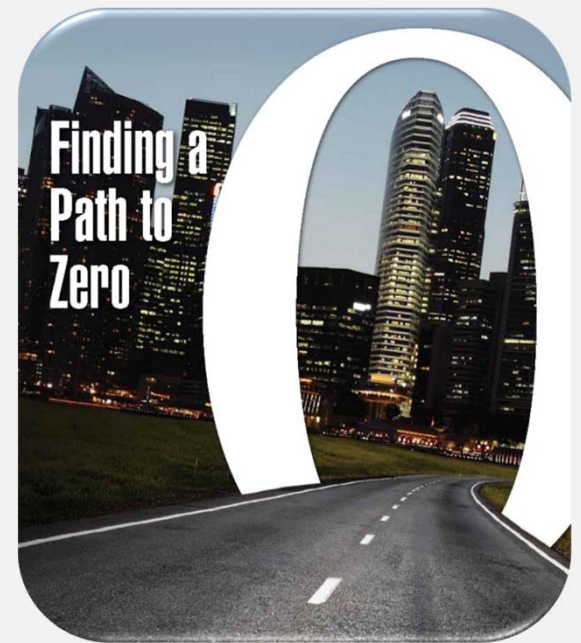
- Port Authority of NY/NJ
- Road Safety BC (British Columbia)
- Navigats, Inc.
- Alabama Department of Transportation
- KCI Technologies, Inc.
- City of Columbia
- National Association of County Engineers
- City of Los Angeles
- AASHTO
- City of San Francisco
- Federal Highway Administration
- Tool Design
- New York University
- Fehr & Peers
- Texas A&M Transportation Institute

# Vision Zero

## Task Force

- ▶ Virtual Vision Zero Toolbox
- ▶ Video Analytics Partnership
- ▶ Webinar Series & Resources

## Road to Zero Coalition





# Vision Zero - Toolbox

## Vision Zero Toolbox v1.0

- ▶ April Launch
- ▶ Over 700 resources
- ▶ Over 3,000 page views
- ▶ Seeking more resources...



<http://ite.org/visionzero/>

# Vision Zero – Video Analytics Partnership

*Goal: use existing traffic camera feeds and crowdsourcing from interested stakeholders to ultimately support development of a predictive crash analysis tool*

- ▶ City of Bellevue, WA Microsoft, University of Washington
- ▶ ITE – host and market web portal
- ▶ March ITE Journal article

# Vision Zero – Video Analytics

## Video Analytics towards Vision Zero

Worldwide problems demands bold action



Make a difference, teach computers to learn



# Vision Zero - Resources



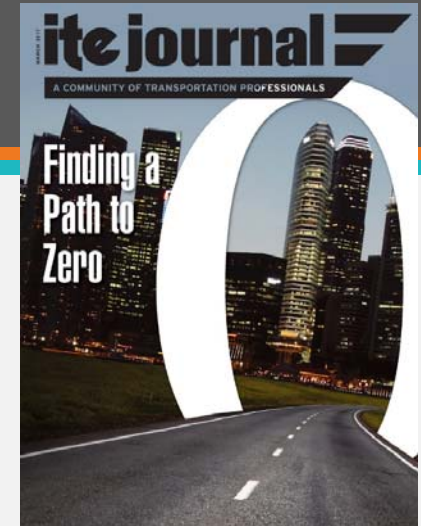
## Podcasts

- ▶ Conversation with Matts-Ake Belin on Vision Zero
- ▶ Deborah Hersman Talks about the Road to Zero Coalition

# Vision Zero - Resources

## ITE Journal Content

- ▶ Vision Zero in New York City May 2016
- ▶ All Roads Lead to Zero: Realizing Vision Zero April 2016
- ▶ Vision Zero in Seattle WA, USA: Part one June 2016
- ▶ Vision Zero in Seattle WA, USA: Part two July 2016
- ▶ Director's Message: ITE Zeroes in on Vision Zero September 2016
- ▶ Video Analytics Towards Vision Zero March 2017



# Vision Zero - Resources



## On-demand Webinar Recordings

- ▶ Looking Beyond the 2009 Edition of the MUTCD: New Flexibilities for the Practitioner
- ▶ Keeping Pedestrians and Bicycle Safe: New MUTCD Provisions
- ▶ Looking forward: Advancing New and Emerging Traffic Control Devices
- ▶ Toward Vision Zero: Tools and Tips for Achieving Target Speeds in Your Community

# Vision Zero - Resources



## Webinar Series

- ▶ **FREE** - Using the New ITE Vision Zero Website and Safety Resources Toolbox **May 23**
- ▶ Safety Considerations in Transportation Planning **June 8**
- ▶ Introduction to the Road Environment **June 22**
- ▶ Introduction to Human Factors **June 29**
- ▶ Safety for All Road Users **July 20**



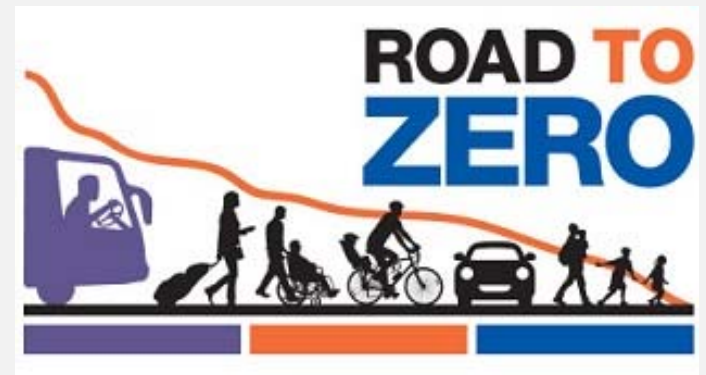
# Vision Zero - ITE Annual Meeting

- ▶ Countdown to Zero
- ▶ Implementing Vision Zero Best Practices
- ▶ The Radicalism Vision Zero Traffic Safety
- ▶ What to Fix Next: Getting to the Goal of Vision Zero
- ▶ Towards Vision Zero at Railroad Grade Crossings
- ▶ Poster Presentations



# Road to Zero Coalition

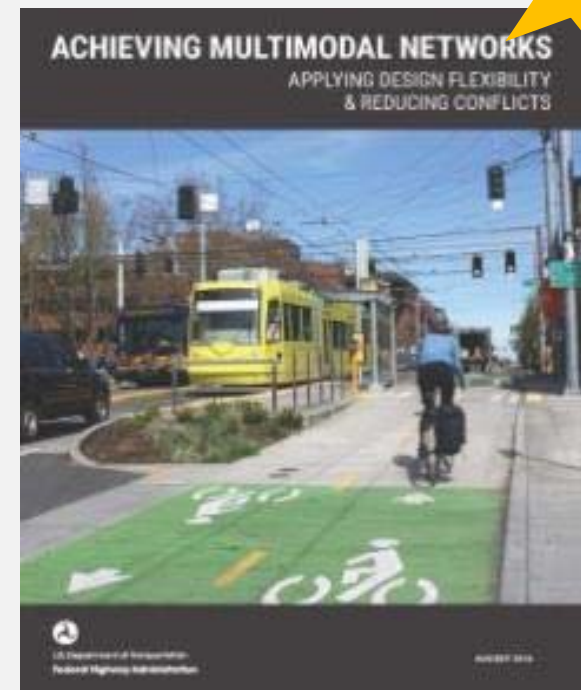
- ▶ Led by USDOT, staffed by National Safety Council
- ▶ 200 member organizations
- ▶ Steering Committee - ITE
- ▶ Current emphasis:
  - ▶ scenario development
  - ▶ solicitation and award of grants



# Design Flexibility

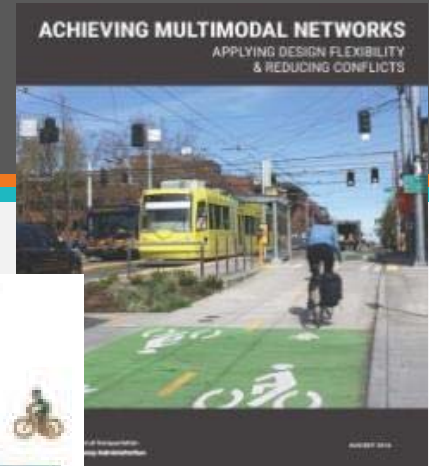
## Key Design Flexibility

- ▶ Lane widths
- ▶ Design vehicle
- ▶ Effective Curb Radii
- ▶ Speed of turning vehicle
- ▶ Pedestrian Crossing Distances
- ▶ Medians
- ▶ Channelized Right Turns

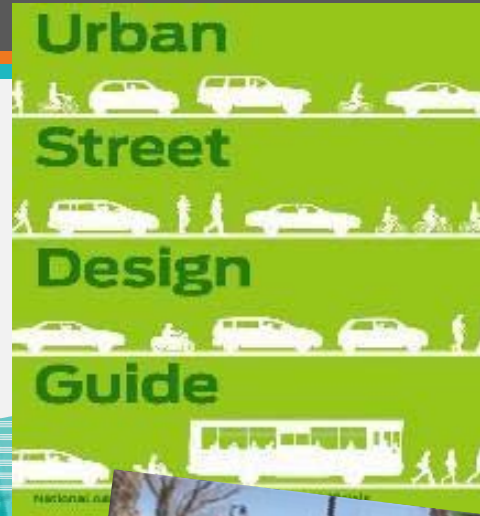


# Design Flexibility

- ▶ Explains & Illustrates flexibility
- ▶ Provides source and page references
- ▶ Provides case studies



# Resources



# Design Flexibility

- ▶ use existing tools in creative ways
- ▶ requires a holistic understanding of variables, thresholds, and options

Three Key Elements:

1. Engineering judgement
2. Documentation
3. Experimentation

# Resistance to change

- ▶ Lack of funding for safety
- ▶ Can't afford it
- ▶ Liability and Risk
- ▶ Safety concerns with new guidance



# Take a ways

- ▶ Communities and Industry has changed
- ▶ Challenges are complex
- ▶ Applying old tools doesn't work
- ▶ Design flexibility is in your hands
- ▶ Workforce training and re-training
- ▶ We have an ethical obligation to do better
- ▶ Together we can make a difference!

What are you going to do different tomorrow?

Paula Flores  
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Alta Planning + Design  
Principal  
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