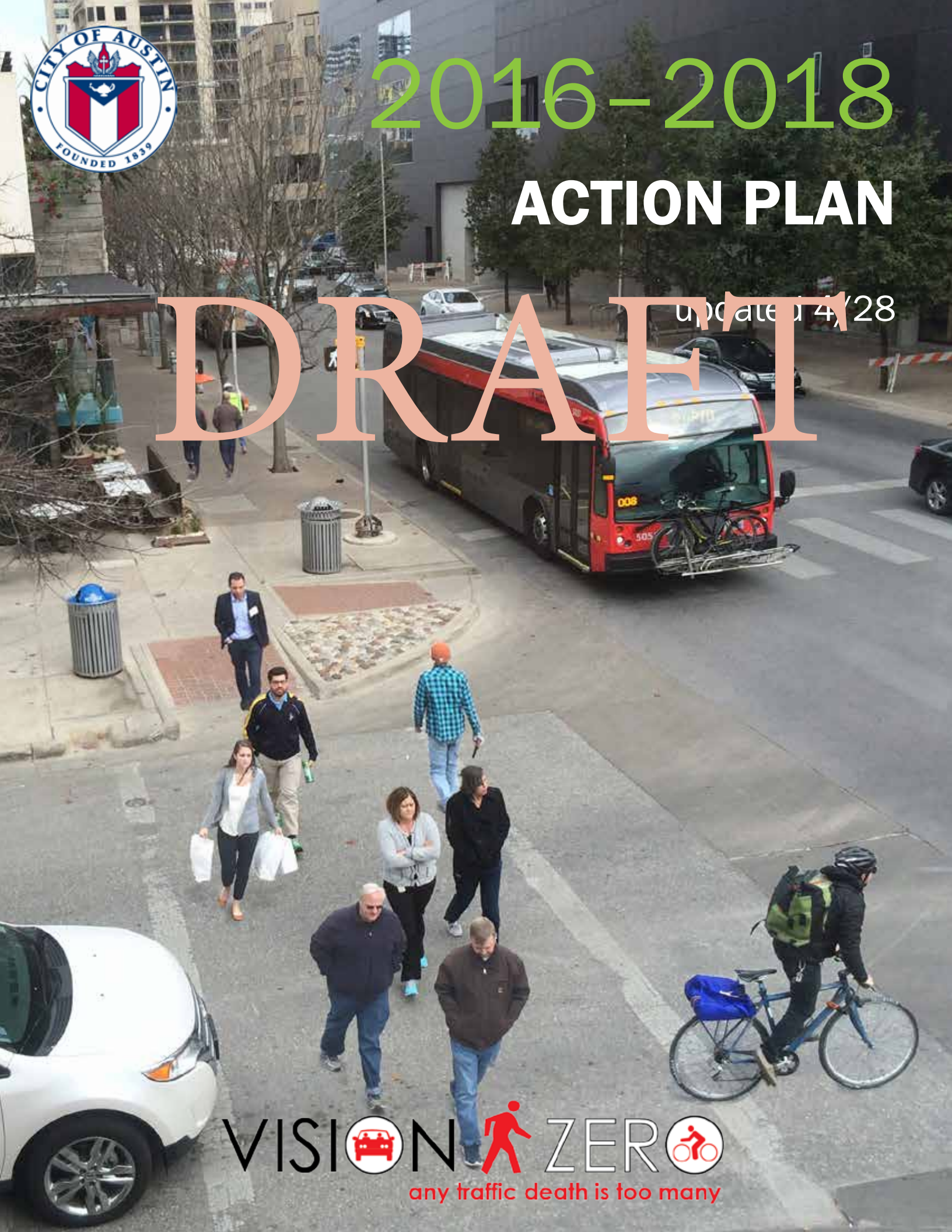

2016–2018

ACTION PLAN

DRAFT

updated 4/28

VISION ZERO

any traffic death is too many

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This plan is dedicated to everyone who has lost their lives or been injured in crashes. We honor the lives lost or irrevocably altered in traffic crashes by working toward the goal of zero deaths & serious injuries.

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Executive Summary

Vision Zero refers to a traffic safety concept that aims to reduce fatalities and serious injuries on roadways to zero. On November 20, 2014, the Austin City Council approved Resolution 20141120-103 calling for the City Manager to create a Vision Zero Task Force to study this policy and to produce a report, along with any recommendations, to the Council. This plan is a result of the Task Force's effort. Eliminating traffic deaths and serious injuries will require long-term efforts. This plan articulates an ambitious two-year strategy to begin reducing traffic deaths as Austin works toward the goal of zero deaths and serious injuries by 2025. The actions in this plan should be evaluated and refined on an on-going basis.

The plan is underpinned by several key principles:

- Traffic deaths and injuries are a preventable, public health issue. Any traffic death is too many.
- People will make mistakes; the transportation system should be designed so those mistakes aren't fatal.
- Safety is the primary consideration in transportation decision-making.
- Traffic safety solutions must be addressed holistically, through:
    - Education and culture change,
    - Enforcement and prosecution, and
    - Land use, planning, and transportation engineering.

In a typical year, 64 people lose their lives on Austin's streets; for each person killed, eight more are seriously injured. Half of these deaths are people walking or riding motorcycle or bicycle, even though these modes only make up about 6.5 percent of all commuters. A larger proportion of minority groups and homeless individuals make up these numbers. In addition to the human loss, these injuries and fatal crashes cost Austinites more than $500 million annually. The interplay of multiple factors is likely involved in most crashes, but the top contributing factors from crash reports of fatal or incapacitating

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crashes from 2010 to 2014 have clear implications for traffic safety improvement needs. The most dangerous driving behaviors contributing to crashes are: speed, improper maneuvers, failure to yield, distraction, impairment, and failure to stop.

This plan builds upon ongoing safety efforts by the Austin Police Department, the Austin Transportation Department and other regional agencies. It recognizes that these enforcement and engineering efforts must be supported by reforms to the courts, service industry, land use regulation and mental health services.

To reduce crashes that result in deaths or serious injuries, the Vision Zero Task Force has identified critical path actions for 2016 through 2018, organized into five key themes:

EVALUATION: Collect, analyze, communicate and share data that documents fatal and incapacitating crashes and top contributing factors.

ENFORCEMENT: Strengthen the ability to focus enforcement on hotspot locations of crashes resulting in deaths or incapacitating injuries.

ENGINEERING: Bolster key initiatives for which Complete Street Design, Traffic Engineering, and Transportation and Land Use Planning can prevent deadly or incapacitating collisions.

EDUCATION: Create a targeted public education campaign to raise awareness of the severity of the problem and solutions and integrate Vision Zero principles into existing educational initiatives.

POLICY: Identify and advocate for policies that will strengthen the ability to achieve Vision Zero.

Implementation of the Vision Zero Action Plan will be led by a Vision Zero Program and the Vision Zero Task Force. The City of Austin will staff and fund a program dedicated to improved transportation safety with the guidance and involvement of the Vision Zero Task Force. A planning-level cost estimate for all actions accompanies this plan in Appendix A. The City will report on progress through an annual report card that measures the community's progress towards achieving Vision Zero.

Austin joins several other U.S. cities in making this commitment including New York City, San Francisco, Seattle, Portland, Boston, and San Antonio. By making a commitment to reduce deaths and serious injuries to zero by 2025, Austin will become a safer, more livable city for generations to come.

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The Vision Zero Action Plan is the culmination of the work of the Vision Zero Task Force. The Task Force, created by Council in November 2014, brought multiple perspectives to how Austin can improve traffic safety. The following departments, agencies, and community groups participated in the Vision Zero Task Force.:

Community Groups (Commissions, Councils, Committees, Coalitions)

AAA Texas

AARP

ADA Access and Si walk Task F e

ADAPT

ATX Safer Streets

Bicycle Advisory Council

Bike Austin

Community Advancement Network (CAN)

rossroa Coalition *

nding ommunity H elessn s oalitio CHO)

Mayor's Committee for People with Disabilities

others gai t Drun Driving MADD)

edestrian Advisory C ncil (PAC)

afe Kids Austin

ublic Safety Commis n (PSC)

Urban Transportation Commission (UTC)

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City Departments

Planning and Zoning Department (PAZ)

Police Department (APD)

Transportation Department (ATD)

Health and Human Services Department (HHSD)

Public Works Department (PWD)

Law Department

Austin-Travis County EMS

Fire Department (AFD)

Agencies

Capital Area Metropolitan Planning Organization (CAMPO)

Capital Metro

Federal Highway Administration, Texas Division (FHWA)

Texas A&M Transportation Institute (TTI)

Texas Alcoholic Beverage Commission (TABC)

Texas Department of Transportation, Austin District (TXDOT)

Travis County District Attorney's Office

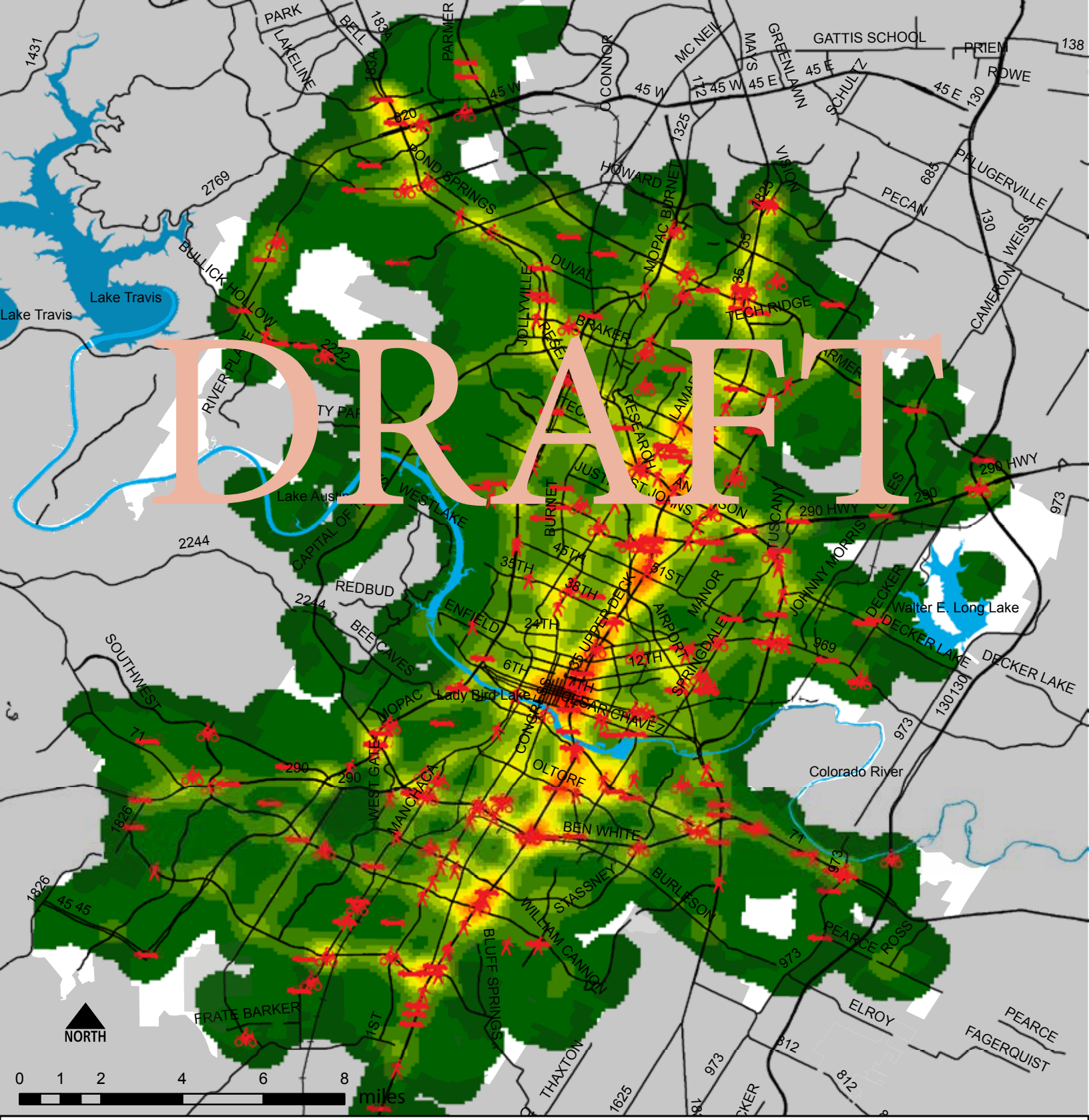
University of Texas Center for Transportation Research (CTR)

Urban Land Institute (ULI)

Individual Advocates

Scott Johnson (former member of the Distracted Driving Study Group)

* Crossroads Coalition is a group of public, private, and nonprofit organizations that meet to share information, identify opportunities for collaboration and develop new long-term sustained efforts to help people share the road safely.



Injuries & Deaths: All Modes (2010 - 2014)

Deaths by mode

- driving (145)
- walking (91)
- motorcycle (59)
- biking (7)

Concentration of injuries & deaths

No injuries or deaths — Low — High

Maps in the Action Plan are also available on the Vision Zero website: **www.austintexas.gov/page/vision-zero-maps**

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Vision Zero is an ongoing effort. Additional information and updates will be made available on the Vision Zero website:

austintexas.gov/visionzero

Look for this icon to indicate link to further resources online.

Vision Zero's goal is simple: zero traffic deaths and serious injuries in Austin by 2025. Our goal can only be zero, and achieving it will take all Austinites.

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I. Introduction

The Austin City Council charged the Vision Zero Task Force with addressing an ongoing tragedy on Austin's streets: in an average year, 64 people are killed in automobile crashes. The past year underscores the urgency for action: 102 people died on Austin roads in 2015.

This is a quiet crisis that remains muted in the background for most people, until it is inescapably front and center for another person, another family. For each person killed, eight more victims of crashes are seriously injured, changing their lives forever. The physical and emotional trauma for victims, survivors, and loved ones left to mourn makes it a moral imperative that society ends this violence.

The causes of these crashes are known—speed, impairment, distraction, failing to yield or stop, and dangerous and improper maneuvers—and there are measures in place to address many of them. But in the past, these crashes were seen as discrete problems with discrete solutions. Vision Zero frames transportation safety differently: Deaths and injuries are the result of a larger, systemic problem, requiring a coordinated and collaborative effort on the part of all City departments, partnering agencies, and community groups.

Vision Zero's goal is simple: Zero traffic deaths and serious injuries in Austin by 2025. The goal can only be zero, and achieving it will take all Austinites. Getting there will not be easy.

Over the course of 2015, the Vision Zero Task Force took a comprehensive approach to transportation safety, looking at current initiatives, research, and best practices. These encompass education and culture change, enforcement and prosecution, land use, urban design, complete street design, and transportation planning and engineering. The Task Force's recommendations in this Action Plan are the start of an ongoing effort by the City, its partners, and the Task Force, and will be continuously evaluated and refined to get closer to the goal of eliminating deaths and serious injuries. Vision Zero is an overarching effort to end traffic deaths and serious injuries, by uniting and refining existing efforts, identifying new initiatives and tools, evaluating progress, and holding all stakeholders accountable for continuously moving closer to the goal.

Vision Zero ATX organized a vigil at Austin City Hall on September 30, 2015 to remember traffic victims.

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The effort starts by changing the way society perceives traffic deaths and injuries: no longer are they "accidents" or the unfortunate, but unavoidable, cost of doing business. People will make mistakes—whether walking, bicycling, or driving—but our coordinated and comprehensive efforts can prevent those mistakes from being fatal. To save lives and prevent injuries, safety must be the primary consideration when making land use and transportation decisions.

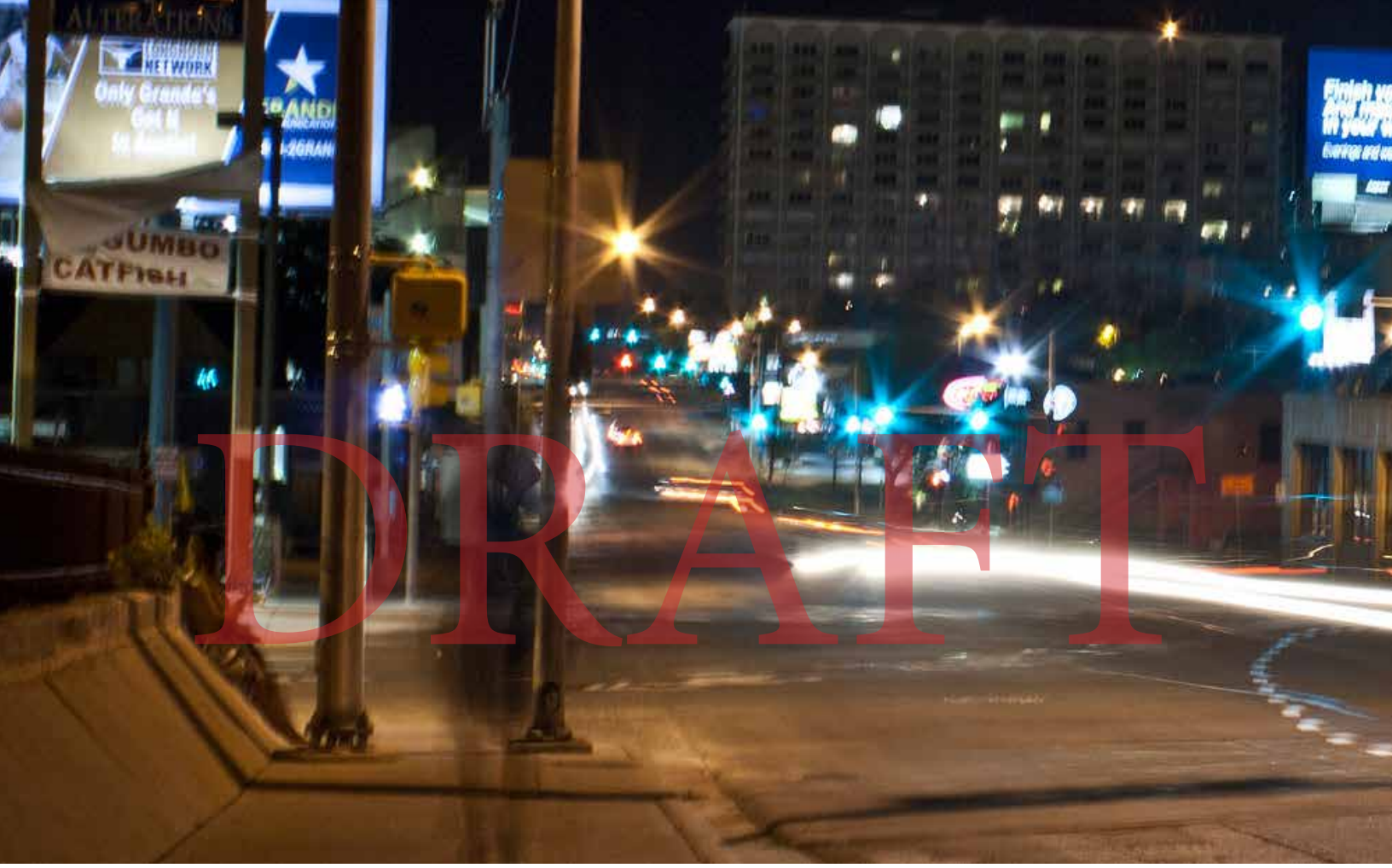
Successes will be incremental and changes in land use patterns and street design will take time and resources, but this must start today. Collecting more robust data and analyzing and sharing that data can help to direct resources where they are most needed. Media must elevate the magnitude of this problem to raise awareness and shape safer behaviors. These two short-term actions can influence ongoing, system-wide change.

Enforcement must be prioritized where it can have the greatest effect immediately. Dangerous violations, especially those resulting in injuries or deaths, must also be prosecuted. The Austin Police Department (APD) serves as the front line for preventing injuries and deaths through enforcement initiatives. It is critical that enforcement be targeted at crash hotspot locations and on the most dangerous behaviors that cause fatal and serious injury crashes.

In 2015-2016, the Austin Transportation Department (ATD) initiated its Safety Improvement Program, focusing on five intersections with high crash rates that can be made safer with engineering improvements. ATD will continue to evaluate crash hotspot locations and look for opportunities for rapid implementation of engineering safety improvements.

Many City policies, practices, rules and regulations shape the design of our streets, which are part of the fabric of our city. Project planning and designs that take a complete streets approach; integrated transportation and land use planning; the Land Development Code and other regulations; urban design practices; and planning initiatives all can be viewed through a Vision Zero lens and shaped so that they contribute to safer streets.

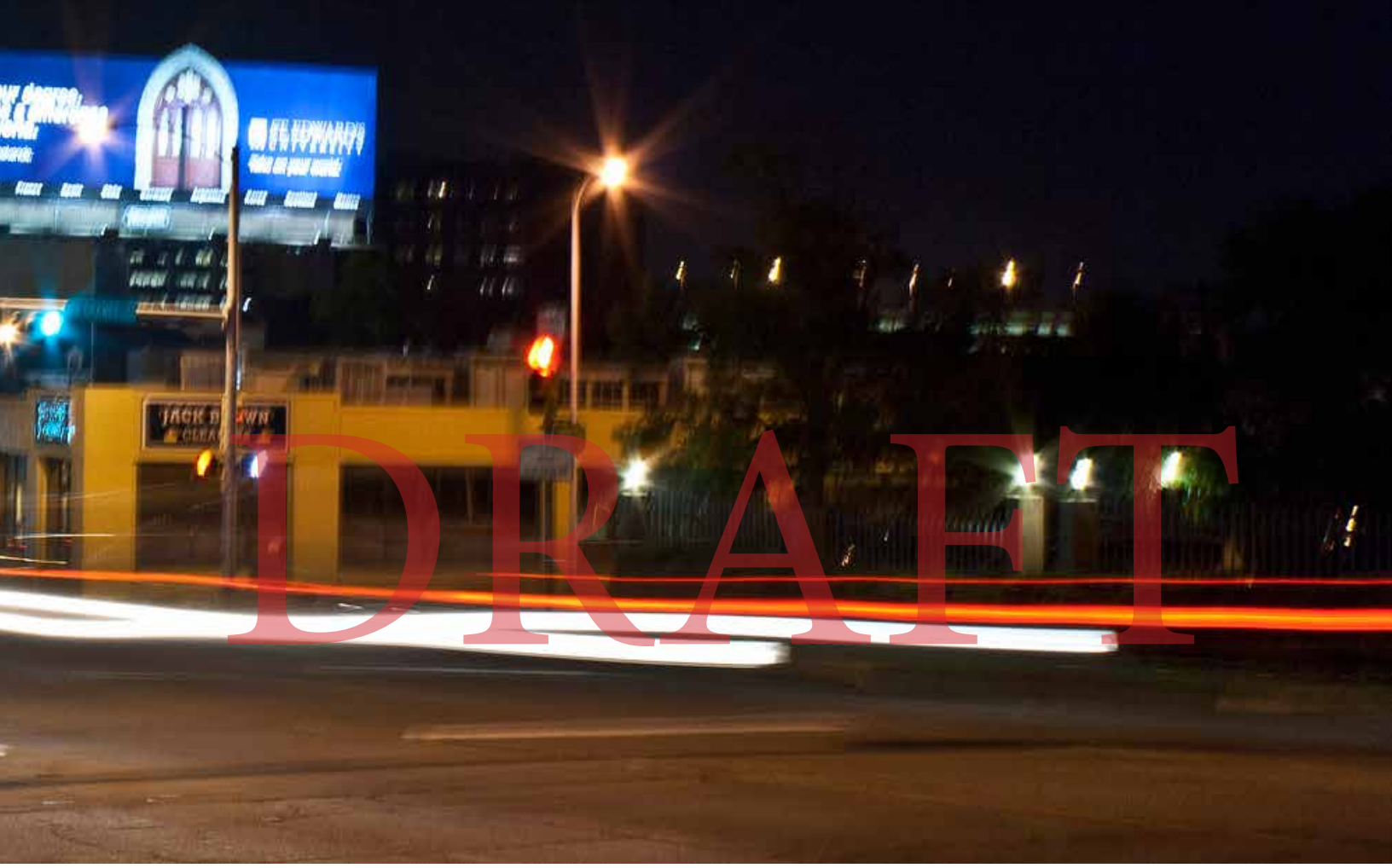
Culture change is also necessary. Educating people about safe driving and changing how people view streets—not just as conduits for cars, but as places for people—is crucial. As inactivity and obesity increase among the population, fear for safety should not be a barrier to walking or bicycling.



To ensure people can walk or bike safely, the definition of "high speed" must change. Approximately 30 percent of pedestrians struck at 25 miles per hour sustain severe or worse injury and about 12 percent die. At 35 miles per hour, nearly half of all pedestrians (47%) sustain a severe or worse injury, and one in five (20%) are killed. At 40 miles per hour, 79 percent of struck pedestrians sustain a severe or worse injury and 45 percent die.[1] Higher speeds, even when relatively slow from a driver's perspective, have consequences of increasing severity when crashes do happen. Slower streets are safer streets for all users.

The Vision Zero Task Force and its affiliated departments, agencies, and community groups, are united in a goal of stemming the tragic toll of deaths and injuries. This initial Action Plan is a coordinated effort toward making Austin's streets safer. As this plan is implemented, the Task Force will evaluate the effectiveness of the actions outlined in this Action Plan and refine strategies to continually work towards eliminating deaths and serious injuries.

Zero deaths and serious injuries is a bold goal, but it is achievable: The causes of traffic deaths and injuries are unequivocally preventable. The Vision Zero Task Force honors the lives lost or irrevocably altered by working toward zero. Any traffic death or injury is too many.



What is Vision Zero?

Vision Zero is a proven, data-driven approach to reducing transportation-related injuries and saving lives. Vision Zero is a goal of working toward the only acceptable number of traffic deaths and serious injuries: zero. The Vision Zero concept originated in Sweden in 1997 and has since been adopted in countries around the globe, and across the U.S. More than 30 states and the US Department of Transportation have adopted Vision Zero as a national strategy, called "Toward Zero Deaths." More recently, cities including New York, Chicago, Boston, San Francisco, Seattle, Portland, and San Diego, have adopted Vision Zero policies and short term Action Plans at the time of publishing. In Texas, San Antonio is also developing a Vision Zero Action Plan. Austin joins 9 other U.S. cities in the Vision Zero Network's Focus Cities program including Boston, Chicago, Washington DC, Fort Lauderdale, Los Angeles, New York City, Portland, San Francisco and Seattle.

Toward Zero Deaths:
safety.fhwa.dot.gov/tzd/

Successes Elsewhere

Vision Zero has proven successful in reducing traffic deaths. The cities and countries that have embraced Vision Zero have seen a reduction in traffic deaths and serious injuries through comprehensive efforts including addressing speed, rethinking road design, targeting enforcement of dangerous driving, and raising awareness.

Sweden and the Netherlands have some of the lowest transportation-related fatality rates in the world.[2] Vision Zero has also demonstrated its effectiveness in the U.S. After adopting their Vision Zero Action Plan, New York City had the lowest number of traffic deaths on record.[3]

In Utah, which has development patterns more similar to Austin's, Vision Zero helped the state reduce traffic deaths by 48 percent since adoption in 2003.[4] Provo, Utah also shows that preventing all deaths is possible; in 2011 not a single person died on Provo's roads.[5]

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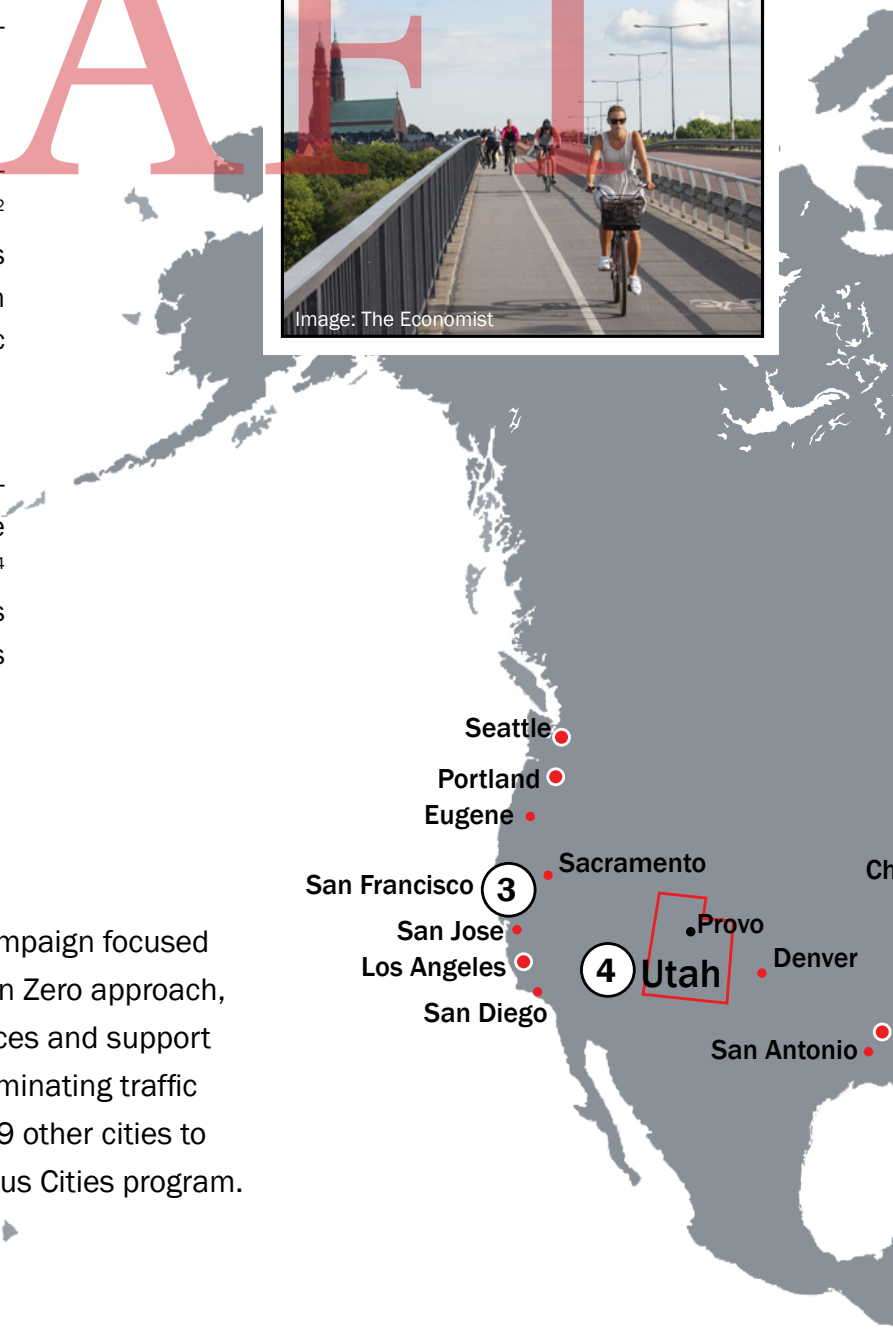
Sweden

Traffic deaths are down 30% since adopting the first-in-the-world policy. Sweden's success comes from numerous factors, including roads designed to prioritize safety over speed, low urban speed limits, and physically separated facilities for bicyclists and drivers.



visionzeronetwork.org

The Vision Zero Network, a collaborative campaign focused on advancing safe streets through the Vision Zero approach, is working to develop and share best practices and support cities across the country working toward eliminating traffic deaths and injuries. In 2015, Austin joined 9 other cities to participate in the Vision Zero Network's Focus Cities program.

New York City

NYC has had two of its safest years on record since adopting Vision Zero. As a part of Vision Zero efforts, NYC pushed awareness through media, made safety improvements to streets, lowered speed limits to 25 mph, and increased enforcement of traffic violations.

Image: New York Daily News

San Francisco

SFPD's Focus on the Five targets 50% of traffic enforcement on the top five most deadly driving behaviors including speeding, failure to yield, stop light running, stop sign running, and illegal turns.

Image: SF Streetsblog

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Sweden (1997) 1

Vision Zero Focus City
City with Vision Zero policy

Boston
Washington DC
2 New York City
Austin
Fort Lauderdale

Image: city-data.com

Utah

Utah's statewide Zero Fatalities goal, a part of the Stategic Highway Safety Plan, focuses on Safety Areas such as dangerous driving behaviors, vulnerable users, crash types, outreach, and data.

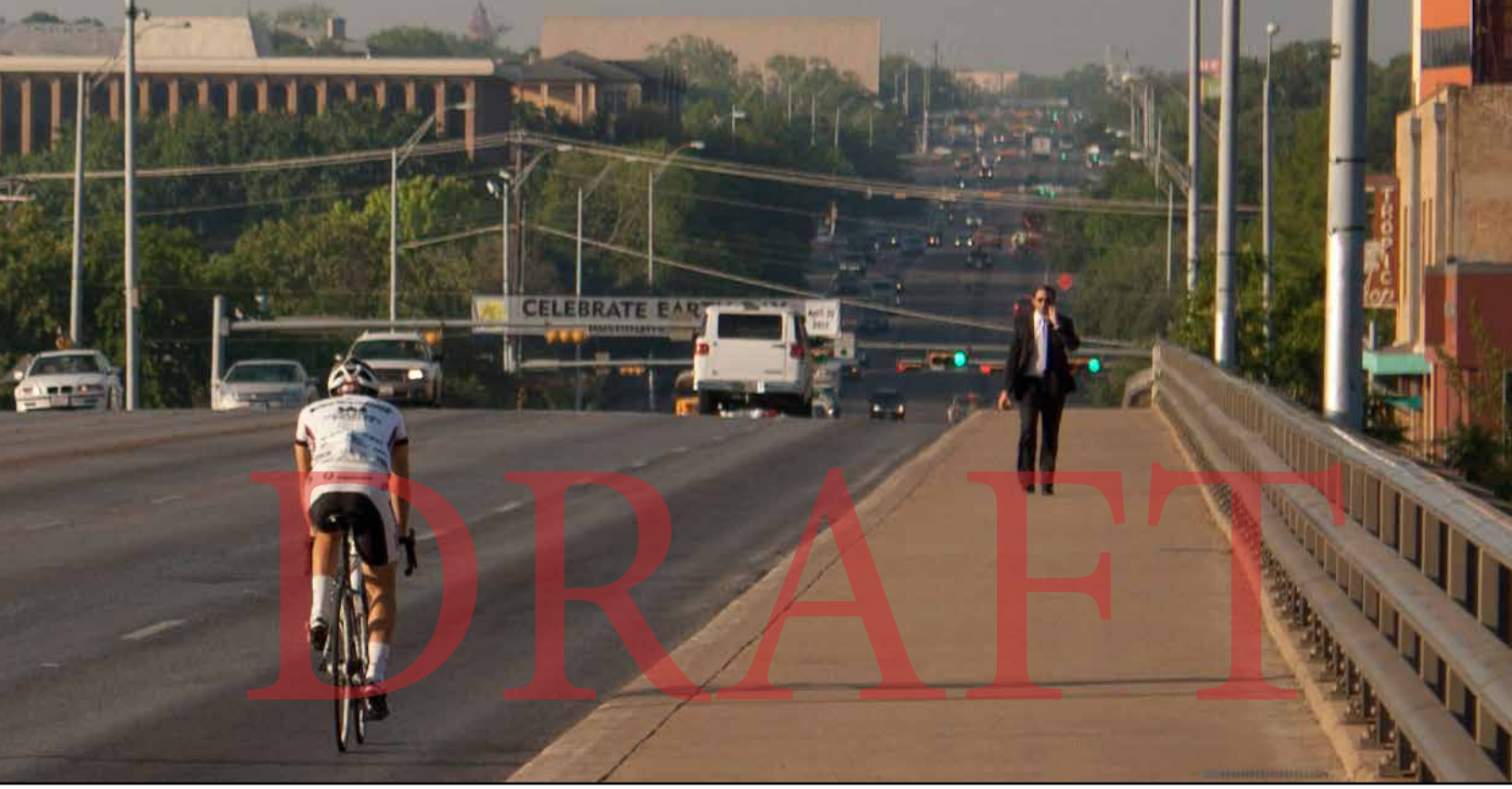
Cities with higher transit ridership also have lower traffic fatality rates.

Austin's Vision for Safer Streets

Austin embraces Vision Zero as a holistic approach that elevates safe mobility as the top priority for the transportation system by setting the goal of zero deaths & zero serious injuries while traveling. People will make mistakes; the transportation system should be designed so those mistakes are not fatal. Vision Zero builds on multiple existing safety initiatives, facilitates greater collaboration, leverages limited resources between City departments, agencies, and community partners, and requires a concerted, multi-pronged approach that involves:

- A holistic approach to land use and transportation;
- A complete streets approach to street design;
- Traffic engineering and infrastructure;
- Enforcement and prosecution of dangerous behaviors;
- Education and culture change;
- Public health, equity, and related issues; and
- Policy analysis and changes at the local and regional level.

Traffic deaths and injuries are a preventable, public health issue. By adopting Vision Zero, the City commits to a goal of eliminating transportation-related deaths and serious injuries by 2025.



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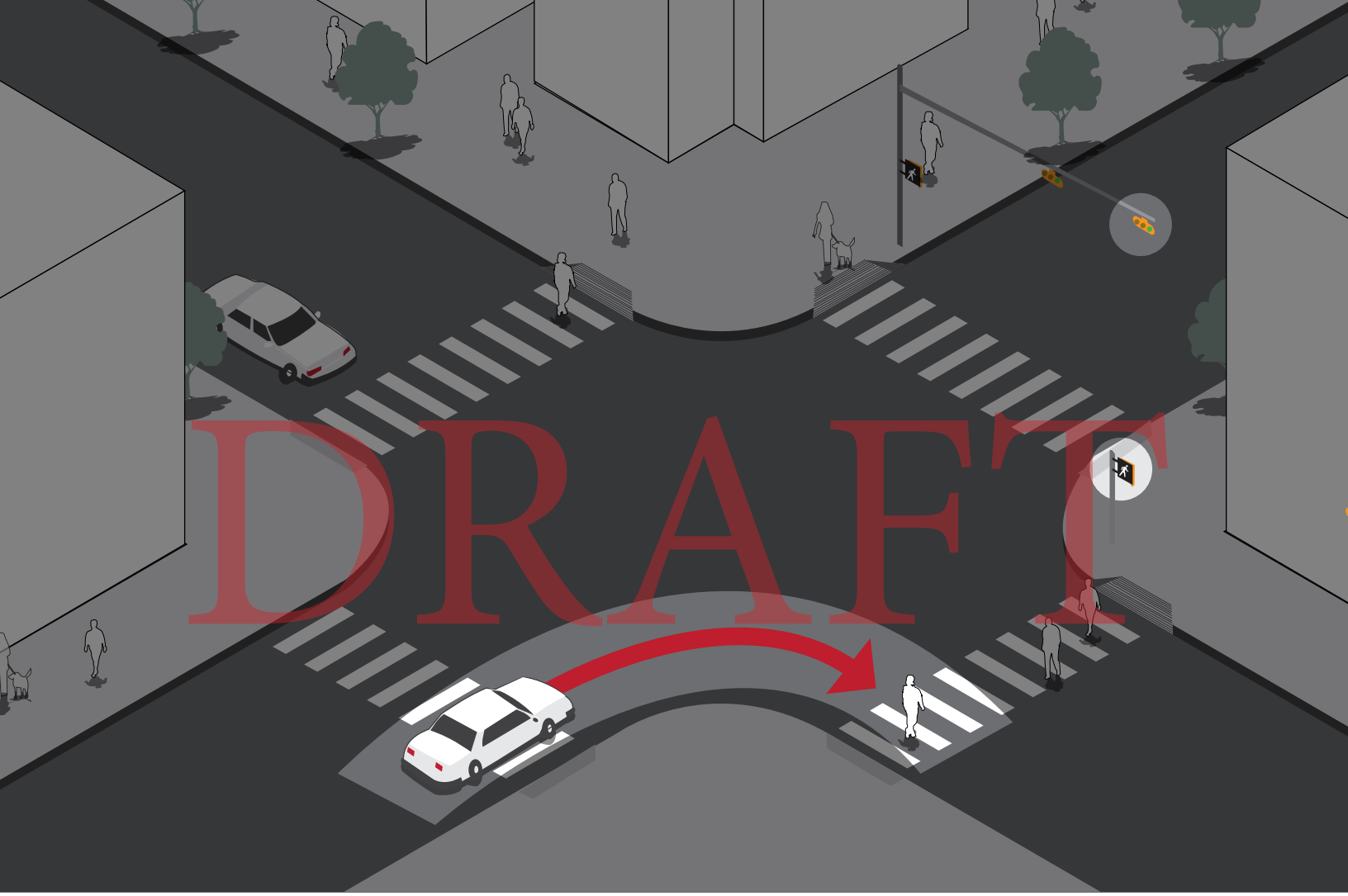
Austin Needs Vision Zero

Austin is a great place to live. Austin is regularly highly ranked on "best of" cities lists, whether for jobs, music, barbecue, or just about anything else. As the Austin Business Journal said, Austin is "Best for everything and everyone."[6] Unfortunately, the city is also on some far less desirable lists. Austin ranks as the 13th most dangerous city for traffic for cities with a population over 500,000.[7] On average, 64 people are killed on Austin's roads and 200 are seriously injured each year. This means more people lose their lives in crashes in Austin than to gun violence.

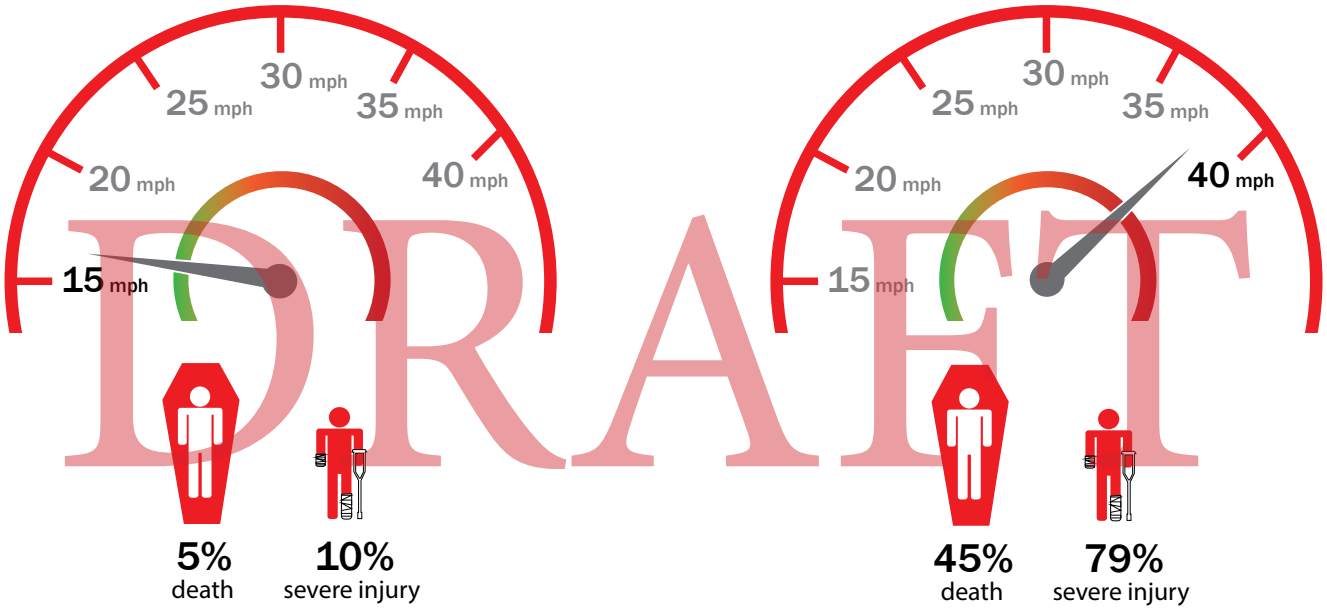
Last year was a particularly deadly year: 102 Austinites were killed in traffic collisions in 2015. These deaths and injuries are more than numbers: each one of these lives lost is a tragedy to the families and loved ones left behind. Each serious injury is a person's life forever changed. Each is a part of a city, state, national, and worldwide public health crisis.

Each is preventable. Through the coordinated efforts of Vision Zero, Austin's goal is to eliminate traffic deaths and serious injuries by 2025.



(Not) an accident waiting to happen

Many crashes occur at the intersection of design and human error. As Deborah Hersman, the chair of the National Transportation Safety Board, said, “Accidents, like a fraying rope, are always a series of missed opportunities, but the blame typically falls on the final strand in a rope that breaks - often it is the human being”.[8] Dangerous driver choices are attributed as a cause in more than 90 percent of fatal or incapacitating injury crashes in Austin, but in many cases, design may influence behavior. Taking responsibility for one’s safety and the safety of others is necessary to achieve Vision Zero, but key to Vision Zero is acknowledging and anticipating that people will make mistakes. The transportation system must be designed to prevent those mistakes from being fatal.



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Risk of injuries or death increases with vehicle speed. As speeds exceed 15 mph, small increases in speed result in larger increases in risk of death or severe injury. While risk of death is lower at speeds under 30 mph, exposure to risk may be greater, since more people likely walk along roads with lower speed limits. This was a finding in a study done in the UK, researchers found that although risk was lower, approximately half of all fatal collisions with a pedestrian occurred on roads 30 mph or lower. [16] Image based on data from Tefft, 2011.

Addressing speed through street design

Research clearly links higher speeds to increases in crash occurrence and severity.[9] A study by the Institute of Transport Economics states that, "there is a very strong statistical relationship between speed and road safety. It is difficult to think of any other risk factor that has a more powerful impact on accidents or injuries than speed."[10] Higher speed increases stopping distance, making it harder to avoid a crash and increasing the severity of crashes. At higher speeds, a driver's field of vision narrows, inhibiting their ability to see and react to potential hazards. Even when speed is not a cause of a crash, it is the key variable influencing the severity of injuries and damage. The Institute of Transport Economics advises that "if government wants to develop a road transport system in which nobody is killed or permanently injured, speed is the most important factor to regulate".

The influence of land use & urban design

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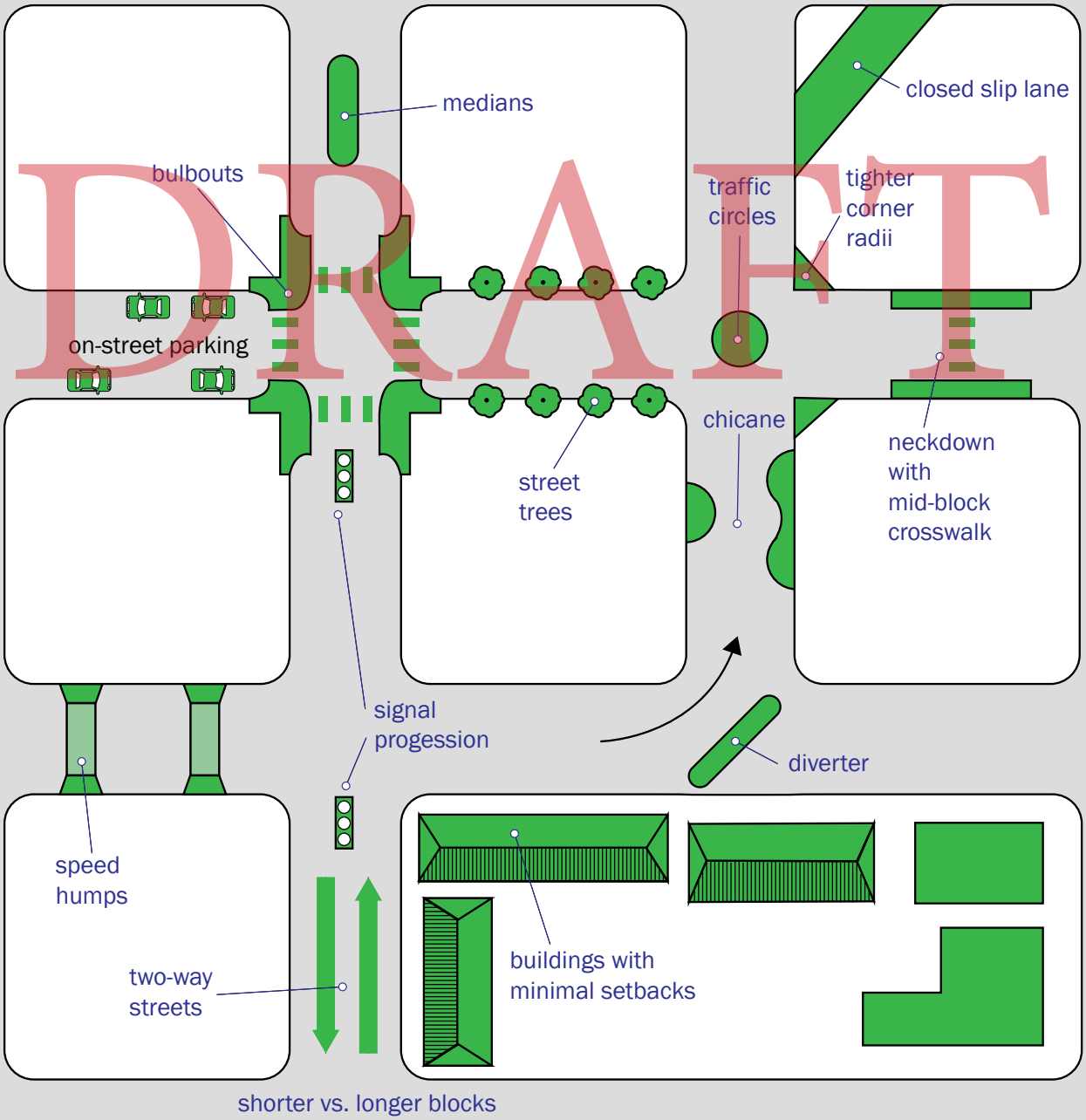
Development patterns play an important role in the safety of our streets. The less people drive and the shorter their trips, the less likely it is that vehicle crashes will occur. Sprawling, disconnected land use patterns continue to encourage driving to the detriment of walking, bicycling, and taking transit. Lower density, longer blocks, large parking lots and free or low cost parking, frequent driveways, and lack of street connectivity directly contribute to higher traffic deaths.[11] These development patterns shape how people get around, but more critically, expose Austinites to greater risks while traveling. The combination of factors, including historical land use patterns and road designs designed to move motor vehicles quickly,[12] and dangerous behaviors, contributes to deaths and injuries on Austin's roads. Compact-and-connected development patterns that support transportation options can help to reverse this trend.

The Surgeon General 's "Step it Up!" call to action promotes walking and walkable communities, highlighting the important role physical activity has in overall health. The call to action cites safety concerns—both real and perceived—and the design of communities as barriers to walking.[13] The design of streets and development patterns play an immediate role in the safety of streets, influencing crash risk and severity. They can be deadly in insidious ways—such as heart disease, stroke, diabetes, and depression—as well.

Compact and connected development patterns — featuring shorter blocks, connected street networks, and mixed land uses — can reduce crash risk by making it viable and attractive for people to drive less. Shorter trip distances make walking, biking, and transit viable options for more Austinites and reduce vehicle miles traveled (VMT). Compact, mixed-use urban form –such as a fine-grained urban fabric with narrower streets, buildings close to the street, active facades and patios, few driveways, and wide sidewalks with street trees – can slow driving speeds. These elements work together to reduce the severity of injuries.

Slow streets are safer streets



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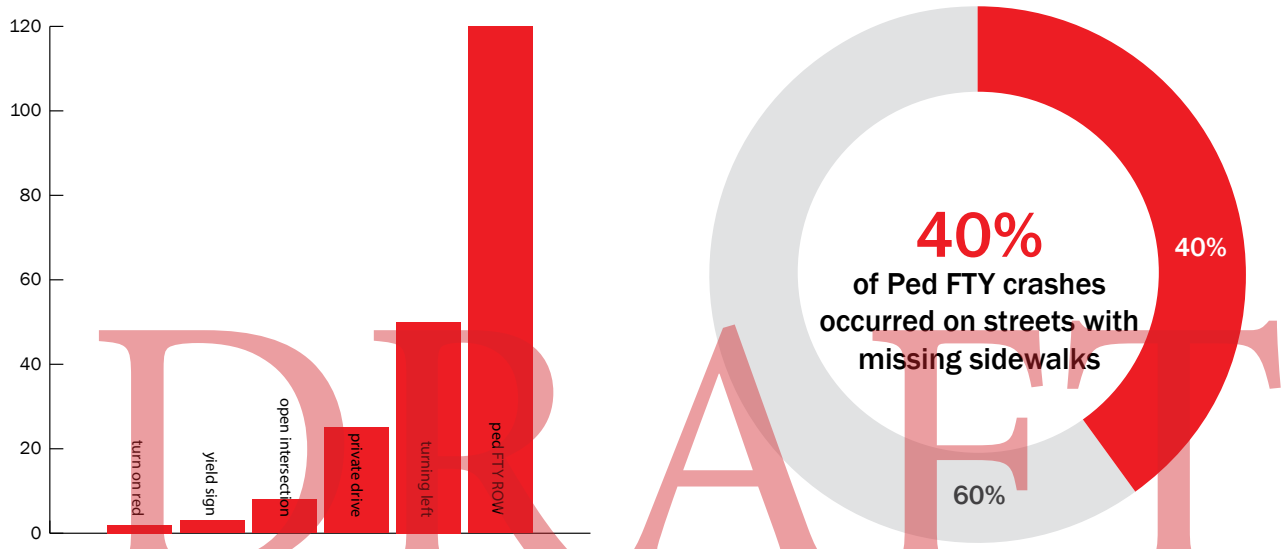
The design of streets can influence vehicle speeds. Narrower street widths, changes in road alignment, and traffic calming devices such as medians, pinchpoints, roundabouts, and chicanes can reduce travel speeds. Finer-grained urban fabric--shorter blocks, connected streets, and mixed land uses--as well as building and parking configuration and the precesence of street trees can help reduce speeds while encouarging more walking, bicycling, and transit use.



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Design influences behavior. A preliminary analysis of crashes where "Pedestrian Failed to Yield Righ-of-Way to a Vehicle" was listed as a contributing factor shows that almost half occurred on roads without sidewalks. Contributing factors source: TxDOT Crash Records Information System (CRIS), 2010-2014.

Designing for Walking

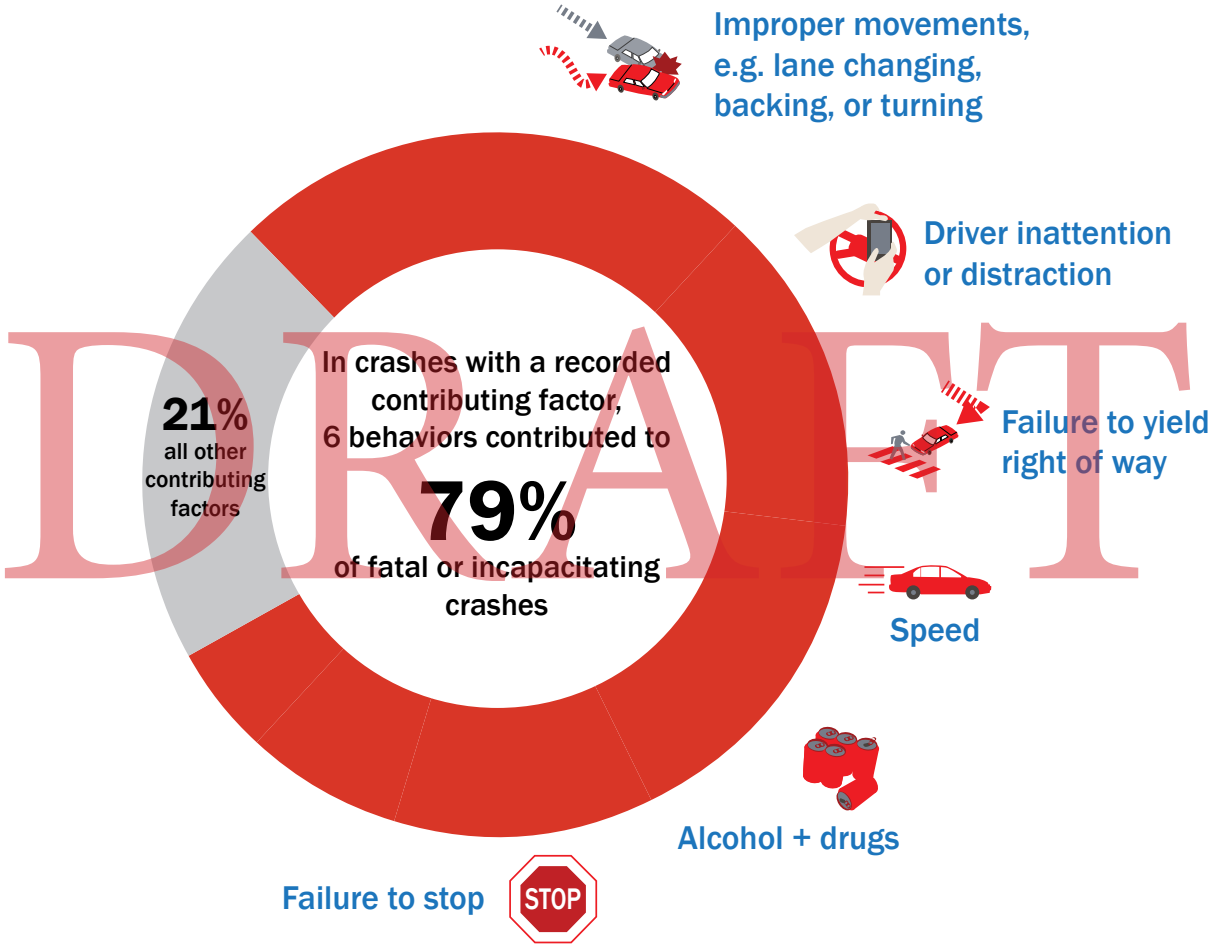
Streets for walking are safe streets for everyone. Many of Austin's streets, however, are not designed for walking. APD identified failure to yield the right-of-way as one of the top contributing factors in data from 2010 through 2014. Of the fatal or incapacitating crashes where failure to yield was cited as a factor, the majority were pedestrians failing to yield to vehicles (58%), followed by drivers making left turns (24%), and failing to yield at private drives (12%).

Changing land use patterns and the Land Development Code, street design, and signalization can make walking more comfortable, convenient, and safe, while also reducing incidents of "failure to yield." For example, street designs that improve the configuration for left turns can eliminate conflict points.

The issue of pedestrians failing to yield the right of way requires further exploration and analysis. The Pedestrian Advisory Council is currently working on a guide to untangle the state and City ordinances that govern crossings. Creating safe crossings will require solutions that address behavior--for people driving and walking--and infrastructure. Behavior and street design/engineering affect one another, and solutions for those crash types will be multi-pronged and include engineering, education, and enforcement.

For example, APD compiled fatality crash profiles for traffic deaths in 2015. There were 28 pedestrian deaths during the period between January 1 and November 30, 2015. In analyzing them, APD found that 93 percent of fatal crashes involved the pedestrian crossing in a location prohibited by state law or city ordinance.

Especially on high-speed roads, which tend to have longer block lengths and fewer crossings, a scarcity of safe and legal crossings is an issue. People are more likely to cross at an uncontrolled location under those conditions. Adding features such as pedestrian-activated signals with crosswalks is an example of an engineering solution that can improve safety. Completing the street network by strategically adding capacity, thereby increasing connectivity, and shortening block lengths is an example of how transportation planning can contribute to solutions.



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Dangerous Behaviors

Often coupled with design, human error plays a role in crashes. Between 2010 and 2014, six key behaviors were listed a majority of the time in Texas Peace Officer's Crash Reports (CR-3) for fatal or incapacitating crashes on Austin roads with a recorded contributing factor. These six dangerous behaviors are:

1. Improper movements;
2. Driver inattention or distraction;
3. Failure to yield right-of-way;
4. Speeding;
5. Driving Under the Influence (DUI); and
6. Failure to stop.

Vision Zero includes efforts to get people to change their behaviors; it also includes street design and engineering changes that anticipate and help prevent human error.

The role of human error underscores the personal responsibility each and every traveler has in reducing serious injuries and fatalities. By making the right choice to designate a sober driver, put the phone down, and maintain safe speeds, are all choices we can make daily to keep our roads safer.

Alcohol & drugs

Impairment is a top contributing factor in fatal & incapacitating injury crashes. Well over half of all fatal crashes in 2015 involved impairment. Impairment was a factor in 75% of driver deaths and over half of pedestrian deaths.

Source: APD, as of 1/8/16 pending toxicology results.

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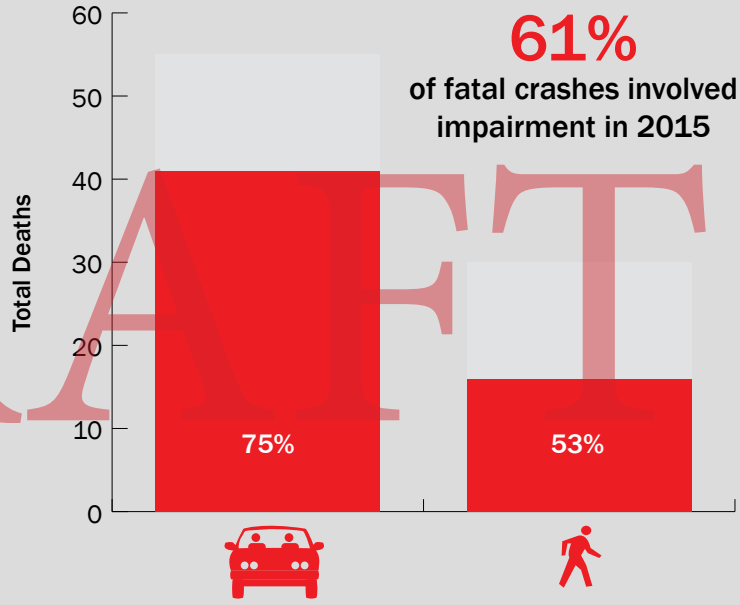
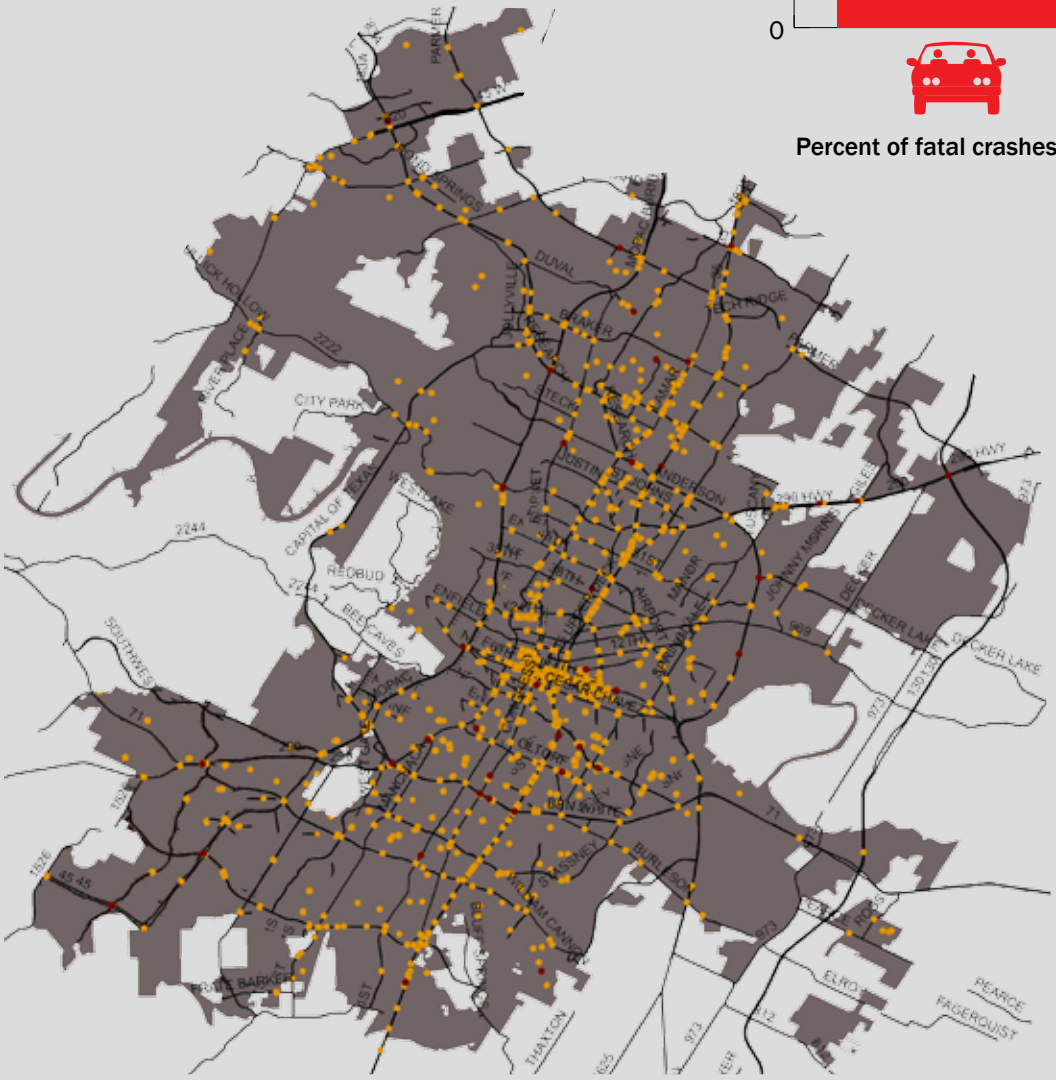


61%
of fatal crashes involved impairment in 2015

Percent of fatal crashes where impairment was involved



Crashes involving impairment are concentrated on certain roads. This plan recommends further evaluation of crashes involving impairment, including the source of alcohol, to create solutions specifically targeting impaired driving (page 32).

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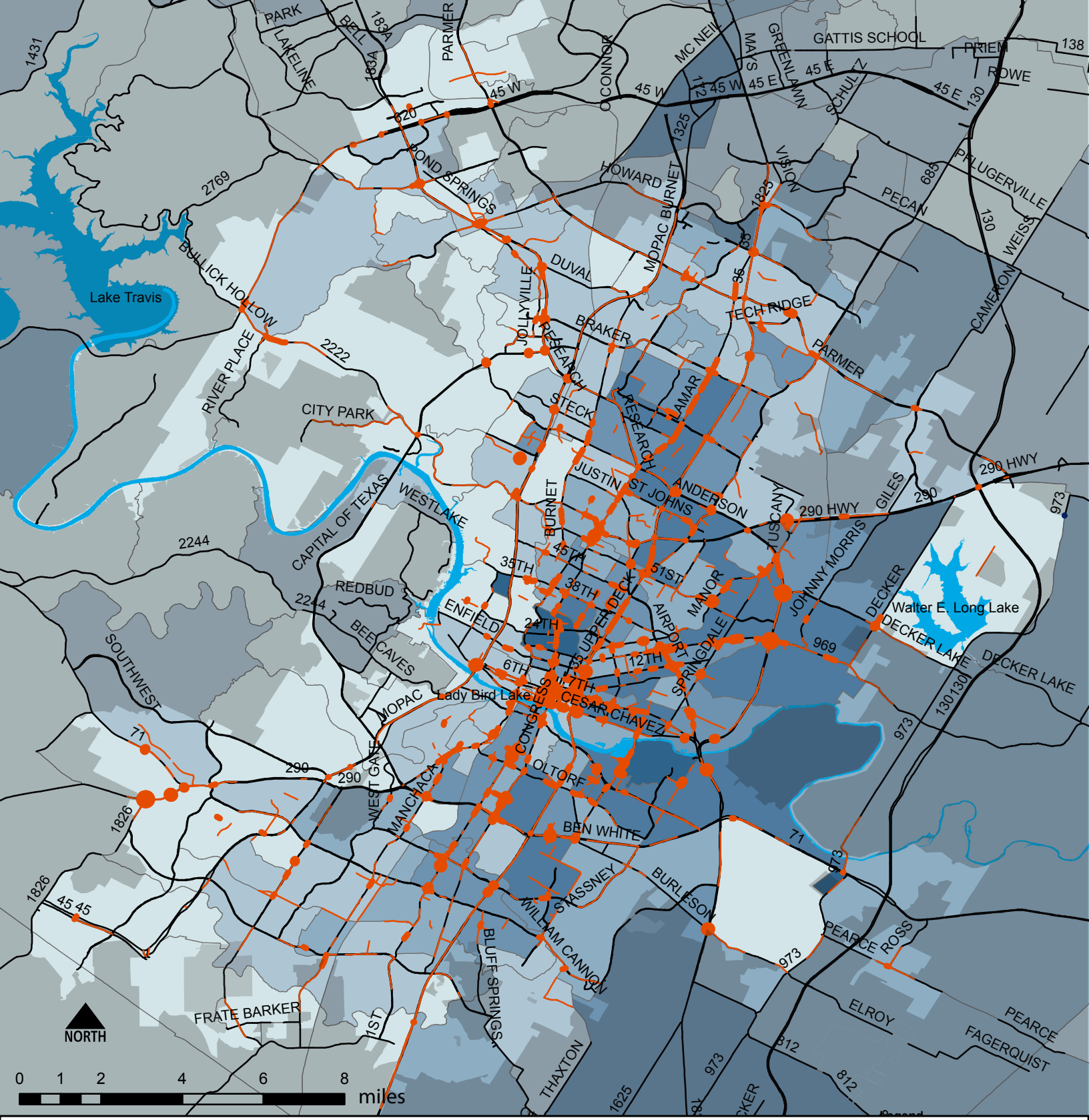
Source: American Community Survey Journey to Work Data (2013 5-year aggregate) and City of Austin Traffic Safety Data.

Who is Affected?

Traffic deaths and injuries are a worldwide public health issue affecting all road users and all communities. In 2013, 32,719 people died in traffic collisions in the United States[14]—equivalent to a 747 plane falling out of the sky every week. In Texas, there has not been a fatality-free day in the last 15 years.[15] In 2014, someone was killed every 2 and a half hours and someone was injured every 2 minutes 13 seconds on Texas roads.[16]

Despite those bleak numbers, streets have become safer overall thanks to safer roadway design, safety features in vehicle design, such as airbags, and cultural shifts such as increases in seatbelt use and reductions in drinking and driving. However, while these safety improvements are saving the lives of people traveling within motor vehicles, it is a different story for people outside of them. In particular, people traveling by modes other than driving, minority groups, people with lower incomes, and people experiencing homelessness are more likely to be killed or injured in traffic collisions.

Nationally, pedestrian and bicycle fatalities have held constant or increased slightly. As a result, bicycle and pedestrian deaths have increased as a percentage of total traffic deaths. Across the US, people walking accounted for 14 percent of all traffic fatalities in 2012, up from 11 percent in 2007. In Austin this disparity is especially severe: Pedestrians make up almost a third of all traffic fatalities. People walking or riding bicycles or motorcycles make up over half of all traffic deaths, despite accounting for less than 7 percent of commute travel.[17]



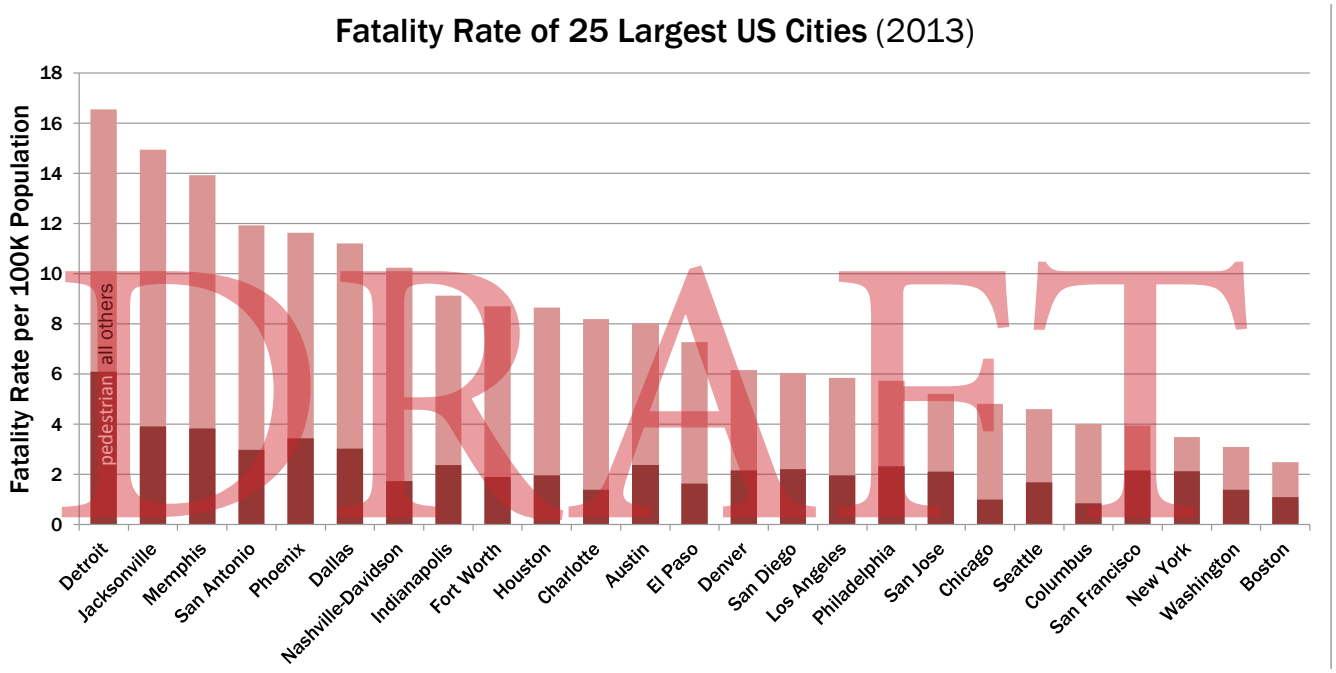
Poverty rate compared to high injury & death roads

Poverty Rate by Census Tract

- 0 to 6%
- 6 to 14%
- 14 to 22%
- 22 to 34%
- 34 to 50%
- 50 to 100%

Roads with incapacitating injury or fatal crashes

fewer number of fatal or incapacitating crashes — greater number of fatal or incapacitating crashes



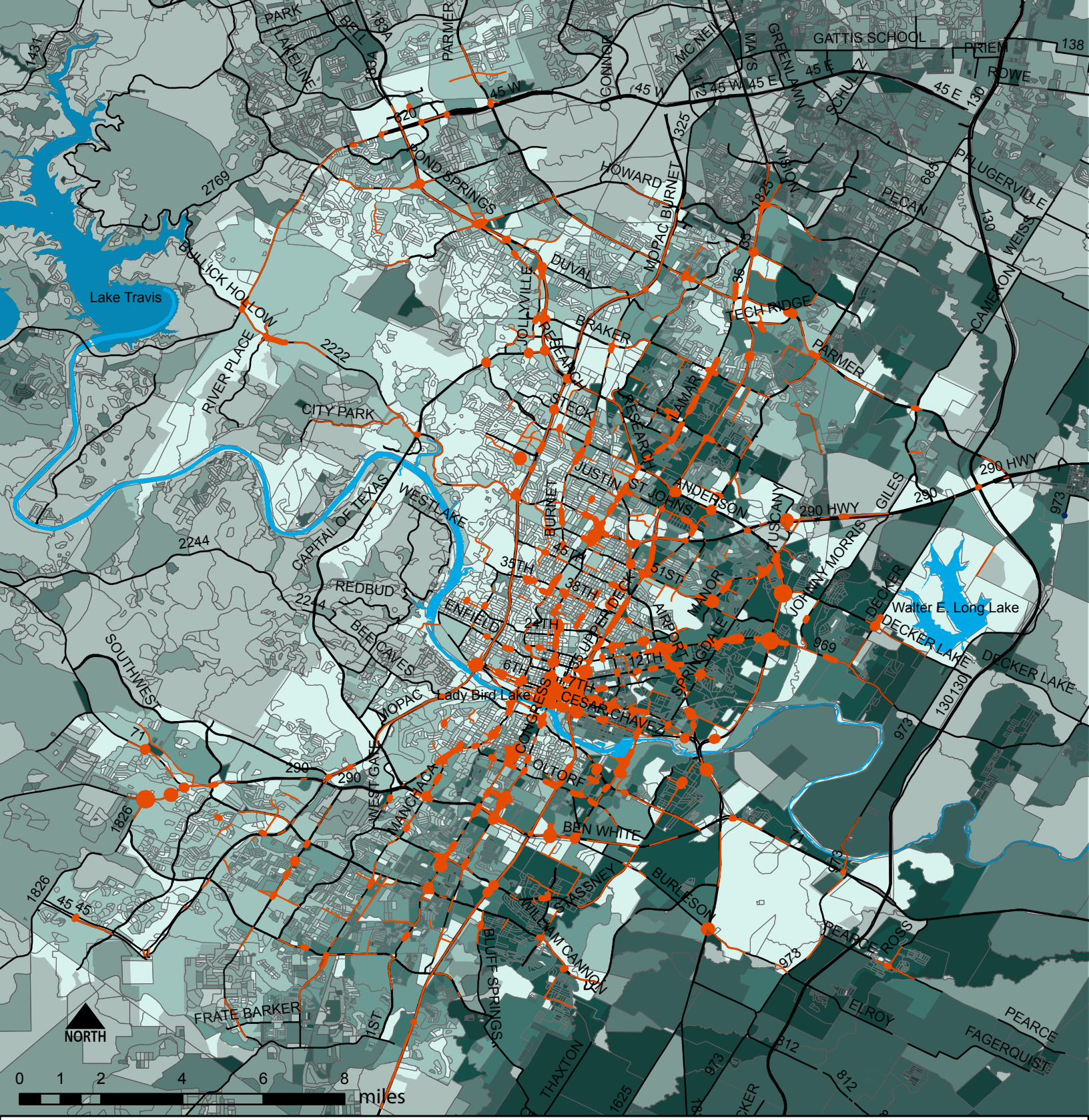
In 2013, Austin fell in the middle among the top 25 largest cities in the U.S. for fatality rates. Source: NHTSA, 2013.

In 2012, Austin ranked seventh in the number of pedestrians killed in U.S. cities with populations greater than 500,000, and had a fatality rate of 2.97 pedestrians killed per 100,000 residents.[18] The Federal Highway Administration (FHWA) identified Austin as a Pedestrian-Bicycle Focus City due to this high fatality rate for pedestrians. Austin's designation brings technical support and professional training opportunities on best practices in transportation safety improvement strategies.

The fatality rates for the largest U.S. cities shown in the graph above also demonstrate an important and often overlooked factor in transportation safety: land use patterns. Decades of developing around driving has created spread out, disconnected land use patterns that encourage driving to the detriment of other modes. Less density, longer blocks, lots of driveways, and a lack of street connectivity directly contribute to higher traffic deaths.[19]

Development patterns may also have a connection to some of our most vulnerable populations. Research reveals disparities in safety for minorities, people with lower income, and for those with less education.[20] These groups are increasingly priced out of Austin's most urban neighborhoods, which often have shorter blocks, narrower street widths, trees, and a gridded street network, all of which contribute to slower and safer streets. Traffic deaths and injuries may be colorblind, but Black and Hispanic communities are disproportionately affected, and many of the corridors with high numbers of injuries and deaths are located in areas with higher poverty rates.

Pedestrian-Bicycle Focus City
http://safety.fhwa.dot.gov/ped_bike/ped_focus/



Percent Black + Hispanic compared to high injury & death roads

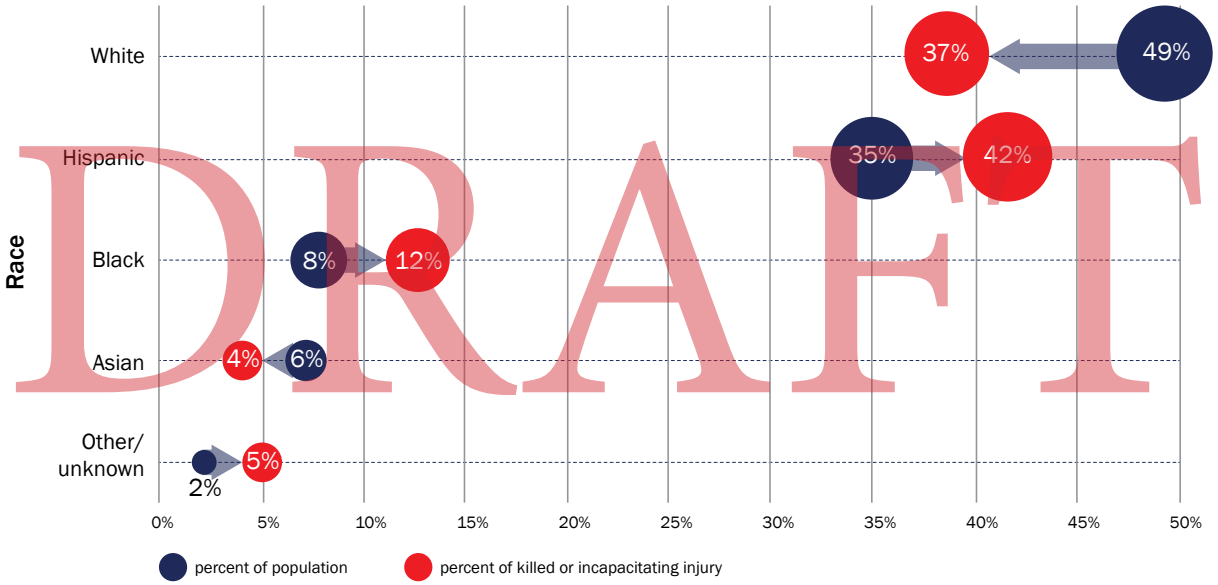
Percent Black + Hispanic by Census Tract

- 0 to 10%
- 10 to 30%
- 30 to 54%
- 54 to 80%
- 80 to 100%

Roads with incapacitating injury or fatal crashes

fewer number of fatal or incapacitating crashes — greater number of fatal or incapacitating crashes

Who is killed or suffers an incapacitating injury relative to the population of Austin?



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People experiencing homelessness—a group often pushed to live in some of the least desirable locations, including along high-speed roads—are a large portion of traffic victims. An Austin-American Statesman investigation found that 14 percent of deaths within the homeless population between 2013 and 2014 were caused by vehicles.[21] Between January 1 and August 31, 2015, people walking made up more than 30 percent of traffic deaths and of those, 43 percent were people experiencing homelessness. In the majority of these tragedies, the victim was attempting to cross an arterial street or other high-speed road.[22] In many locations where pedestrians failing to yield were as cited between 2010 and 2014, the street lacked sidewalks. These high-speed roads also often have long distances between legal and safe crossings.

For Austin to achieve zero deaths and zero serious injuries by 2025, we will need to focus resources on vulnerable populations. Improving the safety of these vulnerable populations will require measures beyond street design and engineering, enforcement, and conventional education or media. Collecting robust data will help to better understand the social, economic, and geographic disparities of traffic deaths and serious injuries. As this data is collected and understanding is refined, resources must be directed to address these disparities. These communities should be involved during the planning, implementation, and evaluation of safety efforts, and extra care should be taken that solutions do not create unintended consequences for these communities. This Action Plan calls for representatives from these groups to be a part of the continuing Vision Zero Task Force to ensure these disparities are addressed in the implementation of this Action Plan.

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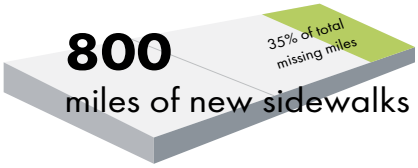
Cost of Collisions

injury & fatal crashes
cost Austinites

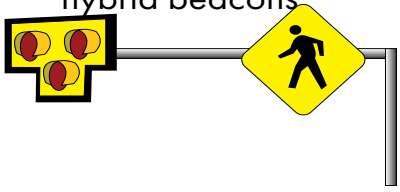
that's approximately the cost of over



800
miles of new sidewalks

or almost

7,000
new pedestrian hybrid beacons

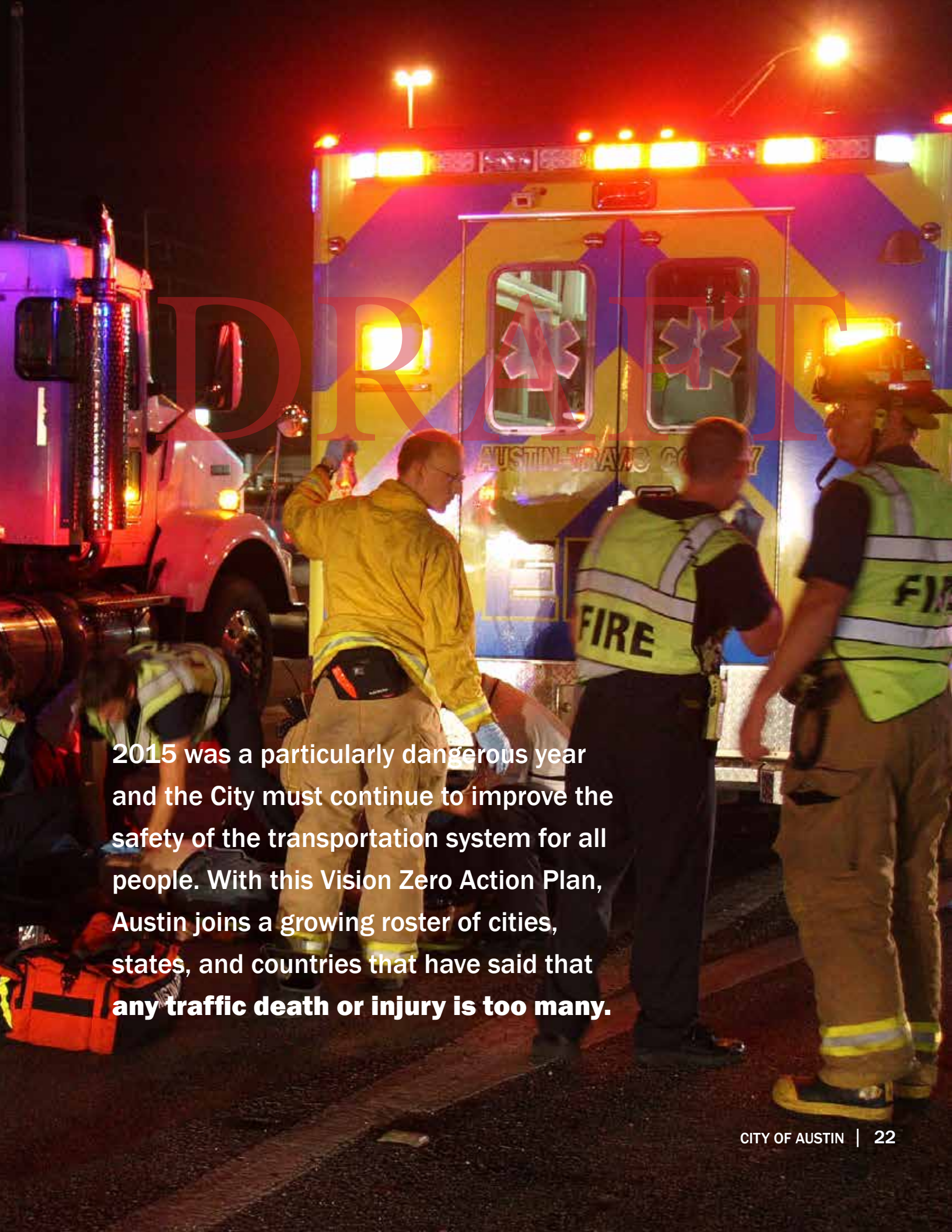


As acknowledged in this Action Plan, enacting the recommendations aimed at eliminating traffic deaths and injuries will take time and money. But society pays either way: with infrastructure, enforcement, and education, or with the emotional *and* financial costs of injuries and deaths.

Safety is expensive, but not nearly as expensive as injuries and deaths. In addition to the tragedy and trauma suffered by victims of traffic collisions and their loved ones, traffic collisions are also an expensive drain on the economy. Fatal and injury crashes in Austin are estimated to cost our community over half a billion dollars annually, when health care and other related hard costs are included.[23]

What if instead, half a billion dollars were invested into education, enforcement, and street design and engineering strategies to prevent injuries and deaths from crashes?

For example, $500 million would fund over 800 miles of new sidewalks (35% of our 2,270 missing miles)[24] or over 6,600 new Pedestrian Hybrid Beacons (PHBs).[25] It could also buy 500 thirty-second safety commercials during the Super Bowl.[26]



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2015 was a particularly dangerous year and the City must continue to improve the safety of the transportation system for all people. With this Vision Zero Action Plan, Austin joins a growing roster of cities, states, and countries that have said that **any traffic death or injury is too many.**

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A Need for Safer Streets

The Imagine Austin Comprehensive Plan is the community's vision for Austin and how it will manage growth and change. The Imagine Austin Comprehensive Plan envisions an Austin that is more walkable, bikeable, and transit-friendly. It calls for an array of safe, convenient travel options for people of all ages, abilities, and incomes so that they can meet their daily needs within a short trip – whether walking, bicycling, taking transit, riding a motorcycle, or driving. A well-connected, safe travel network is foundational to achieving the goals in the Imagine Austin Comprehensive Plan and for promoting public health, safety, and welfare. In October 2015, the City Council amended the Imagine Austin Comprehensive Plan to include Vision Zero as a policy goal. The Austin Strategic Mobility Plan is a forthcoming proposed amendment to Imagine Austin that will further develop and incorporate Vision Zero goals into its planning process.

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Building on Success

The City is already addressing many aspects of transportation safety. These include continuous improvements to the design and engineering of our streets, for people of all ages and abilities traveling by all modes, led by ATD, to implement the City's Complete Streets Policy. Other examples include the enforcement efforts of APD and ordinances such as Distracted Driving and the Vulnerable Users/three-foot passing law which requires three feet of space when passing a cyclists, or six feet if the vehicle is a large truck. The City has also made land use changes, such as transit-oriented development around commuter rail stations, the Mueller redevelopment on the former airport, and changes to the Land Development Code, to create more compact development patterns that encourage walking, bicycling, and transit.

Despite these successes, the City recognizes that more must be done. The 2012 Traffic Fatality Report, produced by the ATD, APD, and the Public Works Department (PWD) noted that, although the many initiatives underway by multiple departments demonstrate a commitment to traffic safety, these initiatives "lack a framework that ties them together within the context of overarching goals, objectives and performance measures; and compete among other priorities and programs for staff time." The Vision Zero Action Plan addresses this need by providing an overarching goal and framework to unite the community's transportation safety efforts.

The Vision Zero Action Plan is designed to bolster the efforts already underway, as well as to identify new strategies, for preventing injuries and saving lives. By approaching transportation safety holistically, this Vision Zero Action Plan specifically encourages collaboration between departments, agencies, and the wider community to achieve safer streets for everyone.

The Austin City Council appointed a Vision Zero Task Force to make the recommendations for improving safety contained in this Vision Zero Action Plan. This multidisciplinary Task Force included representatives from multiple City departments, federal and state agencies, research institutions, and community groups, all of whom are collaborating to identify solutions. The Vision Zero Action Plan is the culmination of the Vision Zero Task Force's work over the past year and an initial step in an ongoing collaborative effort to reduce injuries and save lives.

Past Safety Efforts

2009

2012

3 ft

3-foot passing law adopted in Austin.

The City also adopted a Bicycle Master Plan that pledges to reduce bicycle deaths and injuries by implementing safety measures for all roadway users, including bicyclists.

2013

makes recommendations for curbing crashes, calling for a framework that ties existing safety efforts together.

In May 2013, Austinites interested in walkability gathered at the Austin Walkability Summit, which focused on legal rights and enforcement to increase safety of people who walk in Austin & led to the formation of the Pedestrian Advisory Council.

2014

In June, Austin's Complete Streets policy advances the Imagine Austin Comprehensive Plan by redefining the role of roadways: They are public spaces that serve people first. Safety, including a reduction in hazards for pedestrians and bicyclists on Austin's roadways, is a fundamental consideration of the Complete Streets policy. By making Complete Streets principles a part of planning, design, maintenance, and funding decisions, the City is actively working to make our roads safe and enjoyable, no matter how you get around.

Following the SXSW drunken driving incident that killed four people and injured almost two dozen, Police Chief Art Acevedo held a Traffic Safety Symposium in August, which worked to address many of the long-term issues contributing to intoxicated, impaired and aggressive driving.

Bicycle Master Plan update adopted.

Getting to Zero

Recognizing the dangers for people walking and all road users, the Pedestrian Advisory Council makes a recommendation to City Council to create a Vision Zero Task Force to develop a Vision Zero Action Plan.

In November 2014, Austin City Council appointed a Vision Zero Task Force to make the recommendations for improving safety contained in this Vision Zero Action Plan.

Image: Alliance for Walking & Biking

In May of 2015, The City of Austin joined over 200 other U.S. cities that have pledged to improve safety through theUS Dept. of Transportation's Mayors' Challenge for Safer People, Safer Streets. The Austin Transportation Department leads this effort in partnership with seven other City Departments to implement seven distinct challenges.

A Fatality Review Board, made up of the Austin Transportation, Police, & Planning & Zoning Departments, convened to review traffic deaths and pursue near-term improvements through enforcement, education, and engineering strategies.

2015

In October 2015, Austin City Council amended the Imagine Austin Comprehensive Plan to include Vision Zero as a goal of the City of Austin.

From January to November, the Vision Zero Task Force met regularly to create this Vision Zero Action Plan. The Task Force includes representatives from multiple City departments, Federal and State agencies, research institutions, and community groups, all of whom are collaborating to identify solutions for this public health crisis. This Vision Zero Action Plan is the culmination of the Vision Zero Task Force's work over the past year and an initial step in an ongoing collaborative effort to reduce injuries and save lives.

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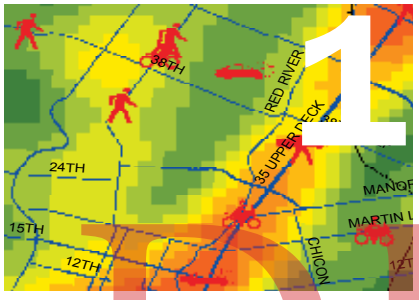
II. Critical Actions

Transportation-related injuries and deaths are a multifaceted problem that will require continuous, coordinated, and collaborative efforts to eradicate. The initial Vision Zero Action Plan identifies steps the City, other agencies, and the community should take immediately; subsequent evaluation and future Action Plans should refocus actions as needed and further develop medium- and longer-term solutions. The Action Plan focuses on ongoing and shorter-term actions targeting the top contributing factors to injuries and deaths, uniting transportation safety initiatives across departments, partners, and solutions, as well as creating a framework for monitoring and improving the efficacy of transportation safety actions. The medium- and long-term actions will take longer to implement, but the City and its partners should begin laying the groundwork for those actions now. The time frames listed for key progress metrics indicate when actions should be completed. Critical actions for 2016 through 2018 are organized into these categories: Evaluation, Engineering, Enforcement, Education, and Policy. **Each critical action is explained in further detail in Appendix A along with existing initiatives, responsible agencies, cost estimate for completion, and the amount of funding currently available.**



EVALUATION: Collect, analyze, communicate & share data that documents fatal & incapacitating crashes & top contributing factors.

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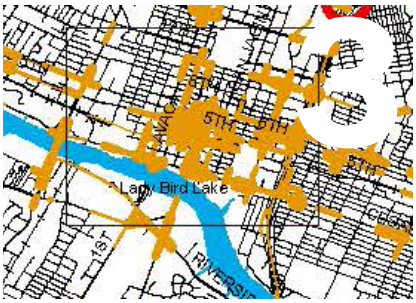
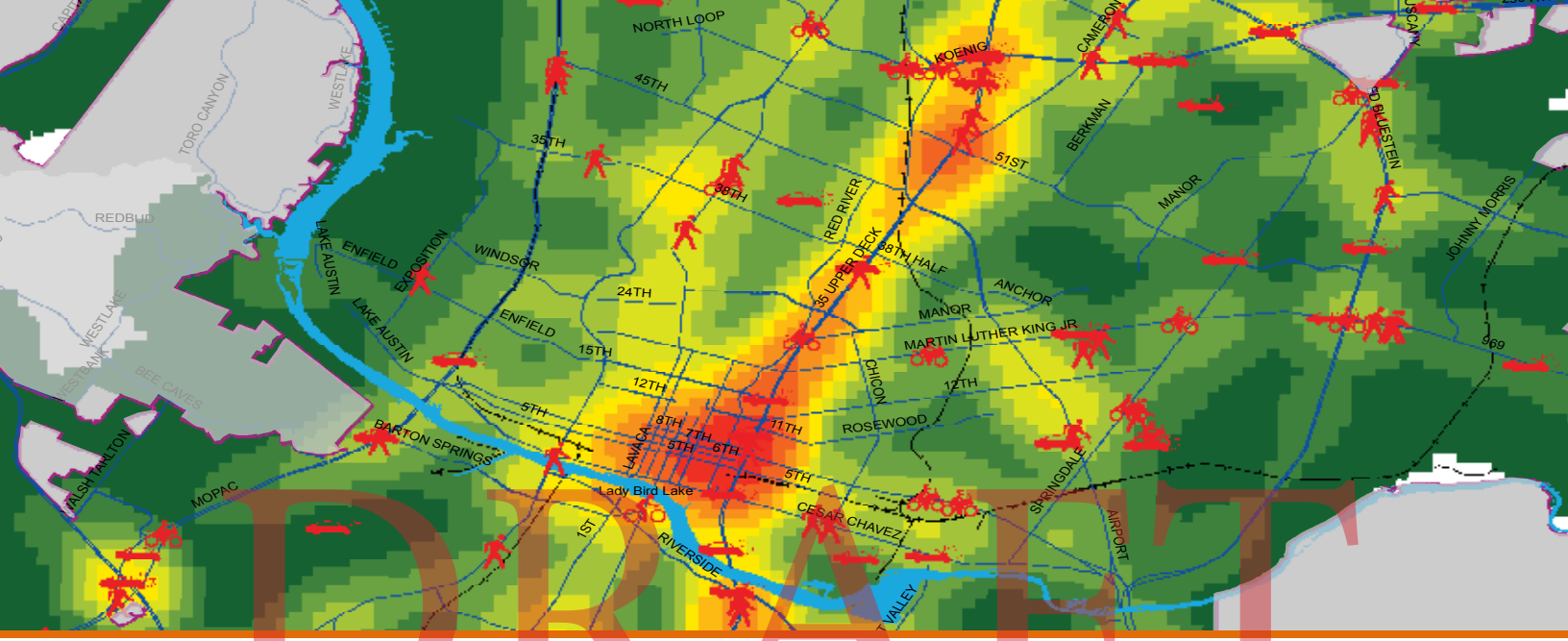
ENFORCEMENT: Strengthen the ability to focus enforcement on hotspot locations of crashes resulting in deaths or incapacitating injuries.



ENGINEERING: Bolster key initiatives for which Complete Street Design, Traffic Engineering, & Transportation Planning can prevent deadly or incapacitating collisions.

EDUCATION: Create a targeted, branded Vision Zero education & media campaign raising awareness of the severity of the problem & solutions, including behavior changes.

POLICY: Policy changes will be necessary to support many of the actions & bolster the work already underway.



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1 Evaluation

Agency(s) responsible: all

Timeline for implementation: ongoing

Initial crash maps used in the Task Force's analysis are available on the Vision Zero website: **www.austintexas.gov/page/vision-zero-maps**

Collect, analyze, communicate & share data that documents fatal & incapacitating crashes & top contributing factors.

A data-driven approach to safety is necessary to achieve Vision Zero. Directing resources to address injuries and deaths within our transportation system requires good data. Data-sharing between departments, agencies, and with the public needs to be improved to better inform coordinated safety efforts and to create public awareness. Accurate information and thoughtful analysis of the data will result in better enforcement, establishing needs and priorities for street design and engineering, and more effective educational campaigns. This initial Vision Zero Action Plan includes information on top contributing factors of injury and fatal collisions and crash locations, but this data must be continuously refined and reevaluated in order to best direct the prioritization of specific interventions given limited resources.

Key Actions

DEVELOP better analytical tools and metrics:	
1	Integrate state and local tools into a common crash analysis tool that can identify and report on crash patterns and trends across the region, as well as along a roadway and within or at an intersection and automatically generate collision diagrams.
2	Develop a user-friendly and comprehensive method of collecting information on the ground at crash locations to enable easier and more thorough analysis, especially of spatial patterns and design factors.
3	Collect geospatial data for citations from the Municipal Court and include that data in crash analysis.
4	Work with the Texas Department of Transportation (TXDOT) to link crash data and draw down Austin/ Travis County Health and Human Services Department (HHSD), EMS, and hospital and trauma registry data.
5	Coordinate a data-driven procedure (and enhance tools as necessary) to prioritize high volume crash locations and corridors based on industry best practices and to focus limited resources.
APPLY existing data to focus resources:	
6	Incorporate TXDOT datasets to analyze, map, and/or improve for a better understanding of factors contributing to fatal and serious injury crashes.
7	Create a platform and/or process to better share data, including geospatial data and maps, across City departments and agencies that are affected by transportation safety. Create a platform to share anonymized information and maps with the public.
8	Create a grant resource to facilitate City, agency, and community applications for local, state, and federal grant funding.
9	Continue analysis of victims and suspects involved in fatal crashes, including demographics, to target education, enforcement efforts, and policy changes.
10	Evaluate the effectiveness of education, enforcement, and street design and engineering improvements. Update data and crash maps in subsequent action plans.
11	Conduct before and after studies of safety improvements to assess effectiveness and refine future applications.

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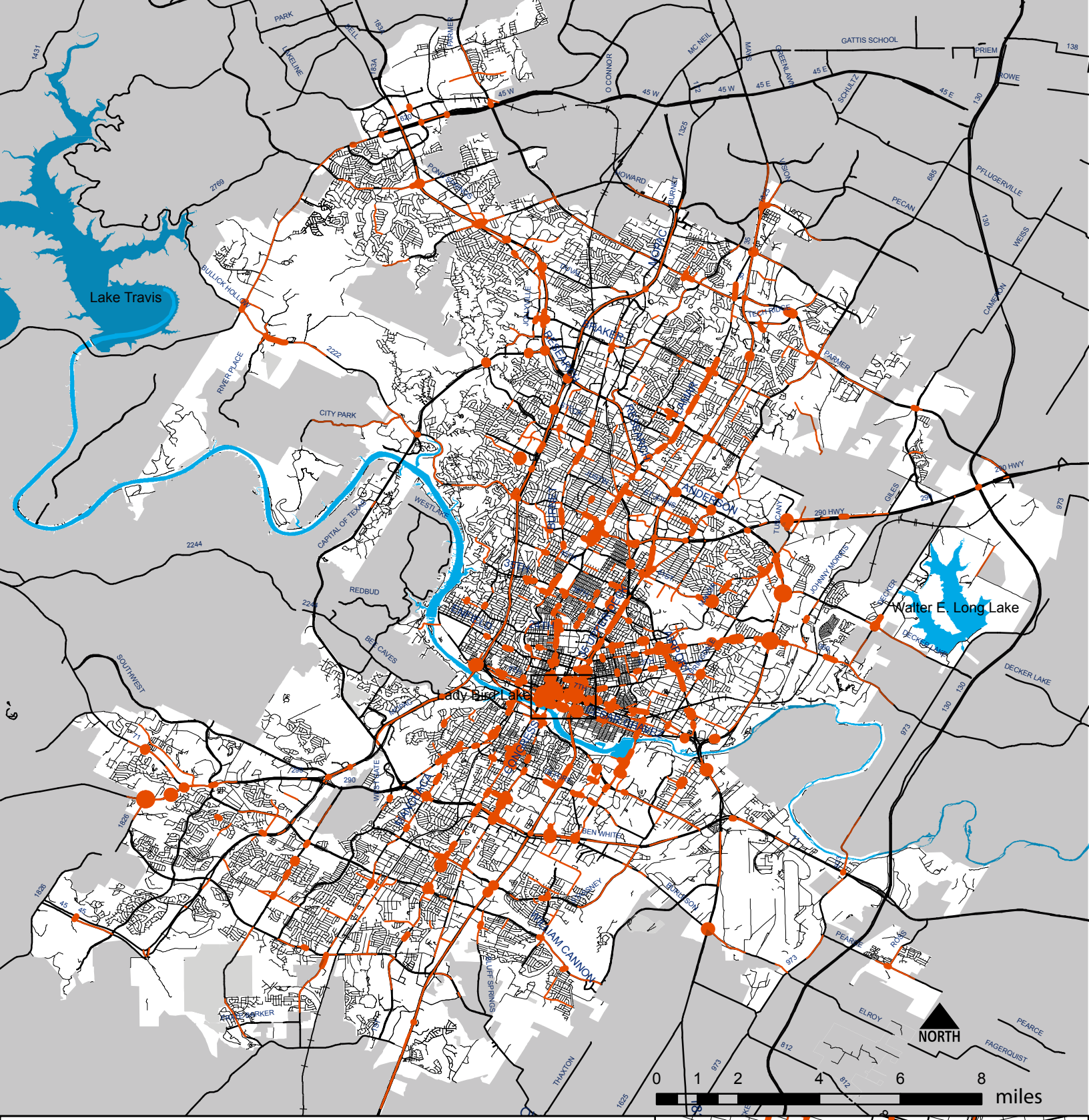


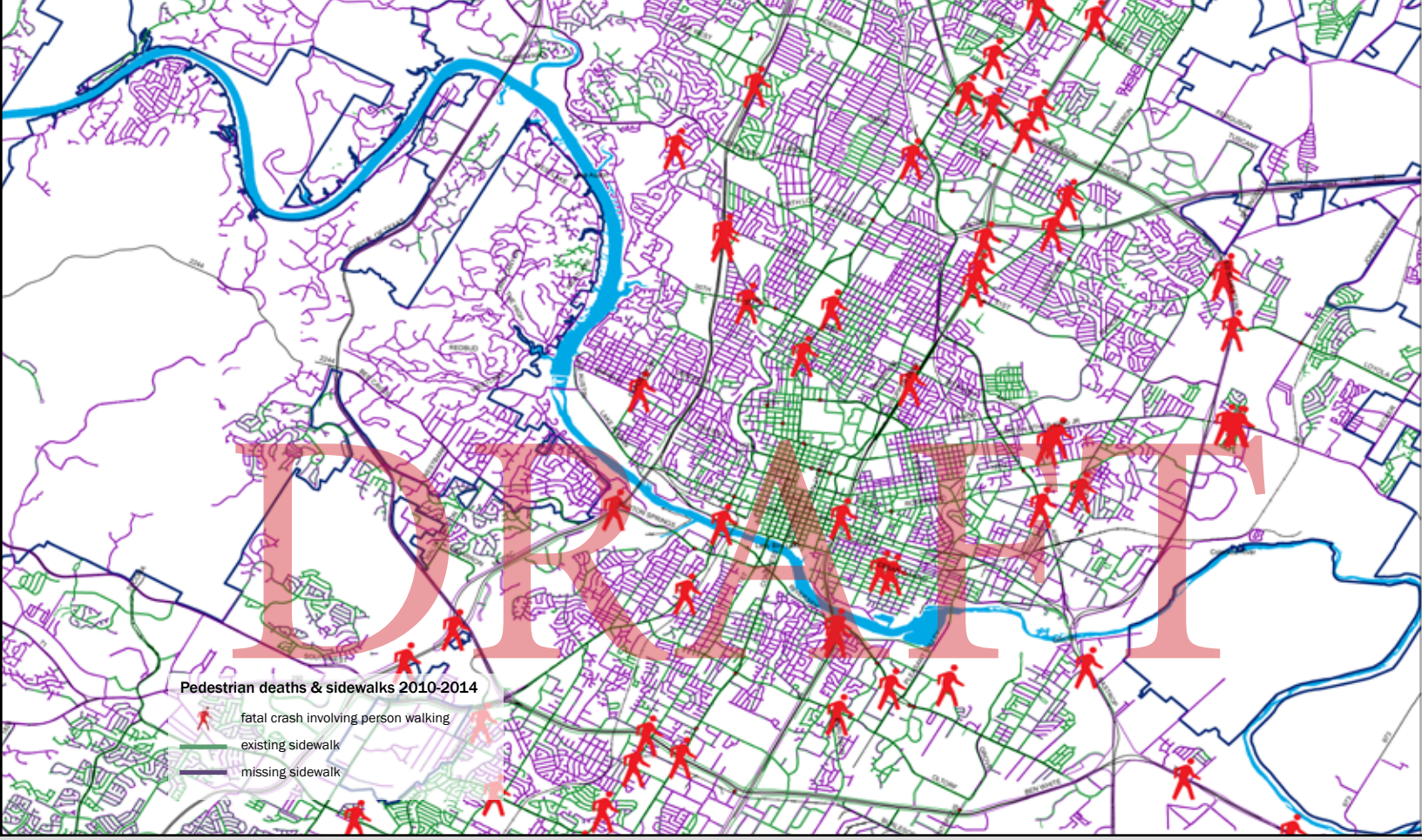
High injury & death road network (2010 - 2014)

Roads with incapacitating injury or fatal crashes

fewer number of fatal or incapacitating crashes

greater number of fatal or incapacitating crashes

Jurisdiction



Key Progress Metrics

SHORT 0 - 3 YEARS • • • • MED 3 - 7 YEARS • • • • LONG 7 - 10 YEARS • • • ▶ 0 deaths & serious injuries by 2025

- Funding provided to regularly collect bicyclist/pedestrian counts.
- Hire at least one injury prevention epidemiologist position at HHSD.
- Provide technology and training for officers to better record and preserve crash details and site evidence.
- Create an interactive online mapping tool to display crash data and Vision Zero-related projects.
- Map and analyze the source of alcohol in DWI crashes.
- Create a Vision Zero smartphone application for reporting dangerous locations, near-misses, and crashes, or integrate into the 3-1-1 app.
- Create a grant management resource to facilitate City, agency, and community applications for local, state, and federal grant funding.

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2 Enforcement

Agency(s) responsible:
City of Austin, Texas Department of Transportation, Federal Highway Administration, National Highway Traffic Safety Administration.

Timeline for implementation:
immediate and ongoing

Strengthen the ability to focus enforcement on hotspot locations of crashes resulting in deaths or incapacitating injuries.

Key Actions

TARGET enforcement where it is needed most	
12	Target enforcement on high injury and fatal roadways and on the most dangerous driving behaviors.
13	Enforce improper driver behavior around traffic calming devices, crossing devices, and bicycle facilities.
14	Coordinate enforcement across all law enforcement agencies and coordinate to increase prosecution of repeat offenders.
15	Work with the APD to continue enforcement of transit priority lanes.

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Key Actions

INCREASE capacity for enforcement and prosecution

16	Frame traffic offenses as a leading, but preventable, public health and safety problem and educate judges, legislators, and the public to ensure punishments are appropriate.
17	Enhance the current City ordinance (§ 12-1-26 – Pedestrians on Certain Roadways) for areas unsafe to pedestrians.
18	Work with courts to create graduated penalties for repeat offenders. APD's data show that many of the fatal crashes involve people previously involved with APD for driving violations.
19	Design assurances against racial profiling and targeting of enforcement of top contributing factors toward vulnerable user groups.

Distraction or inattention

more likely to crash while txting

Virginia Tech Transportation Institute

decrease in activity in the parietal lobe when listening to language. This part of the brain processes movement & images.

National Safety Council

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50% less environmental information processed by the brain, regardless of whether drivers were using hands-free devices. Inattention blindness reduces visual scanning so drivers "look, but fail to see."

National Safety Council

Between 2010 and 2014, "driver inattention" was the highest reported contributing factor in police crash reports (15,378 crashes), and was second only to "failed to control speed" as a single contributing factor in deadly or incapacitating injury crashes.

Distracted driving is an especially pervasive problem as smartphones have become ubiquitous. Nationally, in 2013, more than 3,000 people were killed in crashes involving distracted drivers.[27] High numbers of people report texting while driving—a seemingly harmless way of multitasking—but research clearly shows texting while driving drastically increases the likelihood of being involved in a collision.[28] Researchers have found that drivers using cellphones exhibited a level of impairment on par with driving drunk. Austin has taken important steps toward discouraging distracted driving by banning handheld use of electronic devices while driving or bicycling.

Hands-free use of cell phones does not go far enough in reducing distracted driving. Distracted driving can take three forms: 1) Visual, 2) Mechanical, and 3) Cognitive. Cell phones often involve all three forms of distraction. Research, including studies compiled by the National Safety Council, shows that our brains have difficulty simultaneously processing movement and languages, so much so that drivers "looked, but failed to see" up to 50 percent of their surroundings when they were using a device, regardless of whether they were using a hands-free device or not. Laboratory and on-road research shows that talking on a hands-free cell phone or using a speech-to-text email system reduces drivers' available mental resources that can be dedicated to driving. This cognitive distraction can lead drivers to miss visual cues, have slower reaction times, and see in tunnel vision.[29] Research released by the AAA Foundation for Traffic Safety in 2015 has also revealed *latent* effects of distraction behind the wheel. Texting while stopped at a traffic light can negatively affect full driving engagement once the light turns green for an average of 27 seconds after you've stopped texting.

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Existing red light camera at Martin Luther King, Jr. Blvd. and IH-35.

Key Progress Metrics

SHORT 0 - 3 YEARS · MED 3 - 7 YEARS · LONG 7 - 10 YEARS → 0 deaths & serious injuries by 2025

- Fund DWI Unit
- Fund new Highway Enforcement Command (HEC) Unit and/or positions
- Fund red light cameras
- Create legislative workgroup to discuss safety issues
- Fund a sobriety center
- Establish new DWI Unit
- Create new positions at HEC
- Select red light camera locations and install cameras
- Fund more prosecutors to prosecute dangerous driving behaviors
- Fund a DWI prosecution unit
- Establish a DWI prosecution unit
- Establish a soberity center
- Add Austin Independent School District officers to help enforcement of school zones

Austin Transportation Dept. installed temporary delineator posts as a rapid solution to dangerous turning movements at Slaughter Lane and Manchaca Road.

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3 Engineering

Agency(s) responsible: City of Austin, with support from Texas Department of Transportation, Crossroads Coalition, Federal Highway Administration, National Highway Traffic Safety Administration

Timeline for implementation: ongoing;

Bolster key initiatives for which Complete Street Design, Traffic Engineering, & Transportation Planning & Land Use Planning can prevent deadly or incapacitating collisions.

The Complete Streets Policy [Ordinance 20120612] adopted by the Austin City Council establishes a multimodal approach for the design of streets and the safety of all travelers. It states:

"Safety, including a reduction in hazards for pedestrians and bicyclists on Austin roadways, is a fundamental consideration of this Complete Streets Policy."

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Principles of the Complete Streets Policy that relate to Vision Zero goals include:

1. **Complete Streets serve all users and modes.** *The City of Austin commits to design, operate and maintain the community's streets and right-of-way so as to promote safe, comfortable and convenient access and travel for people of all ages and abilities. This is the core intent of this policy. All streets and roadways within the city shall provide basic safe access and crossings for all allowed categories of users – people traveling as pedestrians and by bicycle, transit riders, motorists and others. … The City recognizes that children, seniors, and persons with disabilities may require inclusive accommodations.*

2. **Complete Streets require connected travel networks.** *The City of Austin shall prioritize opportunities to create a complete transportation network that provides connected facilities to serve all people and modes of travel, now and in the future. Streets shall be connected to create complete street networks that provide travelers with multiple choices of travel routes and that help to reduce congestion on major roadways. This network includes off-street hard-surface trails for biking and walking. All roadways and routes need not be optimized for all modes; however, people using each mode require a network of safe and convenient travel routes and crossings throughout the city.*

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Key Actions

IMPLEMENT Safety-Related Policies, Plans, and Programs	
20	Direct engineering, enforcement, and education resources to high injury and fatal crash hotspot locations. Implement at least five major safety engineering projects annually at top crash prone locations. Implement low-cost, high-impact safety improvements throughout the city based on safety engineering studies. Work with CAMPO and TXDOT for funding opportunities.
21	Revise the Transportation Criteria Manual to focus on safety and thorough review of transportation development projects. Coordinate the Land Development Code revision with the TCM update. Continue to implement to Complete Streets Policy in every construction, reconstruction, and/or development project.
22	Conduct Engineering Studies: • Conduct speed studies at locations with speeding issues as identified in collision analysis. • Study crash-prone locations where right-on-red or left turn movements were factors. • Identify locations with pedestrian safety issues using collision analysis maps and consider traffic control devices to allow safer crossings. • Study and expand exclusive pedestrian crossing time on high injury network for people walking. • Study locations and implement speed feedback warning to reinforce education and enforcement initiatives and encourage speed compliance.

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Key Actions

23	Capital Metropolitan Transportation Authority (Capital Metro) Safety Improvement Initiatives: • Evaluate the need for potential adjustments to interior lighting of buses for improved safety during nighttime operations including reducing glare for operators. • Capital Metro will continue working with City and its municipally-owned electric utility Austin Energy (AE) to evaluate the need for lighting along transit corridors and at intersections. • Continue evaluating transit collision hotspots and work with partner organizations to improve safety conditions at those locations. • Work with all school districts within the City's jurisdiction as well as charter and private schools and the City's Safe Routes to Schools program to set incremental, progressive goals for safe, active travel to schools. • Capital Metro will work with the University of Texas and the City to consider safer vehicle parking methods to reduce collisions along transit corridors through campus. • Capital Metro will continue to collaborate with the City to ensure safe pedestrian access to transit stops. • Evaluate new and existing bus stops to reduce rear-end collisions at intersections.

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Key Actions

24	Apply Technology in Safety Improvement Initiatives: • Evaluate opportunities to expand existing and/or implement new transit priority treatments. • Implement new transit vehicle engineering principles (such as rear-of-vehicle chevrons, right-side illumination during turns, and lane departure technology) to reduce collisions. • Work to equip all City fleet vehicles with safety related devices, designs, and technology that record dangerous driving behaviors. • Continue to work with Google, Rocky Mountain Institute, and other tech companies and organizations to pioneer autonomous vehicle testing and adoption to improve safety. • Enhance signal system software and equipment to detect red light running and use data for enforcement and engineering. • Deploy next generation emergency vehicle preemption to reduce response times and increase safety. • Conduct a pilot project to assess feasibility of advanced detection techniques to estimate the frequency and type of near-miss collisions within signalized intersections
25	Fund and build infrastructure improvements included in the Bicycle Master Plan, Sidewalk Master Plan, and Urban Trails Master Plan.
26	Work with CAMPO and TXDOT for funding opportunities for safety improvements.

Key Progress Metrics

SHORT 0 - 3 YEARS • • • • MED 3 - 7 YEARS • • • • LONG 7 - 10 YEARS • • • 0 deaths & serious injuries by 2025

- Establish a dedicated Traffic Safety Engineering team, consisting of 6 full-time equivalent (FTE) positions with financial resources to work on safety engineering projects and transportation development projects
- Number of safety engineering projects completed
- Miles of safe bicycle lanes, sidewalks, and trails constructed
- Conduct before and after studies of safety improvements to assess effectiveness and refine future applications

DRAFT

4 Education

Agency(s) responsible: City of Austin, with support from Texas Department of Transportation, Crossroads Coalition, Bike Austin, Federal Highway Administration, National Highway Traffic Safety Administration.

Timeline for implementation: ongoing and phased

Create a targeted, branded Vision Zero education & media campaign raising awareness of the severity of the problem & solutions, including behavior changes.

Preventing injuries and death on Austin's roads will take everyone's efforts. The Vision Zero media campaign will provide a common brand and unite all of the traffic safety initiatives and related marketing in the region. An ongoing conversation about dangerous driving behaviors, improving travel education, and rethinking how we design our transportation systems will require all Austinites and include important discussions about the tradeoffs between the choices one must make. Targeted outreach and educational campaigns geared towards specific audiences (such as bicyclists, drivers, pedestrians, and motorcyclists) will provide information about how each can safely interact with the other while traveling on Austin's roadways. Vision Zero Task Force agencies will partner with local, state, federal and community organizations on educating people

Ad from New York City's "Choices" media campaign for their Vision Zero efforts.

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who travel in Austin and how they can change their behavior to make traveling safer. The Vision Zero media campaign should focus on helping public information officers (PIOs) and others deliver standard messaging regarding traffic safety in the news media, including standard Vision Zero messages and responses to questions about crashes.

A strong, branded, Vision Zero educational media campaign should use data to educate all Austinites on the severity of the problem and the dangerous traveling behaviors that lead to serious injuries and death, in order to start changing attitudes and behaviors. The media campaign should be inclusive, culturally-sensitive, and tailored to the diversity of people (e.g., all ages, races, ethnicities, socio-economic groups) in Austin. City staff will pursue funding for the educational campaign, such as TXDOT and National Highway Traffic Safety Administration (NHTSA) Section 402 grants and other sources. Using data and mapping, Vision Zero Task Force agencies will partner to produce events in "hotspot" areas, around the top contributing factors, to focus on changing behaviors in those areas.

Key Actions

IMPLEMENT a comprehensive, citywide Vision Zero public education campaign	
27	Create a cross-departmental safety education team, with dedicated staff and funding, with membership from APD, ATD, PWD, HHSD, the Planning and Zoning Department (PAZ), the Austin Fire Department (AFD), and Austin-Travis County Emergency Medical Services (EMS).
28	Create a Vision Zero training module and train all staff that review, design, or implement projects to reiterate that all staff are responsible for transportation safety.
29	Continue safety messaging onboard buses and at or around bus stops through partnership with KUT and other media outlets
30	Lead by example by adopting Vision Zero policies for City fleets and through education and training targeting public and private employers. This should include an online safety training program for all modes that includes the existing "Ride Kind, Drive Kind" video to help ground transportation drivers understand how to interact safely with vulnerable road users.
31	Provide defensive travel training for all modes at vocational and college orientations and in student housing to educate new students about how to travel safely in the city.
32	Work with area colleges to create and implement a new pedestrian and transit safety campaign.
33	Provide targeted outreach and training when adding pedestrian or bicycle facilities to teach residents how to use the facility and how to drive near people using the facility.
34	Train all participating agencies' staff that interface with media on Vision Zero messaging.
35	Hire or consult with community education and cultural competence expert(s) to make sure that City outreach and education efforts are truly inclusive and effective.
36	Evaluate the knowledge of laws and regulations possessed by those convicted of crimes related to dangerous driving and explore targeted education.
37	Incentivize server training to reduce risks associated with the retail alcohol environment

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Key Actions

INTEGRATE Vision Zero principles into existing safety education	
38	Work with social service providers to improve safety for people experiencing homelessness, including educational outreach, improving visibility, and establishing safe crossings.
39	Encourage print, television, and social media leaders to frame traffic crashes as tragic and preventable occurrences when reporting on them.
40	Incorporate Vision Zero for all modes into City's defensive driving classes and curriculum.
41	Require City employees to renew defensive driving training every year for commercial drivers and every two years for non-commercial drivers. Incorporate Vision Zero messaging into existing media training for staff.
42	Require defensive driving for all top contributing factors citations.
43	Work with area colleges to create and implement a new pedestrian and transit safety campaign.
44	Provide targeted outreach and training when adding pedestrian or bicycle facilities to teach residents how to use the facility and how to drive near people using the facility.
45	Train all participating agencies' staff that interface with media on Vision Zero messaging.
46	Hire or consult with community education and cultural competence expert(s) to make sure that City outreach and education efforts are truly inclusive and effective.
47	Evaluate the knowledge of laws and regulations possessed by those convicted of crimes related to dangerous driving and explore targeted education.
48	Incentivize server training to reduce risks associated with the retail alcohol environment

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Key Progress Metrics

- Number of staff trained with the Vision Zero training module
- Number of safety advertisements
- Number of organizations we form partnerships with
- Number of organizations using the online video/module/ number of unique visitors
- Identify populations or communities that are not reached education campaigns

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5 Policy

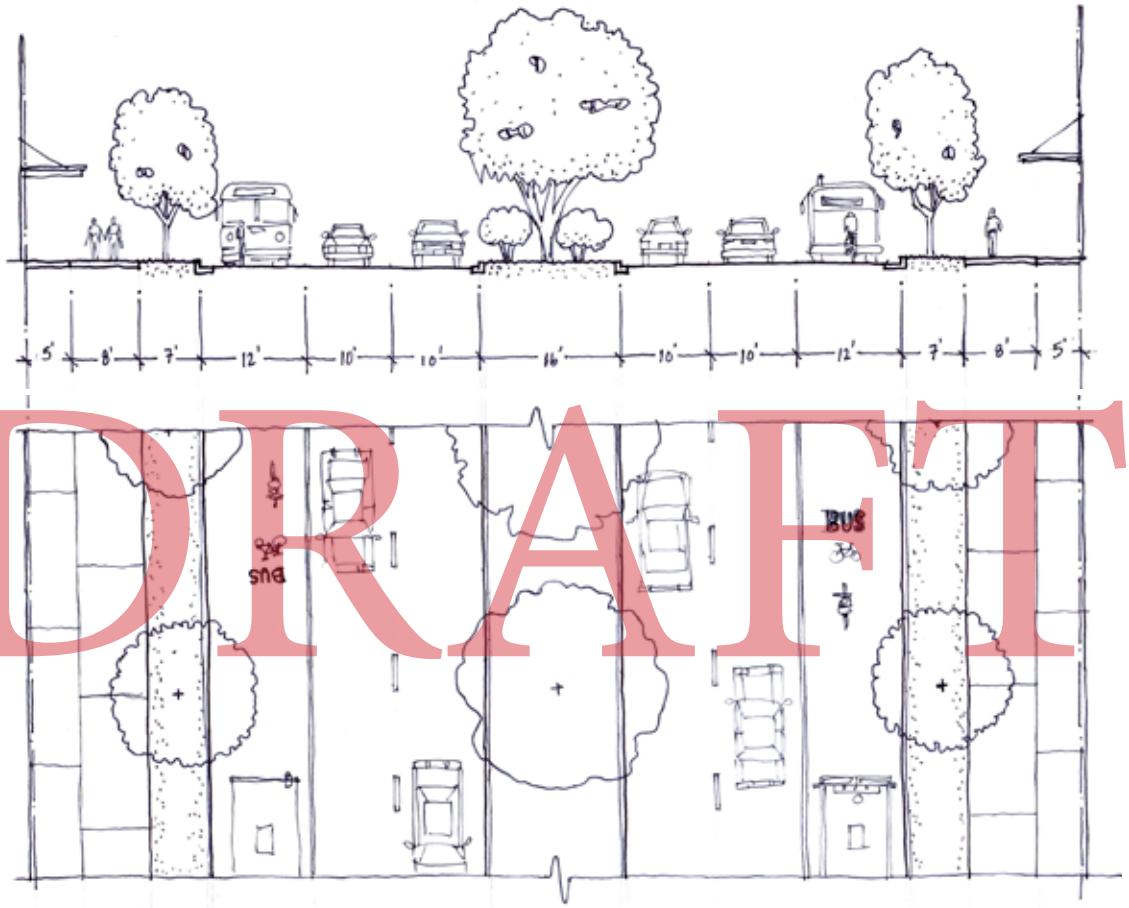
Agency(s) responsible: City departments, county, state, and federal agencies, and community groups. Work with Crossroads Coalition and other Texas cities to coordinate and combine efforts.

Timeline for implementation: ongoing

Policy changes will be necessary to support many of the actions & bolster the work already underway.

Policy changes address changes to enforcement, land use and transportation codes, as well as state-level legislation.

Above: Part of a draft model depicting land use patterns for CodeNEXT. Incorporating Vision Zero into the Land Development Code can create development patterns better for walking, bicycling, and taking transit, which reduce crash risk.



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Sample streect cross-section from the CodeNEXT Soundcheck workshop. Making changes to the TCM will help implement the Complete Streets Policy.

Key Actions

PURSUE policy change necessary to achieve Vision Zero	
49	Work at the local and state level to lower default speed limits congruent with research on speed and best practices.
50	Pursue Housing First model of ending homelessness to address larger societal issues contributing to crashes involving homeless persons crossing the roadway. Housing First is based on the idea that a homeless person's or household's primary need is to obtain stable housing, and focuses on immediately housing people.
51	Shorten driver's license renewal from 6 years to 4 years and require defensive driving or driver's education for all top contributing factors.
52	Include Vision Zero principles and land use, urban design, and multimodal street design and engineering strategies in coordinated revisions to the Land Development Code (CodeNEXT) and the City Transportation Criteria Manual (TCM) and policies.
53	Develop action plans for vulnerable road user groups and coordinate these more specific plans with the Vision Zero Action Plan.
54	Maintain sidewalks so they are clear of poles, signs, new trees or shrubbery, and other impediments to Americans with Disabilities Act-compliance.
55	Continue to build on Transportation Demand Management (TDM) strategies.

Key Actions

RESEARCH opportunities for policy change	
56	Consider changing the cite-and-release policy for people who drive dangerously, as listed in this plan's identified dangerous behaviors, without a license or with a suspended license.
57	Research enforcement techniques from other cities to enhance compliance with the Distracted Driving Ordinance.
58	Explore requiring bars to serve food or partner with food trucks to provide food.
59	Explore prohibiting motor vehicles passing from the left and turning right in front of a bus within 100 feet of an intersection.
60	Consider the impact of limiting the number or density of alcohol-serving establishments in certain areas.
61	Consider the effect of implementing (or increasing) a City liquor tax (to decrease the amount of alcohol people drink).
62	Consider the traffic safety effects of a ban on (A) right turns on red and (B) left turns across traffic and/or when pedestrians have a walk signal in effect.
63	Consider the effect of a 24/7 sobriety program for those convicted of alcohol-related crimes.
64	Explore allowing prosecutors to work county and district cases (misdemeanor and felony cases), as is done in the field of family violence law.
65	Pursue changes to law via the state legislature to allow automated speed enforcement, including piloting automated speed enforcement in school zones.
66	Research community-based prevention practices to identify and intervene with at-risk populations

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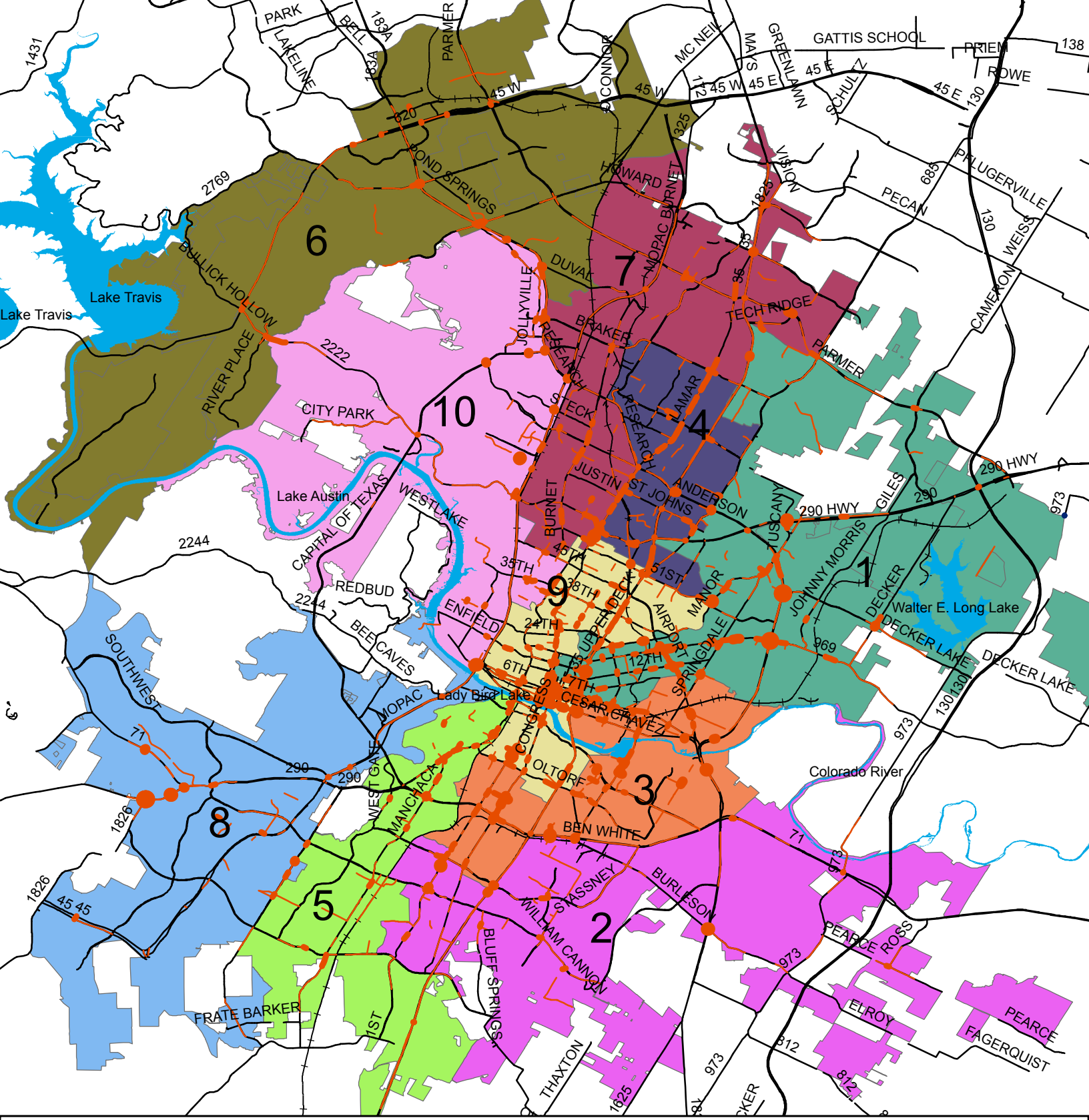
Key Progress Metrics

- Working with Ending Community Homelessness (ECHO), Front Steps, Austin-Travis County Integral Care (ATCIC), and other social service providers, meet the community's short term goals to house Austinites experiencing homelessness.
- Effect of Transportation Demand Management program on VMT.



High injury & death roads by Council District

Roads with incapacitating injury or fatal crashes

fewer number of fatal or incapacitating crashes

greater number of fatal or incapacitating crashes

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III. Implementation

The Austin City Council directed the City Manager to convene a Vision Zero Task Force in November 2014 to make recommendations to improve traffic safety in Austin. The Vision Zero Task Force has brought together different City departments, state and federal agencies, institutions, and community groups to provide a holistic approach to traffic safety. This forum has already led to increased collaboration and innovative ideas and actions.

In addition to continuing the Vision Zero Task Force, the City of Austin will staff and fund a Vision Zero Program dedicated to improved transportation safety, with a focus on enforcement, multimodal street design and engineering, and education.

Vision Zero Program & Task Force

The City of Austin will establish a Vision Zero Program that provides the necessary professional staff, expertise and funding to carry out the actions identified in the Vision Zero Action Plan. Vision Zero Program staff will convene the Vision Zero Task Force at least quarterly to ensure the continued interdepartmental, interagency, and community coordination necessary to work towards Austin's goal of zero deaths and serious injuries by 2025.

The Task Force will continue to be an interagency and interdepartmental group with representation from key community groups, including advocates for the most vulnerable road users. Representatives from pedestrian, bicycling, and motorcycling groups; minority communities including the African American, Asian American and Spanish-speaking communities; the homeless population and homeless service providers; and advocates for older adults and children,

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people with disabilities, and social workers who work with at-risk communities will work with government members of the Task Force to ensure their constituents' concerns and needs are addressed.

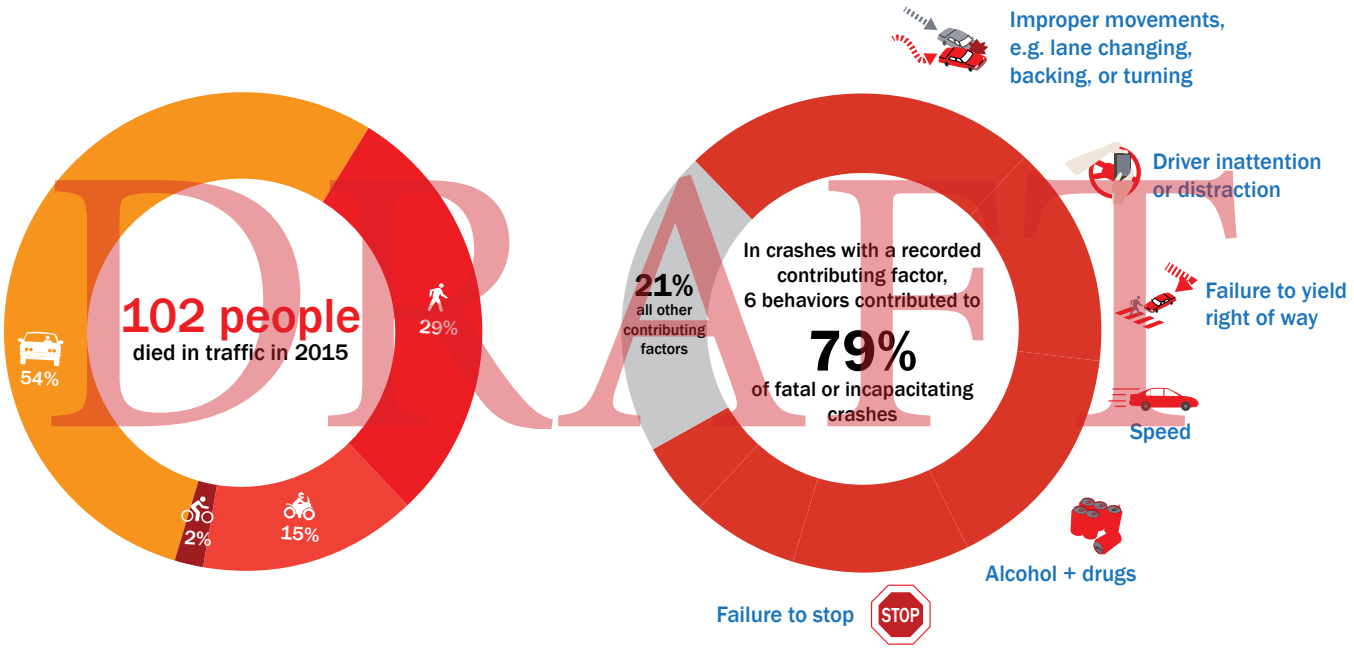
An Executive Committee composed of the Planning and Zoning, Transportation, Police, Health and Human Services, Public Works, EMS, Law, and Fire departments will oversee and coordinate implementation of City actions in the Action Plan.

Member city departments and agencies will implement the actions within this Action Plan and make regular reports to the Task Force. City staff will produce an annual Vision Zero Report Card, to be reviewed by the Task Force and the City Council, evaluating the effectiveness of actions and tracking implementation progress.

Task Force Meeting Frequency & Work Plan

The Task Force will continue to meet at least quarterly. It will work with agencies and representatives of community constituencies to share, use, and evaluate data, resources, and partnerships. The Task Force will continue to review analysis of crash and injury data and research best practices to inform implementation. To ensure transparency and accountability, the Task Force will monitor, evaluate, and review updates on the progress of the implementation of the Vision Zero Action Plan.

In addition to quarterly meetings, the Task Force member departments and agencies may create subcommittees to work on additional mapping and analysis to inform an educational media campaign and focus on key enforcement, street design, and engineering initiatives that target the top contributing factors of serious and fatal injury collisions. The Task Force may also analyze fatal crashes and make recommendations on actions such as design improvements, outreach and education, or policy changes.



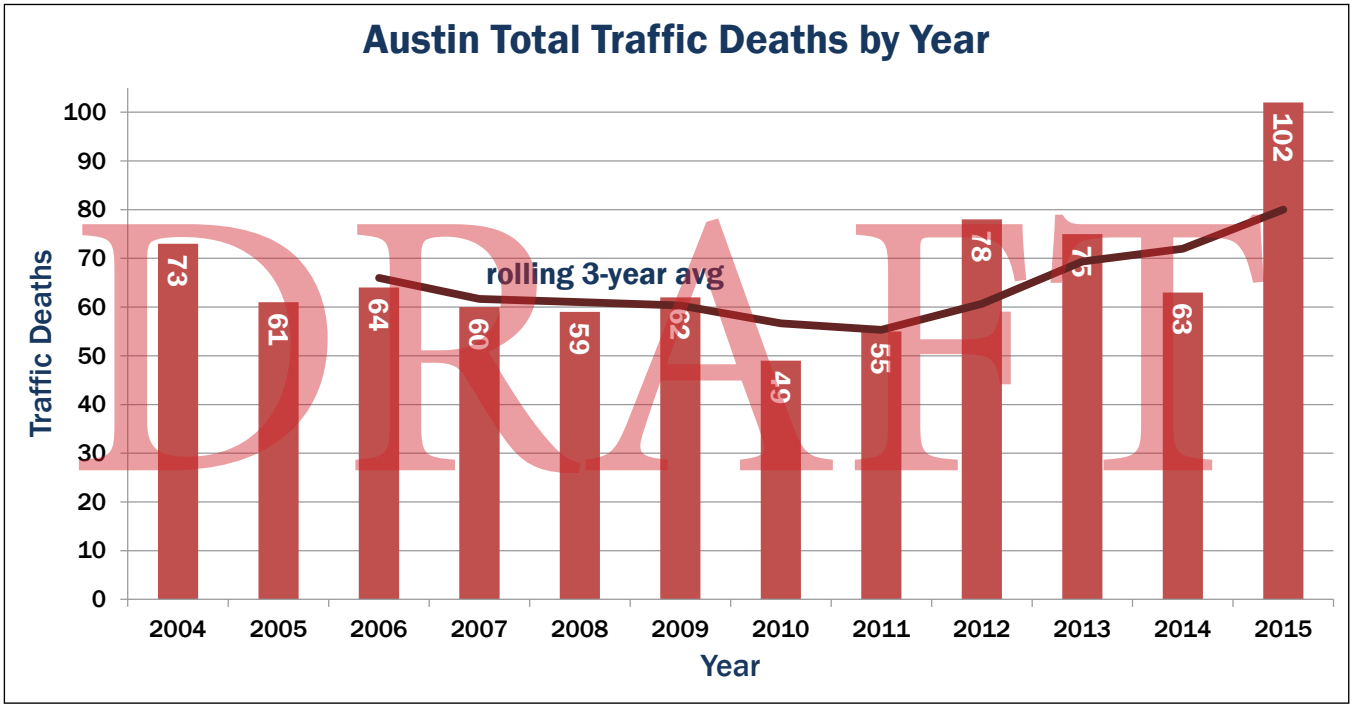
The Report Card will track fatal and incapacitating injury crashes for each year and compare them over time. It will look at whether the top factors included in this Action Plan have moved up or down.

Annual Vision Zero Report Card

The annual Vision Zero Report Card will track the City's progress toward the goal of zero deaths and serious injuries by 2025 and inform changes and new actions in subsequent Action Plans. This Report Card will look at the safety improvements, enforcement operations, and education and outreach accomplished, but will focus on the metrics that matter: Are our streets getting safer?

The report card will track:

- Total fatal and incapacitating injury crashes;
- Fatal and incapacitating injury crashes by mode;
- Fatal and incapacitating injury crashes at hotspot locations with targeted interventions;
- Fatal and incapacitating injury crashes involving top contributing factors; and
- Progress metrics for actions toward the goal of zero deaths by 2025.



Metrics that matter: the Report Card will look at whether total deaths and incapacitating injuries are changing over time.

These metrics will guide implementation efforts in the second year of the Action Plan and inform actions included in subsequent Action Plans. City staff will present the report card to the Task Force and City Council annually to hone or bolster actions if needed.

A cost estimate accompanies this plan and provides a planning level cost estimates for actions described in this plan. This is an initial estimate that will be evaluated as part of the annual Vision Zero Report Card.

Vision Zero in the Austin Strategic Mobility Plan

The Austin Strategic Mobility Plan (ASMP) will pull multiple mobility programs and plans into one comprehensive vision and apply an integrated approach to planning for all modes of our transportation network. The Vision Zero Action Plan will serve as a key driver for integrating safety into the ASMP. This plan will be formed over the life of the Vision Zero Action Plan with the aim to fully integrate Vision Zero principles into the ASMP.

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IV. Conclusion

The Vision Zero Action Plan provides an initial set of actions for the City, other agencies, and community partners as we work toward our goal of preventing serious traffic injuries and deaths.

Cities that have implemented Vision Zero plans and programs have seen improvements in transportation safety. Reaching zero is achievable. In the US, the cities of Ann Arbor, Michigan; Lakewood, Washington; El Monte, California; and Provo, Utah have all had at least one year without traffic deaths.[30] These cities are smaller than Austin, but prove that traffic deaths are not inevitable.

A goal of zero deaths and serious injuries by 2025 is simple and straightforward, but getting there will not be easy. It will take fresh approaches to education and behavioral change, laws and enforcement, street design and engineering, policy and regulatory changes, and land use and connectivity. It will take careful evaluation and continuous improvement.

It will take all Austinites.

Pledge

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We pledge to actively work to reduce fatal and serious-injury crashes on Austin streets through a coordinated, holistic approach. We recognize that changes to land use patterns and street designs will take time and money, but we commit to start today. We will engage in robust data collection, analysis, and sharing to identify needs and priorities, and inform decisions to direct resources where they are most needed. We will continuously evaluate and improve our actions toward our goal of eliminating serious injuries and deaths.

We will prioritize enforcement where it can have the greatest effect in saving lives and preventing serious injuries. We will target law enforcement efforts to locations with high rates of fatal and serious injury crashes and to address the most dangerous behaviors.

Traffic deaths and injuries are preventable; therefore, none are acceptable. We commit the City and undersigned agencies to continuing the work of the Vision Zero Task Force as we strive to eliminate serious injuries and deaths by 2025.

_____

Mayor, City of Austin

_____

City Manager, City of Austin

_____

Capital Metro

_____

Texas Department of Transportation, Austin district

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Federal Highway Administration, Texas Division

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Travis County District Attorney's Office

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[2] World Resources Institute, Cities Safer by Design, http://www.wri.org/sites/default/files/CitiesSaferByDesign_final.pdf

[3] New York City, April 2015, Vision Zero: One Year Report, http://www.nyc.gov/html/visionzero/assets/downloads/pdf/vision-zero-1-year-report.pdf

[3] http://www.nhtsa.gov/About+NHTSA/Press+Releases/2014/traffic-deaths-decline-in-2013

[4] Utah does not have many of the safety laws Texas does, but notably has an ignition interlock requirement for all offenders. http://saferoads.org/wp-content/uploads/2015/06/2014_roadmap_report.pdf

[5] http://www.heraldextra.com/news/local/central/provo/provo-achieves-vision-zero-one-of-largest-cities-to-have/article_f639586f-cca6-52de-8cbb-5971d7ea2f7e.html. 115 other US cities and towns over 50,000 people also went at least one year with no deaths: http://www.dekra-vision-zero.com/map/

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[14] National Highway Traffic Safety Administration, 2013, http://www-nrd.nhtsa.dot.gov/Pubs/812139.pdf

[15] TXDOT, http://www.txdot.gov/inside-txdot/media-center/psas/end-streak.html

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[17] US Census, American Community Survey Journey to Work Data (2013 5-year aggregate). This does not include non-commute trips and may undercount parts multimodal trips (for instance a bike-bus-bike trip may be counted as transit) and Austin Police Department.

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[21] Austin American Statesman, http://projects.statesman.com/news/homeless-deaths/index.html

[22] Austin Police Dept.

[23] Calculated by multiplying the cost of fatal ($2,600,000), incapacitating (180,000), evident (36,000), and possible Injuries (19,000) by the number of each crash types between 2010-2014 and dividing by 5 years.

[24] Sidewalks cost an average of $24.14 per square foot. The City of Austin has completed half of its sidewalk network (about 2,360 miles) and needs an additional 2,270 miles. It will take almost 200 years to complete the network based on current funding levels.

[25] Pedestrian hybrid beacons cost $75,000 each. http://austintexas.gov/page/pedestrian-hybrid-beacons

[26] http://ftw.usatoday.com/2016/02/how-much-does-super-bowl-ad-cost

[27] http://www.distraction.gov/stats-research-laws/facts-and-statistics.html and http://www.distraction.gov/downloads/pdfs/a-comparison-of-the-cell-phone-driver-and-the-drunk-driver.pdf

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Year	Total Crashes	No Injury, Possible Injury, or Nonincapacitating Injury	No injury	Possible	Non incapacitating	Incapacitating Injuries	Deaths
2010	12871	12374	3128	5132	4114	446	51
2011	13048	12477	3019	5246	4212	514	57
2012	14885	14253	3316	6039	4898	554	78
2013	14841	14189	4066	5354	4769	577	75
2014	14505	13976	4439	5202	4335	468	61

Crash costs from http://safety.fhwa.dot.gov/facts_stats/t75702.cfm

APPENDIX A: VISION ZERO ACTIONS

EVALUATION ACTIONS

	SHORT TERM ACTIONS (0-3 YRS)	CONCEPTUAL	UNDERWAY	EXPAND	Agency(s) responsible	Cost and Percent Funded
1	Integrate state and local tools into a common crash analysis tool that can identify/report on crash patterns and trends across the region as well as along a roadway and within/at an intersection and automatically generate collision diagrams.		✔	✔	ATD, TXDOT	$350,000 for Vision Zero Program Team (3 FTE's: Program Manager, Project Coordinator and Research Analyst and commodities for new FTEs); future costs to be determined. 33% Funded (Program Manager)
2	Develop a better method of collecting information on the ground at crash locations.	✔			APD	Conceptual action; cost to be determined. 0% Funded.
3	Collect geospatial data for citations and include that data in crash analysis.	✔			ATD, APD, Municipal Court	Vision Zero Program Team (see Action1)
4	Work with TXDOT to link crash data and draw down Health and Human Services and hospital/trauma registry data.	✔			ATD, HHS, EMS, TXDOT and Trauma Centers (Seton, Dell Children's, Brackenridge)	Vision Zero Program Team (see Action1) plus another $190,000 for epidemiologist.
5	Coordinate a data-driven procedure (and enhance tools as necessary) to prioritize high crash locations based on industry best practices and to focus limited resources.	✔			ATD	Conceptual action; cost to be determined. 0% Funded.
6	Incorporate state DOT datasets to analyze, map, and/or improve for better understanding of factors contributing to fatal and serious injury crashes.		✔	✔	ATD, TXDOT	Vision Zero Program Team (see Action1)
7	Continue analysis of victims and suspects involved in fatal crashes, including demographics, to target education, enforcement efforts, and policy changes.		✔	✔	ATD, PAZ, HHS	Vision Zero Program Team (see Action1)
8	Evaluate the effectiveness of education, enforcement, and street design and engineering improvements. Update data and crash maps in subsequent action plans.		✔	✔	Task Force, ATD, PAZ	Vision Zero Program Team (see Action1)

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SHORT TERM ACTIONS (0-3 YRS)		CONCEPTUAL	UNDERWAY	EXPAND	Agency(s) responsible	Cost and Percent Funded
9	Share data across City departments, with agencies, and with the public.		✔	✔	APD, ATD, HHS, CTM, Task Force	$100,000 annual costs for maintaining permanent bike/ped counters, applications and annual data collection contracts + Vision Zero Program Team (see Action1)
10	Map and analyze the source of alcohol in serious crashes and incidents of DWI.				ATD	Vision Zero Program Team (see Action1)

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ENFORCEMENT ACTIONS

SHORT TERM ACTIONS (0-3 YRS)		CONCEPTUAL	UNDERWAY	EXPAND	Existing initiatives	Agency(s) responsible	Cost and Percent Funded
11	Target enforcement on high injury and fatal roadways and on top contributing factors dangerous driving behaviors (improper movement, in attention, failure to yield, speed, intoxication, failure to stop. Metric: Fund and expand the DWI Unit (e.g., to more “No Refusal” events or going full time 24/7) Metric: Fund new Highway Enforcement positions, including a dedicated Night Highway Response Team.		✔	✔	Highway Enforcement Command (HEC) Speeding Initiatives, Arrive Alive, STEP, Regional & Regular Patrol	APD$1,153,258 in annual salaries for 11 new FTE’s and overtime, 0% Funded.	$1,640,838 annual costs for 16 additional FTE’s plus overtime. Night Highway Response: $1,575,288 in annual salaries for 18 new FTE’s plus $620,050 one-time cost for vehicles. $625,955 one-time cost for vehicles. $266,086 for 2 additional prosecutors +$10,000 onetime costs. 0% Funded.
12	Enforce driver behavior around traffic calming devices (speed bumps, humps, cushions chicanes), crossing devices, including crosswalks, Pedestrian Hybrid Beacons (PHB) and Rectangular Rapid Flash Beacons (RRFB), and bicycle facilities (bike lanes, cycle tracks).		✔	✔	Local Area Traffic Management Program, Pedestrian Hybrid-Beacon Program, Rectangular Rapid Flashing Beacon Program	APD, ATD	$50,000 in annual overtime costs. 0% Funded.

	SHORT TERM ACTIONS (0-3 YRS)	CONCEPTUAL	UNDERWAY	EXPAND	Existing initiatives	Agency(s) responsible	Cost and Percent Funded
13	Coordinate enforcement across all Law Enforcement (LE) agencies and coordinate to increase prosecution of repeat offenders.	✔			DWI unit, Arrive Alive, No Refusal events	APD, Government Relations Travis County, Courts	Conceptual action; cost to be determined. 0% Funded.
14	Frame traffic offenses as a leading, but preventable, public health and safety problem and educate judges, legislators, and the public to ensure punishments are appropriate.	✔				APD, Courts	Conceptual action; cost to be determined. 0% Funded.
15	Continue enforcement of transit priority lanes.		✔			Capital Metro, APD	Costs unknown at this time.
16	Design assurances against racial profiling and targeting of enforcement of top contributing factors. Ensure that communities of color, police agencies, and community leaders are included in the decision making and development of enforcement plans and policies.	✔			African American Resource Advisory, Asian American Quality of Life Advisory, Hispanic / Latino Quality of Life Advisory, Join Inclusion	HHS, APD, Commissions listed to the left.	$5,000 in initial outreach, additional cost to be determined. 0% Funded.
17	Consider the effect of a 24/7 sobriety program for those convicted of alcohol-related crimes.	✔				APD, Courts	Conceptual action; cost to be determined. 0% Funded.

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MEDIUM TERM ACTIONS (3-7 YRS)		CONCEPTUAL	UNDERWAY	EXPAND	Existing initiatives	Agency(s) responsible	Cost and Percent Funded
19	Target enforcement on high injury and fatal roadways and on top contributing factors dangerous driving behaviors (improper movement, in attention, failure to yield, speed, intoxication, failure to stop.		✔	✔	Highway Enforcement Command (HEC) Speeding Initiatives, Arrive Alive, STEP, Regional & Regular Patrol	APD, ATD	$487,580 annual costs for 5 additional FTE's plus overtime. $300,000 for red light cameras. 0% Funded.
	Install red light cameras at 20 new authorized locations.						
20	Enforce driver behavior around traffic calming devices (speed bumps, humps, cushions chicanes) and crossing devices, including crosswalks, Pedestrian Hybrid Beacons (PHB) and Rectangular Rapid Flash Beacons (RRFB).		✔	✔	Local Area Traffic Management Program, Pedestrian Hybrid-Beacon Program, Rectangular Rapid Flashing Beacon Program	APD, ATD	$50,000 in annual overtime costs. 0% Funded.
21	Enhance the current City Ordinance (§12-1-26, Pedestrians On Certain Roadways) for areas unsafe to pedestrians.	✔	✔			APD	Coordinated with existing staff and resources.

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ENGINEERING ACTIONS

	SHORT TERM ACTIONS (0-3 YRS)	CONCEPTUAL	UNDERWAY	EXPAND	Existing initiatives	Agency(s) responsible	Cost and Percent Funded
11	Direct engineering, enforcement, and education resources to high injury and fatal crash hotspot locations. Implement at least five safety engineering projects annually at top crash prone locations. Implement low-cost high impact safety improvements throughout the roadway network within the City of Austin based on safety engineering studies. Work with CAMPO and TXDOT for funding opportunities for safety improvements. Conduct Engineering Studies: - Conduct speed studies at locations with speeding issues as identified in collision analysis. - Study crash-prone locations where right-on-red or left turn movements were factors. - Identify locations with pedestrian safety issues using collision analysis maps and consider traffic control devices to allow safer crossings. - Study and expand exclusive pedestrian crossing time on high injury network for people walking. - Study locations and implement speed feedback warning to reinforce education and enforcement initiatives and encourage speed compliance.		✔	✔	Initial mapping included in this Plan; Top 5 intersections funded for safety improvements in Fiscal Year 2016.	ATD, APD, DSD, PWD TXDOT	$16,500,000 for engineering improvements over 5 years. 20% funded (100% year 1 of 5 years funding for engineering improvements at five intersections at $3.3M) $732,000 for 6 FTE's + $300,000 annual contract for additional data collection capacity; $1,500,000 annually for pedestrian crossing program; $100,000 for 20 additional speed feedback warning signs to expand pilot program. 18% Funded (Safety Engineer Position) and 15 PHB's are funded with grant funds starting in FY17 ($2.4 M)
12	Revise transportation municipal codes (transportation criteria manual) to focus on safety and thorough review of transportation development projects. Continue to implement to Complete Streets Policy in every construction, reconstruction and/or development project.		✔	✔	Traffic Engineering and Complete Streets Program	ATD, Development Services Department	Coordinated with existing staff and resources.

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SHORT TERM ACTIONS (0-3 YRS)		CONCEPTUAL	UNDERWAY	EXPAND	Existing initiatives	Agency(s) responsible	Cost and Percent Funded
13	Fund and build infrastructure improvements included in the Bicycle Master Plan, Sidewalk Master Plan, and Urban Trails Master Plan.		✔	✔	Mayor's Challenge for Safer People, Safer Streets. Bicycle, Sidewalk and Urban Trails Master Plans, Pedestrian Safety Action Plan	ATD, PWD	$150 M for Short-Term All Ages and Abilities Bicycle Network and Tier 1 Urban Trails; other plans in development. Less than 1% funded.
14	Capital Metro Safety Improvement Initiatives: - Evaluate need for potential adjustments to interior lighting of buses for improved safety during nighttime operations including reducing glare for operators. - Capital Metro will continue working with City of Austin/Austin Energy to evaluate need for lighting along transit corridors and at intersections. - Continue evaluating transit collision hotspots and work with partner organizations to improve safety conditions at those locations. - Capital Metro will work with the University of Texas and the City of Austin to consider safer vehicle parking methods to reduce collisions along transit corridors through campus. - Capital Metro will continue to collaborate with the City of Austin to ensure safe pedestrian access to transit stops. - Evaluate new and existing bus stops to reduce rear-end collisions at intersections.		✔	✔	Transit Priority Working Group; Cap Metro Systems Safety Team	Capital Metro, PWD, ATD, University of Texas	Funding to be identified for minor concrete work, signalization and striping as opportunities arise. Lighting costs $7,000 per pole (pole, luminaire, foundation & wire) Funding provided by Capital Metro is not included in City Estimate Additional needs to be identified. No additional personnel needed. 0% funded (infrastructure)

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SHORT TERM ACTIONS (0-3 YRS)		CONCEPTUAL	UNDERWAY	EXPAND	Existing initiatives	Agency(s) responsible	Cost and Percent Funded
15	Apply Technology in Safety Improvement Initiatives: - Evaluate opportunities to expand existing and/or implement new transit priority treatments. - Implement new transit vehicle engineering principles (e.g. rear-of-vehicle chevrons, right-side illumination during turns, lane departure technology) to reduce collisions.. - Work to equip all City fleet vehicles with safety related devices, designs, and technology that record dangerous driving behaviors. - Continue to work with Google, Rocky Mountain Institute, and other tech companies to pioneer autonomous vehicle testing and adoption to improve safety. - Enhance signal system software and equipment to detect red light running and use data for enforcement and engineering. - Deploy next generation emergency vehicle preemption to reduce response times and increase safety. - Conduct a pilot project to assess feasibility of advanced detection techniques to estimate the frequency and type of near-miss collisions within signalized intersections		✔	✔		ATD	$2.78 M to upgrade to a Central based system for all signals and monitor for red light running Establish a pilot project that would utilize existing CCTV cameras to monitor intersections for near-misses between vehicles and pedestrians: $150,000 Advanced Vehicle Location (AVL) ($1200 x 120 = $145,000.00 onetime cost and 120 x $20 = $2400.00 monthly fees); Back-up cameras ($600 x 80 = $48000.00 onetime cost); Technology that record dangerous driving behaviors (Drive Cam $400 x 120 units = $48,000.00 onetime cost); Mobile Radios and outside speakers (100 x $6000 = $60,000.00); LED strobe lighting upgrades to 30% of units (40 x $4500 = $18,000.00)

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SHORT TERM ACTIONS (0-3 YRS)		CONCEPTUAL	UNDERWAY	EXPAND	Existing initiatives	Agency(s) responsible	Cost and Percent Funded
16	Work with CAMPO and TXDOT for funding opportunities (e.g., CAMPO regular program calls, TXDOT district funds, and TXDOT/FHWA HSIP annual funds for projects that are dedicated for safety improvements).		✔	✔	HSIP, TAP and other funding programs.	CAMPO, TXDOT, FHWA	Coordinated with existing staff and resources. Funding to be determined based on source (grant, district funds).
17	Work with all school districts within the City of Austin's jurisdiction as well as charter and private schools and the City's Safe Routes to Schools program to set a goal for safe, active travel to schools. Invest in infrastructure improvements (e.g. sidewalks, LATM, PHBs, School Zones, protected bike lanes) to support active transportation goals.		✔	✔	Safe Routes to School Program, Local Area Traffic Management Program, Pedestrian Hybrid Beacon Program, School Zones, Active Transportation Program	AISD, PWD, ATD	Total first year impact - $330,000 for 4 FTE (3 PWD, 1 ATD) plus Annual recurring impact - $20,000 0% funded beyond existing operations.

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EDUCATION ACTIONS

SHORT TERM ACTIONS (0-3 YRS)		CONCEPTUAL	UNDERWAY	EXPAND	Existing initiatives	Agency(s) responsible	Cost and Percent Funded
30	Create a cross-departmental safety education team, with dedicated staff and funding, with membership from APD, ATD, HHSD, PAZ, EMS, AFD, PWD. Train all participating agencies' staff that interface with media on Vision Zero messaging.		✔	✔	Fatality Review Board	APD, ATD, HHS, PAZ, EMS, AFD, PWS	$175,000.0 for FY16 campaign; $1M for FY17-18 mass media campaign. FY16 100% funded.
31	Create a Vision Zero training module and train all staff that review, design, or implement projects to reiterate that all staff are responsible for transportation safety.	✔			Imagine Austin Compact and Connected Training; Vision Zero Network Cities Initiative	PAZ, PWD, ATD, AE, AWU, DSD	Conceptual action; cost to be determined. 0% Funded.
	Create a targeted bilingual social media and mass media campaign with appropriate traffic safety messages						
32	Continue safety messaging onboard buses and at/around bus stops through partnership with KUT and other media outlets				Systems Safety Team, Get Home Safe website	Capital Metro	Funding to be provided by Capital Metro. Not included in City Estimate
33	Lead by example by adopting Vision Zero policies for City fleets and through education and training targeting public and private employers. This should include an online safety training program for all modes that includes the existing "Ride Kind, Drive Kind" video to help ground transportation drivers understand how to interact safely with vulnerable road users.		✔	✔		City of Austin, Capital Metro, AISD	Coordination underway. Additional resources to be identified.
34	Provide defensive travel training for all modes at vocational and college orientations and in student housing to educate new students how to travel safely in the city.	✔				Austin-area colleges and Universities, Cap Metro, ATD, Capital Metro, Task Force	Conceptual action; cost to be determined. 0% Funded.

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SHORT TERM ACTIONS (0-3 YRS)		CONCEPTUAL	UNDERWAY	EXPAND	Existing initiatives	Agency(s) responsible	Cost and Percent Funded
35	Provide targeted outreach and training when adding pedestrian or bike facilities to teach residents how to use the facility and how to drive near people using the facility.			✔	Protected bicycle lane education piece developed by ATD	ATD	$104,000 for 1 FTE educator position. 0% funded.
36	Hire or consult with community education/cultural competence expert(s) to make sure that outreach and education efforts are truly inclusive and effective.	✔				ATD, PAZ	Conceptual action; cost to be determined. 0% Funded.
37	Work with social service providers to improve safety of people experiencing homelessness, including educational outreach, improving visibility, and establishing safe crossings. Convene a focus group of social service providers and people experiencing homelessness to learn how the City and its partners can better service and outreach to people experiencing homelessness		✔	✔		ECHO, ATCIC, ATC	Coordination underway. Additional resources to be identified.
38	Evaluate the knowledge of laws and regulations possessed by those convicted of crimes related to dangerous driving and explore targeted education.	✔				TBD	Conceptual action; cost to be determined. 0% Funded.

MEDIUM TERM ACTIONS (3-7 YRS)		CONCEPTUAL	UNDERWAY	EXPAND	**Existing initiatives**	**Agency(s) responsible**	**Cost and Percent Funded**
39	Encourage print, television, and social media leaders to frame traffic crashes as tragic and preventable occurrences when reporting on them.	✔				City PIO, HHS, ATD	Conceptual action; cost to be determined. 0% Funded.
40	Incorporate Vision Zero for all modes into City's defensive driving classes and curriculum and require City employees to renew defensive driving training every year for commercial drivers and every two years for non-commercial drivers.	✔			City Defensive Driving course(s).	City HR, ATD	Conceptual action; cost to be determined. 0% Funded.

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POLICY ACTIONS

SHORT TERM ACTIONS (0-3 YRS)		CONCEPTUAL	UNDERWAY	EXPAND	Existing initiatives	Agency(s) responsible	Cost and Percent Funded
41	Develop action plans for vulnerable user groups and coordinate these more specific plans with the Vision Zero Action Plan.	✔				ATD, PAZ, ECHO	Coordinate using existing resources and partnerships.
42	Continue to build on Transportation Demand Management (TDM) strategies, including those identified in the 2015 Traffic Congestion Action Plan (Traffic CAP). Encourage transportation alternatives to driving into Downtown and other Imagine Austin Activity Centers to reduce the risks associated with driving. Require TDM plans for special events. Educate, publicize, encourage and incentivize alternative travel options. Decrease rate of people driving alone by 2 percent per year as measured by the American Community Survey. Reduce total VMT per capital by 1% per year in Austin.		✔	✔	Traffic Congestion Action Plan	ATD, Cap Metro, PAZ	Coordination underway. Additional resources to be identified.
43	Consider changing the cite-and-release policy for people who drive without a license or with a suspended license.	✔				APD, Courts	Coordinate using existing resources and partnerships.
44	Research enforcement techniques from other cities to enhance compliance with the Distracted Driving Ordinance.	✔			Hands-Free Ordinance	Task Force	Study issue using existing resources and partnerships.
45	Explore requiring bars to serve food or partner with food trucks to provide food.	✔				Task Force	Study issue using existing resources and partnerships.; cost to be determined. 0% Funded.
46	Explore prohibiting motor vehicles passing from the left and turning right in front of a bus within 100 ft. of an intersection to reduce the risk of ped/bike and vehicle collisions.	✔				Cap Metro, ATD, APD	Coordination required. Additional costs not anticipated.
47	Consider the impact of limiting the number or density of alcohol-serving establishments in certain areas.	✔				TBD	Conceptual action; cost to be determined. 0% Funded.
48	Consider the effect of implementing (or increasing) a City liquor tax (to decrease the amount of alcohol people drink).	✔				TBD	Conceptual action; cost to be determined. 0% Funded.

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MEDIUM TERM ACTIONS (3-7 YRS)		CONCEPTUAL	UNDERWAY	EXPAND	Existing initiatives	Agency(s) responsible	Cost and Percent Funded
50	Include Vision Zero principles and land use, urban design, and multimodal street design and engineering strategies in coordinated revisions to the Land Development Code (CodeNEXT) and the City Transportation Criteria Manual (TCM) and other policies.		✔	✔	CodeNEXT	PAZ, ATD	Coordination underway. Additional resources to be identified.
51	Consider the traffic safety effects of a ban on (A) right turns on red and (B) left turns across traffic and/or when pedestrians have a walk signal in effect.	✔				ATD	Coordination required. Additional costs not anticipated.
52	Explore allowing prosecutors to work county and district cases (misdemeanor and felony cases), as is done in the field of family violence law.	✔				Government Relations	Conceptual action; cost to be determined. 0% Funded.

LONG TERM ACTIONS (7-10 YRS)		CONCEPTUAL	UNDERWAY	EXPAND	Existing initiatives	Agency(s) responsible	Cost and Percent Funded
53	Work at the local and state level to adopt lower default speed limits.	✔				Task Force	Coordination underway. Additional resources to be identified.
	Pursue legislative changes for automated speed enforcement.	✔					
54	Pursue Housing First model of ending homelessness to address larger societal issues contributing to crashes involving homeless persons crossing the roadway. Reduce the number of people experiencing homelessness in Austin to functional zero by 2025.	✔	✔			ECHO, ATCIC	Coordination underway. Additional resources to be identified.
55	Shorten driver's license renewal from 6 years to 4 years and require defensive driving or driver's education for all top contributing factors citations.	✔				DPS, APD, Task Force	Conceptual action; cost to be determined. 0% Funded.

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APPENDIX B: COMMUNITY FEEDBACK

Completing responses

Page	Comment	Source	Response
1	"Vision Zero frames transportation safety differently: deaths and injuries are the result of a larger, systemic failure, requiring a coordinated and collaborative effort on the part of all City departments, partnering agencies, and community groups." <- not sure I'd use the word failure here	Stephen Ratke	Noted.
1	"Vision Zero's goal is simple: zero traffic deaths and serious injuries in Austin by 2025. The goal can only be zero, and achieving it will take all Austinites. Getting there will not be easy." <-statement was previously used, perhaps more explanation here on why the goal can only be zero.	Stephen Ratke	repetition is a callout
1	"The challenge is to work collectively to prevent those mistakes from being fatal." <-change "The challenge is to work collectively to" - consider "Our coordinated and comprehensive efforts can"	Stephen Ratke	Changed
1	"For each person killed, three to four more victims of crashes are seriously injured, changing their lives forever." <- Again, where is this stat (3-4x) from? Similar to page iii.	Vision Zero ATX	Correcting this.
1	"The causes of these crashes are known—speed, impairment, distraction, failing to yield or stop, and dangerous and improper maneuvers…" <- I like that speed is consistently number 1 in this list. Fatalities rarely occur when excess speed is absent.	Vision Zero ATX	No action required
2	speeds over 30 mph… Speeds over 20 mph	Nic Moe, PAC	Noted. Research cited to show dangers.
2	speeds over 30 mph… Speeds over 20 mph <--long term thought: we recognize that higher speeds, even when reasonable from the driver's perspective, have consequences of increasing severity when crashes do happen. A common arguement against designing lower speed arterials is because of economic impacts. Given that CTR has incredibly detailed models of traffic behavior, could they run scenarios where average link speeds were reduced on arterials to always be 40mph or less? It might be interesting to see what a network impact would be of a large scale change to lower speeds on arterials throughout the city.	Stephen Ratke	
2	"…those odds are reversed, making what many consider to be slow, potentially deadly" <---a bit awkward, I had to read it twice to understand. perhaps separate the last part after reversed into a new sentence, perhaps change slow to reasonable	Stephen Ratke	Noted.
2	"The Vision Zero Task Force, its member departments, agencies, and community groups, are united in a goal of stemming the tragic trend of deaths and injuries" <--change trend to toll? this plan would be necessary and needed even if the trend wasn't negative like it has been.	Stephen Ratke	Changed.
2	"Nine out of ten healthy adults hit by a vehicle traveling 20 mph will survive, but at just 40 mph, those odds are reversed, making what many consider to be slow, potentially deadly." <- long term thought: we recognize that **higher speeds, even when reasonable from the driver's perspective, have consequences of increasing severity when crashes do happen.** A common arguement against designing lower speed arterials is because of economic impacts. Given that CTR has incredibly detailed models of traffic behavior, could they run scenarios where average link speeds were reduced on arterials to always be 40mph or less? It might be interesting to see what a network impact would be of a large scale change to lower speeds on arterials throughout the city.	Stephen Ratke	Added bolded language

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2	"Nine out of ten healthy adults hit by a vehicle traveling 20 mph will survive, but at just 40 mph, those odds are reversed, making what many consider to be slow, potentially deadly." <-a bit awkward, I had to read it twice to understand. perhaps separate the last part after reversed into a new sentence, perhaps change slow to reasonable	Stephen Ratke	Change to reflect Tefft, 2011 research
2	"Successes will be incremental and changes in and use patterns and street design will take time and resources, but this must start today. Collecting more robust data and analyzing and sharing that data can help to direct resources where they are most needed. Media must elevate the magnitude of this problem to raise awareness and shape safer behaviors. These two short-term actions can influence ongoing, system-wide change." <- I strongly agree	Vision Zero ATX	No action required
2	"Engineering improvements are underway at five intersections with the highest crash rates that can be made safer with engineering. The Transportation Department will continue to evaluate crash hotspot locations and look for opportunities for rapid implementation of engineering safety improvements." <- Again, ATD needs to work with the Innovation Office (and community) to be predictive and proactive, rather than completely reactive. The City's data architect Ted Lehr is looking into ways to be predictive with both traffic congestion and fire response – why not with traffic violence? We need to begin looking for patterns in the data and phase out roadway designs that are consistently dangerous (especially as the city continues to sprawl).	Vision Zero ATX	Noted.
2	"The definition of "high speed" must change: speeds over 30 miles-per-hour are dangerous for people walking or biking. Nine out of ten healthy adults hit by a vehicle traveling 20 mph will survive, but at just 40 mph, those odds are reversed, making what many consider to be slow, potentially deadly." <- This completely misses the message of '20 is plenty.' Our issue is not over-30-mph, our issue in most cases is over-20-mph. We need to insist on that and not water it down. I just returned from Wisconsin where standard neighborhood speed limits are 25 mph (and most urban streets are narrower than in Texas) and I felt safer both driving and walking. Lowering speed limits is not a radical idea, and if even a Vision Zero Action Plan can't call for under 30 mph speeds, then this plan is doomed to fail.	Nice Moe	Noted. Research cited to show dangers.
3	"More than 30 states and the Federal Highway Administration (FHWA) have adopted Vision Zero as a national strategy, called "Toward Zero Deaths." <- Might be better to say U.S. Department of Transportation. Also, you could use the quote from Secretary Foxx: "We embrace the vision of Toward Zero Deaths; it provides an overarching and common vision that drives and focuses our efforts to achieve our shared goal to eliminate injuries and fatalities on our roadways. The U.S. Department of Transportation will do our part by aggressively using all tools at our disposal – research into new safety systems and technologies, campaigns to educate the public, investments in infrastructure and collaboration with all of our government partners to support strong laws and data-driven approaches to improve safety." http://safety.fhwa.dot.gov/tzd/ or material from the Secretary's blog: https://www.transportation.gov/fastlane/tzd	Stephen Ratke	changed to US DOT
3	"More than 30 states and the Federal Highway Administration (FHWA) have adopted Vision Zero as a national strategy, called "Toward Zero Deaths."<-link to TZD website?	Stephen Ratke	Added link.
3	"In Texas, Houston recently adopted a Vision Zero policy and San Antonio is also developing a Vision Zero Action Plan." <-Houston's efforts are not yet comprehensive, I wouldn't include them here.	Stephen Ratke	Removed
5	San Antonio's policy is in place, if not their plan (add San Antonio to the Map)	Stephen Ratke	Updating map.

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6	"Date for Washington D.C.?"	Stephen Ratke	
6	"Sweden traffic deaths down 30% since adopting the first-in-the-world policy" <-What's the source for this number? San Antonio's draft plan shows a 39% reduction for Sweden.	Stephen Ratke	
7	"Austin is regularly high on “best of” cities lists, whether for jobs, music, barbecue, or just about anything else." <-highly ranked or highly placed	Stephen Ratke	Changed
7	"Each injury is a person’s life forever changed." <- insert serious before injury	Stephen Ratke	Changed
7	Failure to Yield ▯ Language is problematic - could be interpreted as pedestrian-blamey - would like this to be addressed at next PAC meeting ▯ Consider switching second and third paragraph ▯ Acknowledging extreme limitations with crash reports, current data being used o Action 4 ▯ Add “hospitals” to agencies column, correct “Seton” spelling ▯ Add “EMS data” to action column	Project Subcommittee	
8	“However, while these safety improvements are saving the lives of people traveling within vehicles, it is a different story for people outside of them.” <- Thank you for making this point.	Vision Zero ATX	No action required
9	"People walking or riding bicycles or motorcycles make up over half of all traffic deaths, despite accounting for less than 7 percent of all travel." <-San Antonio is using a chart from the 2014 Benchmarking report from the Alliance for Walking & Biking that shows the fatalities per 10,000 commuters by mode, which is fairly intuitive and might be better than the below chart.	Stephen Ratke	Noted.
9	"The Federal Highway Administration identified Austin as a Pedestrian-Bicycle Focus City due to this high fatality rate for pedestrians. This provides Austin with technical support and professional training opportunities on best practices in transportation safety improvement strategies." <-What about other activities like the Mayor's Challenge for safer people, safer streets?	Stephen Ratke	Shown in timeline.
9	“In 2012, Austin ranked seventh in the number of pedestrians killed in U.S. cities with populations more than 500,000” <- Another confusing stat. Comparing NYC and Austin in terms of absolute value is meaningless since NYC is an order of magnitude larger in population. Please only compare Austin to other cities if it is comparing rates of some kind, or ranks of rates. I know you’re trying to make this document appear data-driven, but some of the stats provided (such as this one) are quite meaningless and make me take the rest of the content less seriously.	Vision Zero ATX	The rest of that sentence reads: "and had a fatality rate of 2.97 peds killed per 100K residents." Rank of 7 is based on that rate, so comparison is meaningful: for instance, NYC has a rate of 1.52. Source is http://www-nrd.nhtsa.dot.gov/Pubs/811888.pdf
9	“The Federal Highway Administration identified Austin as a Pedestrian-Bicycle Focus City due to this high fatality rate for pedestrians. This provides Austin with technical support and professional training opportunities on best practices in transportation safety improvement strategies.” <- This seems interesting, and could totally use a link.	Vision Zero ATX	Added link.
10	"walking & bicycling crash rate" <-"Rate" needs an explanation within this chart.	Stephen Ratke	Addressed in Y axis: crashes per unit. Graph removed in final draft.
10	"Austin’s city-wide bicycle and pedestrian crash rate (defined as the crashes per year per cyclist or pedestrian, respectively) has actually been in decline since 2004" <-what is the data source for this? what exactly does per cyclist or per pedestrian mean? I don't think what these percentages mean is at all intuitive	Stephen Ratke	Removed in final draft.

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10	"This increase in walking and biking as a means of transportation may be attributed to greater awareness in the health benefits of walking and bicycling, improvements in network connectivity or a combination thereof" <-likely even more complicated than that: other potential factors: gas prices and economic conditions, traffic congestion, arrival of better options (TNCs, bike-share, car2go, etc). - what are the safety links among these factors?	Stephen Ratke	Removed in final draft.
10	half a billion dollars" possibilities Update $ values, estimates of the costs, ensure accuracy • If public can poke holes in accuracy of cost estimates, will erode their trust in and support of the document Change examples - make reference to specific actions listed later in document instead - more powerful examples could be used here	Project Subcommittee	
11	"Austin falls in the middle among the top 25 largest cities in the U.S. for fatality rates." <- Each city likely has significant variability year-to-year in the number of traffic fatalities, so the ranks could change significantly every year. It would be more accurate if it were pointed out that this statement was true for 2013.	Vision Zero ATX	Updated to reflect comment
14	"Between January 1 and August 31, 2015, people walking made up more than 30 percent of traffic deaths and of those, 43 percent were people experiencing homelessness. In the majority of these tragedies, the victim was attempting to cross an arterial street or other high-speed road" <-I've never liked this breakdown. It's easy for APD to identify these as places where technically people shouldn't be crossing, but crossing Parmer is different than crossing east 7th or guadalupe which is different than crossing the I-35 mainlanes or 183 mainlanes.	Stephen Ratke	Noted. This is addresssion of Failure to Yield Right-of-Way.
14	"Between January 1 and August 31, 2015, people walking made up more than 30 percent of traffic deaths and of those, 43 percent were people experiencing homelessness." <- Could these be updated to at least include the entire year? Or better, are these proportions available from APD going back a few years to make them more robust?	Vision Zero ATX	Work with APD to add past years' data.
14	"In the majority of these tragedies, the victim was attempting to cross an arterial street or other high-speed road." <- I've noticed that APD doesn't (or can't) make a distinction if someone is crossing these roads or if they are walking parallel to the roadway in lieu of a sidewalk. There are at least a few fatalities that occurred in 2015 where it was clear that someone was walking along the road due to lack of sidewalk and struck, but it's been hard for me to tell for most pedestrian deaths. The remainder of page 14 is great, thank you for including these points regarding how to effectively address equity issues.	Vision Zero ATX	Noted.
15	"Fatal and injury crashes in Austin are estimated to cost over half a billion dollars annually." <- Source?	Vision Zero ATX	Added endnote with calculation.
17	"Taking personal responsibility for one's safety and the safety of others is essential to achieving Vision Zero. Dangerous driver choices are the cause in more than 90 percent of fatal or incapacitating injury crashes in Austin." <-I prefer language I've seen elsewhere that emphasizes the nature of traffic safety as a social contract - for the government to provide safe facilities and for users to engage in safe behaviors.	Stephen Ratke	Reframing to talk about the interplay of design and human error.

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17	“Dangerous driver choices are the cause in more than 90 percent of fatal or incapacitating injury crashes in Austin.” <- I suspect most crashes have multiple factors involved (see the Swiss cheese model, https://en.wikipedia.org/wiki/Swiss_cheese_model). It would make more sense to state that these choices are a cause, rather than the cause. Don’t inadvertently eliminate blame from the built environment with this statement.	Vision Zero ATX	"the" changed to "a"
18	"Well over half of all fatal crashes involved imapirment. Impairment was a factor in 75% of driver deaths and over half of pedestrian deaths. Source: APD, as of 1/8/16 pending toxicology results." <-be careful about the wording here - is 53% the percentage of pedestrian who were intoxicated, or the % where either the driver or pedestrian was intoxicated? is the 61% for when any party was intoxicated, regardless of fault?	Stephen Ratke	Noted.
18	"information police officers fill out on the crash report (CR-3)" <-Use the full title, Texas Peace Officer's Crash Report (CR-3)	Stephen Ratke	Changed.
18	"Note: The six dangerous behaviors combine related contributing factors. For example,“speed” includes “failed to control speed,” “unsafe speed,” and “speeding (over limit)”.This graphic is based on TXDOT data, which comes from the information police officers fill out on the crash report (CR-3) while at the scene of the crash. This is a rich data source for looking at crashes, but comes with some caveats."<-I'd consider re-writing this entire section, some of this doesn't need to be stated publicly, some of it is inconsistent. I would state that all reportable crashes are reported to the TxDOT statewide Crash Records Information System (CRIS). I would maybe state that reporting is limited to the standard form fields, database proccessing and accessing, and is subject to the individual officer's interpretation of crash events. I don't think I would say "caveats"	Stephen Ratke	Removed in final draft.
18	"It also doesn’t include updates after a crash investigation or toxicology screenings." <-the crash records should include any updates completed by the reporting officer. the only reason it wouldn't is if the agency isn't reporting the udpates, CRIS/CRASH are fully capable of updating crash records.	Stephen Ratke	Noted. Discussed with APD.
18	"Contributing factors give a good picture of the factors leading to crashes, but may systematically under report certain dangerous behaviors." <-I'm not sure they systematically under report dangerous behaviors, but it does include only those behaviors that the reporting officer is reasonably able to prove contributed to the crash. If anything, crash reports under report the involvement of infrastructure and environmental factors since the crash report is primarily to assign fault among the involved parties.	Stephen Ratke	Removed in final draft.
18	"Driving Under the Influence (DUI) was a contributing factor in half of all traffic fatalities for past few years. In 2015, 53 percent of pedestrian fatalities involved an inebriated pedestrian and 75 percent of driver deaths involved an intoxicated driver." <-again, be careful about the wording here. Contributing factor vs. involved are different ideas and this seems to be confusing that issue.	Stephen Ratke	Noted.

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18	“Well over half of all fatal crashes involved imapirment. Impairment was a factor in 75% of driver deaths and over half of pedestrian deaths. Source: APD, as of 1/8/16 pending toxicology results.” <- Impairment is misspelled. Add that these are for crashes in 2015 (or whenever the timeframe is). Also, the graphic to the left is super confusing.	Vision Zero ATX	Spelling corrected and graph changed.
19	“Austin embraces Vision Zero as a holistic approach that elevates safe mobility as the top priority for the transportation system by setting the goal of zero deaths & zero serious injuries while traveling.” <- Thank you, so important to straight-up state this.	Vision Zero ATX	No action required
21	paragraph 2 under Vision Zero Program and Task Force: Make sure that “children” are included in vulnerable road users that need representation in the Task Force	Project Subcommittee	Added to TF description.
21	paragraph 3 makes it seem that Task Force would be limited to reviewing the report card annually while pg 22 language communicates Task Force role as more comprehensive in scope, more active - PAC members prefer this kind of role to be emphasized and clarified > pg 21’s language	Project Subcommittee	
21	"The Austin Walkability Summit focused on…." <- what about the 2012 traffic safety summit that procuded the above mentioned report?	Stephen Ratke	
22	2nd paragraph under Task Force Meeting Frequency & Work Plan: make clear that this work of Task Force members (analyze fatal crashes) could be in *addition* to the quarterly meetings, not necessarily the focus of them (could eat up too much important time)	Project Subcommittee	Added language to address.
22	Include more language about what Task Force “may” do to, more language that empowers the Task Force and expands their possibilities rather than restricting them - ex: “Task force may create subcommittees to…”	Project Subcommittee	Added language to address.
22	What if we funded targeted education, enforcement, and engineering to prevent injuries and deaths from crashes and put that half a billion dollar savings into safety? To reach Vision Zero, utilizing funding to eliminate traffic fatalities will save countless lives and pay off in both human and financial terms.	Doug Ballew	Noted.
23	"Austin Transportation Dept. installed temporary delineator posts as a rapid solution to dangerous turning movements at Slaughter and Mnchaca." <-might not want to use the word dangerous. "as a rapid solution to crash patterns near the intersection of Slaughter Lane and Manchaca Road. & editing - use full street names, correct misspelling.	Stephen Ratke	
24	"Create a targeted, branded Vision Zero education and media campaign raising awareness of the severity of the problem and solutions, including behavior changes" <-I'd perhaps emphasize the ability of VZ marketing to link together traffic safety media that is already ongoing to create greater public awareness about the nature of the safety problem.	Stephen Ratke	Moved sentence up in paragraph
24	Overall, I think the action plan contains too many actions, and in particular lacks strong links between the proposed actions and demonstrated contributors to the crash problem in the region.	Stephen Ratke	Draft has been reorganized, including adding some actions to an appendix
28	"Figure 5 This graph shows the number and percent of crashes where improper maneuvers were a contributing factor. Source: TxDOT." <-I'm assuming this source is the TxDOT CRIS data, I believe they have a recommended format when citing CRIS as a source. I think it should be "Source: TxDOT's Crash Records Information System (CRIS)"	Stephen Ratke	

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28	"Many of these behaviors should be addressed through education and greater awareness of the potential severity of these behaviors" <-the previous sentences talk about infrastructure, but infrastructure isn't one of the key ways to address these contributing factors?	Stephen Ratke	
28	"The pedestrian failing to yield the right of way contributing factor requires…." <-perhaps dedicate its own page to FTY/peds, and a single page to distracted driving.	Stephen Ratke	Highlight these 2 behaviors in earlier discussion
29	…ubiquitous. **Although much of the attention and research has concentrated on cell phones (and texting), this is just one of many potential distractions behind the wheel. Three types of driver distraction are:** **• Visual – eyes on road** **• Mechanical – hands on wheel** **• Cognitive – mind on driving** **Cell phones are unique from other forms of driver distraction because they usually involve all three forms of distraction. Many people tend to focus on visual and mechanical distractions. However, cognitive distraction is very risky because people do not always recognize they are cognitively distracted and this distraction lasts much longer than the other two types. There is a false perception that hands-free phones are safer than handheld. But research has found no safety benefits to hands-free phones. Citation:** **© 2012 National Safety Council Distracted Driving Fact Sheet Page 2**	Doug Ballew	Added
29	…tunnel vision. **Research released by the AAA Foundation for Traffic Safety in 2015 has revealed "latent" effects of distraction behind the wheel. Texting while stopped at a traffic light can negatively affect full driving engagement once the light turns green for an average of 27 seconds after you've stopped texting.**	Kara Thorpe, AAA	Added
29	Action 12 - include bike lanes, bike facilities in list of things that drive behavior ought to be better enforced around	Project Subcommittee	Added.
30	…Intoxicated (DWI). **Texas does not distinguish between an individual driving under the influence of alcohol versus a person driving under the influence of drugs. Just as a DUI for alcohol, an individual is considered intoxicated if he or she no longer has normal control over his or her mental or physical faculties, due to the consumption of drugs and/or controlled substances. According to Texas Penal Code § 49.01, an individual can be considered for a DUID/DWID if believed to be under the influence of certain prescription drugs, controlled substances, or any other substance (e.g., over-the-counter medications, designer drugs, etc.) that could impair normal mental or physical faculties.**	Kara Thorpe, AAA	

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30	contributing factor is only way to note the involvement of impairment in a crash. CRIS also includes and alcohol flag, along with the abilty to include toxicology results. Those results can and should be updated by APD into the CRIS database, but would still not necessarily change the contributing factor. This is one reason why the focus on "contributing factors" of this report can be misleading. I'd use the CRIS data for alcohol involvement, and note that while only 7 percent of crashes are noted with impairment as a contributing factor, that xx% involve impairment of either the driver/bicyclist/motorcyclist/pedestrian.	Stephen Ratke	Draft revised with less focus on contributing factors. Will use alcohol flag in future versions and research.
30	Goal…." *<-It might be interesting not only the linked causes of each of the above, but also one or two key countermeasures for each and which department or group will implement the countermeasures, as a means of highlighting items from the action plan below. This is similar to how the Texas SHSP is presented.*	Stephen Ratke	Noted.
30	Actions 16 and 18- these two are redundant separately - combine them	Project Subcommittee	
31	Action 21 - clarify which specific ordinance is being referenced here	Project Subcommittee	Added ord. number.
31	Evaluate infrastructure improvements for alternative modes of transportation based on crash data	BAC resolution	Addressed in actions.
31	"Action…"*<-this could use a better title that shows this is the action plan for critical action #1 of 4*	Stephen Ratke	Addressed in reorganization of plan.
31	Action 19 may be redundant with Action 27	Project Subcommittee	
32	Ensure vulnerable populations such as cyclists, pedestrians, the homeless, minorities, and municipal/construction workers do not disproportionately bear the brunt of punitive enforcement efforts, and deemphasize enforcement of pedestrian traffic infractions such as jaywalking	BAC resolution	Currently worded: "Design assurances against racial profiling and targeting of enforcement of top contributing factors. Ensure that communities of color, police agencies, and community leaders are included in the decision making and development of enforcement plans and policies." Could be combined with rec. above re: most powerful mode has greatest responsibility, to read: "Design assurances against racial profiling and enforcement disporportionately targeting vulnerable populations such as cyclists, pedestrians, the homeless, minorities. When targeting key dangerous behaviors, enforcement should recognize the relative risk different modes pose. Ensure that communities of color, police agencies, and community leaders are included in the decision making and development of enforcement plans and policies."
33	Increase priority of reducing speed limits throughout the city. Make it more difficult to increase speed limits	BAC resolution	
33	"Implement at least 5 major safety improvement projects per year." *<- what defines a "major" safety improvement? would this include HSIP/TxDOT funded improvements, or only city funded improvements?Also, it would be nice to emphasize incremental improvements that are low cost and can be deployed widely and quickly, such as the efforts NYCDOT frequently talks about - simple improvements with paint, bollards, signs, etc.*	Stephen Ratke	

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33	"Pilot right-turn on red bans and expand protected only left-turns at several of these locations and evaluate the effect on safety." *<-I'd also ask the City to consider expansion of flashing yellow arrow signals, possible time of day or ped activated protected only turns (FYA moves flexibly between protected only,*	Stephen Ratke	
33	In the top contributing factors for Action 15 he says: *"I would only check the maneuvers, FTY and FTS boxes on this line."*	Stephen Ratke	
34	For action 18: *"lighting has large potential safety benefits, why is ATD not included in this action?"*	Stephen Ratke	
35	Include an educational component for all drivers for hire in the City of Austin who are regulated by chapter 13-2 of the city code of ordinances (ie TNCs, taxis, charter vans and buses, limos) that includes safe driving around vulnerable populations	BAC resolution	
35	For action 25: *Why is this here if it's also critical action #2? (also, note at the bottom says #3, which is data?) What is the division between items here and items in action #2?*	Stephen Ratke	
35	For action 26: *shouldn't this also be part of action #2?*	Stephen Ratke	
35	for action 28: "*See Above*"	Stephen Ratke	
35	for action 29: "*See Above*"	Stephen Ratke	
37	For action 38: "Is this actually a city initiative, or something an advocacy group is working on? does it belong in the plan if it's not a city or government agency effort?"	Stephen Ratke	
37	Action 29 - clarify “goal” and expand list of infrastructure improvements	Project Subcommittee	
38	for action 52, Agency(s) Responsible: *"ATC-EMS / AFD?"*	Stephen Ratke	
38	#52: “Deploy next generation emergency vehicle preemption (GPS location tracking with routebased preemption), to reduce response times and increase safety when first responders travel through signalized intersections.” <- This is critical. How Austin considers itself a modern city while requiring first responders to zig-zag through red lights is beyond me.	Vision Zero ATX	
38	Action 34 - include action to revise state driving handbook	Project Subcommittee	
39	For Action 54: "*move to action #2?*"	Stephen Ratke	
40	for action 61: "*mixing action and goals, when most actions do not have associated goals with them.*"	Stephen Ratke	

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40	#60: “Through update to Land Development Code, ensure that road signs and poles along transit corridors are maintained at least 18” (and preferably 24”) from the curb to eliminate collisions with right-side fixed objects and head-on collisions due to crossing over center line.” <- Right-side fixed object/utility pole collisions are totally not what Vision Zero should worry about. How would a rule such as this affect sidewalk placement and accessibility? Why are we not more concerned about how damn close sidewalks (and thus people) are to these busy streets? For example, I walk from my office on W 38th Street to lunch spots and the bank on a nearly daily basis. The sidewalk from Medical Parkway to at least Kerbey Lane is right along the 38th Street stroad – and daily, trucks and their mirrors zip by at almost 40mph nearly smacking me in the head. If we are going to worry about a little bit of property damage due to a truck mirror hitting an electric pole, we need to give at least as much concern to people being forced to walk so near these speeding mirrors.	Nic Moe, PAC	
40	#61: “Meet the community’s short term goals to house Austinites experiencing homelessness to reduce the number of people experiencing homelessness who are injured or killed in traffic. Reduce unsheltered homeless population in Austin by 50% in 5 years. Reduce number of homeless persons being seriously hurt or killed in traffic by 25% per year.” <- So important.	Vision Zero ATX	
40	#62: “Shorten driver’s license renewal from 6 years to 4 years and require defensive driving or driver’s education for new residents and when renewing.” <- And require renewal to include behind-the-wheel testing. I don’t care if this might be more expensive for the State: driving is a privilege, not a right, and we shouldn’t be licensing anyone to drive if they are unsafe to do so.	Vision Zero ATX	
40	#64: “Work at the local, state, and federal level toward adopting a safe system approach of lowering speed limits to minimize serious and fatal crash risk. Partner with other Texas cities looking for similar goals (e.g. San Antonio).” <- Can’t the City already make the standard speed limit 25 mph? What’s stopping us from including that explicitly in this document? It is done in plenty of other states, and even in certain Austin neighborhoods.	Vision Zero ATX	
40	Action 39 - include avoidance of pedestrian-blaming framing/language as part of education Consider making a short term goal	Project Subcommittee	
42	*"as noted above, I'd suggest moving several of the above items to this action area."*	Stephen Ratke	
43	Re: action 39 red light cameras: add "having a high crash incidence"	Doug Ballew	
43	“safe system approach” language is confusing and unclear - simplify language - just straight up recommend lowering speed limits Get rid of school zone qualifier to auto enforcement. Consider making a medium term goal. Perhaps address through action item 19	Project Subcommittee	
44	For action 2, Agency(s) Responsible Column: "*wouldn't this also include CAMPO and TxDOT, potentially?*"	Stephen Ratke	
44	For action 3: *"several MPOs host online webservers for crash mapping, CAMPO may be interested in partnering."*	Stephen Ratke	
44	For action 10: "*TDSHS already has a section 402 grant to do this, not sure of current status.*"	Stephen Ratke	

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44	#2: “Provide additional resources to the current bicycle/pedestrian monitoring program to regularly collect bike/pedestrian counts. Fund and develop a more robust data collection program for non-motorized travel monitoring. Fund, perform, and promote research on vulnerable users and walking, driving, motorcycling, and bicycling behaviors and patterns in the city.” <- Excellent. Check out this bus system (http://digital.metro-magazine.com/NovDec2015#&pageSet=20&contentItem=0) that monitors near-collisions with pedestrians and bicyclists that could additionally be used to add to data collected and proactively predict hotspot areas of concern.	Vision Zero ATX	
45	for Action 11, Agency(s) Responsible: "*Why HHSD? Wouldn't the proposed safety staff within ATD be right place to lead this effort?*"	Stephen Ratke	
45	For action 16, Agency(s) Resonsible: "*CAMPO and its long range plans?*"	Stephen Ratke	
46	…rethinking how we design **and implement**...	Doug Ballew	
46	By encouraging the use of active transportation (bicycling, walking, use of mass transit), VMT can be reduced, making travel safer for everyone.	Doug Ballew	
46	A bilingual mass media campaign utilizing social media, print, radio and television will reach a wide, varied, audience.	Doug Ballew	
46	For Action 21, Agency's Responsible Column: "*isn't the safety improvement plan lead by ATD?*"	Stephen Ratke	
46	"*This list is missing crash types, by mode and manner of collision. This should be a primary factor in analysis for infrastructure improvements especially.*"	Stephen Ratke	
46	For action		
47	for action 34: *"is possible, ATD should move beyond simple before/after studies which have significant limitations. At a minimum, Emperical-Bayes methods should be used for before/after studies. Ideally, ATD would begin implementing advanced techniques such as safety performance functions and predictive methods as outlined in the AASHTO Highway Safety Manual."*	Stephen Ratke	
47	for action 35, Agency's Responsible column: "*TxDOT is the most informed location for evaluating crash analysis given the limitations of the current data set. They should be involved in determining the accuracy of any new methodologies for crash analysis and evaluations."*	Stephen Ratke	

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47	#36: “Share data across City departments, with agencies, and with the public. Publish crash and safety data on a regular basis in user-friendly format(s). Develop an online crash mapping/data sharing platform.” <- Great that the public is included in this. Also important to specify that data will be available in a standardized and user-friendly format. For example, if I am a community group that wants to independently use these data, a CSV file is wonderful while a PDF would be totally useless. Important not to specify any specific format, but to state that the usability will be taken into account when identifying format. The Innovation Office (or Open Austin) should have good ideas on how to word this request.	Vision Zero ATX	
50	“Vision Zero Program staff will convene the Vision Zero Task Force…” <- At least how often? The ambiguity of this statement leaves open the possibility of having meetings as infrequently as annually which would be very bad. I believe the SF Vision Zero Task Force meets at least quarterly.	Vision Zero ATX	See left side Timeline for implementation: ongoing; meet quarterly or more frequently
50	“…advocates for older adults, people with disabilities, and social workers who work with at-risk communities will work with government members of the Task Force to ensure their constituents’ concerns and needs are addressed.” <- Don’t forget advocates for children (the one age group that can’t politically defend itself or drive, and is disproportionately killed from injuries such as those sustained in crashes).	Vision Zero ATX	Noted.
51	Identify, short, medium, and long term report card benchmarks using statistically significant metrics to evaluate the progress of Vision Zero, not just the raw number of traffic deaths	BAC resolution	Added
54	Wording of the pledge is good.	Vision Zero ATX	No change required
55	Add: Prominently display number of fatalities and serious injuries on social media, web sites and other electronic media and update regularly.	Doug Ballew	Noted.
55	NHSTA: "*a modal administration of the US Department of Transportation*"	Stephen Ratke	
55	TIGER: "*initially passed as part of ARRA, continued through congressional budget appropriation, administered by the US DOT*"	Stephen Ratke	
iii	“In a typical year, 64 people lose their lives on Austin’s streets; for each person killed, three to four more are seriously injured.” <- What does ‘seriously injured’ mean? According to TxDOT, the city experienced about 8x the number of incapacitating injuries as deaths over the 2010-2014 timeframe, I believe.	Vision Zero ATX	Correcting this. 64 vs. 200 was APD stat; we'll use TXDOT definition for consistency.
iv	“This plan builds upon ongoing safety efforts by the Austin Police Department, Austin Transportation Department and other regional agencies.” <- Given that you write multiple times that this is an “avoidable public health problem,” and that (as Will Bozeman keeps insisting) traffic deaths are where we see social failures appear, shouldn’t the Health and Human Services Department be explicitly included in this list?	Vision Zero ATX	ATD and APD have been the depts primarily focused on travel safety. HHS has some safety initiatives and could be added--talk to Doug or Dr. Huang
iv	“It recognizes that these enforcement and engineering efforts must be supported by reforms to the courts, service industry, land use regulation and mental health services.” <- Please add roadway design. Huge oversight in this list.	Vision Zero ATX	Roadway design is included in engineering

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iv	"Focus on hotspot locations of crashes resulting in deaths or incapacitating injuries and bolster key initiatives that target top contributing factors in deadly or incapacitating collisions." <- Could we include studying dangerous roadway design elements, so this document can be more proactive rather than reactive?	Vision Zero ATX	**Add action for developing a predictive risk model? ID and target risks citywide, e.g. turn movement conflicts.** **Add action to develop a map app (could be integrated into 311) to allow public to report near misses, dangerous locations, and other safety concerns?**
	Reframe exec. Sum. To match plan.	BAC	Will revise.
	Discuss efforts beyond the 2 years covered by plan; clarify medium and long term definitions	BAC	Will provide definitions
	Identify rough order of magnitude costs to implement the Vision Zero Action Plan.	BAC resolution	Will provide cost estimates
	Add a general principal to the Vision Zero Action Plan that the most powerful mode of transportation (motor vehicles including cars and trucks) has the most responsibility in terms of behavior contributing to crashes that result in serious injury or death	BAC resolution	
	Identify a high-level action plan to reach out to vulnerable populations identified in the Vision Zero Draft Action Plan (pp 8-14, 50).	BAC resolution	
	New action: Surcharge on DWI convictions goes to safe ride home fund (see WI http://www.tlw.org/SafeRide)	Denise Geleitsmann, APD	
	Re: speed: This is a huge issue and needs to be a primary focus. Can we BOLD this paragraph?	Doug Ballew	
	Add action: Install speed enforcement cameras at 20 locations having a high incidence of speeding.	Doug Ballew	This is prohibited by the state and would require a change in state law.
	ID locations with ped safety issues: change consider to install	Doug Ballew	
	remove educate drivers about the law regarding…	Doug Ballew	
	suggest breaking up TDM rec	Doug Ballew	
	Increase the use of speed feedback…	Doug Ballew	
	Add to long-term policy: 66. Work toward policy change of State legislation that prohibits automated speed enforcement. 67. Work toward policy change requiring ignition interlock devices for DUI first offenders.	Doug Ballew	
	Will there be an intro from the Mayor, as is typical of municipal Vision Zero plans?	Vision Zero ATX	The City Manager's Office has directed that this letter come from the Task Force.
	Make colorblind accessible	Vision Zero ATX	
	o Vision Zero recommendation 8: "Push for quicker implementation of existing smart policies that address traffic safety" ▯ Add short term action - Vision Zero Task Force shall participate in implementation of CodeNEXT ▯ Add short term action - to develop Pedestrian Safety Action Plan	Project Subcommittee	
	Explore funding streams for community partnerships	Project Subcommittee	
	o Provide list of deleted/consolidated actions for Task Force for transparency, or otherwise clarify why actions were removed or consolidated	Project Subcommittee	
	o Important details seem to be in the document, but not organized as clearly/intuitively as they could be ▯ Ex: Task Force composition and role	Project Subcommittee	
	"Storytelling" in first 11 pages may need to be cut down to flesh out more important parts	Project Subcommittee	

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	Include a Table of Contents to organize content and make the document easier to navigate	Project Subcommittee	
	Address all Vision Zero ATX 10 recommendations 1. Defined metrics and goals for each action item	Project Subcommittee	created progress metric for each group of actions, e.g. eval, enforce…
	Address all Vision Zero ATX 10 recommendations Specified definitions of short-, medium-, and long-term actions	Project Subcommittee	progress metrics
	o Address all Vision Zero ATX 10 recommendations 3. Provide estimate of implementation costs	Project Subcommittee	in appendix
	Address all Vision Zero ATX 10 recommendations 4. Include an estimate of how much the City currently spends on traffic safety	Project Subcommittee	
	o Address all Vision Zero ATX 10 recommendations 5. More defined timeline and role of an ongoing Vision Zero Task Force	Project Subcommittee	in implementation section
	o Address all Vision Zero ATX 10 recommendations 6. More specific actions to focus on reducing excessive, dangerous rates of speed	Project Subcommittee	see Policy action 49. engineering actions also address through design. speed cameras in action 65.
	Address all Vision Zero ATX 10 recommendations 7. Study the patterns and elements of dangerous roadway designs in Austin	Project Subcommittee	see evaluation action 1 and 2
	Address all Vision Zero ATX 10 recommendations 8. Push for quicker implementation of existing smart policies that address traffic safety	Project Subcommittee	TCM is currently being updated. Quick implementation is addressed in engineering action 20.
	Address all Vision Zero ATX 10 recommendations 9. The limitations of existing traffic safety data available to the City of Austin need to be more adequately addressed	Project Subcommittee	eval actions address this
	Address all Vision Zero ATX 10 recommendations 10. Community groups should be tied into the action items	Project Subcommittee	

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