
VISION ZERO any traffic death is too many
64 people die in crashes in the average year.
Austin traffic deaths

Traffic Deaths

73 61 64 60 59 62 46 64 78 77 62 102

Year

3-year rolling avg.
2015 Deaths by Transportation Mode

102 people died in traffic in 2015

Source: APD
2015 characteristics (% all fatal crashes)

- 61% Impaired
- 33% Speeding involved
- 28% Pedestrian Failure to Yield Right-of-Way
- 34% Drivers involved in fatal crashes with suspended or no Driver License
- 33% No Seatbelt
- 35% No Helmet
- 43% occurred on High-Use Roadways
- 45% occurred between midnight and 6 AM

Source: APD, current as of 1/8/16
Public health problem
like smoking or not wearing a seatbelt
Crashes affect all Austinites
Action Plan Vision

safe mobility as the top priority for the transportation system by setting the goal of zero deaths & zero serious injuries while traveling

builds on multiple existing safety initiatives, facilitates greater collaboration, leverages limited resources between City departments, agencies, and community partners
Action Plan Vision

requires a concerted, **multi-pronged approach** that addresses:

- land use, transportation, infrastructure, engineering, & design;
- enforcement & prosecution;
- education, culture change, public health, & equity.
Increased focus on design
Equity

People walking, biking, & riding motorcycles

- 2.5% of people walking
- 1.5% of people biking
- 2.5% of people riding motorcycles

6.5% of people walking, biking, and riding motorcycles account for less than 7% of commute travel in Austin.

But over half of all traffic deaths are caused by car accidents.

Source: APD and Census 2013 5-year ACS Journey to work
Equity
Black & Hispanic Austinites

Source: TXDOT and Census 2010
Equity

People experiencing homelessness

102 people died in traffic in 2015

30 (29%)

almost 40% of people killed while walking in 2015 were believed to be experiencing homelessness

Source: APD
II. Actions

1. Evaluation: Collect, analyze, communicate & share data

2. Enforcement: Focus on hotspots & target top factors

3. Engineering: Complete Street Design, Traffic Engineering, & Transportation Planning

4. Education: Create a targeted, branded Vision Zero education & media campaign

5. Policy changes
1. Evaluation
Actions address

Data quality, collection, sharing

Analysis & mapping

Evaluation
2. Enforcement: Hotspots & Dangerous Behaviors

Deaths by mode
- driving (145)
- walking (91)
- motorcycle (59)
- biking (7)

Concentration of injuries & deaths
- No injuries or deaths
- Low
- High
In crashes with a recorded contributing factor, 6 behaviors contributed to 79% of fatal or incapacitating crashes.

- Improper movements, e.g. lane changing, backing, or turning
- Driver inattention or distraction
- Failure to yield right of way
- Speed
- Alcohol + drugs

21% of all other contributing factors

Source: TxDOT crash data
Time Period: 2010-2014
3. Engineering: Complete Street Design, Traffic Engineering, & Transportation Planning
Actions address Safety engineering projects

Implement Complete Streets

Technology

CapMetro
WHERE TO?
THE SIX TRAIN OR SIX FEET UNDER?

The choice is simple. Choose not to drink and drive.
5. Policy Changes

**Enforcement:**
- e.g. cite & release
- distracted driving

**Land use/design:**
- e.g. CodeNEXT & Transportation Criteria Manual

**Legislative:**
- e.g. allow safety cameras
- lower default speed limit
Establish a Vision Zero Program

Continued interdepartmental, interagency, & community coordination

Continue the Vision Zero Task Force

Representation from key community groups, including advocates for the most vulnerable road users.
Report Card

Staff will produce an annual Vision Zero Report Card, to be reviewed by the Task Force and the City Council.
## APPENDIX A: VISION ZERO ACTIONS

### EVALUATION ACTIONS

<table>
<thead>
<tr>
<th>SHORT TERM ACTIONS (0-3 YRS)</th>
<th>CONCEPTUAL</th>
<th>UNDERWAY</th>
<th>EXPAND</th>
<th>Agency(s) responsible</th>
<th>Cost and Percent Funded</th>
</tr>
</thead>
<tbody>
<tr>
<td>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.</td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>ATD, TxDOT</td>
<td>$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)</td>
</tr>
<tr>
<td>2. Develop a better method of collecting information on the ground at crash locations.</td>
<td></td>
<td>✓</td>
<td></td>
<td>APD</td>
<td>Conceptual action; cost to be determined. 0% Funded.</td>
</tr>
<tr>
<td>3. Collect geospatial data for citations and include that data in crash analysis.</td>
<td></td>
<td>✓</td>
<td></td>
<td>ATD, APD, Municipal Court</td>
<td>Vision Zero Program Team (see Action1)</td>
</tr>
<tr>
<td>4. Work with TxDOT to link crash data and draw down Health and Human Services and hospital/trauma registry data.</td>
<td></td>
<td>✓</td>
<td></td>
<td>ATD, HHS, EMS, TxDOT and Trauma Centers (Seaton, Dell Children’s, Brackenridge)</td>
<td>Vision Zero Program Team (see Action1) plus another $190,000 for epidemiologist.</td>
</tr>
<tr>
<td>5. Coordinate a data-driven procedure (and enhance tools as necessary) to prioritize high crash locations based on industry</td>
<td></td>
<td>✓</td>
<td></td>
<td>ATD</td>
<td>Conceptual action; cost to be determined.</td>
</tr>
</tbody>
</table>
Thank You

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