Vision Zero in Alexandria
Commission on Aging - Briefing
September 8, 2016
Vision Zero Defined

No loss of life is acceptable!

The Vision Zero approach accepts that we are human and make mistakes. The road system needs to keep us moving, but it must also be designed to protect us at every turn.

Vision Zero Initiative, Sweden
Vision Zero Approach

- Recognize traffic fatality/injury is preventable
- Set timeline to eliminate both
- Strategic and measurable goals
- Multidisciplinary approach (Not just Traffic Engineers)
- Data driven

Vision Zero Network
How Vision Zero is Achieved

4 E’s of Traffic Safety:

- **Education** (Inform Rules & Responsibility)
- **Enforcement** (Address Problems / Increase Awareness)
- **Engineering** (Design for Safety)
- **Evaluation** (Lessons Learned)
Vision Zero Origins

• Originated in Sweden in 1994 (made law 1997)
• 50% decline in Ped fatalities over past 5 years

(Source: Vision Zero Initiative, Sweden)
Traditional thinking  
Focus on accidents  
Perfect human behavior  
Individual responsibility  
Industry must be forced  
Saving lives is expensive

Vision Zero  
Focus on fatalities and serious injuries  
Integrate the failing human in design  
Shared responsibility between system and design  
Industry can be stimulated  
saving lives is cheap

(Source: Vision Zero Initiative, Sweden)
Vision Zero Cities

A Vision Zero City meets the following minimum standards:
- Sets clear goal of eliminating traffic fatalities and severe injuries
- Mayor has publicly, officially committed to Vision Zero
- Vision Zero plan or strategy is in place, or Mayor has committed to doing so in clear time frame
- Key city departments (including Police, Transportation and Public Health) are engaged.

(Source: Vision Zero Network)
Vision Zero Network
Recommendations

Key Points:

- **Action Plan with a target date for Zero (0)**
- **Clear, Measurable Strategies (Focus Areas)**
- **Multidisciplinary Plan (not just Traffic Engineers)**

**9 Components of a Strong Vision Zero Commitment**

Based on the experiences of early-adopter cities in the United States, these nine components have proven to be an effective high-level framework for communities considering a Vision Zero commitment. While these are not the only factors to consider, they are critical aspects to ensure a strong and lasting commitment to Vision Zero.

- **Political Commitment**
  - The highest-ranking local officials (Mayor, City Council, City Manager) make an official and public commitment to a Vision Zero goal to achieve zero traffic fatalities and severe injuries among all road users (including people walking, biking, using transit, and driving) within a timeframe. This should include passage of a local policy laying out goals, timelines, stakeholder engagement, and a commitment to community engagement, transparency, and equitable outcomes.

- **Multi-disciplinary Leadership**
  - An official city Vision Zero Taskforce (or Leadership Committee) is created and charged with leading the planning effort for Vision Zero. The Taskforce should include, at a minimum, high-ranking representatives from the Office of the Mayor, Police, Transportation (or equivalent), and Public Health. Other departments involved include Planning, Fire, Emergency Services, Public Works, District Attorney, Office of Senior Services, Disability, and the School District.

- **Action Plan**
  - Vision Zero Action Plan (or Strategy) is created within 1 year of initial commitment and is implemented with clear strategies, owners of each strategy, timelines, and performance measures.

- **Equity**
  - City stakeholders commit to both an equitable approach to Vision Zero by establishing inclusive and representative processes, as well as equitable outcomes by ensuring measurable benchmarks to provide safe transportation options for all road users in all parts of the city.

- **Cooperation & Collaboration**
  - A commitment is made to encourage meaningful cooperation and collaboration among relevant governmental agencies & community stakeholders to establish a framework for multiple stakeholders to set shared goals and focus on coordination and accountability.

- **Systems-Based Approach**
  - City leaders commit to and prioritize a systems-based approach to Vision Zero — focusing on the built environment, systems, and policies that influence behavior — as well as adopting messaging that emphasizes that these traffic issues are preventable.

- **Data-Driven**
  - City stakeholders commit to gather, analyze, utilize, and share reliable data to understand traffic safety issues and prioritize resources based on evidence of the greatest needs and impact.

- **Community Engagement**
  - Opportunities are created to invite meaningful community engagement, such as select community representation on the Taskforce, broader community input through public meetings or workshops, online surveys, and other feedback opportunities.

- **Transparency**
  - The city's process is transparent to city stakeholders and the community, including regular updates on the progress on the Action Plan and performance measures, and a yearly report (at minimum) to the local governing board (e.g., City Council).

(Source: Vision Zero Network)
Vision Zero Strategies

- Behavior Change
- Traffic Enforcement
- Enforcement/Evaluation
- Reduce Speed Limits
- Redesign Streets
- Evaluation/Engineering
- Engineering
- Education/Enforcement

SPEED LIMIT
Alexandria and Vision Zero

Pedestrian and Bicycle chapter updates to Transportation Master Plan

- Adopted May 2016
- “Conduct an evaluation of traffic fatalities and develop a Vision Zero program that outlines the framework, budget and staffing needed to work toward eliminating pedestrian and bicycle related deaths and serious injuries in Alexandria”

- On target to be first city in Virginia to adopt a plan
Planning for Vision Zero

• Transportation Commission Support
  • Summer 2016 - draft policy & identify targets and goals

• City Boards and Commissions
  • Fall 2016 – Briefings on VZ and support for policy

• City Council Adoption
  • Winter 2016/2017

• Community Workshops
  • Winter/Spring 2017 – engage public & inform plan

• Coalition Partners
  • Winter/Spring 2016 – education, collaboration & support

• Action Plan & Framework
  • Summer 2017 – Crash analysis and detailed framework for future action and funding
Vision Zero Policy

- Adopt Goal of zero traffic fatalities by 2028
- Engage residents, businesses, and the community in the development of a Vision Zero Action Plan
- Form an interdepartmental working group to develop a Vision Zero Action Plan that will:
  - Provide a comprehensive analysis of crashes in Alexandria
  - Outline the programs to reduce crashes
  - Identify associated funding needed
- Directs staff to provide an annual report on the progress of crash reduction and the implementation of the Vision Zero Action Plan following the completion of the Action Plan.
Community Engagement

- Community workshops
  - Define priorities
- Online surveys and wikimaps
Vision Zero: Coalition Partners

• Community Support
  • Advocacy groups
  • Non-profits with similar missions
  • Major employers (funding opportunities $$$!)
  • Boards and Commissions
Developing an Action Plan

- Intergovernmental Working Group
- City Departments: Transportation, Police, Health, Communications, etc.
- Public Schools
- Boards and Commissions
- Community Workshops
- Crash analysis
- Identify programs
- Forecast costs and budget
- Timeline for evaluation and implementation
Developing an Action Plan

• Current Complete Streets Program Initiatives
  • High crash locations initiative
  • Bicycle and Pedestrian Priority Projects
  • Traffic Calming program
  • Residential Sidewalk Program
  • Safe Routes to School Program
    • Walk Audits -> infrastructure & programmatic recommendations

• Future Citywide Vision Zero Initiatives
  • Education campaign – i.e. distracted driving
  • Enhanced enforcement related to crashes
  • Health campaign - i.e. drunk driving
Data Driven Approach

- Collect Baseline data
- Tracking enforcement efforts
- Tracking infrastructure improvements
- Citywide multimodal survey – Fall 2016

“Honesty and transparency make you vulnerable. Be honest and transparent anyway.”

Mother Theresa
Questions & Discussion