Road to Zero Coalition Meeting

February 4, 2020
1pm – 4 pm (ET)

@RoadtoZeroUS
Welcome

Lorraine Martin, President and CEO, National Safety Council
Chair, Road to Zero
Every Commitment, Every Day
Our Transportation Priorities

DOUBLE DOWN on What Works

ACCELERATE Technology

PRIORITIZE Safety

ROAD TO ZERO
Road to Zero Membership Is Growing

1536 Coalition Members

Type
- Advocacy organization
- Association
- Automotive
- Business
- Education
- Government
- Insurer
- Media
- Public Health
- Rand
- Survivor/Advocate
Roadway Deaths Trending Down

Percent change in 2019 preliminary six month NSC estimates from 2018 by state*

Percent change from 2018
- Blue: < -17%
- Light Blue: -17% ~ -10%
- Medium Blue: -9% ~ 0%
- Purple: 1% ~ 11%
- Maroon: >11%

NSC Injury Facts® - 2019 fatality estimates
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.
DOT Endorses Joint ADAS Nomenclature Effort
Safe System Innovation Grants

Year 1 2017
7 Grants - $1 M

Year 2 2018
11 Grants - $1.5 M

Year 3 2019
8 Grants - $1 M
THANK YOU!

Let’s Connect:

@lorrainemmartin

@lorraine-m-martin

nsc.org/RoadtoZero
Welcome

Irma Esparza Diggs, Senior Executive and Director Federal Advocacy
National League of Cities
Department of Transportation (DOT) Update

James C. Owens, Acting Administrator, National Highway Traffic Safety Administration
2019 in Review
Highlights
Discussion

DOUBLE DOWN on What Works
ACCELERATE Technology
PRIORITIZE Safety
2019 in Review
Highlights
Discussion

DOUBLE DOWN
on What Works
Doubling Down on What Works

• Evidenced-based countermeasures
• Shared resources - collaboration
• New research encouraged, include all forms of mobility
• Areas include behavioral countermeasures, roadway design and construction, vehicle engineering, law enforcement, trauma care, and consumer education
Doubling Down on What Works

• Many countermeasures are well known in Safety Community
  • TZD
  • NHTSA - Countermeasures That Work
  • FHWA – Proven Safety Countermeasures
  • FMCSA – Our Roads, Our Safety
  • Vision Zero
Doubling Down on What Works

Toward Zero Deaths

• Vision – A Highway System Free of Fatalities
• Began collaboration in 2009 – State DOTs, Highway Safety Offices and others
• National Strategy Formulated
• Significant case studies and implementation materials

www.towardzerodeaths.org
Doubling Down on What Works

Countermeasures That Work

• Currently on 9th Edition – NHTSA (9th and 10th ed)
• 9 program areas – alcohol and drugged, seat belts and child restraints, aggressive driving and speeding, distracted and drowsy, motor cycle, young drivers, older drivers, pedestrian and bicyclist
• 10th Edition currently under review by NHTSA
• Significant case studies and implementation materials

Doubling Down on What Works

Proven Safety Countermeasures

• Began in 2008 - FHWA
• Infrastructure oriented safety treatments and strategies
• Last updated in 2017
• Significant case studies and implementation materials

https://safety.fhwa.dot.gov/provencountermeasures/
Doubling Down on What Works

Our Roads, Our Safety

• FMCSA
• Registration of over 560,000 Commercial Vehicles
• 3,000 High Risk Carriers Identified
• Case Studies Available

https://www.fmcsa.dot.gov/ourroads
Doubling Down on What Works

Vision Zero Network

• Brings together communities to foster collaboration
• Includes all forms of mobility, as well as equity issues
• Currently more than 30 communities are members
• Significant case studies and implementation materials

https://visionzeronetwork.org/
NG911 & FIRSTNET

The two systems complement each other, and when coordinated, will greatly improve public safety communications by providing the seamless exchange of rich data between the public, 911 and first responders.

1. **PUBLIC EMERGENCIES**
   Public sends information and rich data to 911.

2. **NG911 CALL CENTERS**
   Receive and prioritize information and rich data.

3. **FIRSTNET**
   Wireless network sends information and rich data from 911 to first responders.

4. **FIRST RESPONDERS**
   Alerted to emergency with real-time, critical information and data.

**AN ABDUCTION SCENARIO**

- A woman witnesses an abduction.
- With nearly real-time information, a 911 call is made.
- 911 operators receive and coordinate all available information.
- 911 sends data in real-time through FirstNet to first responders in the field.
- Letter data from the public and faster delivery of information helps public safety.
FIRSTNET & NG911—THE DIFFERENCES

TWO PARTS OF ONE WHOLE
THE BENEFITS OF NG911 & FIRSTNET WORKING TOGETHER

Compatibility with MOBILE & DIGITAL TECHNOLOGY
Sharing of NEW KINDS of INFORMATION
COST SAVINGS through DIGITAL RESOURCES
DATA FEEDBACK LOOPS allow for analysis & system improvements

REAL-TIME DATA for improved COLLABORATION & SITUATIONAL AWARENESS
NEW DATA for better ANALYSIS & DECISION-MAKING
MORE ROBUST SYSTEMS with built-in redundancy
Ability to SHARE INFRASTRUCTURE
2019 in Review

Highlights

Discussion

ACCELERATE
Technology
2019 in Review
Highlights
Discussion

PRIORITIZE Safety

ROAD TO ZERO
PRIORITIZING SAFETY

• Jeff Paniati
  Executive Director and CEO, ITE

• David Yang
  Executive Director, AAA Foundation for Traffic Safety
Prioritizing Safety Work Group

**Prioritize Safety** by adopting a **Safe Systems** approach and creating a positive **Safety Culture**.

- Safe Systems Task Force – **Jeff Paniati, ITE**
- Safety Culture Task Force – **David Yang, AAA Foundation**

**Focus on Supporting Implementation**
Prioritizing Safety = Safe Culture + Safe Systems
Definitions of Safety Culture

- **Public Safety Culture** – NCHRP Report 252

- **Organization Safety Culture** – USDOT Safety Council
Principles for Developing Strategies That Can Transform Traffic Safety Culture

- Traffic crashes are a significant public health concern
- ...
- Traffic safety culture strategies increase actions by stakeholders across the social ecology to improve safety among various groups
• Cultivate a positive safety culture in an organization → propel deployment of safe systems.

• An appropriate traffic safety culture shaped by road users → enhance effectiveness of safe systems.
Safety Culture
Products to Date

• Definitions, Principles, and Available Resources

• Safety Culture 101 Webinar (December 2019 via ITE)
Working Toward Safe Systems in a U.S. context
Safe Systems Explanation
Safe Roads and Safe Speeds

• Seeks safety through the aggressive use of roadway design and operational changes rather than relying primarily on behavioral changes.

• Fully integrating the needs of all users (pedestrians, bicyclists, older, younger, disabled, etc.) of the transportation system.
Safe Systems Framework

Seattle DOT

Nickfalbo/Flickr

Greg Griffin/PBIC

SounderBruce/Flickr

City of Austin/Flickr

Nickfalbo/Flickr

City of Austin/Flickr
Two Key Elements

Anticipating Human Error

Accommodating Human Injury Tolerance
Anticipating and Reducing Human Error

- Separating Users in Space
- Separating Users in Time
- Increasing Attentiveness and Awareness
Separating Users in Space
Separating Users in Time
Accommodating Human Injury Tolerance

Reduce Speeds

Reduce Impact Forces
Reduce Speeds
Reduce Impact Forces
Responsibilities

Does not absolve user responsibility

User decisions and mistakes do not absolve the system operator
What It Will Take to Achieve Safe Systems

Traditional

Using what we know works

Novel

Trying & evaluating new ideas
Tradeoffs

May decrease vehicle throughput

May limit user choices
Safe Systems: www.ite.org

Safe Systems Products to Date

• Web page:
  • Safe Systems Explanation
  • Safe Systems Framework
  • Safe Systems Resources

• Webinars:
  • Introduction to Safe Systems
Prioritizing Safety – Next Steps

• Complete Safety Culture Web Page

• Continue to Identify Safe Systems Examples
  • Existing Practices
  • New Practices
  • Contact: Sarah Abel – sabel@ite.org

• Develop a Prioritizing Safety Action Plan
  • Safe Systems
  • Safety Culture
City Stories Panel: Presentation on Municipal Successes

Moderator – Brittnney Kohler
National League of Cities

Speakers:

• Councilmember Matt Zone, City of Cleveland, OH
• Councilmember Shirley Gonzales, City of San Antonio, TX
• Kim Wiley-Schwartz, Assistant Commissioner, Education & Outreach, NYCDOT
VISION ZERO CLEVELAND:
FROM VISION TO ACTION

Gather

January 2018 - August 2019: Resolution passed, taskforce formed, data analyzed

Engage

August 2019: Vision Zero Workshop, High Injury Network published

September 2019 – Onward: Engage the community, hold listening sessions

Create

Late 2019/Early 2020: Create Action Plan RFP, engage a consultant to develop Draft Action Plan

2020 – Onward: Draft Action Plan refinement, community engagement; present to Administration/City Council
Taskforce/Subcommittees

Vision Zero Task Force

- Design and Engineering Subcommittee
- Data and Evaluation Subcommittee
- Enforcement Subcommittee
- Education and Engagement Subcommittee
- Fleet & Vehicle Maintenance Subcommittee
34.8% of all fatalities and serious injuries occurred on 7% of Cleveland’s roads

15.6% of fatalities and serious injuries occurred on 1.3% of City streets
Vision Zero Cleveland Work to Date

- **Design/Engineering:** capital project planning process creation
- **Data/Evaluation:** high-injury network and emphasis area identification; locating and gaining access to key data sources
- **Education/Engagement:** spreading the word about Vision Zero; engaging residents in Action Plan creation
- **Fleet/Maintenance:** sideguard pilot on waste trucks; bike lane and trails maintenance policy
- **Enforcement:** educational video for officers; traffic court to reduce plea deals
- **Policy:** Complete and Green Streets ordinance update; ODOT speed limit guidance
NYC Vision Zero

Year Seven and Beyond

Kim Wiley-Schwartz
Assistant Commissioner, Education and Outreach
IN THIS PRESENTATION

1. Vision Zero NYC Style
2. Driving Down Speeding
3. Using Data to Focus Messaging
4. 2020 Challenges
VISION ZERO NYC
Public Policy + Mindset Change

Multi-Agency Involvement led by City Hall
WHAT DOES VISION ZERO MEAN IN NYC?

• A multi-agency effort
• Data-driven and evidence-based
• Resourced
• Non-negotiable
• An ongoing process of cultural change
Driving Down Speeding
DRIVING DOWN SPEEDING

1 in 4 traffic fatalities in NYC involved unsafe speeds.
CHANGES TO SPEED LIMIT

Effective November 2014

25 MPH default speed limit on all NYC streets unless otherwise posted.
SPEEDING

Total Manual Summons Given

5 year average prior to Vision Zero: 77,828

80,015 78,127 76,493 71,350 83,202 117,768 133,833 137,256 149,910 152,130

2018 versus prior to Vision Zero: +93%
SAFETY SPEED CAMERAS

NYC Speed Camera Program
As of July 11th 2019

- 750 school zones and up to 2100 cameras
- Hours from 6am to 10pm weekdays
- Locations are ¼ mile radius from schools allowing cameras on dangerous arterials

Keys to Success
- $50 fine
- NOLs only issued for speeds 11 mph over limit
- All NOLs reviewed by DOT team
- All cameras associated with school zones

nyc.gov/dot
SPEED CAMERA VIOLATIONS

Total Automated Violations Given

5 year average prior to Vision Zero: 0

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nyc.gov/dot
Using Data to Focus Messaging
Who is responsible for crashes?
PRIMARY TARGET AUDIENCE

Adult Male Drivers, Ages 20-50

80% of pedestrian KSI crashes involved male drivers.

Men ages 21-29 have the highest rate of impaired driving.
She watched for the signal. The driver didn’t.

Traffic crashes cause 4,000 serious injuries in New York City every year.

Watch for pedestrians. Your choices matter.
FOCUS ON OUR MOST VULNERABLE USERS

Older Adults

- 12% Adults age 65+ living in NYC
- 36% Pedestrians age 65+ killed in traffic crashes

Children

Traffic crashes are a leading cause of accidental death for children ages 5-14.
1 in 4 pedestrian deaths and injuries involve turning vehicles.

Turn slowly.
Your choices matter.

VISION ZERO
Bill de Blasio, Mayor

78% of pedestrian deaths and injuries occur in the crosswalk.

Turn slowly.
Your choices matter.

VISION ZERO
Bill de Blasio, Mayor

Speeding is a leading cause of traffic deaths.

Slow down.
Your choices matter.

VISION ZERO
Bill de Blasio, Mayor
Driving isn’t easy, but saving a life is.

Slow down.

Manejar no es fácil, pero salvar una vida sí lo es.

Gire lentamente.
Go where are crashes occurring
VISION ZERO STREET TEAMS

2018

• NYPD/DOT Street Team work in 25 high crash neighborhoods

• Interact with 870,000 drivers and pedestrians
Driving isn’t easy, but saving a life is.
Slow down.

SPEED LIMIT 25

Vision Zero
2020 Challenges (Year Seven)
ALL TRAFFIC FATALITIES

Before and After Vision Zero

Prior to Vision Zero

5 year average:
272 fatalities
Prior to Vision Zero

5 year average: 158 fatalities per year
LARGE VEHICLES AND BIKES

Highest bicycle crashes in 2019
2020 TRUCKS RESPONSE

Go to where the data shows you the problem

- Map out 70 priority truck corridors
- Strengthen truck enforcement with precincts
- Make Vision Zero large vehicle working group with all agencies represented
- Create City driver training program
- Train private fleet companies to include bicycle and pedestrian safety in their training programs
CREATE DATA DRIVEN EDUCATION

“I See You” City Fleet video

WHEN MOVING

WHEN STOPPED

When the light changes, scan your surroundings and delay your acceleration before proceeding into the intersection.

If a cyclist appears alongside your vehicle, allow them to pass before moving.

I SEE YOU

No one knows the streets better than the City’s professional drivers, but that doesn’t make driving easy. You need to be at your best every shift, every day.

The choices you make when you drive — how fast you go, where you look when you turn, and being aware of pedestrians and cyclists — can mean life or death.

THE BASICS

There are critical steps our fleet operators, contractors and licensees can take.

Please follow these common sense safety practices to help you identify problems that could cause a crash or a breakdown.
THANK YOU TO OUR ADVOCATES
THANK YOU!

Questions?

Making Vision Zero a reality will entail much more than just engineering, education, and enforcement. It’s a collaborative effort that will require every New Yorker to play their part.
Vision Zero Cleveland Work to Date

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PLACEHOLDER FOR Councilmember Shirley Gonzales, City of San Antonio, TX
GETTING TO ZERO
UPCOMING WEBINAR

Wednesday, Feb. 19
1 p.m (ET)

A systems approach to reduce drowsy driving among night-shift nurses

nsc.org/roadtozero