



Road to Zero Hartford, Final Report, Submitted July 2019

Transport Hartford at the Center for Latino Progress focuses on multi-modal transportation as an environmental, economic, & equity priority in the Greater Hartford area. Road to Zero Hartford, awarded by the National Safety Council's Road to Zero coalition and effective July 1, 2018-June 30, 2019, built on the work of Transport Hartford's Vision Zero action team. This group of community activists focuses on reducing car crashes in Hartford. In recent years, crashes have increased at rates above the national and regional average. Citywide, over 30% of households in Hartford are car free; in seven neighborhoods, it's over 40%. Road to Zero Hartford engaged and educated the public on traffic safety by sharing data and advocating for improved traffic enforcement, road maintenance, construction site safety, public education, and resident input. We introduced a low-cost traffic calming equipment to Hartford's streets, observing how this intervention aligned with other safety measures. A key component of our community engagement strategy was employing Hartford teens to conduct research, share their findings, and advocate for safety improvements. Considering the slow pace of transportation planning, civil engineering, city budgeting, agency coordination, and other factors, we pursued multiple avenues to advance our goals. The Transport Hartford team took any opportunity we had to engage allies. We forged partnerships and moved forward together.

The Road to Zero approach provided innovative, low cost, quickly deployed traffic safety equipment with demonstrated effectiveness in traffic calming to the city of Hartford. In August, we ordered forty five neon centerline signs to be placed at uncontrolled crosswalks on both arterial streets and neighborhood roads throughout the city. They were placed in early September 2018, lifted in mid-November for snow plow season, then replaced in April 2019. When the project kicked off, community members were excited to see the signs. We continued to engage the public with the large heat map, showing where crashes injuring vulnerable users had taken place in the city. Our social media engagement grew, with members increasingly discussing traffic safety measures. The project earned positive press from local TV stations. At Hartford's monthly Complete Streets meeting, our city traffic engineer reported receiving daily calls from citizens requesting centerline crosswalk signs. Crossing guards, parents, and principals noticed their impact on improving school walking routes. Our efforts, combined with the city's concurrent installation of one hundred speed humps (Fall 2018) and one hundred and fourteen side of the road crosswalk signs with repainted crosswalks (Fall 2018 and Spring 2019) made a significant difference for the safety of those walking in Hartford. There was also increased enforcement under a new traffic commander. Together these factors contributed to a dramatic reduction in traffic fatalities in the second half of 2018 that continued through the first half of 2019.

Fundamentally, Hartford faces the continual challenge of being under resourced. Even when all the engineering, planning, and political stakeholders are aligned around a goal, the lack of staff and funding make it difficult to implement solutions. Equity and representation have been long standing issues in a city of 120,000 residents, where 80,000 commuters drive in every day, but don't contribute proportionally to maintain the transportation safety infrastructure. Because of this financial challenge,

our project focused on low-cost solutions that didn't require an investment of city resources in either planning or procurement.

The short timeline of the project presented challenges. Although Road to Zero was brief, we built on the community organizing, education, and advocacy model of Transport Hartford, and thus were able to amplify our effects beyond the single year of the grant. While we planned to recruit one cohort of youth that would remain on the project throughout the year, we instead worked with one group in the fall and another in the spring. The extra time spent recruiting and training interns broadened our reach. We increased the number of youths we worked with and expanded the neighborhoods that were represented. The two cohorts planned walk audits in different parts of the city and held two different capstone and community events to share their work with the community.

Administrative issues and organizational turnover within the Hartford Police teen programs impacted several project components, including intern recruitment and equipment purchases. These delays slowed momentum, limiting opportunities for youth training and data collection. While we initially planned a partnership with Hartford Police Explorer teens, including budgeting resources for their time, we experienced bureaucratic issues in the police department that significantly hindered that effort. We were able to meet with Hartford Police Explorers and talk about Hartford's challenges with a high crash rate, high fatality numbers in 2018, and completed a basic bicycle safety and use training module. Traffic enforcement officers were also able to meet with the BHCA (Blue Hills Civic Association) Road to Zero Interns to discuss Hartford traffic enforcement efforts and approaches. Even without the internship component with the Police Explorers, we were able to better establish that working relationship with HPD.

As such, we restructured our focus in the second half of the year. We reallocated the funding to purchase more centerline crosswalk signs and two portable radar speed carts, in keeping with the Road to Zero concept of "doubling down on what works." An inspired donor that heard Gannon speak at a conference about public safety and equity issues donated \$1,900 to supplement that purchase with five additional centerline signs. When we encountered obstacles, we adapted our strategy, and refocused our energy on our most effective efforts. A year is a short timeline with limited data to draw from. We have noted several areas of progress where safety for vulnerable users has improved, including increased traffic calming measures, better oversight of construction sites, expedited snow removal from sidewalks, increased traffic enforcement, and better coordinated road design planning.

Throughout the year, we sought multiple opportunities to collect information on the road conditions in Hartford, and to engage the public to advance safety infrastructure. Every month, we joined the city's Complete Streets team, including stakeholders such as urban and regional planners, traffic engineers, corporate partners, business districts, advocates, neighborhood leaders, and others who focus on improving transportation in the city. Increasing resident and pedestrian representation in these meetings shares the lived experiences of Hartford's most vulnerable road users.

Throughout the year, we joined community events and groups, including a Summer Youth Employment end of year showcase; Capital Community College community fair; downtown block parties; a North End anti-violence gathering; a community market in Parkville; a voter forum on transportation issues; Nightfall puppet show in the park; the Multi-Modal Transit Summit; the CT League of Conservation Voters' annual legislative conference; a community panel on transit equity; discussion on the film East LA Interchange; and other outlets. We regularly attended Neighborhood Revitalization Zone, City Council, regional planning, and other locally focused meetings. We networked with safety advocates at Vision Zero, Complete Streets, and other gatherings; we interfaced with environment, food, and housing experts. These efforts connected our work to larger movements in Hartford, amplifying the urgency of road safety for vulnerable users in our city.

Although Road to Zero Hartford was only funded for one year, Transport Hartford continues to advance road safety improvements and crash reduction measures in Hartford. Crashes overall did not

decline during the duration of the project, but fatalities, including fatal pedestrian crashes, dropped significantly during the project year. Youth interns learned about urban planning, traffic enforcement, biking laws, data collection, and other topics. In addition to the centerline signs, ongoing campaigns to identify locations where traffic calming is needed; to improve accessibility and safety for pedestrians at construction sites; and to improve snow removal policies and practices in the city, have greatly increased community awareness of road safety and risk issues. Advocacy at neighborhood, city wide, community, and organizing meetings around transportation have engaged residents and improved understanding of policy. Increased traffic enforcement and capacity created opportunities for young people to learn about career paths in urban planning, engineering, and law enforcement.

While our ability to discern a quantitative improvement in crosswalk behavior and crash rate from the centerline crosswalk signs locations, they remain popular and sought after. The City of Hartford has decided to continue using and maintaining the centerline crosswalk signs after the Road to Zero program is over, including a budget line item for replacement signs. Our analysis of combined traffic calming methods in the city demonstrated that low cost and even temporary improvements can reduce safety risks for vulnerable users. The most lasting impact of Road to Zero Hartford will be the community awareness, engagement and organizing, as advocates continue to work together to eliminate traffic deaths.

Pedestrian Safety & Accessibility

- Placement of almost 100 centerline crosswalk signs at uncontrolled crosswalks throughout the city, in conjunction with speed humps and side of the road signs, have increased public awareness and attachment to traffic calming in high speed corridors.
- Increased coordination and accountability for contractors doing construction in Hartford, including improving pedestrian safety accommodations at sites on Main St, Buckingham St, Granby St, and Albany Ave.
- Improved city response during snow storms, including launch of public information campaign, use of mapping data, and ramped up property owner enforcement.

Traffic Enforcement

- City's traffic division climbed from 6 officers in July 2018 to 11 by March 2019.
- Traffic stops and infractions both climbed from 2017 to 2018. In the first half of 2019, HPD had stopped almost two thirds the cars they had all year in 2018, and were on pace to more than double the number of infractions issued.

Youth Engagement

- Interns took League of American Cyclists' Traffic Skills 101 course to improve bike safety.
- Interns met with Community Service and Traffic Division officers, as well as public defender, to learn about traffic laws.
- Interns conducted observations at 30+ crosswalks around the city, to note driver, pedestrian, and cyclist behaviors.
- Teens presented on Road to Zero work at first annual Multi-Modal Transit Summit at UConn Hartford.
- Youth led two walk audits, and two community events, to engage the public around improving traffic safety for vulnerable users.

Additional Resources

Road to Zero Walk Audits:

[South Green](#)
[North Main St](#)
[Asylum Hill](#)
[“Downtown North”/ Clay Arsenal](#)
[Granby St/ Bowles Park](#)

Earned Media:

[New Center Crosswalk Signs Installed in Hartford](#). Lee, J., Lank, O. CBS. (September 2018)
[New Signs Aim to Curb Pedestrian Accidents in Hartford](#). Puri, S. NBC 30. (September 2018)
[National Grant Helps Community Group Make Hartford Streets and Sidewalks Safer for Pedestrians](#). DiChello, T. Fox 61. (January 2019)

Articles and Analysis:

[Happy \(Speed\) Hump Day, Hartford](#). Ilyankou, I., Long, G., Cherolis, A. (July 2019)
[Connecticut Men, Deadly on the Road](#)
[CTtransit Could Save Your Life](#)
[Did the 2008 CT Teen Driving Law Save Lives?](#)

Road to Zero, Crash Data Analysis - Bicycle and Pedestrian Crashes

Dates:	Jan 1st through June 15th of each year
Purpose:	Evaluating crash data to determine if there was a positive impact of Road to Zero / Vision Zero interventions
Interventions:	<p>90 new speed humps, installed Fall 2018 on residential streets</p> <p>30 crosswalks with centerline crosswalk signs, mid-Sept 2018 to mid-Nov 2018, Reinstalled first week of April after snow season.</p> <p>114 uncontrolled crosswalks with improved signs, installed Spring 2019</p> <p>Re-striping crosswalks, started Summer 2018 and ongoing (114 uncontrolled)</p> <p>Increased traffic stop enforcement by HPD, see separate table with traffic stop data</p> <p>Fall 2018 and Spring 2019 Road to Zero Teen Interns with Walk Audits and Community Outreach</p> <p>On the way in Summer 2019, 51 more centerline crosswalk signs and 2 portable radar signs</p>

Comparing crash counts for the first six months (Jan - June) for each year								
Type of Crash	2015	2016	2017	2018	2019		Change from 2018	Change from 4-yr Avg
Fatal Crash	2	3	4	12	3		-75%	-43%
Crash, Severe Injury	24	38	30	30	32		7%	5%

Crash, Any Injury	554	744	641	548	561		2%	-10%
Crashes, All	2176	2712	2414	2010	2099		4%	-10%
Road to Zero Project effort, July 2018 through June 2019								

Source of data - <https://www.ctcrash.uconn.edu/>

*does not include interstate crashes

Road to Zero, Crash Data Analysis - Bicycle and Pedestrian Crashes

Dates:	Jan 1st through June 15th of each year
Purpose:	Evaluating crash data to determine if there was a positive impact of Road to Zero / Vision Zero interventions
Interventions:	90 new speed humps, installed Fall 2018 on residential streets
	30 crosswalks with centerline crosswalk signs, mid-Sept 2018 to mid-Nov 2018, Reinstalled first week of April after snow season.
	114 uncontrolled crosswalks with improved signs, installed Spring 2019
	Re-striping crosswalks, started Summer 2018 and ongoing (114 uncontrolled)
	Increased traffic stop enforcement by HPD, see separate table with traffic stop data
	Fall 2018 and Spring 2019 Road to Zero Teen Interns with Walk Audits and Community Outreach
	On the way in Summer 2019, 51 more centerline crosswalk signs and 2 portable radar signs

Comparing crash counts for the first six months (Jan - June) for each year							
Type of Crash	2015	2016	2017	2018	2019	Change from 2018	Change from 4-yr Avg
Pedestrian-Involved (all)	31	61	58	41	54	32%	13%
Pedestrian-Involved (any injury)	31	61	56	39	52	33%	11%
Pedestrian-Involved (fatal)	0	1	0	4	1	-75%	-20%
Bicycle-Involved (all)	11	20	12	5	17	240%	42%
Bicycle-Involved (any injury)	9	17	8	4	13	225%	37%

Road to Zero Project effort, July 2018 through June 2019

Source of data -

<https://www.ctcrash.uconn.edu/>

*does not include interstate crashes

Note - first harmful event counted if it included a pedestrian or bicycle rider

Submitted by Gannon Long, Project Coordinator, Center for Latino Progress
July 26, 2019