Student deaths led to VZ Action Plan

The Tampa Bay Times

Record fatal year: 51 pedestrians die

Hillsborough County traffic

292,000 new job keep U.S. perking

The 2015 deaths made Hillsborough County the most deadly place to walk in Tampa Bay.
Our 1st “Call” - High School Student Video Contest

✓ 32 entries
✓ 78 participants
✓ 7 high schools

- Goal: Peer-to-peer messaging
- Judges: Hillsborough Community College Media Production Class

A collaboration of:

Hillsborough MPO
Metropolitan Planning for Transportation

Hillsborough County
Excellence in Education
There’s a place for SR2S in each VZ Action Track

- Future is not like the past
- Consistent & Fair
- Paint Saves Lives
- One message, many voices
Future is Not Like the Past

- *School Board member added to MPO*
- *School Transportation Working Group*

**MPO’s School Safety Study**

- *School Administration support*
- *Data driven – crashes, equity, existing conditions number of students*
- *On-site audits*
- *Recommendations with cost estimates*
Consistent & Fair

Did you know 56th Street has one of the highest severe crash rates in our county? We want to work with you to raise awareness and help bring these crash rates down.

Please join your neighbors, the students & administration of King High School, Temple Terrace council members & staff, and many others on April 23, 3pm-6pm to place signs along 56th Street with messages to Slow Down, Put Phones Away, and Pay Attention.

First 100 receive a Vision Zero t-shirt!

To sign up, or for more information: planhillsborough.org/vision-zero or Facebook "Vision Zero Hillsborough"

Vision ZERO. It’s the right number.

I BRAKE FOR LIONS! #WalkBikeDrive56thStreet #VisionZERO813

#VisionZERO813
Paint Saves Lives
One Message, Many Voices

SAFE STREETS NOW
VISION ZERO
ONE TRAFFIC DEATH IS TOO MANY

Walk of Silence
- OCTOBER 6, 2017
- 822 W. LINEBAUGH - CHURCH PARKING LOT
- WELCOMING COMMENTS 7:00AM
- BEGIN WALK 7:30AM

- NO SPEAKING DURING WALK
- POSTERS PROVIDED
- WEAR WHITE SHOES IF POSSIBLE
- 1 MILE TOTAL

IN MEMORY OF
ALEXIS MIRANDA
4/27/98 - 10/6/15

QUESTIONS: TORRES@PLANNING404.ORG 813-273-3746 7347

#VisionZero813
facebook.com/VisionZeroHillsborough

[Imagery of people walking in a silent walk, holding signs and wearing safety vests.]
Public Health

Hillsborough County Health Atlas

The Hillsborough County Health Atlas is a living tool intended to provide communities and planners a baseline profile of chronic disease, demographic transportation, emergency preparedness, and environmental indicators within our communities.

Transportation and Health Indicators Matrix

<table>
<thead>
<tr>
<th>MPO Priority Area</th>
<th>Health Priority Area</th>
<th>MPO Performance Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Stroke &amp; Cardiovascular Disease</td>
<td>Average CVD Mortality Rate</td>
<td>Regional Scenario</td>
</tr>
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<td>2. Stroke &amp; Cardiovascular Disease</td>
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<tr>
<td>6. Mental Health</td>
<td>Mental Health Outcomes</td>
<td>Regional Scenario</td>
</tr>
<tr>
<td>7. Systemic Vulnerability to Environmental Hazards</td>
<td>Environmental Hazards</td>
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<tr>
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<td>Regional Scenario</td>
</tr>
</tbody>
</table>

George Road HIA: Comprehensive Pathways Diagram

More topics: Health Impacts

- George Road Comprehensive Transportation Plan
- Increased accessibility and connectivity
- Increased physical activity
- Increased exposure to outdoor air pollution
- Increased access to parks
- Increased exposure to heat-related stress
- Increased access to healthy foods
- Increased access to affordable housing
- Increased access to healthcare
- Increased access to education
- Increased access to employment
- Increased access to recreation
Advice…

Diverse and dedicated team for results to be different than status quo

• Include community leaders, NAACP, transit agencies and riders, local businesses, school districts, sports teams, hospitals, health departments, neighborhood advocates, chambers of commerce, elected officials, students, seniors

Resources are available and essential for developing a credible program

• Access to dependable and accurate crash data - locations, progress, and equitable.
• Vision Zero Network and already-established programs around the country
Vision Zero and SRTS
Achieving “Gold Star” Safety Results Through City/School Partnership

SRTS National Conference, Tampa
Hans Larsen, Fremont Public Works Director
November 13, 2019
About Fremont, CA

230,000 Population; 4th Largest City in Bay Area; Home of Tesla Factory; Evolving from Suburban to “Strategically Urban”; Family Friendly; Diverse
## SRTS Program (Pre Vision Zero)

2005 to 2015 - ”Reactive and Siloed”

<table>
<thead>
<tr>
<th>Agency</th>
<th>Role</th>
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</thead>
<tbody>
<tr>
<td>School</td>
<td>Initiates concern/interest</td>
</tr>
<tr>
<td>County</td>
<td>Provides traffic safety education and walk/bike encouragement</td>
</tr>
<tr>
<td>Police</td>
<td>Manages school crossing guards</td>
</tr>
<tr>
<td>Public Works</td>
<td>Seeks/implements grants for safety studies, improvements</td>
</tr>
</tbody>
</table>
Vision Zero in Fremont
Initiated by Fremont City Council in September 2015

- **Vision Zero Action Plan**
  (Adopted March 2016)
  - Safer People — “Enforcement, Education”
  - Safer Streets — “Engineering”
  - Safer Vehicles

- **7th U.S. City to Adopt Vision Zero Plan**
  1. New York City (2014), 2. San Francisco,
  3. Seattle, 4. San Jose, 5. Boston,
  6. Washington DC, 7. Fremont
Fremont Vision Zero Actions

“Just Do It” ... No new budget, staff, consultants, or committees

- Rigorous Evaluation of Safety **Data**
- Align Transportation **Engineering Investment Toward Safety** (Reprioritized CIP; Major investment in better lighting; Implement complete streets with pavement maintenance)
- Proactive Engagement by **Police Department**
- Integrate Traffic Safety Into Public **Communication**
- Encourage **Community** to Participate
Fremont Major Traffic Crash Trends

Since start of Vision Zero program, major traffic crashes are down over 50%

Major crashes involving children (under age 16) dropped from 12 to 1 for the three years before and after start of Vision Zero
SRTS Program (with Vision Zero)
2015 to Now - “Proactive and Collaborative”

- Joint meetings between City Council and School Board
- Safety audits prepared for all 42 schools
- 500 safety recommendations identified
  - 300 “quick-build” projects delivered to date
  - 400 projects delivered by 2020
- 23 schools w/ “walk and roll” programs
- Awards and recognition
  - “Platinum Sneaker” award for local school
  - APA award to Fremont for program excellence
“Quick-Build” Projects
Protecting Pedestrians with Paint and Plastic

Other project types: speed humps, all way stops, high visibility crosswalks, parking restrictions, drop-off circulation changes; signal timing (leading ped interval)
Major Projects

- Flashing beacons
- Median islands
- Curb extensions
- Radar feedback signs
- New traffic signals
- Bike lane striping
“Take Away” Tips

City/School Collaboration Benefits

- Cost/resource sharing
- Accountability
- Urgency, efficiency and creativity
- Fostered “quick-build” delivery program
- “Backstop against backlash”
- Spin-off safety collaborations

Lessons Learned

- Lag between conducting safety audits and implementing improvements
- Aesthetics of quick-build projects
Next Steps

- Focus on Walk/Bike Encouragement
  - 100% Participation Goal
- Succession Planning for Parent Champions
- Institutionalize Traffic Safety Education
Vision Zero and SRTS

Achieving “Gold Star” Safety Results Through City/School Partnership

SRTS National Conference, Tampa
Hans Larsen, Fremont Public Works Director
November 13, 2019
Vision Zero & Safe Routes to School: Partners in Safety, A Hands-on Training Session

Jaime Fearer, AICP
Health Impact Policy & Practice Analyst
Office of Health Equity
The statewide voice for pedestrian safety and healthy, walkable communities for people of all ages and abilities.

The Office of Health Equity (OHE) works to address the root causes of health disparities, **beyond** healthcare and health behaviors, by supporting projects, policies, and research that will enable every resident to achieve their optimal level of health.
PUBLIC HEALTH COLLABORATION: CALIFORNIA

Stanislaus County Safe Routes to School Audits:
Empire Elementary School, Richard R. Moon Primary School & Lucile Whithead Intermediate School

November 2018

Images: California Walks

What affects your decision to allow your child to walk/bike to school?
¿Cuáles situaciones afectaron su decisión de permitir que su niño camine o ande en bicicleta hacia la escuela?

1. Mark your top 3 reasons. / Marque los 3 principales situaciones que aplican.
2. If there are other reasons not listed, please write them down in "Other." / Si hay otras razones que no son incluidas, por favor escribálas en categoría "Otras Razones."

- Distance / Distancia
- Convenience of Driving / Conveniencia de manejar
- Time / Tiempo
- Before/After School Activities / Actividades antes o después de la escuela
- Speed of Cars or Traffic / Velocidad del tránsito en la ruta
- Lack of Adult Supervision / Falta de adultos que acompañan a su niño
- Lack of Sidewalks / Falta de banquetas

13
7
4

12
11
2
1

- Lack of Crossing Guards / Falta de Guardias de cruce peatonal
- Safety of Intersections + Crossings / Seguridad de las intersecciones y cruces
- Violence or Crime / Violencia o crimenes
- Weather or Climate / Tiempo o clima
- No Access to Childcare / No tener acceso al cuidado de niños
- Other Reasons? / Otras Razones?
HEALTH EQUITY

Equality

Equity

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DC HEALTH EQUITY REPORT 2018

Social Determinants of Health in Washington DC

- Education
- Employment
- Income
- Housing
- Transportation
- Medical Care
- Food Environment
- Outdoor Environment
- Community Safety

DC HEALTH
Share of Students Who Live and Attend School in the Same Ward, 2017–18

Source: Urban Institute and DC Policy Center’s DC Master School File, URBAN INSTITUTE

EDUCATIONAL ATTAINMENT by Neighborhood Group and Life Expectancy
Figure 7.6: Adults Without a High School Diploma and Living in Poverty

PERCENTAGE OF ADULTS (25+) WITH LESS THAN HIGH SCHOOL DIPLOMA LIVING IN POVERTY

Graphic: DC Health Equity Report 2018
VISION ZERO DC & SAFE ROUTES TO SCHOOL

Back to School Campaign
Photo: Vision Zero DC

RRFB at Hyde-Addison Elementary School
Photo: Vision Zero DC
VISION ZERO DC & SAFE ROUTES TO SCHOOL

Safety Assessments at Tubman Elementary & Two Rivers PCS
Photos: Vision Zero DC
THANK YOU!

Jaime Fearer, AICP
Health Impact Policy & Practice Analyst
Office of Health Equity
jaime.fearer@dc.gov

Photo: Jaime Fearer
Safe Routes & Vision Zero: Partnering in Portland
Safe Routes to School Timeline

2005: 5 E concepts, 8 schools, 3 districts
2012-2014: 6 E concepts at 100+ schools, 5 districts
2016: Strategic plan & primary investment routes
2017: 32 actions with annual measures
2018: Updated actions & tasks
2019: Education revamp & youth programs

Vision Zero Timeline

portlandoregon.gov/transportation
Weaving Together SRTS & VZ

Engineering

Equity

Policy

Education

Messaging

portlandoregon.gov/transportation
Safe Routes Strategic Plan

No child is involved in a serious crash accessing school or school programs

Every school has safer access via infrastructure improvements on Primary Investment Routes

Program activities for older students are youth oriented and youth driven

Education campaigns focus on all members of the school community to create a culture of safety

portlandoregon.gov/transportation
VZ Priorities 2019-21

- Protect pedestrians
- Reduce speeds citywide
- Deliver High Crash Network safety projects & targeted rapid response fixes
- Create a culture of shared responsibility
- HS & MS youth programming
SRTS Engineering Projects

Safe Routes to School Projects
DATA CURRENT AS OF MAY 2018

- Improve crossing
- Mark or update crosswalk
- Evaluate traffic signals
  - Construct walkway
  - Construct shared use path
- Slow traffic speeds
- Primary Investment Routes
VZ High Crash Corridors

portlandoregon.gov/transportation
VZ Speed Reduction

134 NEW SPEED REDUCTIONS on 86 miles of non-residential streets 2017-18

104 RESIDENTIAL SPEED REDUCTION

59 NON-RESIDENTIAL SPEED REDUCTION

portlandoregon.gov/transportation

SAFE ROUTES to School
Shared Messaging

20 IS PLENTY
VISION ZERO PORTLAND

SAFE DRIVING SAVES LIVES

SAFE DRIVING SAVES LIVES

IT'S TIME TO SLOW DOWN, PORTLAND

SAFE DRIVERS = GOOD NEIGHBORS

portlandoregon.gov/transportation
Integrating into Classrooms... and beyond

BETTER LATE THAN FOREVER.

IT'S TIME TO SLOW DOWN, PORTLAND.

portlandoregon.gov/transportation
Thank you!

Janis McDonald
Safe Routes to School Coordinator
Portland Oregon
Janis.McDonald@portlandoregon.gov
503-823-5358
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.
TRADITIONAL APPROACH

- Traffic deaths are INEVITABLE
- PERFECT human behavior
- Prevent COLLISIONS
- INDIVIDUAL responsibility
- Saving lives is EXPENSIVE

VISION ZERO

- Traffic deaths are PREVENTABLE
- Integrate HUMAN FAILING in approach
- Prevent FATAL AND SEVERE CRASHES
- SYSTEMS approach
- Saving lives is NOT EXPENSIVE
<table>
<thead>
<tr>
<th>The Spectrum of Prevention</th>
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<tr>
<td>Influencing Policy &amp; Legislation</td>
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<tr>
<td>Changing Organizational Practices</td>
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<tr>
<td>Fostering Coalitions &amp; Networks</td>
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<td>Educating Providers</td>
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<tr>
<td>Promoting Community Education</td>
</tr>
<tr>
<td>Strengthening Individual Knowledge &amp; Skills</td>
</tr>
</tbody>
</table>
SAFE TRAVEL FOR ALL

SAFE STREETS

SAFE SPEEDS

SAFE VEHICLES

SAFE PEOPLE
Hit by a vehicle traveling at 20 MPH
9 out of 10 pedestrians survive.

Hit by a vehicle traveling at 30 MPH
5 out of 10 pedestrians survive.

Hit by a vehicle traveling at 40 MPH
only 1 out of 10 pedestrians survives.
NYC

SPEED CAMERAS PROGRAMS

ON LOCAL ROADS

COULD HAVE PREVENTED

>22,000

DEATHS OR INJURIES NATIONWIDE IN 2015

VISION4EVERYNETWORK

SOURCE: INSURANCE INSTITUTE FOR HIGHWAY SAFETY. IIHS.ORG
Leah Shahum
leah@visionzeronetwork.org
visionzeronetwork.org
@visionzeronet
Group Discussion Questions:
1 – Introductions & status of SR2S & VZ
2 – What benefits can you imagine (or do you have) from aligned programs?
3 – What would success look like?
4 – What obstacles do you see to aligning SR2S & VZ?
5 – What would need to change to overcome obstacles?
6 – Who do you need to enlist to help?
7 -- What steps could you take to better align programs.....
   • By year’s end
   • Within 6 months
   • Within 1-2 years