

Getting from Vision Zero Plan to Vision Zero Progress

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Tuesday, April 18, 2017



Housekeeping

⇒ **Problems with audio?**

Dial into the phone line instead of using “mic & speakers”

⇒ **Webinar issues?**

Re-Load the webpage and log back into the webinar. Or send note of an issue through the Question box.

⇒ **Questions?**

Submit your questions at any time in the Questions box.

Archive and Certificates

Archive posted at www.pedbikeinfo.org/webinars

- ⇒ Copy of presentations
- ⇒ Recording (within 1-2 days)
- ⇒ Links to resources

Follow-up email will include...

- ⇒ Link to certificate of attendance
- ⇒ **Information about webinar archive**



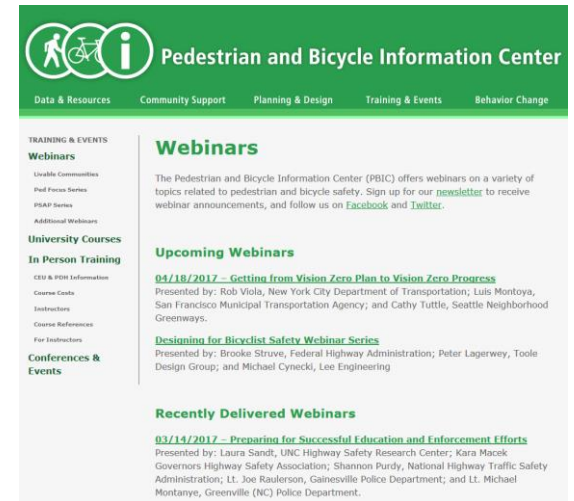
PBIC Webinars and News

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The screenshot shows the 'Webinars' section of the Pedestrian and Bicycle Information Center website. The header includes the PBIC logo and navigation links: Data & Resources, Community Support, Planning & Design, Training & Events, and Behavior Change. The main content area is titled 'Webinars' and includes a brief description of the center's offerings. It lists 'Upcoming Webinars' with dates and topics, and 'Recently Delivered Webinars' with dates and topics. A sidebar on the left contains links to 'TRAINING & EVENTS', 'Webinars', 'Livable Communities', 'Ped Force Series', 'PSAP Series', 'Additional Webinars', 'University Courses', 'In Person Training', 'GIS & BIM Information', 'Course Code', 'Instructions', 'Course Refinement', 'For Instructions', 'Conferences & Events', and 'Events'.



The screenshot shows the Facebook page for the Pedestrian and Bicycle Information Center. The page features the PBIC logo, the name 'Pedestrian and Bicycle Information Center', and the website URL 'www.pedbikeinfo.org'. It includes a 'Send Message' button and a 'Photos' section with a post titled 'VISION ZERO STRATEGIES SERIES'. The post shows a group of people walking and cycling on a city street. The page also displays the center's mission statement, contact information (phone number 888-823-3977, website www.pedbikeinfo.org, and email info@pedbikeinfo.org), and a 'Government Organization' badge.

Twitter Chat on Thursday

Join **@pedbikeinfo**
and our partners
as we continue the
discussion on
Thursday, April 20

#VZChat

Vision Zero Twitter Chat

April 20 | 2:00-3:00 PM Eastern Time



PBIC Webinar

pedbikeinfo.org



@pedbikeinfo

Upcoming Webinars

Visit www.pedbikeinfo.org to learn more and register

Incorporating Bicycle Networks into Resurfacing Projects

May 10, 1:00 – 2:30 PM Eastern Time



Measuring and Visualizing Multimodal Networks

May 17, 1:00 – 2:30 PM Eastern Time



NEW YORK CITY

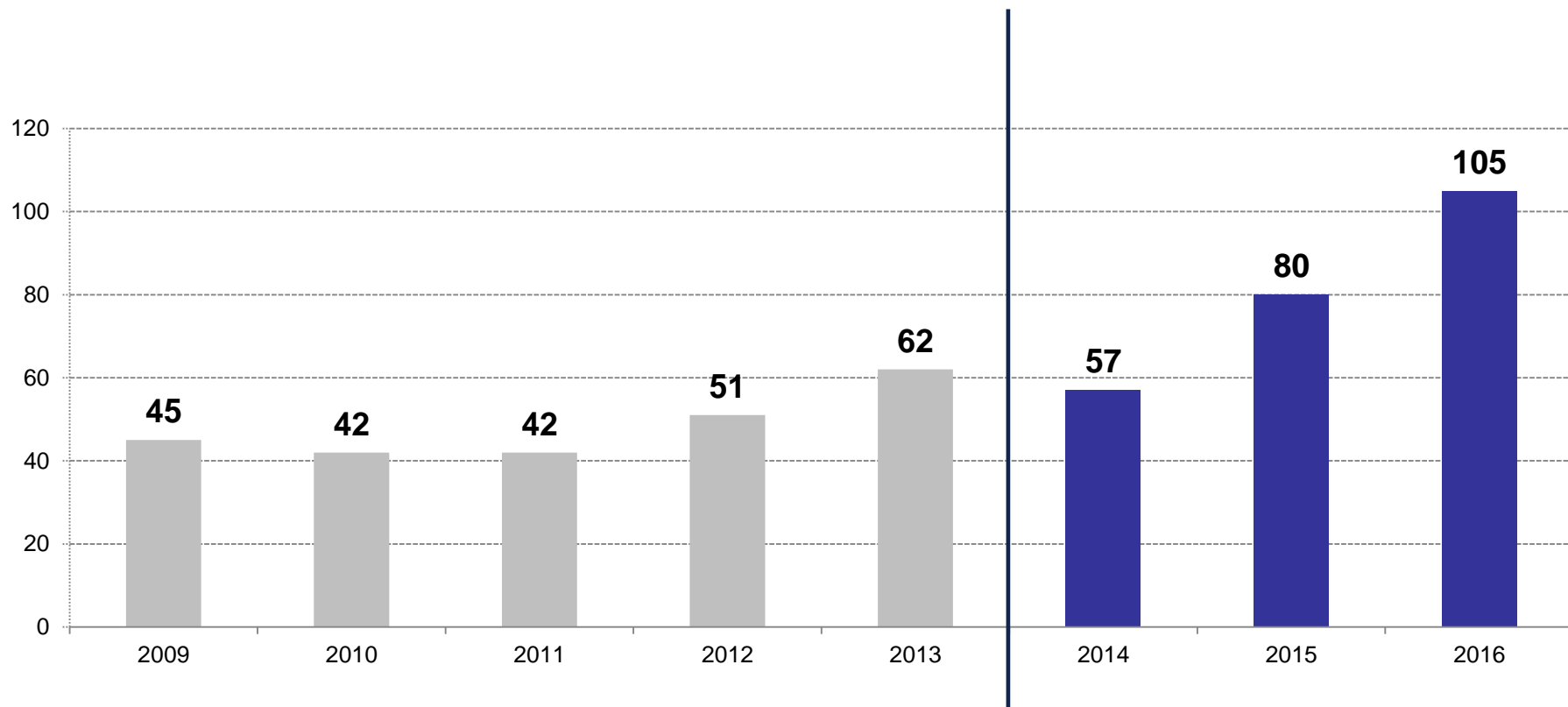
GETTING FROM VISION ZERO PLAN TO VISION ZERO PROGRESS

Pedestrian and Bicycle Information Center
April 18, 2017



Rob Viola
Director, Safety Policy & Research

Total Safety Projects Before & After Vision Zero











You have the power to change New York City. Will you start today?

Create a petition »

Show only: ☐ Bronx ☐ Brooklyn ☐ Citywide ☐ Manhattan ☐ Queens ☐ Staten Island ☐ Statewide



STREETSBLOG USA

Tesla's Parking Problem Says a Lot About Elon Musk's Brand of Tech Saviorism

[tesla-insta-777x437](#)

By Angie Schmitt | Apr 14, 2017

Tech magnate Elon Musk is often held up as the guy with all the answers to our transportation problems. But on infrastructure, his answers always seem to be wildly impractical and oblivious to how transportation and cities work: [tunnels](#) to cure L.A. traffic, or [pneumatic tubes](#) for speeding intercity travel.

So it's fitting that the Palo Alto headquarters for Musk's flagship company, Tesla, has an epic logistical problem caused by the spatial inefficiency of its core product. The [Wall Street Journal](#) reported this week that Tesla's parking lot has become a Hobbesian nightmare. One [Instagram account](#) mocks employee parking habits like [leaving cars on medians](#) and [pedestrian walkways](#). [READ MORE](#)

9th Precinct Tickets Cyclists One Block From Where Kelly Hurley Was Struck and Killed

As news of her death spread yesterday and today, Kelly Hurley's friends and acquaintances paid tribute to her life by placing flowers at the site where she was struck. Photo: Doug Gordon

By David Meyer | Apr 13, 2017

One block north of the bouquets placed in memory of Kelly Hurley, who was fatally struck by a turning truck driver while biking last week, officers from the Ninth Precinct were ticketing cyclists. [READ MORE](#)

Today's Headlines

By Ben Fried | Apr 14, 2017 | 2 Comments

- [Daily News](#): Better Use of de Blasio's Ferry Subsidies Would Be Discount MetroCards for Low-Income New Yorkers
- [Turning Commuter Van Driver Strikes and Kills Khavir Ahmed, 84, in Jamaica \(News\)](#)
- [Hit-and-Run Driver Inflicts Head Trauma on Cyclist in Bay Ridge \(News\)](#)
- [DOT Makes No Promises for Deadly 43rd Ave, Will "Study" Safety Improvements \(DNA, News\)](#)
- [NYPD Has Filed No Charges Against the Truck Drivers Who Killed Cyclist Kelly Hurley \(Voice\)](#)
- [Passenger Killed in One-Car Crash on Bronx River Parkway \(Post, News\)](#)
- [DDC Breaks Ground on Permanent Corona Plaza Construction. Will They Get It Done on Time? \(TL\)](#)
- [New School Near Wide, Dangerous Streets in Southeast Queens Gets Battalion of 5 Crossing Guards \(QChron\)](#)
- [More Coverage of the Bike-Share Outreach Success in Bed-Stuy \(Bklyn Paper\)](#)

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Field Marketing Manager – 6 month Assignment

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A city of engaged pedestrians creates a particular political environment

- Only **30%** of New Yorkers drive alone or carpool to work
- **54%** of households do not own a car
- The wealthiest borough (Manhattan) has the lowest car ownership rate – **23%**



A CITY READY FOR VISION ZERO

- Victims' Families
- 2013 Election



Death and injury on city streets is not acceptable, and we will no longer regard serious crashes as inevitable.

Mayor de Blasio





VISION ZERO NYC

Public Policy + Mindset Change

- Lead by City Hall
- Prominent
- Multi-Agency
- Funded
- Comprehensive



LEGISLATION



PLANNING



ENFORCEMENT



ENGINEERING



EDUCATION

Vision Zero Action Plan Mandate



Vision Zero
Action Plan City of New York
Mayor Bill de Blasio 2014

- Rolled out immediately after Mayoral election
- Called for:
 - Public forums and planning workshops on pedestrian safety
 - Borough-level pedestrian safety action plans

VISION ZERO: DIALOGUE



- Citywide input collected through 28 Workshops & Town Halls



Law Enforcement

Legislation

Street Design

Public Dialogue

Search



Speeding

Myrtle Avenue is super long, and encourages speeding through the intersection. Especially dangerous because there is a subway stop on the corner which leads people to spill out onto the street at all hours of the day.

Speeding



10 MONTHS AGO



4



Myrtle Avenue is super long, and encourages speeding through the intersection. Especially dangerous because there is a subway stop on the corner which leads people to spill out onto the street at all hours of the day.

Comments

Cars speed going North on Marcy. Several have ended up on sidewalk on Northwest side of intersection within the past few years.



Chris

AROUND 10 MONTHS AGO

I'd like to chime in on this too. If I was only allowed to name one traffic issue within 5 blocks of my house this would be it. Just last week I got on the train in the morning and there were construction barriers up on one side of the street for road work. When I came back home in the evening half of barriers were strewn across the road because someone had plowed right through them. I hate crossing here.



Nathan

AROUND 10 MONTHS AGO

Comments are closed.

LEGISLATION

25 mph speed limit

In Effect November 7, 2014

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

*Reverses New York State Law of 30 mph
from 1964, raised then from 25 mph,
against recommendation of then Traffic
Commissioner Henry Barnes*

New York Times, October 1, 1964, p. 25

Maximum Speed in City Up to 30 Miles Today

The maximum speed limit on all local streets throughout the city will be increased today to 30 miles an hour. The limit has been 25 miles, except where posted otherwise.

In announcing the new limit, Traffic Commissioner Barnes noted that it was mandated by a new state law. But it does not apply to any street or highway upon which signs are posted for a lower or higher limit than 30 miles.

Mr. Barnes said the law requiring the change was approved by the Legislature against his recommendation. As it calls for 30 miles an hour maximum speed unless all streets are posted with a lower limit, he said, "we had a choice of either raising all 25-mile-an-hour limits to 30 miles or putting up half-a-million signs at a cost of \$7.5 million. The signs would make an "unsightly mess of all residential streets," he added.



- Independent Transportation Bureau within NYPD
- Long standing dialogue and relationship between NYD & NYCDOT
- New Police Chief and Chief of Transportation appointed by Mayor DeBlasio
- Decision to shift resources in lieu of adding more staff

nyc.gov/dot

Chief Thomas Chan

MANHATTAN



FOR A SAFER NYC

**SPEED
LIMIT 25**

VISION ZERO

nyc.gov/dot



Enhanced enforcement to deter high-risk choices:

- Speeding
- Failure to yield
- Improper turns
- Texting/phoning while driving
- Signal violations

KEYS TO SUCCESS



THANK YOU!

Questions?



NYC DOT



NYC DOT



nyc_dot



NYC DOT



**VISION
ZERO
SF**

Through Vision Zero SF we commit to working together to prioritize street safety and eliminate traffic deaths in San Francisco by 2024

GETTING FROM VISION ZERO PLAN TO VISION ZERO PROGRESS

APRIL 18, 2017

CHALLENGES WE FACE

- Low-income, minority and senior residents are disproportionately affected by traffic violence
- A growing population and booming economy, with more people walking and biking
- Public opposition can result in fewer or delayed safety improvements
- A culture that prioritizes speed over safety



IMPLEMENTING VISION ZERO

- ❖ Mainstream
- ❖ Build coalitions
- ❖ Create sustaining programs



Vision Zero San Francisco

Two-Year Action Strategy

Eliminating traffic deaths by 2024

February 2015



VISION ZERO SAN FRANCISCO

Two-Year Action Strategy 2017–2018

ELIMINATING TRAFFIC DEATHS IN OUR CITY

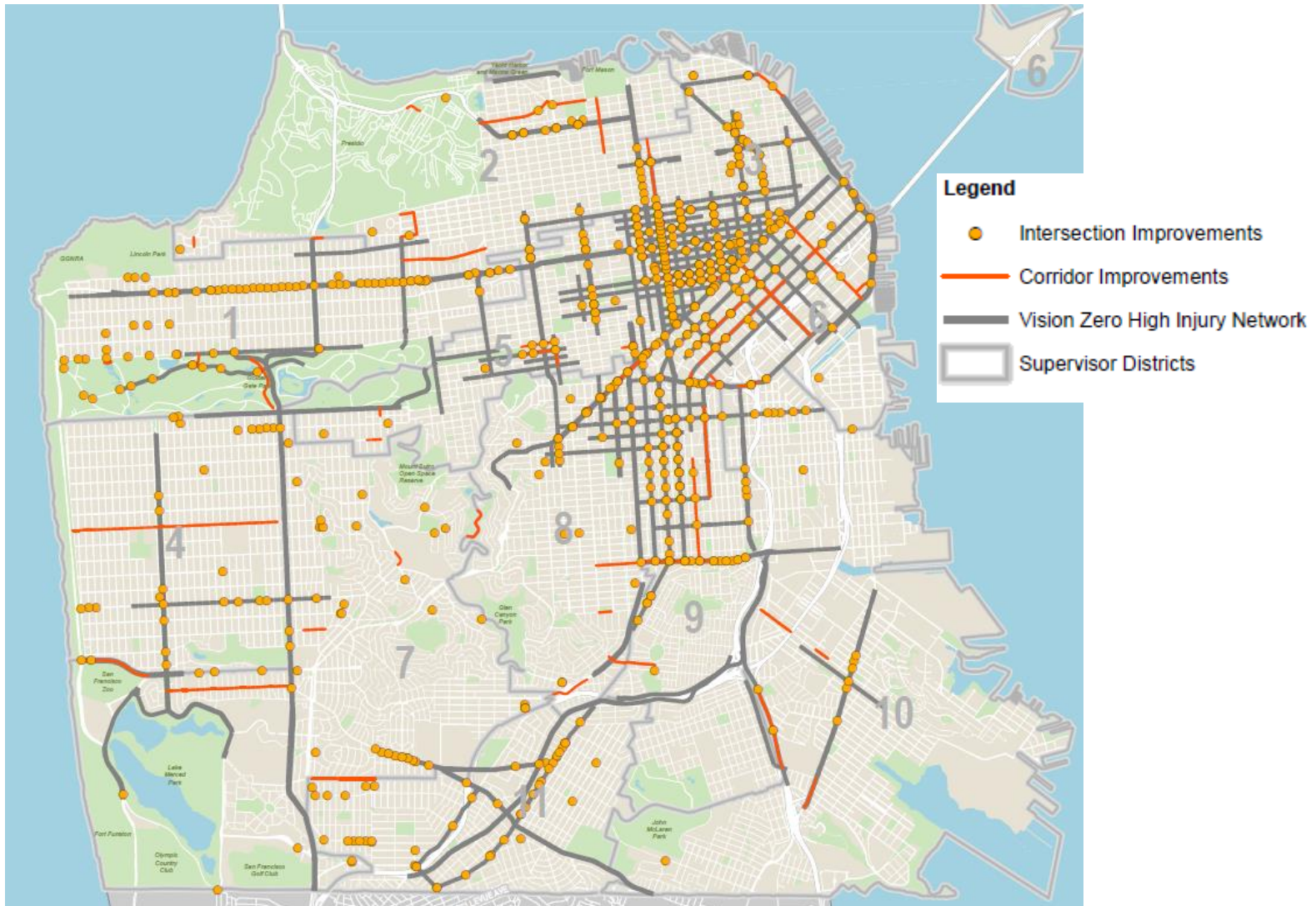
ELIMINATE TRAFFIC FATALITIES BY 2024



24 PROJECTS IN 24 MONTHS



13 MILES OF SAFETY IMPROVEMENTS ANNUALLY





FOCUS ON THE FIVE

50% of Citations for Top 5 Collision Factors:

- Speeding
- Red Light Running
- STOP Sign Violations
- Pedestrian Right of Way Violations
- Failure to Yield While Turning



AB 342: AUTOMATED SPEED ENFORCEMENT



CONCLUSIONS

- ❖ Set Goals
- ❖ More, Better, Faster
- ❖ Aim high



VISIONZEROSF.ORG

Luis Montoya

Director of Livable Streets

San Francisco Municipal Transportation Agency

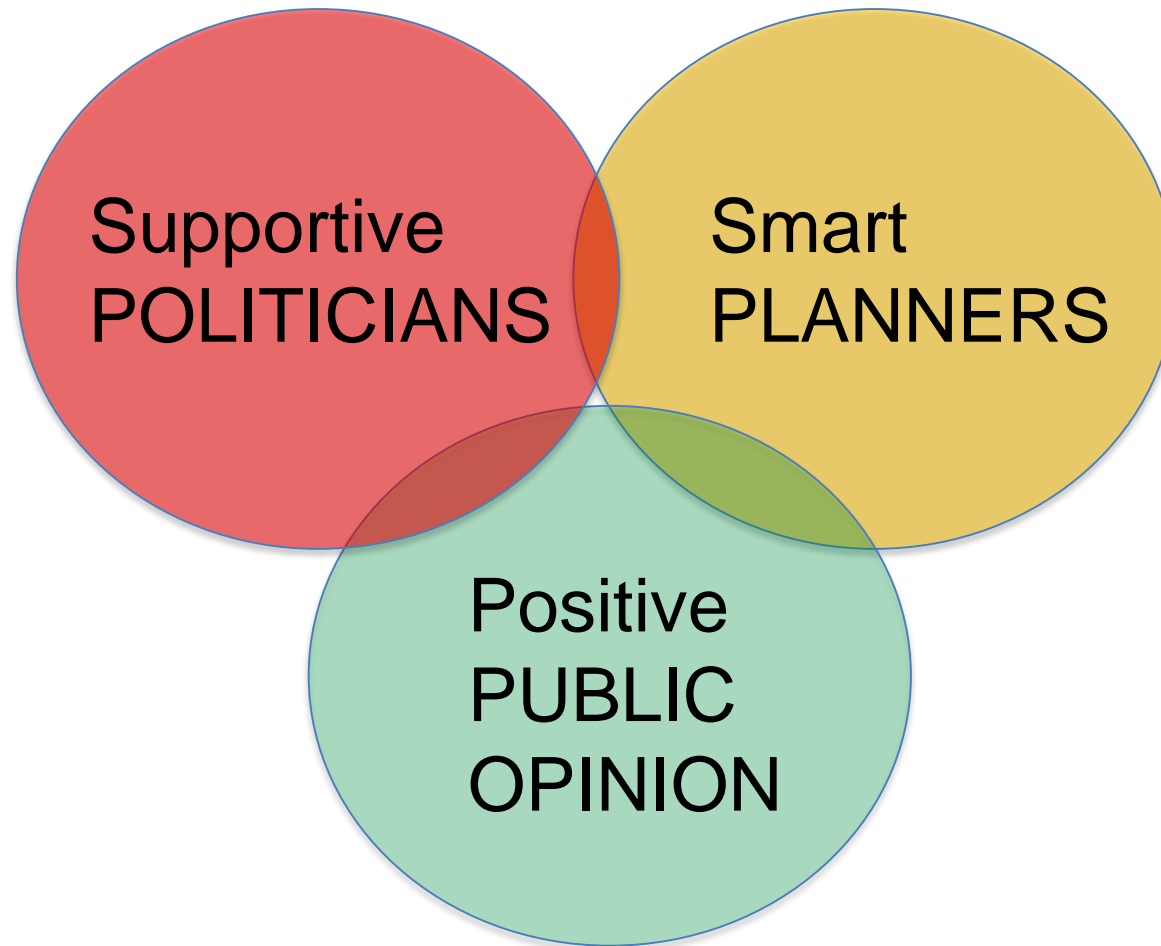
Luis.Montoya@sfmta.com

The Role of Advocacy in Vision Zero

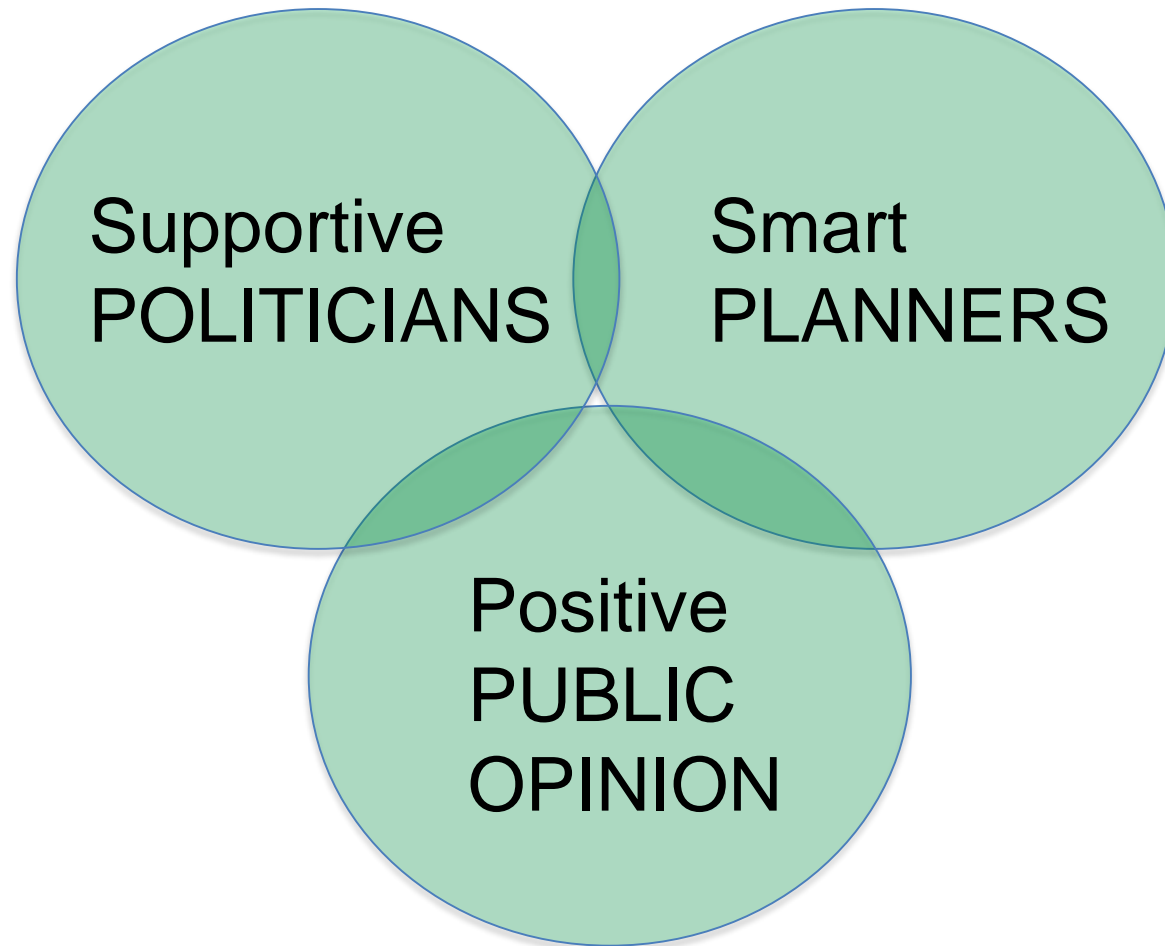
Cathy Tuttle, Executive Director
@SNGreenways
SeattleGreenways.org



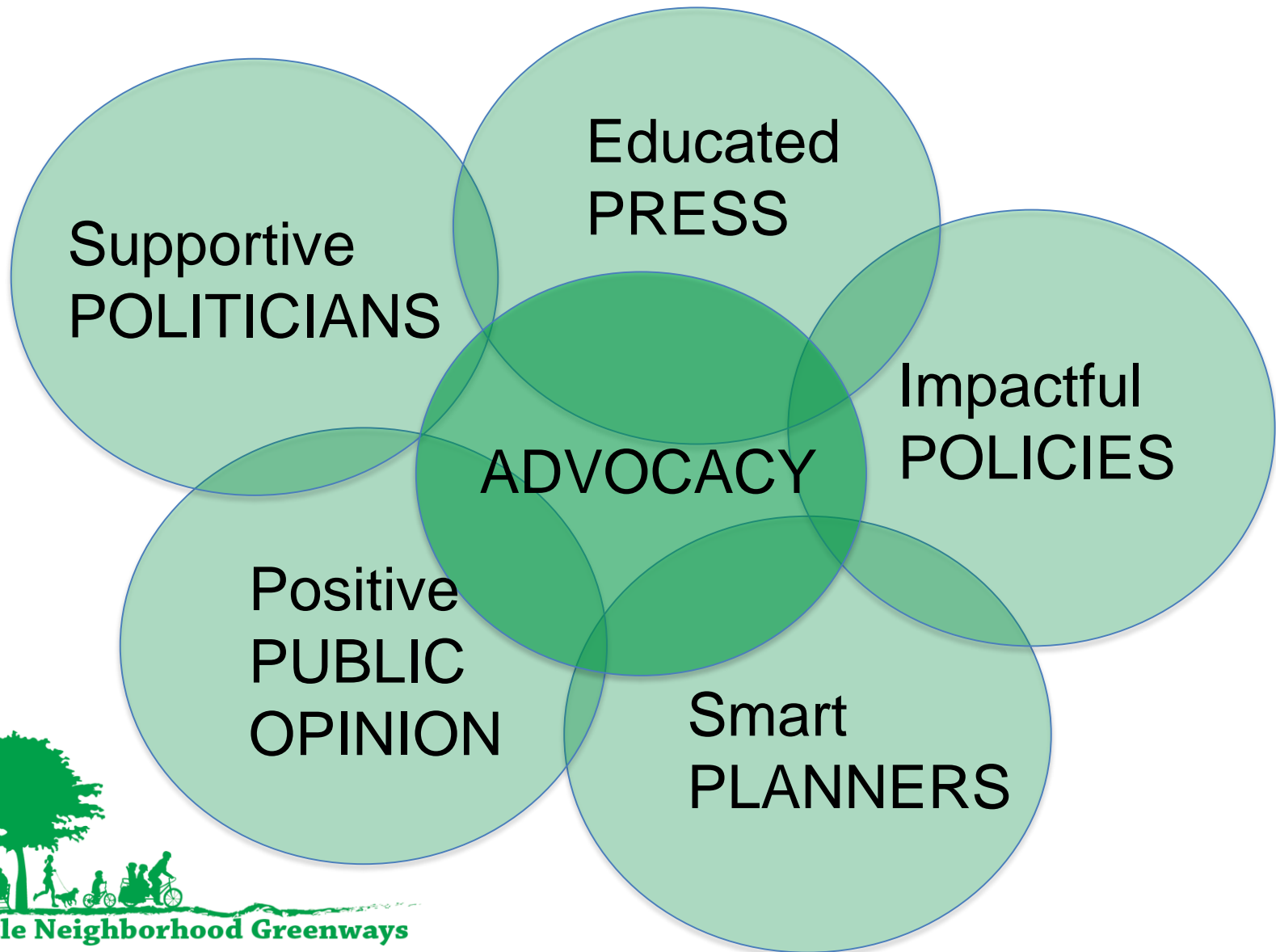
Vision Zero is a 3-legged stool



Vision Zero is a 3-legged stool



The 5 “P’s” of Vision Zero



6th “P” is PEOPLE of all incomes, races, ages

Advocacy is

1. Supportive POLITICIANS
2. Smart PLANNERS
3. Positive PUBLIC OPINION
4. Educated PRESS
5. Impactful POLICIES
6. Powerful PEOPLE



The 6 “P’s” of Vision Zero

Advocacy is

1. Supportive POLITICIANS

- a) Take over City Hall
- b) Study Trips
- c) Give the Mayor a Megaphone



Take Over City Hall



Tuesday, May 17, 2016

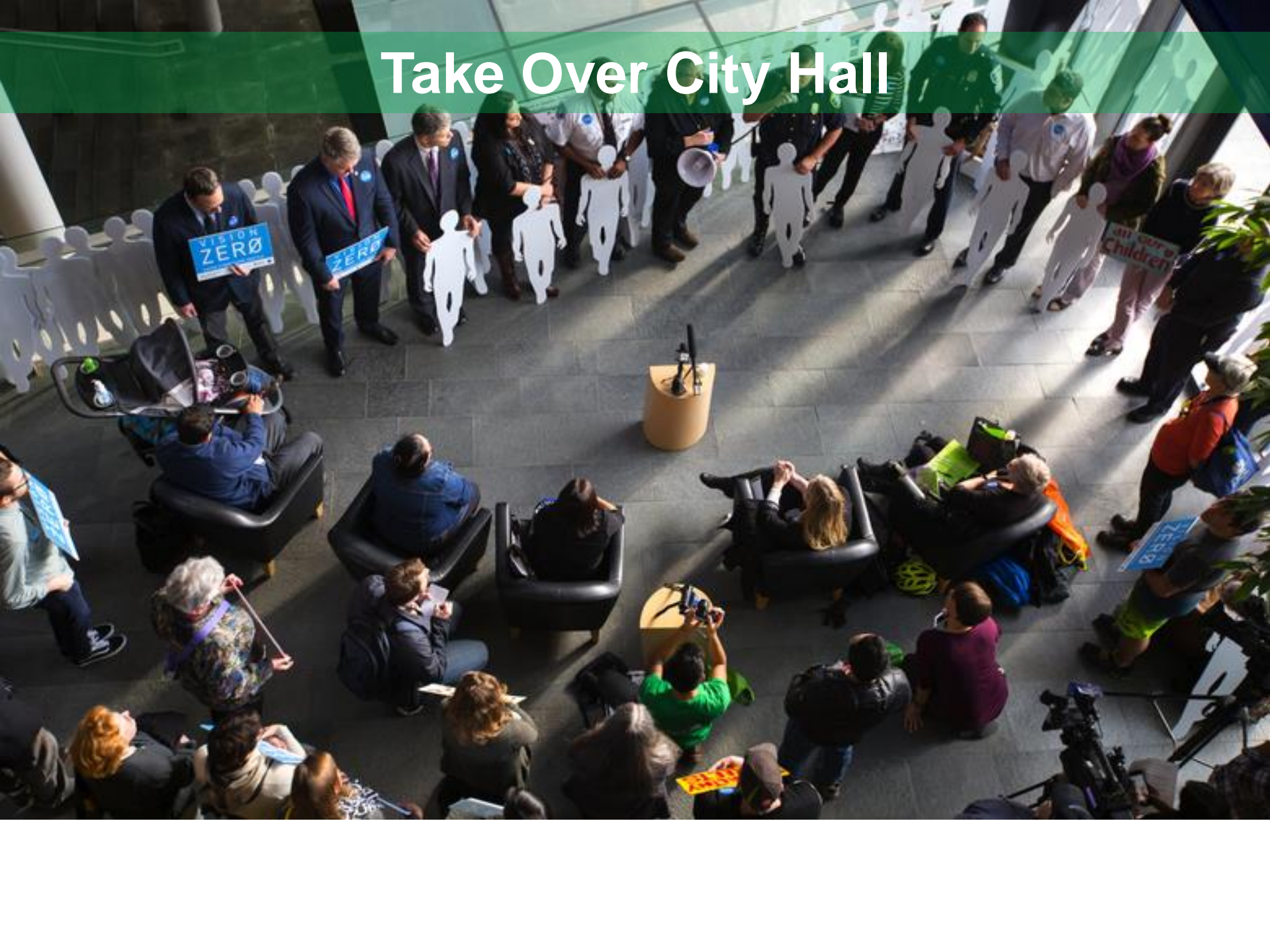
SUSTAINABILITY & TRANSPORTATION COMM



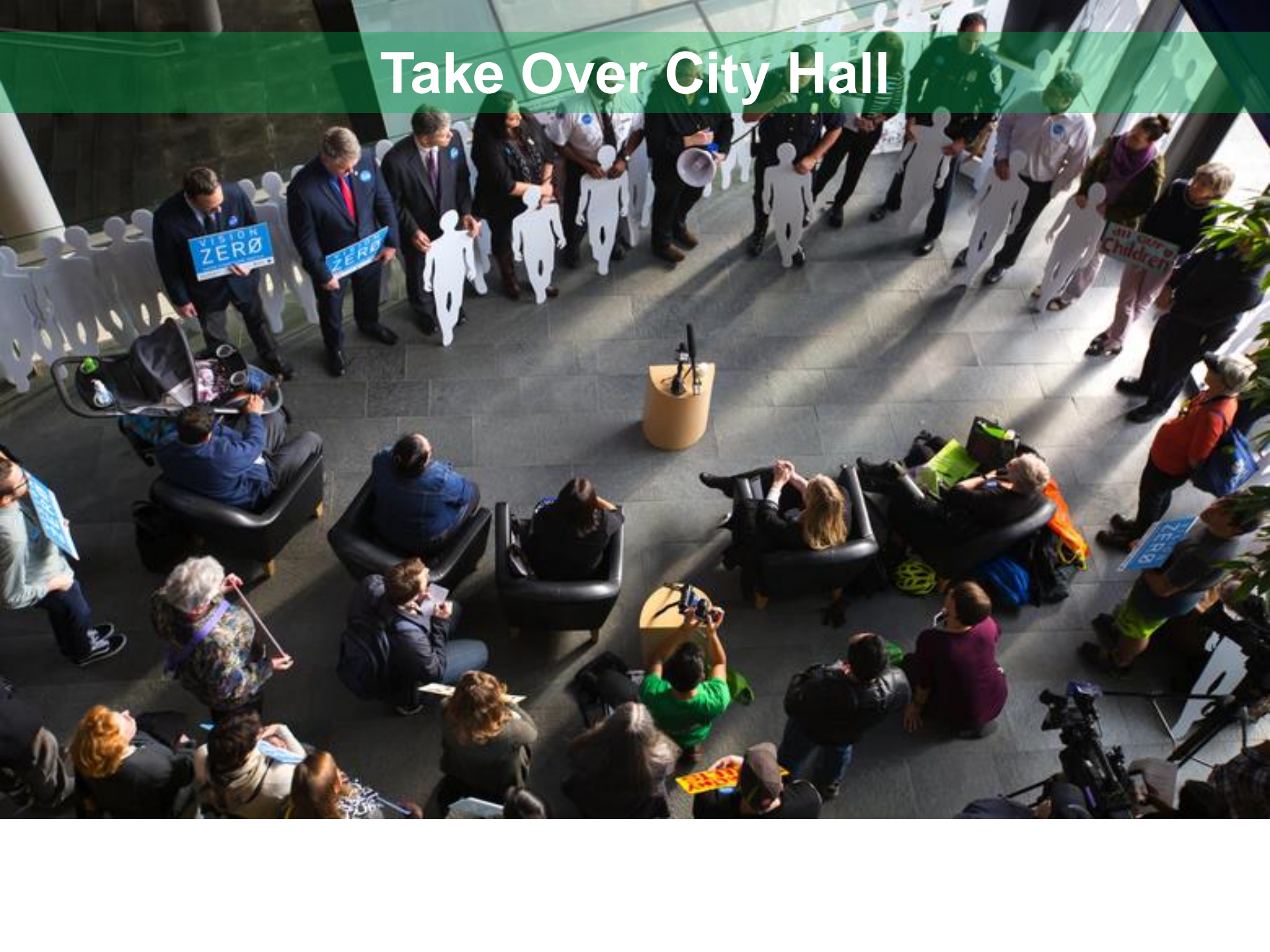
16:36



Take Over City Hall



A high-angle photograph of a group of people gathered in a large, modern atrium for a protest or demonstration. The group is arranged in a circle, with some people standing and holding signs, and others sitting on the floor. A large white silhouette of a person is visible in the center. The text "Take Over City Hall" is overlaid at the top.



Study Trips



Give the Mayor a Megaphone



Give the Mayor a Megaphone



Give the Mayor a Megaphone



The 6 “P’s” of Vision Zero

Advocacy is

2. Smart PLANNERS

- a) Say thank you!
- b) Make your case with data
- c) Fund and empower the best staff



Say "Thank You"!



Make your case with data

Save Lives & Keep Moving

Seattle's enviable record of successful road rechannelizations

What is a road diet?

A **road rechannelization** or **road diet** inexpensively restripes a roadway to reduce the number of through lanes and add a center turn lane. The extra space can be used for bike lanes or other amenities.

Seattle has successfully completed **34** road diets

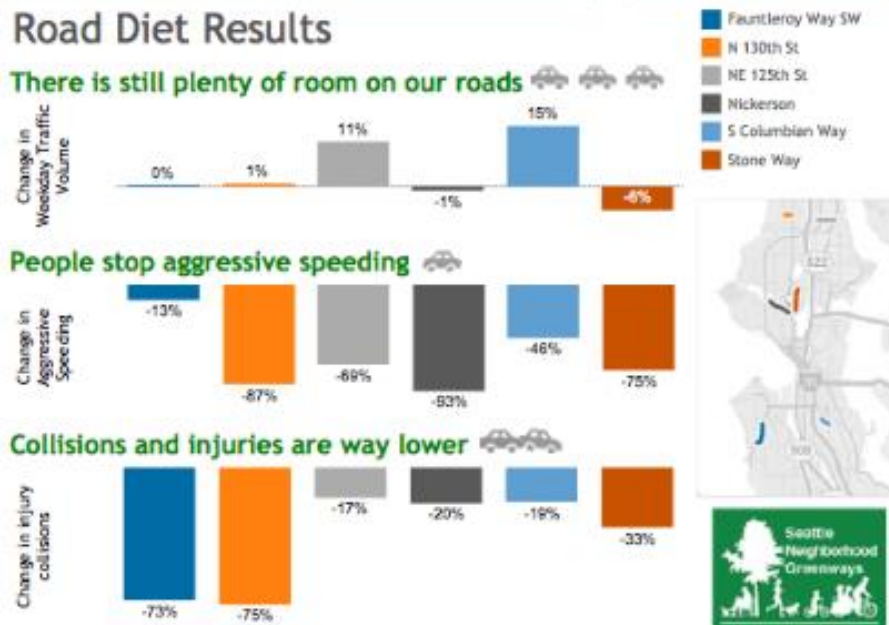
Seattle follows a **careful process to right-size roadways**, focusing on roadways over-built for current use. From 1972 to 2014, Seattle completed 34 of these safety projects.

Save lives and keep Seattle moving

While people expect road diets will slow traffic, data show minimal impact on traffic volumes or travel time. There is significant **reduction in speeding, collisions, and traffic injuries**.

Road Diet Results

There is still plenty of room on our roads   



Fund & empower the best staff



The 6 “P’s” of Vision Zero

Advocacy is

3. Positive PUBLIC OPINION

- a) Memorial Walks/ World Day of Remembrance
- b) Tactical DIY projects
- c) Business outreach



Memorial Walks



Leo Almanzor
Person walking - Hit & run driver

Memorial Walks



Sandhya Khadka
Person walking hit by person driving

Memorial Walks

**Council
Member
Tom
Rasmussen**

**James St. Claire
Person walking hit by person driving**



World Day of Remembrance 2016



World Day of Remembrance 2016



Andy Hulslander
Person biking hit by DUI driver

World Day of Remembrance 2016

Max Richards
Person walking hit by person driving



World Day of Remembrance 2016



Sandhya Khadka
Person walking hit by person driving

PARKing Day Plus Tactical Urbanism PBL



PARKing Day Plus Protected Crosswalk



PARKing Day Plus Protected Intersection



Business & community outreach



Debrief after traffic safety outreach with business owners about their concerns, hopes, ideas on proposed multimodal corridor.

Business & community outreach



Duwamish Valley Safe Streets leads local residents & agency staff on a walking tour of safe access to new homeless encampment.

The 6 “P’s” of Vision Zero

Advocacy is

4. Educated PRESS

a) Language of safety



Let's Talk About Safe Streets

No	Yes
Accidents	Collisions, Crashes
"The car hit the ___"	"The person driving a car hit ___"
Bikers	People biking
Pedestrians	People walking
Drivers	People driving
Transit Rider / Trains / Buses	People taking transit
Cycletrack	Protected bike lane
Disabled person	Person with a disability
Active Transportation	Healthy Transportation
Transportation alternatives / alternative transportation	Transportation choices, options
RRFB, Half Signals, Pedestrian/Hybrid Beacon	Safer ways to cross busy streets
"As a cyclist..."	"As a parent, employee of Seattle Children's, and neighbor, who bikes..." "We all get around in many ways..."
Bicycles = Vehicles	People walking or biking are equally vulnerable and need protection
Bioswale, GSI, etc.	Raingardens



CRASH ~~ACCIDENT~~

Before the labor movement, factory owners would say "it was an accident" when American workers were injured in unsafe conditions.

Before the movement to combat drunk driving, intoxicated drivers would say "it was an accident" when they crashed their cars.

Planes don't have accidents. They crash. Cranes don't have accidents. They collapse. And as a society, we expect answers and solutions.

Traffic crashes are fixable problems, caused by dangerous streets and unsafe drivers. They are not accidents. Let's stop using the word "accident" today.

The 6 “P’s” of Vision Zero

Advocacy is

5. Impactful POLICIES

a) 20 MPH





**SPEED
LIMIT
20**

**School
Attendance
Matters**

is Plenty

seattle.gov/visionzero

SDOT

ZERO

**SPEED
LIMIT
20**

**学校出勤
率十分重要**

is Plenty

seattle.gov/visionzero

SDOT

ZERO

**SPEED
LIMIT
20**

seattle.gov/visionzero

**Việc có mặt
ở trường là
quan trọng.**

**SPEED
LIMIT
20**

**Su asistencia
es importante**

is Plenty

seattle.gov/visionzero

SDOT

ZERO

The 6 “P’s” of Vision Zero

Advocacy is

6. Powerful PEOPLE



Find Your Neighborhood!







For Planners, Policymakers & Politicians

1. Open data sources
2. Trust experience
3. Engage early
4. Build coalitions
5. Listen. Use common language
6. Foster a culture of respect



For Advocates

1. Open data sources
2. Trust experience
3. Engage early
4. Build coalitions
5. Listen. Use common language
6. Foster a culture of respect



Thank you

Cathy Tuttle
SeattleGreenways.org
@SNGreenways



Discussion

⇒ Send us your questions 

⇒ Follow up with us:

⇒ Rob Viola rviola@dot.nyc.gov

⇒ Luis Montoya luis.montoya@sfmta.gov

⇒ Cathy Tuttle cathy.tuttle@seattlegreenways.org

⇒ General Inquiries pbic@pedbikeinfo.org

⇒ Archive at www.pedbikeinfo.org/webinars

⇒ Join #VZChat on April 20, 2:00 PM Eastern Time