

# Implementing Vision Zero in Austin



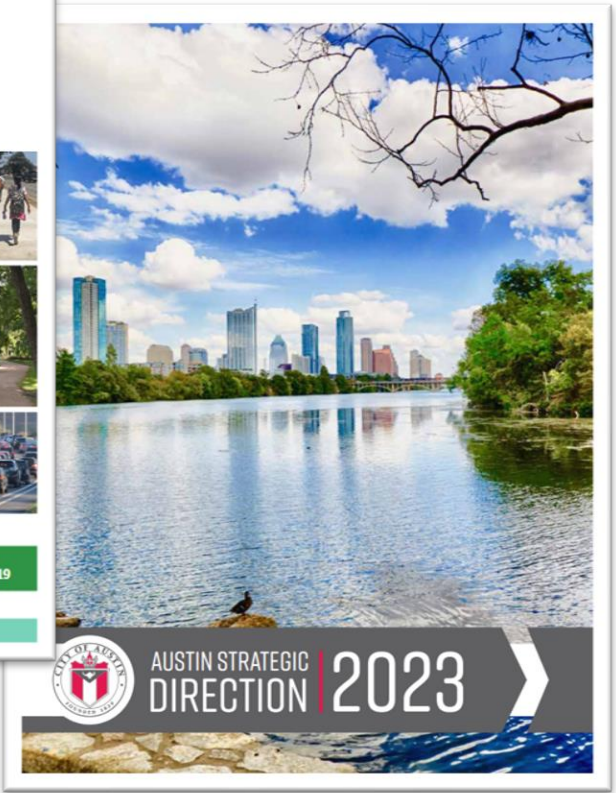
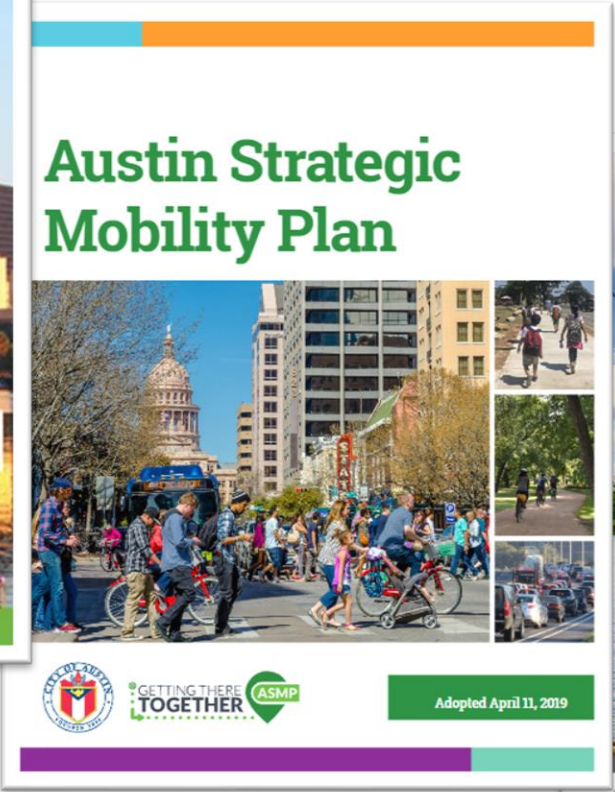
**Lewis Leff**

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Austin Transportation Department  
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# Implementing Vision Zero in Austin



## Policy Direction



## Policy Direction

**Safety**

### Policy Summary

#### Safety Culture

**Policy 1** Prioritize the protection of human life over all else in the planning, design, and operation of Austin's transportation network

**Policy 2** Institutionalize a culture that prioritizes transportation safety within the City of Austin

**Policy 3** Optimize public safety priorities

**Policy 4** Recognize the expanding needs of different users and modes on the transportation network

#### Designing for Safety

**Policy 1** Manage for safe speeds

**Policy 2** Minimize the potential for conflicts between transportation network users

**Policy 3** Integrate safe design principles into the built environment

**Policy 4** Improve the ability of all transportation users to be seen

**Policy 5** Minimize the safety risks of highways

#### Safe Behaviors

**Policy 1** Strategically implement education and enforcement initiatives around contributing factors of serious injury and fatal crashes

**Policy 2** Align penalties for traffic violations with the severity of the offense based on the safety impacts

City of Austin 7

## Safety Culture

### Policy 1

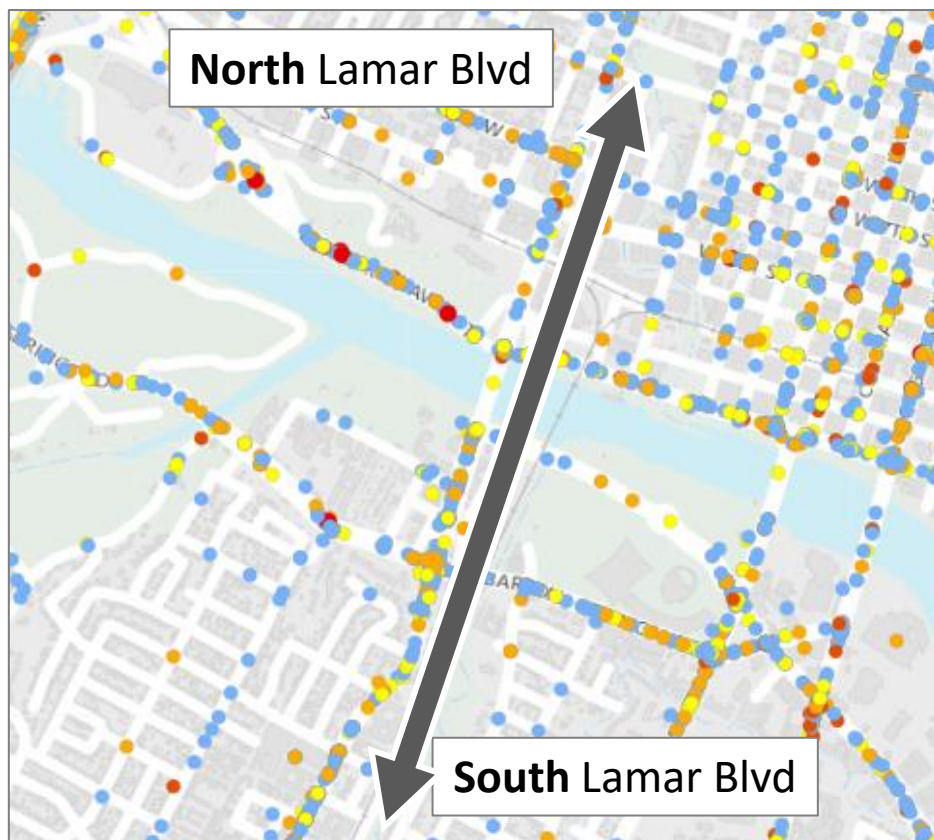
*Prioritize the protection of human life over all else in the planning, design, and operation of Austin's transportation network*

### Policy 2

*Institutionalize a culture that prioritizes transportation safety within the City of Austin*

# Implementing Vision Zero in Austin

## Crash Data Management



crash_id	rpt_street_name	rpt_street_sfx
17103958	BURNET RD	RD
13955659	BURNET RD NB	
15322543	BURNETRD	
13000433	BURNETT	RD
15309303	BURNETT RD	
12357645	BURNETT RD	RD
16402819	BURNET ROAD	RD

# Implementing Vision Zero in Austin



## Crash Data Management

VISION ZERO Dashboard Users

Home / Crashes

Crashes

04/01/2021 to 04/26/2021

Enter Search Here... Field Search Clear Advanced Filters

04/01/2021 to 04/26/2021 Prev Page 7/33 Results: 825 Next Rows per page: 25

Crash ID	Case Number	Crash Date	Primary Address	Secondary Address	Suspected Serious Injury Count	ATD Death Count	Est Comprehensive Cost	Collision Description	Geocode Provider
18216459	1110572	2021-04-21	N FM 620	NOT REPORTED	0	0	\$102000	SAME DIRECTION - ONE STRAIGHT-ONE STOPPED	CRIS
18216438	1110840	2021-04-21	N 6100 N IH 35 NB	900 LA POSADA DR DR	0	0	\$466000	SAME DIRECTION - BOTH GOING STRAIGHT- REAR END	CRIS
18214392	1110278	2021-04-21	13800 RESEARCH BLVD	13100 NOT REPORTED	0	0	\$51000	ONE MOTOR VEHICLE - GOING STRAIGHT	CRIS
18214396	1110587	2021-04-21	E 6600 E WILLIAM CANNON DR	COOPER LN	0	0	\$102000	ANGLE - ONE STRAIGHT-ONE LEFT TURN	CRIS
18216445	1110995	2021-04-21	W 2100 BEN WHITE BLVD	4400 PACKSADDLE	0	0	\$284000	SAME DIRECTION - BOTH GOING STRAIGHT- REAR END	CRIS
18216457	1111402	2021-04-21	S 600 S LAMAR BLVD	1300 BARTON SPRINGS RD	2	0	\$4630000	OPPOSITE DIRECTION - BOTH GOING STRAIGHT	Manual Q/A
1003	1100103	2021-04-20	14100 bik N SH-45 W EB	NOT REPORTED	0	1	-	-	Manual Q/A
18214394	1100439	2021-04-20	N 1100 N IH 35 SB HWY	E E 11TH ST	0	0	\$51000	ONE MOTOR VEHICLE - GOING STRAIGHT	CRIS
18214383	1100710	2021-04-20	11200 RESEARCH BLVD SVRD SB DR	5100 BALCONES WOODS DR	0	0	\$153000	SAME DIRECTION - ONE STRAIGHT-ONE STOPPED	CRIS
18214280		2021-04-20	NOT REPORTED	E MARTIN LUTHER KING JR BLVD	0	0	\$284000	SAME DIRECTION - ONE STRAIGHT-ONE LEFT TURN	CRIS
18213922	1101237	2021-04-20	N 14800 NOT REPORTED	W 1600 WELLS BRANCH PKWY	0	0	\$233000	ONE MOTOR VEHICLE - GOING STRAIGHT	CRIS
18213919	1101062	2021-04-20	RESEARCH SVRD NB	BRAKER LN	0	0	\$102000	ANGLE - BOTH GOING STRAIGHT	CRIS
18213916	1100816	2021-04-20	N 10200 LAMAR BLVD	700 MASTERTSON PASS	0	0	\$437000	ANGLE - ONE STRAIGHT-ONE LEFT TURN	Manual Q/A
18213918	1091049	2021-04-20	10200 N LAMAR BLVD	MASTERTSON PASS	0	0	\$335000	SAME DIRECTION - BOTH GOING STRAIGHT- REAR END	Manual Q/A
18213913	1100874	2021-04-20	3200 TRAVIS COUNTRY CIR	TRAVIS GREEN LN	0	0	\$284000	ANGLE - ONE STRAIGHT-ONE LEFT TURN	CRIS
18213910	1100659	2021-04-20	S 3900 CONGRESS AVE	E 110 ALPINE RD	0	0	\$102000	ANGLE - BOTH GOING STRAIGHT	CRIS
18213912	1100875	2021-04-20	E HIGHWAY 71	FM 973	0	0	\$284000	SAME DIRECTION - ONE STRAIGHT-ONE STOPPED	CRIS

# Implementing Vision Zero in Austin



## Crash Data Management

W PARMER LN & METRIC BLVD

0 FATALITIES      0 SUSPECTED SERIOUS INJURIES      0 YEARS OF LIFE LOST

Crash Location (ID: 8086874579)  
Geocode Provider: Manual Q/A

[Edit Coordinates](#)

Crash Diagram [Download CR-3 PDF](#)

Rotate Image:  [Reset](#)

Crash Narrative

VEHICLE 2 WAS WESTBOUND ON W PARMER LN APPROACHING THE INTERSECTION WITH METRIC BLVD. VEHICLE 2 ENTERED THE LEFT TURN LANE ON W PARMER LANE WITH THE INTENT TO MAKE A LEFT TURN ONTO SOUTHBOUND METRIC BLVD. LEFT TURNS ARE CONTROLLED BY A TRAFFIC SIGNAL AND VEHICLE 2 STOPPED AT THE INTERSECTION BECAUSE THE LEFT TURN SIGNAL WAS RED. VEHICLE 1 WAS EASTBOUND ON W PARMER LANE APPROACHING THE INTERSECTION WITH METRIC BLVD. THE TRAFFIC SIGNAL FOR EASTBOUND TRAFFIC CYCLED TO RED FOR EASTBOUND TRAFFIC. TWO VEHICLES TRAVELING EASTBOUND ON W PARMER LANE STOPPED FOR THE RED LIGHT WHEN VEHICLE 1 FAILED TO STOP FOR THE RED LIGHT AND ENTERED THE INTERSECTION, RUNNING THE RED LIGHT. THE TRAFFIC SIGNAL FOR EASTBOUND TRAFFIC TO MAKE THE LEFT TURN ONTO SOUTHBOUND METRIC BLVD HAD CYCLED TO GREEN AND VEHICLE 2 WAS IN THE PROCESS OF MAKING THE LEFT TURN WHEN IT WAS STRUCK BY VEHICLE 1.

# Implementing Vision Zero in Austin



## Crash Data Management

Related Records

Units 2

Unit	Type	Body Style	Year	Make	Model	Direction	Movement	Fatalities	Suspected Serious Injuries	Primary Contributing Factor
1	MOTOR VEHICLE	PASSENGER CAR, 4-DOOR	2013	HONDA	ACCORD	EAST	THROUGH	0	0	FAILED TO STOP AT PROPER PLACE
2	MOTOR VEHICLE	PASSENGER CAR, 4-DOOR	2010	HONDA	ACCORD	WEST	LEFT TURN	0	0	NONE

People 3

Charges 4

---

Details

Crash ID	15172716
Last Updated	2021-01-21 01:02:31 am
Case ID	161560112
Crash Date	2016-06-04
Crash Time	01:13:00
Day of Week	SAT
Est. Comprehensive Cost	\$153,000
Est. Economic Cost	\$37,128
Speed Management Points	0.75
Manner of Collision ID	OPPOSITE DIRECTION - ONE STRAIGHT-ONE LEFT TURN
City	AUSTIN
Light Condition	DARK, LIGHTED
Weather Condition	RAIN
Object Struck	NOT APPLICABLE
Speed Limit	50

Fatalities

Crash Severity	NOT INJURED
ATD Fatality Count	0
CRIS Death Count	0
APD Death Count	0
Manually Edited?	NO

# Implementing Vision Zero in Austin



## Crash Data Management

W PARMER LN & METRIC BLVD

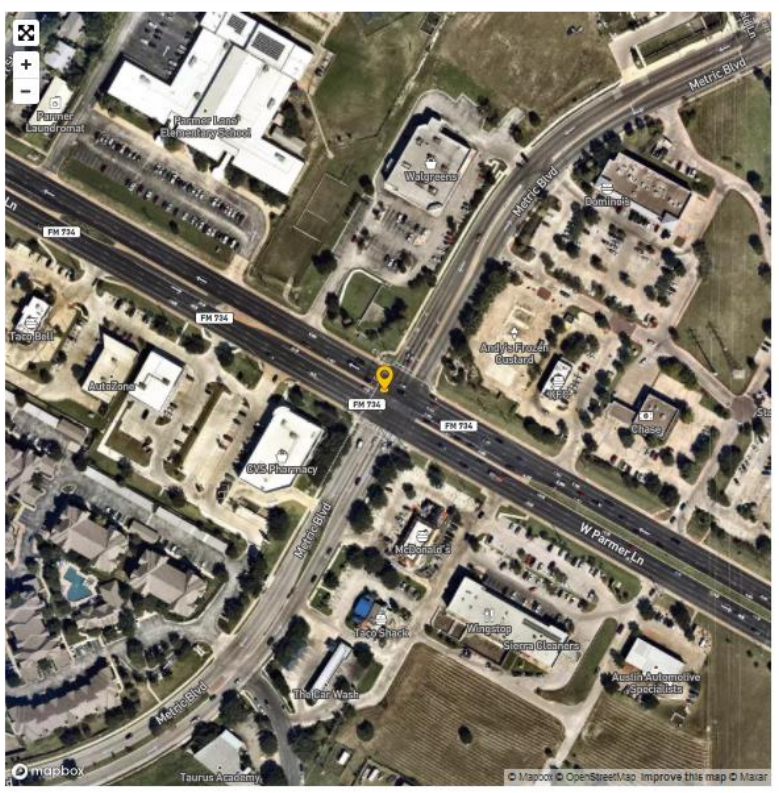
0 FATALITIES

0 SUSPECTED SERIOUS INJURIES

0 YEARS OF LIFE LOST

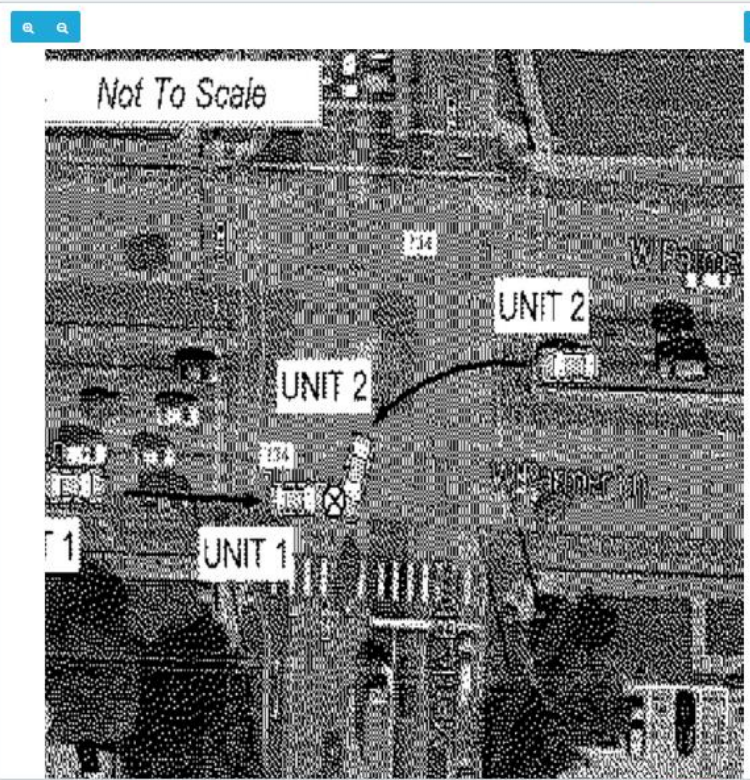
Crash Location (ID: 8086874579)

Edit Coordinates



Crash Diagram

Download CR-3 PDF



Rotate Image:

Reset

Crash Narrative

VEHICLE 2 WAS WESTBOUND ON W PARMER LN APPROACHING THE INTERSECTION WITH METRIC BLVD. VEHICLE 2 ENTERED THE LEFT TURN LANE ON W PARMER LANE WITH THE INTENT TO MAKE A LEFT TURN ONTO SOUTHBOUND METRIC BLVD. LEFT TURNS ARE CONTROLLED BY A TRAFFIC SIGNAL AND VEHICLE 2 STOPPED AT THE INTERSECTION BECAUSE THE LEFT TURN SIGNAL WAS RED. VEHICLE 1 WAS EASTBOUND ON W PARMER LANE APPROACHING THE INTERSECTION WITH METRIC BLVD. THE TRAFFIC SIGNAL FOR EASTBOUND TRAFFIC CYCLED TO RED FOR EASTBOUND TRAFFIC. TWO VEHICLES TRAVELING EASTBOUND ON W PARMER LANE STOPPED FOR THE RED LIGHT WHEN VEHICLE 1 FAILED TO STOP FOR THE RED LIGHT AND ENTERED THE INTERSECTION, RUNNING THE RED LIGHT. THE TRAFFIC SIGNAL FOR EASTBOUND TRAFFIC TO MAKE THE LEFT TURN ONTO SOUTHBOUND METRIC BLVD CYCLED TO GREEN AND VEHICLE 2 WAS IN THE PROCESS OF MAKING THE LEFT TURN WHEN IT WAS STRUCK BY VEHICLE 1.



# Implementing Vision Zero in Austin



## Crash Data Management

METRIC BLVD, W PARMER LN

Aerial Map



Details

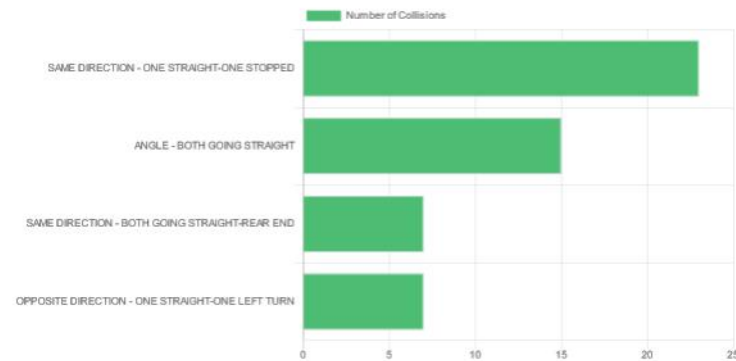
Location ID	8086874579
Description	METRIC BLVD, W PARMER LN
Last Update	2020-03-09 12:00:00 am
Total Crashes (Previous 5 years)	157
Total Estimated Comprehensive Cost (Previous 5 years)	\$24,788,000
ASMP Street Level	3, 4

[Export Global Data](#)

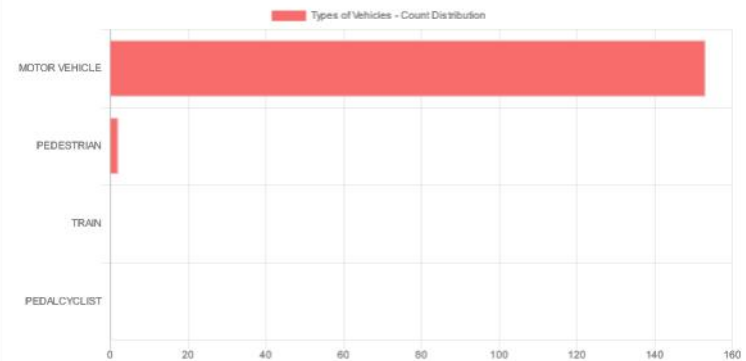
CR3 Crashes

04/26/2015 to 04/26/2021

Manner of Collisions - Most Frequent



Types of Vehicles - Count Distribution



# Implementing Vision Zero in Austin



## Crash Data Management

**1**  
FATALITIES

**2**  
SUSPECTED SERIOUS INJURIES

**0**  
YEARS OF LIFE LOST

**71**  
CR3 CRASHES

**194**  
TOTAL PEOPLE (PRIMARY + NON-PRIMARY)

**\$26,118,000**  
TOTAL COMPREHENSIVE COST

Enter Search Here... Field ▾ Search Clear Advanced Filters

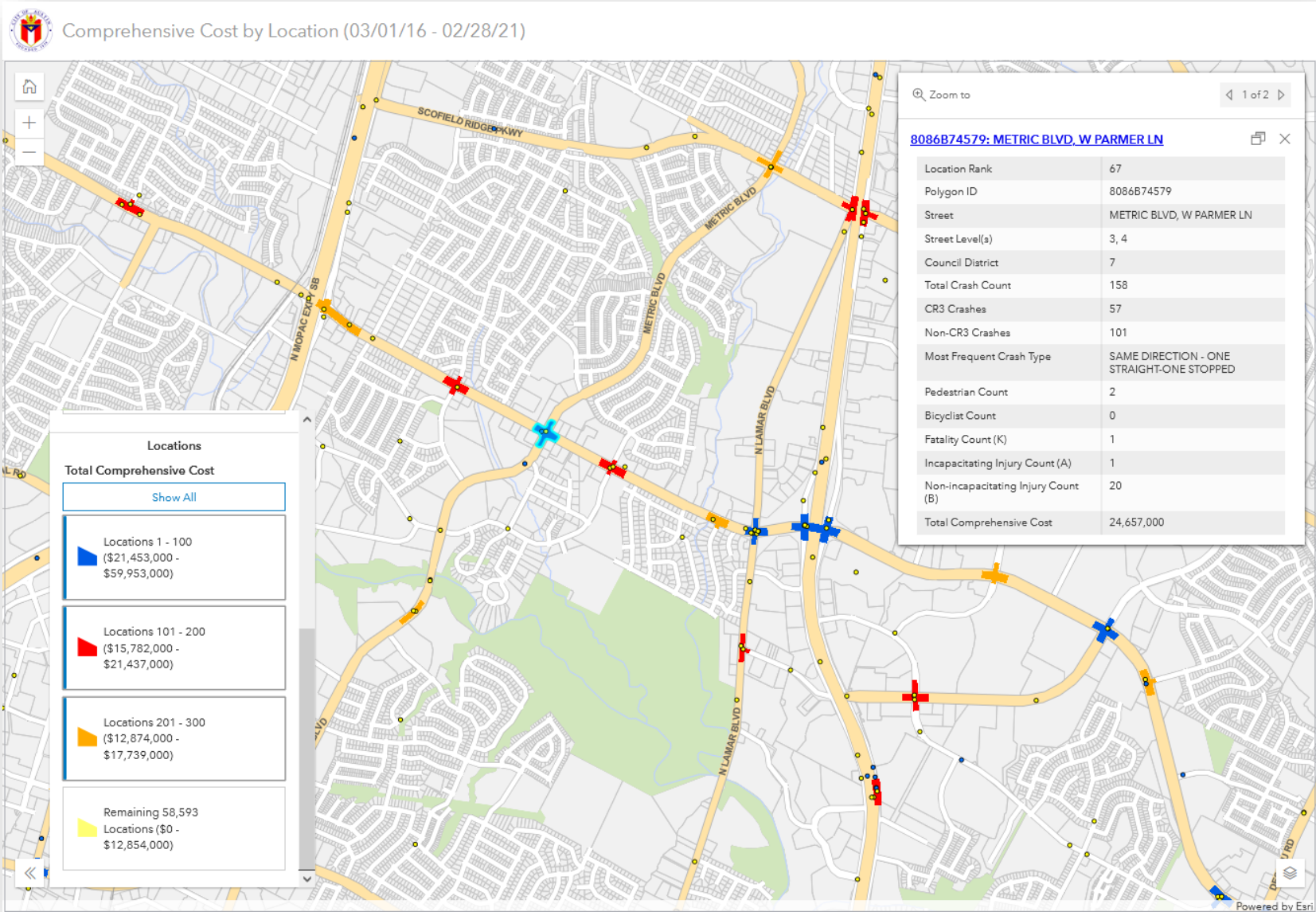
04/26/2015 to 04/26/2021 Prev Page 1/3 Results: 71 Next Rows per page: 25 -

Crash ID	Case Number	Crash Date	Primary Address	Secondary Address	Suspected Serious Injury Count	ATD Death Count	Est Comprehensive Cost	Collision Description	Geocode Provider
18183607	210930438	2021-04-03	W PARMER LN	METRIC BLVD	0	0	\$284000	ANGLE - BOTH GOING STRAIGHT	Manual Q/A
18119526	210530396	2021-02-22	W 1800 W PARMER LN	12400 METRIC BLVD	0	0	\$335000	ANGLE - BOTH GOING STRAIGHT	Manual Q/A
18072322	210150379	2021-01-15	W PARMER LANE	METRIC BLVD	0	0	\$153000	ANGLE - BOTH GOING STRAIGHT	CRIS
18043197	200010972	2021-01-01	W 12400 PARMER LN	N 12400 METRIC BLVD	0	0	\$102000	ANGLE - BOTH GOING STRAIGHT	CRIS
18024528	203570411	2020-12-22	W PARMER	METRIC	0	0	\$153000	ANGLE - BOTH GOING STRAIGHT	CRIS
18014782	203430270	2020-12-08	W W PARMER LN	METRIC BLVD	0	0	\$102000	SAME DIRECTION - ONE STRAIGHT-ONE STOPPED	Manual Q/A
17976220	203260097	2020-11-20	W 1800 PARMER LN	12400 METRIC BLVD	0	0	\$699000	SAME DIRECTION - ONE STRAIGHT-ONE RIGHT TURN	Manual Q/A
17801459	202150308	2020-08-02	12500 METRIC BLVD	1800 PARMER LN	0	0	\$102000	ANGLE - BOTH GOING STRAIGHT	CRIS
17778978	201911140	2020-07-09	N METRIC	E PARMER	0	0	\$102000	ANGLE - ONE STRAIGHT-ONE RIGHT TURN	CRIS
17654997	201010975	2020-04-10	W PARMER LN	METRIC BLVD	0	0	\$699000	OPPOSITE DIRECTION - ONE STRAIGHT-ONE LEFT TURN	Manual Q/A
17609557	200661756	2020-03-06	W 1700 W PARMER LN LN	12400 METRIC BLVD	0	0	\$102000	SAME DIRECTION - ONE STRAIGHT-ONE STOPPED	CRIS
17552570	200360217	2020-02-05	W 1800 W PARMER LN	12500 METRIC BLVD	0	0	\$102000	ANGLE - BOTH GOING STRAIGHT	CRIS
17468435	193530445	2019-12-19	W PARMER LN	METRIC BLVD	0	0	\$284000	ANGLE - BOTH GOING STRAIGHT	Manual Q/A
17421850	193260907	2019-11-22	12500 METRIC BLVD	NOT REPORTED	0	0	\$102000	SAME DIRECTION - ONE STRAIGHT-ONE STOPPED	CRIS
17408942	193200412	2019-11-16	W 1700 W PARMER LN	124300 METRIC BLVD BLVD	0	0	\$284000	ANGLE - BOTH GOING STRAIGHT	Manual Q/A
17324928	192741148	2019-10-01	METRIC BLVD	W PARMER LN	0	0	\$153000	SAME DIRECTION - BOTH GOING STRAIGHT-REAR END	CRIS
17276248	192501209	2019-09-07	W 1800 PARMER LN	12400 METRIC BLVD	0	0	\$386000	SAME DIRECTION - BOTH GOING STRAIGHT-REAR END	Manual Q/A
17230663	192241378	2019-08-12	W 1800 PARMER LN	12400 METRIC BLVD	0	1	\$3761000	SAME DIRECTION - BOTH GOING STRAIGHT-REAR END	Manual Q/A
17052226	191190667	2019-04-29	W 1701 E PARMER LN	N 12400 METRIC BLVD	0	0	\$233000	ONE MOTOR VEHICLE - GOING STRAIGHT	Manual Q/A

# Implementing Vision Zero in Austin



## Mapping Tools



# Implementing Vision Zero in Austin



## Business Intelligence Tools

Power BI | Xavier Apostol's workspace | VZ High Injury Roadways | Data updated 11/3/20

Pages: All Roadways, Airport, Burnet, Cameron, MLK, N Lamar (183 to Brak..., N Lamar (Koenig to 1..., Parmer, Riverside, S Congress, Pleasant Valley, Slaughter, S 1st, William Cannon

### High Injury Roadways

Airport Blvd from Manor Rd to Springdale

AIRPORT BLVD

Data Date Range: 11/3/2014 to 10/27/2020

#### ROADWAY TOTAL COMPREHENSIVE COST

**\$263,401,000**

Location ID	Cost (\$M)
1752ACC89F	\$56,381,000
43F164D8EB	\$37,048,000
183E8652D1	\$33,669,000
8827B41ECE	\$19,737,000
D29386C159	\$18,401,000

#### Mode Counts (CR3 Only)

Motor Vehicles	1066	Motorcycles	8
Pedestrians	20	Bicyclists	17

#### Crashes - by Day and Hour Bins

Hour (bins)	MON	TUE	WED	THU	FRI	SAT	SUN	Total
00:00 to 03:59	9	6	4	10	8	12	13	62
04:00 to 07:59	11	9	15	26	13	11	3	88
08:00 to 11:59	44	39	37	51	28	33	16	248
12:00 to 15:59	54	48	73	66	64	52	31	388
16:00 to 19:59	53	68	65	56	78	35	21	376
20:00 to 23:59	25	20	22	19	32	28	25	171
<b>Total</b>	<b>196</b>	<b>190</b>	<b>216</b>	<b>228</b>	<b>22</b>	<b>17</b>	<b>109</b>	<b>1333</b>

#### Collision Type (Top 3 - CR3 Only)

SAME DIRECTION - ONE STRAIGHT... STOPPED	106
ANGLE - BOTH GOING STRAIGHT	97
OPPOSITE DIRECTION - ONE STRAIGHT... LEFT TURN	63

Higher KA's is darker red

Data Last Updated: 02-NOV-2020

# Implementing Vision Zero in Austin



## Business Intelligence Tools

### AMD BY COLLISION TYPE

Selected Location: MC CALLEN PASS, S HEATHERWILDE BLVD, W HOWARD LN

Link: <https://visionzero.a...>

**Collision Type**

- OPPOSITE DIRECTION - ONE RIGHT TURN-ONE LEFT ...
- OPPOSITE DIRECTION - ONE RIGHT TURN-ONE STOP...
- OPPOSITE DIRECTION - ONE STRAIGHT-ONE BACKING
- OPPOSITE DIRECTION - ONE STRAIGHT-ONE LEFT TU...
- OPPOSITE DIRECTION - ONE STRAIGHT-ONE RIGHT ...
- OPPOSITE DIRECTION - ONE STRAIGHT-ONE STOPPED
- OTHER

**Is Intersection**

- FALSE
- TRUE

**Selected Crash Totals**

Crash Count	CR3 Count	Non-CR3 Count	KA Count
66	66	0	3

**Selected Mode Totals**

Motor Vehicles	Motorcycle Counts	Bicycles	Pedestrians
135	2		

**Selected Injury Counts**

Killed	Sus. Serious Injury	Non-Incapacitating Injury
3	37	

**Crash Counts by Polygon**

A08AD3704A	67
3C12A8FC26	66
656D71B35C	58
C06CAF2ADE	57
969C3189BB	49
644AF55CFC	44
2C2D258CDC	43
336D40B16D	43

**Crashes by Hour and Day of Week**

Hour (by 4 hr bin)	MON	TUE	WED	THU	FRI	SAT	SUN	Total
00:00 to 03:59				1	4			5
04:00 to 07:59			1	4	2	1	1	9
08:00 to 11:59	1	2					3	6
12:00 to 15:59			1		1		1	3
16:00 to 19:59	1	1		1	1		2	6
20:00 to 23:59	3	2	1	8	8	10		37
<b>Total</b>	5	5	3	13	13	20		66

**Mode Breakdown (CR3 Only)**

Mode	#	%
Motor Vehicle Only Involved	64	96.97%
Motorcyclist Involved	2	3.03%
<b>Total</b>	<b>66</b>	<b>100.00%</b>

Data Date Range:  
2016-07-16 to 2020-08-02

Last Updated Date:  
26-Apr-2021

Zero deaths. Zero serious injuries. Zero excuses.

**Filters**

Search

Filters on this visual

- Collision Type** is not (Blank) or
- Mode** is not Non-CR3 Crash

Filters on all pages

- Crash Date** is on or after 2016-04-11 and is before 2021-04-10
- Polygon Hex ID is (All)
- Street Name is (All)
- Filter (K) is (All)
- Filter (KA) is (All)
- Filter (A) is (All)
- Filter (KAB) is (All)
- Red Light Citation is (All)

# Implementing Vision Zero in Austin

Insights → Action



# Implementing Vision Zero in Austin



Insights → Action



## Crash Diagramming

# Implementing Vision Zero in Austin



## Public-facing Vision Zero Viewer



[Go to Map](#)

Austin is consistently ranked as one of America's best places to live, but too many of our fellow Austinites are killed or seriously injured in traffic crashes each year. To learn more about the City's transportation safety initiatives, visit Austin Transportation's [Vision Zero Program website](#) and the City's [Capital Projects Explorer](#) tool.

Data through February 28, 2021. **Crash data** includes crashes within City of Austin geographic boundaries, inclusive of all public safety jurisdictions.

**20**

Fatalities in 2021

Same as 20 this time last year

**693**

Years of Life Lost in 2021

Up from 686 this time last year

**67**

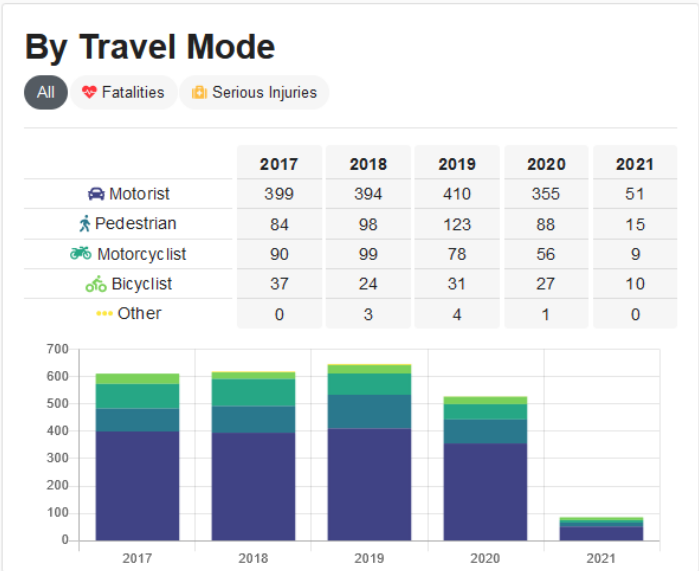
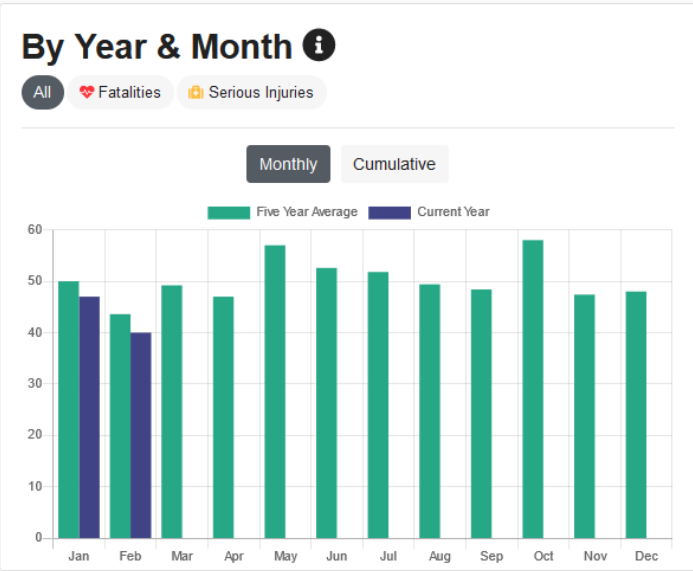
Serious Injuries in 2021

Up from 64 this time last year

**1,921**

Total Crashes in 2021

Down from 2,739 this time last year





# Implementing Vision Zero in Austin



## Public-facing Vision Zero Viewer

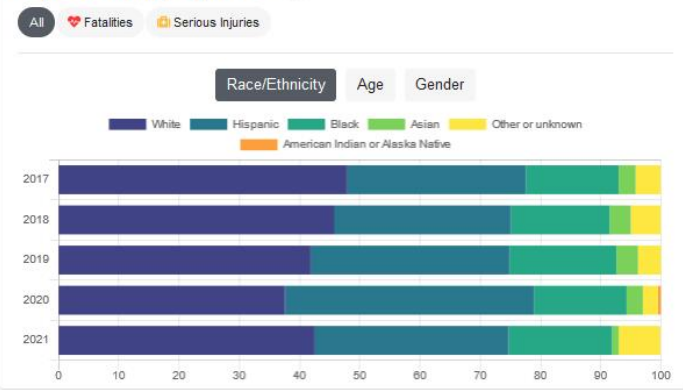


Go to Map

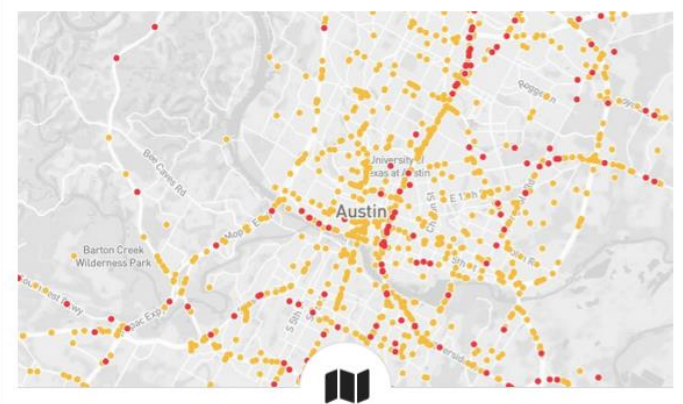
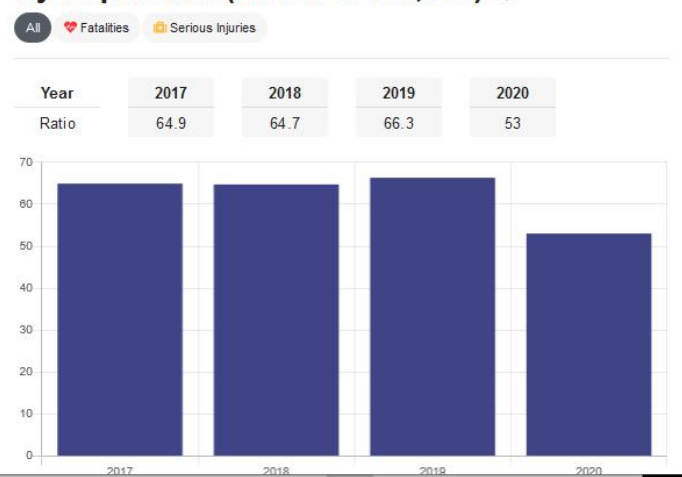
### By Time of Day



### By Demographics



### By Population (Rate Per 100,000)



View crash data on interactive map

# Implementing Vision Zero in Austin



## Public-facing Vision Zero Viewer



[Go to Summary](#)

### Filters

All  Fatal  Serious Injuries

- Pedestrian
- Bicyclist
- Motorist
- Motorcyclist
- Other

01/01/2017 - 02/28/2021

12AM-4AM	15
4AM-8AM	10
8AM-12PM	12
12PM-4PM	20
4PM-8PM	25
8PM-12AM	20

All Times

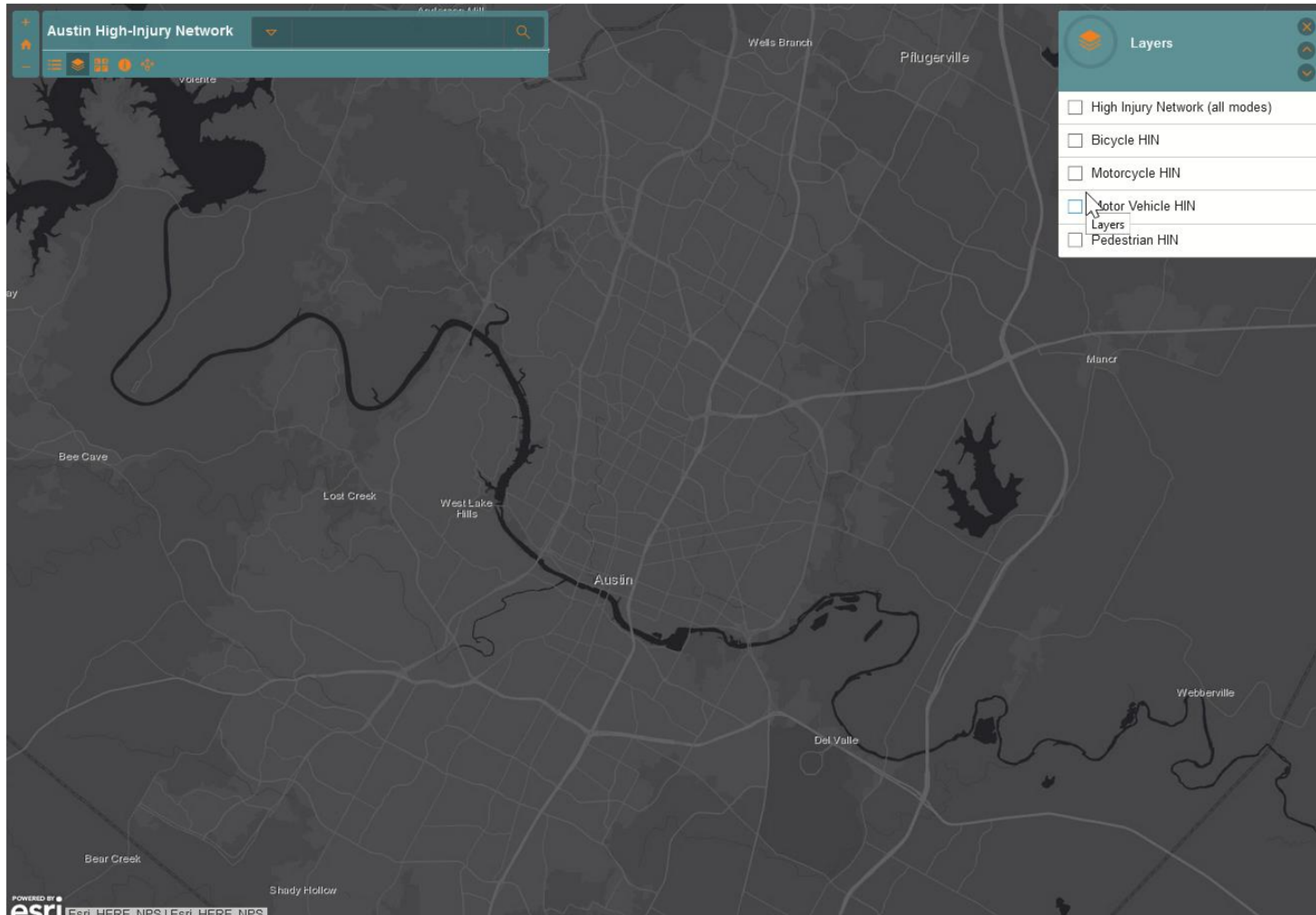
### Overlays

- ASMP Street Levels
- High Injury Network
- Austin City Council Districts

# Implementing Vision Zero in Austin

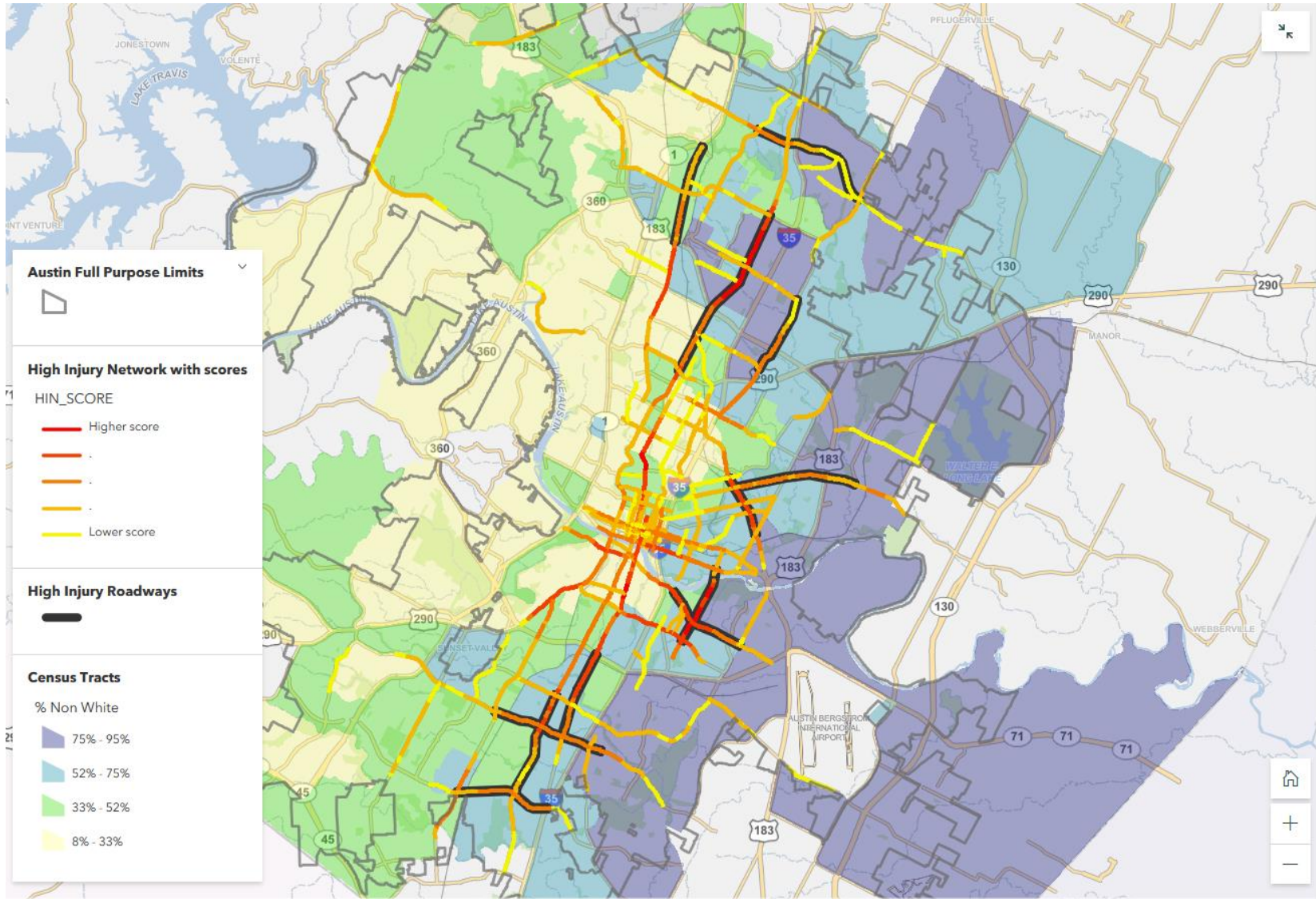


## High-Injury Network / High-Injury Roadways



# Implementing Vision Zero in Austin

## High-Injury Network / High-Injury Roadways



## High-Injury Network / High-Injury Roadways

### High-Injury Roadways

Austin Transportation's Vision Zero program identifies high-injury roadways for targeted improvements. The Vision Zero team analyzed the top 100 high-injury roadways and implemented focused engineering design initiatives, improved

Over 350 Austinites were seriously injured or killed more than half of the top 100 high-injury roadways. The negative comprehensive cost of crashes, including the negative quality of life and economic impacts of crashes, continue to build on the ongoing efforts towards Vision Zero caused by traffic crashes.



- Pleasant Valley Road (Cesar Chavez Street to Oltorf Street)
  - Updated scope of work for upcoming [interim safety improvements](#), including PHBs, wider shared use paths, dedicated turn lanes, and new signal infrastructure
  - Backplates installed at multiple locations for better signal visibility
  - Refreshed crosswalk markings and extended protected-only turn signal phases at S. Pleasant Valley and S. Lakeshore Blvd.
  - New Flashing Yellow Arrow at S. Pleasant Valley
  - New Pedestrian Hybrid Beacon at S. Pleasant Valley
  - New signal battery backups at multiple locations
  - Battery backup systems installed at Pleasant Valley
- Cameron Road (E St. Johns Avenue to Rundberg Lane)
  - New Flashing Yellow Arrow at Cameron and St. Johns
  - New Flashing Yellow Arrow at Cameron and McCombs
  - New signal battery backups at multiple locations
  - Added Leading Pedestrian Interval at Cameron
  - Battery backup system installed at Cameron Rd
- William Cannon Dr. (Menchaca Rd. to Elm Creek Dr)
  - New Flashing Yellow Arrow at William Cannon and McCombs
  - New Flashing Yellow Arrow at William Cannon Dr. and Cooper Ln. with protected timing
  - New Leading Pedestrian Interval at William Cannon and Circle S Rd.
  - New Flashing Yellow Arrow at William Cannon at Century South, with protected timing and a Leading Pedestrian Interval
  - New Flashing Yellow Arrow at William Cannon and Bluff Springs Dr., with protected timing for left turns in all directions

Additional 10% reduction in KAs in 2020 compared to other city streets

**CAUTION**

High Crash Roadway

ZERO DEATHS. ZERO EXCUSES.

**HIGH CRASH ROADWAY**

Eyes Up

Buckle Up

**HIGH CRASH ROADWAY**

La Velocidad Mata

Reduce Tu Velocidad

# Implementing Vision Zero in Austin

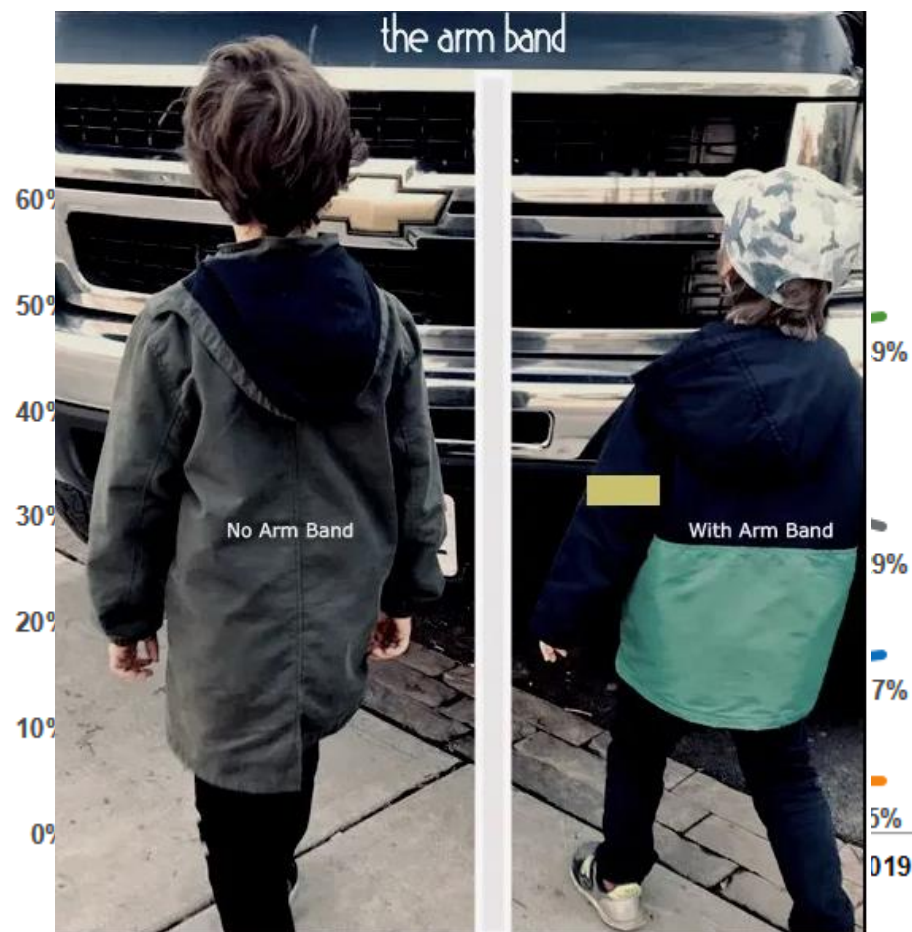
## Manage for safe speeds

Likelihood of survival or death is based on kinetic energy

$$K = \frac{1}{2}mv^2$$



- Avg. SUV is 5,000 lbs.; 40%+ than avg. car
- Higher “K” transfer, longer braking distance, more harmful points of impact, more blind spots



# Implementing Vision Zero in Austin

## Manage for safe speeds

Likelihood of survival is based on kinetic energy

$$K = \frac{1}{2}mv^2$$



### Pedestrian hit and killed by car in north Fresno

KFSN · 3 days ago



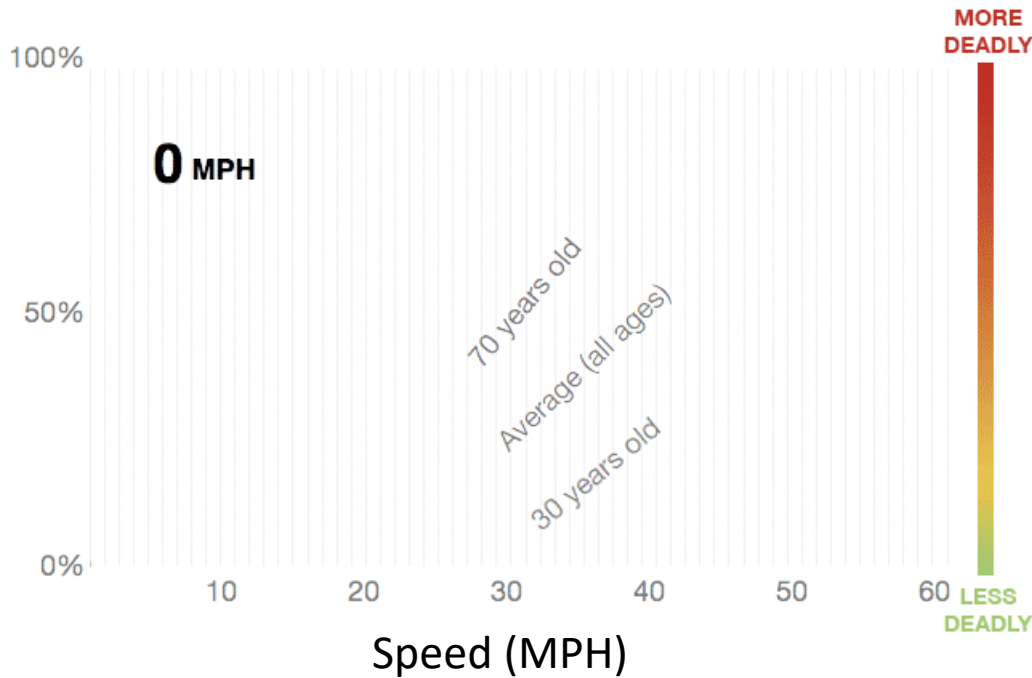
Police are investigating a crash that killed a pedestrian in north Fresno.

# Implementing Vision Zero in Austin



## Manage for safe speeds

### Speed kills



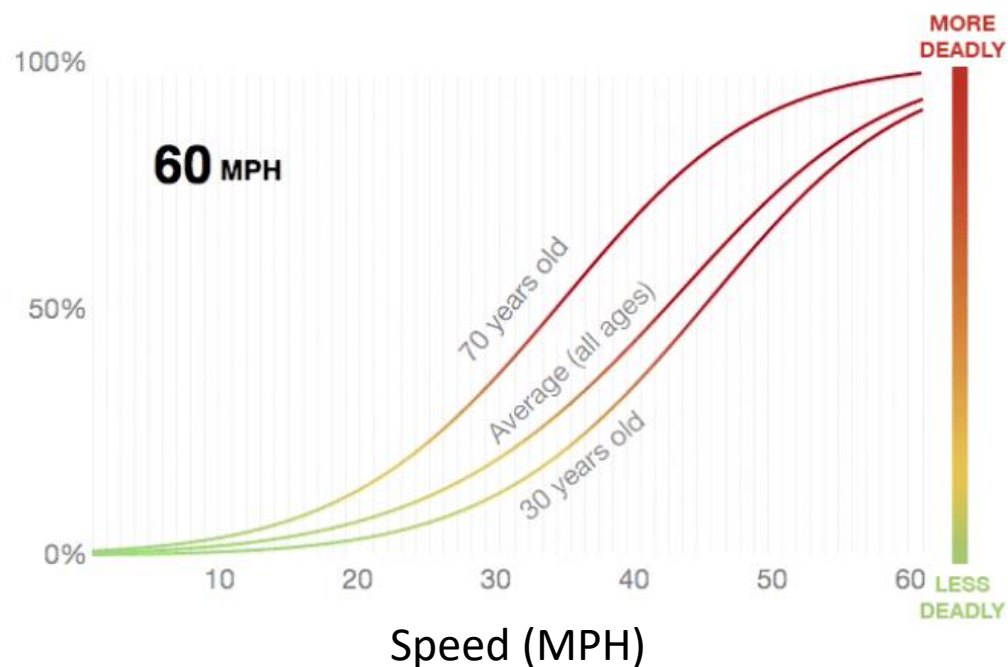
A person's chance of dying being hit by a driver in a car increases drastically with faster speeds.

Graphic: ProPublica. Data: AAA Foundation for Traffic Safety report.



## Manage for safe speeds

### Speed kills



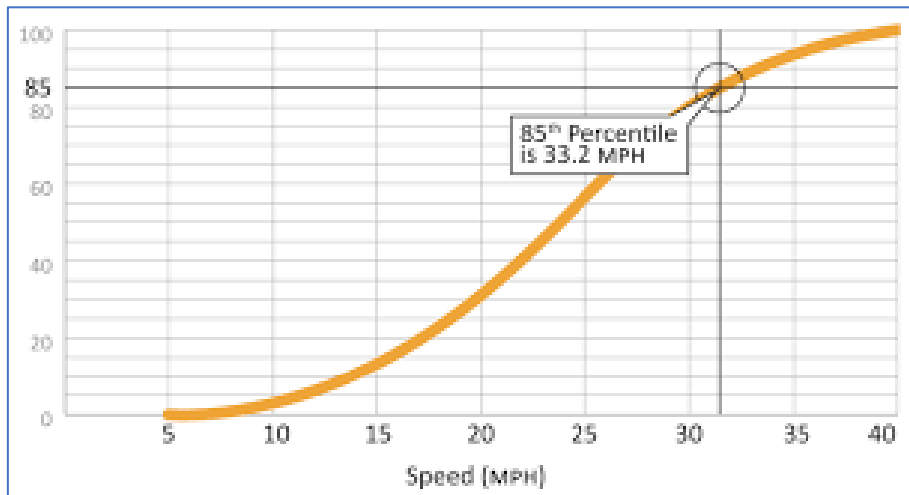
A person's chance of dying being hit by a driver in a car increases drastically with faster speeds.

Graphic: ProPublica. Data: AAA Foundation for Traffic Safety report.

## Manage for safe speeds

Historical engineering approach →

85<sup>th</sup> Percentile Speed as Primary Input



Source: FHWA

Expert Systems (USLIMITS2)

15 Different inputs

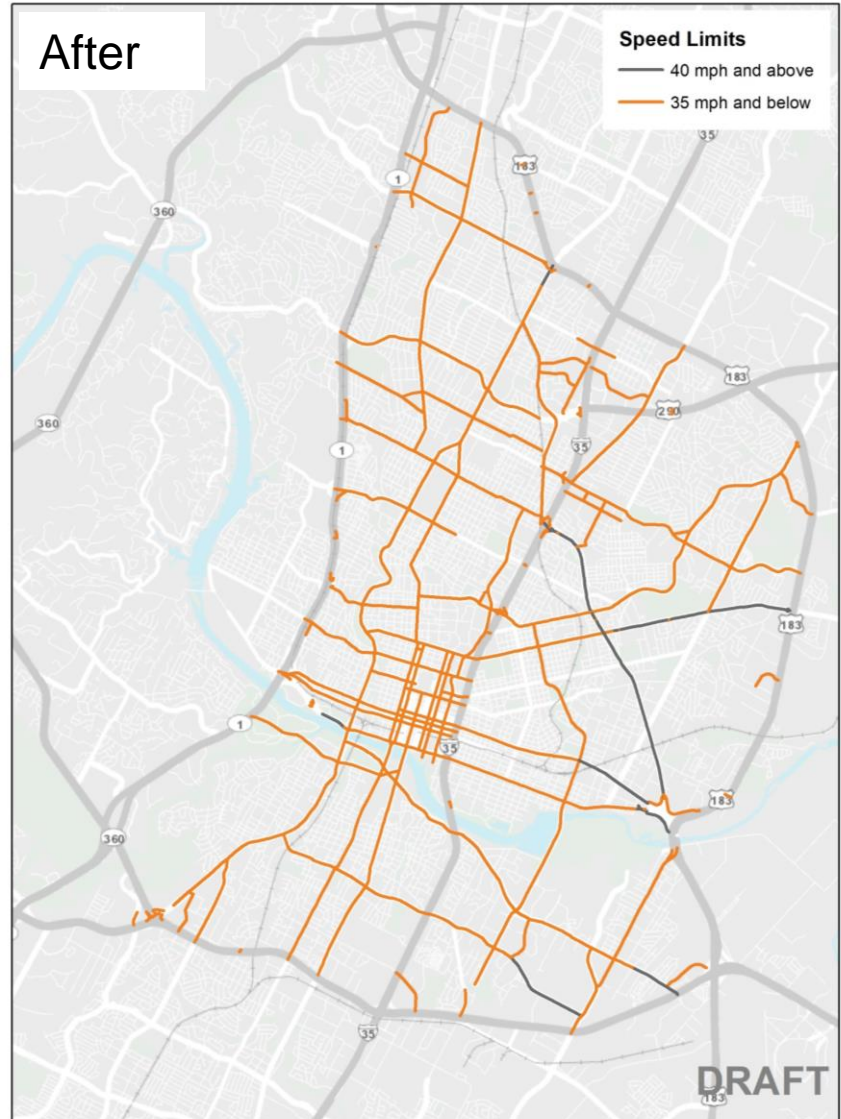
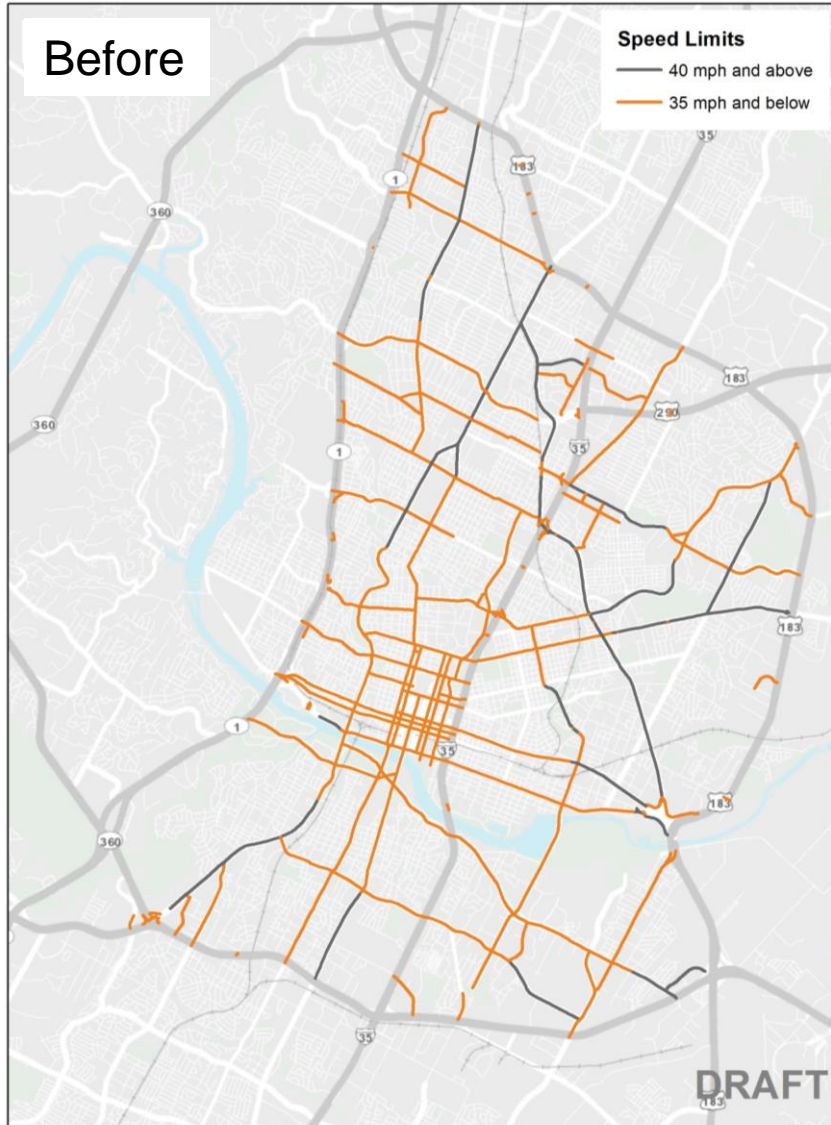
- 50<sup>th</sup> percentile speed
- Driveway density
- Traffic controls
- Adjacent land use
- Bike/ped activity
- Crash history
- Others

[safety.fhwa.dot.gov/uslimits/](https://safety.fhwa.dot.gov/uslimits/)

# Implementing Vision Zero in Austin



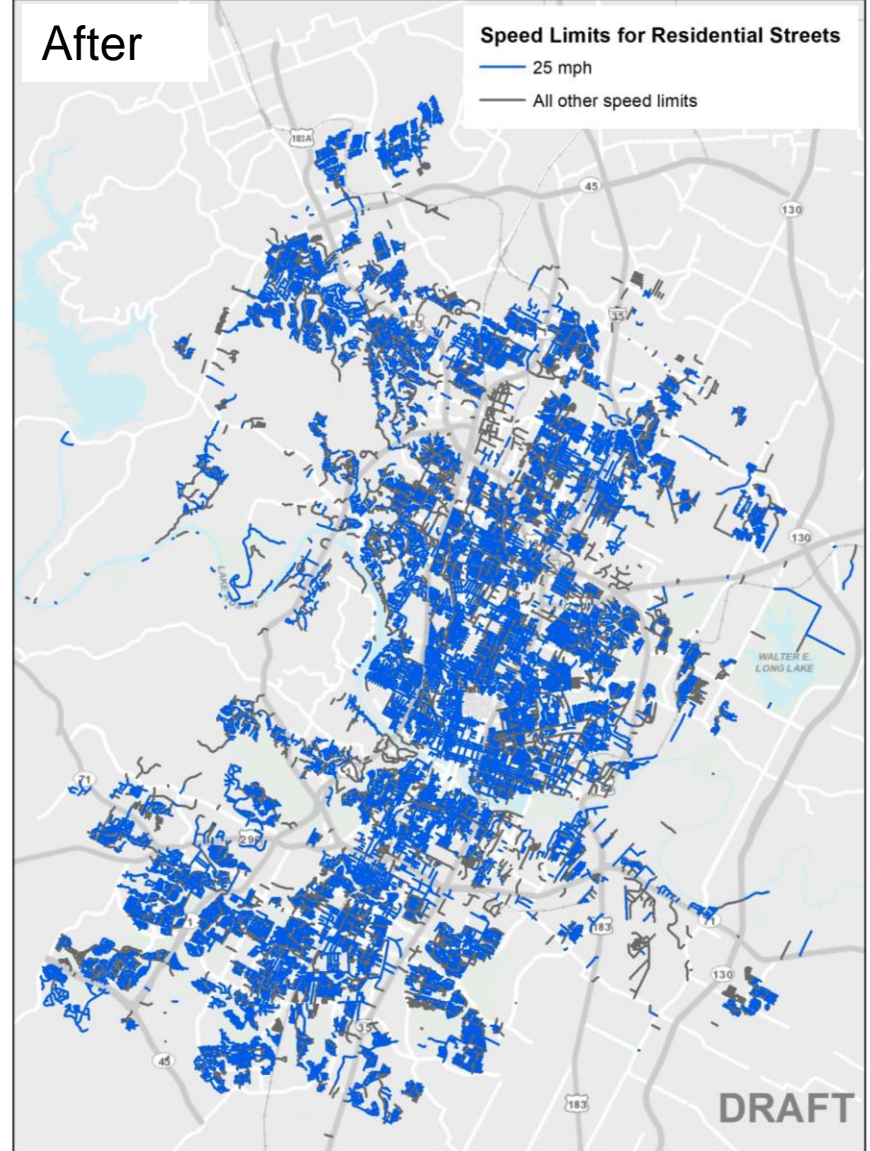
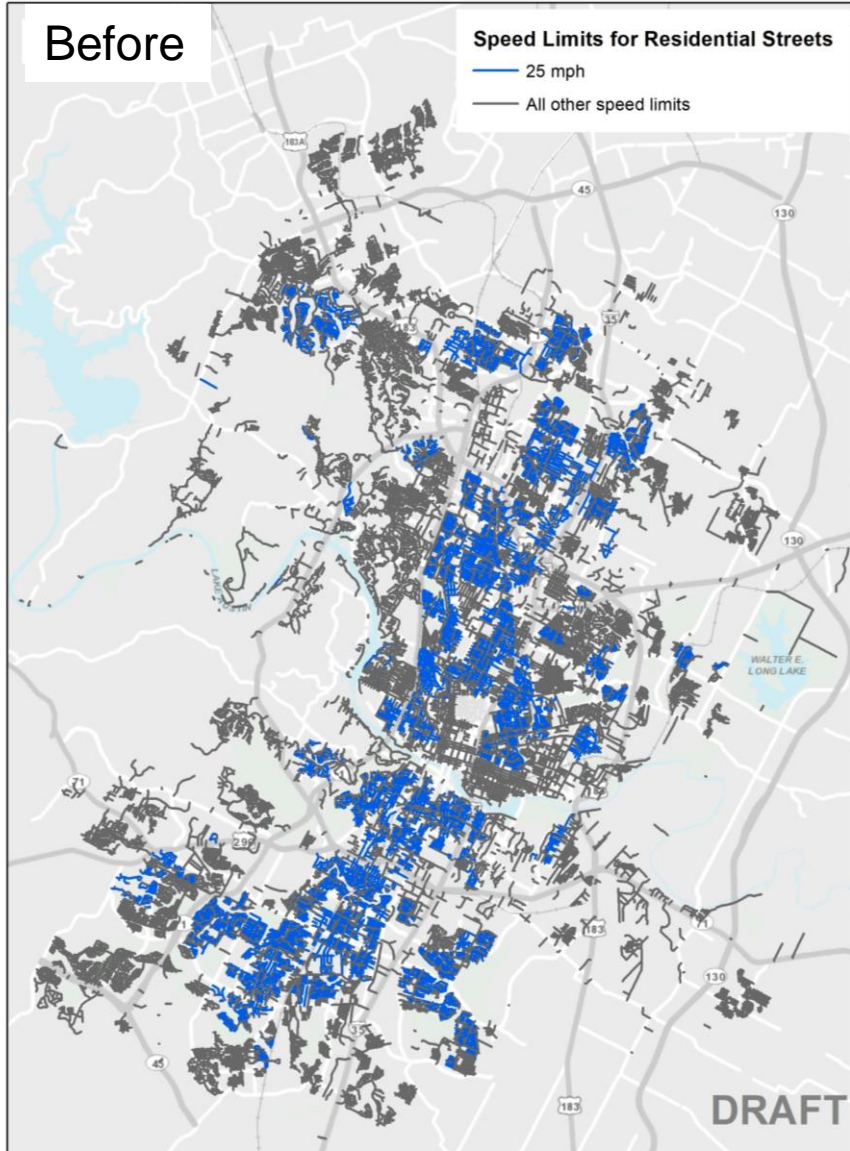
## Manage for safe speeds



# Implementing Vision Zero in Austin



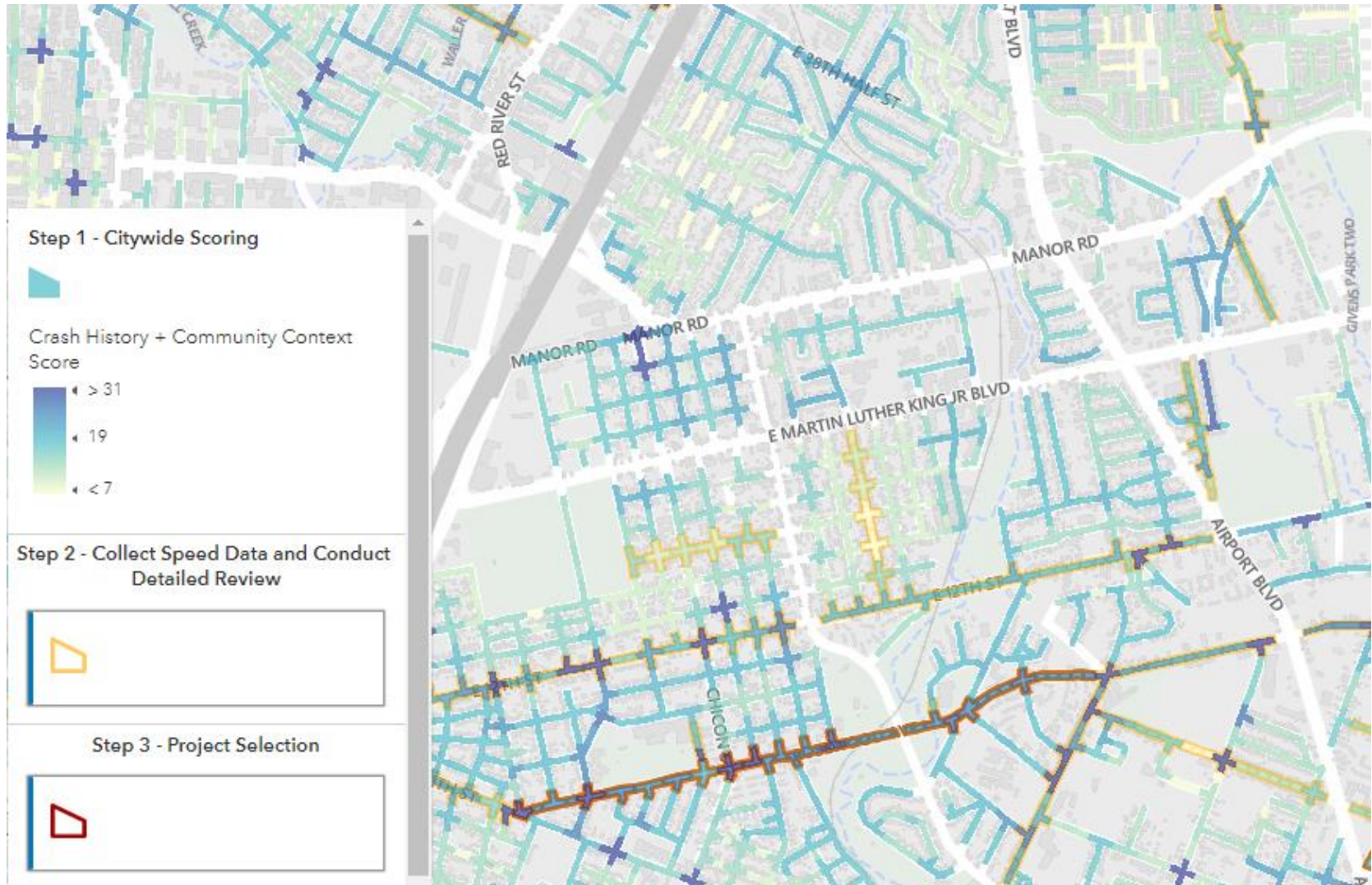
## Manage for safe speeds



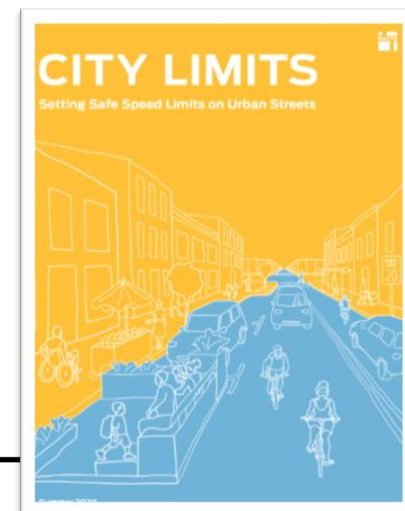
# Implementing Vision Zero in Austin



## Manage for safe speeds



## Incorporating safe systems principles into design guidance



**Table 3-1 – Street Level Target Speeds**

Street Level	Street Context			
	High conflict density High activity	High conflict density Low activity	Low conflict density High activity	Low conflict density Low activity
Level 0	10 mph	10 mph	10 mph	10 mph
Level 1	20 mph or lower	20 mph	20 mph	20-25 mph
Level 2	20-25 mph	25 mph	25 mph	25-30 mph
Level 3	25-30 mph	30 mph	30 mph	30-35 mph
Level 4	30-35 mph	35 mph	35 mph	35-40 mph

## Incorporating safe systems principles into design guidance

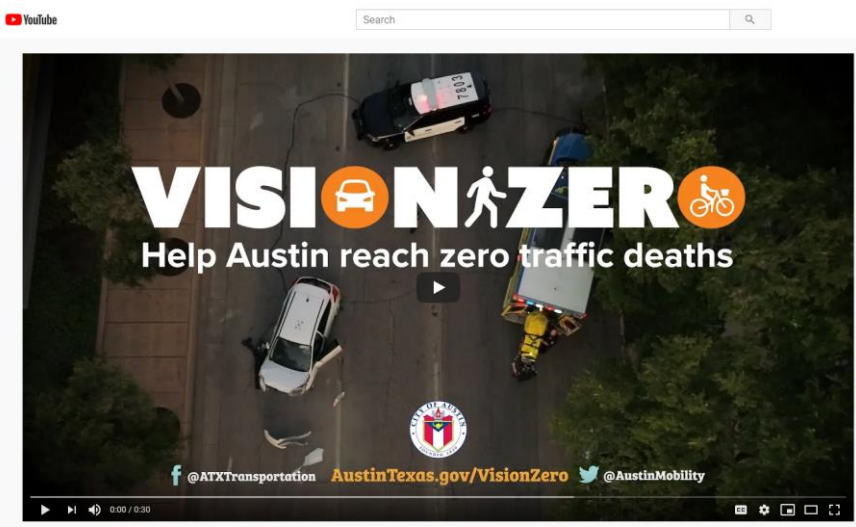
**Table 4-1 – Pedestrian Crossing Spacing**

Street Level	Context	Maximum Desirable Distance Between Marked Crossings
1	All	600 ft
2	On Transit Priority Network	600 ft
	All other streets	1,200 ft
3	On Transit Priority Network	600 ft
	All other streets	1,200 ft
4	All	1,200 ft
5	All	Every major intersection
All	All	Within 100 ft. of all transit stops

# Implementing Vision Zero in Austin



## Communications/Engagement



Vision Zero | Your Speed. Your Choice. | :30



Visión Zero | Tu distracción. Tu decisión. | :30

Clicks	Impressions	Avg. CPC	Cost
53	35.4K	\$6.77	\$359





# Implementing Vision Zero in Austin



## Vision Zero Leadership Council



# Implementing Vision Zero in Austin



## Vision Zero Alliance



# Implementing Vision Zero in Austin

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Austin Vision Zero

<https://austintexas.gov/department/vision-zero>

Vision Zero Viewer

<https://visionzero.austin.gov/viewer/>

Speed Management

<http://austintexas.gov/speedmanagement>

