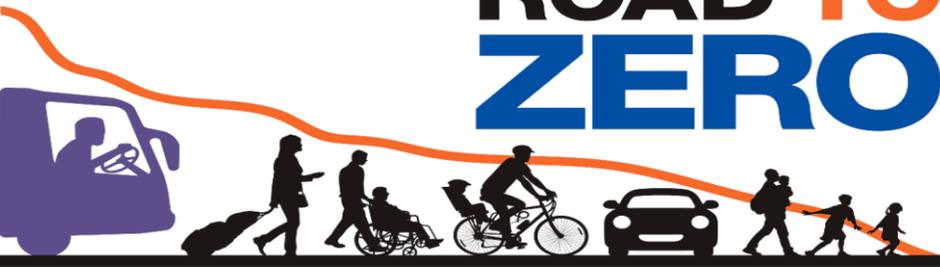


# Road to Zero Coalition Meeting

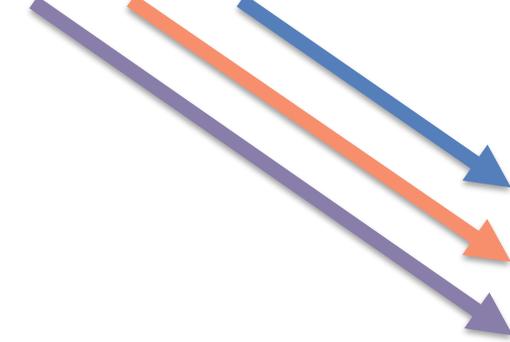
February 4, 2020

1pm – 4 pm (ET)

**ROAD TO  
ZERO**



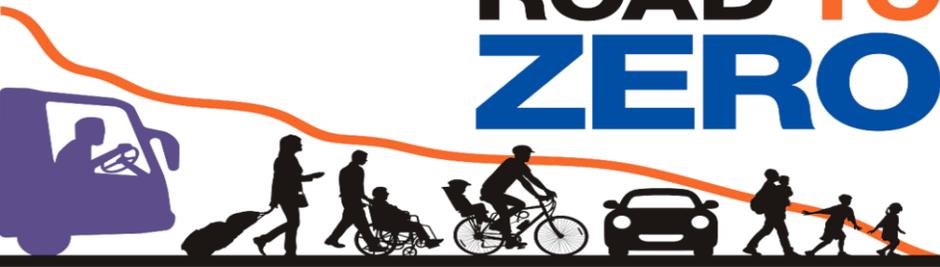
 **@RoadtoZeroUS**



# Welcome

**Lorraine Martin**, President and CEO,  
National Safety Council  
Chair, Road to Zero

**ROAD TO  
ZERO**



# Every Commitment, Every Day



**ROAD TO  
ZERO**



# Our Transportation Priorities

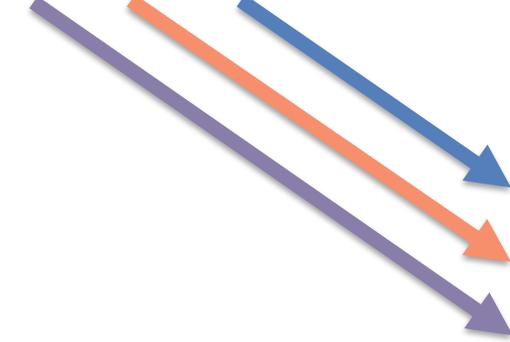


**DOUBLE DOWN**  
on What Works

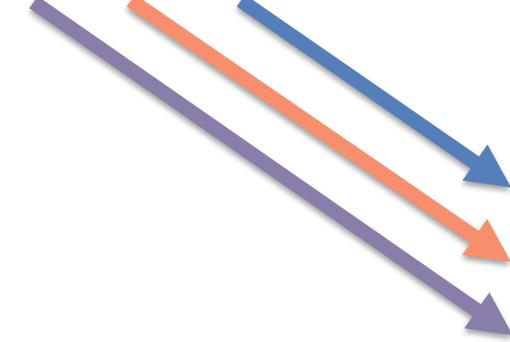
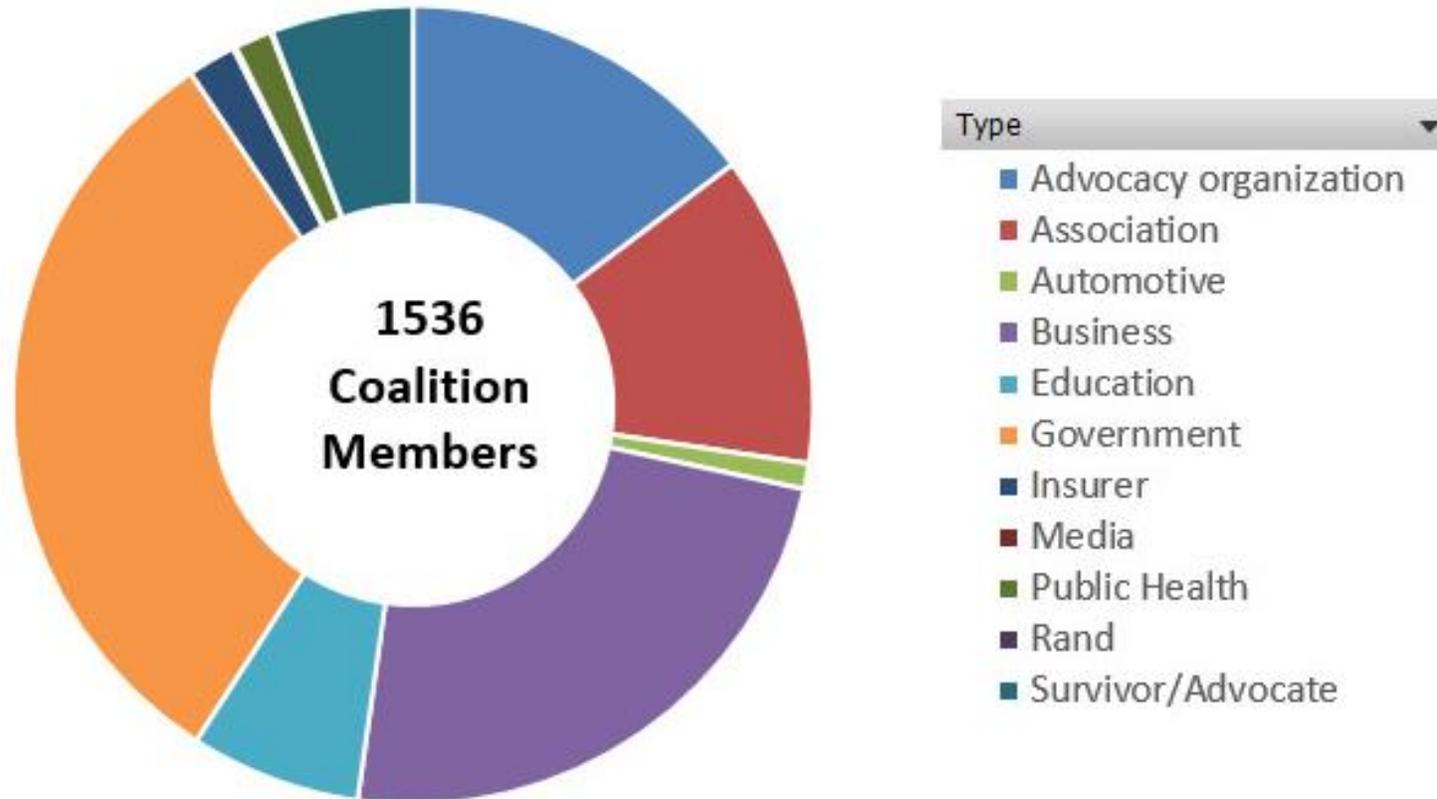
**ACCELERATE**  
Technology

**PRIORITIZE**  
Safety

**ROAD TO**  
**ZERO**

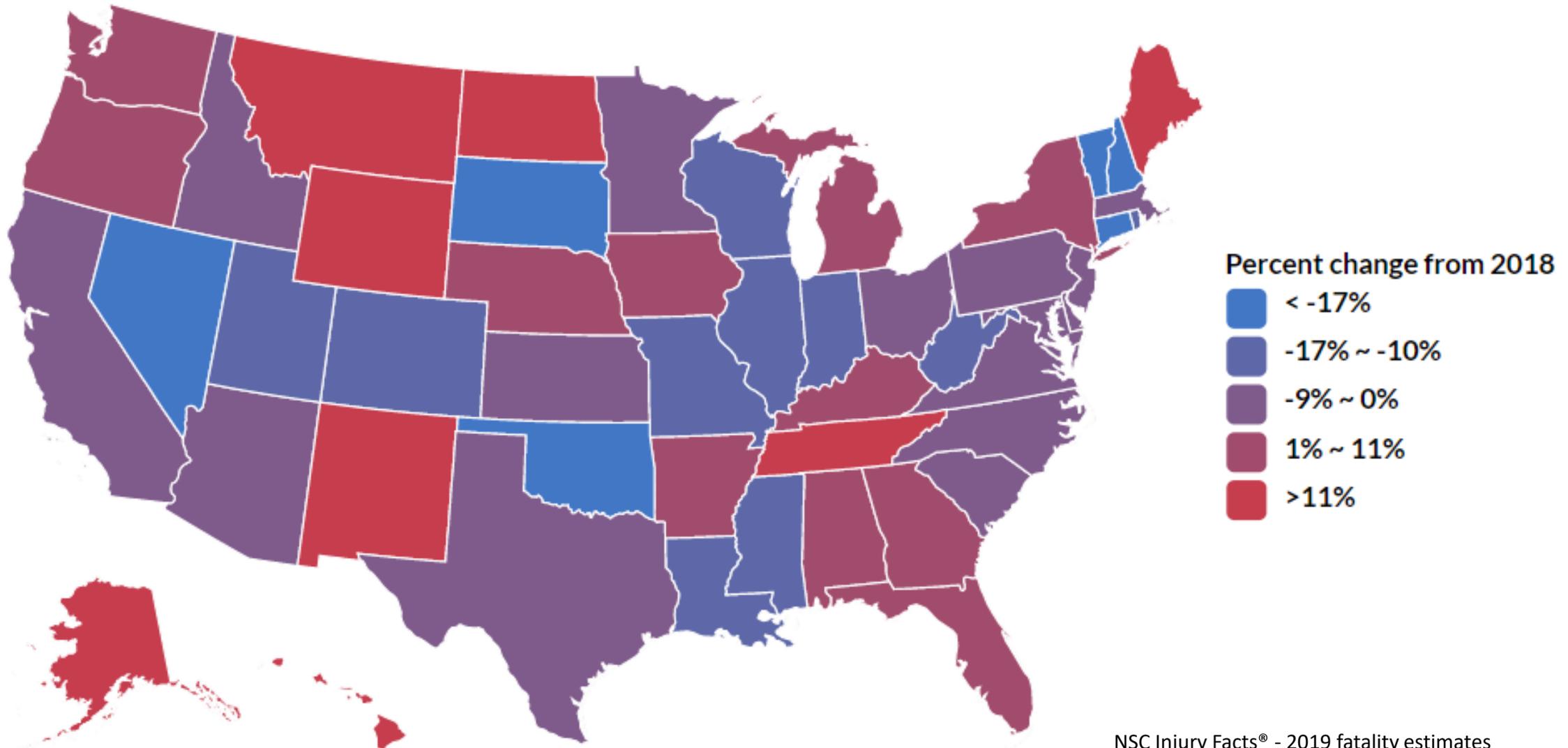


# Road to Zero Membership Is Growing



# Roadway Deaths Trending Down

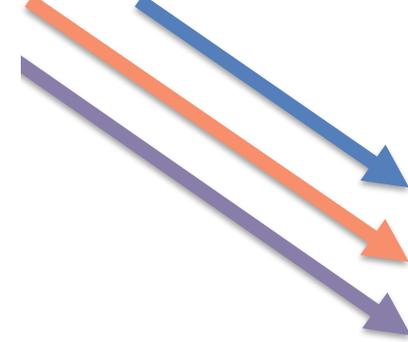
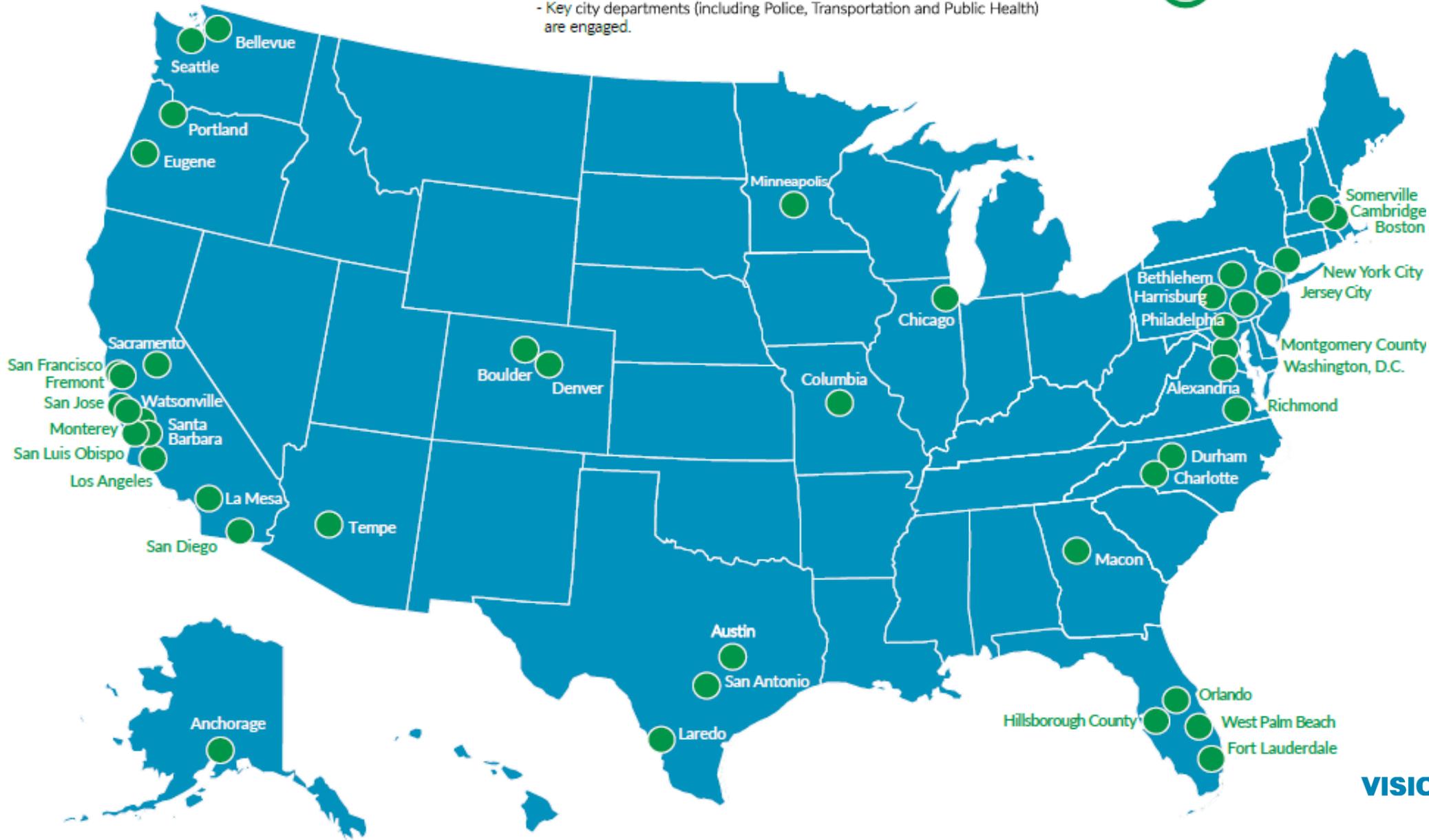
Percent change in 2019 preliminary six month NSC estimates from 2018 by state\*



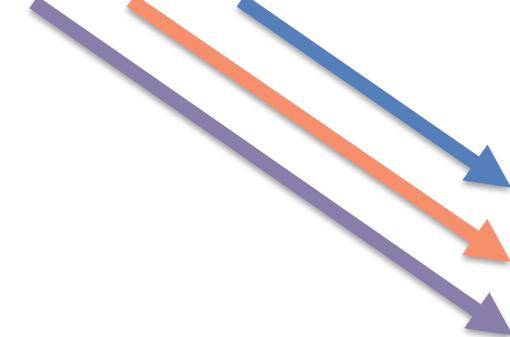
# Vision Zero Cities

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.



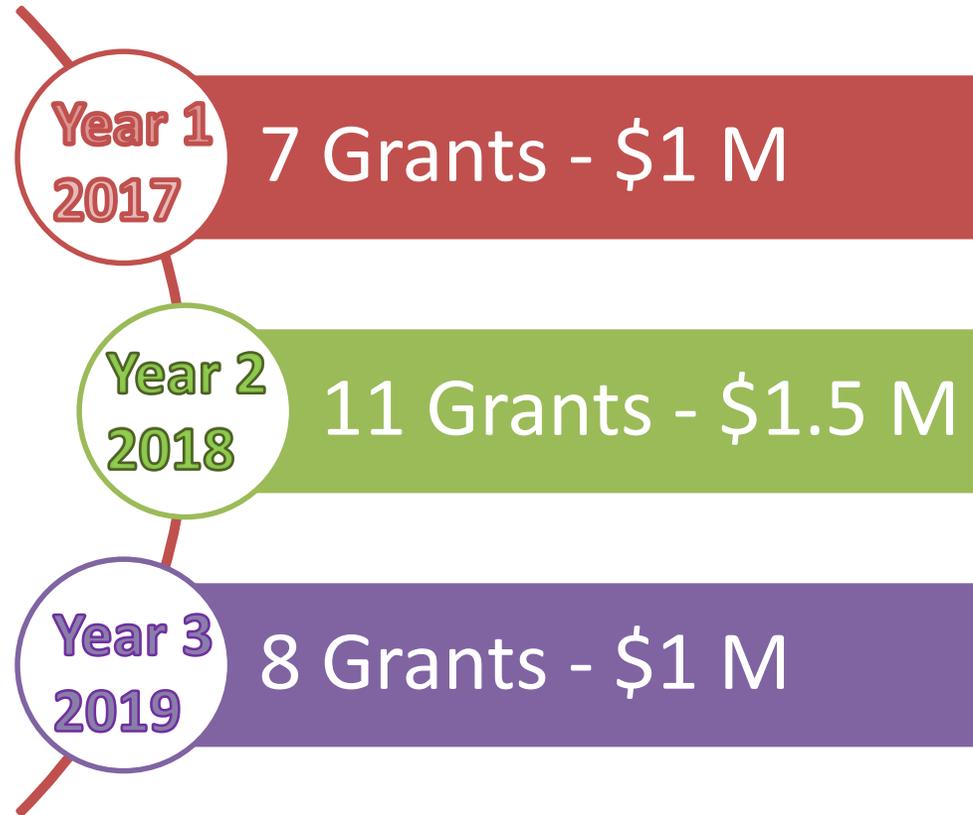
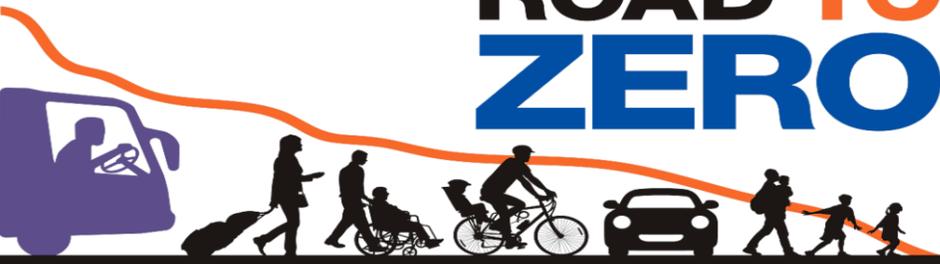
# DOT Endorses Joint ADAS Nomenclature Effort

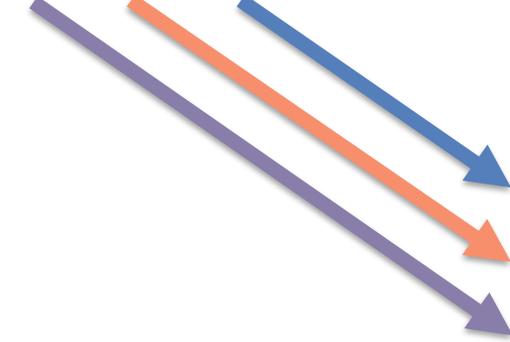


# Safe System Innovation Grants



**ROAD TO  
ZERO**





*THANK  
YOU!*

**Let's Connect:**



**@lorrainemmartin**

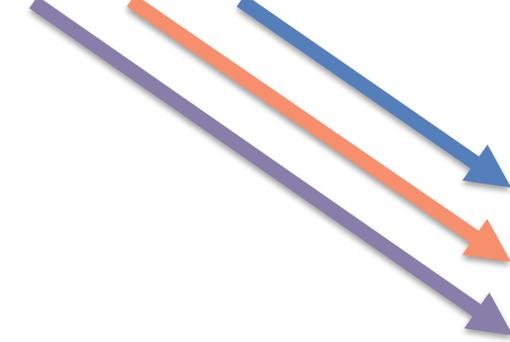


**@lorraine-m-martin**

**[nsc.org/RoadtoZero](https://nsc.org/RoadtoZero)**

**ROAD TO  
ZERO**





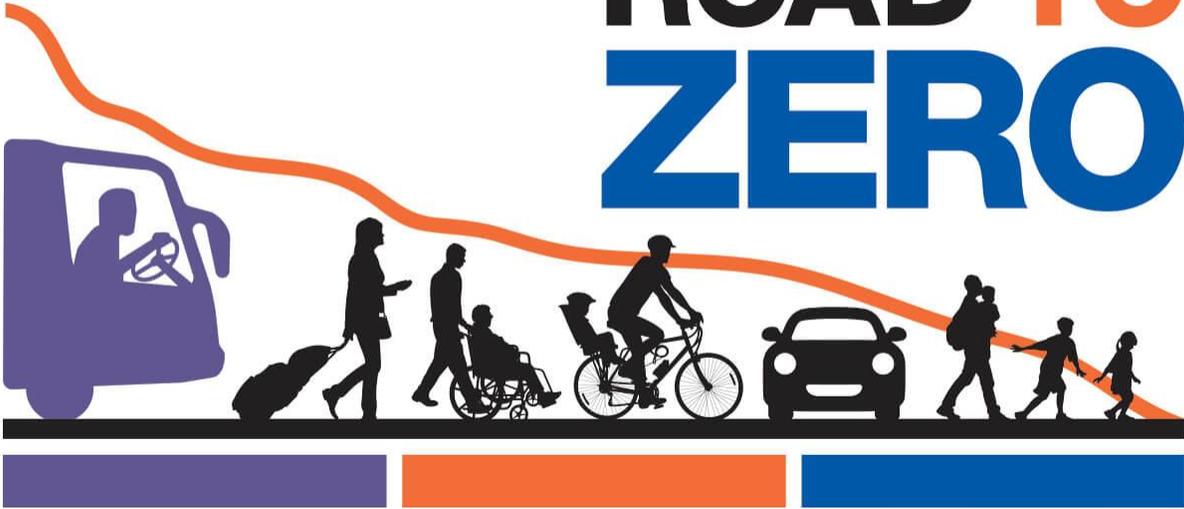
# Welcome

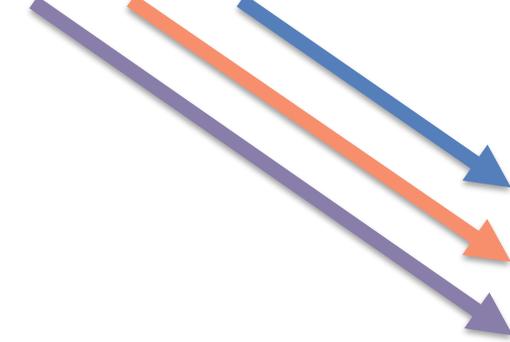
**Irma Esparza Diggs, Senior Executive  
and Director Federal Advocacy  
National League of Cities**

**ROAD TO  
ZERO**



# ROAD TO ZERO





# Department of Transportation (DOT) Update

**James C. Owens**, Acting Administrator, National  
Highway Traffic Safety Administration

**ROAD TO  
ZERO**

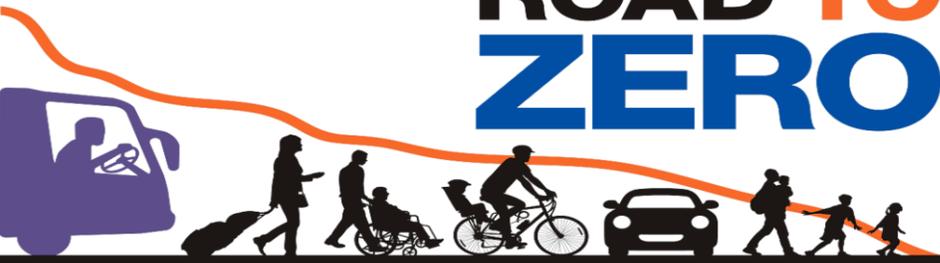


**2019 in Review**

**Highlights**

**Discussion**

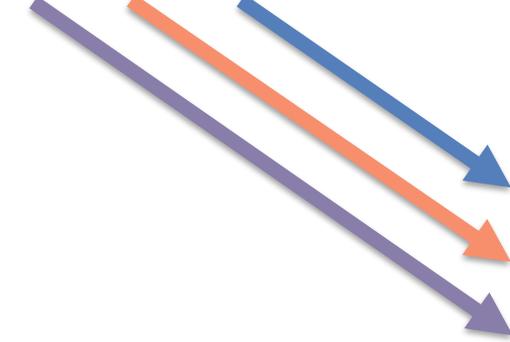
**ROAD TO  
ZERO**



**DOUBLE DOWN  
on What Works**

**ACCELERATE  
Technology**

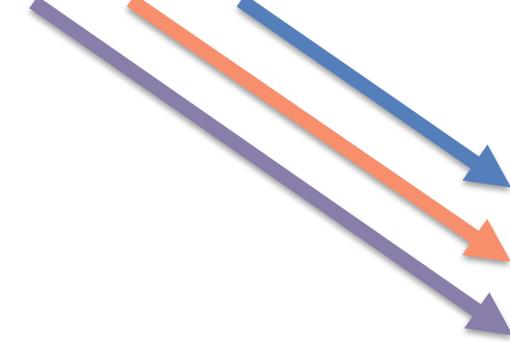
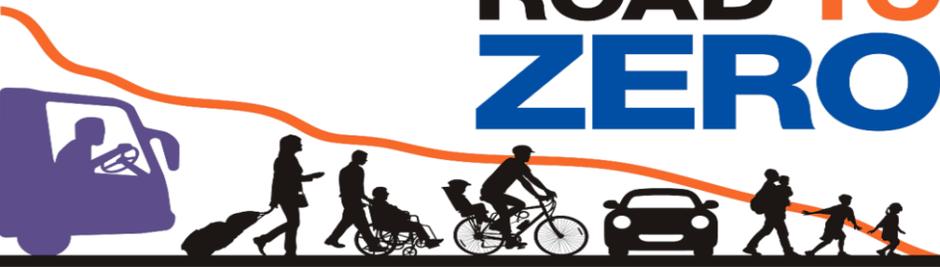
**PRIORITIZE  
Safety**



**2019 in Review**  
**Highlights**  
**Discussion**

**DOUBLE DOWN**  
**on What Works**

**ROAD TO**  
**ZERO**



# 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

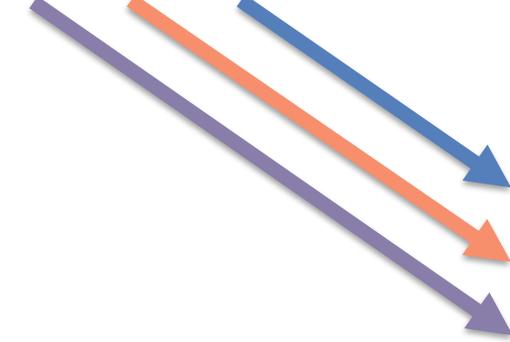
**ROAD TO  
ZERO**



# 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

**ROAD TO  
ZERO**



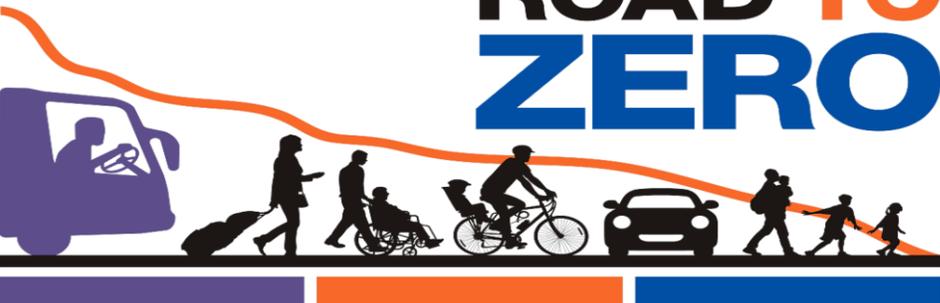
# Doubling Down on What Works

## 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](http://www.towardzerodeaths.org)

**ROAD TO  
ZERO**

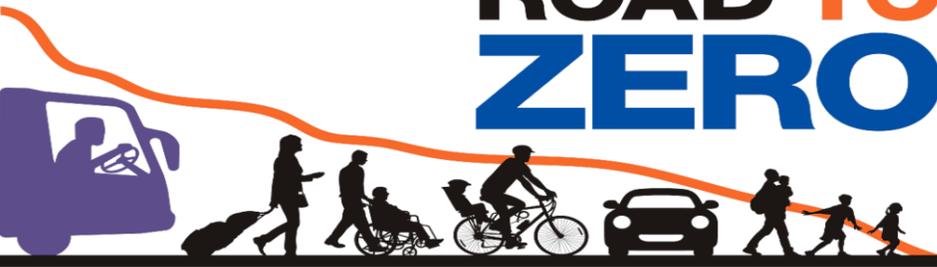


# Doubling Down on What Works

## Countermeasures That Work

- Currently on 9<sup>th</sup> Edition – NHTSA (9<sup>th</sup> and 10<sup>th</sup> 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
- 10<sup>th</sup> Edition currently under review by NHTSA
- Significant case studies and implementation materials

**ROAD TO  
ZERO**



[https://www.nhtsa.gov/sites/nhtsa.dot.gov/files/documents/812478\\_countermeasures-that-work-a-highway-safety-countermeasures-guide-9thedition-2017v2\\_0.pdf](https://www.nhtsa.gov/sites/nhtsa.dot.gov/files/documents/812478_countermeasures-that-work-a-highway-safety-countermeasures-guide-9thedition-2017v2_0.pdf)

# 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

**ROAD TO  
ZERO**



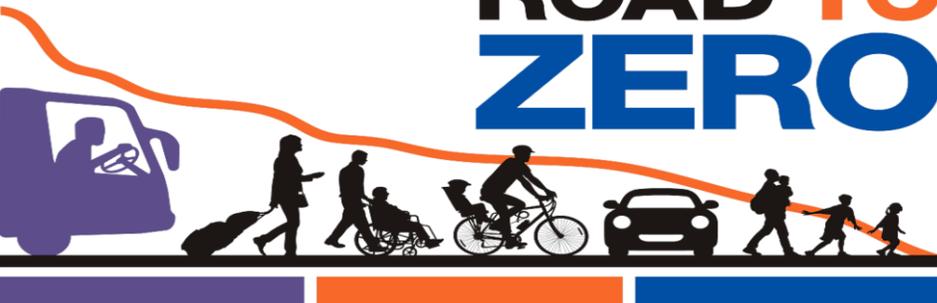
<https://safety.fhwa.dot.gov/provencountermeasures/>

# 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

**ROAD TO  
ZERO**



<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

**ROAD TO  
ZERO**



<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.



**BOTH NG911 AND FIRSTNET ARE ENVISIONED TO PROVIDE NATIONAL COVERAGE**

**1**

## PUBLIC EMERGENCIES

Public sends information and rich data to 911



**3**

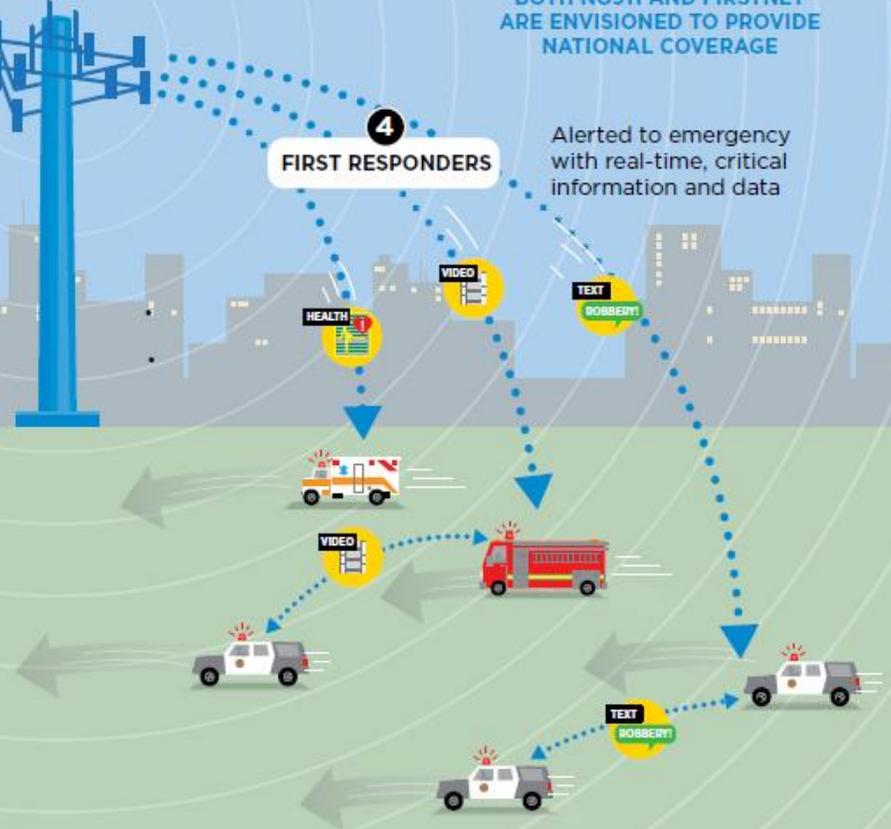
## FIRSTNET

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 NG911, she provides helpful data from the scene to 911.



911 reviews and coordinates all available information.



911 sends data in real time through FirstNet to first responders in the field.



Better 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 INFRA-STRUCTURE**



## Stay Connected

### Visit our Websites



#### FirstNet Authority

[www.firstnet.gov](http://www.firstnet.gov)

- Blogs
- FAQs
- Fact Sheets
- Presentations
- Reports
- Calendar of Events

#### FirstNet by AT&T

[www.firstnet.com](http://www.firstnet.com)

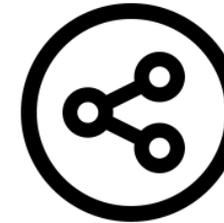
- State Plan and Device Details

#### Public Safety Advisory Committee (PSAC):

[www.firstnet.gov/about/public-safety-advisory-committee](http://www.firstnet.gov/about/public-safety-advisory-committee)



### Engage with us on Social Media



#### Facebook

(FirstNetGov)



#### Twitter

(@FirstNetGov)



#### Google+

(+FirstNetGov)



YouTube (FirstNetGov)



Flickr (FirstNetGov)



LinkedIn

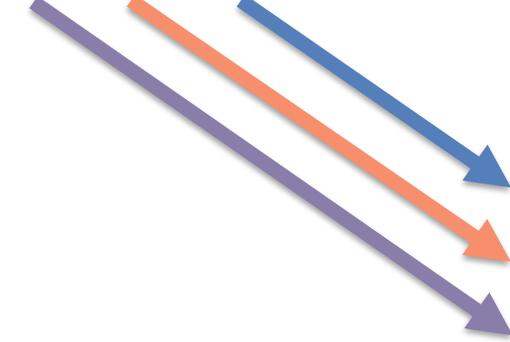
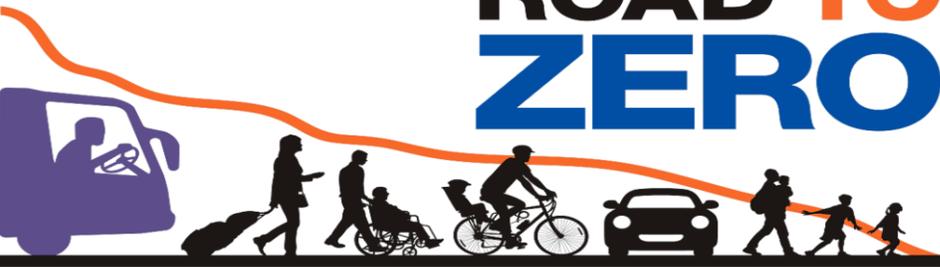
**2019 in Review**

**Highlights**

**Discussion**

**ACCELERATE  
Technology**

**ROAD TO  
ZERO**



**2019 in Review**

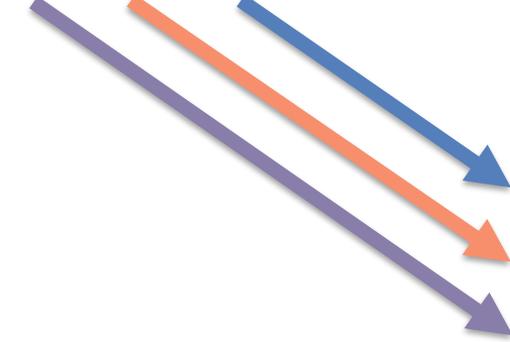
**Highlights**

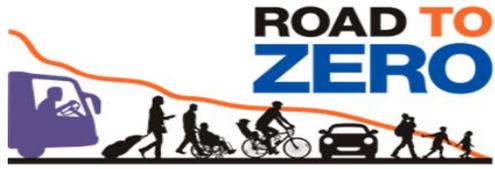
**Discussion**

**ROAD TO  
ZERO**



**PRIORITIZE  
Safety**





# PRIORITIZING SAFETY

- Jeff Paniati

*Executive Director and CEO, ITE*

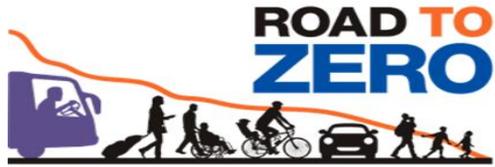
- David Yang

*Executive Director, AAA Foundation for Traffic Safety*



[This Photo](#)

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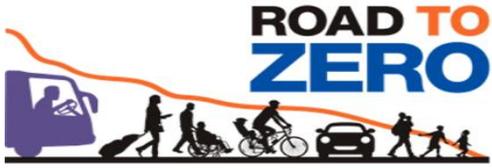


# Prioritizing Safety Work Group

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

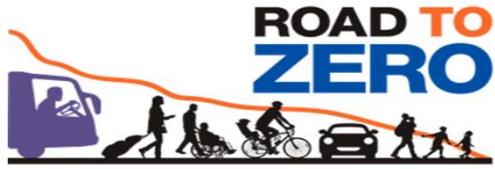
- Safe Systems Task Force –  
**Jeff Paniati, ITE**
- Safety Culture Task Force –  
**David Yang, AAA Foundation**

**Focus on Supporting Implementation**



# Prioritizing Safety = Safe Culture + Safe Systems

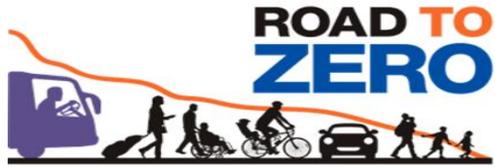




# Definitions of Safety Culture

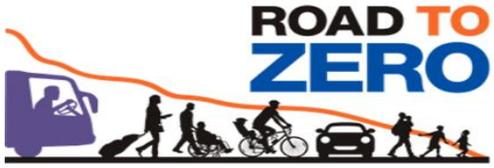
- **Public Safety Culture** – NCHRP Report 252
- **Organization Safety Culture** – USDOT Safety Council





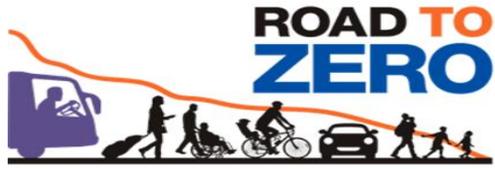
# Principles for Developing Strategies That Can Transform Traffic Safety Culture

- *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



# SAFETY CULTURE & SAFE SYSTEMS

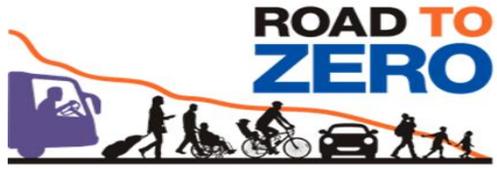
- Cultivate a positive safety culture in an organization → propel deployment of safe systems.
- An appropriate traffic safety culture shaped by road users → enhance effectiveness of safe systems.



# Safety Culture Products to Date

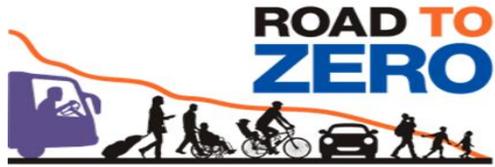
- **Definitions, Principles,  
and Available Resources**
- **Safety Culture 101  
Webinar (December  
2019 via ITE)**





# Working Toward Safe Systems in a U.S. context



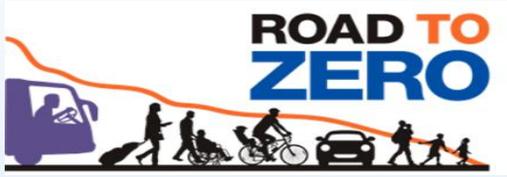


## Safe Systems Explanation

### 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



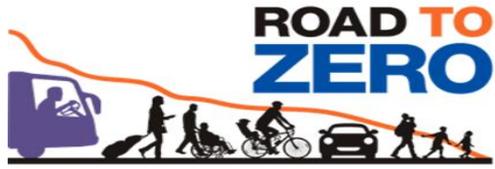
Greg Griffin/PBIC



SounderBruce/Flickr



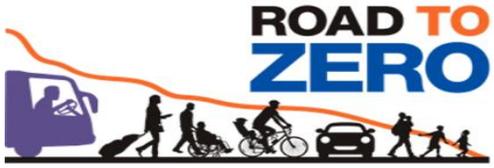
City of Austin/Flickr



# Two Key Elements

Anticipating  
Human  
Error

Accommodating  
Human Injury  
Tolerance

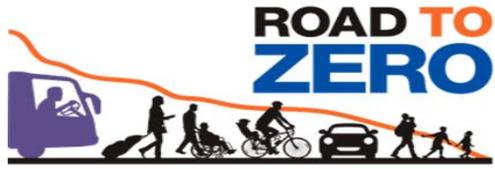


# Anticipating and Reducing Human Error

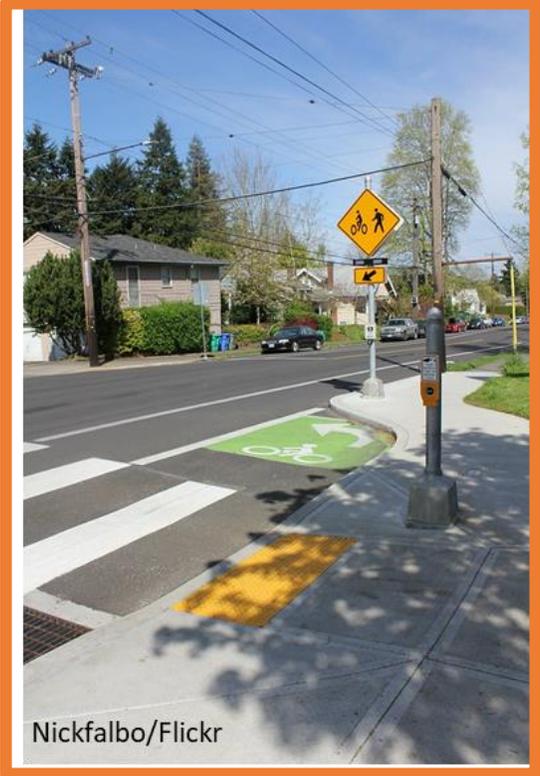
Separating Users in Space

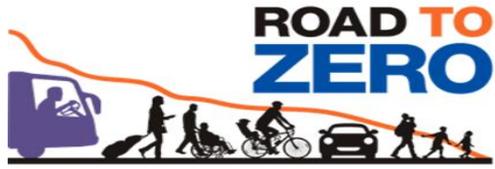
Separating Users in Time

Increasing Attentiveness and Awareness



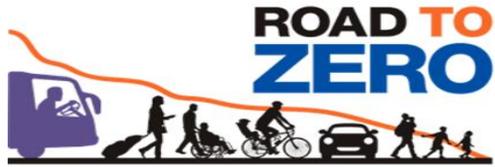
# Separating Users in Space





# Separating Users in Time





# Increasing Attentiveness and Awareness

Increase Visibility

Increase Attentiveness

Reduce Impairment

**WATCH FOR PEOPLE**

Intersections and crosswalks are full of activity. Be alert when approaching an intersection or crosswalk and watch out for **people!**

People walking in the crosswalk should watch for **people biking** in the bike lane as they can move faster than vehicles in heavy traffic.

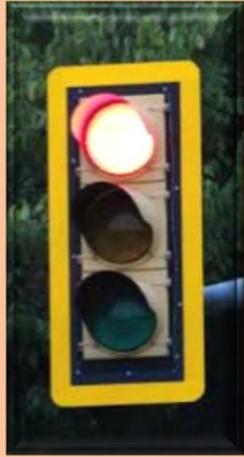
People driving and biking must yield to **people walking** in crosswalks. Never pass a vehicle that is stopped at a crosswalk — it's dangerous and illegal.

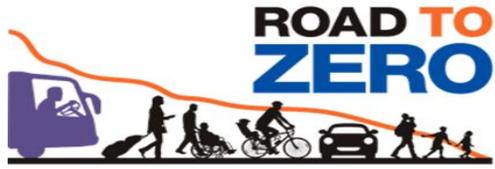
People biking should slow down when approaching crosswalks, especially during heavy traffic.

Be patient. We will all get to where we need to be. Let's get there alive and uninjured!

People biking should maintain a safe distance from other bicyclists, especially when approaching intersections.

City of Cambridge  
Massachusetts  
[www.cambridgema.gov/visionzero](http://www.cambridgema.gov/visionzero)



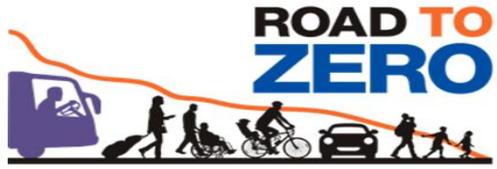


# Accommodating Human Injury Tolerance

Reduce Speeds

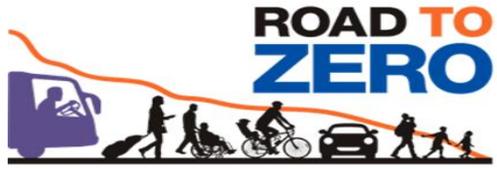
Reduce Impact Forces





# Reduce Speeds

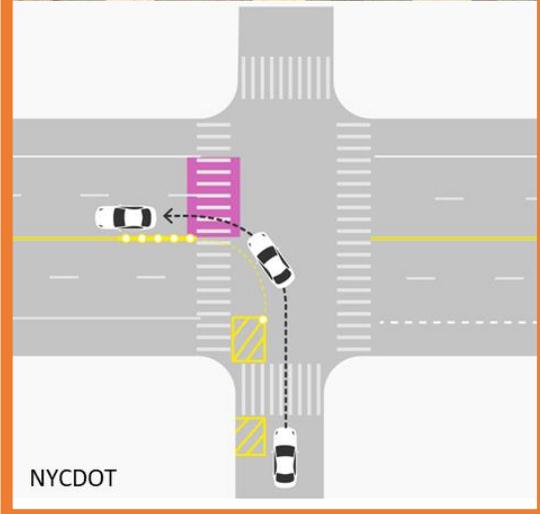




# Reduce Impact Forces



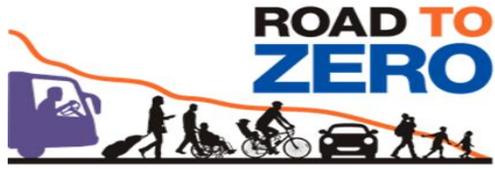
City of Chicago



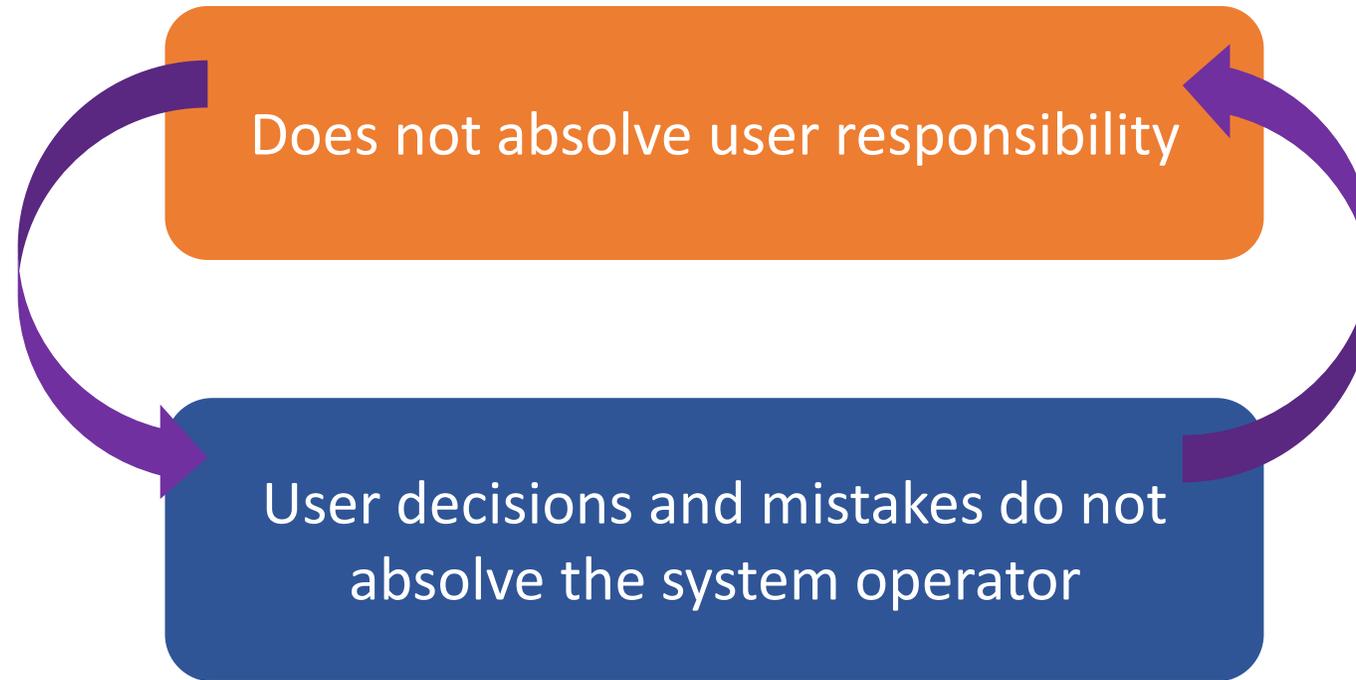
NYCDOT

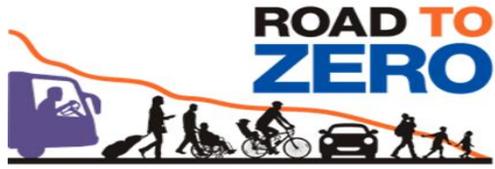


Designing for edestrian Safety



# Responsibilities





# What It Will Take to Achieve Safe Systems

Traditional

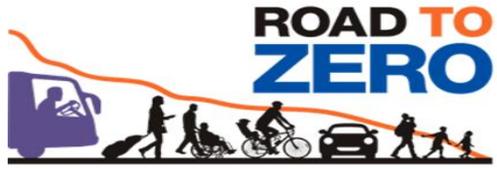


Novel

Using what we know works

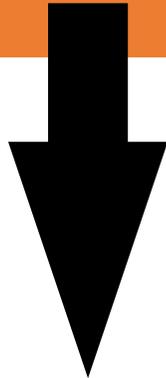


Trying & evaluating new ideas



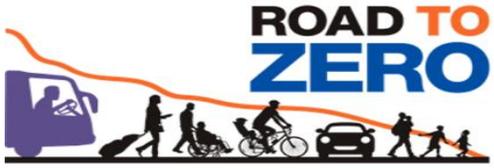
# Tradeoffs

May decrease  
vehicle  
throughput



May limit  
user  
choices





# Safe Systems Products to Date

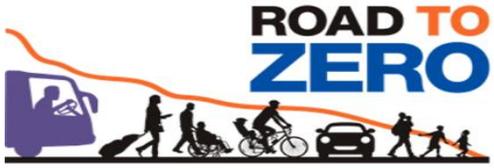
- **Web page:**

- Safe Systems Explanation
- Safe Systems Framework
- Safe Systems Resources

- **Webinars:**

- Introduction to Safe Systems

Safe Systems: [www.ite.org](http://www.ite.org)



# 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](mailto:sabel@ite.org)
- Develop a Prioritizing Safety Action Plan
  - Safe Systems
  - Safety Culture

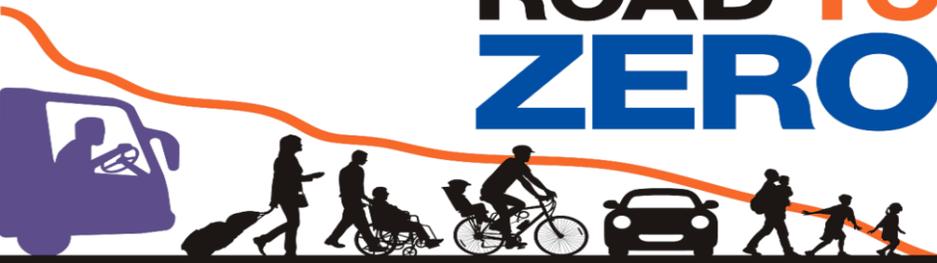
# City Stories Panel: Presentation on Municipal Successes

Moderator – **Brittney Kohler**  
National League of Cities

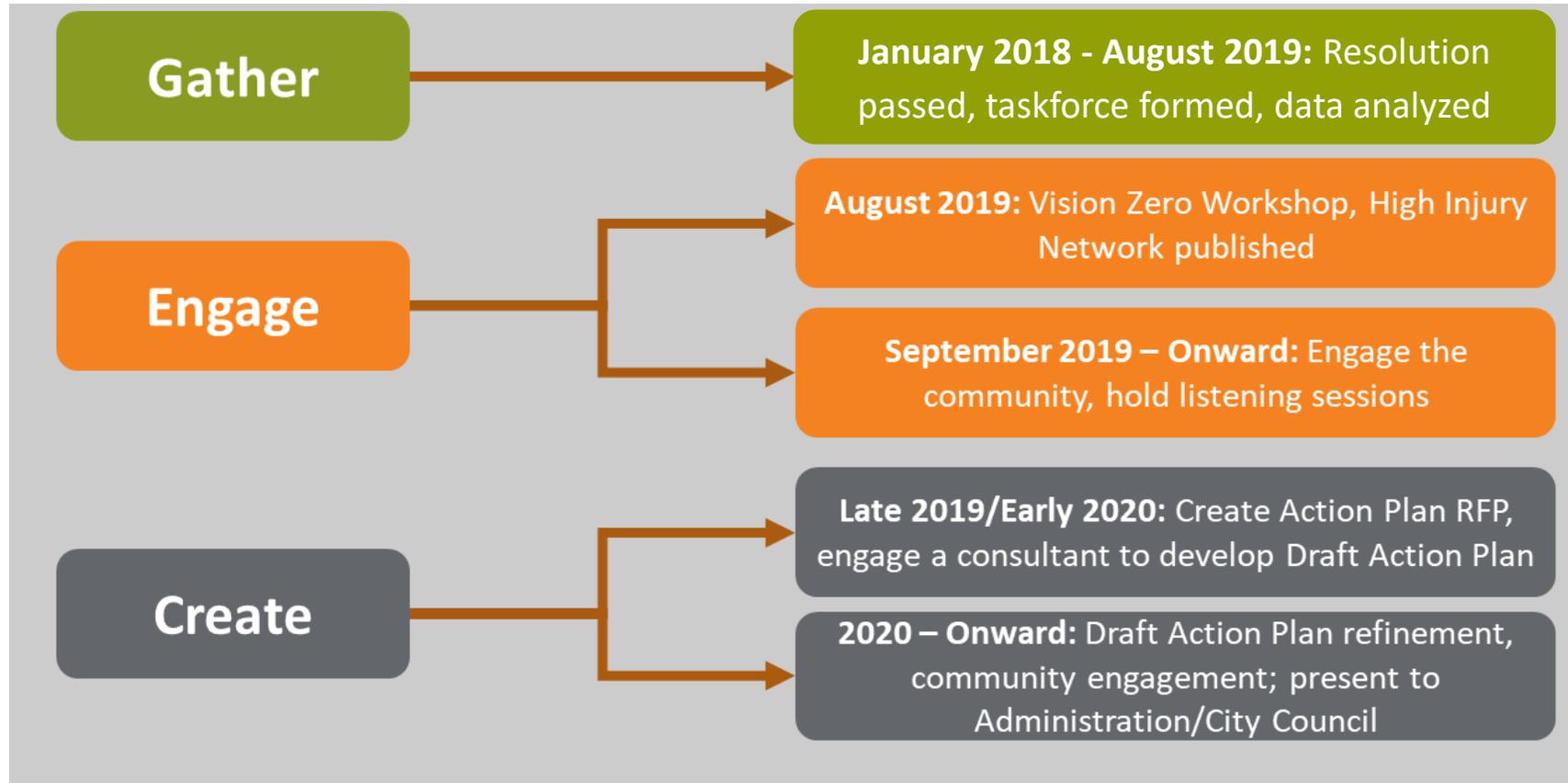
Speakers:

- Councilmember **Matt Zone**,  
City of Cleveland, OH
- Councilmember **Shirley  
Gonzales**, City of San Antonio,  
TX
- **Kim Wiley-Schwartz**, Assistant  
Commissioner, Education &  
Outreach, NYCDOT

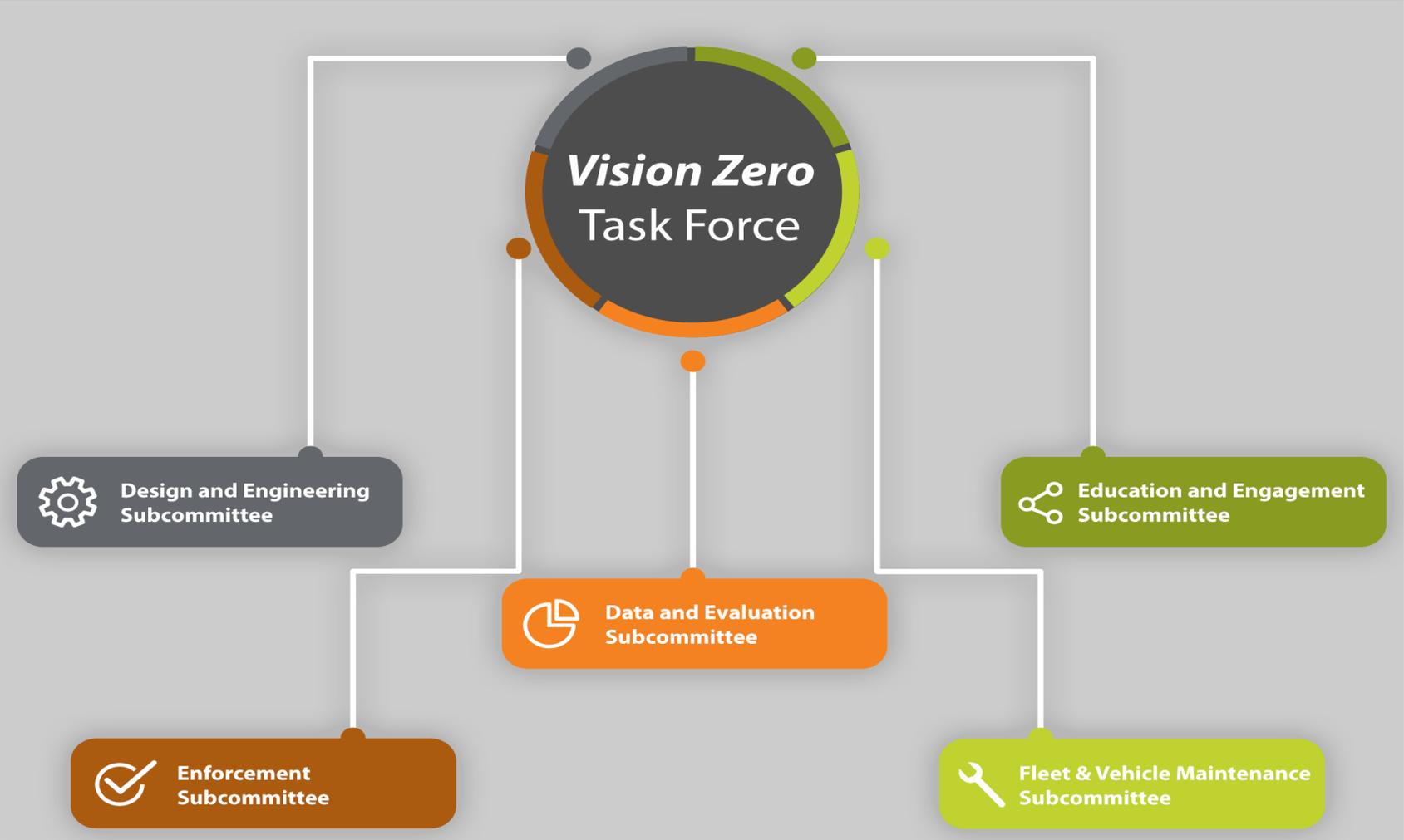
**ROAD TO  
ZERO**



# VISION ZERO CLEVELAND: FROM VISION TO ACTION



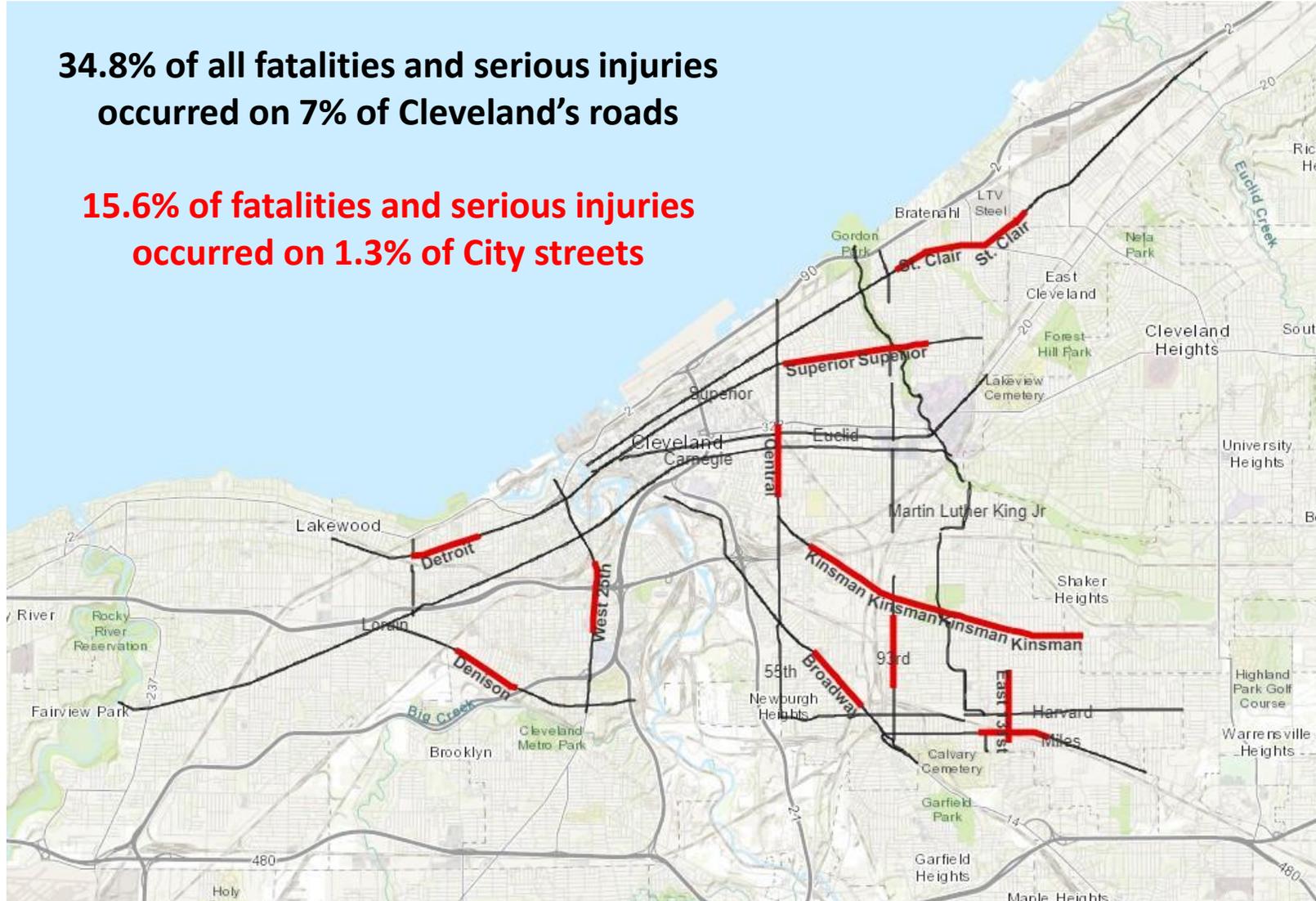
# Taskforce/Subcommittees



# High Injury Network Map (2014-2018)

**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
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# NYC Vision Zero

Year Seven and Beyond



Kim Wiley-Schwartz  
*Assistant Commissioner, Education and Outreach*

# IN THIS PRESENTATION

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- 1** Vision Zero NYC Style
  - 2** Driving Down Speeding
  - 3** Using Data to Focus Messaging
  - 4** 2020 Challenges
- 



**VISION ZERO**



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Vision Zero NYC Style

1





# VISION ZERO NYC

Public Policy + Mindset Change



**LEGISLATION**



**EDUCATION**



**ENFORCEMENT**



**ENGINEERING**

Multi-Agency Involvement led by City Hall

# WHAT DOES VISION ZERO MEAN IN NYC?

- A multi-agency effort



**NYPD**

**NYC**  
Health

**NYC**  
Taxi & Limousine  
Commission

**NYC**  
Citywide Administrative  
Services



- Data-driven and evidence-based
- Resourced
- Non-negotiable
- An ongoing process of cultural change





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## Driving Down Speeding

# 2

# **DRIVING DOWN SPEEDING**

**1 in 4 traffic fatalities  
in NYC involved  
unsafe speeds.**



# CHANGES TO SPEED LIMIT

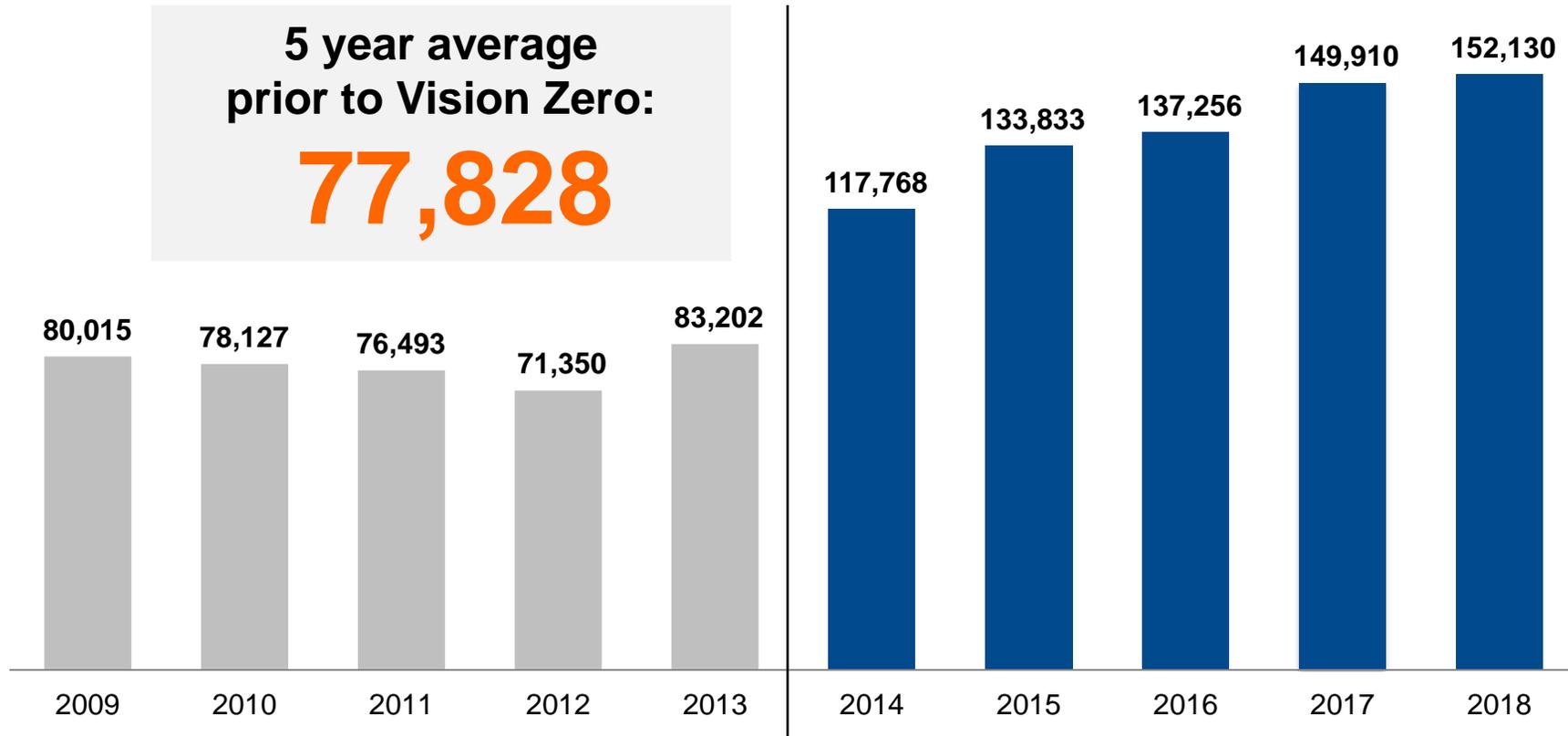
Effective November 2014

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



# SPEEDING

## Total Manual Summons Given



2018 versus  
prior to Vision Zero:  
**+93%**



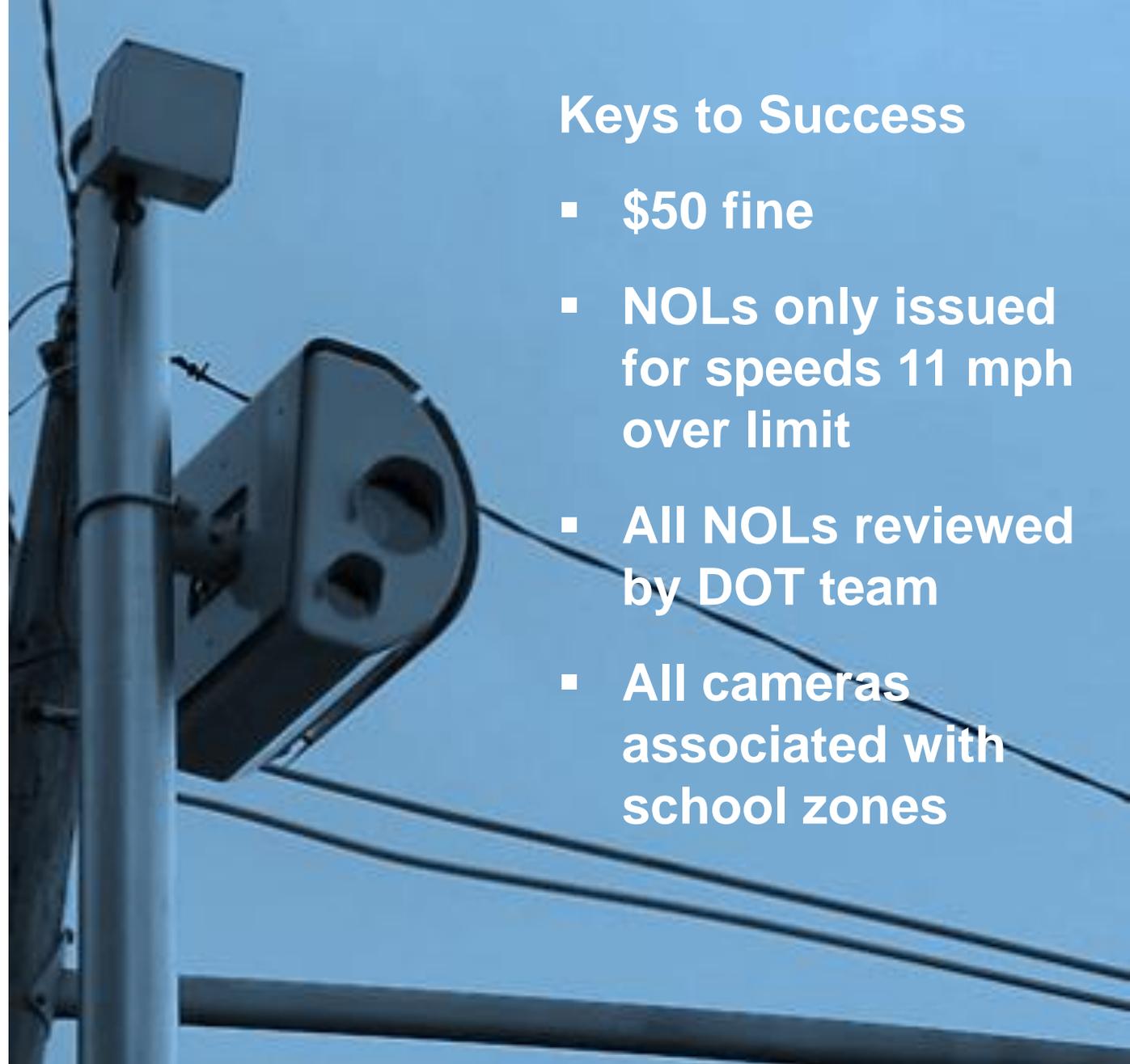
# SAFETY SPEED CAMERAS

## NYC Speed Camera Program As of July 11<sup>th</sup> 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

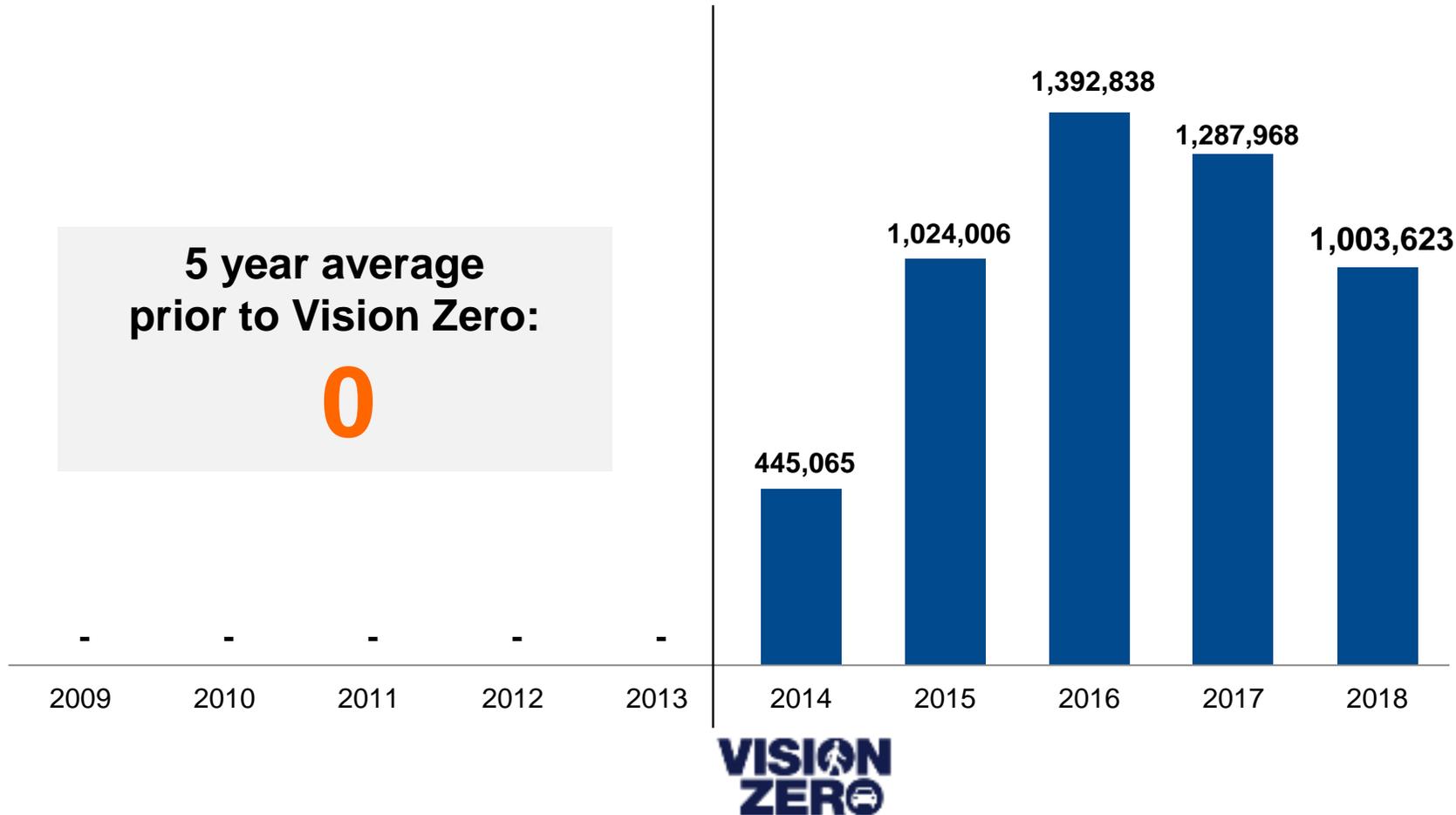
- \$50 fine
- NOLs only issued for speeds 11 mph over limit
- All NOLs reviewed by DOT team
- All cameras associated with school zones



# SPEED CAMERA VIOLATIONS



## Total Automated Violations Given





## Using Data to Focus Messaging

# 3

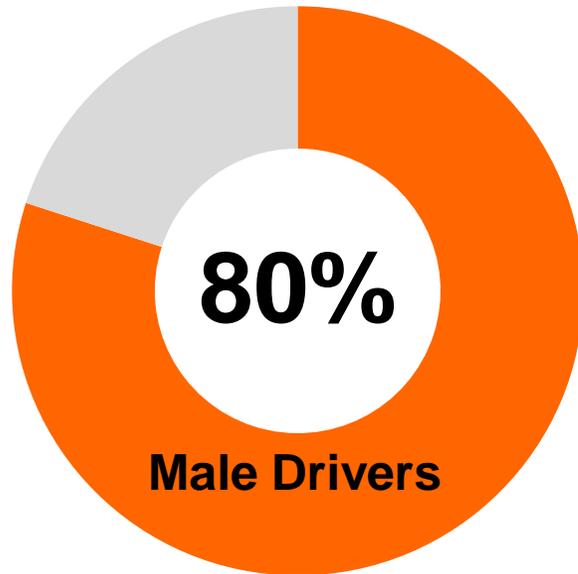
**VISION ZERO**  

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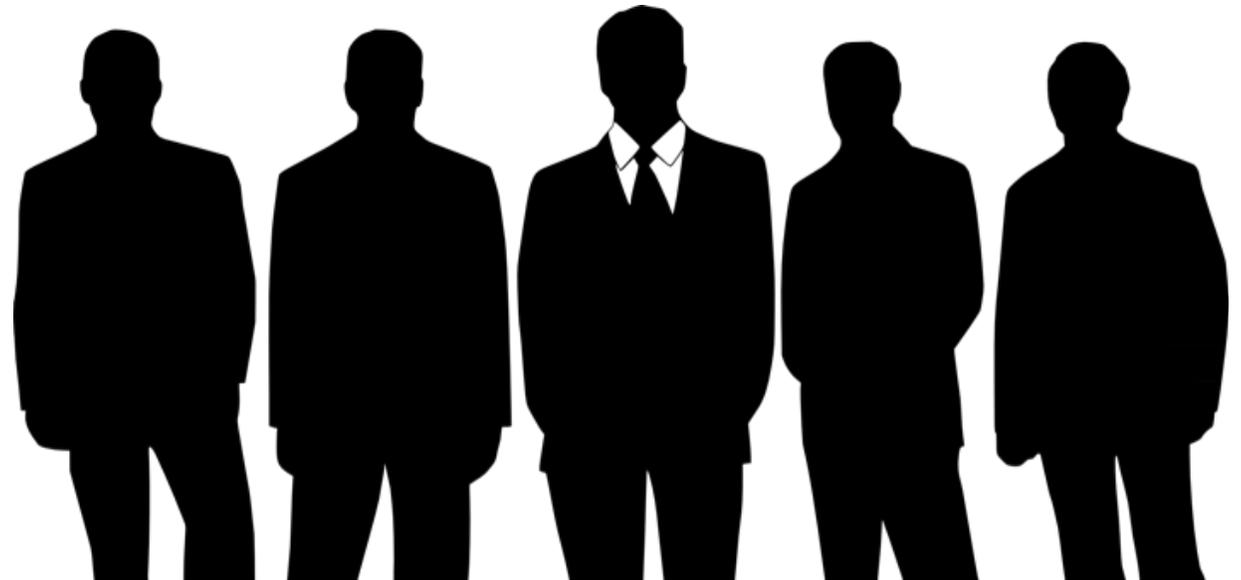
**Who is responsible for crashes?**

# 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.

VISION  
ZERO

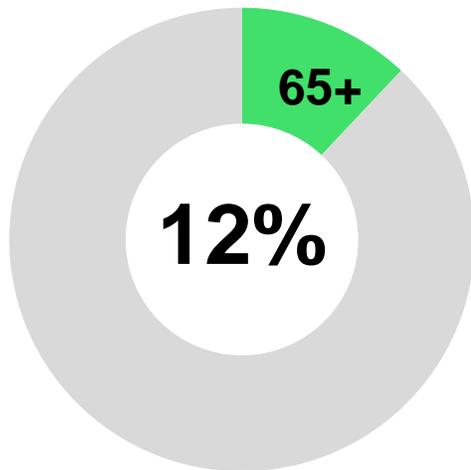


NYC.gov/VisionZero

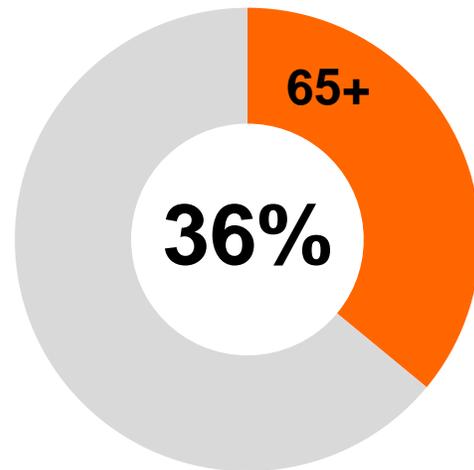
DO NOT CROSS

# FOCUS ON OUR MOST VULNERABLE USERS

## Older Adults



**Adults age 65+  
living in NYC**



**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.

VISION  
ZERO



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

30

Gire lentamente.

VISION  
ZERO





**VISION ZERO**  

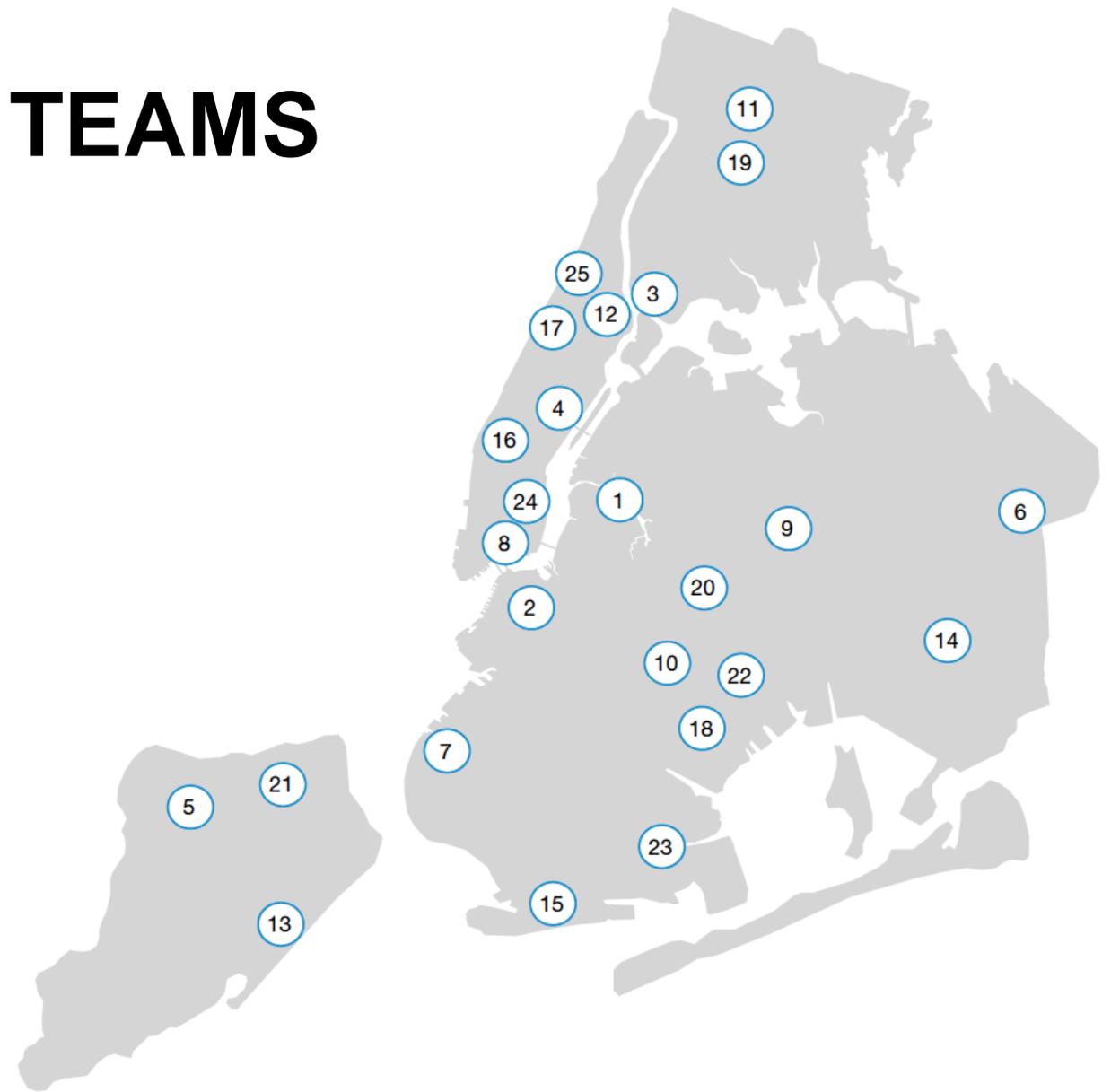
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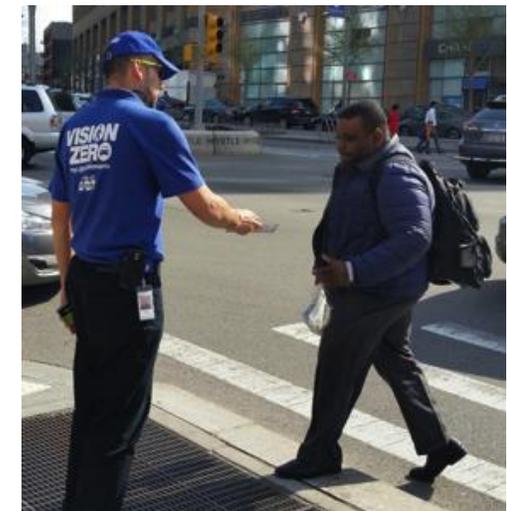
**Go where are crashes occurring**

# VISION ZERO STREET TEAMS

2018

- **NYPD/DOT Street Team work in 25 high crash neighborhoods**
- **Interact with 870,000 drivers and pedestrians**







MTA New York City Bus

7409

0216

CAUTION  
WIDE  
RIGHT TURNS

YIELD  
請注意人行道上行人。  
你的選擇攸關生死。

VISION ZERO  
NEW YORK CITY DOT

Keep Bus Stops and Bus Lanes Clear  
It's the Law!

BUS LANE

NEW YORK  
Metropolitan  
Transportation  
Authority  
A9133  
NEW YORK

This Bus  
Uses Clean-Air  
Technology

SAFETY'S OUR GOAL  
How Are We Doing?  
Call 511





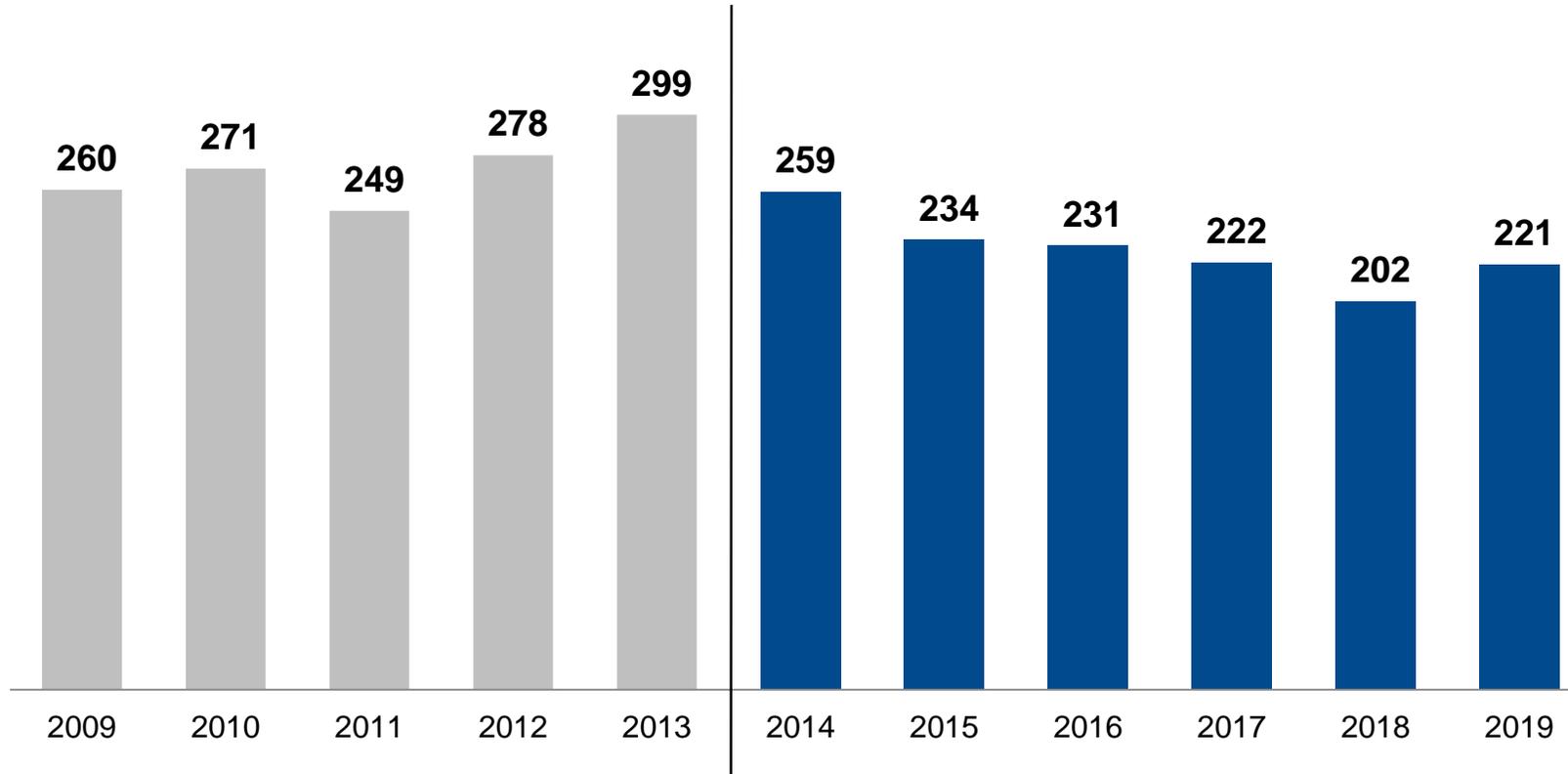
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## 2020 Challenges (Year Seven)

# 4

# ALL TRAFFIC FATALITIES

## Before and After Vision Zero

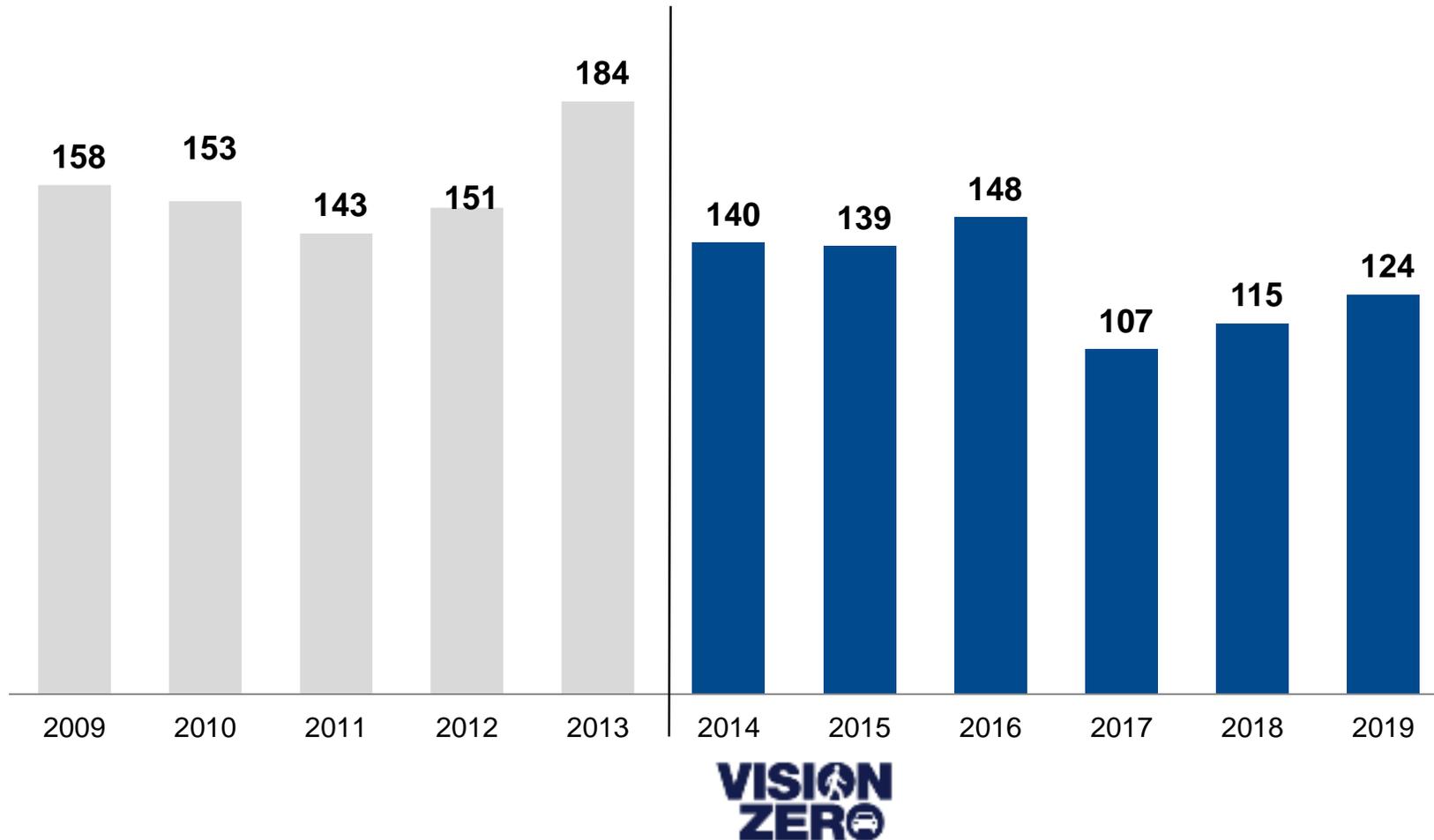


Prior to Vision Zero  
5 year average:  
**272 fatalities**

# PEDESTRIAN TRAFFIC FATALITIES



## Before and After Vision Zero

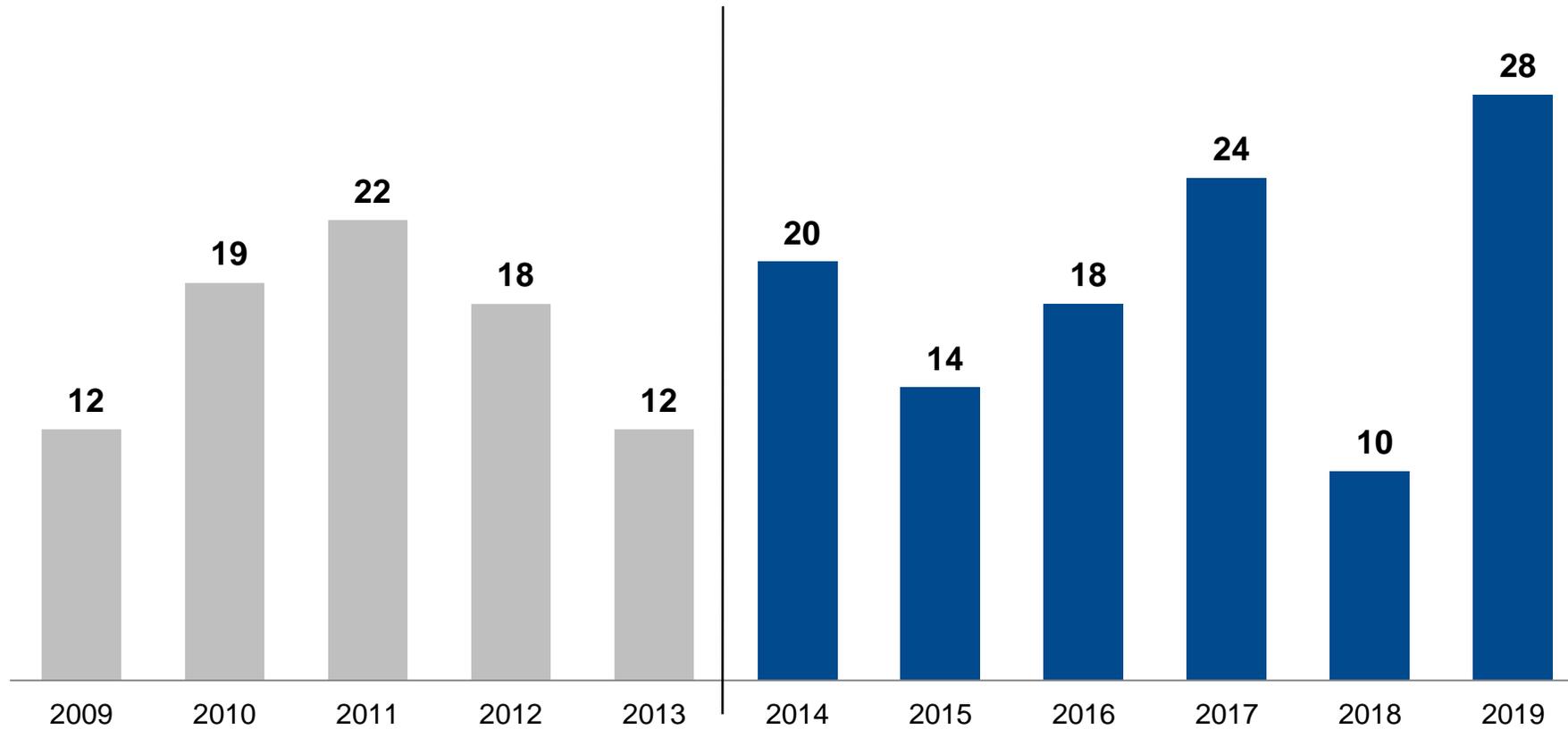


**Prior to Vision Zero**

**5 year average:**  
**158 fatalities per year**

# LARGE VEHICLES AND BIKES

## Highest bicycle crashes in 2019



# 2020 TRUCKS RESPONSE

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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



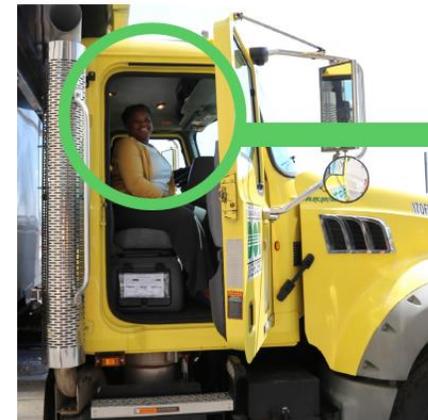
### WHEN STOPPED



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.

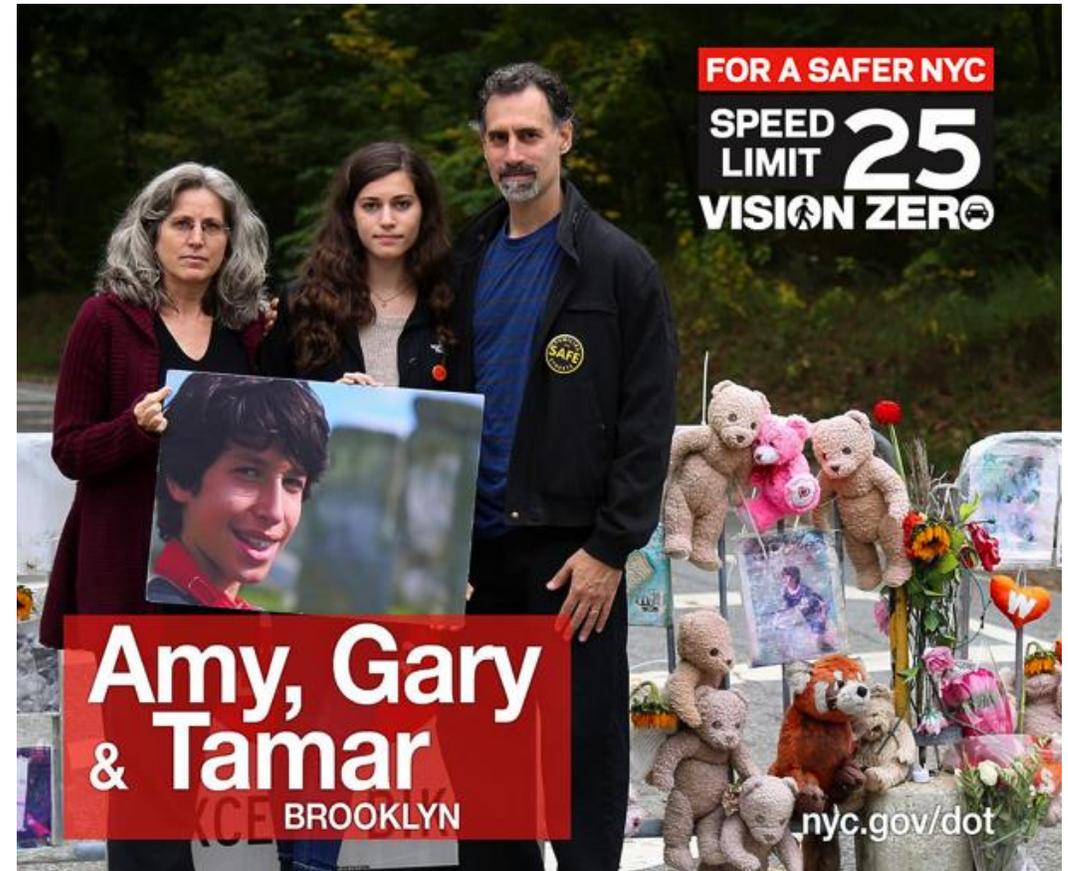
**The choices you make when you drive** – how fast you go, where you look when you turn, and being aware of pedestrians and cyclists – can mean **life or death**.

### 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



**ROAD 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](https://nsc.org/roadtozero)

ROAD TO  
ZERO

