

# Vision Zero:

no traffic deaths or  
severe injuries by 2028

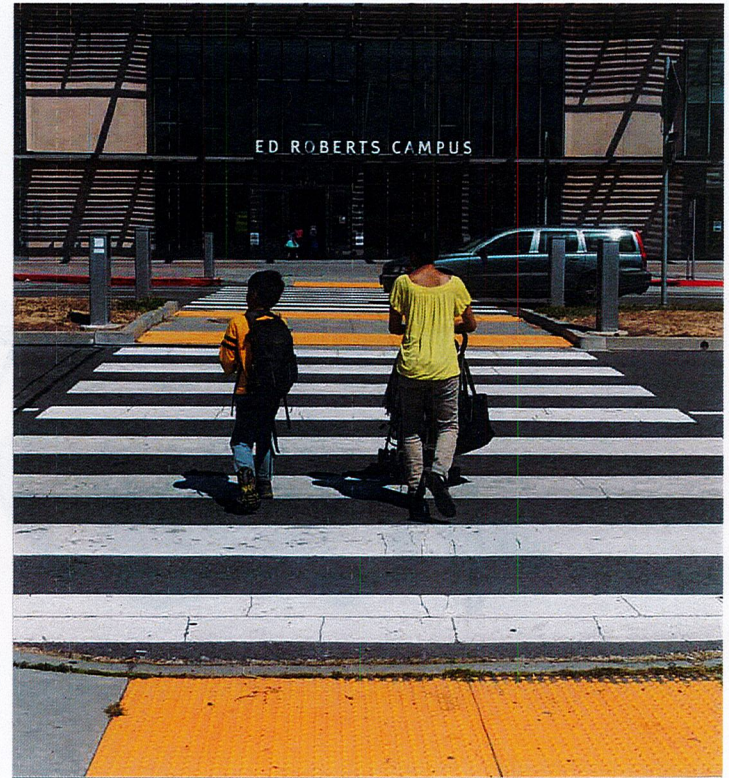


Photo: Fehr & Peers

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RECEIVED AT  
COUNCIL MEETING OF:

NOV 05 2019

OFFICE OF THE CITY CLERK  
CITY OF BERKELEY

MAY 02 2018

COMMITTEE MEETING OF  
RECEIVED V1

# Presentation Outline

- What is Vision Zero?
- Why Vision Zero?
- Vision Zero Action Plan:
  - Process
  - Vision & Guiding Principles
  - Draft Action Items
- Next Steps



# What is Vision Zero: a New Paradigm

## TRADITIONAL APPROACH

Traffic deaths are **INEVITABLE**

**PERFECT** human behavior

Prevent **COLLISIONS**

**INDIVIDUAL** responsibility

Saving lives is **EXPENSIVE**

**VS**

## VISION ZERO

Traffic deaths are **PREVENTABLE**

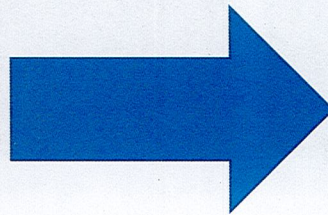
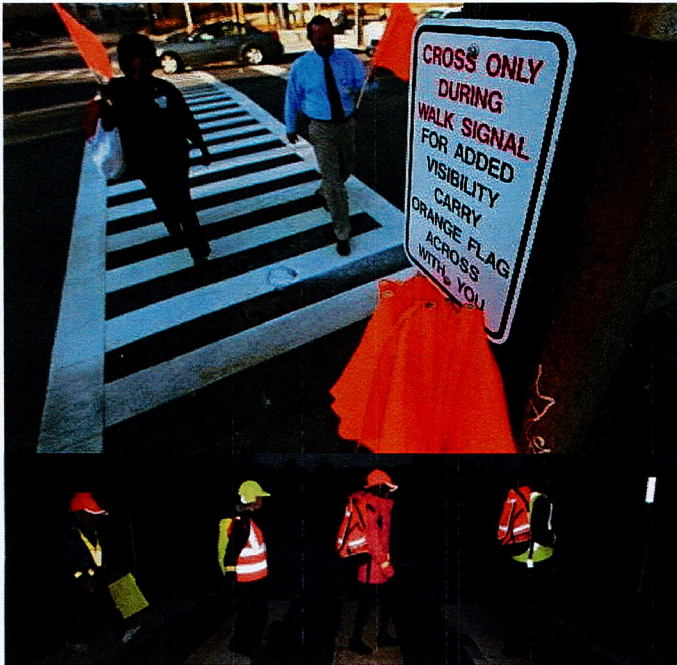
Integrate **HUMAN FAILING** in approach

Prevent **FATAL AND SEVERE CRASHES**

**SYSTEMS** approach

Saving lives is **NOT EXPENSIVE**

# What is Vision Zero: a New Perspective



# Why Vision Zero?

## FROM MARCH THROUGH JULY 2019...

Berkeleyside reports based on preliminary BPD data\*:

- There have been at least **141 vehicle-involved injury and fatal collisions**
  - At least **66 people walking or biking** were injured or killed
  - At least **75 people driving** were injured or killed
- **Two people biking** were struck and killed by drivers in Berkeley
- **One person walking** was struck and killed by a driver in South Berkeley
- **One person riding in a vehicle** was struck and killed by a driver in Southside

## IN 2018...

- The City of Berkeley passed a resolution to **eliminate all traffic fatalities and severe injuries by 2028**

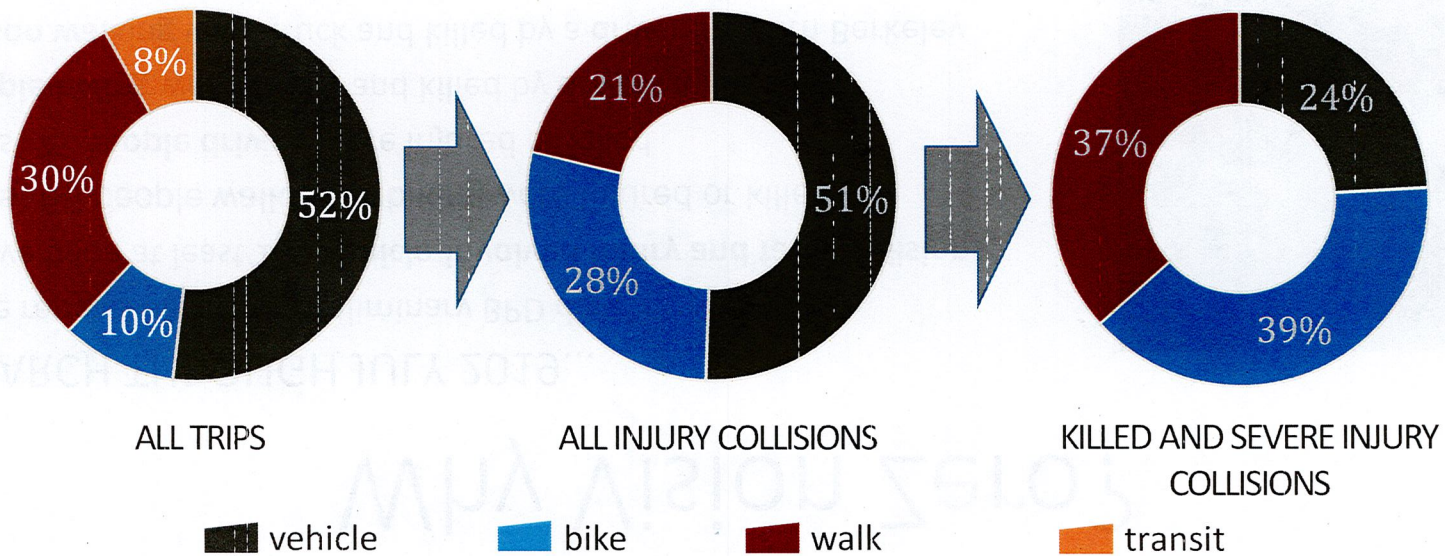
*\*Source: Berkeleyside; September 2019*



Photo: Fehr & Peers

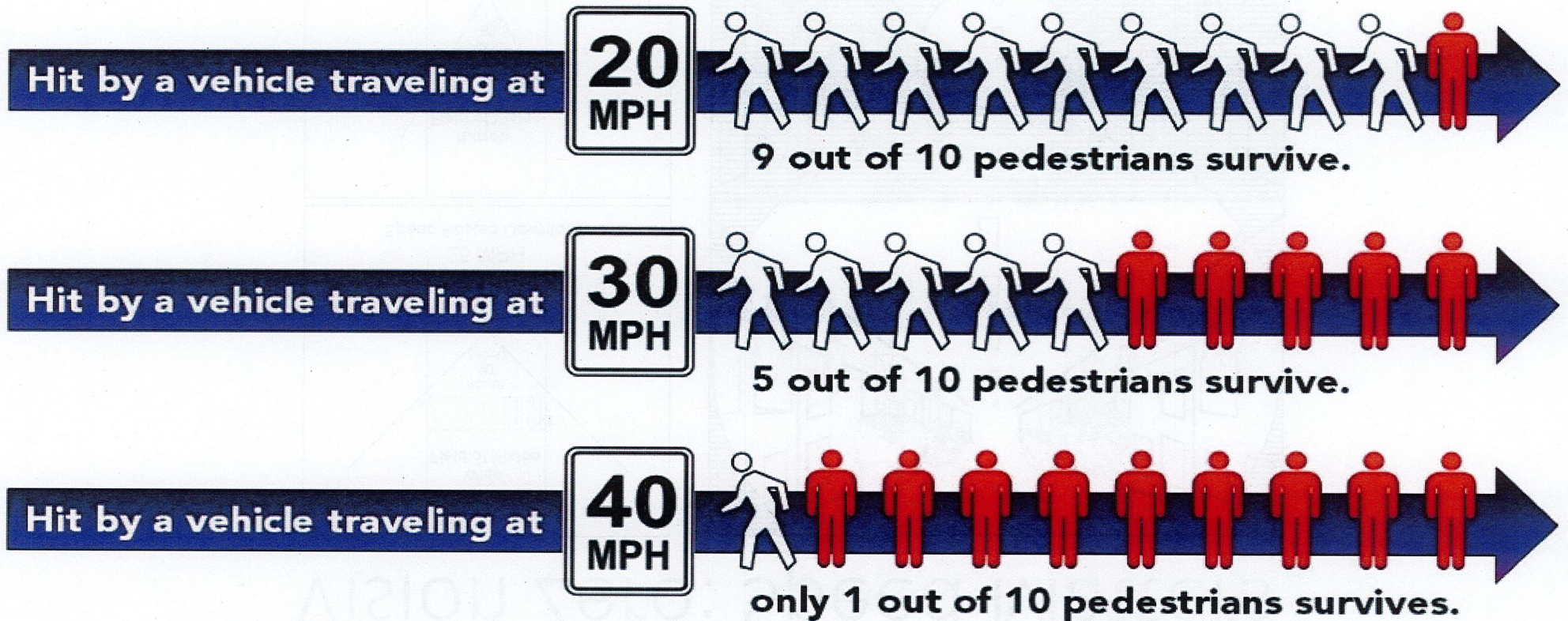
# Why Vision Zero?

Crashes by mode of travel, 2013-2017, City of Berkeley

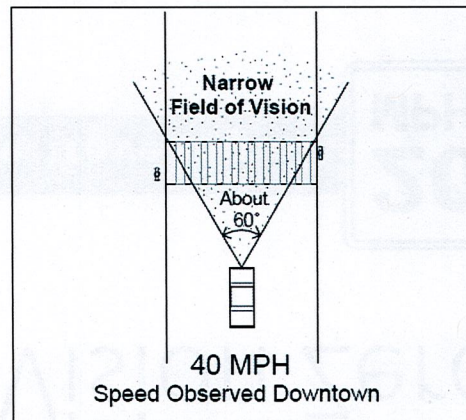
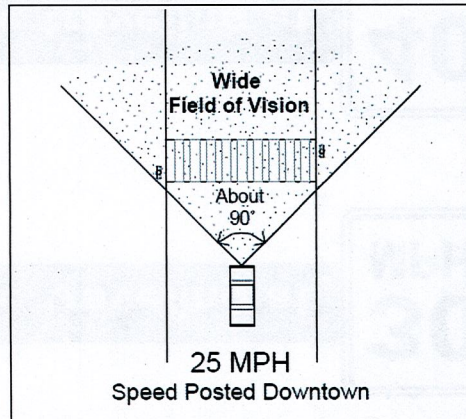


All trips source: California Household Travel Survey for City of Berkeley, 2012

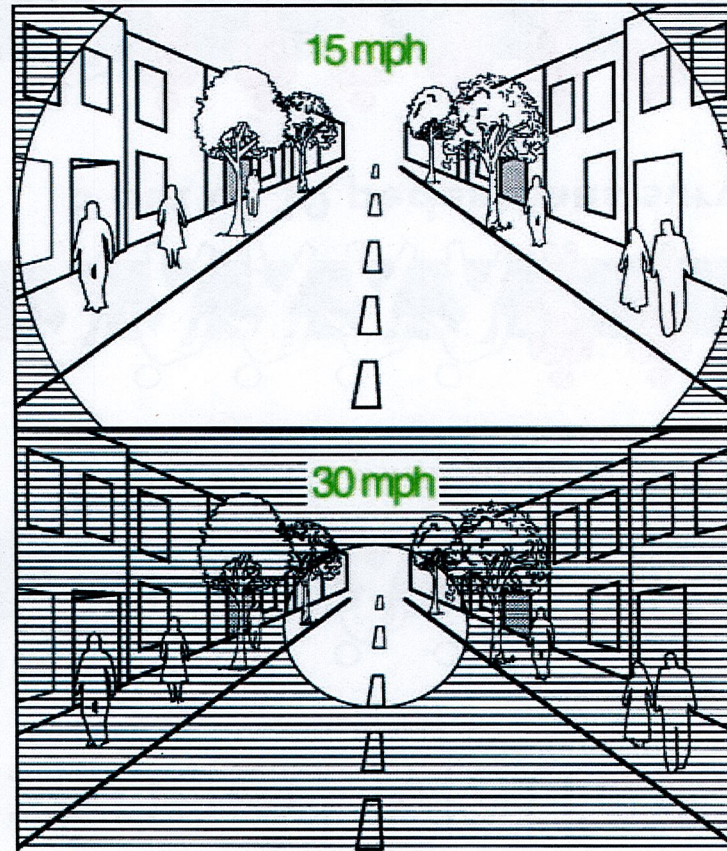
# Vision Zero: Speed Matters



# Vision Zero: Speed Matters



Source: SOSIP

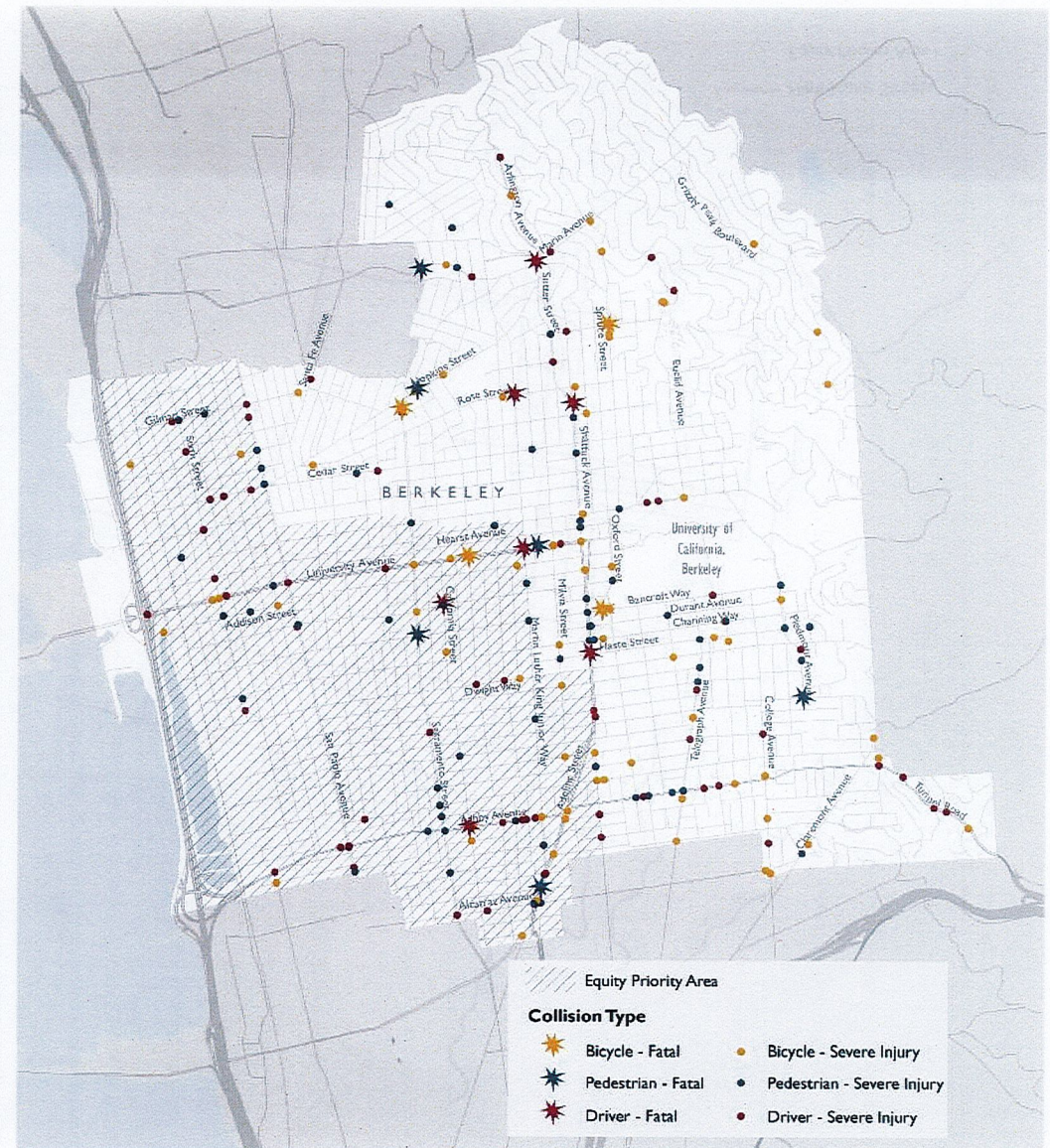


Source: Streets.mn



# Severe and Fatal Collisions

- 237 severe injuries and fatalities on Berkeley streets between 2008 and 2018
- 37% of streets lie in the Equity Priority Area, 46% of severe and fatal collisions occur there
- Lower income residents and people of color are disproportionately impacted by the risk of traffic violence



# High Injury Streets

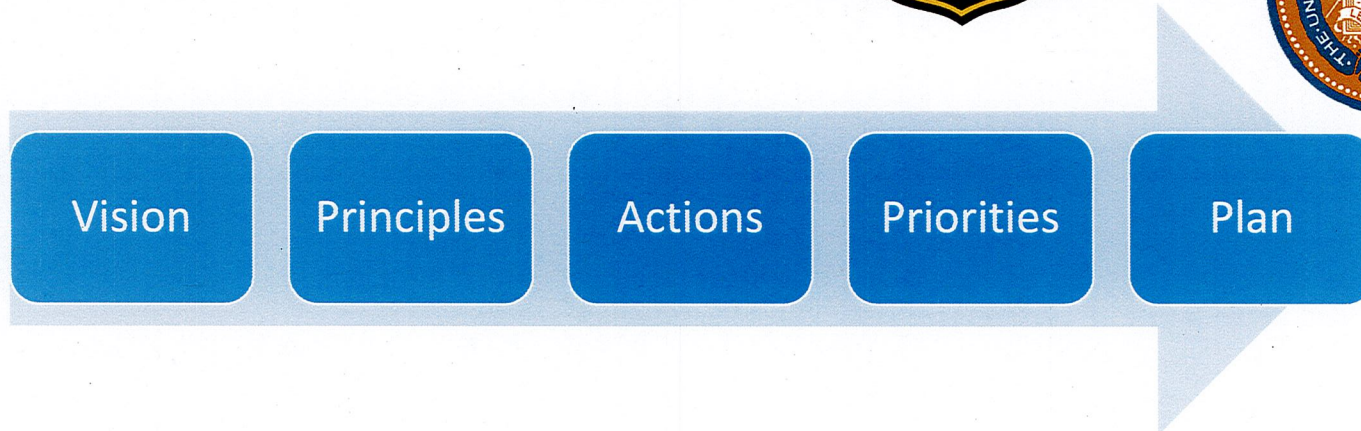
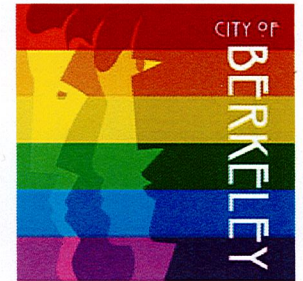
*91% of Berkeley's severe and fatal collisions occur on just 16% of City streets*



# VISION ZERO ACTION PLAN

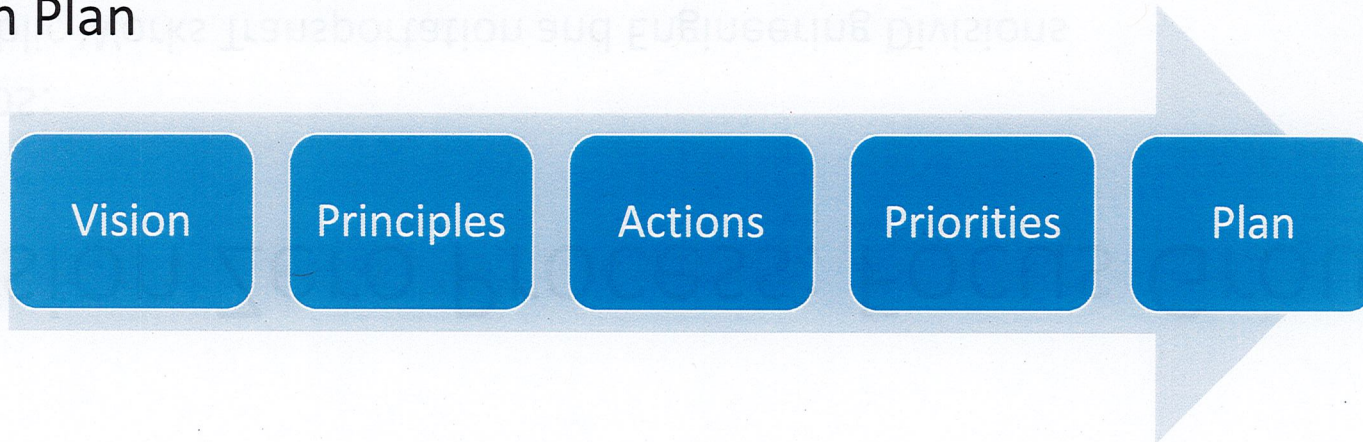
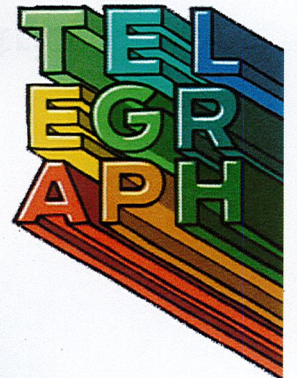
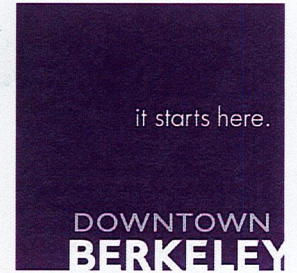
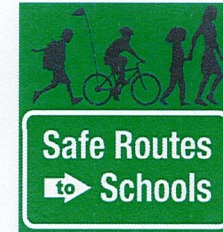
# Vision Zero Process: Task Force

- City Departments and Partner Agencies
- Public Agency Perspective on Development of Vision Zero Action Plan



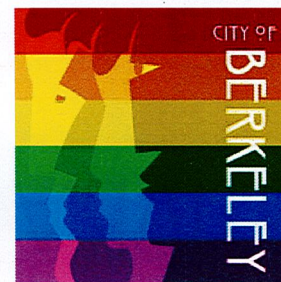
# Vision Zero Process: Advisory Committee

- Commissioners, BUSD Board of Directors, Safe Routes to Schools, business associations, pedestrian and bicycle advocates
- Public Perspective on Development of Vision Zero Action Plan



# Vision Zero Process: Focus Groups

- Groups:
  - Public Works Transportation and Engineering Divisions
  - Police and Fire
  - Health, Housing, and Community Services, Berkeley Unified School District, UC Berkeley
- Purpose: Understand existing traffic safety efforts



# Vision Zero Action Plan: Vision Statement

*The City of Berkeley is committed to an equity-focused, data-driven effort to eliminate traffic deaths and severe injuries on our city streets by 2028.*

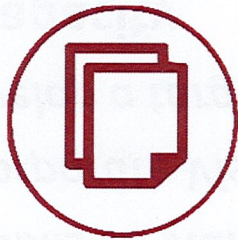
# Vision Zero Action Plan: Guiding Principles

- 1. Safety is our highest priority.***
- 2. Traffic deaths and severe injuries are preventable and unacceptable.***
- 3. People make mistakes.***
- 4. Slower streets are safer streets.***
- 5. We will create safer transportation options for people who walk, bike, and take transit.***
- 6. Street safety must be achieved equitably.***
- 7. Vision Zero will be accountable, transparent, and data-driven.***

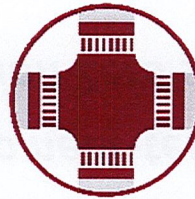


# Vision Zero Action Plan: 3 Pillars

THE VISION ZERO  
PROGRAM



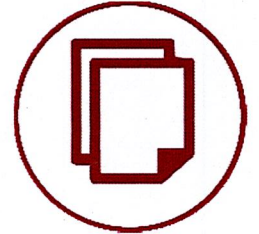
SAFER STREETS FOR  
EVERYONE



SAFER STREETS BY  
EVERYONE



# The Vision Zero Program



## 1.1 Collaboration

- *Establish a standing Vision Zero Coordinating Committee*
- *Incorporate Vision Zero goals into near-term plan and policy updates*
- *Develop a targeted, strategic Vision Zero staff training plan*

## 1.2 Capacity

- *Conduct a citywide Vision Zero Action Plan evaluation of existing staffing and funding capacity*
- *Request a Vision Zero Performance Audit to be performed during the FY21 audit period*

## 1.3 Transparency and Equity

- *Provide an annual Vision Zero Progress Report*
- *Complete a full update of the Vision Zero Action Plan every three years*

# Safer Streets For Everyone



## 2.1 Project Planning and Development:

- *Establish a Complete Streets Repaving and Development Project Checklist*
- *Develop a publicly accessible matrix and map to prioritize and track projects*

## 2.2 Project Design:

- *Establish Vision Zero Design Guidelines that consolidate policies and design guidelines from Council-adopted plans*

## 2.3 Project Delivery:

- *Proactively build already-identified capital and quick-build safety projects on all Vision Zero High Injury Streets by 2028*
- *Reactively build newly identified quick-build projects at locations with recent severe and fatal collisions*

# Safer Streets By Everyone



## 3.1 Public Awareness:

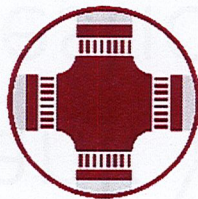
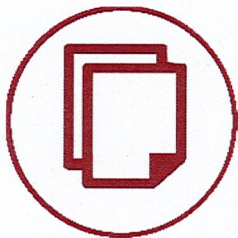
- *Make Vision Zero a household term*
- *Establish a Vision Zero Rapid Response Safety Communication Protocol*
- *Develop and proactively deliver a Vision Zero educational campaign*

## 3.2 Enforcement:

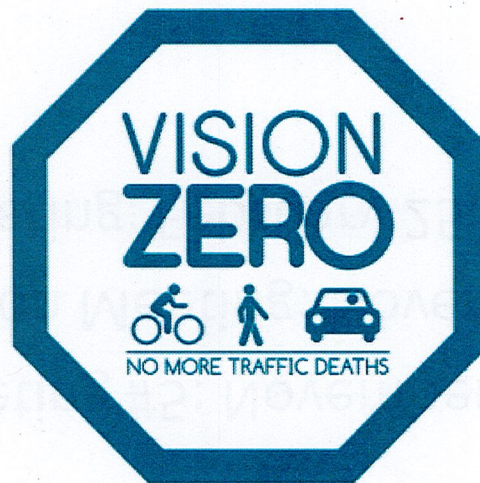
- *Focus traffic enforcement efforts proportionately on the top five traffic violations for severe and fatal collisions*
- *Support state-wide traffic safety legislation*
- *Continue and regularly update a collision data-driven enforcement strategy*

# Vision Zero Action Plan: Next Steps

- Advisory Committee Meeting #5: November 12, 2019 *DRAFT PLAN*
- Transportation Commission Meeting: November 21, 2019 *DRAFT PLAN*
- Berkeley City Council Meeting: February 25, 2020 *FINAL PLAN*



# Thank You! Questions?



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