



VISION ZERØ

CITY OF PHILADELPHIA



What is Vision Zero?

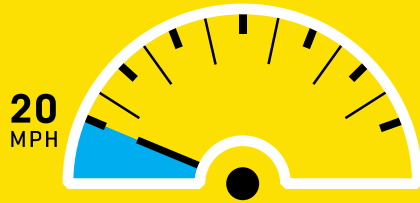
What is Vision Zero?

A policy that states clearly that traffic deaths are preventable and unacceptable.

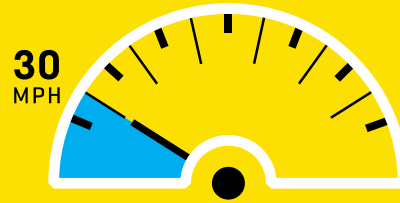
CORE PRINCIPLES:

- Human life takes priority over mobility;
- Human error is inevitable and unpredictable;
- People are inherently vulnerable and speed is a fundamental predictor of crash survival;
- Design, safe human behaviors, education, and enforcement are essential contributors to a safe system.

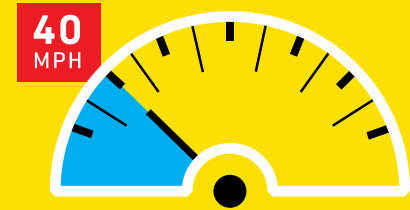
WHEN A PERSON IS HIT BY A DRIVER AT...



1 OUT OF **10** DIE



5 OUT OF **10** DIE



9 OUT OF **10** DIE

Slowing down saves lives.

Why Vision Zero in Philadelphia?

Every year, there are nearly 10,000 reported crashes on Philadelphia streets.

5-YEAR TREND:

- 2013: 80 killed / 225 severely injured
- 2014: 82 killed / 223 severely injured
- 2015: 83 killed / 250 severely injured
- 2016: 96 killed / 252 severely injured
- 2017: 78 killed / 244 severely injured

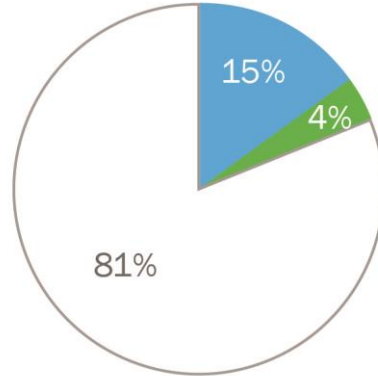
100 PEOPLE EVERY YEAR



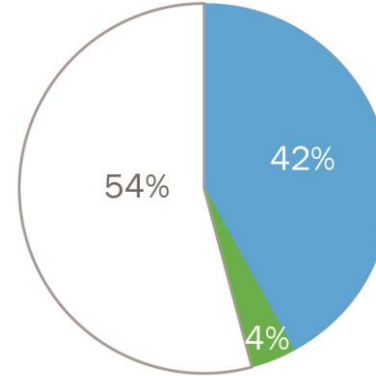
100 people are killed in traffic related crashes.

Traffic deaths by mode

People Involved in Crashes
2013 - 2017



People Killed in Crashes
2013 - 2017

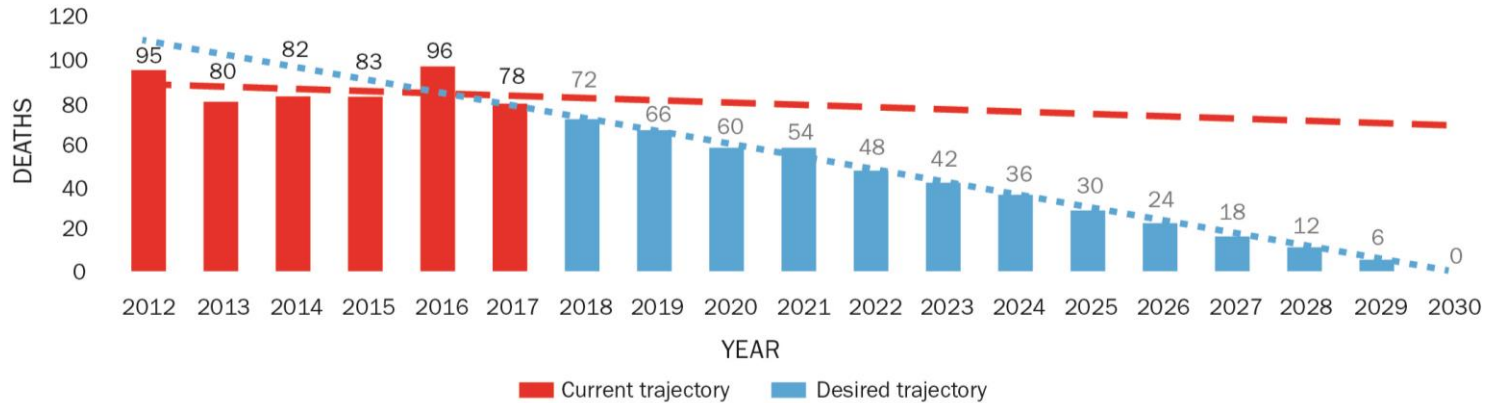


■ People Walking ■ People Biking □ People in Motor Vehicles

Source: PennDOT

Vision Zero trendline

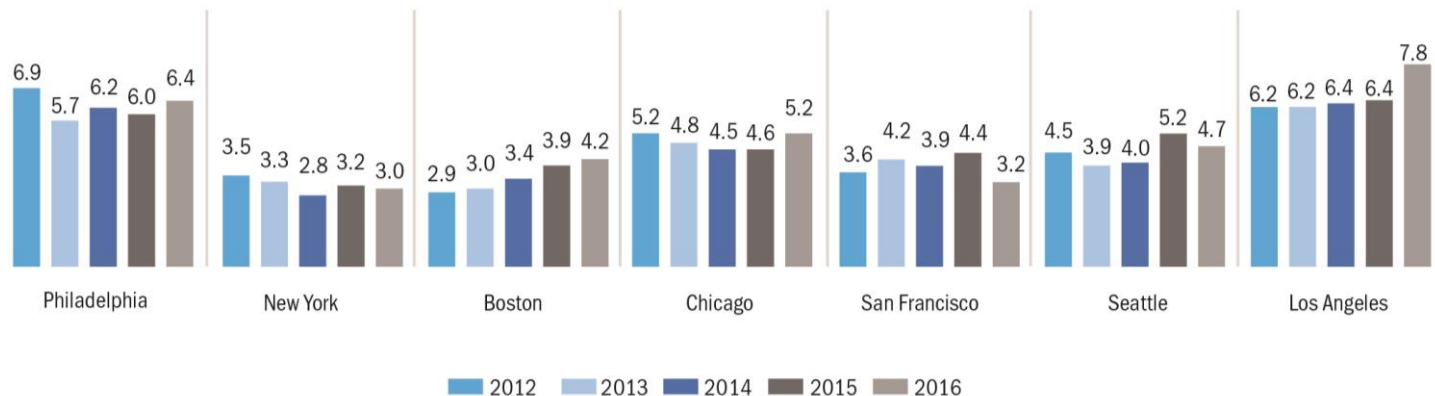
Current & Desired Trendline for Vision Zero in Philadelphia



Source: PennDOT, 2012 – 2017

Traffic death rates

Traffic deaths per 100,000 residents



Source: NHTSA (NHSTA includes interstate traffic deaths and is tracked at the county level.)



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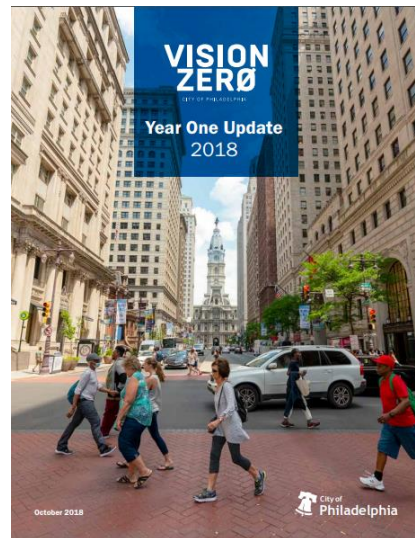
**OUR CITY AND OUR
FAMILIES DESERVE
SAFER STREETS.**

Zero traffic deaths by 2030.

Vision Zero principles to priorities

- Evaluation/data;
- Engineering;
- Education/engagement;
- Enforcement;
- Fleet management;
- Policy

} Equity



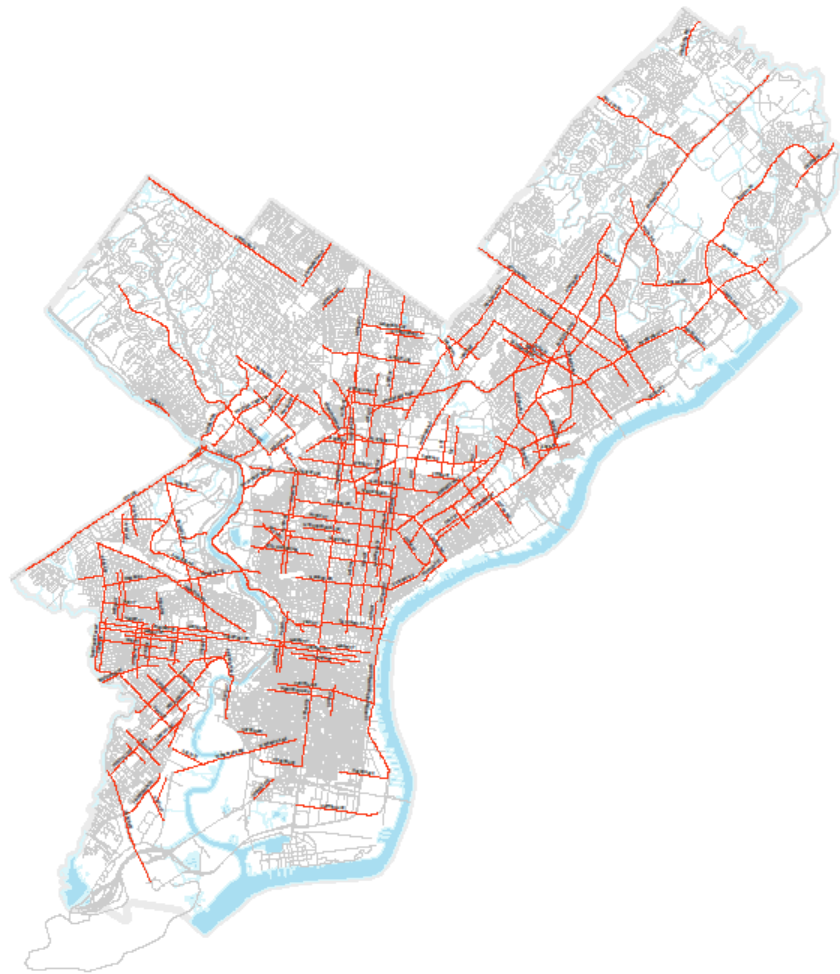
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Evaluation and Data

- High Injury Network
 - Analyzed five-years fatal or serious injury crashes (PennDOT, 2012 – 2016)
 - Small weight of 1.25 for vulnerable users in prioritization

50% of killed and serious injury crashes occur on only 12% of city streets



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Market/JFK Vision Zero pilot project

PROJECT BACKGROUND

- Main east-west streets in Center City Philadelphia
- Market Street (eastbound) is a High Injury Network corridor
 - 4 motor vehicle lanes
 - 65-foot crossings
- John F. Kennedy Boulevard (westbound) is its companion street
 - 4 motor vehicle lanes
 - 55-foot crossings



Market/JFK Vision Zero pilot project



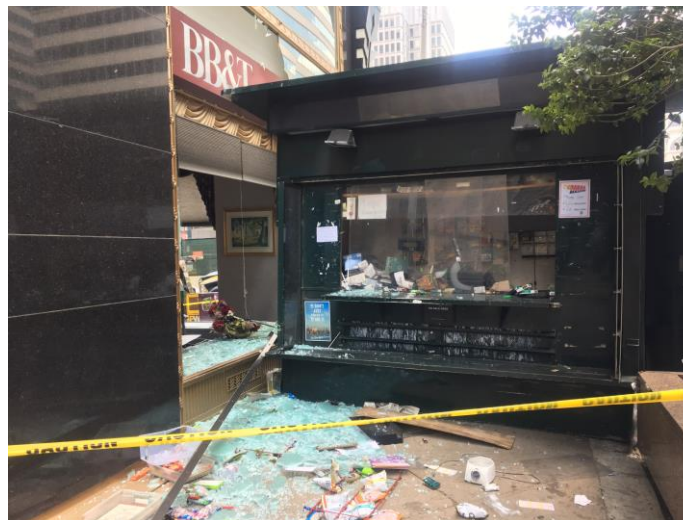
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CRASH HISTORY

- 140 crashes (2012 – 2016)
 - 154 injuries
 - 3 pedestrian serious injuries
- 1 pedestrian death (2017)

DANGEROUS BEHAVIORS

- Excessive driving speed
- Weaving motorists
- Illegal turning movements
- Motorists failure to yield



“Police said a woman was driving the van west on JFK Boulevard, and tried to switch from a middle lane to the right-hand lane at the intersection with 16th Street, but instead struck the back of a silver Hyundai Santa Fe sport utility vehicle traveling in the right lane.”

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ADDITIONAL ISSUES

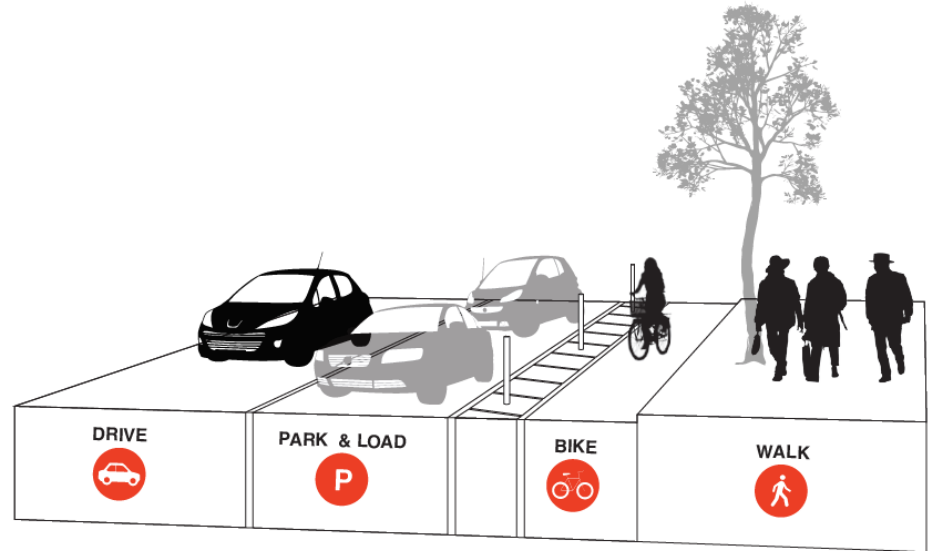
- Gaps in bicycle network
 - Difficult connection, especially for people commuting by bike to Center City jobs
 - Encouraged people to bike on the sidewalk



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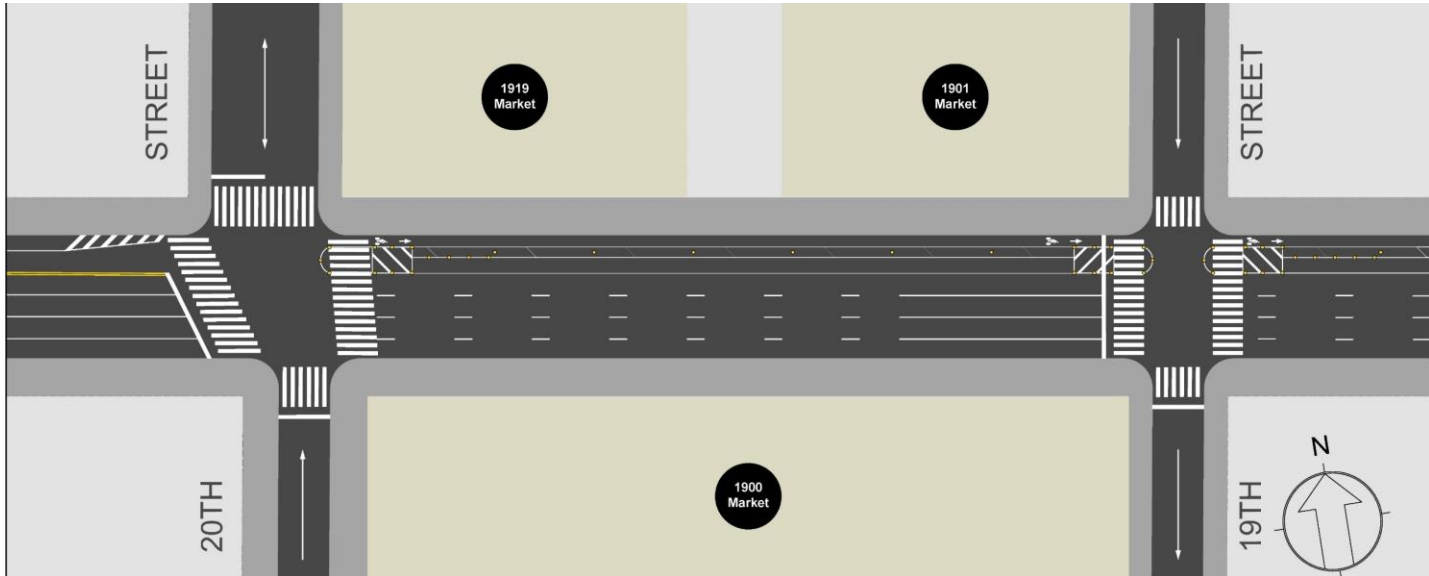
SOLUTIONS

- Improved street design
 - Lane reconfiguration, including parking protected bike lanes and new turn lanes
- Educational enforcement outreach



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IMPROVED STREET DESIGN – MARKET STREET





COMCAST CENTER

PARK



COMCAST CENTER

P
A
R
K

EBA CONTRACTORS

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EDUCATIONAL MESSAGING



As you hurry



home today



give pedestrians



the right of way.



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EDUCATIONAL ENFORCEMENT



VISION ZERO
LET'S LIVE LONGER

Vision Zero focuses on saving lives and preventing injury on Philadelphia streets. Careless driving can have deadly consequences.

FAILURE TO YIELD

THIS IS A WARNING

Next time you don't give pedestrians the right of way, you will receive a \$50 ticket.

PA VEHICLE CODE § 3542
Right-of-way of pedestrians in crosswalks

OUR CITY AND OUR FAMILIES DESERVE SAFER STREETS.

Zero traffic deaths by 2030.

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- Driver warning message
 - Serious
 - Emphasized that driver actions can be deadly
 - Educational:
 - Stats
 - Citing the Vehicle Code



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EDUCATIONAL ENFORCEMENT

WE MEET IN THE STREET

STOP FOR PEDESTRIANS

41% of Philadelphians killed in crashes are pedestrians.

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EDUCATIONAL ENFORCEMENT

WE'RE MAKING SPACE FOR YOU!

Please use the bike lane.

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City of Philadelphia

VISION ZERO
CITY OF PHILADELPHIA

Vision Zero focuses on saving lives and preventing injury on Philadelphia streets. Please bike responsibly.

THIS IS A WARNING

It's against the law to:

- Bike on the sidewalk**
Philadelphia Code § 12-808
- Fail to stop at a red light**
PA Vehicle Code § 3112(a)(3)
- Fail to yield to pedestrians**
PA Vehicle Code § 3542
- Ride against traffic**
PA Vehicle Code § 3111

We want you to bike safely and for those sharing the road with you to be safe.
Next time, this could be a \$50 fine.

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- Cyclist warning message
 - An invitation to use the new bike lane
 - Educational:
 - Citing the Vehicle Code
 - Codes were supported by sequential signage

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OUTCOMES

- Sequential signs were a moment in time
- Educational warnings had limited impact
- **Improved design outlasts enforcement & educational efforts**
 - 35% reduction in number vehicles with speeds above posted speed limit during lunchtime hours
 - 30% average reduction in pedestrian crossing distance
 - 284% more people biking



Thank you!

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www.VisionZeroPHL.com