



Citizen's Traffic Advisory Committee

Vision Zero Approach



- Re-thinking of traffic fatalities
- Re-orient roadway focus to Safety
- Shift in decisions, actions and attitudes

Vision Zero Approach

▶ **Traditional Approach**

- ▶ Traffic deaths are inevitable
- ▶ Perfect human behavior
- ▶ Prevent collisions
- ▶ Individual responsibility
- ▶ Saving lives is expensive

▶ **Vision Zero Approach**

- ▶ Traffic deaths are preventable
- ▶ Integrate human failing in approach
- ▶ Prevent fatal and severe crashes
- ▶ Systems approach
- ▶ Saving lives is NOT EXPENSIVE



Process to Implement Multi-Modal Roadway Improvements



Action Plan –Year 2 2018



City Hall

- Support the Vision Zero Taskforce
- Publish crash and safety data on the Vision Zero website



Health Bureau

- Continue with Vision Zero Taskforce
- Conduct public outreach and education aimed at speeding, aggressive driving, failure to yield and reckless driving
- Conduct public health surveillance on traffic-related injuries and fatalities
- Engage community based organizations in promoting Vision Zero goals
- Promote education on being a safe pedestrian, bicyclist, operating a motorcycle and motor vehicle
- Use Complete Streets criteria to assess the City roadways/handicap ramps
- Incorporate Age Friendly Community Items into the City's Complete Streets Checklist



Police

- Increase enforcement against dangerous moving violations: speeding, failing to yield to pedestrians, signal violations, improper turns, distracted driving, aggressive driving, impaired driving



Traffic Engineering

- Implement safety engineering improvements at high risk intersections and corridors
- Assess street lighting in highly populated senior areas to ensure adequate lighting is available
- Enhance maintenance of street markings
- Install crosswalks, stop signs and traffic signals where needed
- Implement "Lead pedestrian intervals". It gives the pedestrian a head start so they are visible in the crosswalk before the driver starts moving-making the pedestrian more visible in the crosswalk.



Planning

- Adopt a complete streets resolution
- Incorporate complete streets into improvement plans
- Implement road designs
- Maintain the pedestrian and bicycle wayfinding system

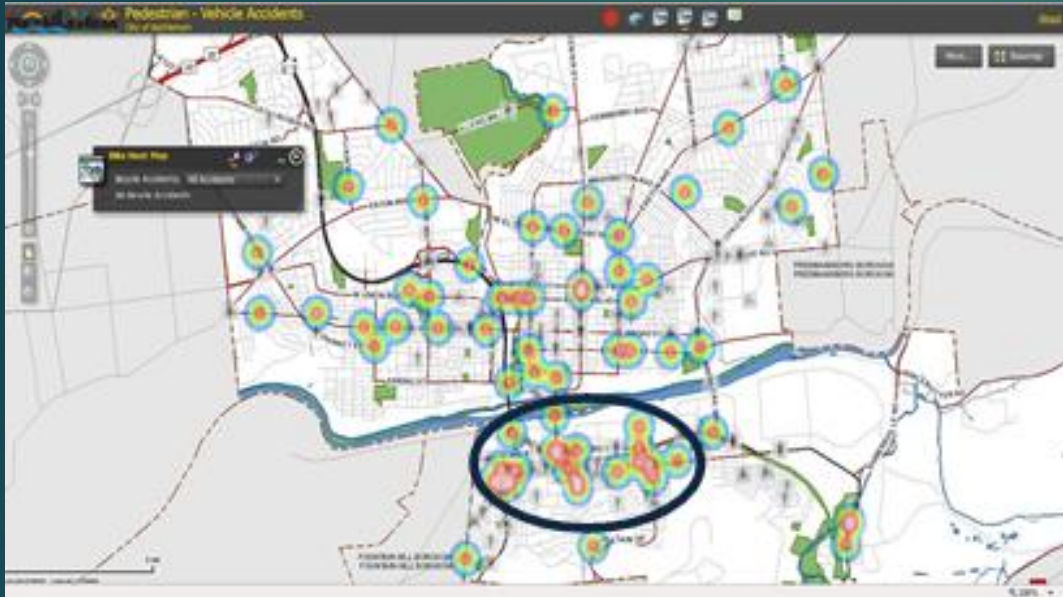


Partners

- Collaborate to implement a public safety campaign
- Provide bicycle and pedestrian education for youth and adults
- Continue to offer a bicycle diversion program
- Expand the BikeBethlehem Bike Share program
- Promote Bike and Walk to School/Work days
- Provide input on plans in the design and construction phase



Data



Bike Training





Pedestrian Enforcement









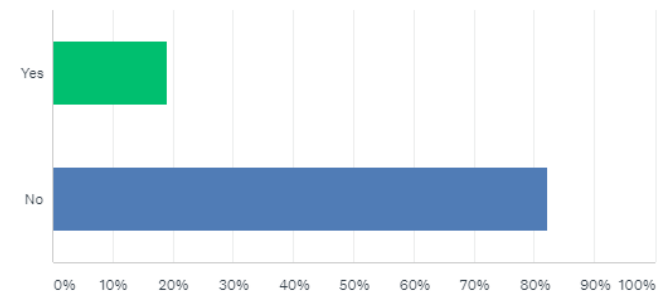
3rd and Adams

Complete Streets

- ▶ Engineering department to use with new construction, re-construction and maintenance grading of roadways.
- ▶ Data is readily available for funding opportunities

Complete street compatible (Opportunities to coordinate with relevant City projects/ initiatives or with active private development within the project area) (Project Coordination)

Answered: 469 Skipped: 1



ANSWER CHOICES	RESPONSES	
▼ Yes	18.98%	89
▼ No	82.30%	386
Total Respondents: 469		