



VISION ZERØ

CITY OF PHILADELPHIA



What is Vision Zero?

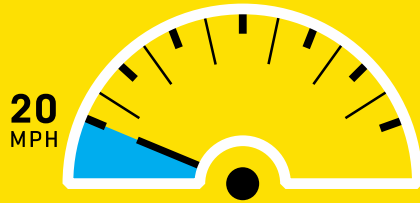
What is Vision Zero?

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

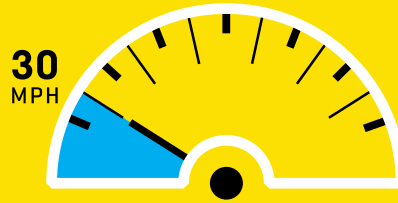
CORE PRINCIPLES:

- 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;
- Safe human behaviors, education, and enforcement are essential contributors to a safe system.

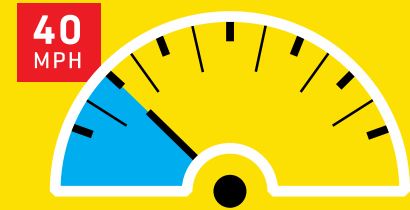
WHEN A PERSON IS HIT BY A DRIVER AT...



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:

- 2014: 82 killed / 223 severely injured
- 2015: 83 killed / 250 severely injured
- 2016: 96 killed / 252 severely injured
- 2017: 78 killed / 244 severely injured
- 2018: 91 killed / 249 severely injured

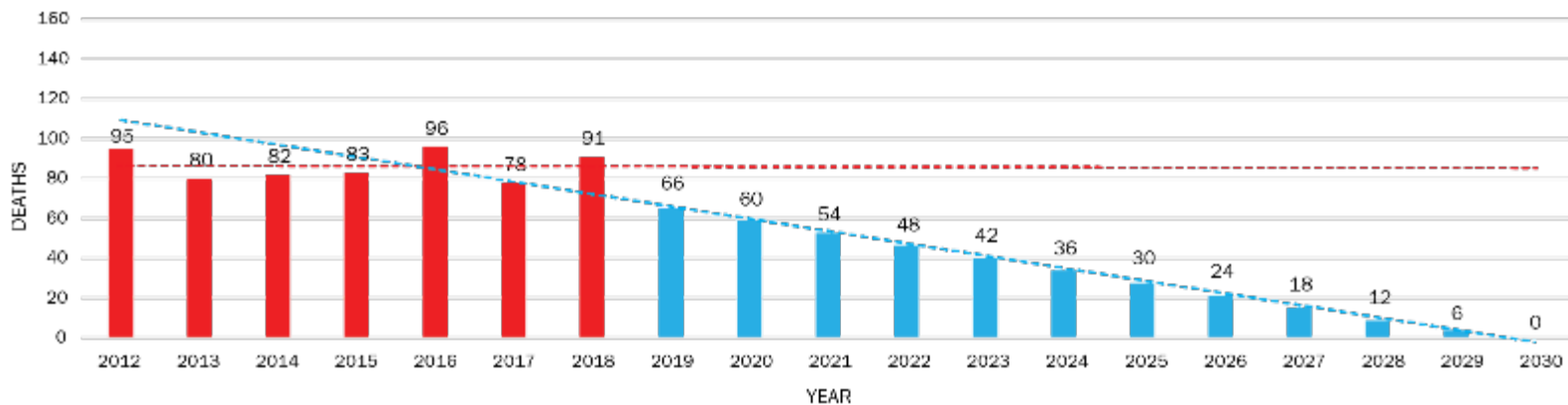
100 PEOPLE EVERY YEAR



100 people are killed in traffic related crashes.

Vision Zero trendline

Current & Desired Trendline for Vision Zero in Philadelphia

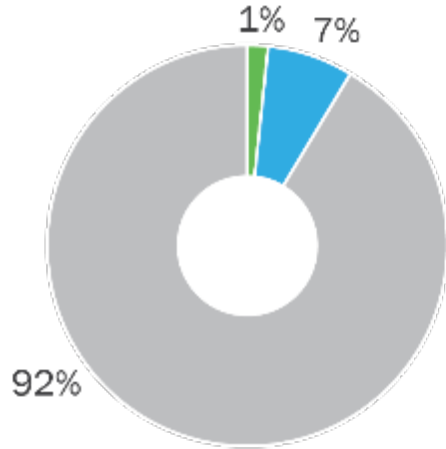


■ Current trajectory ■ Desired trajectory

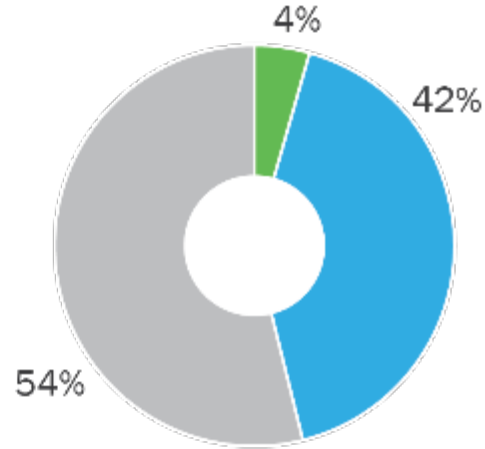
Source: PennDOT, 2013 - 2018

Traffic deaths by mode

People Involved in Crashes
2014 - 2018



People Killed in Crashes
2014 - 2018



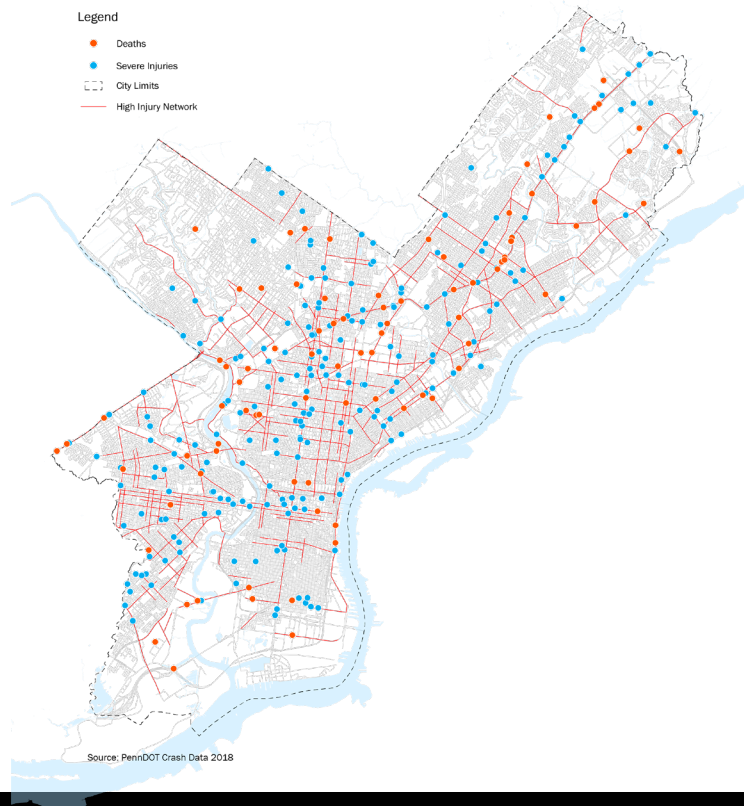
People Walking People Biking People in Motor Vehicles

Source: PennDOT 2014 - 2018

High Injury Network



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





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

Zero traffic deaths by 2030.

Vision Zero principles to priorities

EQUITY Identify equitable solutions developed on behalf of all Philadelphians

ENGINEERING Engineer streets to reduce the risk of crashes

ENFORCEMENT Enforce laws to reduce and prevent unsafe roadway behaviors

EDUCATION Educate Philadelphians to promote a culture of safe driving, walking, and biking

EVALUATION Evaluate efforts to ensure resources are being used effectively

Evaluation and Data



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

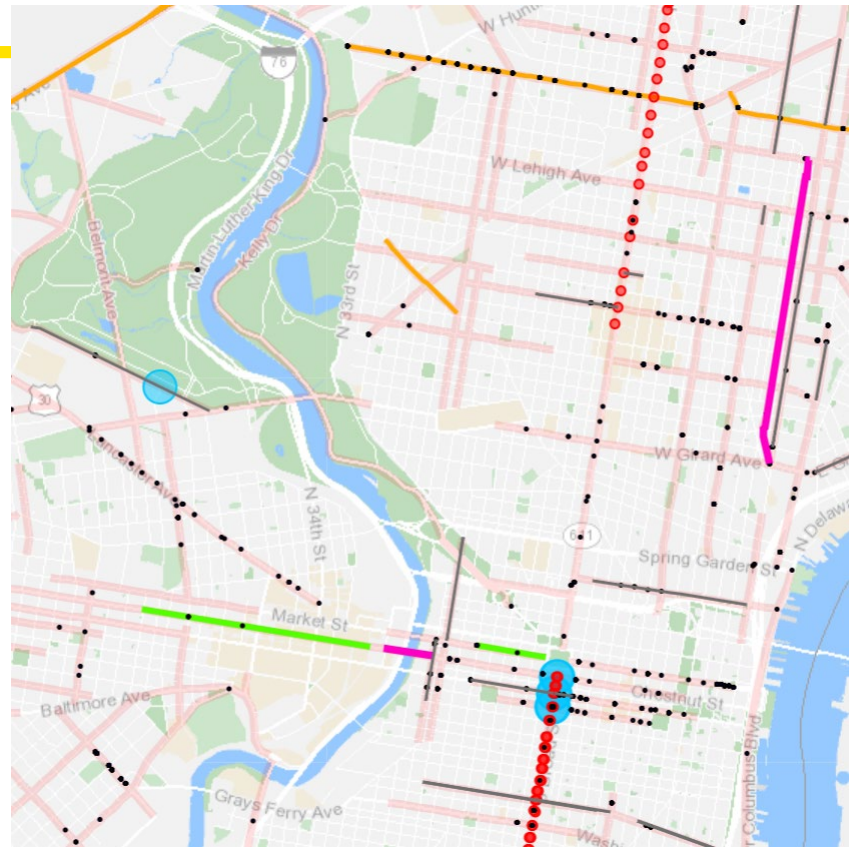




How far
we've come
in our first
two years

Evaluation and Data

- **TraCS** – PPD is transitioning from paper crash reports and citations to electronic crash reports and citations.
- **Vision Zero Research Partnership**
- **Neighborhood Pedestrian & Bicycle Counters** – Six permanent counters are being placed outside Center City, all of which are in pedestrian-oriented commercial corridors and within two blocks of two or more segments on the High Injury Network.
- **Vision Zero project tool** – To explore the map, visit www.VisionZeroPHL.com.



Engineering

- **Market/JFK Vision Zero Pilot Project**
- **South Broad Street Intersection Safety Modifications**
- **American St construction underway**
- **Lincoln Drive construction underway**
- **Resurfacing & integrated safety upgrades –**
Each resurfacing project is an opportunity to improve the design of a street.



Education



- **“We Meet in the Street” public educational campaign**
 - In July 2018, the City launched its first Vision Zero public education campaign “We Meet in the Street,” which aims to educate the public about dangerous driving behaviors that can lead to serious crashes and traffic deaths.
- **Vision Zero technical education** –Vision Zero kicked off “Vision Zero electives” for City employees and Vision Zero sub-committee members.



Education

Education: Philly Free Streets Safety Zone



Enforcement

Enforcement:

- Automated enforcement
- The Safety Six
 1. Reckless/careless driving
 2. Red light and stop sign running
 3. Impaired driving
 4. Distracted driving
 5. Failure to yield
 - While turning and/or to pedestrians
 6. Illegal parking
 - On crosswalks
 - Within 20' of a crosswalk
 - On the sidewalk/in bike lanes

NYC had **ZERO** fatalities on Queens Blvd, their Boulevard of Death, after the installation of speed cameras and interim road design improvements

Focus 50% of traffic enforcement citations on the six most dangerous behaviors:
the Safety Six

Edu-enforcement



- Enforcement
 - Focusing enforcement on the most dangerous driving behaviors
 - “Edu-enforcement”

**WAIT
YOUR TURN.
YIELD TO
PEDESTRIANS.**

41% of Philadelphians
killed in crashes
are pedestrians.

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Philadelphia**

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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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Fleet management

Upgraded truck safety: Including 360-degree cameras, cross-view mirrors, and sideguard panels.

What are sideguard panels?

Side guard panels are installed between the wheels of large vehicles that prevent anyone walking or biking from being swept under the tires of a truck after a side impact. Side guard panels are proven, simple, and effective pedestrian and bicycle safety tool.



Policy

Policy:

- SB 176 allows speed cameras on Roosevelt Boulevard.
- Mayor James Kenney announced reducing all local roads to 25 mph speed limit in 2018



Signature projects

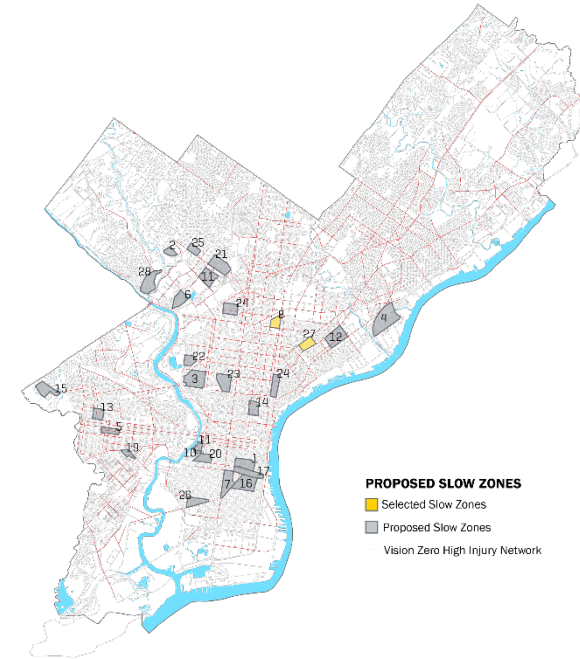


Neighborhood Slow Zone applications

By the January 18, 2019 deadline, the City received (28) complete Slow Zone applications that were scored.

SCORING

- Crash history
- Vulnerable users
 - Percent of households below 18
 - Percent of households over 60
 - Percent of households living below the poverty line
- Community places



What is a Slow Zone in Philadelphia?

A new Vision Zero program that brings 20MPH speed limits and traffic calming to a clearly marked zone of residential streets.

NEIGHBORHOOD SLOW ZONE PROGRAM

WILL:

- Work with neighbors to develop a plan for traffic calming that responds to critical traffic safety issues
- Lower speed limits to 20MPH
- Install gateway treatments
- Be self-enforced by traffic calming (speed cushions and more)



Our vision for bicycling

Every Philadelphian should have access to a safe and comfortable bikeway within a quarter a mile of their home, whether they're 8 or 80 years old.



Strong and Fearless: People willing to bicycle with limited or no bicycle-specific infrastructure

Enthusied and Confident: People willing to bicycle if some bicycle-specific infrastructure is in place

Interested but Concerned: People willing to bicycle if high-quality bicycle infrastructure is in place

No Way, No How: People unwilling to bicycle even if high-quality bicycle infrastructure is in place

High Quality Bike Network



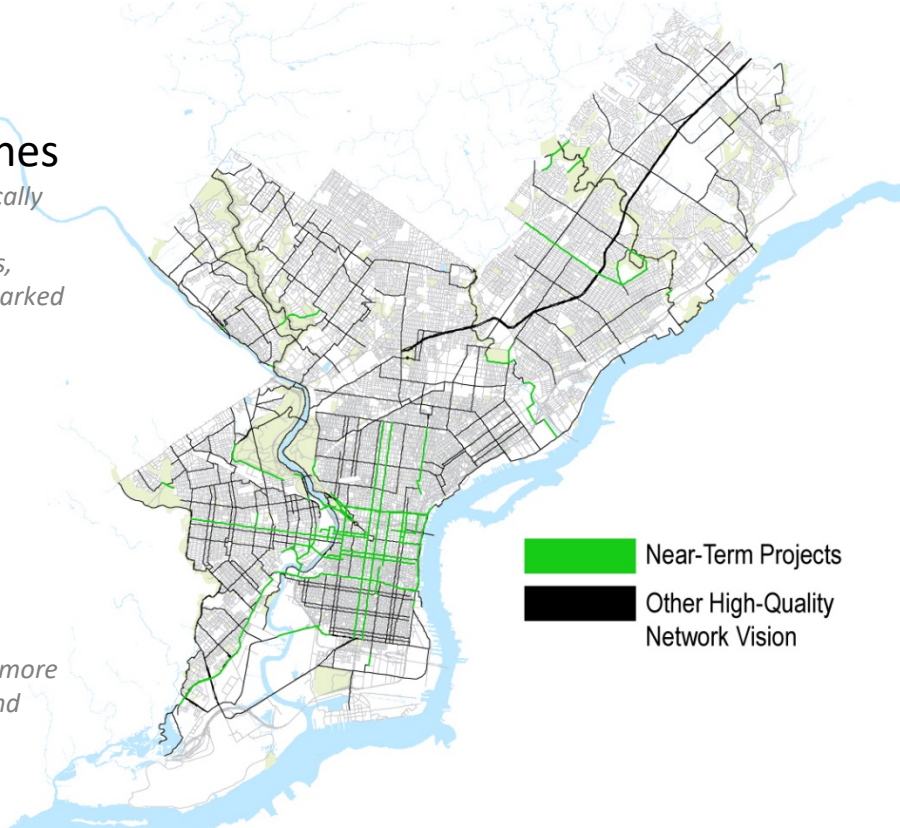
Protected Bike Lanes

Protected bike lanes are physically separated from traffic using measures such as flexible posts, concrete barriers, or lanes of parked vehicles.



Neighborhood Bikeways

Neighborhood Bikeways are projects focused on making residential streets calmer and more inviting to walk, bike, and spend time on.

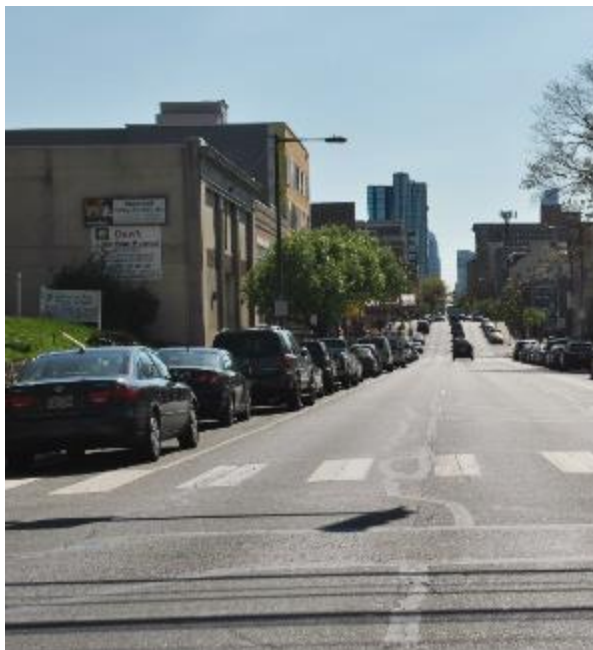


- Near-Term Projects
- Other High-Quality Network Vision

Engineering



Engineering: Defining and designating spaces for roadway users (Chestnut St)



Manage driver speeds, in accordance with posted speed limit.

47%

REDUCTION IN NUMBER OF VEHICLES WITH SPEEDS ABOVE POSTED SPEED LIMIT DURING MORNING COMMUTE HOURS.

Source:
DVRPC Speed Count Data [December 2017]
University City District [April 2017]

Engineering



Engineering: Slowing traffic and turns (JFK and Market Streets)



Manage driver speeds, in accordance with posted speed limit.

ON MARKET ST & JFK BLVD,

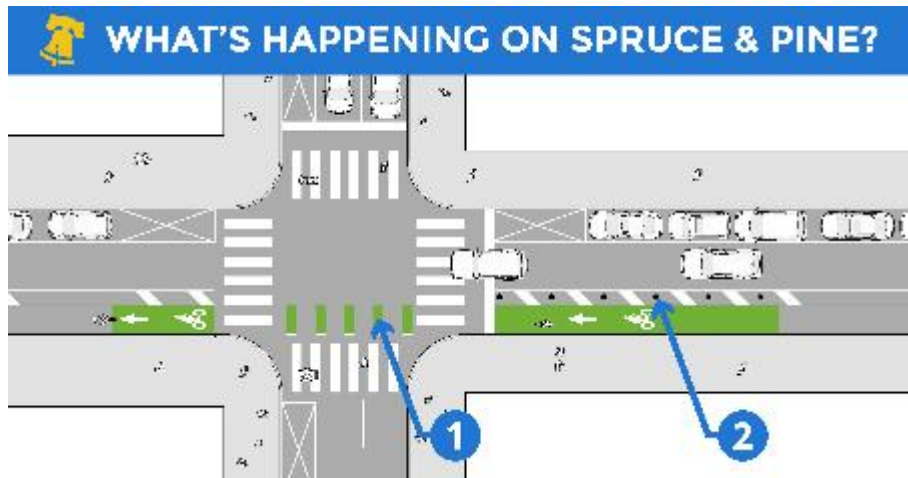
12.8%

REDUCTION IN THE NUMBER OF VEHICLES WITH SPEEDS ABOVE POSTED SPEED LIMIT (25MPH) DURING OFF-PEAK HOURS.

Source:
Radar speed study [May 2018, October 2018]

Pine and Spruce

Paving and safety project in progress



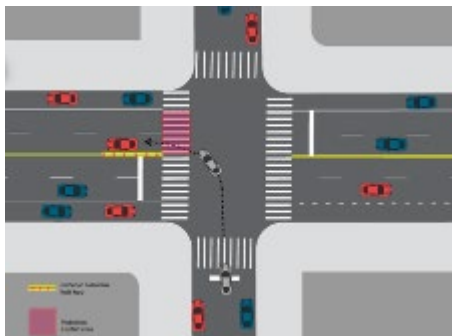
- 1 Green markings through intersections. Drivers should yield to people biking & walking.
- 2 Flexible posts at most intersections to protect people biking from turning vehicles.

N Broad hardened centerlines



The City and PennDOT partnered to pilot hardened centerlines on a segment of High Injury Network corridor, N. Broad from Allegheny to Venango

- **Hardened centerlines:**
 - Prevents illegal U-turns
 - Slows turning speeds
 - Improves driver visibility



What else is on deck?

→ *Zero traffic-related deaths in Philadelphia by 2030.*

More in 2019/2020:

- Automated Speed Enforcement on Roosevelt Boulevard
- Vision Zero Pedestrian Safety Study and Action Plan
- Accelerated designs for:
 - Parkside Avenue,
 - North Broad St medians,
 - Summer/Adams/Roosevelt Boulevard
- Vision Zero for Youth Partnership
- Updated Action Plan October 2020



Thank you

Questions?