

# VISION ZERO

City of Gainesville  
General Policy Committee  
October 12<sup>th</sup>, 2017

File #140699B

# WHY VISION ZERO?

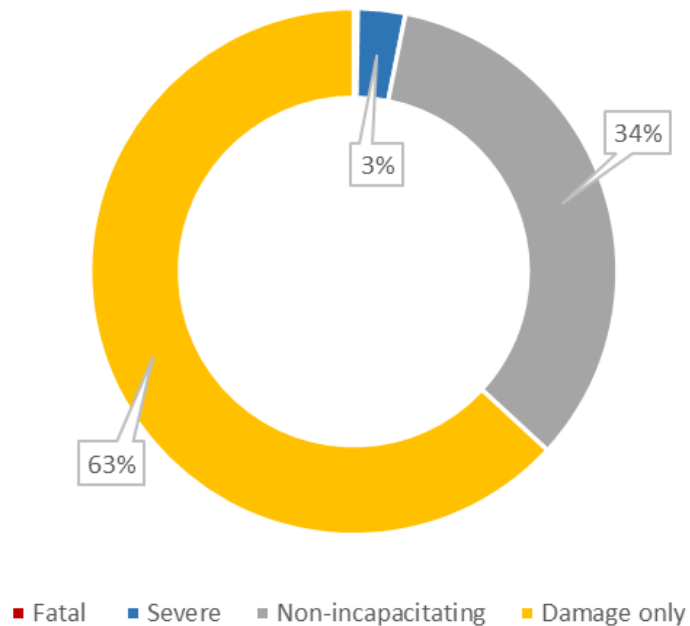
- Proven initiatives to reduce traffic fatalities & severe injuries
- Focus on built environment, policies & technologies that influence behavior
- Holist, multi-disciplinary, data driven approach to identify problems & solutions

Source: <http://visionzeronetwork.org>

# FINDINGS: OVERALL TRENDS

## Overall Crashes in Gainesville

Total **18,661** crashes within City limits between 2012-2016.  
*Less than 1%* resulted in fatalities.  
**3%** resulted in severe injuries.

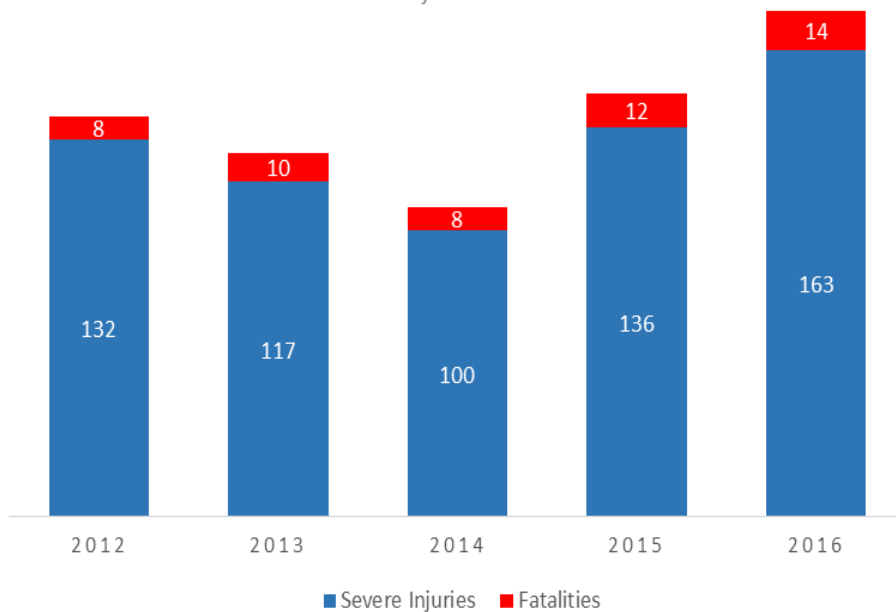


- Crash data between 2012-2016
- 18,661 total crashes
- 1% resulted in fatalities (46 crashes)
- 3% resulted in severe injuries (548 crashes)

# FINDINGS: OVERALL TRENDS

## Traffic Related Fatalities & Severe Injuries

46 crashes resulted in 52 fatalities  
548 crashes resulted in 648 severe injuries

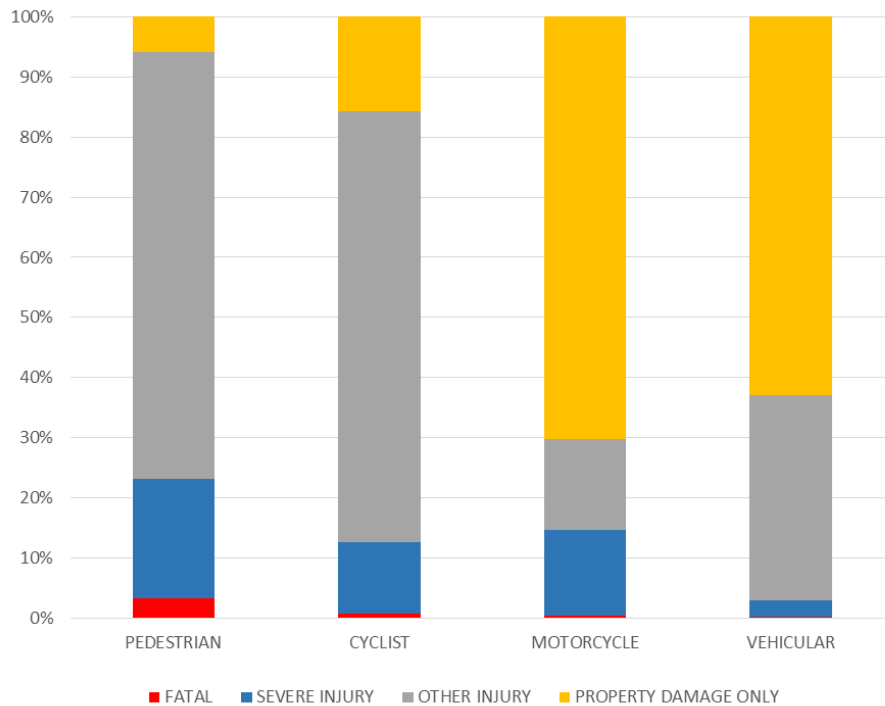


- Within study period: **52** fatalities and **648** severe injuries
- Behaviors such as running red lights, reckless driving, and failure to yield the right-of-way were major contributing factors in fatal and severe injury crashes

# FINDINGS: OVERALL TRENDS

## Crash Severity by Type (2012-2016)

Pedestrian crashes = **2%** of total, but result in **24%** of fatalities and **12%** of severe injuries.  
Bike crashes = **2%** of total, but result in **7%** of fatalities and **9%** of severe injuries.

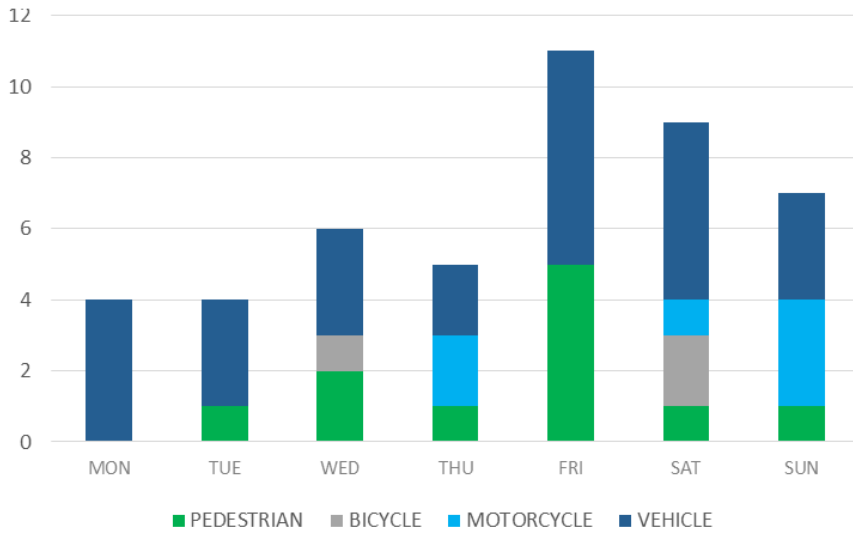


- Vulnerable users are over-represented in the number of fatalities and severe injuries
- **23%** of pedestrian crashes resulted in death or severe injury
- **12%** of bicycle crashes resulted in death or severe injury
- **3%** of vehicular crashes resulted in death or severe injury

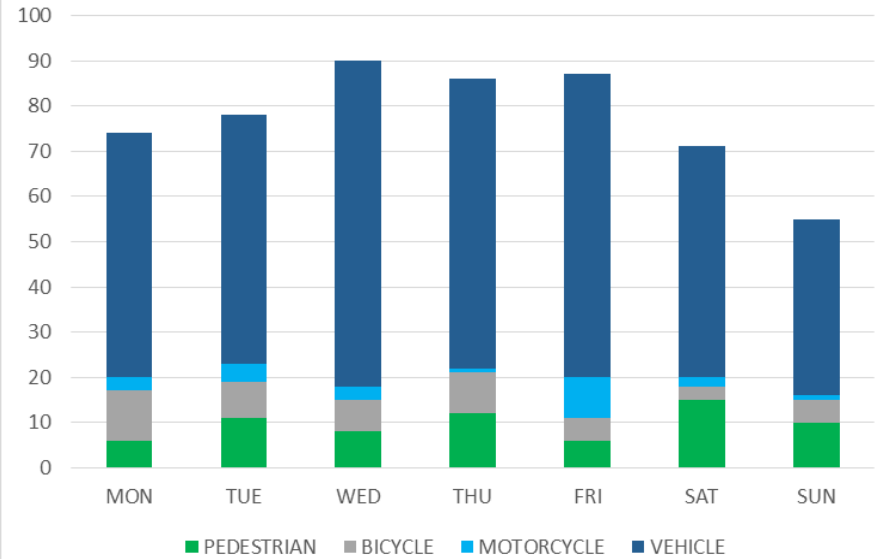
# FINDINGS: DAY OF WEEK

## Fatal Crashes by Type & Day of Week

59% of fatal crashes occurred between Fridays and Sundays



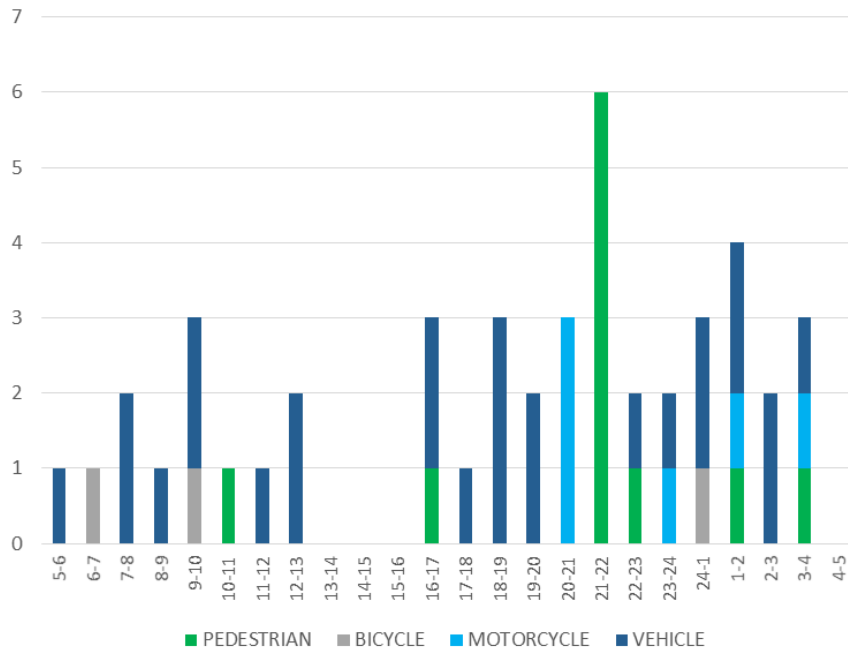
## Severe Crashes by Type & Day of Week



# FINDINGS: TIME OF DAY

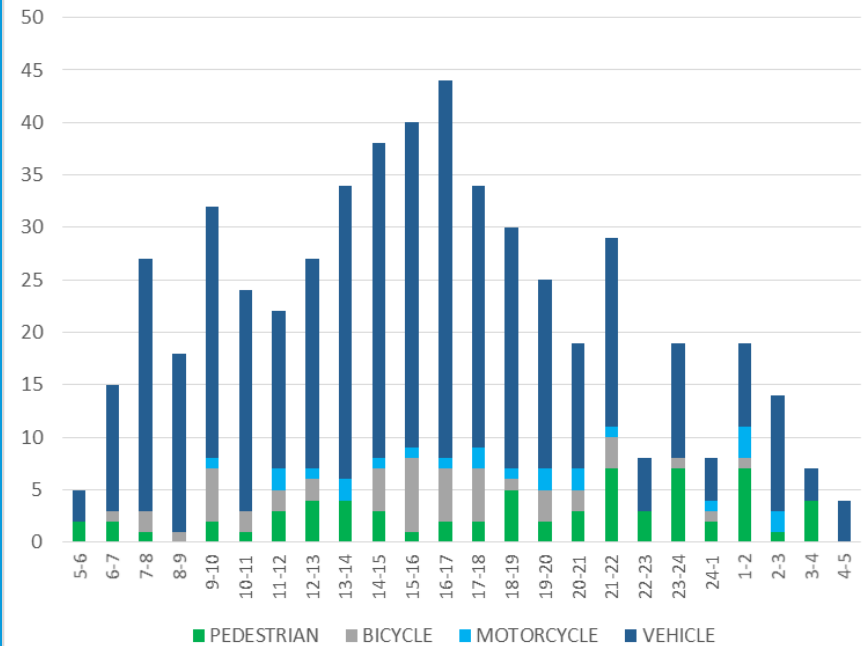
## Fatal Crashes by Type & Time of Day

74% of fatal crashes occurred between 4 PM and 4 AM  
 55% of fatal crashes occurred after 8 PM



## Severe Injury Crashes by Type & Time of Day

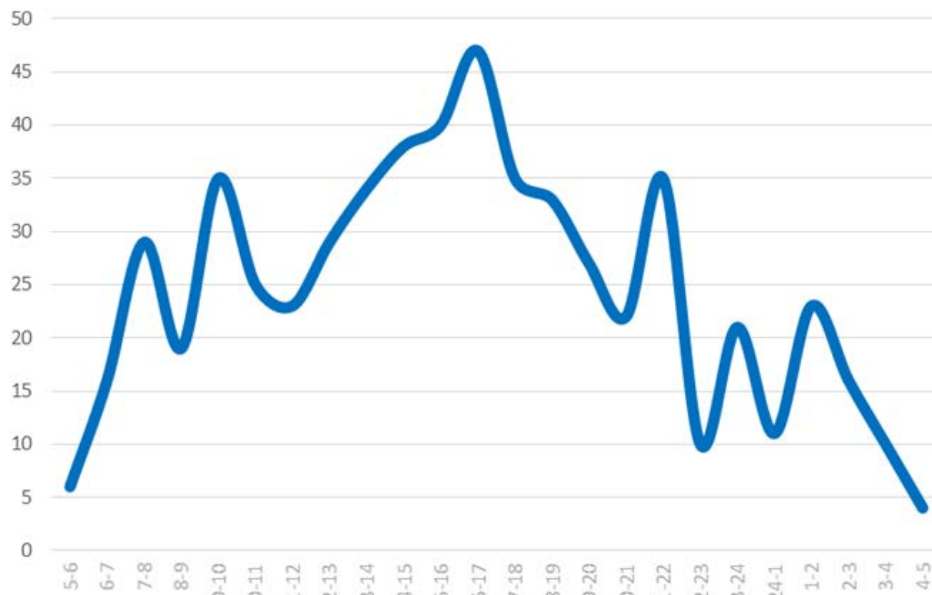
68% of incapacitating crashes occurred between 7 AM and 7 PM



# FINDINGS: TIME OF DAY

## Fatal & Severe Crash Trend by Time of Day

Overall **70%** of fatal crashes and **30%** of severe crashes occurred in dark conditions. **82%** of fatal pedestrian crashes and **65%** of severe pedestrian crashes occurred under dark conditions.



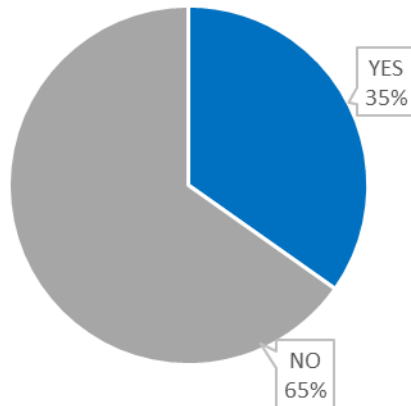
## Dark conditions:

- **70%** of overall fatal & **30%** of overall severe injury crashes
- **82%** of pedestrian fatal & **65%** of pedestrian severe injury crashes
- **67%** of bicycle fatal & **21%** of bicycle severe injury crashes

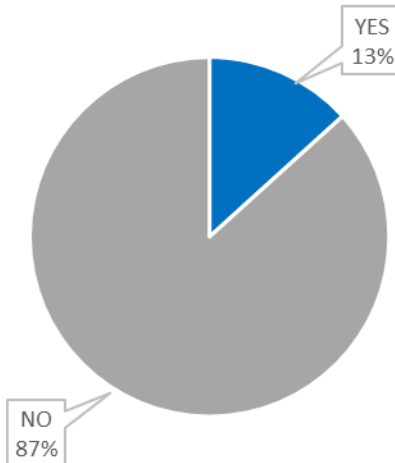


# FINDINGS: IMPAIRMENT

Alcohol or Drug Involvement  
in Fatal Crashes



Alcohol or Drug Involvement  
in Severe Crashes



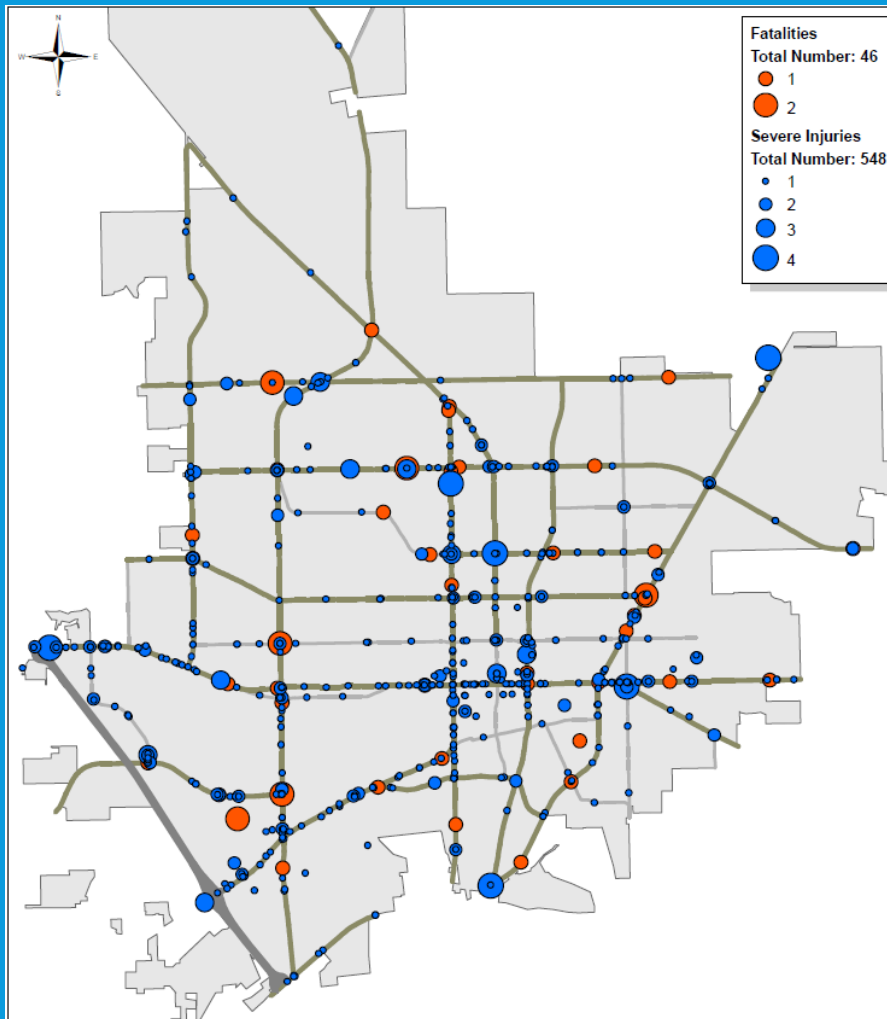
- **30%** of fatal crashes & **13%** of severe injury crashes involved impairment
- **53%** of fatal & severe crashes associated with alcohol and/or drug consumption occurred between the hours of 6 pm - 6 am

# FLORIDA CONTEXT

- Gainesville ranking in the incidence of deaths and severe injuries compared to 31 Florida cities with population over 75K:
  - #6 in distracted driving
  - #6 in impaired driving
  - #6 in occupant protection
  - #7 in teen drivers
  - #8 in serious injuries and fatalities
  - #9 in motorcycle crashes

Source: <http://www.fdot.gov/Safety/3-Grants/2018Matrix/FY2018%20City%20Matrix%20Group%201.pdf>

# CRASH LOCATION



- Majority of fatal and severe injury crashes occurred along major corridors
- Corridors around UF campus and Waldo Rd had a high incidence of fatalities and severe injury crashes
- Projected increase in the level of walking and bicycling in the campus area due to new developments

# FUTURE ACTIONS

## Vision Zero = multi-faceted approach

- City of Gainesville
- University of Florida Police Department
- University of Florida Planning & Transportation
- Alachua County
- Florida Department of Transportation
- Bicycle & Pedestrian Advisory Board
- Other local advocacy groups
- Public input - survey

# FUTURE ACTIONS

## Vision Zero = engineering & technology

- Enhance **visibility** of pedestrian phase at signals
- Enhance street **lighting**
- Expand implementation of **leading pedestrian intervals**
- Expand installation of **midblock signal actuated crossings**
- **Reduce speed limits** in areas with high bike/ped activity
- Implement technologies to **enhance data collection** (vehicle to infrastructure data sharing; automated counters; bike/ped counts; etc)

# FUTURE ACTIONS

## Vision Zero = engineering & technology

- Implement **pilot projects/designs** to reduce conflicts between vehicles & bikes/peds
- **Enhance coordination** with UF campus infrastructure
- Enhance **bicycle & pedestrian infrastructure** network

# FUTURE ACTIONS

## Vision Zero = high visibility & strong outreach

- Gainesville Vision Zero website
- Traffic safety series
- Support and/or partner with local advocacy groups
- High profile / high impact campaign
- Near miss survey
- Multi-media platform to enhance reach
- Target campaigns by time of year/themes
- Assign a coordinator

# PROPOSED ACTIONS

## Vision Zero = enforcement

- Pilot automated enforcement
  - Distracted driving enforcement
  - Coordinate with UPD or UF transportation/parking for enforcement of helmet laws for under 21
- Include in City's legislative agenda; seek support from National League of Cities



# PROPOSED ACTIONS

## Vision Zero = strong leadership

- Local policy that outlines and supports the goal
- Lobbying efforts to make change at state level
- Dedicate funding to support implementation

# SUMMARY

- Focus on target areas around campus and Waldo Rd as pilot initiative
- Target initial efforts on vulnerable road users
- Establish local policy
- Establish local task force / work group with appointed lead staff
- Develop strategic plan
- Dedicate recurring funding to support the efforts
- Continue 4E approach (education, engineering, enforcement, *evaluation*)
- Continue to apply complete streets strategies

# RECOMMENDATIONS

## City Commission:

- Approve target areas
- Direct staff to:
  - Establish the task force;
  - Develop a strategic plan / framework for *Gainesville Vision Zero*;
  - Draft a *Gainesville Vision Zero Policy*
- Identify a recurring funding source to advance implementation
- Add automated enforcement and distracted driving regulations to the City's State legislative agenda

# QUESTIONS?

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