

# VISION ZERO

City of Gainesville  
General Policy Committee  
April 12, 2018

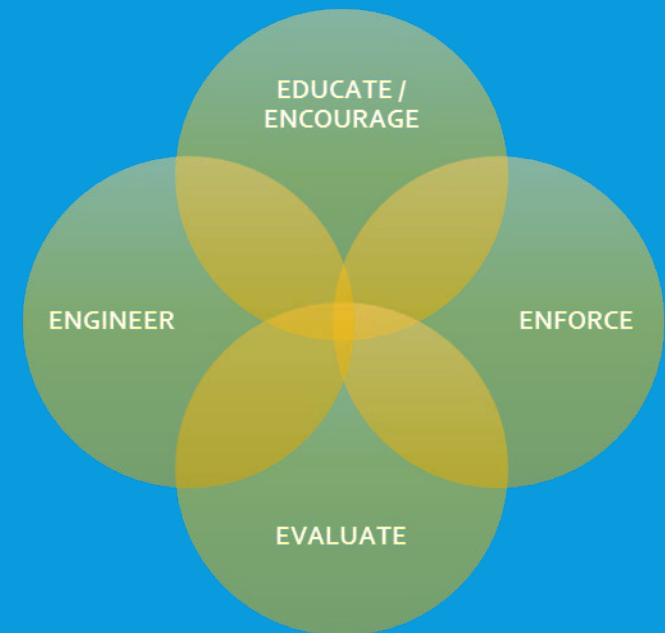
# WHY VISION ZERO?

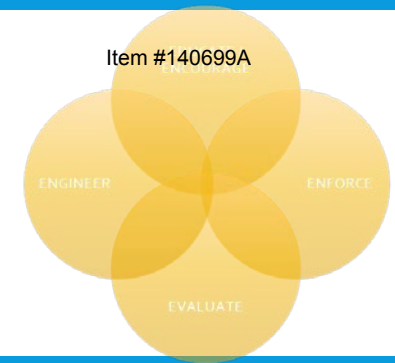
- Proven initiatives to reduce traffic fatalities & severe injuries
- Focus on built environment, policies & technologies that influence behavior
- Holistic, multi-disciplinary approach to identify problems & solutions

Source: <http://visionzeronetwork.org>

# VISION ZERO APPROACH

- Techniques focus on the 5Es: **engineering, education, encouragement, enforcement, evaluation**
- Relatively new effort in the USA; different stages of implementation throughout the nation
- Typical applications include strong leadership/local policy; local plan; speed reduction; targeted enforcement; emphasis on outreach; multi-agency effort





# VISION ZERO SAMPLES

- Eugene, OR (160K pop.; U of Oregon – 25K) – 2015; \$64k contracts for plan development; 2 new hires needed post implementation
- Columbia, MO (117K pop; U of Missouri – 33K) – ped coalition effort; policy adopted 2016; lead staff appointed; plan ids measures for implementation by May 2020
- Ann Arbor, MI (121K pop; U of Michigan – 45K) – ped coalition effort; policy adopted 2016; plan to be incorporated w/n transportation plan – “safety over mobility”
- Speed reductions: Seattle, WA; San Francisco, CA; Austin, TX; New York, NY

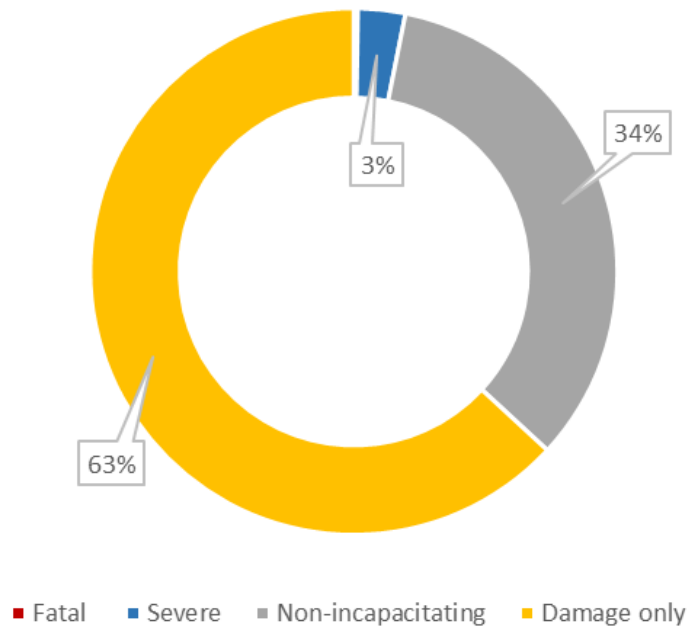
# OVERALL TRENDS

## 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.

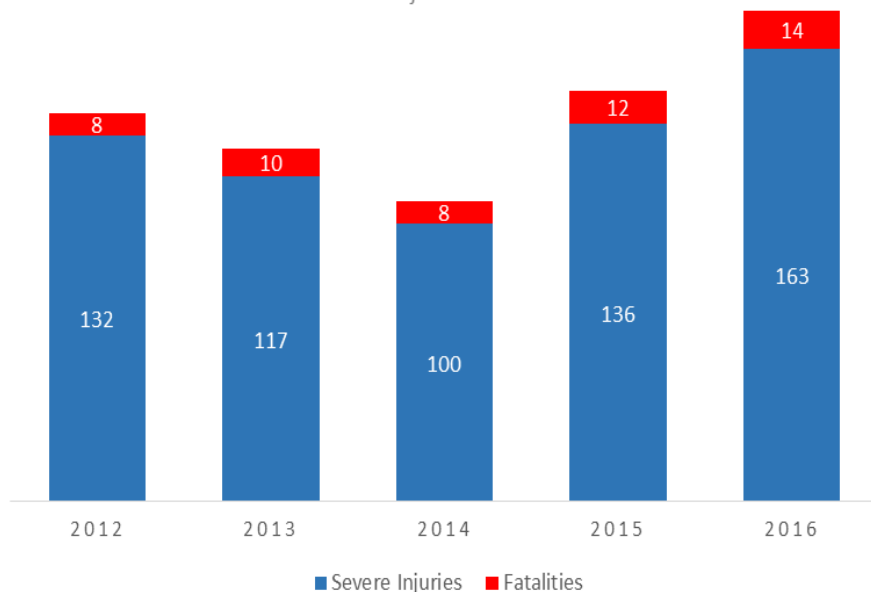


- Crash data between 2012-2016
- 18,661 total crashes
- 1% resulted in fatalities (46 crashes)
- 3% resulted in severe injuries (548 crashes)

# 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
- **23%** of pedestrian & **12%** of bicycle crashes resulted in death or severe injury

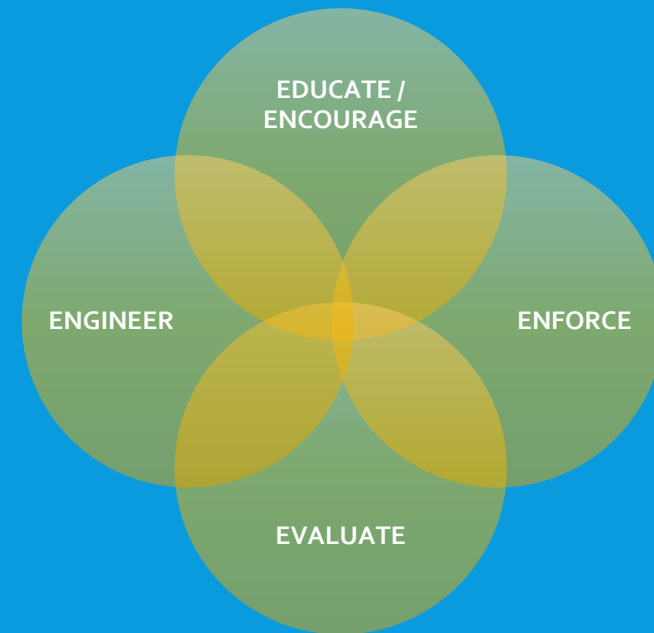
# FLORIDA CONTEXT

- 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>

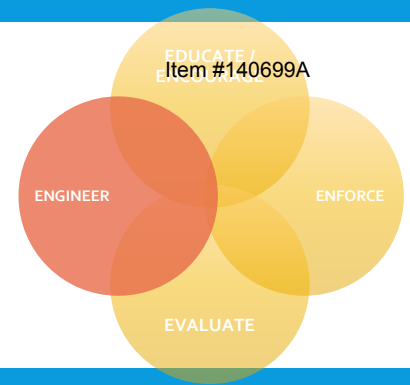
# RECAP

- 10/12/17 General Policy Committee:
  - Target areas established
  - Focus on vulnerable road users
  - Establish local policy
  - Application of complete streets elements
  - Better understanding of automated enforcement
  - Task force / enhanced coordination



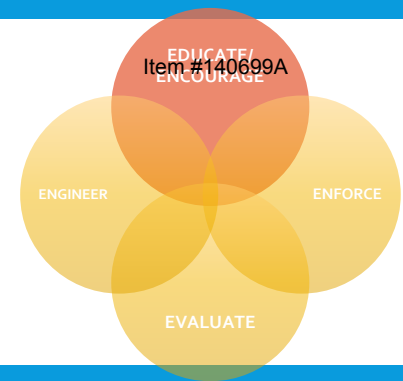


# ON-GOING ACTIONS



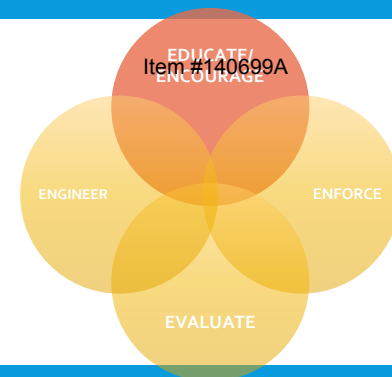
- **Planning, Design and Construction:**
  - University Ave enhanced crossings at NW 16<sup>th</sup> St and NW 19<sup>th</sup> St
  - SmartCities initiative tied to predictive data collection
  - Enhanced street lighting at intersections
  - Planning/construction of new sidewalks and trails
  - One-way pairs around UF campus
  - Continued coordination with campus infrastructure

# ON-GOING ACTIONS



- **Outreach Efforts:**

- School programs bike/ped safety
- Developing concept for scooter safety training
- Developing concept for enhanced campaign – local celebrity



# ON-GOING ACTIONS

- **Traffic Safety Education**
  - Speed Trailer and Stealth Stat
  - Gainesville PD on Duty
  - Verbal and Written Warnings on Traffic Stops
  - Vehicle Days at City Elementary Schools
  - SNAP kids
  - Newberry HS Career Fair
  - Explorers/Cadets Program

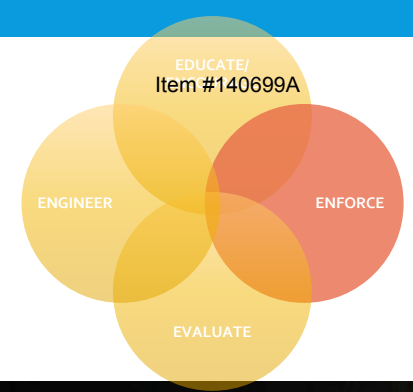


# ON-GOING ACTIONS



- **Kid's Bike Rodeo**
  - Kids from 5-14 yoa
  - Helmet fittings
  - Safety inspections
  - Rules of the road
  - Giveaways and prizes
- 2018 Bike Rodeo
  - \* T.B. McPherson
  - \* UF O'Connell Center
- Over 300 kids participated

# ON-GOING ACTIONS

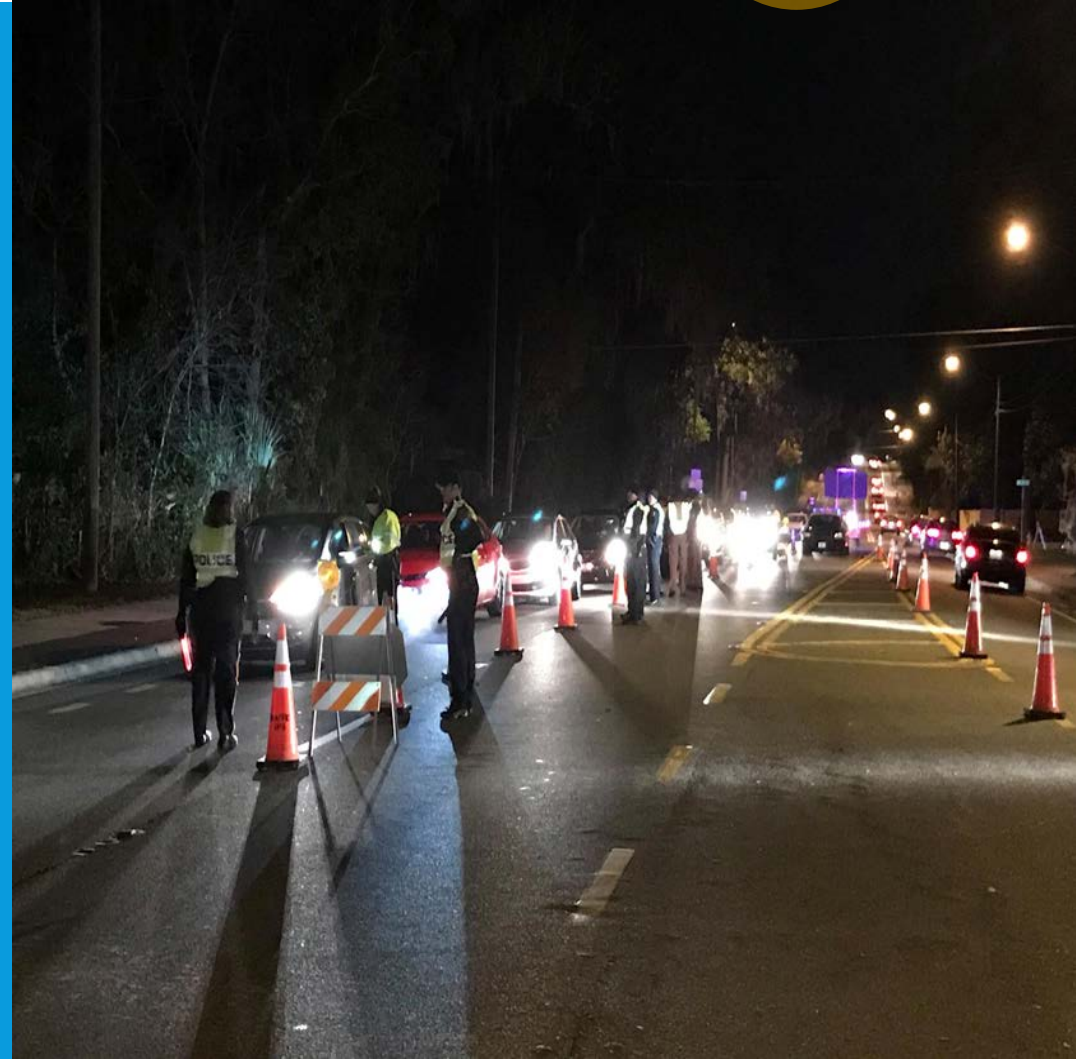


## ▪ Enforcement:

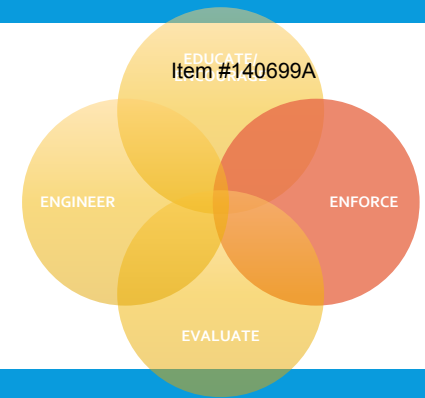
- DUI Checkpoint  
Operation Resolutions  
January 13, 2018

Participating Agencies  
GPD-FHP-ASO-UPD

3 DUI arrests  
2 Narcotics arrests  
23 citations



# ON-GOING ACTIONS



## Enforcement:

**Enforce More than Just Speeding**

- Following Too Closely (Tailgating)\*
- Aggressive Driving
- Obstructing Traffic
- Misuse of HOV Lanes
- Distracted Driving
- Seat Belt Violations

**Secure Data Encryption**

- Be confident if ever challenged in court with the advanced 128-bit, tamper-proof data
- Unsurpassed validation: Passes fixed-distance, zero-velocity test while in speed mode

**Back-Office Integration**

- Transfer all your field data to the office with the removable SD card
- Integrate with Automatic Number Plate Recognition (ANPR)
- Multiple communication formats: SD card or upgrade to Wifi

**Reduce Traffic Fatalities**

- Around the world, implementing video traffic enforcement technology has proven to:
  - Decrease average speeds
  - Reduce traffic-related fatalities
  - Change dangerous driving behaviors
  - Improve overall roadway safety
- Launch a public awareness campaign by leveraging this new technology through local media outlets

\* Tailgating Enforcement using DBC technology is an optional upgrade.

**LTI 20/20 TruVISION™**

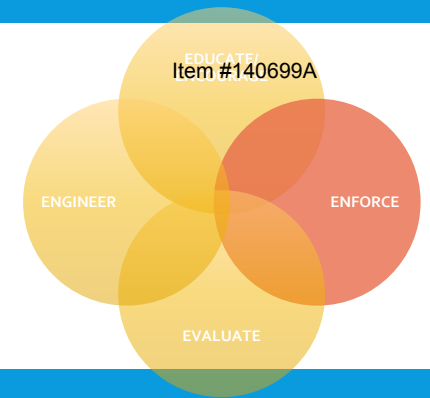
## LTI 20/20 TruVision Laser

**TAILGATING (OPTIONAL)**  
Measure the speed, traveling time and distance between two vehicles.

**REAR PLATE MODE**  
Measure the speed and maintain a chain of evidence until the rear license plate is captured.

**LASER TECHNOLOGY**

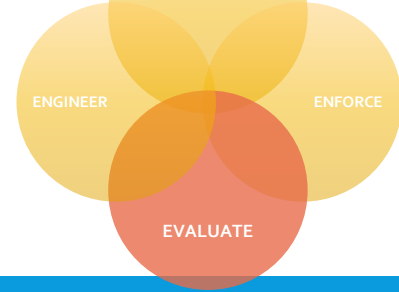
# ON-GOING ACTIONS



## ▪ Current Grants:

- Occupant Protection \$10,000
- Safe Gator \$10,500
- Safe Motorcycle and Rider Techniques \$50,000

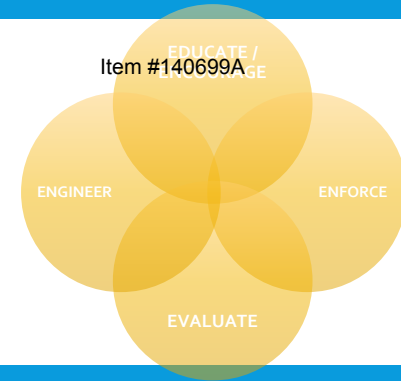




# PROPOSED ACTIONS

- **Performance Measurement:**
  - Allocation of resources
  - Cost / benefit determination
  - Track of results: before/after comparison





# RECOMMENDATIONS

Direct staff to:

- Bring a Vision Zero resolution to the City Commission for approval
- Continue to work with stakeholders
- Determine costs for the development of a local plan

# QUESTIONS?

Debbie Leistner  
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