



VISION
ZERO

SAN ANTONIO

Drive safe. Bike safe. Walk safe.

Action Plan

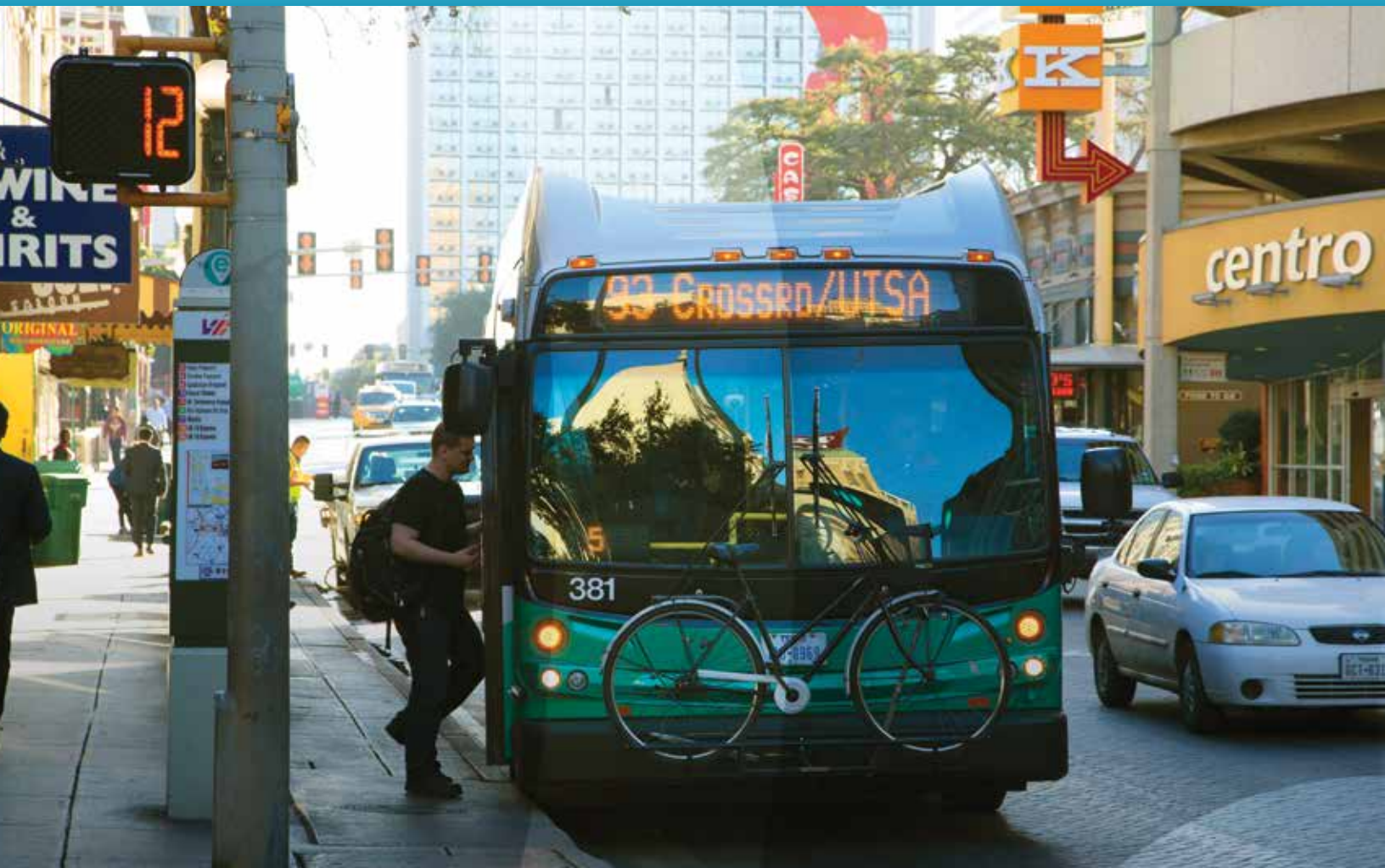


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Together
we can
achieve

ZERO

fatalities
on our
roadways
because
every
person
in our
community
matters.

Achieving Vision Zero

The Vision Zero Action Plan is San Antonio's roadmap to achieving zero fatalities or serious injuries on our roadways. The Action Plan is data-driven, human-inspired, bold, innovative, and action-oriented. It is our playbook for Vision Zero.

San Antonio is expected to increase in population by over 1 million people by 2040. In August 2016, City Council adopted the SA Tomorrow Multimodal Transportation Plan which focuses on moving people not just cars. As San Antonio grows closer to 2040, achieving Vision Zero is essential.



What is Vision Zero

Councilmember Shirley Gonzales submitted a City Council Request (CCR) in June of 2015 directing staff to create a Vision Zero Action Plan. In September of 2015, Mayor Ivy Taylor initiated Vision Zero with a press conference on the steps of City Hall.

The Vision Zero approach is summarized by the thought that no traffic related loss of life is acceptable. Vision Zero is an international effort that was first adopted in 1997 in Sweden. Several European nations and cities around the world have since also adopted Vision Zero and have achieved significant fatality reductions. Cities

in the United States that have adopted the Vision Zero goal include Austin, Boston, Chicago, Los Angeles, New York, Portland, San Francisco, San Jose, and Seattle.

The City of San Antonio along with the community and agency leaders is committed to enhancing safety in San Antonio. Recent efforts have emphasized our commitment to the community through strengthened programs and implementation. Vision Zero is the public safety component of the SA Tomorrow Multimodal Transportation Plan.

Organizational Structure

The success of Vision Zero depends on everyone in our community doing their part to ensure that our transportation system is safe for all roadway users. **The Vision Zero organizational structure begins with you.** Vision Zero includes leaders at all levels throughout our community to make this effort a success.



Mayor Ivy Taylor and Councilmember Shirley Gonzales at the press kick off for the "It's your life. It's my life." campaign surrounded by some of the 154 volunteers that represented the people that had died in traffic violence in San Antonio in 2015.

Vision Zero and You

Below are ways that you can be a part of the Vision Zero movement:

- Become a Vision Zero partner as an individual or as an organization.
- Support and/or volunteer with Vision Zero partner agencies.
- Take the Vision Zero Safety Pledge.
- Advocate for traffic safety for all road users.
- Participate in community dialogue regarding traffic safety.
- Utilize the City's 311 system to report safety issues or concerns.
- Request a Vision Zero presentation or training.
- Organize a walk or bike audit of area infrastructure.
- Implement a mini-Síclovía or open streets event in your neighborhood.





Stakeholder Group

A Vision Zero Stakeholder Group was established to lead partner agencies in initiating actions to achieve Vision Zero. The Vision Zero Stakeholder group is charged with:

- Providing direction to the City of San Antonio Transportation & Capital Improvements (TCI) Project Management Team to guide development of the Vision Zero Action Plan;
- Acting as a liaison to agencies, sharing information and soliciting feedback to inform the Action Plan;
- Identifying actions specific to members' agencies;
- Developing the vision, goals, policy recommendations, actions, performance measures, and recommendations to get to zero;
- Continuing as ongoing champions for implementation of the Action Plan actions within members' agencies, as applicable.

The members are decision-makers from the San Antonio region who represent organizations and agencies that will be both impacted by, and responsible for, implementing Vision Zero policies and actions.

Task Forces

Task forces are working groups. There are currently two task forces, Crash Review and Communications, which include representatives of partner agencies. The Crash Review Task Force reviews crash analysis reports and will identify crash hot

spots through data analysis. The Communications Task Force consists of public relations representatives to discuss public outreach efforts and review communication tools to be used in outreach efforts.



Action Plan Process

Vision Zero Stakeholder began meeting in July 2015 to begin drafting a Vision Zero Action Plan. There have been six stakeholder meetings and three task force meetings with partner agencies to develop the Vision Zero Action Plan. Additional public input was provided through the SA Tomorrow Multimodal Transportation Plan planning process as Vision Zero is a part of this plan. Vision Zero has been presented to several city council committees including the Governance Committee, the Transportation, Technology and Utilities Committee, and the Criminal Justice, Public Safety and Services Committee.



Vision Zero in Action

The key to success in achieving Vision Zero is a combined approach using the five essential elements for a safe transportation system: Education, Encouragement, Engineering, Enforcement, and Evaluation. Strategies and indicators of success are identified for each of these elements.



Education

Communicate with children and adults the importance of safety for all on our roadways whether a person is driving, walking, bicycling, or riding. Emphasize self-accountability and responsibility for safety



Encouragement

To be effective in such an effort, encouraging our citizens is mandatory to reemphasize the message of safety for all.



Engineering

Through engineering transportation choices, infrastructure improvements can reduce speeds and potential conflicts, and establish safer and fully accessible crossings, walkways, and, bike ways.



Enforcement

Enforcement of traffic safety laws is essential. Continue to support strong safety campaigns and initiatives such as Click It or Ticket, Buzzed Driving Is Drunk Driving, Distracted Driving, and Traffic Safety Programs.



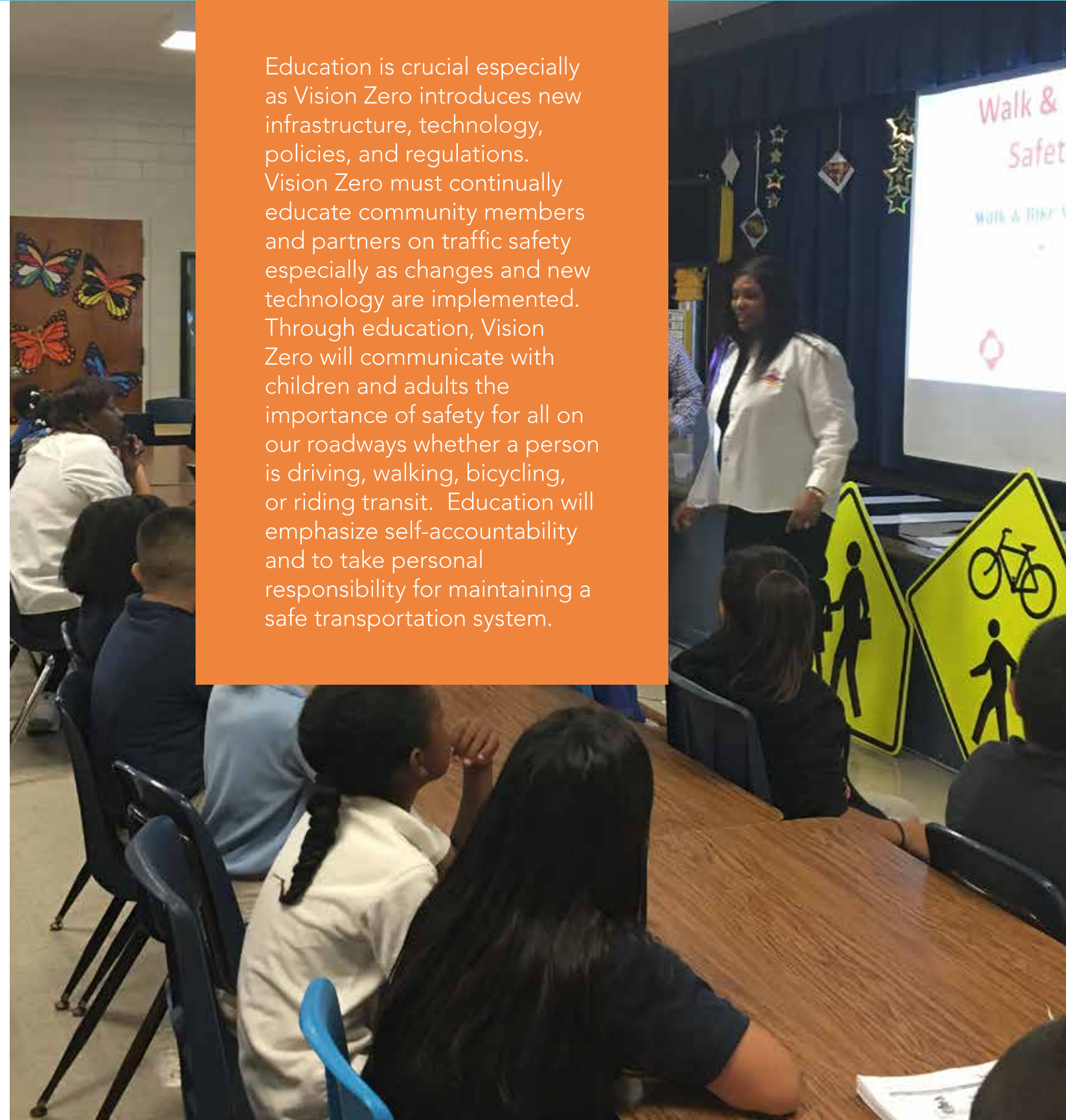
Evaluation

The city will continue to evaluate and improve the traffic safety efforts in order to monitor their effectiveness.



Education

Education is crucial especially as Vision Zero introduces new infrastructure, technology, policies, and regulations. Vision Zero must continually educate community members and partners on traffic safety especially as changes and new technology are implemented. Through education, Vision Zero will communicate with children and adults the importance of safety for all on our roadways whether a person is driving, walking, bicycling, or riding transit. Education will emphasize self-accountability and to take personal responsibility for maintaining a safe transportation system.





Education

Key Actions

- Educate the general public on how to safely use infrastructure with attention to new types of infrastructure such as z-crossings, green bike lanes, shared use paths, cycle tracks, protected bike lanes, and other new traffic calming measures.
- Work with the media and public information officers to modify the language in reporting incidents on our roadways that shapes our perception of traffic safety and traffic violence such as “crash” not “accident” and “people walking” instead of “pedestrian.”
- Promote outreach through traditional and social media to educate the public about proper traffic safety for people walking, bicycling, and driving.
- Provide educational outreach opportunities in high problem areas as identified in the crash analysis report.
- Develop and distribute informational pamphlets and brochures to the public that can also be utilized by law enforcement during a traffic stop.
- Continue to conduct educational outreach at schools, senior centers, community organizations, neighborhood associations, transit centers, and community health and wellness fairs.
- Provide continued education courses for transportation professionals such as planners and engineers on the latest Vision Zero traffic safety approaches.
- Continue to develop Vision Zero public service announcements (PSAs).
- Continue to participate and collaborate with other agencies and traffic safety campaigns such as Teens in the Driving Seat, Shattered Dreams, University Health System (UHS) Safe Kids program, child safety seat check programs, STEM student outreach, and UHS and AARP car fit programs.
- Provide support for VIA Transit’s classroom on wheels and youth art contests as well as other transit rider outreach events.
- Work with large employers to integrate Vision Zero in company defensive driving courses. For example, Vision Zero has already been integrated within the City of San Antonio Defensive Driving courses.

Milestones

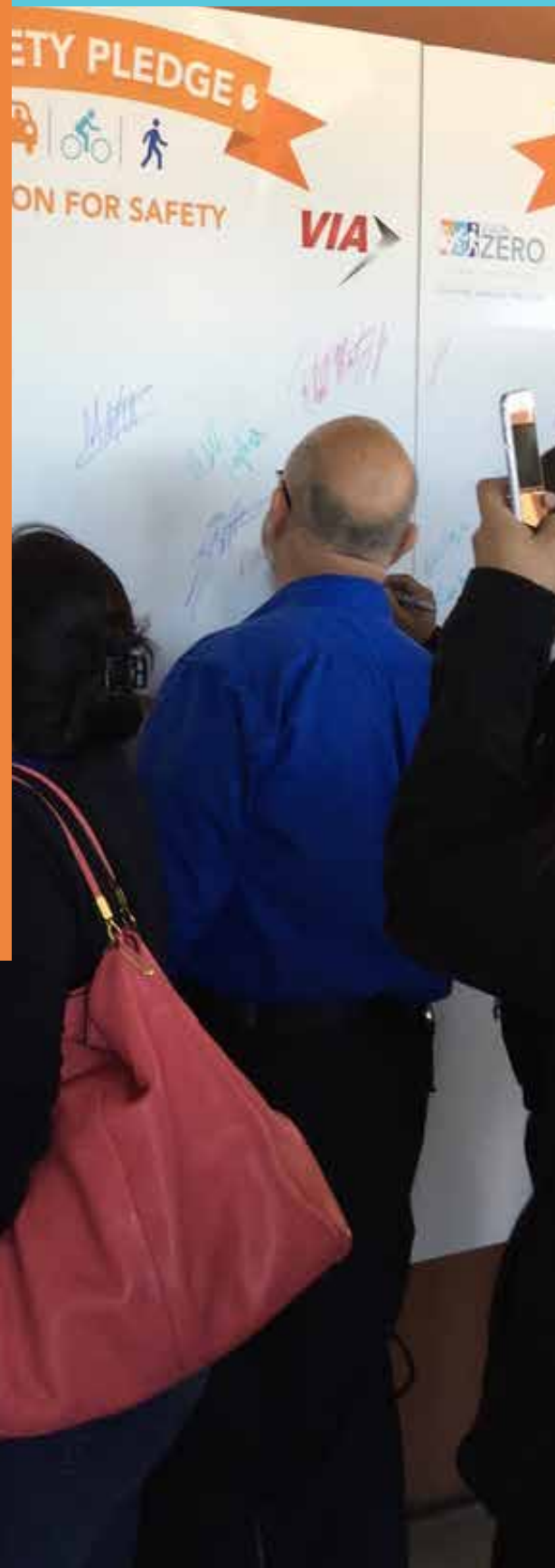
- Host multiple public education events monthly.
- Host at least one outreach event in high problem areas quarterly.
- Coordinate with school districts to distribute information to area students, teachers, staff, and parents.
- Produce multiple pamphlets, brochures, and public service announcements (PSA) per year.
- Multiple stakeholders participating in quarterly meetings.





Encouragement

Many San Antonians know how to safely cross the street. As our current crash demographics indicate, those being killed are predominantly adults who are likely familiar with the rules of the road. The role of encouragement is to influence safe traffic behavior by supporting and persuading people to follow the traffic norms and laws. To be effective in such an effort, encouraging our citizens is necessary to reemphasize the message of safety for all. Incentive programs should also be developed to encourage safe behavior.



Key Actions

- ★ Communicate the importance and value of safety for all, whether a person is driving, bicycling, walking or riding transit.
- ★ Continue to work with Vision Zero partners to get out the traffic safety message, provide informational materials, and seek media coverage to reemphasize the message of safety for all.
- ★ Support partner agencies' safety initiatives such as Click It or Ticket, Steer Clear, Buzed Driving is Drunk Driving, Adult and Child Injury Prevention programs, VIAware, My3Feet and additional safety campaigns to target speeding, aggressive driving, wrong way driving, safe passing, and failure to yield.
- ★ Post information at local community gathering places both at physical and online locations such as parks, libraries, senior centers, gyms, bus and transit stops, workplace portals or internal websites, online and printed newsletters, community group pages, and other social media locations.
- ★ Work with local media to help spread information on the Vision Zero safety message by providing interest stories and op-ed pieces.
- ★ Produce and air public service announcements in collaboration with partners and local film making industry.
- ★ Establish a Vision Zero Ambassador volunteer program for Vision Zero champions that contribute to community outreach efforts by providing peer to peer communication on the importance of traffic safety and how to use new infrastructure.
- ★ Organize and execute a Vision Zero Symposium to provide a forum for community members to discuss traffic safety and to grow community advocates for Vision Zero.
- ★ Identify ways to incentivize good behavior. For example, work with insurance companies to give discounts for safe driving behavior or develop a rewards program similar to the NuRide program.
- ★ Facilitate neighborhood "mini-Síclovia" or open streets events partnering with AARP to raise traffic safety awareness at a neighborhood level.



Encouragement

Milestones

- Produce multiple public service announcements annually
- Provide quarterly and annual updates to the media and showcase law enforcement
- Reach 500,000 users of social media
- Annual Vision Zero Symposium



Engineering

Engineering techniques can be used to achieve the safe and efficient movement of people and goods. Engineering is the application of scientific knowledge to solve problems through building and design. Through engineering transportation choices, infrastructure improvements can reduce speeds and potential conflicts, and establish safer and fully accessible crossings, walkways, and bikeways. Traffic safety infrastructure also includes roadway design, traffic signs, signals, and pavement markings (striping).





Engineering

Key Actions

- Continue to implement the Complete Streets policy by ensuring that projects meet the needs of all people of different ages and abilities.
- Implement low cost systemic improvements to apply across the City to improve safety for all such as increasing small everyday maintenance practices that improve safety and mobility.
- Improve traffic signal timing to favor people walking and biking with special attention to community members that may have mobility challenges that require additional time to cross the street.
- Enhance safety and accessibility by offering connected and seamless transportation networks for people walking and biking for all ages and abilities by eliminating sidewalk gaps and improving disability access.

Safety Enhancement Examples:

- Audible pedestrian signal
- Bicycle signal phase
- Buffers or physical barriers between moving vehicles and people walking and biking
- Bulb-out or sidewalk extension at intersection
- Chicane
- Cycle track
- High-Intensity Activated Crosswalks (HAWK)
- High visibility pavement marking
- Improved lighting for people walking and bicycling
- Limit right turn on red
- Lower speed zone
- Minimize and consolidate driveways and eliminate conflict points between modes
- Pedestrian countdown
- Pedestrian priority or lead pedestrian interval (LPI) traffic signal
- Pedestrian refuge island
- Pedestrian "scramble" phase
- Protected bike lane
- Raised crossing
- Re-channelization or road diet
- Rectangular Rapid Flashing Beacon (RRFB)
- Smaller curb radii
- Speed table
- Traffic circle or roundabout
- Traffic signal
- Wheelchair accessible sidewalk ramps or truncated domes
- Wide sidewalks, greater than 6 feet
- Z-crossing or protected mid-block crossing

Key Actions

- Ensure that infrastructure not only meets ADA minimums but also exceeds those standards for accommodations such as curb ramps, unobstructed sidewalks and crossings, crosswalks and passage through center islands in streets, accessible pedestrian signals, and other tools that facilitate greater mobility for people with disabilities wherever a pedestrian way is newly built or altered.
- Implement Safe Routes to School, Safe Routes for Seniors, and Safe Routes to Transit programs.
- Develop a multidisciplinary coalition to review and identify gaps, loopholes, or deficiencies in local ordinances, codes, standards, and practices in order to update policies, codes, and standards that are more sensitive to Vision Zero safety concerns.
- Create a transit friendly environment for safe access to transit routes which includes reducing conflicts between people walking and driving, improving pedestrian space to create pleasant waiting areas for transit riders while also providing ample space for people walking.

Example TIM/ITS Tools:

- Traffic cameras at intersections to monitor traffic, safety, and incident management
- Digital roadway signs with real time travel information and media outlets that notify the public about any oncoming roadway hazards, delays, or construction
- Multiagency collaboration to remove stalled vehicles off of the roadway promptly, safely, and reliably
- Tag and promote Vision Zero engineering projects.
- Prioritize infrastructure improvements based on high injury crash data.
- Utilize traffic incident management (TIM) programs and intelligent transportation systems (ITS) to ensure the safety of the public, first responders, and support teams.



Engineering

Milestones

- Implement 10 Vision Zero projects annually, dependent on funding
- Reduce the number of transit stops that encourage illegal mid-block crossing
- Install “no right on red” signage at signalized intersections where appropriate



Enforcement

Enforcement not only includes officers and investigators but also includes the courts and detention systems. Enforcement is essential in discovering and deterring unlawful and criminal activity that threaten the public safety in our everyday lives. Enforcement of traffic safety laws is crucial. Vision Zero supports existing safety campaigns and initiatives such as Click It or Ticket, Buzzed Driving is Drunk Driving, Distracted Driving, and other traffic safety programs. In addition, a data driven approach to achieve Vision Zero will influence new enforcement campaigns.





Enforcement

Key Actions

- Increase coordination with local law enforcement agencies such as SAPD, Bexar County Sheriffs, Park Police, and local school district police to find opportunities to increase traffic safety enforcement.
- Continue to support existing safety initiatives such as Click It or Ticket It, Buzed Driving is Drunk Driving, and Distracted Driving.
- Conduct High Visibility Enforcement (HVE) to create deterrence by targeting a specific traffic safety issue identified through the high injury crash analysis.
 - Include a publicity strategy to educate the public and promote voluntary compliance with the law.
 - Coordinate HVE tactics when introducing new infrastructure so that there is greater compliance with the new safety infrastructure.
- Provide training and refresher courses for law enforcement officers on Vision Zero.

Example Law Enforcement Training:

- Instruct police officers on filling out crash report and how that information is used to assist in Vision Zero crash analysis.
- Develop a training or roll-call video to increase officer knowledge of pedestrian and bicycle safety issues and improve officer capacity for conducting enforcement activities in the future.
- Continue to participate in enforcement grant opportunities such as Comprehensive Selective Traffic Enforcement Program (STEP) which has been used to enforce speed, driving-while-intoxicated, distracted driving, seat belt use, aggressive driving, and vulnerable road user violations.
- Create an enforcement special task force targeting Vision Zero "hot zones."

Key Actions

- Work with San Antonio Fear Free Environment (SAFFE) officers in community outreach to raise awareness on traffic safety.
- Conduct school safety crossing guard training with SAPD and schools to establish a volunteer crossing guard program
- Utilize new technology to assist in enforcement efforts such as the continued partnership between law enforcement and local school districts to ticket people driving past school buses illegally through video monitoring and other photo enforcement techniques (this will require a state legislative change).
- Initiate and enforce new traffic violation policies to eliminate the most common crash contributing factors and to educate violators on Vision Zero.

New Policies to Consider:

- Update the hands free ordinance so that it is classified as a hazardous moving violation.
- Require traffic safety violators to attend mandatory training classes on Vision Zero.
- Conduct a policy review of civil versus criminal offenses to determine where any legislative changes may be recommended.
- Develop and initiate a Don't Block the Box campaign to keep crosswalks accessible to people walking.
- Adopt or improve laws related to failure to yield and distracted driving.



Enforcement



Milestones

- Establish a school bus safety program to ticket people who unsafely drive past stopped school buses loading or unloading students
- Establish a volunteer school crossing guard program conducted by SAPD and schools
- Adopt a “Don’t Block the Box” campaign and identify 10 intersections to pilot the enforcement program
- Produce a roll-call video to train enforcement officers on pedestrian and bicycle safety
- Pursue State legislative change to establish a camera speed enforcement pilot program in school zones



Evaluation

Evaluation is often a forgotten element for traffic safety. The City will continue to evaluate and improve the traffic safety efforts in order to monitor their effectiveness. Evaluation will not only look at how we are doing but also look at how effective are programs at achieving the Vision Zero goal. Similar to visiting a doctor’s office to check vital signs and overall health, we must also do a self-check of how our transportation system doing in regards to eliminating traffic fatalities and serious injuries, and how the Vision Zero components are performing.





Evaluation

Key Actions

- Continue to learn from and collaborate with the other Vision Zero cities utilizing the Vision Zero Network resources and stay up-to-date on national and international best practices.
- Conduct initial analysis of existing crash zones to establish baseline, identify trends, high risk populations, and high crash locations over the past five complete calendar years in order to establish emphasis areas.
- Establish a quarterly reporting system to monitor the number of crashes, fatalities, and serious injuries to be shared regularly with partners and the media.
- Establish a quarterly Crash Review Task Force to review fatal and serious injury crashes.
- Work with stakeholder group members to evaluate the effectiveness of any improvement or program.
- Establish a pedestrian count program that counts the number of people walking in high pedestrian crash and high pedestrian volume areas, as part of the intersection count program, and at Vision Zero pedestrian improvements to count the number of people walking before and after the improvement.
- Continue to monitor the inventory of pedestrian facilities, VIA ridership data, walking trip generators and destinations, and San Antonio's Walk Score to coordinate future walking amenities.
- Conduct walk audits with stakeholder agencies such as schools, Alamo Area MPO, and AARP.
- Monitor progress toward implementing the Vision Zero Action Plan.

Example Evaluation Datasets:

- Community health assessments
- Crash investigations
- Crash reports
- Evaluation forms
- Intercept surveys
- Online surveys
- Public health records and reports
- Speed analysis
- Traffic counts
- Walk and bike audit
- Website clicks and downloads



Milestones

- 20 high crash corridors and 20 high crash intersections identified
- Quarterly Stakeholder meetings and reports
- Pedestrian count program established
- A minimum 50% annual decrease in the number of severe injuries and fatalities for the top ten severe injury and fatality corridors
- Vision Zero public opinion survey and report of findings
- Minimum 10 walk audits conducted per year



Funding and Implementation

Determining the amount of funding that will be allocated to Vision Zero efforts will need to go hand-in-hand with identifying the needs, developing a solution, demonstrating successes, and allocating resources. Implementation of the Vision Zero Action Plan will be financially constrained through the City's

balanced budget process. All improvements need to be fiscally responsible to identify the true cost of implementation as well as the continued cost for project development and infrastructure maintenance. External resources through grant applications should be included to augment all resources identified in the City's budget.

Vision Zero Milestones

Education

- Host multiple public education events monthly
- Host at least one outreach event in high problem areas quarterly
- Coordinate with school districts to distribute information to area students, teachers, staff, and parents
- Produce multiple pamphlets, brochures, and public service announcements (PSA) per year
- Multiple stakeholders participating in quarterly meetings

Encouragement

- Produce multiple public service announcements annually
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Engineering

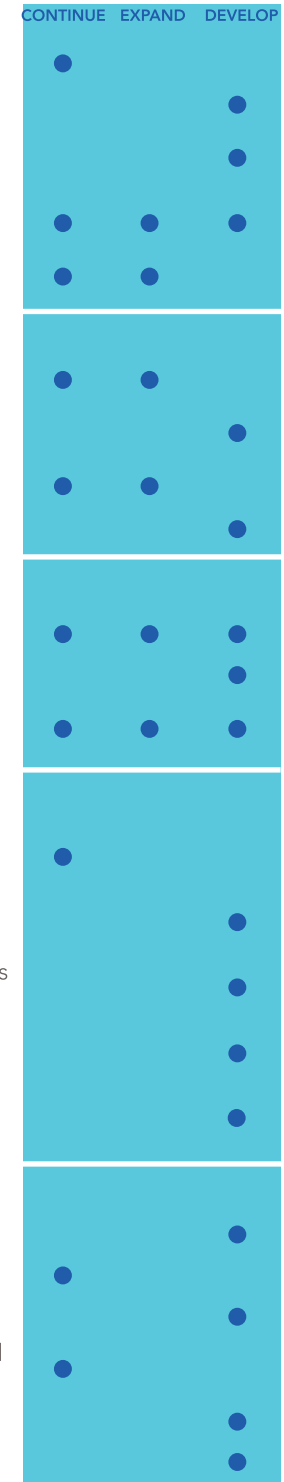
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