



Vision Zero

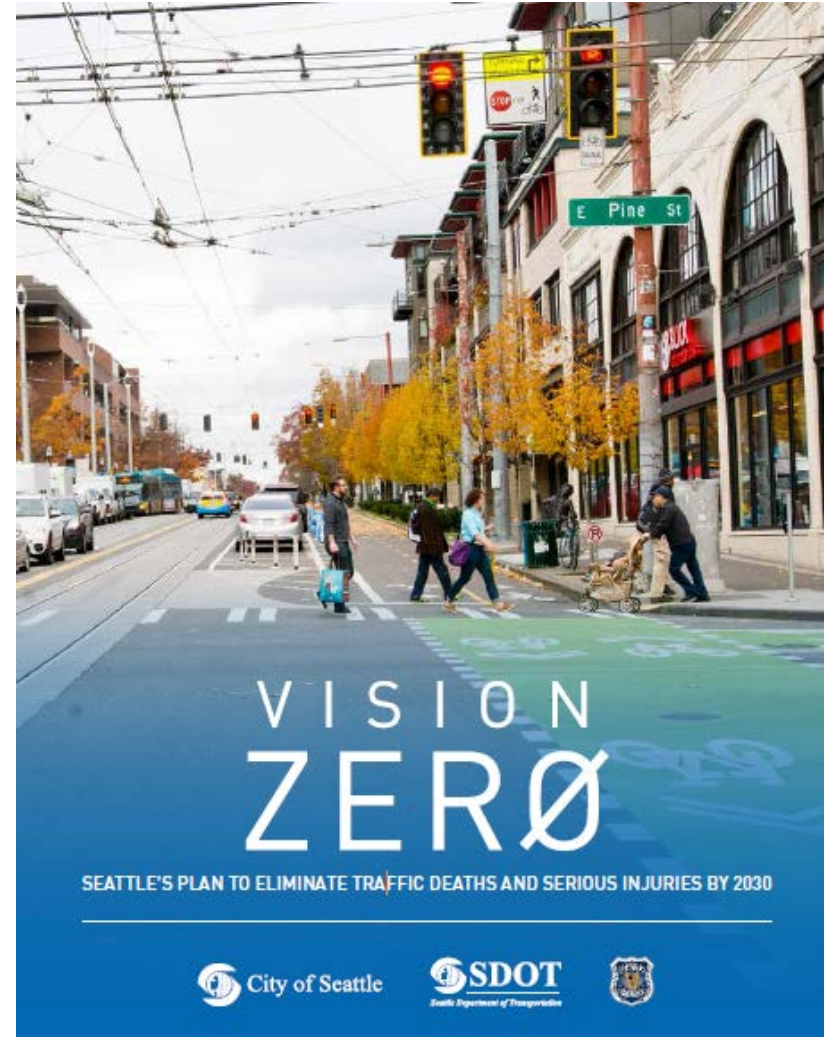
Seattle's plan to eliminate traffic deaths and serious injuries by 2030



Roll out

Vision Zero launch

February 12th at with Mayor Murray, Chief O'Toole, Director Kubly, and many others



What is Vision Zero?

- Swedish approach to road safety
 - No loss of life is acceptable
 - Recognition of the 'human factor'
 - Emphasis on safer roadway design
- Goal
 - Eliminate traffic deaths by 2030



Why now?

Integrate Seattle's safety efforts

- Capital projects, plan implementation
- Law enforcement
- Street design and regulation



Achieving Vision Zero

Data-driven strategies

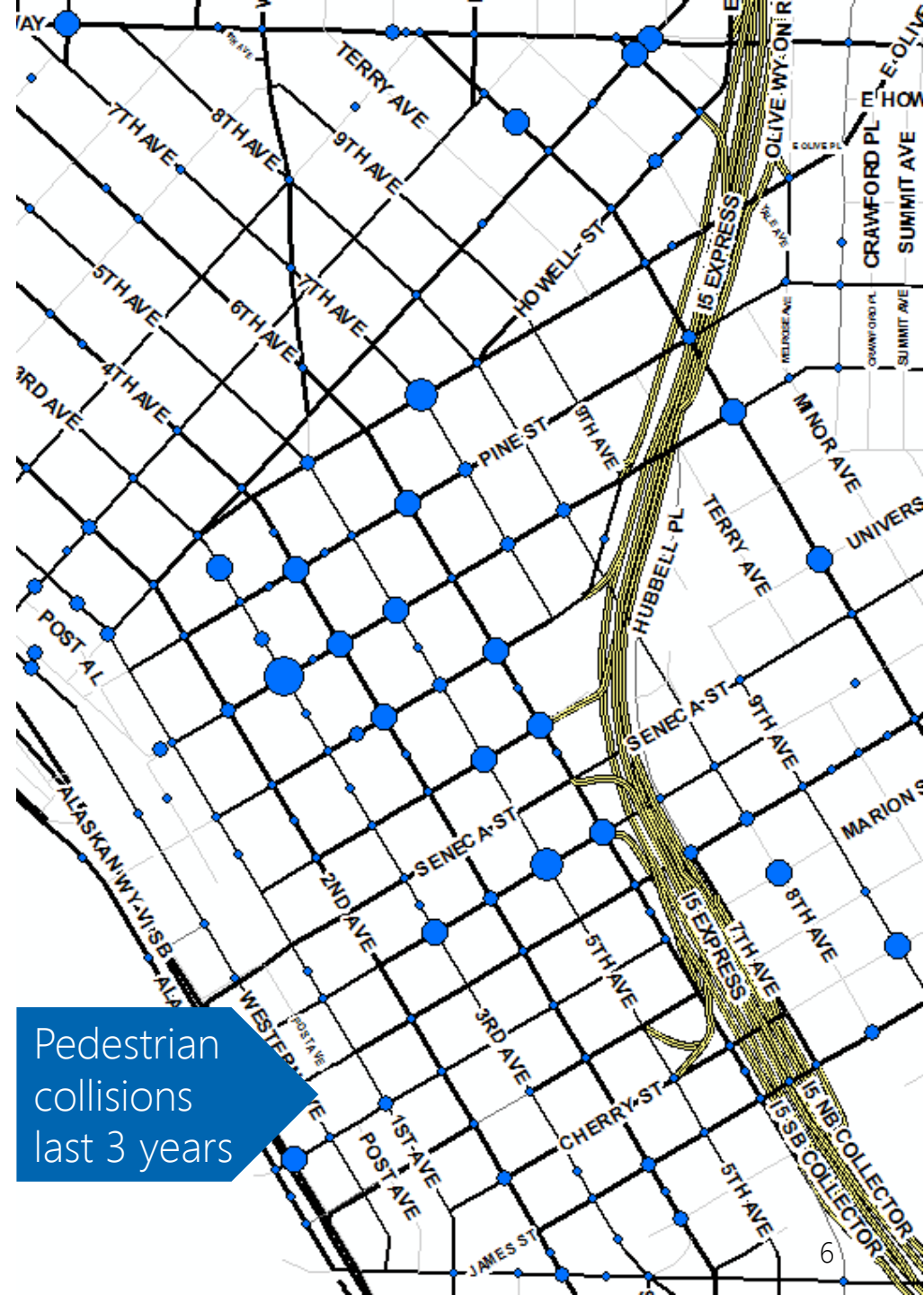
- Street design, policy, and regulation
- Enforcement
- Public education and engagement



Street design, policy, and regulation

Downtown

- Larger proportion of serious/fatal collisions
- Speeding an increasingly significant factor
- 600+ pedestrian collisions last three years
- More than 6,500 total crashes last three years



Pedestrian collisions last 3 years

Street design, policy, and regulation

2015 downtown actions:

- Reduce speed limit to 25 mph, starting with Pike, Pine, and James
- Central business district signal timing changes
- Safety enhancements at:
 - 5th Ave and Union, University, Spring, and Seneca
 - 6th Ave at Pike, Spring, Cherry, James, and University
 - 7th and Olive



Street design, policy and regulation

2015 citywide actions:

Urban Center Safety

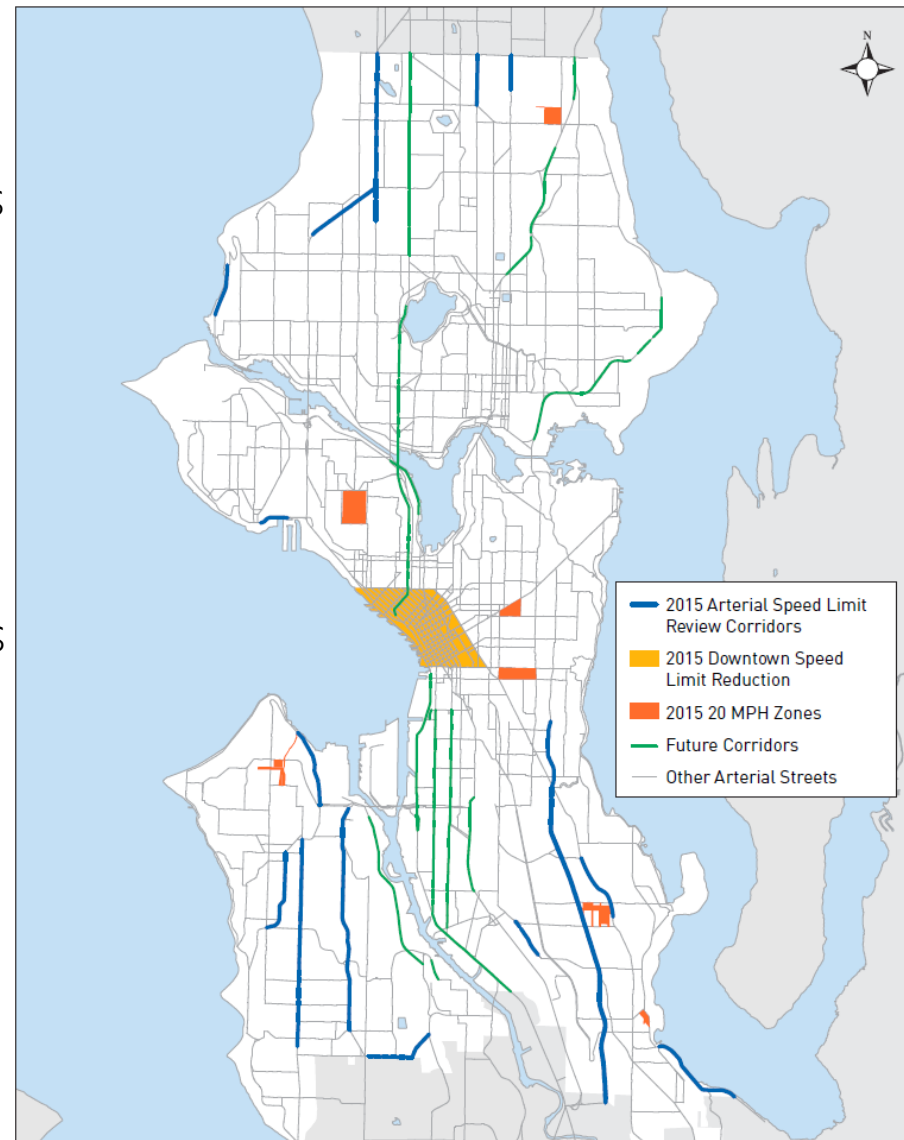
- Reduce collisions in neighborhood business districts through signal, signage, and street design changes

Citywide speed limit reduction

- Reduce speed limit to 30 mph or lower on arterial streets
 - Low cost engineering
- Roll out 20 mph Neighborhood Slow Zones
 - Signage and Pavement Markings
 - Improve visibility at intersections for pedestrians

Safety Corridor projects

- Reduce crashes on principal arterial streets including Lake City Way, SW Roxbury St, 35th Ave SW, and Rainier Ave S



Street design, policy, and regulation

Safe Routes to School

- Improve the built environment at 20 schools (2015)
- Develop comprehensive school road safety plan

Revise crosswalk policy and materials

- Update policy to put greater emphasis on children, elderly, and proximity to transit
- High reflectivity, durable crosswalk markings now standard for SDOT

Construction coordination

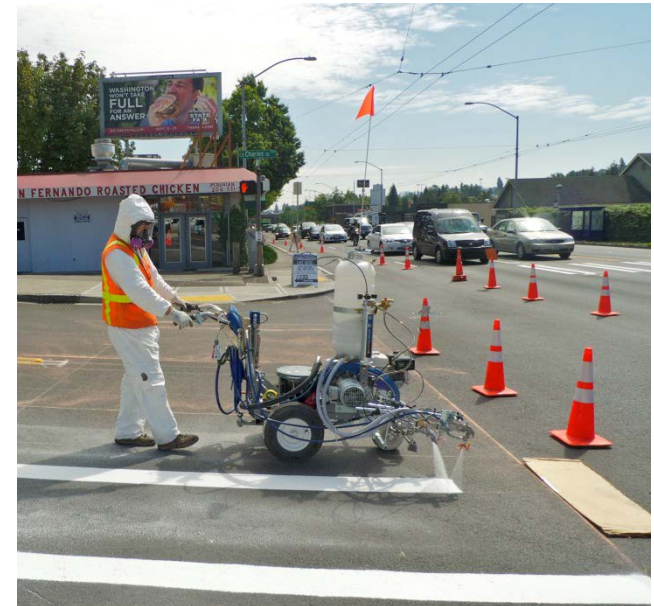
- Ensure safe pedestrian access around work sites

Plan implementation

- Coordinated, multi-modal approach
- Implement safety improvements identified in the Pedestrian and Bicycle Master Plans

Right of Way Improvement Manual

- Updated design standards emphasizing safety



Enforcement

SeaStat: data-driven enforcement strategy

High visibility enforcement patrols

- Targeting speeding, distraction, impairment, emerging issues
- Coordinated with PSAs and dynamic message sign activation

School zone photo enforcement

- 12 new camera sites in early 2015

Traffic Collision Investigation Squad

- Partnership to improve information sharing between SDOT and SPD after serious or fatal collisions



Enforcement

Corridor safety patrols

- Partnership with Washington State Patrol, Liquor Control Board

Pedestrian and Bicycle safety emphasis patrols

- Monthly patrols to highlight ped/bike laws
- Supported by educational outreach



Public education and engagement

Vision Zero campaign

- Goals
 - Raise awareness about Vision Zero's impact on Seattle
 - Create change in how people behave on our streets
- Message delivery methods
 - Website and materials
 - Earned media
 - PSAs, ads/billboards
 - Events, contests, demonstrations



Public education and engagement

“Re-enforcement Patrols”

- Build on Seattle’s safe reputation
- Reward good behavior

Targeted outreach

- Safe Routes to School (5 to 18)
- Be Super Safe (18 to 30)
- Pedestrian Safety for Seniors (50+)
- Area-specific

Multi-modal safety education

- ‘Sharing streets with trucks’ guide/events
- “Seattle by...” guides



Evaluation

Vision Zero report

- Issued annually in late Fall
- Evaluate interventions
- Track progress toward goal
- Highlight efforts for upcoming year

	Road Fatality per 100,000 people	2012 Fatalities	Population
Sweden*	3.0		
United States*	11.6	36166	
Washington State	6.4	444	6,897,012
King County	4.3	85	1,957,000
Seattle	3.2	20	634,535
Portland	5.3	32	603,106
New York City	3.2	268	8,336,697

Questions?

<http://www.seattle.gov/transportation>

