

VISION ZERO

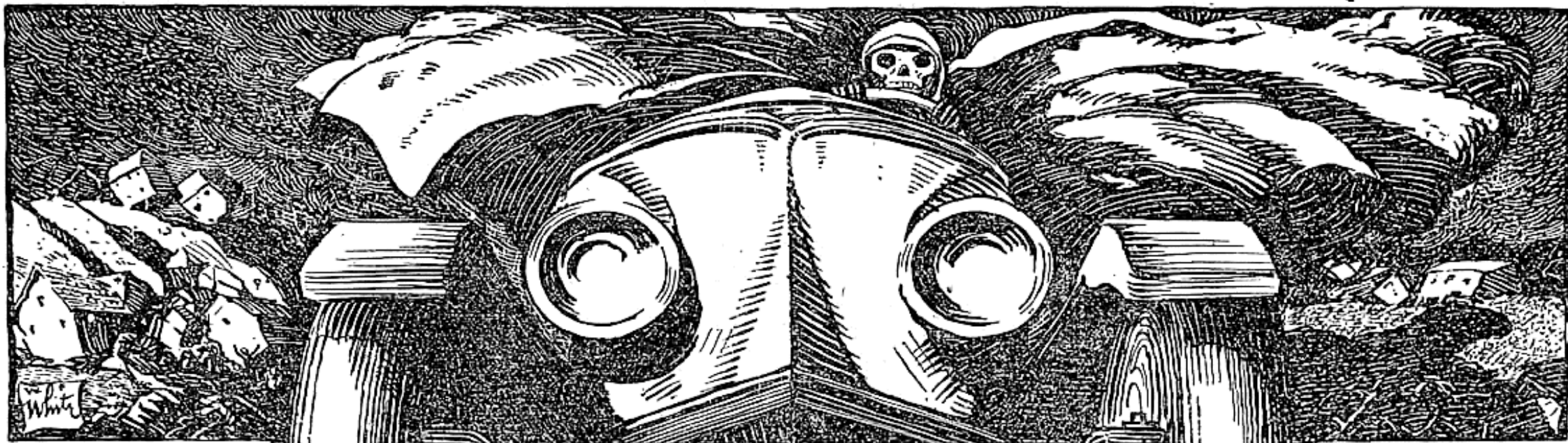
Honolulu

CJ Johnson
Transportation Planning Branch
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NATION ROUSED AGAINST MOTOR KILLINGS

Secretary Hoover's Conference Will Suggest Many Ways to Check The Alarming Increase of Automobile Fatalities.—Studying Huge Problem



roads become insignificant by comparison with those caused by automobiles.

The huge economic loss caused by street and highway accidents is set forth in a preliminary report prepared by the Committee on Statistics appointed by Secretary Hoover. On this subject the report says in part:

"The economic loss due to these approximately 700,000 accidents in which personal injuries occur can probably never be known. Several estimates have been made. The most conservative is based upon the usual liability of \$5,000 per life and average of \$175 for each personal injury.

"These two items, applied to 22,600



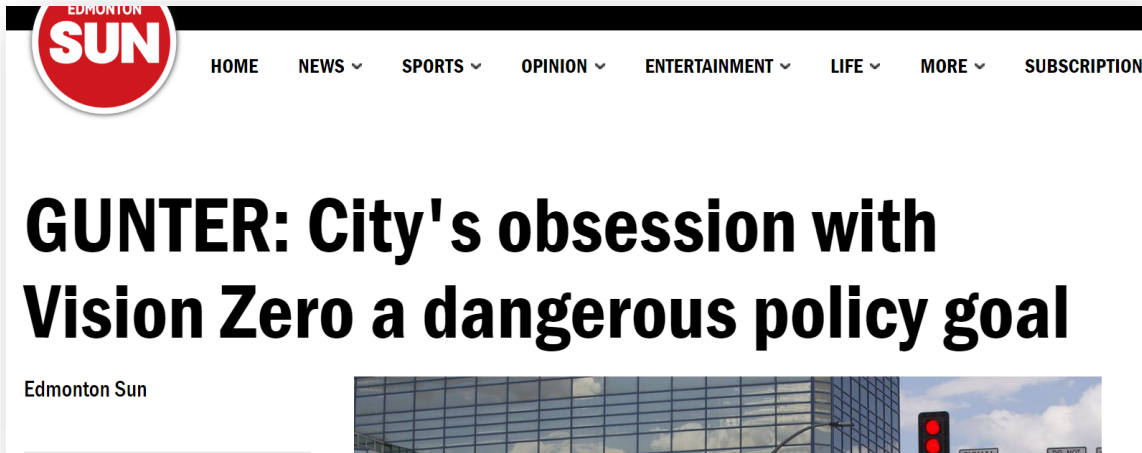
asserting them in the actual use of the highway in the presence of superior force in the shape of the omnipresent motor car?

"It is usually only when in court at the post-mortem of an accident or of his own bodily post-mortem from such accident that the pedestrian is, so to speak, allowed to enjoy his legal rights! Most of us prefer not to fall victims as the price of such recourse.

"Some time ago General O'Ryan was quoted as saying that 'most of us are still addicted to habits on the street which were suitable to the life of a generation ago when all vehicles were



**Traffic deaths are
unacceptable
avoidable
preventable**




Drivers' group calls London's Vision Zero safety project a 'fantasy'



Vision Zero—An Unrealistic, Cynical Vision

April 14, 2015 • 2 Comment • [Speed Cameras](#), [Speed Limits](#)

 vision-zero-unrealistic-cynical-vision

Vision Zero came to America last year with the election of New York Mayor Bill de Blasio, who



APRIL 1, 2013

GOP Makeover / Drone Morality / The Marriage Test By Joel Stein

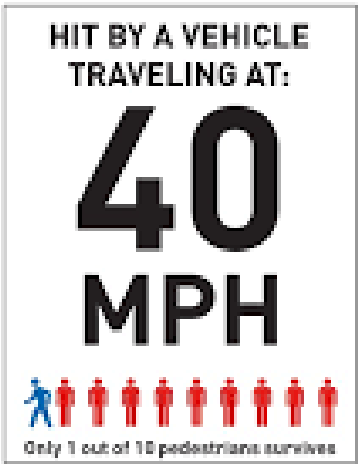
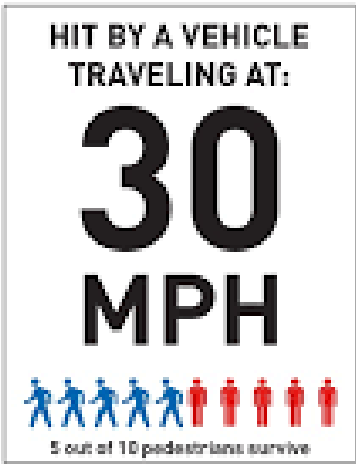
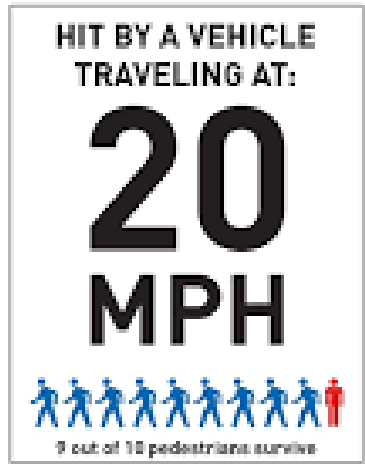
TIME HOW TO CURE CANCER*



*Yes, it's now possible—thanks to new cancer dream teams that are delivering better results faster

BY BILL SAPORITO

www.time.com



Reduce motor vehicle speed

Plan for complete streets and transit

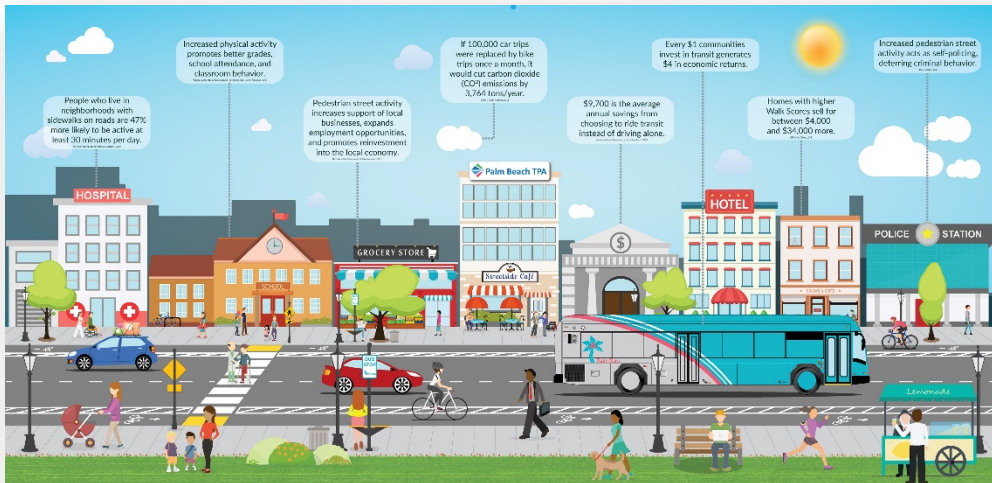
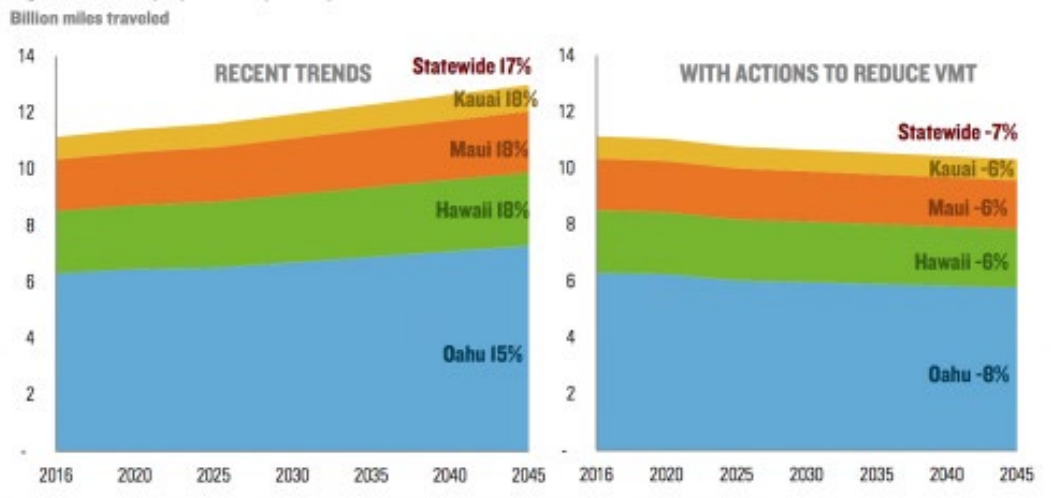


Figure 3.4: VMT projections by county, 2016-2045



Progressive transportation demand strategies



TOP NEWS

Man, 38, in critical condition after pedestrian accident near airport

By [Star-Advertiser Staff](#) • Today • *Updated 5 a.m.*



A 38-year-old man was taken to the hospital in critical condition after a pedestrian accident this morning in the airport area.

The accident occurred shortly before 1:30 a.m. at the intersection of N. Nimitz Highway and Ohohia Street, according to Emergency Medical Services.

Paramedics responding to the scene found the man in critical condition after he had been struck by a sedan. The treated and transported him to the trauma hospital. The driver refused treatment.

 **Comments (0)**





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THE LATEST

BY TELEGRAPH.

**PRESIDENT LINCOLN KILLED
BY AN ASSASSIN.**

THE LATEST

BY TELEGRAPH.

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THE LATEST

BY TELEGRAPH.

**PRESIDENT LINCOLN DEAD
IN THEATER ACCIDENT**

"All the News That's
Fit to Print."

The New York Times.

THE WEATHER.
Unsettled Tuesday; Wednesday
fair, cooler; moderate southerly
winds, becoming variable.
For full weather report see Page 15.

VOL. LXXI. NO. 13,338.

NEW YORK, TUESDAY, APRIL 16, 1912—TWENTY-FOUR PAGES.

ONE CENT

In Greater New York,
during 1912, and Newark, N. J.

TITANIC SINKS FOUR HOURS AFTER HITTING ICEBERG; 866 RESCUED BY CARPATHIA, PROBABLY 1250 PERISHED ISMAY SAFE, MRS. ASTOR MAYBE, NOTED NAMES MISSING

Col. Astor and Bride,
Isidor Straus and Wife,
and Maj. Butt Aboard.

"RULE OF SEA" FOLLOWED

Women and Children Put Over
in Lifeboats and Are Supposed
to be Safe on Carpathia.

PICKED UP AFTER 8 HOURS

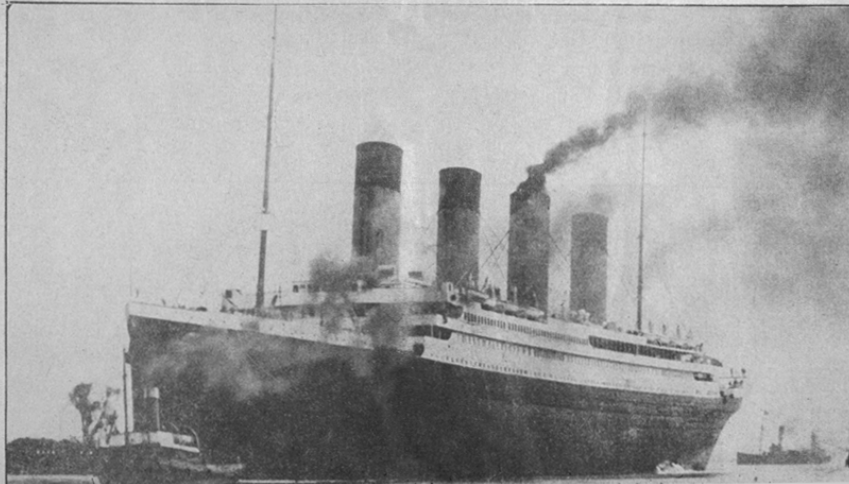
Vincent Astor Calls at White Star
Office for News of His Father
and Leaves Weeping.

FRANKLIN HOPEFUL ALL DAY

Manager of the Line Insisted
Titanic Was Unsinkable Even
After She Had Gone Down.

HEAD OF THE LINE ABOARD

J. Bruce Ismay Making First Trip on
Gigantic Ship That Was to
Surpass All Others.



Biggest Liner P
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at 2:20 A. M.

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WOMEN AND CHILDREN

Cunarder Carpathia Re
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Why does it matter?

Storytelling is how we start to understand and solve problems

and journalism is the first draft of **our shared story**

Editorial Patterns in Bicyclist and Pedestrian Crash Reporting

Kelcie Ralph | Rutgers
Evan Iacobucci | Rutgers
Calvin Thigpen | Lime
Tara Goddard | Texas A&M

Media coverage has been shown to shape public perceptions in other fields, primarily by signaling which topics merit attention (agenda-setting) and by influencing how those issues are interpreted (framing).



Local news coverage subtly, but consistently blames vulnerable road users for crashes.



Media treat crashes as isolated incidents, and not as a systemic issue.

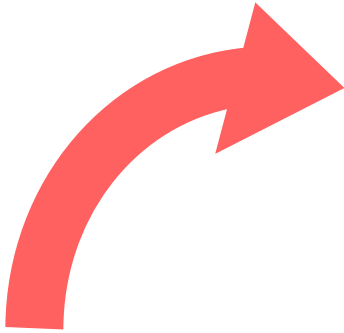


These issues obscure potential solutions to curb VRU deaths.

TOP NEWS

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By [Star-Advertiser Staff](#) • Today • *Updated 5 a.m.*



AP

AP NEWS

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Oahu pedestrian deaths rise despite risky walking crackdown

November 5, 2018

HONOLULU (AP) — The number of pedestrians killed on Oahu has doubled this year despite enforcement of laws aimed curbing risky walking behaviors.

AMERICA

Honolulu's 'Distracted Walking' Law Takes Effect, Targeting Phone Users

October 25, 2017 · 8:19 AM ET

[BILL CHAPPELL](#) [Twitter](#)



Yes, Texting While Walking Is Relatively Safe. (But Still Annoying.)

There's 'little concrete evidence' to connect distracted walking to pedestrian deaths, a report said.



The perils of texting in a crosswalk, a study found, are



Emergency Medical Services treated him and took him to a hospital in critical condition. The driver refused treatment.

Police said alcohol appears to be a factor on the part of the pedestrian. Speed and drugs were not involved.

Lt. James Slayter of the Honolulu Police Department's Traffic Division said, "With the holiday weekend coming up, we urge everyone to be responsible while commuting. Whether you're on four wheels, two wheels or even if you are on foot, being impaired on our roadways can be extremely dangerous for you and everyone around you."



You can learn a lot about a city's commitment to the **safety of vulnerable users** by how safe it is to get home drunk.



Wheelchair Users Are More Likely to Be Killed in Traffic Than Other Pedestrians

LINDA POON NOV 19, 2015

A new study raises concerns about street design and city accessibility.

By Dennis Oda, Star-Bulletin

Mark S. Edwards uses ski poles to boost his wheelchair over Honolulu curbs that block access.

Hawaii's roads are deadliest in the nation for senior pedestrians



By [HNN Staff](#) | January 10, 2017 at 6:18 PM HST - Updated August 12 at 12:35 PM



HONOLULU (HawaiiNewsNow) - Hawaii roads are the riskiest in the nation to pedestrians 65 and over, a new report concludes.



The report released Tuesday from the National Complete Streets Coalition found that 42.2 percent of pedestrian deaths in Hawaii from 2005 to 2014 were seniors.



By comparison, 15 percent of Hawaii's population is 65 or older.

Barriers and gaps and deficiencies that put intoxicated pedestrians at risk, also put vulnerable users with cognitive or mobility impairments at heightened risk too. If we really believe in equity, we should take them very seriously



Hawaii's roads are deadliest in the nation for senior pedestrians



So now what?



TIMELINE

OahuMPO Resolution Request

September 2018

-DTS recommends the OahuMPO consider adopting a Vision Zero resolution

City Council Resolution 18-219

December 2018

-Urging the City Administration to Adopt the Goals, Strategies and Policies of Vision Zero

Overall Work Program (OWP) FY 2020

January 2019

-DTS develops OWP Vision Zero Action Plan Work Element (WE)

Resolution Language

WHEREAS, the fundamental message of Vision Zero is that **all traffic deaths are preventable and unacceptable**; and

WHEREAS, Vision Zero was **initially implemented in Sweden** in the 1990s and subsequently the death rate for motorists in Sweden has been cut in half since 2000 and pedestrian fatalities have declined 50 percent since 2009; and

WHEREAS, **numerous U.S. cities**, including Los Angeles, California; New York City, New York; Seattle, Washington; San Francisco, California; Portland, Oregon; Philadelphia, Pennsylvania; Boston, Massachusetts; Chicago, Illinois; Denver, Colorado; Fort Lauderdale, Florida; and Washington, D.C., have adopted Vision Zero policies that **focus on safety as a primary objective in designing transportation projects**;

And WHEREAS, by the enactment of Ordinance 12-15, which established the City and County of Honolulu's ("City") Complete Streets policy, the Council expressed its commitment to **safe mobility for all roadway users**;

and WHEREAS, the City Council recognizes that **no one should die or be seriously injured while traveling on the City's roadways**; now, therefore,

PROPOSED OVERALL WORK PROGRAM (OWP) FY 2020

- Online **High Crash Network** (HCN) for both streets and intersections (State, City & County, private and various), including **equity analysis**
- Vision Zero **project prioritization** list
- Vision Zero **website** development
- **Guide, pledge, educational, and campaign** materials
- **Legislative** recommendations
- **Design recommendations** and guidelines
- **Community Outreach and Engagement**
- **Design testing and data evaluation**
- Dashboard of **actions, performance measures and targets**

But what is the *focus* of Vision Zero?

Focus on *what works*

Pursue *data*-driven solutions

Treat *community* lived-experience as invaluable
technical assistance

Learn from peer cities
BUT center local culture, voices and needs

Focus on building a diverse coalition with shared vision, language, data, responsibility

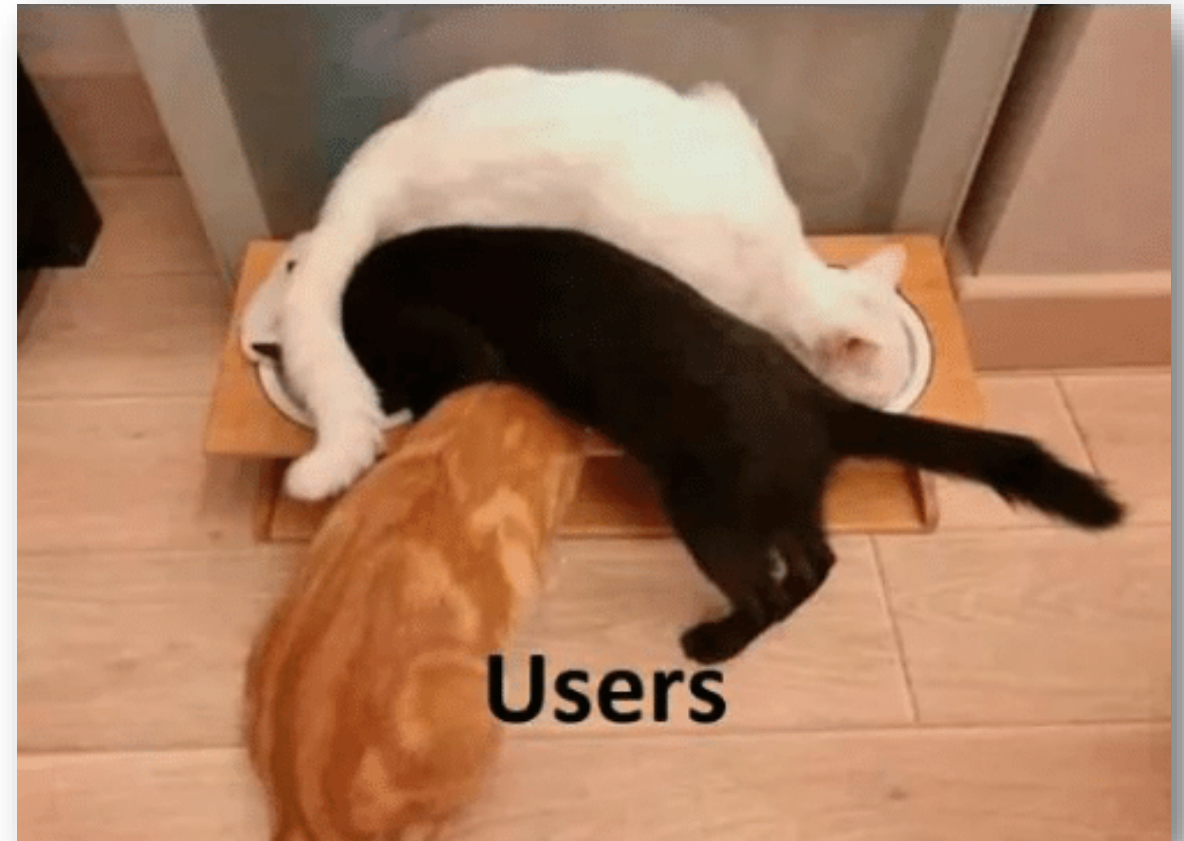
Co-create narratives that give practitioners and communities a chance to be their own **heroes**, rather than subjects

For Vision Zero to be useful, **everything** has to be on the table, and for that to happen, **everyone** has to be at the table.

Focus on *resilience* over compliance

Any suggestion, any subtext, any implication that non-compliance with traffic code or design makes a loss of life one bit less tragic, one bit less preventable, one bit less of a systemic failure, is brainwashing.

Focus on **resilience** over compliance



Focus on what works

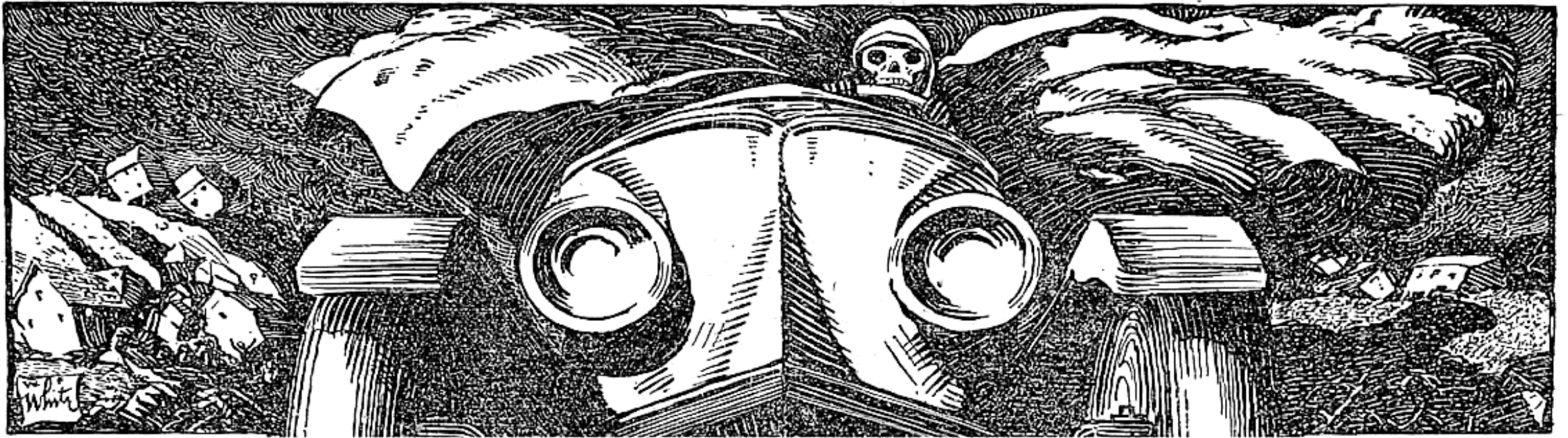
**Focus on building a diverse coalition
with shared vision, language, data,
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Focus on resilience over compliance

Are we ready for Vision Zero?

NATION ROUSED AGAINST MOTOR KILLINGS

Secretary Hoover's Conference Will Suggest Many Ways to Check The Alarming Increase of Automobile Fatalities.—Studying Huge Problem



roads become insignificant by comparison with those caused by automobiles. The huge economic loss caused by street and highway accidents is set forth in a preliminary report prepared by the



asserting them in the actual use of the highway in the presence of superior force in the shape of the omnipresent motor car?

**We didn't get here overnight,
we're not going to solve it overnight**

THE BEST TIME TO PLANT A TREE IS 20 YEARS
AGO. THE SECOND BEST TIME IS NOW.

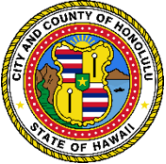


Its time for a **shift** in transportation priorities

“Safety & Health In Focus” Transportation Summit

SHIFT Summit

Save-the-Date: Honolulu, Friday June 26, 2020



Mahalo!

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