

VISION ZERO

**HCPO MAUI 2019
DIANE DOHM, AICP (OAHUMPO)**





Kaua'i - Photo Credit: Tommy Noyes, Kauai Path





37,133

**people died in 2017
in traffic crashes in the U.S.**

4 people

died every hour

In the U.S.

5,977 people walking died in 2017



every

88 minutes

a person walking dies



In the U.S.

783 people biking died in 2017



2 people

died every day



FATALITIES IN HAWAI'I

On average, **109** people die
every year
in traffic crashes

FATALITIES IN HAWAI'I

1,199

people died in traffic crashes
(2008-2018)*

*2018 data is preliminary

BIKE-PED FATALITIES IN HAWAI'I

312

(26% of the total)
were people walking/biking
(2008-2018)*



*2018 data is preliminary



**WHAT IS VISION
ZERO?**

VISION ZERO – SWEDEN – 1997



TRAFIKVERKET
SWEDISH TRANSPORT ADMINISTRATION

19 97

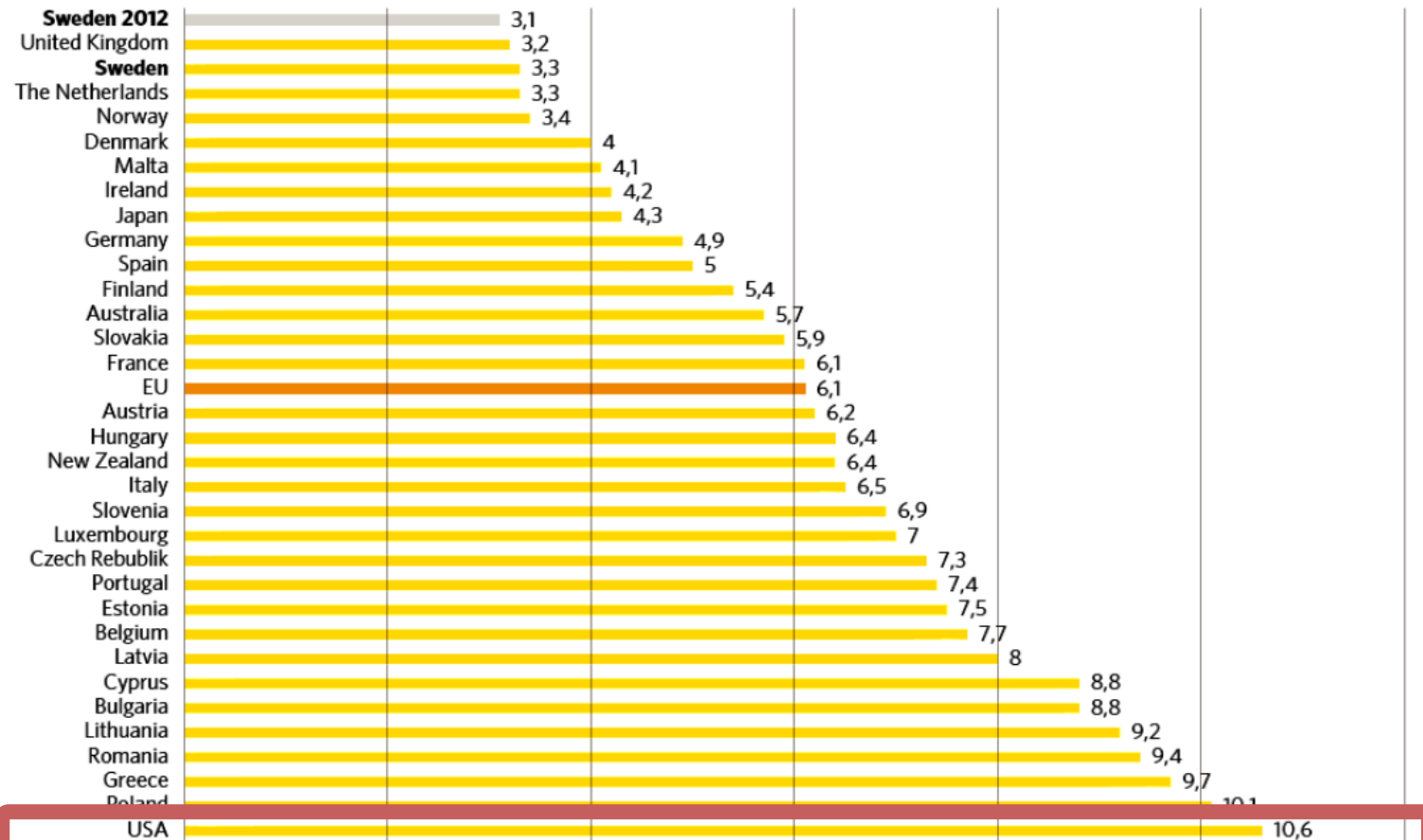
In 1997, Swedish Parliament adopted Vision Zero.
Many were sceptical.



No one single factor means as much to safety in road traffic as speed. Automatic Traffic Control (Swedish: ATK) is a system for automatic speed monitoring using road safety cameras. The aim of road safety cameras is to reduce the average speed on our most hazardous roads and in this way decrease the number of fatalities and serious injuries.

HOW DOES THE U.S. COMPARE?

2011 fatalities per 100,000 population

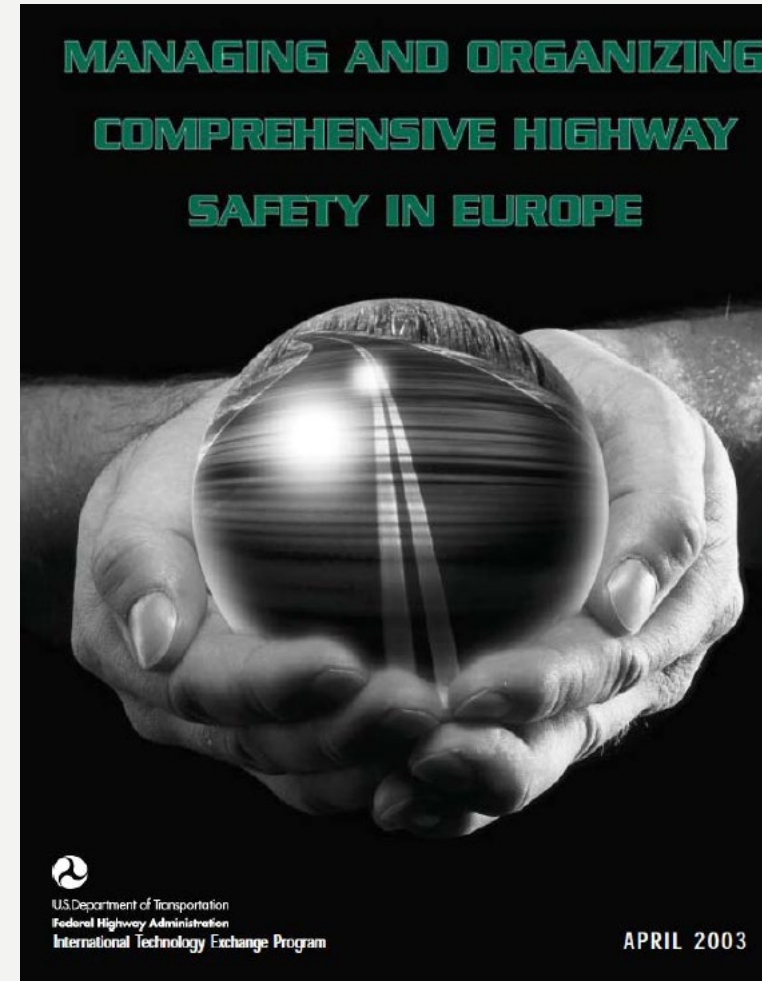


Source: Swedish Transportation Administration 2012 Annual Report

<http://safety.fhwa.dot.gov>

IDEA EXPORTS TO THE U.S. – 2003

- Joint AASHTO/TRB/FHWA international scan
- Highlight key themes
 - Public health approach
 - Quality of life
 - Comprehensive and coordinated plan
 - Highway Safety Programs
 - Goal Setting



U.S. GOV'T BEGINS ADOPTION – 2004

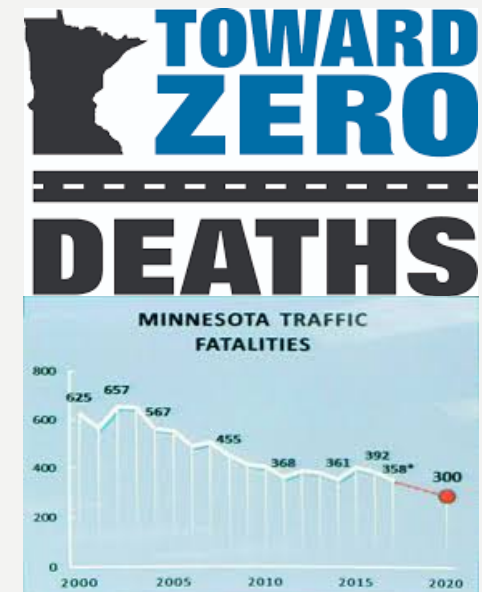
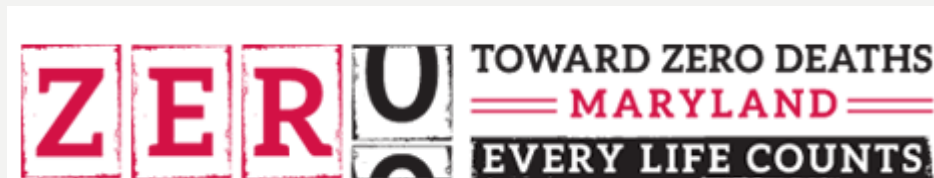
2004: FHWA promotes Comprehensive Highway Safety Plans at state level

2005: Strategic Highway Safety Plans (SHSP) are written into law in SAFETEA-LU (Fed. Funding bill); required for ALL states

FHWA/AASHTO/TRB coordinate several SHSP peer exchanges to facilitate development of Strategic Highway Safety Plans

STATES BEGIN ADOPTING “ZERO”

- 2005+ – states begin adopting “Zero” goals, primarily under the label “Toward Zero Deaths”
- 36 states + DC + Puerto Rico have adopted some form of “Zero” goal



EARLY CITY ADOPTERS – 2014



Early Vision Zero Cities

2012

- Chicago

2014

- New York
- San Francisco
- Austin

2015

- Boston
- Fort Lauderdale
- Los Angeles
- Portland
- San Antonio
- San Diego
- San Jose
- San Mateo
- Seattle
- Washington D.C.

VISION ZERO TODAY

VISION ZERO NETWORK

▼ ABOUT

▼ RESOURCES

NEWS

▼ CONNECT

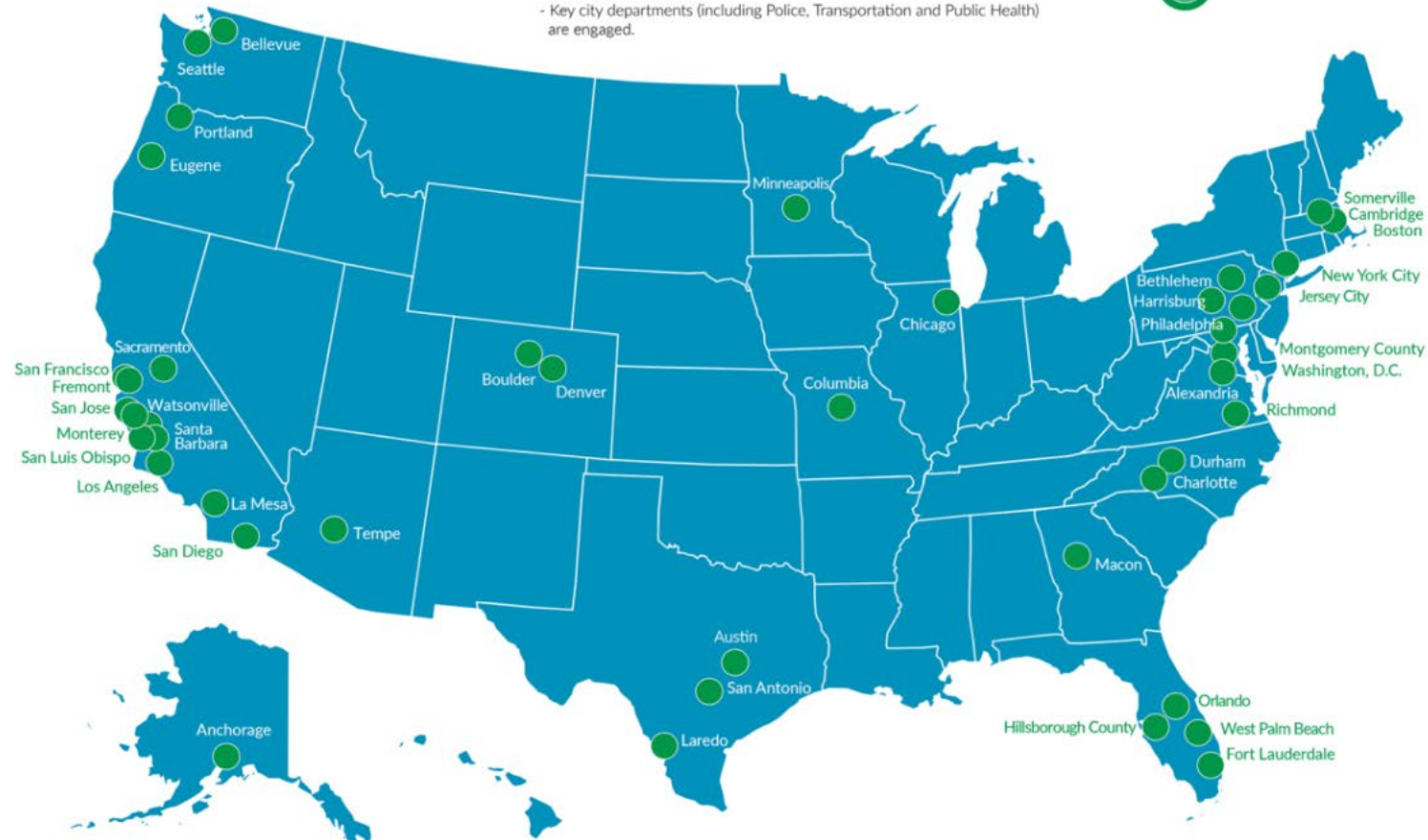
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Vision Zero Cities

A Vision Zero City meets the following minimum standards:

- Sets clear goal of eliminating traffic fatalities and severe injuries
- Mayor has publicly, officially committed to Vision Zero
- Vision Zero plan or strategy is in place, or Mayor has committed to doing so in clear time frame
- Key city departments (including Police, Transportation and Public Health) are engaged.



TOWARD ZERO DEATHS & VISION ZERO

TOWARD ZERO DEATHS

- Comprehensive safety planning
- Public messaging of “zero”
- Some additional targeting and goal setting
- Extension of existing programs

VISION ZERO

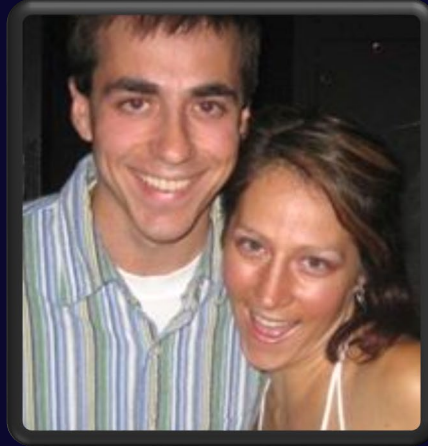
- Re-thinking safety planning and programming
- Designing for human error
- Increased transparency and target setting
- Finding highly effective, low cost solutions

Both are similar – emphasize public messaging, encourage comprehensive multimodal thinking, open transparency, goal setting

Vision Zero is seen as being more progressive

A decorative graphic on the left side of the slide, consisting of two parallel, wavy vertical lines. The inner line is a light blue color, and the outer line is white. They are set against a dark blue background.

WHY ZERO?



WHY ZERO?

WHY ZERO?

Because **NOBODY**
wants to lose a loved one
to a traffic crash

KEY TAKEAWAYS

- Zero isn't a target for the short term
- Zero is a defensible message to the public
- Utilize national/international best practices and local momentum

THANK YOU!
MAHALO NUI LOA!

DIANE DOHM, AICP
OAHUMPO

