VISION ZERØ

CITY OF PHILADELPHIA

THREE-YEAR ACTION PLAN

SEPTEMBER 2017

City of Philadelphia

PSFS
excelleRx
ONE WAY

Fellow Philadelphians,

When I took office, I pledged my commitment to making Philadelphia streets safe for everyone, regardless of age, physical ability, or choice of transportation. Each year, there are approximately 100 traffic-related deaths in Philadelphia, including drivers, passengers, and people walking and biking. Every day in Philadelphia, four children are involved in a traffic crash. Philadelphians deserve better.

I recognize that traffic crashes resulting in lives lost or severe injuries are preventable incidents. It is our shared responsibility to build a transportation system that prioritizes safety on our streets. By focusing on system-wide improvements, we can stop traffic-related deaths. We can save lives.

On November 7, 2016, I signed Executive Order 11-16, setting a target of zero traffic-related deaths by 2030. I created a Vision Zero Task Force, charged with developing an action plan to achieve this goal. Through an equitable approach to changing our transportation system, changing the way we design our roads, educating our residents, and judiciously applying traffic safety enforcement, traffic-related deaths can be eliminated.

The Vision Zero Task Force has brought state and local government officials side-by-side with community and advocacy groups to develop this Three-Year Action Plan. As you see, the Task Force took a collaborative approach to outlining Vision Zero's path forward. These efforts build on the work of my colleagues in City Council, who have championed efforts towards making the streets safer, as well as the establishment of an Office of Complete Streets, the launch of the Roosevelt Boulevard "Route for Change" program, and the installation of the City's first and second protected bike lanes.

This Vision Zero Three-Year Action Plan is another important step towards reaching our goal, and we all have a part to play. With the support of each and every Philadelphian, we can save lives and make our city's streets safer.

Sincerely,

Mayor James F. Kenney

We pledge,

as the Vision Zero Task Force, to incorporate the Vision Zero Action Plan goals, principles, and values into everything our departments, agencies, and organizations do. We commit to zero fatalities by 2030.

Michael DiBerardinis
Managing Director

Michael Carroll, P.E. (Chair)
Office of Transportation and Infrastructure Systems

Richard Ross
Philadelphia Police Department

Kelley Yemen
Office of Complete Streets

Anne Fadullon
Department of Planning & Development

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African American Chamber of Commerce

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Southeastern Pennsylvania Transportation Authority (SEPTA)

Nilda Iris Ruiz
Asociación Puertorriqueños en Marcha, Inc. (APM)

Rick Sauer
Philadelphia Association of Community Development Corporations (PACDC)

Residents of Philadelphia,

We are proud to present the City of Philadelphia's 2017 Vision Zero Three-Year Action Plan. This Three-Year Action Plan outlines Vision Zero's near-term goals. It is rooted in Mayor Kenney's commitment to improving traffic safety and preventing traffic-related deaths, and is a result of a collaboration between various governmental agencies, as well as community and advocacy groups.

This Action Plan relies on certain fundamental principles to eliminate traffic-related deaths by 2030:

- Traffic deaths are preventable and unacceptable.
- Human life is our highest priority.
    - Preserving human life takes priority over convenience.
    - Philadelphia's transportation system should be safe for all of its users, in all neighborhoods.
- Human error is inevitable and unpredictable. Our transportation system should be designed to anticipate human error so that the consequence is not death or severe injury.
- Safe human behaviors, education, and enforcement are essential to a safe transportation system.
- People are inherently vulnerable and speed is a fundamental predictor of crash survival. Our transportation system should be designed for speeds that minimize risk to human life.

Equity must always be a guiding principle in Vision Zero, as well as in the implementation of any traffic safety measures. The City and the Vision Zero Task Force recognize that children, the elderly, people living with physical disabilities, and those who live below the poverty line are disproportionately impacted by traffic-related fatalities and severe injuries. This is unacceptable. We believe that all people—regardless of age, physical ability, or income—should be able to travel safely on our city streets, regardless of how they choose.

In service,
Vision Zero Task Force

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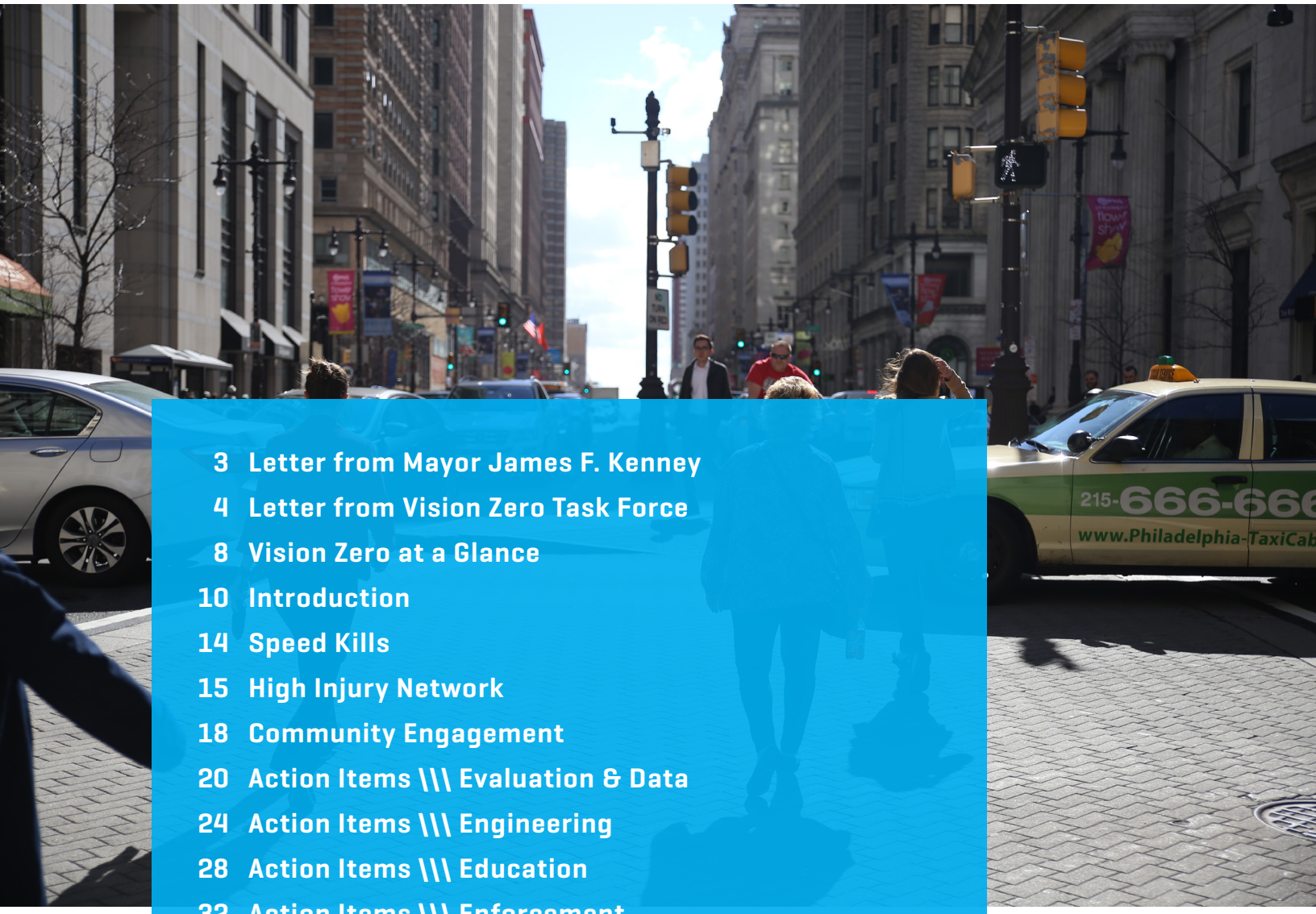

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IMAGINE losing someone you love while they were walking in their own neighborhood.

IMAGINE having someone in your community be confined to a wheelchair for the rest of their life.

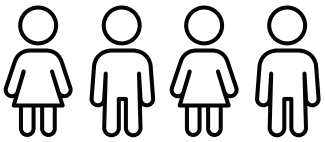
IMAGINE leaving your loved ones at home for the last time. All because of a preventable traffic crash.

IMAGINE a city coming together to work toward zero traffic deaths.

VISION ZERO AT A GLANCE

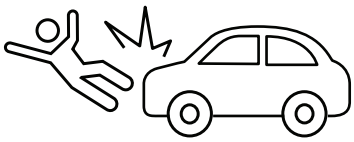
A life lost on Philadelphia's streets is unacceptable and preventable. Our city and our families deserve safer streets.

4 CHILDREN EVERY DAY



4 children every day are reported to be involved in traffic crashes.

100 PEOPLE EVERY YEAR



Approximately 100 people are killed each year in traffic crashes.

Data Source: PennDOT

VISION ZERO GOALS

- Save lives by reducing the number of severe traffic crashes on Philadelphia streets
- Improve the overall performance of the street system, and prioritize those using our streets who are most vulnerable
- Reduce Philadelphians' risk for developing chronic diseases by promoting active transportation
- Shift trips from motorized to active modes of transportation to reduce congestion, improve air quality, and improve health

TAKE THE PLEDGE.

VISIT VISIONZEROPHL.COM.

TURNING PRIORITY INTO PRACTICE

The Vision Zero Three-Year Action Plan outlines the projects and policy changes the City of Philadelphia plans to pursue in the next three years to build safety and livability into Philadelphia streets.

The Action Plan identifies a broad range of solutions to address traffic safety comprehensively while using data to identify and prioritize traffic safety projects.

Chaired by the Managing Director's Office of Transportation & Infrastructure Systems (OTIS), the Vision Zero Task Force (page 4) leads and provides feedback on Vision Zero priorities and strategies.

VISION ZERO PRIORITIES

EQUITY Identify equitable solutions developed on behalf of all Philadelphians

EVALUATION Evaluate Vision Zero efforts to prioritize investments and ensure resources are being used effectively

ENGINEERING Engineer streets to reduce risk of crashes

EDUCATION Educate Philadelphians to promote a culture of safe driving, walking, and biking

ENFORCEMENT Enforce traffic laws to reduce and prevent unsafe roadway behaviors

VISION ZERO SUBCOMMITTEES

Vision Zero subcommittees are comprised of City departments and external agencies. Subcommittees meet on a monthly or quarterly basis, and are responsible for implementing the strategies outlined in the Vision Zero Three-Year Action Plan.

The Vision Zero subcommittees are:

- Evaluation & data
- Engineering
- Education & engagement
- Traffic safety enforcement
- Fleet management
- Policy

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TRAFFIC DEATHS BY 2030.

#VISIONZEROPHL

WHAT IS VISION ZERO?

Across the world, Vision Zero is saving lives. First adopted as a national policy in Sweden in 1997, Vision Zero is a strategy to eliminate all traffic-related deaths and severe injuries, while increasing safety, health, and mobility for all.

Vision Zero focuses on how people naturally behave. People make mistakes—kids run out into the street—but these mistakes should not be fatal. We may never prevent all crashes, but we can put people first and prevent the most serious and fatal crashes. The airline industry and the railroads have zero-tolerance policies—zero tolerance for traffic deaths is next.

Vision Zero prioritizes human life and seeks to eliminate the prevailing sentiment that traffic crashes are inevitable accidents.

Successful Vision Zero programs recognize that there is safety in numbers, that increasing numbers of people walking and biking make these activities safer, as well as improve the health of a city.

Vision Zero focuses attention on the shortcomings of the transportation system itself, rather than changing individual behavior. Through road design, education, and traffic safety enforcement, we can eliminate traffic-related deaths.

Philadelphia is proud to adopt Vision Zero.

On November 7, 2016, Mayor James F. Kenney signed an Executive Order to create the Vision Zero Task Force. Philadelphia is committed to reducing traffic-related deaths to zero by 2030.

CORE PRINCIPLES

By adopting Vision Zero, the City of Philadelphia rejects the status quo that traffic crashes are "accidents." Instead, we accept traffic crashes as preventable incidents that can—and will—be systematically addressed.

By applying Vision Zero's core principles, we can save lives and prevent severe injuries on our streets, while enhancing the quality of life for all Philadelphians. These core principles are:

- Traffic deaths are preventable and unacceptable.
- Human life is our highest priority.
    - Preserving human life takes priority over convenience.
    - Philadelphia's transportation system should be safe for all of its users, in all neighborhoods.
- Human error is inevitable and unpredictable. Our transportation system should be designed to anticipate human error, so that the consequence is not death or severe injury.
- Safe human behaviors, education, and traffic safety enforcement are essential contributors to a safe transportation system.
- People are inherently vulnerable and speed is a fundamental predictor of crash survival. Our transportation system should be designed for speeds that protect human life.

Reaching our goal of reducing traffic-related deaths to zero in Philadelphia by 2030 is a shared responsibility; one that will require leadership and commitment by elected officials, City agencies, community stakeholders, and the public and private sectors alike.

We recognize that traffic crashes disproportionately affect Philadelphia's low-income neighborhoods. We are committed to data-driven decision-making that prioritizes investments in places with the most need for traffic safety improvements.

Reducing traffic-related deaths to zero by 2030 will require a culture change. As a city, we must recognize that our choices on our streets matter to the lives of others.

As we move Vision Zero forward, we must remember no one should have to grieve the loss of a loved one as a result of a traffic crash. The approximately 100 people killed every year in Philadelphia traffic crashes are not just numbers—they are our neighbors—and we will remain committed to reducing traffic-related deaths to zero by 2030.

BEYOND PHILADELPHIA

Since Sweden first adopted Vision Zero in 1997, cities across the world and the United States have adopted Vision Zero policies.

From Seattle to New York City, and from Anchorage, Alaska to Cambridge, Massachusetts, U.S. cities of all sizes have adopted Vision Zero. Today, Philadelphia joins a cohort of 26 U.S. cities that have adopted Vision Zero policies. In Pennsylvania, Bethlehem and Philadelphia were the first cities to adopt Vision Zero.

According to the World Health Organization, traffic crashes were the

10th

most common cause of death worldwide in 2015.

Traffic deaths are preventable and unacceptable.

WHY VISION ZERO IN PHILADELPHIA?

Traffic crashes are a serious health threat to Philadelphians. Every year in Philadelphia, our residents are subject to approximately 10,0000 traffic crashes on Philadelphia streets, taking the lives of around 100 people and severely injuring 250 more.

Philadelphia is the fifth-most populous city in the United States, with over 1.5 million residents. Compared to our peer cities with established Vision Zero policies, Philadelphia has one the highest rates of traffic-related deaths per 100,000 residents. Philadelphia's traffic-related death rate is over two times as high as that of New York City. **Traffic crashes are not accidents; they are preventable incidents.**

In Philadelphia, neighborhoods with higher proportions of residents living in poverty are subjected to a disproportionate number of traffic crashes. More traffic deaths and severe injuries occur in neighborhoods where most residents live below the poverty line. **Traffic crashes do not affect all Philadelphia neighborhoods equally. Together, we can ensure equitable access to safer streets.**

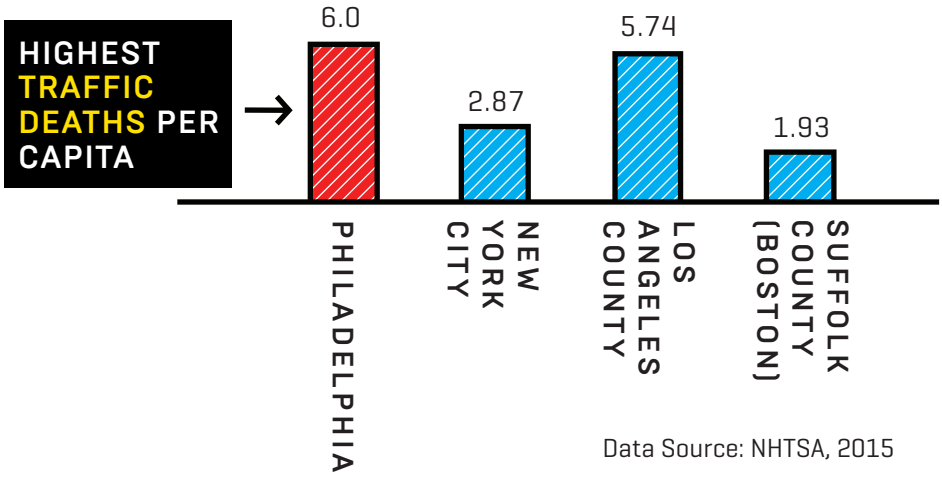
Among large U.S. cities, Philadelphia has the highest rates of chronic diseases, such as diabetes, hypertension, obesity, and premature cardiovascular deaths. Philadelphians living in low-income neighborhoods are disproportionately affected by these conditions. Designing streets to promote pedestrian safety invites more people to walk and bike in their neighborhoods. Increased physical activity contributes to healthy living and reduces risk of chronic diseases. **Together, we can improve health outcomes.**

Vision Zero will prioritize traffic safety in transportation program investments that save lives and promote healthier living. Using data-informed decisions, Vision Zero will ensure equitable traffic safety investments in neighborhoods needing them most. **Together, we can build a transportation system that promotes safety and enables healthier living.**

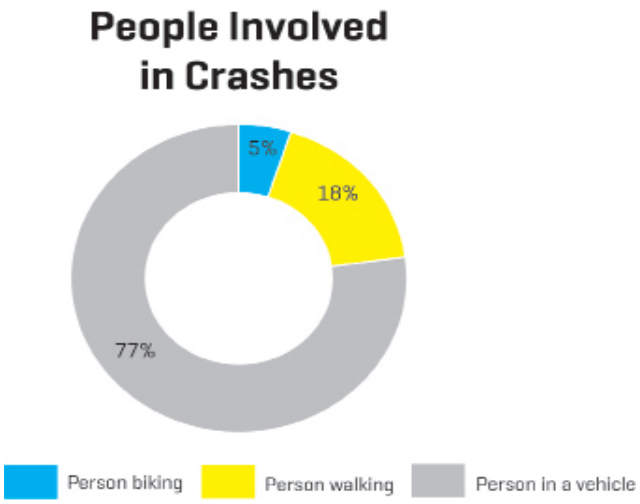
Philadelphians are worth it. A life lost on Philadelphia's streets is unacceptable and preventable. Together, we can save lives.

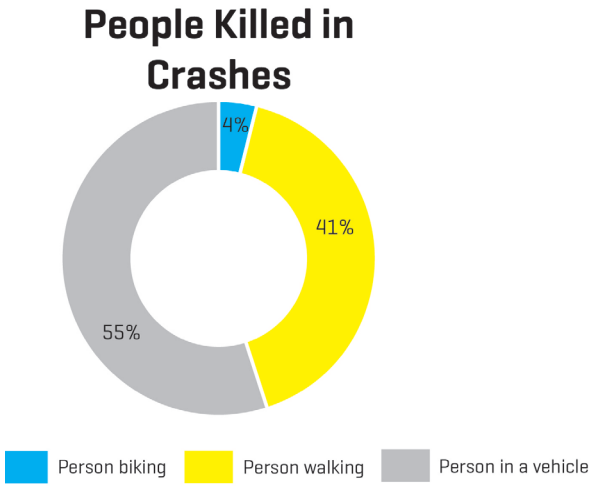
RATE OF TRAFFIC-RELATED DEATHS (PER 100,000 RESIDENTS)

Traffic crashes have tragic impacts on the lives of Philadelphians.



Data Source: NHTSA, 2015





IN 2016,

96

PEOPLE WERE KILLED IN TRAFFIC CRASHES ON PHILADELPHIA STREETS

(PennDOT; excludes interstates).

VISION ZERO PRIORITIES

EQUITY
Identify equitable solutions prioritizing investments in areas with the greatest need.

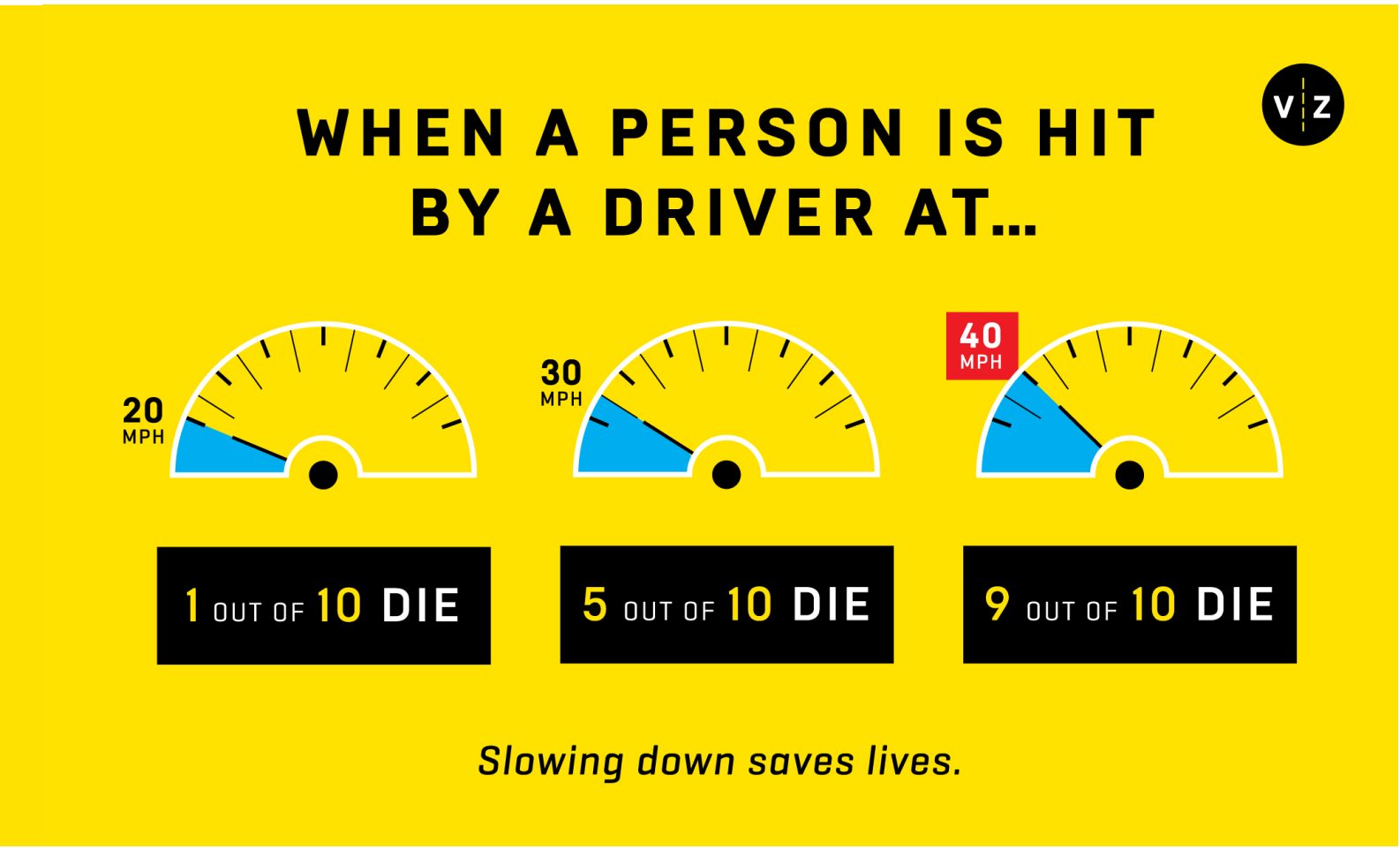
ENGINEERING
Engineer streets to reduce the risk of crashes.

ENFORCEMENT
Enforce laws to reduce and prevent unsafe roadway behaviors.

EDUCATION
Educate Philadelphians to promote a culture of safe driving, walking, and biking.

EVALUATION
Evaluate efforts to ensure resources are being used effectively.

SPEED KILLS



Speed is a fundamental predictor of crash survival. Without the protection of an automobile, the human body has a limited tolerance for speeds higher than 20 miles per hour. Speed is especially lethal for people walking and biking. To preserve human life, our transportation system should be designed for reasonable speeds.

In Philadelphia, approximately 53% of the city's traffic-related deaths are a result of aggressive driving, which includes speeding and failure to yield.

We recognize that speed is a fundamental predictor of crash survival—no matter how you choose to travel. Crashes may be the result of mistakes, but death and severe injury can be prevented if we control driving speeds.

Through engineering, education, traffic safety enforcement, and policy changes, we can work to reduce speeding and we can save lives.

PRIORITIZING VISION ZERO

Reducing traffic-related deaths to zero on Philadelphia streets by 2030 will require data-informed prioritization of investments. Through the work of the Evaluation & Data sub-committee, the High Injury Network provides that focus.

Using a five-year trend of crash data (PennDOT, 2012 - 2016; excludes interstates), the High Injury Network is comprised of the corridors across the city on which fatal crashes and crashes that result in severe injury occur with the most frequency. These crashes may have involved people in vehicles or people walking and biking.

In order to prioritize the safety of people who are most vulnerable on our roadways, a weight was placed on crashes resulting in the death or a severe injury of someone walking or biking.

Fifty percent of all traffic deaths and severe injuries occurred on just 12% of Philadelphia streets. This 12% of streets comprises the High Injury Network. By prioritizing investments along these corridors, we can save lives and prevent severe injuries.

This High Injury Network will serve as the focus of the Vision Zero strategies outlined in this Three-Year Action Plan.

VULNERABLE USERS

If our streets are designed to meet the needs of the most vulnerable roadway users, our streets will be safer for everyone.

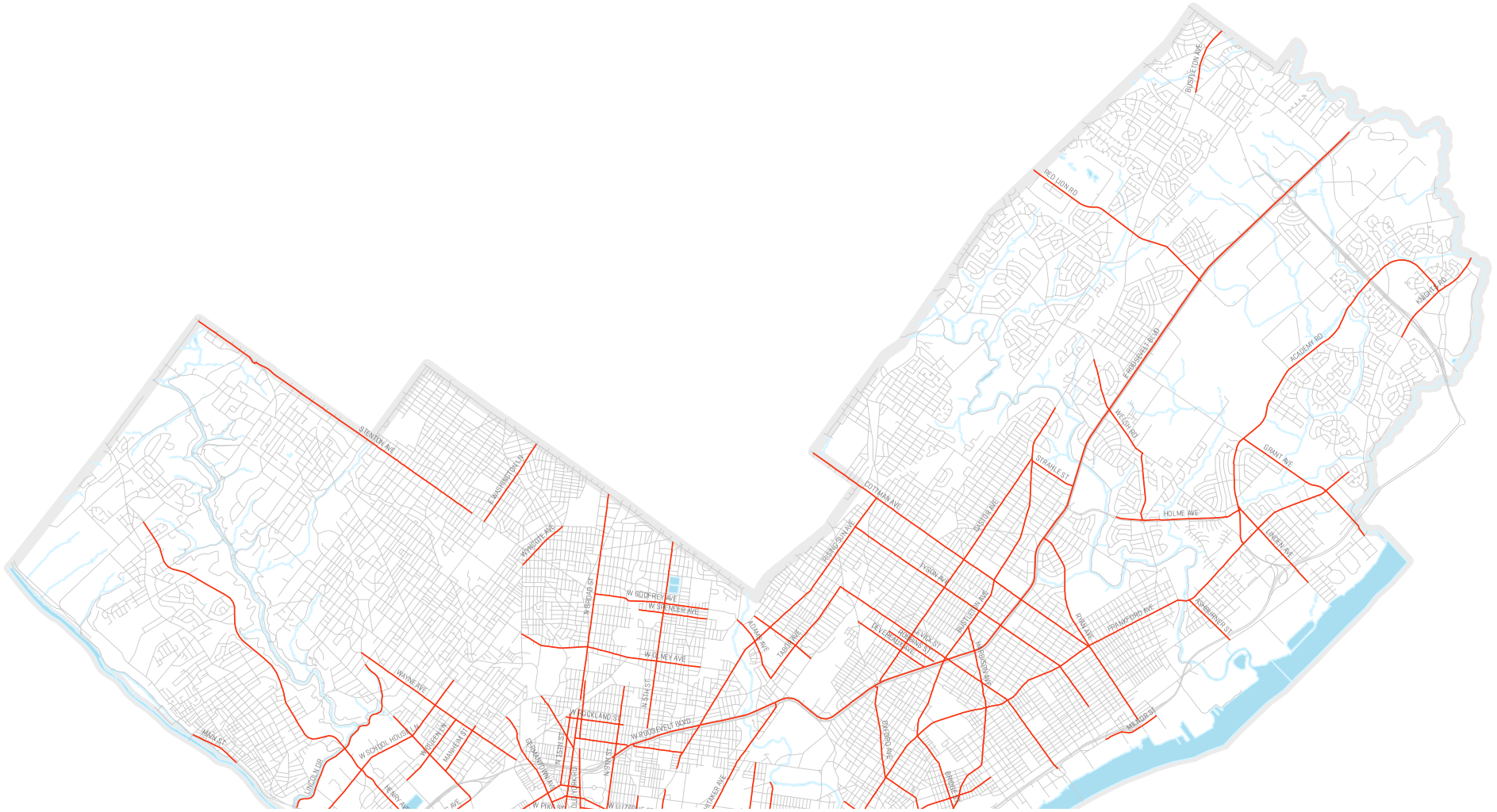
We know that people walking and people biking—and especially those who are young or old—are more likely to be severely injured or killed if involved in a crash. While people walking and biking were involved in a small percent of the total crashes reported (23%), they made up a disproportionately large percentage of those killed in crashes on Philadelphia streets (44%) (PennDOT, 2012-2016; excludes interstates).

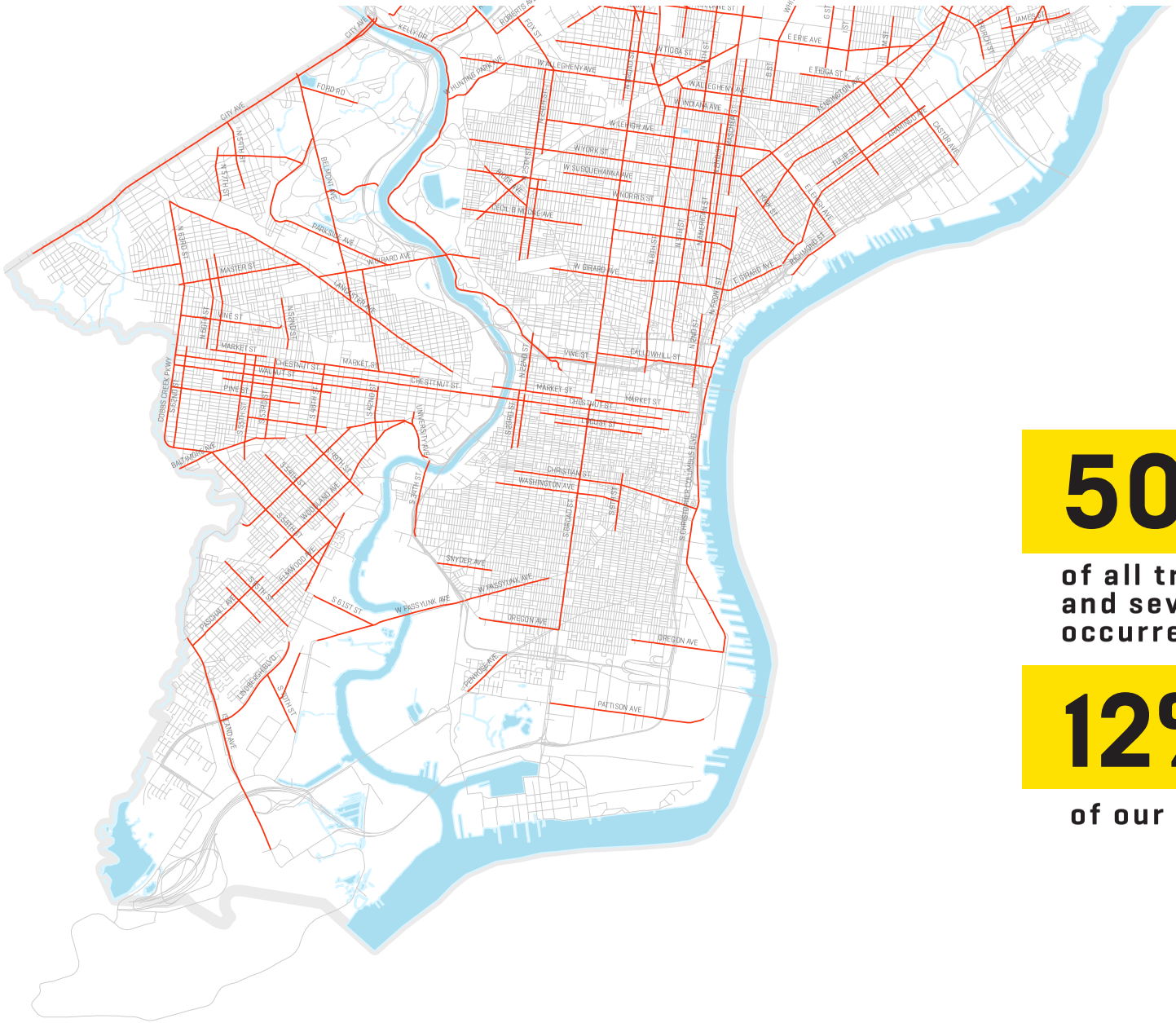
People walking and biking were involved in 23% of reported crashes, but they represent

44%

of those killed in crashes on Philadelphia streets.

HIGH INJURY NETWORK





50%

of all traffic deaths and severe injuries occurred on just

12%

of our streets.

Source: PennDOT (2012-2016); excludes interstates

FROM DRAFT TO FINAL: VOICES OF PHILADELPHIA

On March 7, 2017, Mayor James F. Kenney introduced the Vision Zero Draft Three-Year Action Plan for public comment. In the four months that followed, the Vision Zero Task Force—led by the Office of Transportation & Infrastructure Systems (OTIS)—engaged Philadelphians across the city, beginning the discussion on safer streets.

The voices of Philadelphians were important to the development of this Action Plan. With the March 2017 release of the Draft Action Plan for public comment, three tools were created to collect public input:

- Vision Zero Draft Action Plan Comment form
- Vision Zero Traffic Safety Map
- Vision Zero Traffic Safety Survey

These were published to the Vision Zero PHL website. To ensure that neighbors without internet access could participate, printed activities—translated to Spanish, Chinese, and Russian—were brought to community events.

Between March and July 2017, Philadelphia neighbors were engaged through 44 community events, including neighborhood association meetings, Police District meetings, and block parties, as well as at festivals across the city.

As we move Vision Zero forward, your feedback will supplement crash data and other metrics, ensuring that Vision Zero responds to the traffic safety issues that are occurring on your neighborhood streets every day.

WHAT WE HEARD

Vision Zero is personal for many. At community events across the city, neighbors chose to share their personal stories. Citywide, neighbors expressed their understanding for the importance of Vision Zero, and they were eager to share their traffic safety concerns.

VISION ZERO TRAFFIC SAFETY MAP

The Vision Zero Safety Map invited Philadelphians to report dangerous behaviors they observe on their neighborhood streets, near work, or during their commutes.

Through August 2017, the top four reported dangerous behaviors observed were:

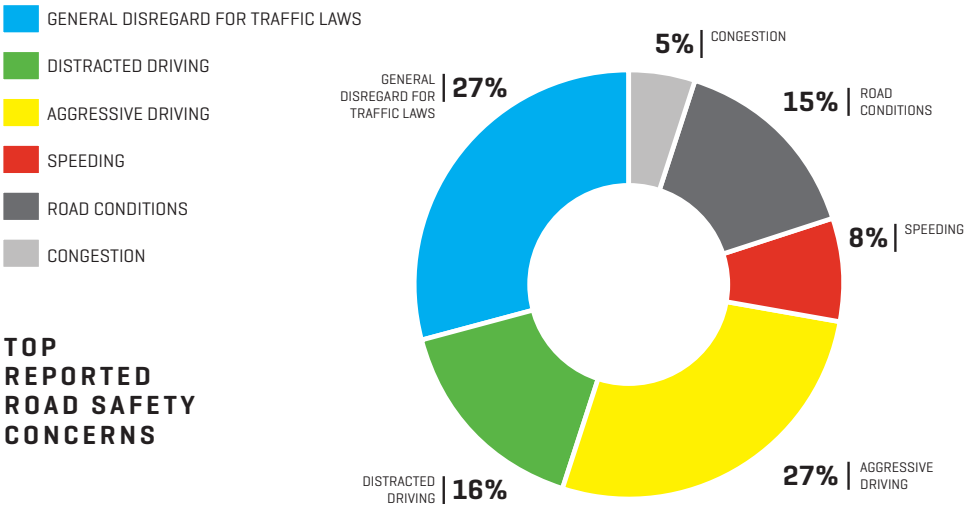
- Failure to stop for pedestrians (17%)
- Speeding (16%)
- Double parking, which includes parking in bicycle lanes (16%)
- Blocking the crosswalk (13%)

VISION ZERO TRAFFIC SAFETY SURVEY

The Vision Zero Traffic Safety Survey gave respondents the opportunity to share their thoughts about traffic safety in Philadelphia.

What we heard:

- 72% of respondents either know someone whose life has been impacted by a traffic crash, or have personally been impacted.
- 53% of respondents do not feel that children can walk safely to schools or parks in their neighborhood. Of these, 79% reported "Fear of traffic" to be the reason.
- 33.13% of respondents either do not know or incorrectly identified the speed limit on local and neighborhood streets in Philadelphia, unless otherwise posted.



TOP REPORTED ROAD SAFETY CONCERNS

BY THE NUMBERS

23,187 responses to the Vision Zero Safety Map

44 community events attended

900+ neighbors directly engaged

961 Vision Zero Traffic Safety Surveys submitted

59 Draft Action Plan comment forms submitted

85%

of Vision Zero Traffic Safety Survey respondents do not view Philadelphia as a safe city for all road users—motorists, bicyclists, and pedestrians—to share roads together.

Evaluation & Data Actions

EVALUATION & DATA SUBCOMMITTEE GOAL:

Vision Zero actions are data-driven, based on quality data and the latest technology and analytical tools.

This multi-disciplinary subcommittee is imperative to linking different departments' current data in order to provide a comprehensive traffic safety picture. In addition to the Managing Director's Office of Transportation & Infrastructure Systems (oTIS) and Office of Complete Streets, this subcommittee is comprised of members from the City of Philadelphia's Department of Public Health (PDPH), Planning & Development (P&D), Police Department (PPD), Streets Department, and 311; Center City District (CCD); Clean Air Council; Delaware Valley Regional Planning Commission (DVRPC); Pennsylvania Department of Transportation (PennDOT); Southeastern Pennsylvania Transportation Authority (SEPTA); Thomas Jefferson University; and University City District (UCD).

This subcommittee is tasked with directing Vision Zero evaluation efforts and exploring opportunities to incorporate technology that can aid in the collection and analysis of traffic- and crash-related data.

1) Analyze crash data to prioritize Vision Zero

ACTION ITEM	DESCRIPTION	LEAD AGENCY	VISION ZERO YEAR
1.1	Form Crash Analysis Team within Vision Zero subcommittee that works with PennDOT and PPD crash data	oTIS	Complete
1.2	Identify High-Injury Network (HIN) on which to focus Vision Zero investments in the program's first three years	Crash Analysis Team	Complete
1.3	Identify most dangerous behaviors on which to focus Vision Zero investments in the program's first three years	Crash Analysis Team	1
1.4	Adopt year-over-year traffic safety statistics to be tracked as Vision Zero performance measures, both internally and externally	Crash Analysis Team	1
1.5	Develop a long-term evaluation plan for Vision Zero program that includes benchmark goals	Eval/data VZ subcommittee	1
1.6	Begin crash analysis at Safe Routes Philly focus schools	Crash Analysis Team	1+
1.7	Conduct research to better understand the safety, economic, and sustainability impacts of Vision Zero and Complete Streets	oTIS	1+
1.8	Regular evaluation of the impact/success of traffic safety interventions for active transportation	oTIS	1+
1.9	Prioritize highest impact resources needed on a departmental level for all City departments	OTIS	1-2+
1.10	Establish post-study system of new developments that reviews the post-development impact on traffic safety	oTIS/ Streets	1-2+
1.11	Establish further evaluation metrics of ARLE cameras to measure impact/need of cameras	oTIS/ Streets	1-2
1.12	Annually evaluate hospital crash data and trends for vulnerable age groups	Jefferson	2

ZERO WASTE & VISION ZERO

The City of Philadelphia's Vision Zero and Zero Waste programs are two ambitious, interconnected programs that will improve the livability and walkability of our city. An important part of Vision Zero is creating safe, comfortable places for our neighbors to walk. A key element of ensuring comfortable and walkable neighborhoods are clean litter-free streets.

The Zero Waste initiative will have a big impact on Vision Zero—kids don't feel comfortable walking to school if the sidewalks along their walk are littered and dirty, and neighbors throughout the city may opt to drive if their walk does not feel clean and safe. Cleaner streets can kick-off a virtuous cycle for Vision Zero. Cleaner streets will lead to more people walking, which will lead to improved health outcomes and safety in numbers as pedestrian activity increases. This, in turn, will lead to improved safety for users of all modes of transportation.

As we work together to make strides towards keeping litter off our streets, these streets will become safer and more livable.

BEYOND PHILADELPHIA

Forging partnerships

To address weaknesses in police crash data, the San Francisco General Hospital and Trauma Center is working with Vision Zero SF and other City partners to develop a more accurate and comprehensive crash data system. This enhanced safety data system will improve the accuracy of injury reporting, and will facilitate more robust prioritization and evaluation of safety projects.

The City of Seattle found that converting a road from four lanes to three lanes decreased crashes by

40%.

2) Coordinate data collection

ACTION ITEM	DESCRIPTION	LEAD AGENCY	VISION ZERO YEAR
2.1	Develop a centralized, web-based crash data system for internal use	oTIS	1
2.2	Increase bicycle and pedestrian data collection in priority locations, developing a regular reporting system available to the public	oTIS/ P&D/ PDPH	1+
2.3	Engage university research partners to design and implement traffic safety research and program evaluations	oTIS	1-2
2.4	Implement electronic crash reporting in pilot districts	PPD	1-2
2.5	Pilot a centralized database between a Philadelphia hospital and enforcement crash data	Jefferson	1-2
2.6	Work with 311 to improve traffic safety data reporting and collection from the public	oTIS/311	2
2.7	Work with State Police to either modify or ensure that behavior information is collected on crash report forms	PPD	3+
2.8	Conduct outreach to technology companies to support additional data collection	oTIS	L/T
2.9	Partner with SEPTA to integrate to SEPTA's crash data and ridership data into the larger data portal	SEPTA	L/T

3) Report data publicly

ACTION ITEM	DESCRIPTION	LEAD AGENCY	VISION ZERO YEAR
3.1	Publish online summarized statistics available in map and dashboard form	oTIS/OIT	Complete
3.2	Release annual Vision Zero progress report	oTIS	1+
3.3	Develop an interactive, user-friendly, web-based application on which the public can access recent and archived traffic crash statistics	oTIS/OIT	1+
3.4	Continue to release the City's crash data and identify ways to expedite the release of crash data on an ongoing basis	oTIS/OIT	1+
3.5	Input Vision Zero projects into public-facing GIS layer	oTIS	2+

FEDERAL HIGHWAY ADMINISTRATION NINE EVIDENCE-BASED COUNTERMEASURES

TRAFFIC CALMING TOOLBOX

The Federal Highway Administration (FHWA) has identified **nine evidence-based** roadway engineering safety countermeasures. These are proven tools to increase road safety and can improve safety on Philadelphia streets:

1. **Roundabouts**
2. **Corridor access management**
3. **Backplates with retroreflective borders**
4. **Rumble strips**
5. **Enhanced delineation and friction for horizontal curves**
6. **Safety edge**
7. **Medians and pedestrian crossing islands**
8. **Pedestrian hybrid beacon**
9. **Road diet**

Engineering Actions

ENGINEERING SUBCOMMITTEE GOAL:

The City has the policies, resources, and partnerships needed to design streets that maximize safety for the most vulnerable road users, and City staff have the professional freedom to make data-driven decisions that promote traffic safety.

This subcommittee is responsible for coordinating various engineering and street design efforts within the public Right-Of-Way while prioritizing traffic safety and active transportation in public investments. In addition to the Managing Director's Office of Transportation & Infrastructure Systems (oTIS) and Office of Complete Streets, this subcommittee is comprised of members from the City of Philadelphia's Planning & Development (P&D), Streets Department, and Water Department; Delaware Valley Regional Planning Commission (DVRPC); Pennsylvania Department of Transportation (PennDOT); and Southeastern Pennsylvania Transportation Authority (SEPTA).

1) Prioritize High Injury Network street safety improvements

ACTION ITEM	DESCRIPTION	LEAD AGENCY	VISION ZERO YEAR
1.1	Install the first two bicycle signals in Philadelphia	Streets	1
1.2	Install two raised intersections	oTIS/ Streets	1
1.3	Install Leading Pedestrian Intervals (LPIs) at 50 intersections per year, doubling the existing number of intersections with LPIs	Streets/ PennDOT	1+
1.4	Install on average two major pedestrian intersection improvements per year	Streets/ PennDOT	1+
1.5	Install 50 new LED street lights per year	Streets/ PennDOT	1+
1.6	Install pedestrian countdowns timers at 13 intersections per year	Streets/ PennDOT	1+
1.7	Install 25 low-cost safety improvements, including new road markings, signs, and minor signal modifications per year	Streets	1+
1.8	Incorporate priority pre-emption for emergency vehicles and transit priority as standard equipment for all new signals	oTIS/ Streets	1+
1.9	Integrate implementation of multi-modal safety improvements into paving of State roads and reconstruction of State bridges through PennDOT Connects	PennDOT	1+
1.10	Develop High Injury Network corridor designs for future funding applications	oTIS/ Streets	1+
1.11	Install a network of protected bicycle lanes	oTIS/ Streets	1+
1.12	Develop neighborhood slow zones program that reduces traffic speeds, ensuring the safety of the most vulnerable roadway users (seniors, children, and people walking and bicycling)	oTIS/ Streets	2+
1.13	Build neighborhood bikeways along two corridors and evaluate future routes for installation	oTIS/ Streets	2+
1.14	Pursue funding to enhance temporary protected bike lane strategies with more permanent, high quality strategies, such as curbs and planters	oTIS/ Streets	2+

ROUTE FOR CHANGE & VISION ZERO

Roosevelt Boulevard is recognized as a dangerous corridor. Between 2012 and 2016, 3,100+ reportable crashes occurred on the 12.6-mile corridor, resulting in 60 deaths and 91 severe injuries. This means 13% of all traffic deaths in Philadelphia occurred on the Boulevard. Although crashes involving pedestrians and cyclists accounted for only 7% of all crashes on the Boulevard, they accounted for 30% of all deaths and severe injuries.

The Roosevelt Boulevard "Route for Change" Program is developing a series of improvements to create a more inviting corridor that is safe, accessible, and reliable for all users including pedestrians, cyclists, transit riders, and motorists. The Program will identify short-term recommendations, as well as recommendations for 2025, which will build upon each other to create a 2040 vision.

Between 2012-2016,

13%

of all traffic-related deaths in Philadelphia occurred on Roosevelt Boulevard.

BEYOND PHILADELPHIA

Queens Boulevard in New York City

Once nicknamed the "Boulevard of Death," Queens Boulevard in New York City was selected as a Vision Zero Priority Corridor, and was redesigned in 2015 to include major safety improvements. This redesign brought safer crossings for pedestrians, protected bicycle lanes, expanded medians with trees and plantings, and reconfigured intersections to reduce speeding and other dangerous driver behaviors.

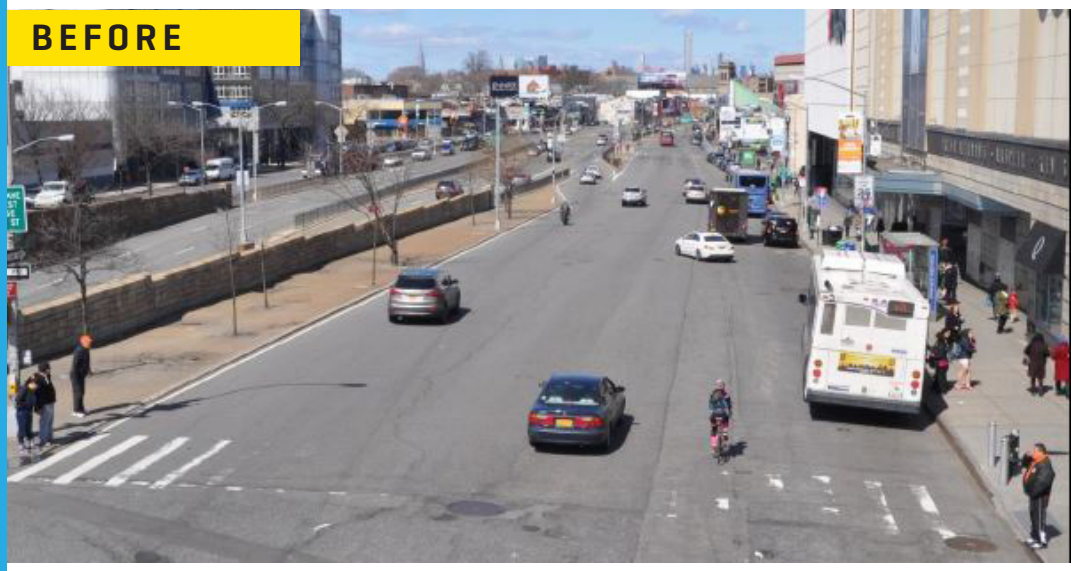
Since 2015, when the redesign began, there have been zero deaths on Queens Boulevard. Compared to the height of traffic-related deaths in 1997, when 27 people were killed, this is a vast improvement.

Between 2015-2016, and after road redesign and the installation of speed cameras, there were

0

traffic-related deaths along Queens Boulevard in New York.

BEFORE



AFTER

1) Prioritize High Injury Network street safety improvements (continued)

ACTION ITEM	DESCRIPTION	LEAD AGENCY	VISION ZERO YEAR
1.15	Focus new loading zone management projects on high-crash corridors	oTIS/ Streets/ CCD	3
1.16	Install one urban traffic roundabout	oTIS/ Streets	3
1.17	Install Philadelphia's first protected intersection	oTIS	3
1.18	Implement safety improvement projects at six Safe Routes Philly focus schools	oTIS/ Streets	3
1.19	Install two curbless streets	oTIS/ Streets	L/T

2) Establish plans and processes to internalize Vision Zero principles within department operations

ACTION ITEM	DESCRIPTION	LEAD AGENCY	VISION ZERO YEAR
2.1	Integrate Vision Zero into the City of Philadelphia's Development Services Program Checklist to ensure that streets are being designed for the most vulnerable roadway users	P&D	1
2.2	Continue the routine Philadelphia Streets resurfacing program and include pedestrian/bicycle infrastructure and loading zones as part of resurfacing projects, as informed by a multimodal improvement prioritization program	Streets	1+
2.3	Continue to expand the ongoing sidewalk inventory efforts to identify and prioritize improvements for City-owned and private sidewalks	oTIS/ P&D/ Streets	1+
2.4	Integrate Vision Zero into the City of Philadelphia's Development Services Program Checklist to ensure that streets are being designed for the most vulnerable roadway users. Update the Philadelphia Pedestrian and Bicycle Master Plan and include the following elements: · Address line of sight issues; · Define protected bike lanes and protected intersections; · Standardized speed limit reduction by roadway type; · Other innovative roadway treatments in conjunctions as they are developed and evaluated	oTIS/ P&D/ Streets	1-2
2.5	Conduct a study to identify best practices in peer cities for sidewalk repair and enforcement programs in construction zones, as well as recommendations for Philadelphia	oTIS	2
2.6	Update the Philadelphia Pedestrian and Bicycle Master Plan and include the following elements: · A pedestrian and bicycle safety action plan; · Gaps analysis and prioritization study for sidewalk and bikeway network gaps	oTIS/ P&D	2-3
2.7	Develop comprehensive Access Management Policy and Right-Of-Way Standards that take into account driveway placement (among other potential safety hazards)	Streets	2-3
2.8	Develop pick-up and drop-off safety training for School District schools	oTIS/ Streets	3
2.9	Create database of streets and intersections with line of sight issues	Streets	L/T

TRAFFIC CALMING TOOLBOX

Pedestrian Countdown Timers

Pedestrian countdown timers, located at signalized intersections, clearly display how many seconds remain for the light phase. These timers allow pedestrians to anticipate when the light will change and determine if they have enough time to cross the street safely.

Leading Pedestrian Intervals

Leading Pedestrian Intervals give pedestrians a "head start" of a few seconds when entering an intersection by showing the walk signal in advance of a green light for car traffic. This increases pedestrian's visibility, and reinforces their right-of-way over turning vehicles.

EDUCATION ACTIONS

EDUCATION SUBCOMMITTEE GOAL:

All Philadelphia residents and visitors understand their part in Vision Zero, and people living in every Philadelphia neighborhood have access to safety education resources.

This subcommittee will coordinate a comprehensive public education campaign aimed at increasing awareness of crash-related data and promoting a culture of transportation safety and responsibility throughout Philadelphia. Educational efforts will include promotion of walking and biking, emphasizing health benefits as well as safety in numbers. As the number of people walking and biking in the city rises, safety will improve. In addition to the Managing Director's Office of Transportation & Infrastructure Systems (oTIS), the Education subcommittee is composed of members from the City of Philadelphia's Department of Public Health (PDPH), Planning & Development (P&D), Office of Complete Streets; American Automobile Association (AAA); AARP Pennsylvania; Asociación Puertorriqueños en Marcha, Inc. (APM); Clean Air Council; Pennsylvania Department of Transportation (PennDOT); People's Emergency Center (PEC); Philadelphia Association of Community Development Corporations (PACDC); Philadelphia Health Management Corporation (PHMC); Office of Councilwoman Gym; School District of Philadelphia; and Southeastern Pennsylvania Transportation Authority (SEPTA).

1) Develop Vision Zero community engagement plan

ACTION ITEM	DESCRIPTION	LEAD AGENCY	SUPPORT	VISION ZERO YEAR
1.1	Develop and Implement a community engagement plan that strives for equitable traffic safety solutions and asks for residents' feedback in the process	VZ Edu sub-committee		1+
1.2	Expand Safe Routes Philly in order to provide education to children, parents, and teachers about safely walking and biking to and from school, and the importance of physical activity to children's healthy development	oTIS	School District	1+
1.3	Create "Behind the Big Wheel," interactive education campaign, to demonstrate large vehicle blind spots	oTIS	Streets	1+
1.4	Integrate information about active transportation as a strategy for improving health into all outreach materials	P&D	oTIS	1+
1.5	Develop a Citizens Planning Institute (CPI) "Vision Zero" elective course	P&D	oTIS/ PDPH	1+
1.6	Work with community organizations and the Philadelphia Police Department (PPD) to raise awareness of top crash-related behaviors before enforcement occurs in a precinct	oTIS/ PPD	VZ Education subcommittee	1+
1.7	Build on existing multilingual Vision Zero outreach toolkit	VZ Education sub-committee		1+
1.8	Work with Philadelphia's Transportation Management Associations (TMAs) and Mobility Alternative Programs (MAPs) to incentivize active transportation in the City	oTIS/ P&D	Clean Air Council/ CCD	1+
1.9	Develop and integrate Vision Zero into Street Smarts campaigns	PHMC	oTIS	1+
1.10	Develop a volunteer Street Ambassador program that promotes traffic safety in neighborhoods and along high crash corridors	VZ Alliance	oTIS/P&D	2+

SAFE ROUTES PHILLY & VISION ZERO

Teaching our young children to walk and bike safely through their neighborhoods is a Vision Zero priority.

Safe Routes Philly offers a train-the-trainer pedestrian safety curriculum for second grade students and bicycle safety curriculum for fifth grade students.

The City of Philadelphia is proud to have received a federal grant to continue Safe Routes Philly. With these funds, Safe Routes Philly will prioritize engagement with elementary schools located adjacent to or in close proximity to the High Injury Network, both through curriculum and through the development of walkability audits. These walkability audits will be used to apply for future engineering project grants.

BEYOND PHILADELPHIA

Using art to transform high-crash corridors

In the summer of 2017, the City of Los Angeles, in partnership with several community organizations, held Temple Street Slow Jams, a Vision Zero program to transform a portion of Temple Street from a high-crash roadway into a stretch of art and public spectacle.

From 2009 to 2015, five people were killed and 21 people were severely injured while traveling on Temple Street.

In response, the Slow Jam was a week-long event filled with street art installations, participatory public spectacles, crosswalk choreography, murals in the making, walking and biking tours, and community conversations. Temple Street's transformation into a safer, more welcoming place was kick-started using art, conversation, and movement.

1)Develop Vision Zero community engagement plan (continued)

ACTION ITEM	DESCRIPTION	LEAD AGENCY	SUPPORT	VISION ZERO YEAR
1.11	Distribute City of Philadelphia Vision Zero newsletter, highlighting Vision Zero successes and next steps	oTIS	AARP/ Clean Air Council	2+
1.12	Create Vision Zero public education campaign, educating the public on the citywide speed limit and the importance of speed management	oTIS	Mayor's Office	2+
1.13	Research which additional communications messages are most needed through surveys, focus groups, and working with behavioral scientists	oTIS	P&D/ PDPH/ AARP	2+
1.14	Develop workshop for professional media on how to best communicate information about traffic crashes and Vision Zero	oTIS	Mayor's Office	2+
1.15	Launch a Complete Streets educational program / incentive proram for developers that promotes multimodal safety in redevelopment and right-of-way improvement projects	P&D	oTIS	2+
1.16	Create and/or adapt standard module for drivers to educate them on safe driving practices	oTIS/ PennDOT	PPD/AAA	3

2) Develop department-specific training and communications materials to bolster Vision Zero

ACTION ITEM	DESCRIPTION	LEAD AGENCY	SUPPORT	VISION ZERO YEAR
3.1	Develop "Safety Six" Traffic Code cheat sheet for PPD officers (see page 35)	PPD	oTIS	1
3.2	Continue Complete Streets training for engineers and planners designing a multi-modal transportation system	oTIS/ Streets	P&D	1+
3.3	Engage City Council and state level elected officials on Vision Zero and traffic safety engineering through meetings and site visits	oTIS	VZ Policy subcommittee/ Streets/ PACDC	1+
3.4	Develop a series of traffic safety trainings for PPD roll call	oTIS/ PPD	VZ Education subcommittee organizations	3

TRAFFIC CALMING TOOLBOX

LED street lights

LED street lights have many benefits, including greater energy efficiency, a longer lifespan than conventional street lights, and increased safety. Because they produce directional light rather than a diffuse glow, they can direct light onto specific areas of a street or sidewalk.

Curbless streets

The removal of curbs and use of high quality paving materials on narrow, low-volume streets, blurs the distinction between sidewalk areas and vehicular travel areas, and encourages shared use of the street. Curbless streets encourage intermingling between different travel modes by facilitating negotiation and eye contact between users. They allow the street to function as a plaza or paved yard.

Enforcement Actions

ENFORCEMENT SUBCOMMITTEE GOAL:

Traffic safety enforcement is clearly linked to data and behaviors that will reduce fatal and serious injury crashes.

Vision Zero enforcement pertains to enforcing traffic safety behavior and practices that impact public safety. Traffic safety enforcement also provides an opportunity to increase public awareness of traffic safety among all road users.

In Philadelphia, the Philadelphia Police Department (PPD) is the primary enforcement department for traffic safety. PPD enforces traffic regulations. The Philadelphia Parking Authority (PPA) and the Southeastern Pennsylvania Transportation Authority (SEPTA) also have enforcement roles to play.

1) Use data to focus traffic safety enforcement

ACTION ITEM	DESCRIPTION	LEAD AGENCY	SUPPORT	VISION ZERO YEAR
1.1	Coordinate monthly fatal crash reviews	oTIS/ PPD/ Streets		Under-way
1.2	Increase traffic safety enforcement and penalties for illegal sidewalk closures and obstructions	L&I/ ROW		Com-plete
1.3	Build foundation for and implement "Safety Six" traffic safety enforcement campaign (see page 35)	PPD	oTIS	1+
1.4	Coordinate "Safety Six" traffic safety enforcement efforts between PPD, PPA, and other entities with police powers to maximize traffic safety	PPD	oTIS	1+
1.5	Reassign crossing guards to vacant posts at high-pedestrian crash in-tersections in pilot Police districts	PPD	oTIS	1+
1.6	Report L&I violations for failure to adhere to the Streets Department Right-of-Way Code separately, allowing for collection and reporting of data	L&I		2
1.7	Increase traffic safety enforcement against illegal parking and illegal passing of school buses in and around schools in pilot Police dis-tricts	PPD/ PPA	School District	2

REBUILD & VISION ZERO

Rebuilding Community Infrastructure (Rebuild) is a seven-year, $500 million investment in Philadelphia's neighborhoods to improve neighborhood parks, libraries, recreation centers, and playgrounds with the goals of promoting equity and encouraging economic growth across the city.

Rebuild's investments will revitalize community spaces, and to ensure that these improved sites are accessible to residents, Vision Zero will work to make our streets safer for all roadway users. Increasing traffic safety will allow residents of all ages to feel comfortable walking or biking to their favorite local park, recreation center or library. As progress is made on Rebuild and Vision Zero in tandem, Philadelphians of all ages will have increased access to places where they can learn, play, and come together as a community.

BEYOND PHILADELPHIA

Enforcing the deadliest traffic behaviors

As part of San Francisco's Vision Zero commitment, the San Francisco Police Department launched the "Focus on the Five" program, with a goal to issue half of traffic citations to the five most common causes of collisions and injuries involving people walking. These five violations were informed by an analysis of collision data, and include: speeding, violating pedestrian right-of-way in a crosswalk, running red lights, running stop signs, and failing to yield while turning.

Enforcing illegal parking for safety

Washington D.C. is using a data-driven approach to strengthen enforcement of dangerous illegal parking behaviors. To deter behaviors, such as double parking and blocking bicycle lanes and crosswalks, D.C. is using crash data to prioritize enforcement. Reports on parking citations will be available to the public. Limiting illegal parking will protect vulnerable users who are endangered by limited visibility due to unsafe and illegal parking behavior.

2) Strengthen capacity of enforcement agencies

ACTION ITEM	DESCRIPTION	LEAD AGENCY	SUPPORT	VISION ZERO YEAR
2.1	Modify permit fee schedule to increase fees for closing a sidewalk for construction, and issue small-fee permits for the use of pedestrian lanes around closed sidewalks	ROW		Com-plete
2.2	Continue to offer Standardized Field Sobriety Testing training to in-service police officers	PPD		1+
2.3	Integrate Vision Zero curriculum into PPD Academy curriculum and in-service Police Officer training	PPD		2
2.4	Pilot tracker training program for select officers assigned to patrol Districts, allowing for more officers to write more speeding violations	PPD		2
2.5	Support School District parents/ community volunteers serving as traffic safety ambassadors at schools in high-crash locations	School District	oTIS	L/T

Automated Enforcement

An important component of Vision Zero's traffic safety enforcement efforts will include expanding automated enforcement programs. Automated enforcement is proven effective, it involves less officer discretion, and it is less resource-intensive than traditional enforcement.

Safety Six

By focusing traffic safety enforcement on violations that result in severe injuries and deaths along the High Injury Network, near schools, housing for seniors and people living with disabilities, we can save lives and prevent injuries.

"Safety Six" will bring focus to traffic safety enforcement efforts. In support of Vision Zero, the Philadelphia Police Department have set a goal for Safety Six to have a minimum of 50% of Philadelphia Police Department traffic citations be focused on these six violations.

THE SAFETY SIX

1. **Reckless/careless driving**
2. **Red light- and stop sign-running**
3. **Driving under the influence**
4. **Failure to yield,** *While turning or to pedestrians*
5. **Parking enforcement** *On or within 20' of crosswalks, on a sidewalk, or in a bike lane*
6. **Distracted driving**

According to a 2017 citywide survey issued by the City of Philadelphia,

28%

of respondents reported Traffic Law Enforcement to be the #1 opportunity for improvement for public safety.

Fleet Management Actions

FLEET MANAGEMENT SUBCOMMITTEE GOAL:

Prioritize traffic safety investments and business-safe practices among fleets operating in Philadelphia.

The City of Philadelphia has nearly 6,000 vehicles in its fleet. It is imperative that City employees lead by example and exhibit safe behaviors while operating City vehicles. Other agencies—such as Southeastern Pennsylvania Transportation Authority (SEPTA), Philadelphia Parking Authority (PPA), and Indego bike share system—also operate or regulate fleets of vehicles from buses to taxis to bikes. This subcommittee will prioritize cross-collaboration to improve operator training, incorporate new technology, and generally improve safety of fleet operator and vehicle operations.

1) Update citywide vehicle safety policy to incorporate Vision Zero traffic safety priorities

ACTION ITEM	DESCRIPTION	LEAD AGENCY	VISION ZERO YEAR
1.1	Ensure every City department has a Crash Review Officer to review City fleet crashes	Risk Mgmt	1+
1.2	Create a City-wide incentive program to recognize safe drivers and departments with safe driving records	Risk Mgmt	1+
1.3	Explore and revise, as needed, the Vehicle Safety policy to restrict use of hand-held and hands-free mobile devices for city drivers in City vehicles	Risk Mgmt	1+
1.4	Establish a City operator's license and training for all City employees that use any type of fleet vehicle	Risk Mgmt	2
1.5	Work with City departments to improve reporting actions taken towards vehicle operators with driver's licenses that are identified as exceptions or a status of "no record found"	Risk Mgmt	2
1.6	Create a pre- and post-use vehicle use survey process for departments to utilize when employees take out and return fleet vehicles (Certain City vehicles are already being inspected every two weeks, as well as annually in compliance with PA inspection)	Risk Mgmt	2
1.7	Establish City driver/operator training for civilian drivers with standard drivers' licenses, such as defensive driving courses, as mandatory and at no cost to departments. Require all City employees licensed to operate a City vehicle for City-related business to participate in an annual course or to complete a video training/ recertification module	Risk Mgmt	2
1.8	Revise City's Vehicle Use Policy to require attendance at driver training for employees who were involved in a crash	Risk Mgmt	2
1.9	Work toward crash per miles driven by department in order to focus training on high-crash City departments	Fleet	2
1.10	Create City department passes for transit and Indego bike share to allow City employees to travel without using fleet vehicles	OTIS	2+

PROTECTED BIKE LANES

Protected bicycle lanes are a powerful traffic safety and engineering tool that are gaining popularity across the country—and are now being installed throughout Philadelphia—to create safer, more walkable streets that benefit people driving, walking, and biking.

How exactly does a protected bicycle lane benefit safety of people driving, walking, and biking?

- Shortens pedestrian crossing distance.
- Improves sight lines at corners
- Reduces motor vehicle speeding and weaving.
- Creates a more predictable and comfortable travel experience for all roadway users.

In New York City, total injuries decreased

20%

after the installation of protected bike lanes.

BEYOND PHILADELPHIA

Using side guards to improve large vehicle safety

Large vehicles pose a great risk to vulnerable road users. For example, in New York City, large trucks comprise only 3.6% of vehicles but are responsible for 32% of bicycle fatalities and 12% of pedestrian fatalities.

A common contributor to these fatal crashes is "side underride," in which someone is swept under the tires of a truck after a side impact.

Side guards— panels installed between the wheels of large vehicles— are a proven, simple, and effective technology to mitigate side underride.

Side guard policies have been instituted in New York City, Portland, Oregon, Washington D.C., and Cambridge, Massachusetts. Abroad, policies requiring side guards have existed since the 1980s in Europe, Japan, and South America.

A 2005 U.K. study on the effects of side guards found that they resulted in a

61%

reduction in bicyclist fatalities, as well as a 20% reduction in pedestrian fatalities.

2) Become leader in safe fleet vehicles

ACTION ITEM	DESCRIPTION	LEAD AGENCY	VISION ZERO YEAR
2.1	Study impacts and establish funding plan for purchasing additional fleet safety equipment and technology for City vehicles, including: · Side guards · Warning systems · Cameras · GPS · Telematics	Fleet/ Risk Mgmt	1
2.2	Place "How's My Driving?" stickers on City fleet vehicles to encourage safe driving behaviors	Fleet/ Risk Mgmt	1 +
2.3	Study high-visibility cabbed-trucks to determine whether they could be integrated into the City fleet, as a safer alternative to the trucks in the fleet today	Fleet/ Risk Mgmt	2
2.4	Incorporate City fleet into citywide Vision Zero media campaign by using vehicles as moving billboards	Fleet	2
2.5	Create public service announcements (PSAs) to engage passengers in promoting safe driving by TLC and TNC cars and apps and educate partner agencies	PPA/ TNCs	2

3) Engage large fleet operators in Vision Zero

ACTION ITEM	DESCRIPTION	LEAD AGENCY	VISION ZERO YEAR
3.1	Incorporate Vision Zero into DVRPC's Downtown Delivery Guide	DVRPC	Com-plete
3.2	Host Fleet Safety Forum for all large fleet operators in Philadelphia, in order to share best practices in fleet safety	DVRPC	1
3.3	Develop a window sticker and app campaign with safety messages for Taxi & Limousine Division and Transportation Network Company (TNC) riders	PPA/ TNCs	2
3.4	Engage taxi fleets and car services in promoting safe driving among TLC-licensed vehicles	PPA	2
3.5	Identify strategies to reduce fatigued driving and raise awareness among TLC-licensed drivers	PPA	2

TRAFFIC CALMING TOOLBOX

Roundabouts

Modern roundabouts are circular intersections where drivers travel counterclockwise around a center island and yield upon entry. Roundabouts increase traffic capacity as well as safety. In particular, roundabouts reduce crashes that result in serious injuries or death.

Raised intersections

By elevating intersections so that they are flush with the sidewalk, slower speeds are reinforced and drivers are encouraged to yield to pedestrians crossing the street. Raised intersections encourage eye contact between modes and make the intersection more accessible for pedestrians.

Roundabouts reduce injury crashes by

75%

at intersections where stop signs or signals were previously used.

Policy Actions

POLICY SUBCOMMITTEE GOAL:

Address policy hurdles that are barriers to full implementation of Vision Zero.

This subcommittee will direct the evaluations of various policies, define roles, and assess the impacts on traffic safety. Policies that limit the ability of other Vision Zero committees to fully address their focus area will be assessed by this subcommittee. In addition, this subcommittee will help create and implement the action plans, in order to direct policy changes.

1) Pursue City policy changes

ACTION ITEM	DESCRIPTION	LEAD AGENCY	VISION ZERO YEAR
1.1	Work with City Council to draft legislation authorizing the Chief Traffic Engineer to implement traffic calming and traffic safety improvements through changes to road markings, signage, and lane configuration that are justified by a formal review of crash data and relevant engineering characteristics	Mayor's Office	1
1.2	Study the implications of instituting strict laws for injuring or killing pedestrians or cyclists within the right of way, similar to New York City's Administrative Code 19-190, which creates a criminal misdemeanor penalty for these offenders	oTIS/ PPD/ Courts	1-2
1.3	Develop standard Request for Proposals (RFP) language to prioritize contractors with large trucks that have over a certain percent of trucks with side guards	Policy	3
1.4	Streamline procurement process for the rapid implementation of safety improvement projects, in order to complete projects on timeline of six months to one year from receiving funding	Mayor's Office	L/T

2) Pursue State policy changes

ACTION ITEM	DESCRIPTION	LEAD AGENCY	VISION ZERO YEAR
2.1	Work with State Legislators to gain State approval for speed cameras along Roosevelt Boulevard as a pilot program	Mayor's Office	1
2.2	Work with State Legislators to gain State approval for local control of speed limits within the City of Philadelphia	Mayor's Office	1
2.3	Work with PennDOT to redefine curb lines, in order to install safety improvement projects, including parking protected bike lanes	oTIS/ Streets	1
2.4	Explore a pilot program that offers traffic safety classes for first-time moving violation offenders in lieu of fines	PennDOT	2
2.5	Evaluate the effects of altering fines, moving vehicle license points, and consequences for hit-and-run drivers on reducing crashes	Mayor's Office/ oTIS	3
2.6	After the launch of the Roosevelt Boulevard speed camera pilot program, work with State Legislators to gain State approval for speed cameras within one-quarter mile from schools	Mayor's Office	3
2.7	Establish statewide policy that connects hospital crash data to enforcement crash data	oTIS	L/T
2.8	Seek State approval to incorporate Vision Zero curriculum into PPD Academy curriculum	PPD	L/T

PROTECTED INTER-SECTIONS

Protected intersections use a variety of design elements to create a safer condition for people on foot and on bike, as well as for drivers.

These intersections make left and right turns clearer and safer while minimizing possibility of conflicts between bicyclists and drivers.

Key design elements include:

- Corner safety islands
- Forward stop bars for bicyclists
- Setback bike and pedestrian crossing
- Bicycle friendly signal phasing

NEIGHBOR-HOOD SLOW ZONES

Neighborhood Slow Zones apply traffic calming measures on a neighborhood scale. The traffic calming measures respond to current conditions in the neighborhood, but will often include gateway signage, pavement markings, and speed bumps.

By taking a neighborhood-wide approach to speed management, cut-through traffic will be limited, social streets will be encouraged, and neighborhood quality of life will be improved.

Benchmarks

The City of Philadelphia will use the annual reporting of traffic-related deaths and severe injuries as the primary benchmark of success of reaching our Vision Zero goal of zero traffic-related deaths by 2030.

These measures will serve as key indicators of our progress on our engineering, traffic safety enforcement, education and engagement, fleet/vehicle, and policy efforts.

Annual Metric	Direction of Change
GENERAL	
Total traffic-related deaths and severe injuries	Decrease
Traffic-related-deaths and severe injuries by mode	Decrease
Proportion of traffic-related deaths and severe injuries on High Injury Network	Decrease inequities
Number of people walking and biking	Increase
Number of City of Philadelphia employees walking and biking to work	Increase
ENGINEERING	
Number of engineering projects implemented, and miles of streets and intersections receiving safety treatments	Increase
City of Philadelphia engineering and technical staff knowledge of Vision Zero and pedestrian safety designs	Increase
TRAFFIC SAFETY ENFORCEMENT	
Speeds on Philadelphia streets	Decrease
Police Officer knowledge of Vision Zero and pedestrian safety	Increase
Traffic safety citations issued:	
• At identified dangerous locations	Increase
• Against identified dangerous behaviors	Increase
EDUCATION AND ENGAGEMENT	
Public awareness of Vision Zero, its principles, underlying traffic safety issues, and traffic laws	Increase
Engagement with children attending schools located in neighborhoods with high rates of child-pedestrian crashes	Increase
FLEET/VEHICLE	
Number of fleet vehicles with traffic safety equipment and technologies	Increase
Fleet operator knowledge of Vision Zero and pedestrian safety	Increase
POLICY	
Local and state policy changes to advance Vision Zero	Increase

Vision Zero Task Force & Subcommittees

Leadership

The following officials are responsible for leading and providing feedback of Vision Zero as its Action Plan strategies are implemented:

- Mayor James F. Kenney
- Managing Director Michael DiBerardinis
- Deputy Managing Director Michael A. Carroll (oTIS)
- Vision Zero Task Force

Task Force Structure

VISION ZERO TASK FORCE

SUBCOMMITTEES

EVALUATION & DATA
ENGINEERING
EDUCATION

- City of Philadelphia:
  - Mayor's Office
  - Managing Director's Office
  - Chair: Managing Director's Office of Transportation & Infrastructure Systems (oTIS)
  - Department of Public Health
  - Department of Streets
  - Fleet Management
  - Licenses & Inspections
  - Planning & Development
  - Philadelphia Police Department
  - Office of Complete Streets
  - Risk Management
  - Water Department
- African American Chamber of Commerce
- American Automobile Association (AAA)
- AARP Pennsylvania

ENFORCEMENT
FLEET MANAGEMENT
POLICY

- Asociación Puertorriqueños en Marcha, Inc. (APM)
- Center City District (CCD)
- Clean Air Council
- Delaware Regional Valley Planning Commission (DVRPC)
- Pennsylvania Department of Transportation (PennDOT)
- People's Emergency Center (PEC)
- Philadelphia Association of Community Development Corporations (PACDC)
- Philadelphia Parking Authority
- School District of Philadelphia
- Public Health Management Corporation (PHMC)
- Office of Councilwoman Helen Gym
- Southeastern Pennsylvania Transportation Authority (SEPTA)
- University City District (UCD)

Zero traffic deaths by 2030.

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