

SUMMARY OF TRANSPORTATION AND CONNECTIVITY ADVISORY BOARD ACTION

Subject: Petition to Adopt a Vision Zero Policy for the Town of Chapel Hill

Meeting Date: February 27, 2018

Recommendation: The Transportation and Connectivity Advisory Board petitions the Town Council to adopt a Vision Zero policy, which seeks to reduce traffic-related deaths and serious injuries in Chapel Hill to zero by 2028. By formally implementing such a policy, it is recommended that the Town of Chapel Hill develop an action plan which can include the formation of a multi-agency working group, evaluation of best practices, collection of public input, and data analysis. Actions and policies that are part of Vision Zero can consist of efforts related to administration, education, enforcement, engineering, legislation, and evaluation. Attached to this petition are examples of potential actions and policies if Town Council decides to adopt a Vision Zero policy.

Attached to this petition, staff has provided information that outlines Vision Zero and examples of actions and policies for implementation.

Vote: 6-0

Ayes: Jason Merrill (Vice Chair), Eric Allman, Heather Brutz, Josh Kastrinsky, Susanne Kjemtrup-Lovelace, and Ignacio Tzoumas

Nays: none

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Introduction

Executing a Vision Zero policy requires commitment and participation from a broad range of agencies and stakeholders. Below is information that outlines what Vision Zero is and examples of actions and policies for implementation.

Background

Vision Zero is a strategy to eliminate all traffic-related fatalities and severe injuries, while increasing safe, healthy, and equitable mobility for all. First implemented in Sweden in the 1990s, Vision Zero has proved successful across Europe—and it is gaining momentum in cities and towns across the United States, including San Francisco, New York, Boulder, Alexandria, and Durham, which just enacted the policy in September 2017.

The [Vision Zero Network](https://visionzeronetWORK.org/about/what-is-vision-zero/) uses the graphic below to describe Vision Zero:



<https://visionzeronetWORK.org/about/what-is-vision-zero/>

A strong Vision Zero commitment has nine components:

1. **Political commitment** from the highest-ranking local officials;
2. **Multi-disciplinary leadership** from several different agencies;
3. An **action plan** that has clear strategies, timelines, and performance measures;
4. Accounts for **equity** by establishing inclusive and representative processes as well as equitable outcomes;
5. Prioritizes **cooperation and collaboration** between governmental agencies and community stakeholders;
6. Prioritizes a **systems-based approach** while adopting messaging that emphasizes that traffic losses are preventable;
7. Has **data-driven approaches** that prioritize resources based on evidence of the greatest needs and impact;
8. Invites **community engagement** through participation on task forces, public meetings, online surveys, and other feedback opportunities; and

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- 9. Values **transparency** by including updates on the action plan’s progress, performance measures, and a yearly report to the local governing board.

Vision Zero Actions and Policies

Below are examples of potential actions and policies that can be carried out as a result of implementing a Vision Zero policy:

Administrative			
Action	Low-Cost	Medium-Cost	High-Cost
Develop a network of coalition partners who pledge to support Vision Zero through implementation of one or more action items.	x		
Form a multi-agency working group of Vision Zero stakeholders to ensure successful implementation of the action plan.	x		
Develop system to track, manage, respond to, and prioritize resident and customer requests for safety improvements.*	x		

*The Chapel Hill Public Works Department is considering adoption of [SeeClickFix](#).

Education			
Action	Low-Cost	Medium-Cost	High-Cost
Use social media to share information and promote dialogue.*	x		
Develop education campaigns with messaging that focuses on topic area(s) of importance (e.g. speeding, distracted driving, and driving under the influence).**		x	
Develop/implement walking and biking curriculum for elementary school students.	x		

*The Town of Chapel Hill issues press releases to communicate with residents and visitors.

**The Town of Chapel Hill participates in regional and statewide campaigns such as Watch for Me NC.

Enforcement			
Action	Low-Cost	Medium-Cost	High-Cost
Require all Chapel Hill Police officers to participate in the National Highway Traffic Safety Administration’s pedestrian training for law enforcement .		x	
Focus enforcement on roadways with higher speeds and increase traffic stops in these areas.			x
Review number and placement of school crossing guards.*		x	

*The Chapel Hill Police Department currently trains crossing guards.

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Engineering			
Action	Low-Cost	Medium-Cost	High-Cost
Identify and install signage at critical intersections to permit increased fines for failure to yield to pedestrians in a marked crosswalk.	x		
Explore lower speed limits town-wide.		x	
Identify criteria for installation of “No Right on Red” and Lead Pedestrian Intervals for intersections and outline process for implementing changes.*		x	

*Currently, this is done on a case-by-case basis.

Legislative			
Action	Low-Cost	Medium-Cost	High-Cost
Support statewide efforts to reform Driving While the Influence (DWI) standards related to Blood Alcohol Content, arrest and adjudication process, and repeat offenders.	x		
Support statewide efforts to revise distracted driving laws, including increase of fines.	x		
Pursue and support state legislation to require drivers to stop, rather than yield, for pedestrians in the crosswalk.	x		

Evaluation			
Action	Low-Cost	Medium-Cost	High-Cost
Standardize and establish definitions and training on crash reporting methods for the Chapel Hill Police Department.	x		
Create standard data evaluation template to track before and after studies of all Complete Streets projects.*		x	
Continue existing and investigate new opportunities for partnerships with universities, technology companies, and researchers to develop a comprehensive traffic crash prediction and traffic exposure model.	x		

*There is currently a bicycle and pedestrian counter program.

Note: Much of the language in this document is adapted from VisionZeroNetwork.org and the [2017 Vision Zero Action Plan for Alexandria, Virginia](#). There are many more suggested actions from the Action Plan document that could potentially be used for inspiration.