

# VISION ZERO DURHAM

WALK SAFE. RIDE SAFE. DRIVE SAFE.

9 August 2017  
DCHC MPO Board

# Our Vision

Working together, we can achieve zero fatalities on our roadways because every person in our community matters.



**VISION ZERO DURHAM**  
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# Core Principles

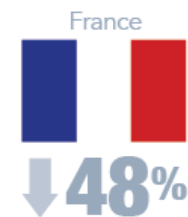
MPO Board 8/9/2017 Additional Handout Item 12



- Traffic deaths are preventable and unacceptable
- Speed is a predictor of crash survival
- Human error is inevitable and unpredictable
- Safe human behaviors, education, and enforcement are essential contributors to a safe system
- Policies at all levels need to align to make roadway safety the highest priority

# International Success

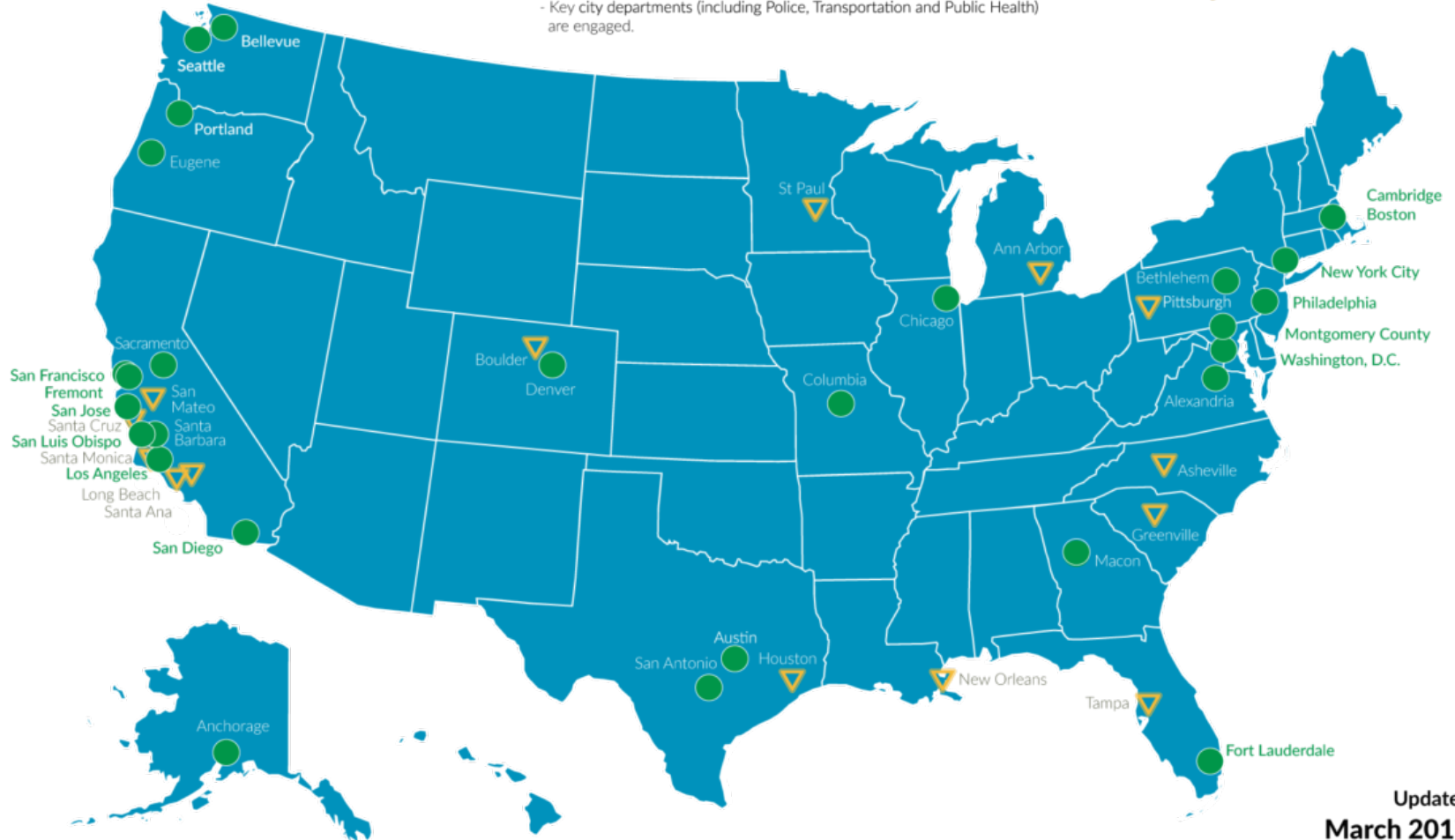
Vision Zero was first implemented in Sweden in the 1990s. Other European nations have since adopted Vision Zero programs and have achieved significant reductions in roadway deaths.



# Vision Zero Cities

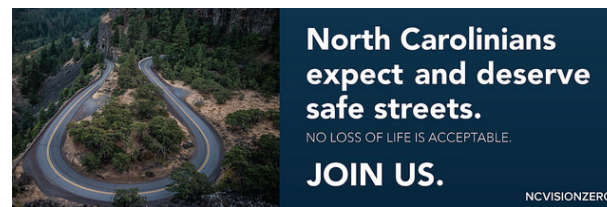
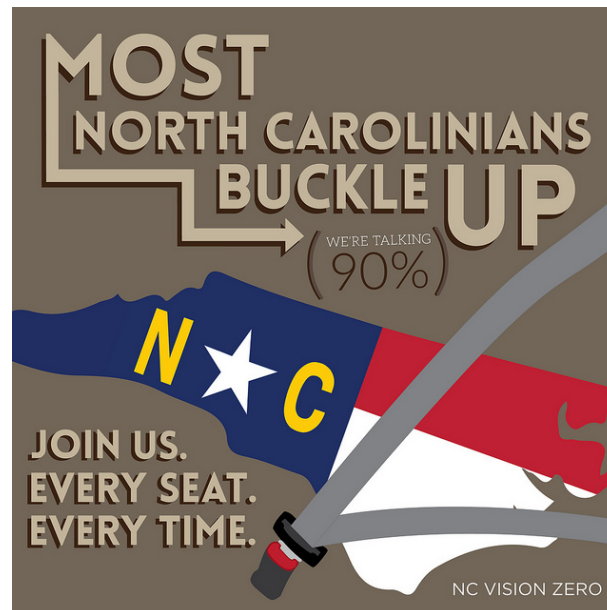
## A Vision Zero City meets the following minimum standards:

- 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.



Updated  
March 2017

# Joining a Statewide Initiative



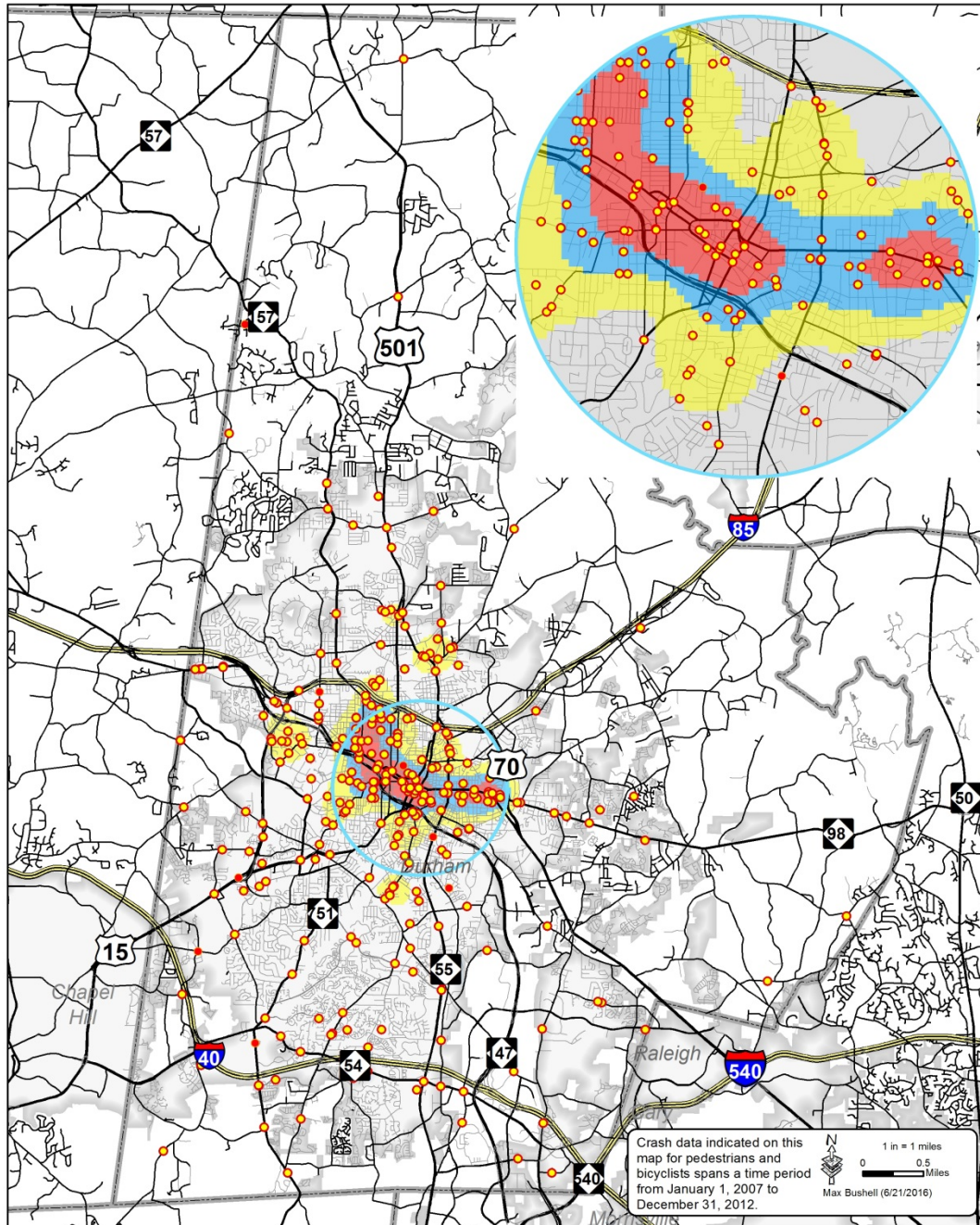
**NC** VISION ZERO



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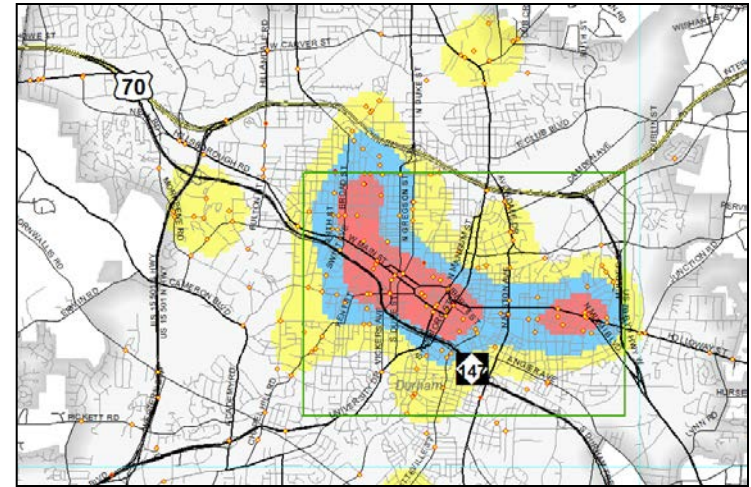


## Pedestrian and Bicycle Crashes - Durham County

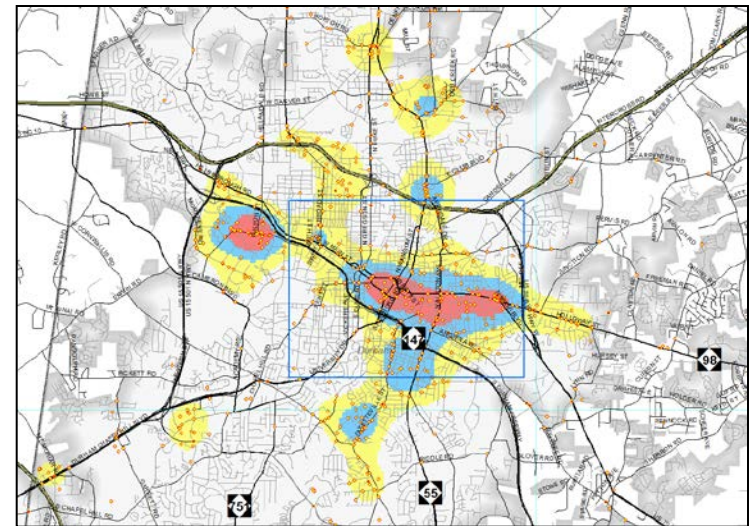


## Bicycle Crash Clusters

WFO Board 9/9/2017 Additional Handout Item 12



## Pedestrian Crash Clusters







### Why Vision Zero is important to DURHAM

Between 2001 and 2015,  
**343**  
people (motorists, peds,  
bicyclists) have been  
killed in *Durham County*

On average,  
**1** bicyclist is  
involved in a  
crash every 2.5 weeks.  
Each year, about 1 bicyclist  
is involved in a crash that  
results in a fatality or  
disabling injury.

More than **60%**  
of crashes involving a  
pedestrian occurred  
between **7am and 7pm**

Between 2010 and 2014,  
**39,822**  
crashes have occurred.  
Of those, nearly  
resulted in fatalities **103**

On average, a pedestrian  
is involved in a  
**crash every**  
**3 days**. Each month  
a pedestrian is involved in  
a crash that results in a  
fatality or disabling injury.

There are **22** crashes  
per day, and more than  
**8,100** a year

**23** On average,  
people die  
in a crash in  
Durham County each year



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# GETTING TO VISION ZERO

MPD Board 1/9/2017 - 6th Item Handout Item 12

## 5 ESSENTIAL ELEMENTS



**EDUCATION** Communicate with children and adults the importance of safety for all on our roadways whether a person is driving, walking, bicycling, or using transit.



**ENCOURAGEMENT** To be effective in such an effort, encouraging our citizens will be mandatory to reemphasize the message of safety for all.



**ENGINEERING** Through engineering transportation choices, infrastructure improvements can reduce speeds and potential conflicts, and establish safer and fully accessible crossings, walkways, and bike ways.



**ENFORCEMENT** Enforcement of traffic safety laws is essential. Continue to support strong safety campaigns and initiatives such as Click It or Ticket, Buzzed Driving is Drunk Driving, Distracted Driving and Traffic Safety Programs.



**EVALUATION** The City of Durham will continue to evaluate traffic safety efforts in order to monitor the effectiveness of our strategies.

# TRAFFIC SAFETY FOCUS AREAS

Roadway **design**

Roadway system **users**

Roadway user **behaviors**

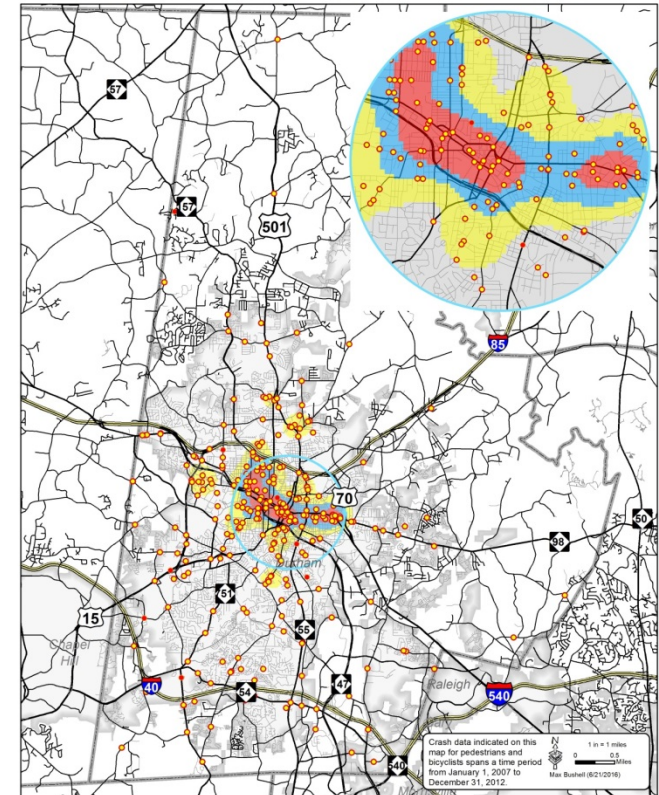


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# Crash Analysis

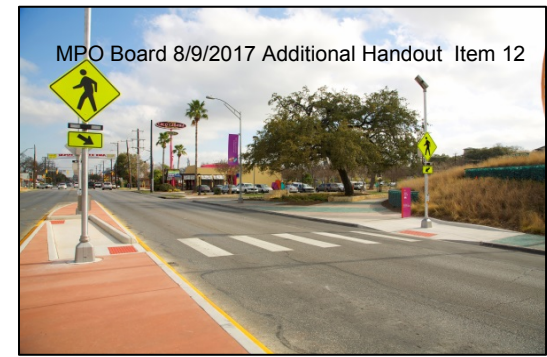
Establish  
**emphasis areas**  
based on how  
and where  
crashes that  
result in fatalities  
or incapacitating  
injuries occur

Pedestrian and Bicycle Crashes - Durham County



# ENGINEERING

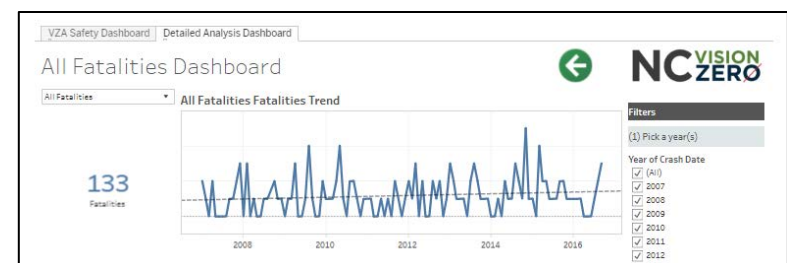
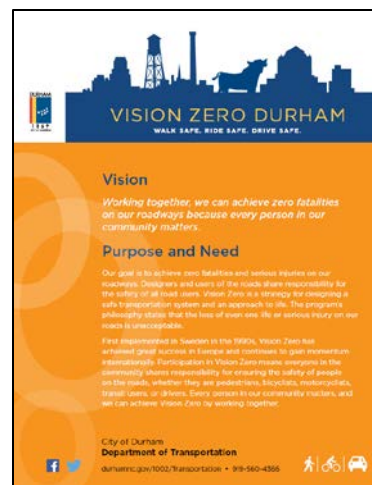
- Implement **complete streets** strategies
- **Maintain** and **improve** amenities, especially for walking and biking
- Introduce **traffic calming** measures





# NEXT STEPS

- Continue outreach & education through Vision Zero **publications, messaging, and events**
- Continue to review **crash data** and raise **awareness**
- Continue to propose future **roadway safety improvements**



# Upcoming Events

- **August 9:** Request that the DCHC MPO pass a Vision Zero Durham resolution
- **August 18:** Meeting with Leah Shahum, founder and director of the Vision Zero Network
- **September 12-15:** Vision Zero Durham Week
- **November 19:** World Day of Remembrance for Road Traffic Victims



## I PLEDGE TO:

- Only drive while sober, alert, and free of distractions.
- Look out for others, especially children, the elderly, persons with disabilities, and people walking or biking.
- Slow down and look around, especially at intersections and driveways.
- Practice the rules of the road, including yielding to people walking.
- Share the Vision Zero pledge with my friends and family.

# QUESTIONS? COMMENTS?

