City of Stamford, Vision Zero Planning Study-Education

Review of National Best Practices

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Agenda

- The Challenge
- Background
- Best Practices
- Recommendations
- Next Steps
Challenge

- Review Best Practices (Nationwide) related to Safety Education towards:
  - Implementing Complete Streets
  - Achieving Vision Zero

![Diagram comparing Traditional Approach vs. Vision Zero](Source: Vision Zero Network)
Background

U.S Deaths (2016)
- Traffic fatalities- 37500
  - Homicides- 17300
- U.S bicyclist/pedestrian Fatalities (2016)
  - Bicyclists- Ages <20 more likely to be killed
  - Pedestrians- Highest since 1990

Economic and Social Costs (2010)
- $242 billion
  - $784 for every US resident
  - 1.6% of the $14.96 trillion real U.S. GDP
- $836 billion when considering quality of life
- Losses include
  - Productivity
  - Medical and Emergency service costs (EMS)
  - Legal and court costs
  - Insurance administration costs
  - Congestion costs
  - Workplace losses

Source: NHTSA, FBI
Background

Stamford

- Population > 129,000
  - 4 Fortune 500
  - 9 Fortune 1000
- Second busiest Metro North Station
  - Next only to Grand Central
  - 8.4 million passengers- Metro-North
  - 410,600 passengers- Amtrak
  - 60% workers travel < 25 minutes to work

Source: City of Stamford, WNPR
Background

CT traffic fatalities (2017)

- 288 police-reported traffic fatalities
  - 8% increase from 2015
- 55 Pedestrians/Bicyclists
  - 15% increase from 2015; Majority pedestrians

Stamford (2017) Crashes

- 9 police-reported traffic fatalities
  - 2 Pedestrians
  - 200% increase from 2015
- 382 Pedestrians/Bicyclists with Minor/Serious Injuries
  - 26% decrease from 2015

Source: Uconn, CTDOT
Background

Current Initiatives

- Planning Studies
  - Stamford Bicycle and Pedestrian Plan (On-going)
- Stamford Street Smarts Initiative
- Safe Routes to School
- Outreach & Education
  - Walk to Work Day
  - Bike to Work Day
  - PARK(ing) Day

Source: City of Stamford, WNPR
Best Practices
Best Practices: NYC

Bike to School

- Launched in 2015
- NYCDOT+ Schools+

  - Community groups
  - Designate safe Bike to School routes
  - Implement in-class curriculum
  - Recommend street safety improvements

- Annual competitive process
  - Schools commit to the program for 3 years
  - Supported by DOT and community partners like Recycle-A-Bicycle, Bike New York

Source: NYC DOT
Best Practices: NYC

Cross This Way

- Official pedestrian safety curriculum for all elementary and middle schools
- Focus on dangers specific to Ages 9-11
- Workbook, interactive video and simple lesson plan
- Includes
  - Educator's Guide
  - Student Workbook

Cross This Way Video (25 minutes)

Scenario I: Turning Vehicles at an Intersection

- Begin the video and pause at the frame “What went wrong?” Use this moment to ask the students to identify critical aspects of “crossing at the crosswalk with the signal.” Explain that even though pedestrians have the right of way at crosswalks, many vehicles turn aggressively despite this. Discuss the inattentive pedestrian behavior and how putting your phone away and looking as you cross will help protect them from injury.
  - If you are using the workbook, ask the students to identify the risk areas on their worksheets.
- Advance the video through the list of checks, then pause video when all of the checks are completed to allow students time to copy the list if you are using the workbook. Students often sing along through this portion! Continue the video, alerting students that Scene II is about to begin.

Source: NYC DOT
Best Practices: NYC

Safety City

- Safety program for school children
  - Uses a simulated New York City street
  - Hands-on experience
- Specially trained traffic safety experts
  - DOT's Office of Safety Programs
  - Police officers, traffic enforcement agents
  - Health care providers
  - School crossing guards
- Empower children
  - “Safety Deputies”
  - Sharing learning
  - Spread safety message beyond classroom
- Supported by the Safe Streets Fund

Source: NYC DOT
Best Practices: NYC

Streetwise for Older Adults

- DOT visits senior centers
  - Discuss Vision Zero’s efforts
  - Learn traffic safety concerns
- Annual newsletter
  - Grandparents Safety Days in Summer
- Safety Tips
- Engineering projects
- City services resources
  - Access-a-Ride
  - Access NYC
  - MTA
- Other safety resources
  - Medicine safety
  - Poison Control Center

Source: NYC DOT
Best Practices: NYC

Public Awareness Campaigns

- Vision Zero “Signs”
- “Work Zone Heroes” PSA
- DWI Awareness “Choices”
- Vision Zero “Your Choices Matter”
- “Reckless Driving Kills”
Best Practices: Portland

Pedestrian and Bicycle Safety Education

- At 40 Portland schools every year
  - 2nd/5th grade students
  - 1.5/10 hours of in-class and outdoor instruction
  - Group walk through the neighborhood

Source: City of Portland
Best Practices: Portland

Pedestrian and Bicycle Safety Education
- Bicycle Lunch and Learn series
  - Semi-monthly series lunch-time presentations

- Bike to Books + Bike Month
  - Celebrate Bike Month in May
  - Ride to local Library
  - Free bike light
  - Bike Lane Art Coloring Contest
  - May Walk + Bike Challenge Month
    - Stickers, pencils, and other rewards

Source: City of Portland
Best Practices: Portland

Struck: It's time to slow down, Portland

- Part of Vison Zero ‘Action Plan’
  - 30 second video
  - $300,000, including production and advertising costs
  - Paid from cannabis tax revenue
  - Expands upon on other efforts including $40 million in safety improvements

Source: City of Portland
Best Practices: Portland

**WE TAKE CARE OF EACH OTHER IN PORTLAND**

Driving?
- Stay alert, take it slow and put phones away.

See and be seen
- Many Portland streets are dark.

Drunk driving
- Stay sober, take it slow and put phones away.

**ONE DEATH ON OUR STREETS IS TOO MANY**

Dustin Finney
- Son, brother, friend, advocate for equality of all people.
- Killed at age 28 by a drunk driver in a hit and run crash while riding a bike lane on SE Division at 85th Avenue.
- August 12, 2011
- Courtesy of Dustin’s mom.

**PORTLAND IS A VISION ZERO CITY**

Vision Zero is the goal to eliminate all traffic deaths and serious injuries on our streets.

Portland is redesigning our streets to make them safer. We need everyone’s help to reach our Vision Zero goal.

Small flyer: We take care of each other

Large flyer: Slow down

**Safe speeds save lives**

Source: City of Portland

Brochure: Our choices matter on Portland streets

Our choices matter on Portland streets

Thank you for taking the Vision Zero pledge:

I will drive SOBER
- 56% of deadly crashes in Portland involve impairment

I will drive at SAFE SPEEDS
- A person is eight times more likely to die when hit at 40 miles per hour compared to 20 mph

I will ONLY drive while driving
- 51% of deadly crashes involve missing stop signs or other dangerous behaviors, likely involving distractions

I will be EXTRA careful on wide, fast streets
- 57% of deadly crashes occur on just 8% of our streets, most of them wide and fast

Our traffic laws help keep us safe

Key traffic safety laws in Oregon:

- **Stop for people crossing (State law 811.028)**
  - People crossing have the right of way at all intersections and marked crosswalks, except against a green light.

- **If you must use a device, go hands-free (811.507)**
  - Driving safely requires our full attention.
  - State law allows hands-free devices, but even these are unsafe.

- **Look before turning and opening doors (811.490)**
  - Check mirrors, crosswalks and bike lanes.

- **Keep clear of the bike lane (811.540)**
  - Yield to people biking when turning or parking.

- **Signal before turning (811.339)**
  - 100 feet or more before turning is required by law

Source: City of Portland
Best Practices: San Francisco

Safe Routes to School
- Expanded to 40 schools in 2014
- Elementary, middle and high schools
- School transportation resource guide
  - Biking
  - Walking
  - Carpool & Drop-off
    - Assist in developing safe pick-up and drop-off procedures
    - Idling campaigns
- Neighborhood Task Forces
  - Allow parents to share their safety concerns and advocate for improvements
- School transportation resource guide
  - Safety & Traffic Calming
  - Crossing Guards
  - Traffic Calming- specifically for schools
  - Traffic Enforcement- Request morning or afternoon enforcement

Source: City of San Francisco
Best Practices: San Francisco

Safe Speeds SF Campaign
- Educational program with high-visibility enforcement as a component
- Radio ads emphasizing the serious consequences of speeding

Source: City of San Francisco
Best Practices: San Francisco

Safe Streets Campaign

- Award-winning "It Stops Here" media campaign
- Grassroots outreach efforts through street teams
- Outreach training to community-based organizations
- Public relations opportunities and press coverage
  - Freeway bulletins
  - Wall boards and posters
  - Ads on bus exteriors
  - General and non-English language radio
  - Digital outreach in San Francisco and the surrounding commuter counties

Source: City of San Francisco
Best Practices: San Francisco

Safe streets campaign
- Get Your Right Turns Right
  - Provides simple and clear instructions in animated example to help drivers perform this simple
- "Be Nice, Look Twice"
  - 80% of San Franciscans reported knowing that pedestrian safety
- "Eyes Up, Phones Down"
  - Anti-crime and public awareness campaign
  - Safety tips for when in public

Source: City of San Francisco
Best Practices: San Francisco

- **Motorcycle Safety**
  - First of its kind in nation
  - Resources such as training opportunities and motorcycle safety tips

- **Large Vehicle Urban Driving Safety Program**
  - Training video on YouTube
  - Required of all large vehicle drivers who work for the city
  - Contractors with the SFMTA
    - Large vehicle drivers required to view video or
    - Be trained in a manner that meets the training standards
## Recommendations

<table>
<thead>
<tr>
<th>Target Audiences</th>
<th>Reasons for prioritizing them</th>
<th>Recommended campaigns</th>
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<tbody>
<tr>
<td>Adult Drivers</td>
<td>• Most likely to kill or severely injure vulnerable road users</td>
<td>Vision Zero Public Awareness campaigns- NY, SF and PDX</td>
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<td></td>
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<td>Safe Streets SF</td>
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<td>Struck: It's time to slow down, PDX</td>
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<tr>
<td>Pedestrians/Bicyclists- Children and Adults</td>
<td>• Most vulnerable road users</td>
<td>Safe Routes To School- NY, SF and PDX</td>
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<td></td>
<td>• School-age children are most likely to be killed or injured</td>
<td>Cross This Way- NY</td>
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<td>Seniors</td>
<td>• People over 65 and the disabled may represent a small share of the population, but are likely to be killed or injured in greater proportions</td>
<td>Safe Streets for Seniors- NY</td>
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<tr>
<td>Motorcycle drivers</td>
<td>• Motorcycle drivers may represent a small share of the population, but are likely to be killed or injured in greater proportions</td>
<td>Motorcycle Education Campaign Pilot- SF</td>
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<td>Large Vehicle Drivers</td>
<td>• More likely to be involved in pedestrian fatalities or injuries and typically at turns within intersections involving bicyclists</td>
<td>Large Vehicle Urban Driving Safety Program- SF</td>
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Next Steps

- Meeting Stamford Board of Representatives, Transportation Committee
- Stakeholder engagement & Public Outreach
  - Public institutions- School, Universities
  - Local Businesses
  - Neighborhood Associations
  - Advocacy Groups
  - City Services- Hospitals, Police, Fire
- Develop Implementation Plan
  - Action Plan by Year
  - Integrate Vision Zero into Complete Streets Plan
  - Training for City employees and Contractors
    - Mandatory; Integrate into HR/Safety Training
  - Dedicated resources
    - Website, Funding (Potential Challenge)
  - Review and Update Legislation
Thank you