What is Vision Zero?
What is Vision Zero?

A policy that states clearly that traffic deaths are preventable and unacceptable.

CORE PRINCIPLES:

• Human life takes priority over mobility;
• Human error is inevitable and unpredictable;
• People are inherently vulnerable and speed is a fundamental predictor of crash survival;
• Safe human behaviors, education, and enforcement are essential contributors to a safe system.
WHEN A PERSON IS HIT BY A DRIVER AT...

20 MPH
1 OUT OF 10 DIE

30 MPH
5 OUT OF 10 DIE

40 MPH
9 OUT OF 10 DIE

Slowing down saves lives.
Where has Vision Zero been adopted?

First adopted as a national policy in Sweden in 1997, over 25 cities across the U.S. have since adopted Vision Zero.

U.S. CITIES WITH VISION ZERO POLICIES:

• Chicago;
• Boston;
• New York City;
• Los Angeles;
• San Francisco;
• Seattle, and more
Why Vision Zero in Philadelphia?

Every year, there are nearly 10,000 reported crashes on Philadelphia streets.

5-YEAR TREND:

- 2012: 95 killed / 250 severely injured
- 2013: 80 killed / 225 severely injured
- 2014: 82 killed / 223 severely injured
- 2015: 83 killed / 250 severely injured
- 2016: 96 killed / 252 severely injured

100 people are killed in traffic related crashes.
Why Vision Zero in Philadelphia?

Every year, there are over 10,000 reported crashes in Philadelphia.

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

- Bicycle: 5%
- Pedestrian: 15%
- Vehicle: 80%

Data source: PennDOT

People killed in crashes

- Bicycle: 3%
- Pedestrian: 35%
- Vehicle: 62%

Data source: PennDOT
Traffic-related Deaths:
Total deaths vs. rate of death per 100,000 residents

Data source: NHTSA, 2015
Why Vision Zero in Philadelphia?

*Traffic crashes do not impact Philadelphians the same.*

Pedestrian crashes (>18 years)  Pedestrian crashes (<18 years)
OUR CITY AND OUR FAMILIES DESERVE SAFER STREETS.

Zero traffic deaths by 2030.
Vision Zero principles to priorities

**EQUITY** Identify equitable solutions developed on behalf of all Philadelphians

**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
High Injury Network

→ 50% of Killed/Serious Injury Crashes on 12% of Streets
Project background
Where is the project area?

- High-rise commercial Center City Corridors
- Buses: 2, 17, 31, 32, 33, 38, 44, 48 (Market only), 62, 124, 125, 414, 417, 555
- Four large residential buildings front the streets
- Over 6 preschools and daycares serve the corridors
- Main east-west streets in Center City
Market Street, looking east

JFK Blvd., looking west
John F. Kennedy Blvd.

JFK Blvd., looking east

2 narrow parking/loading lanes

4 extra large motor vehicle lanes
Market Street

Market St looking east

2 parking/loading/turn lanes

4 standard motor vehicle lanes
What are the safety issues?

**Long pedestrian crossings**

*Ideal maximum pedestrian crossing distance = 33 feet or 3 lanes without median*
What are the safety issues?

**Long pedestrian crossings**

Ideal maximum pedestrian crossing distance = 33 feet or 3 lanes without median
What are the safety issues?

Weaving and speeding motor vehicles

“Police said a woman was driving the van west on JFK Boulevard, and tried to switch from a middle lane to the right-hand lane at the intersection with 16th Street, but instead struck the back of a silver Hyundai Santa Fe sport utility vehicle traveling in the right lane.”
### Past studies

<table>
<thead>
<tr>
<th>Full project</th>
<th>Protected bike lane, landscaped median, signal work, restripe full roadway</th>
<th>$18 million</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intermediate</td>
<td>Signal work, protected bike lane, flex posts, restripe full roadway</td>
<td>$1.5 million</td>
</tr>
</tbody>
</table>
Pilot project proposal
Market Street pilot

Existing Market St. cross section

Pilot Market St. cross section
JFK Blvd. pilot

Existing JFK cross section

Pilot JFK cross section
1900 Block JFK

Upgraded SEPTA Shelters

Kennedy House

Penn Center House

Curbside Parking & Loading
How will it impact traffic?

- Redesign will have negligible impact on traffic flow
- Left turning lanes will help traffic flow
- Due to construction, LOVE Park, Sterling House and 1500 Market have been 3 lanes
How will it impact SEPTA?

- Buses: 17, 33, 38, 44, 124, 125
Safety benefits

- Improves safety for all users of the roadway
- Decreases sidewalk cycling
- Supports a healthy and active Philadelphia
- Makes bicycling more accessible
- Improves businesses along the corridor

Protected Bicycle Lane Analysis

1. Safety – 3yr After Data

Looking at all corridors combined with at least three years of after data, we find that:

- Crashes with injuries have been reduced by 17%
- Pedestrian injuries are down by 22%
- Cyclist injuries show a minor improvement even as bicycle volumes have dramatically increased
- Total injuries have dropped by 20%
Pilot project timeline

Fall/Winter 2017/2018
- Meet with stakeholders seeking support for demonstration
- Finalize plans and secure funding
- Collect baseline data

Spring 2018
- Install 9 month pilot
- Collect data at two points during pilot to measure impact
- Check in with stakeholders and public

Late Fall 2018
- Review results of data collection and stakeholder feedback with Council President and public
- Determine next steps
# Measures of success

<table>
<thead>
<tr>
<th>Goal</th>
<th>Performance Measure</th>
<th>Unit(s) of Measurement</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Safety</strong></td>
<td>Collision Rate</td>
<td>Severity and Number of Crashes, Number of Injuries, Crash Rate</td>
</tr>
<tr>
<td></td>
<td>Speeding</td>
<td>Peak and Average Speeds</td>
</tr>
<tr>
<td><strong>Mobility</strong></td>
<td>Vehicle Volume</td>
<td>Number</td>
</tr>
<tr>
<td></td>
<td>Vehicle Travel Time</td>
<td>Time from 15 - 20th Streets</td>
</tr>
<tr>
<td></td>
<td>Vehicle Median Speeds</td>
<td>Number</td>
</tr>
<tr>
<td></td>
<td>Bicycle Volume</td>
<td>Number in 2 locations along each street</td>
</tr>
<tr>
<td></td>
<td>Pedestrian Volume</td>
<td>Number in 2 locations along each street</td>
</tr>
<tr>
<td></td>
<td>Bus Speeds</td>
<td>Speed along 1 location along each street</td>
</tr>
<tr>
<td><strong>Quality of Life</strong></td>
<td>Employees/Businesses</td>
<td>Percentage</td>
</tr>
<tr>
<td></td>
<td>Satisfaction</td>
<td></td>
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<tr>
<td></td>
<td>Roadway User Satisfaction</td>
<td>Percentage</td>
</tr>
<tr>
<td></td>
<td>Testimonials</td>
<td>Comfort Level</td>
</tr>
<tr>
<td></td>
<td>Use of Public Spaces</td>
<td>Usage # of pedestrian refuge areas along roadway, Usage # of public spaces along corridor</td>
</tr>
</tbody>
</table>
Focused Enforcement Plan

Partnership with Police District #9

1. Behavior for Motor Vehicles
   - Red light running
   - Turning vehicles failure to yield to pedestrians
   - Motor vehicle and truck double parking
   - Mixing/Conflict zone yield behavior

2. Behavior for Bicycles
   - Conflict zone yield behavior
   - Red light running
   - Sidewalk and wrong way bicycling
# Meetings to date

<table>
<thead>
<tr>
<th>Entity</th>
<th>Date(s)</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kennedy House</td>
<td>8/14/17, 10/10/17, 12/12/18 (Board), 12/12/18 (Council)</td>
<td>Neutral</td>
</tr>
<tr>
<td>Penn Center House</td>
<td>7/19/17, 10/24/17</td>
<td>Support</td>
</tr>
<tr>
<td>Logan Square Civic Association</td>
<td>1/9/18</td>
<td>Support</td>
</tr>
<tr>
<td>9th Police District</td>
<td>1/11/18</td>
<td>Support</td>
</tr>
<tr>
<td>One Penn Center</td>
<td>12/12/17</td>
<td>Support</td>
</tr>
<tr>
<td>1601 Market</td>
<td>2/7/18</td>
<td>Support</td>
</tr>
<tr>
<td>1801 Market</td>
<td>2/6/18</td>
<td>Support</td>
</tr>
<tr>
<td>Two Penn Center</td>
<td>2/12/18</td>
<td>Support</td>
</tr>
<tr>
<td>Center City Residents Association</td>
<td>2/13/18</td>
<td>Support</td>
</tr>
</tbody>
</table>
Next Steps

1. Finalize Enforcement, Engagement, and Data Evaluation Plans
   – Final Plans - Late March
2. Finalize Parking & Loading Plan with PPA and Building/Tenant Input
   – Final Plan - Late March
3. Finalize Installation Schedule
   – Target - April
Thank you

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