



REGIONAL TRANSPORTATION COMMISSION

Metropolitan Planning • Public Transportation & Operations • Engineering & Construction

Metropolitan Planning Organization of Washoe County, Nevada

April 19, 2019

AGENDA ITEM 7.2

TO: Regional Transportation Commission

FROM: Amy Cummings, AICP, LEED AP
Director of Planning



Lee G. Gibson, AICP
Executive Director

SUBJECT: Vision Zero Task Force of the Truckee Meadows Update

RECOMMENDATION

Receive a report on the Vision Zero Task Force of the Truckee Meadows.

SUMMARY

Vision Zero is a strategy to eliminate all traffic fatalities and severe injuries, while increasing safe, healthy, equitable mobility for all. Cities that have implemented Vision Zero have shared data showing a drop in fatalities and injuries, and an increase in livability, mobility, physical activity, and economic revitalization.

Vision Zero views traffic deaths and severe injuries as preventable and focuses attention on the shortcomings of the transportation system including the built environment, policies, and technologies that influence behavior. Vision Zero distinguishes itself from the traditional approach to traffic safety creating a shared responsibility between the system designers, enforcement and individual road users since there are no assumptions that road users will use the roads as they were designed. This paradigm shift in addressing roadway safety is a systemic approach as the responsibility moves to evaluate the transportation systems, laws, and policies. If safety problems persist, then the system designers evaluate further measures to promote safety. Keeping people safe on our streets, sidewalks and bikeways will take real change and commitment.

The Vision Zero Task Force of the Truckee Meadows was established in October 2017 and has established the following mission statement:

Northern Nevadans, with the support of elected leaders, have made a commitment to take action to bring the number of fatalities on our roadways to zero. We will make equitable, data-driven, and transparent decisions to improve safety throughout our community. By partnering together to make roads and sidewalks safe for pedestrians, we make our roads safer for everyone. We will actively implement measures proven to reduce serious injuries and fatalities. Through collaboration we will make our community a safe and healthy place, no matter where you go or how you get there.

The community task force members include:

- City of Reno
- City of Sparks
- Federal Highway Administration
- Nevada Department of Transportation
- Nevada Department of Public Safety
- Nevada Highway Patrol
- Office of Traffic Safety
- Regional Emergency Medical Services Authority
- Regional Transportation Commission of Washoe County
- University of Nevada, Las Vegas Vulnerable Road Users Project
- University of Nevada, Reno
- Washoe County Health District, Air Quality Department
- Washoe County School District, Safe Routes to School
- Members of the public concerned about safety

Although the task force is emphasizing safety for the region, four focus areas have been identified: Downtown Sparks; University of Nevada, Reno; Midtown; and West 4th Street. The goal of the task force is to use data from these four focus areas and apply them to other areas within the Truckee Meadows.

Crash Data:

The Vision Zero Task Force of the Truckee Meadows has collected and analyzed comprehensive crash data on each focus area between the years 2011-2017, which includes:

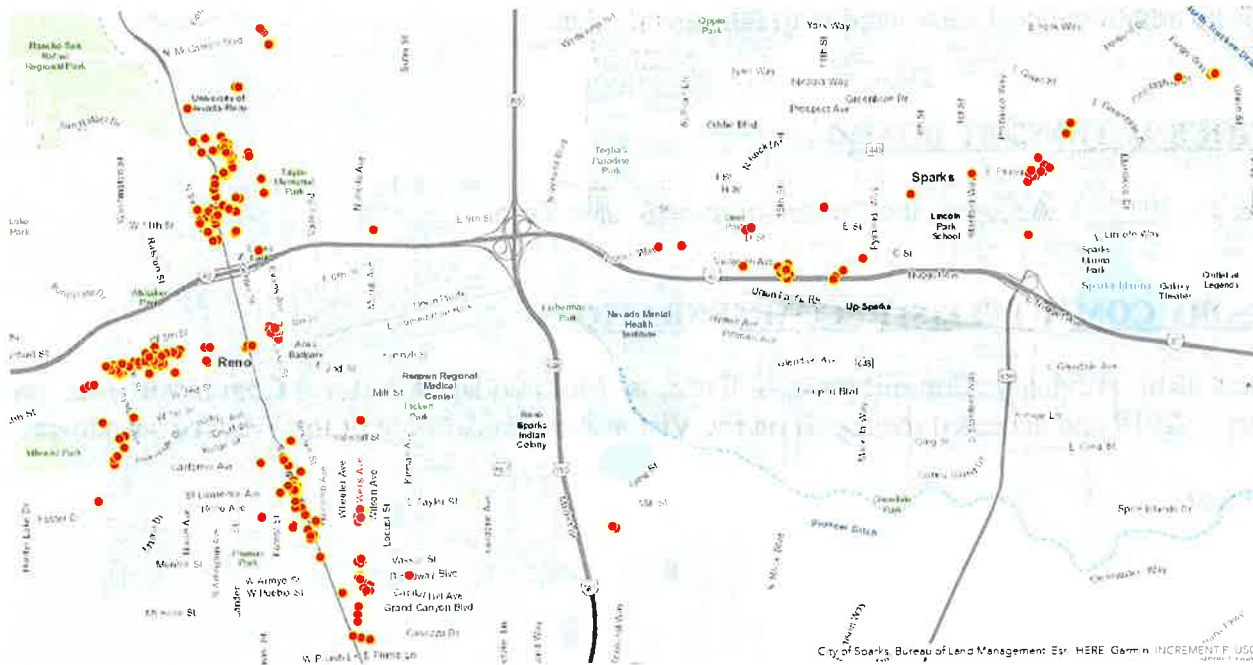
- Pedestrian Crashes Time of Day and Season
- Pedestrian Actions in Pedestrian Crashes
- Driver Actions in Pedestrian Crashes
- Fatal and Serious Injury Pedestrian Crash Locations (identifying areas that had more than one fatality or serious injury pedestrian crash)
- Lighting Conditions during Pedestrian Crashes
- Pedestrian Crashes by Age Group
- Driver Impairment during Pedestrian Crashes
- Pedestrian Impairment during Pedestrian Crashes

The goal of collecting this extensive data is to utilize it to make informed decisions to improve safety on our roadways for all roadway users.

Pedestrian Surveys:

The Vision Zero Task Force of the Truckee Meadows also reached out to pedestrians to hear from them about safety. There were 576 in-person interviews with pedestrians within the boundaries of the four focus areas which were completed during the week of November 26, 2018. The community was also invited to take an online survey between November 26, 2018, and January 4, 2019, and over 1,001 online surveys submitted, for a combined total of 1,576 completed surveys. Both surveys were available in English and Spanish.

The map below displays the locations where the Vision Zero Task Force members interviewed pedestrians within the four focus areas during this weeklong effort.



The survey had 26 questions (Attachment) and inquired about trip generators, sidewalk conditions and obstructions, street crossings and roadway, driver behavior, safety, and demographics.

A full report with pedestrian survey results is being compiled. The data will be utilized with the crash data to guide the task force to making informed and measurable action plans for each focus area.

Website:

The Vision Zero Task Force of the Truckee Meadows is developing a website. The website includes all the map and survey data, task force partners, links to important documents including the RTC Complete Streets and Bicycle and Pedestrian Master Plans, safety information, upcoming events, and a platform for the public to report “near misses.” The Vision Zero Task Force of the Truckee Meadows will utilize the near miss data to evaluate potential trends as an indication of areas of concern to proactively focus resources in those locations.

Campaign:

In conjunction with the above efforts of the task force, a recent safety campaign has been launched in the region. The Don’t Kill a Dream campaign is on local television and radio advertisements as well as billboards and print advertising. The emphasis is to stress that when someone dies in a traffic crash, their dream dies with them. The goal is to encourage the public to think about the effect their actions have on their own life and the lives of others in the community. The campaign is also being shared on social media outlets.

FISCAL IMPACT

There is no additional cost associated with this agenda item.

PREVIOUS ACTIONS BY BOARD

October 19, 2017 Accepted the Presentation on Vision Zero

ADVISORY COMMITTEE(S) RECOMMENDATION

The Technical Advisory Committee and Citizens Multimodal Advisory Committee met on February 6, 2019 and accepted the report on the Vision Zero Task Force of the Truckee Meadows.