



# City of San Antonio

## Agenda Memorandum

**File Number:**15-5192

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**Agenda Item Number:** 3.

**Agenda Date:** 10/7/2015

**In Control:** Criminal Justice, Public Safety and Services Committee

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**DEPARTMENT:** Transportation and Capital Improvements (TCI)

**DEPARTMENT HEAD:** Mike Frisbie

**COUNCIL DISTRICTS IMPACTED:** Citywide

### **SUBJECT:**

Pedestrian Safety Plan - Getting to Vision Zero

### **SUMMARY:**

This item will provide a briefing and staff recommendations on creating a Vision Zero Action Plan.

### **BACKGROUND INFORMATION:**

On June 3, 2015, City Council District 5 submitted a Council Consideration Request (CCR) for Creating a Vision Zero Action Plan.

The Vision Zero initiative started in Sweden and has been adopted by several cities around the world. Cities in the United States that have adopted the Vision Zero goal include Austin, Boston, Chicago, Los Angeles, New York, Portland, San Francisco, San Jose, and Seattle. The Vision Zero approach is summarized by the thought that “no loss of life is acceptable.” Through Vision Zero, the community shares the responsibility for ensuring the safety of people in our community. The responsibility for roadway safety is shared between those who design the road and those who use the road. The largest cities in the United States to achieve zero fatalities in a one year period include: Lakewood, Washington; Ann Arbor, Michigan; Provo, Utah; and El Monte, California.

The recent number of people walking and biking being killed in San Antonio has brought to light the need for action. The Federal Highway Administration (FHWA) announced Texas as one of the 17 focus states and San Antonio as one of the 35 focus cities due to the high rate of pedestrian and bicyclist fatalities. In 2014, 54 pedestrians and 1 bicyclist in San Antonio were struck and killed by a motor vehicle. This year, a total of 18 pedestrians and 2 bicyclists have been struck and killed by a motor vehicle (crash data as of 7/31/15).

Recent efforts have emphasized our commitment to the community through strengthened programs and implementation. In 2014, TCI improved pedestrian safety around school zones by implementing the following improvements:

- School Zone Sign Upgrade
- School Zone Flashing Beacons Upgrade and Maintenance
- School Zone Crosswalk Pavement Marking Upgrade and Maintenance

In addition, the FY 2015 budget included a \$2.5 million initiative for the following pedestrian safety improvements:

- Protected Pedestrian Crossing Improvements
- Education Program
- Upgrade (9) existing school zones from static to flashing beacons

TCI along with internal and external partner agencies is committed to enhancing safety in San Antonio. On July 15, 2015, TCI held a pedestrian safety partner work sessions with internal and external stakeholders to discuss the goals and develop strategies toward Vision Zero. A second work session was held on September 2, 2015, to continue the discussions and develop the action agenda for Vision Zero. Also, TCI briefed the Transportation, Technologies and Utilities Council Committee on the Vision Zero efforts and next steps at the September 9, 2015 meeting.

To spread the Vision Zero message, TCI launched the Vision Zero campaign on Tuesday, September 15<sup>th</sup> with a kick-off press conference on the front steps of City Hall. Since the press conference, TCI has launched a Vision Zero webpage on the TCI website and has also coordinated outdoor advertisement through Clear Channel Outdoors, billboard advertisements where pedestrian fatalities have occurred, and advertisements placed on VIA Transit shelters and buses. A 30-second public service announcement (PSA) has also been created, which has been advertised on social media platforms, shared by Mayor's Office, partners and other departments and on Vision Zero webpage.

## **ISSUE:**

TCI has been working on developing a Vision Zero Action Plan. It started in mid-2014 with the Pedestrian Safety Plan, which focused on developing a strategy for improving and promoting pedestrian safety in school zones. The FY 2015 budget included a \$2.5 million initiative for pedestrian safety education and improvements such as pedestrian refuge islands in the middle of wide roadways, known as "Z crossings", and upgrades of existing school zones to flashing school beacons at various locations throughout the city.

In the FY 2016 budget, TCI will be delivering an additional \$1 million towards pedestrian safety improvements such as flashing beacons, upgraded traffic signs, pavement markings, pedestrian signals, etc. and a total of \$15 million towards sidewalk improvements.

## **ALTERNATIVES:**

This is a briefing for informational purposes only.

## **FISCAL IMPACT:**

There is no fiscal impact associated with this briefing.

**RECOMMENDATION:**

This is a briefing for informational purposes only.