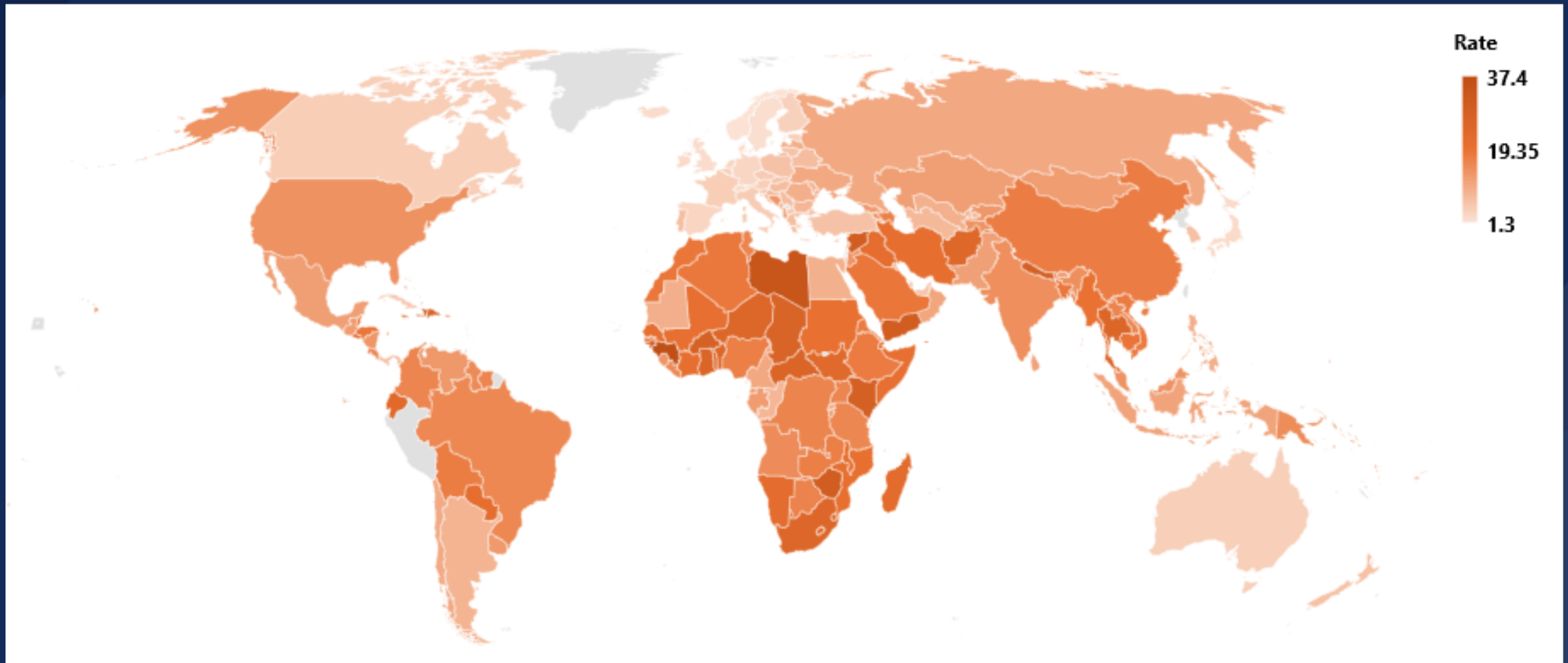# Presentation Outline

- Traffic Safety Challenges
- Our Work on *Safe System*
- Q&A

Road Death Rates Around the World

AAA FTS — FOUNDATION FOR TRAFFIC SAFETY

Road Traffic Fatalities per 100,000 Population (2021)

Rate

37.4

19.35

1.3

Data: World Health Organization (2024)
Map powered by Bing
© Australian Bureau of Statistics, GeoNames, Microsoft, Navinfo, Open Places, OpenStreetMap, TomTom, Zenrin
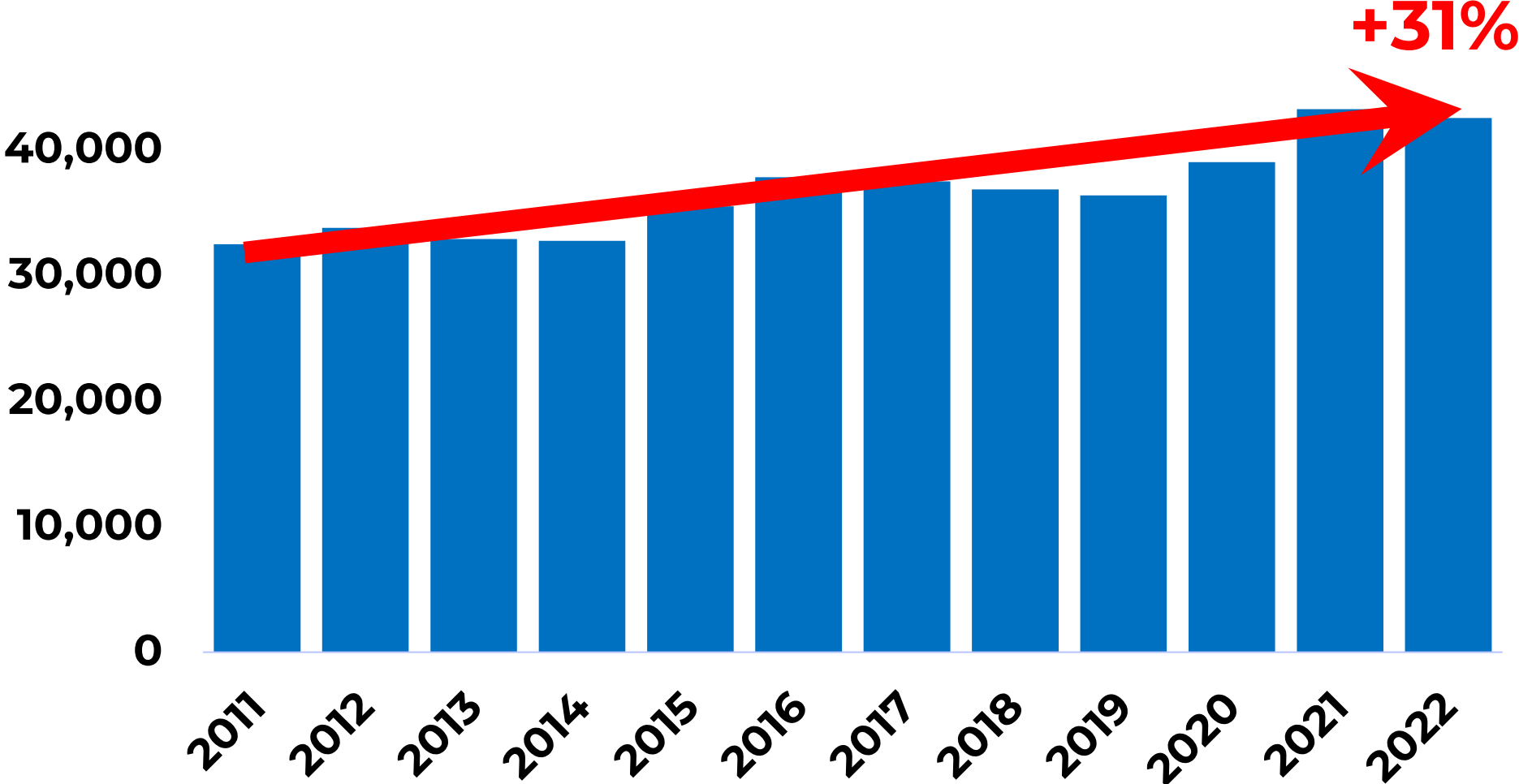
Trend Since COVID Worst Among Mid/High Income Countries

% Change in Traffic Fatalities 2020-2022 vs. 2017-2019

USA

International Transport Forum

ROAD SAFETY ANNUAL REPORT 2022

OECD

International Traffic Safety Data and Analysis Group
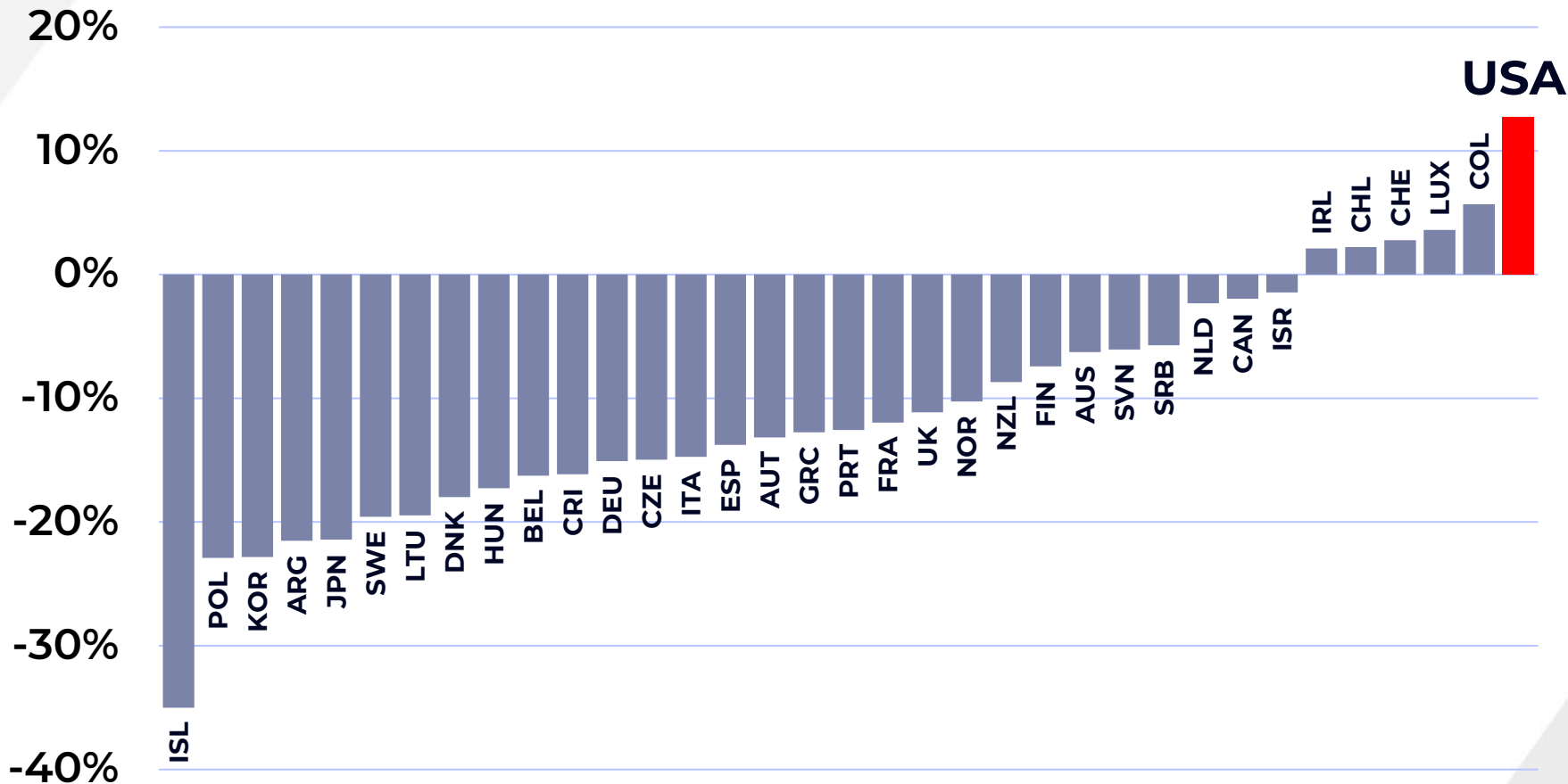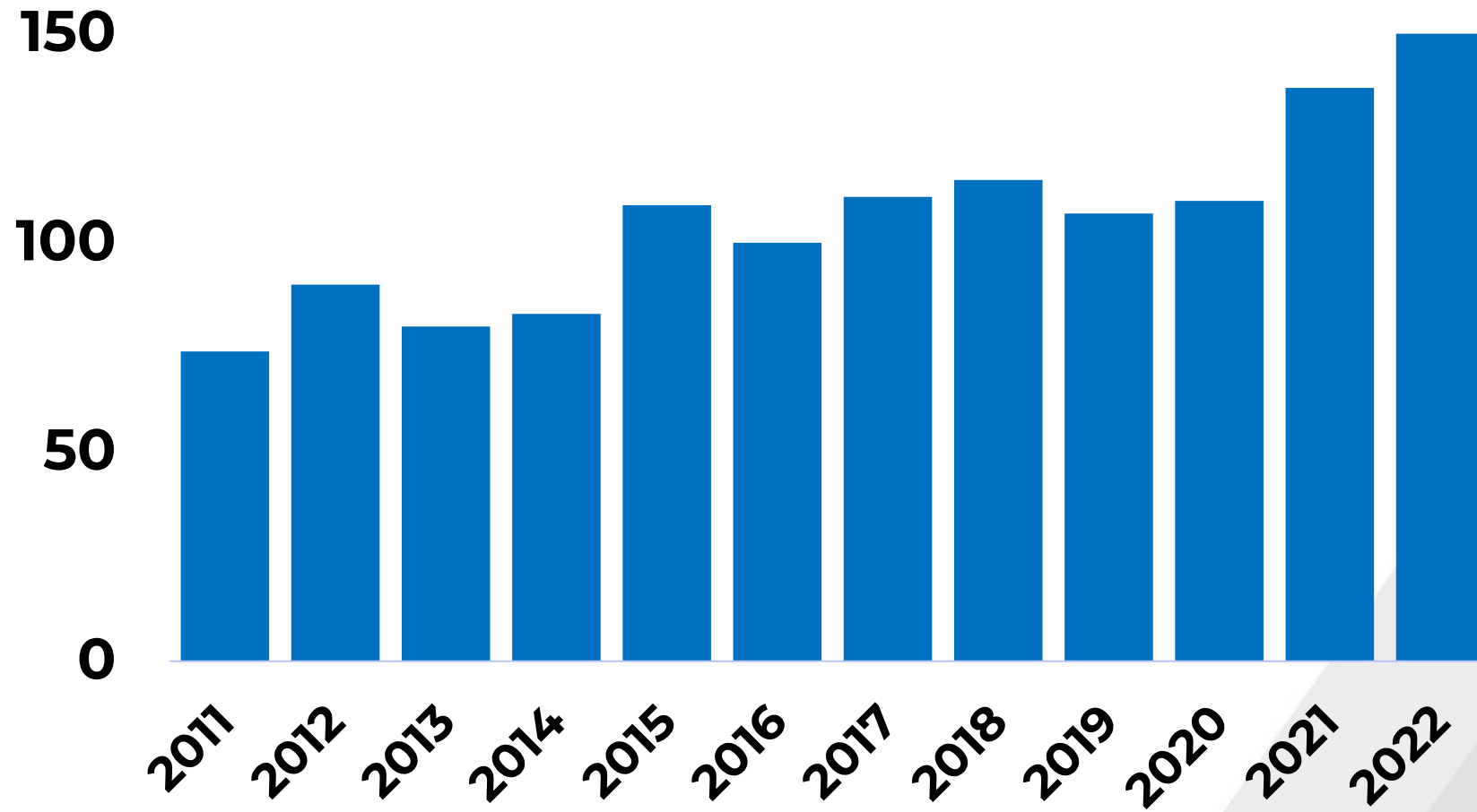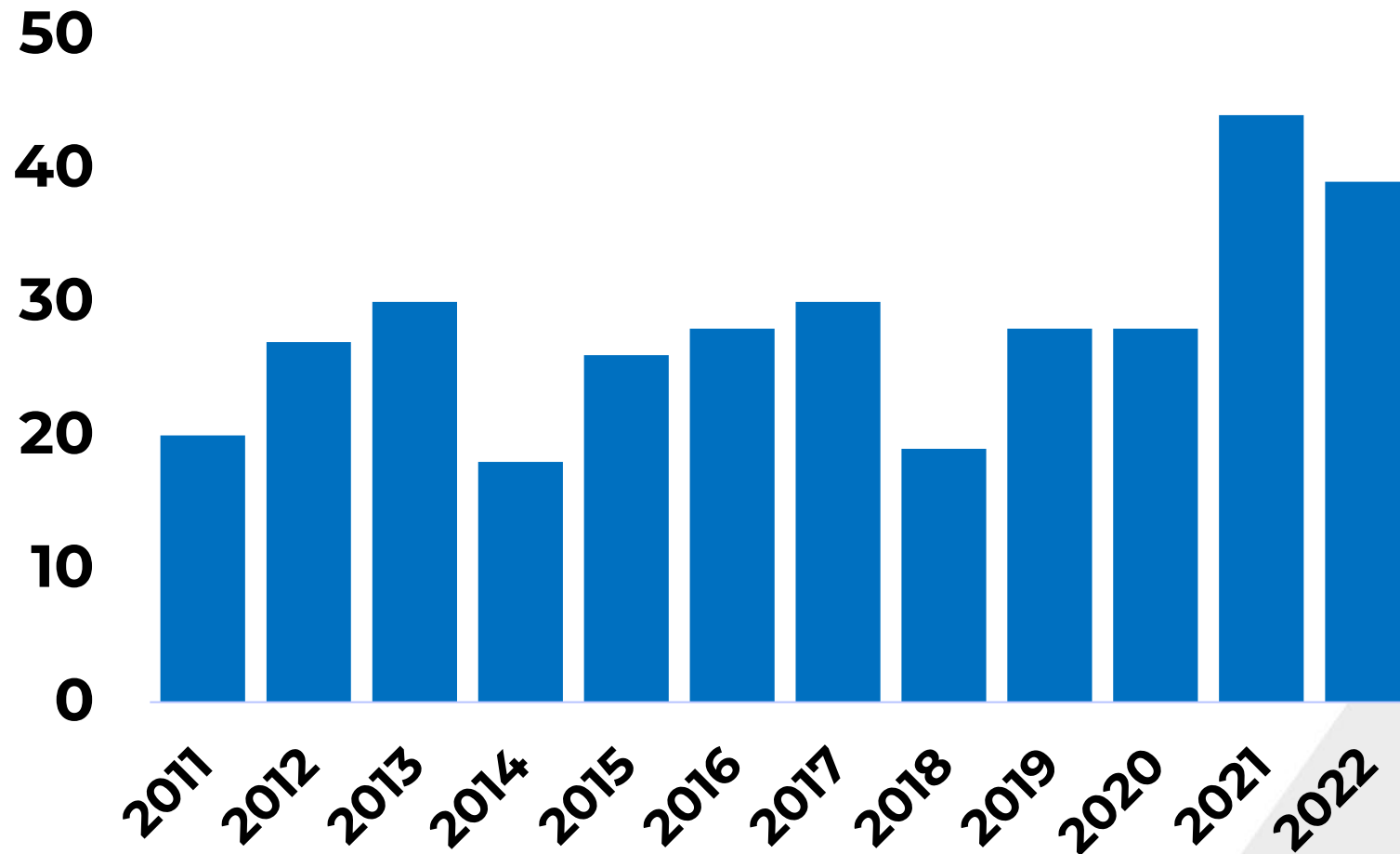
Annual Traffic Fatalities – USA

Annual Traffic Fatalities – Washington State
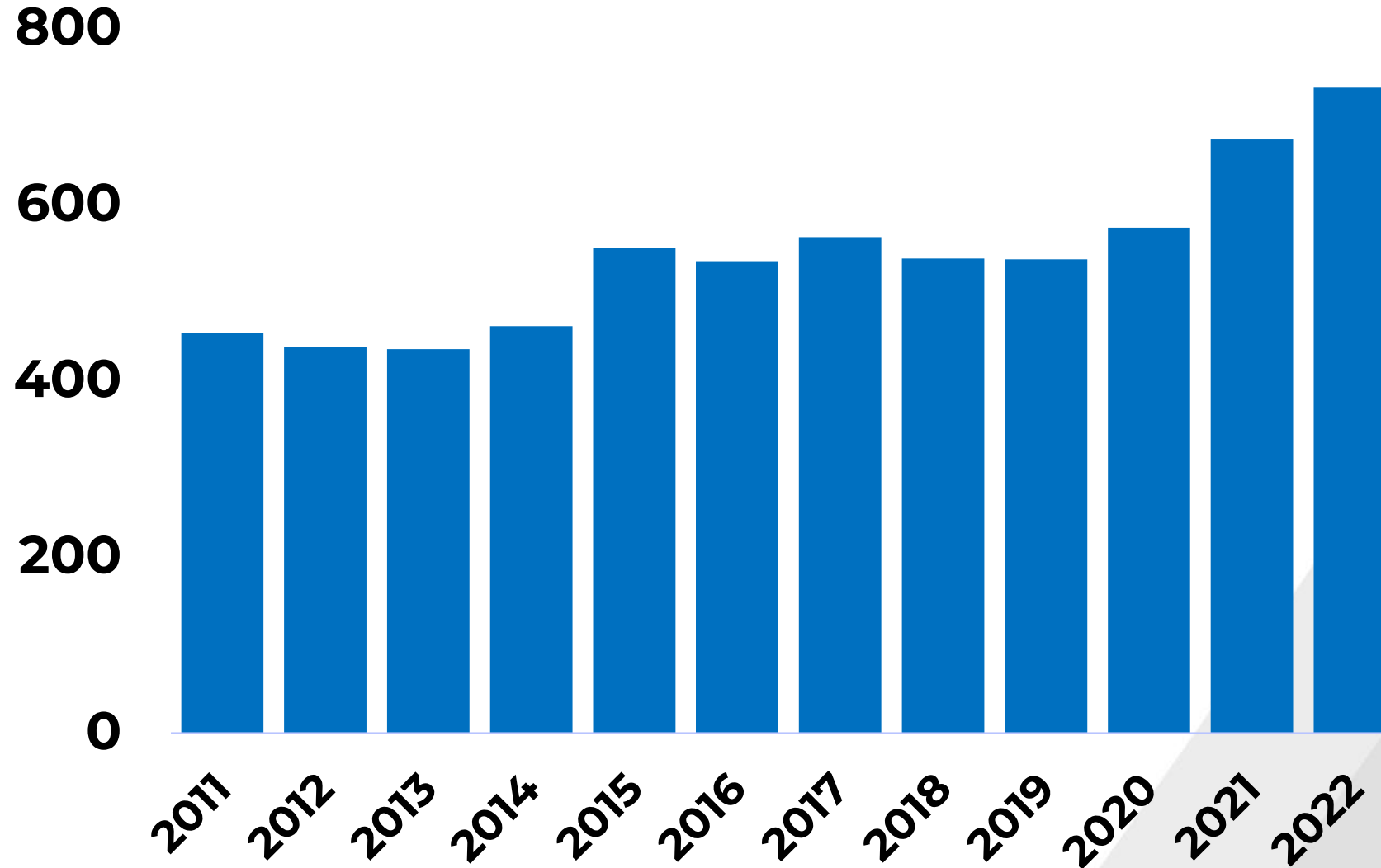
Annual Traffic Fatalities – King County

Annual Traffic Fatalities – Seattle

Annual Traffic Fatalities – Bellevue
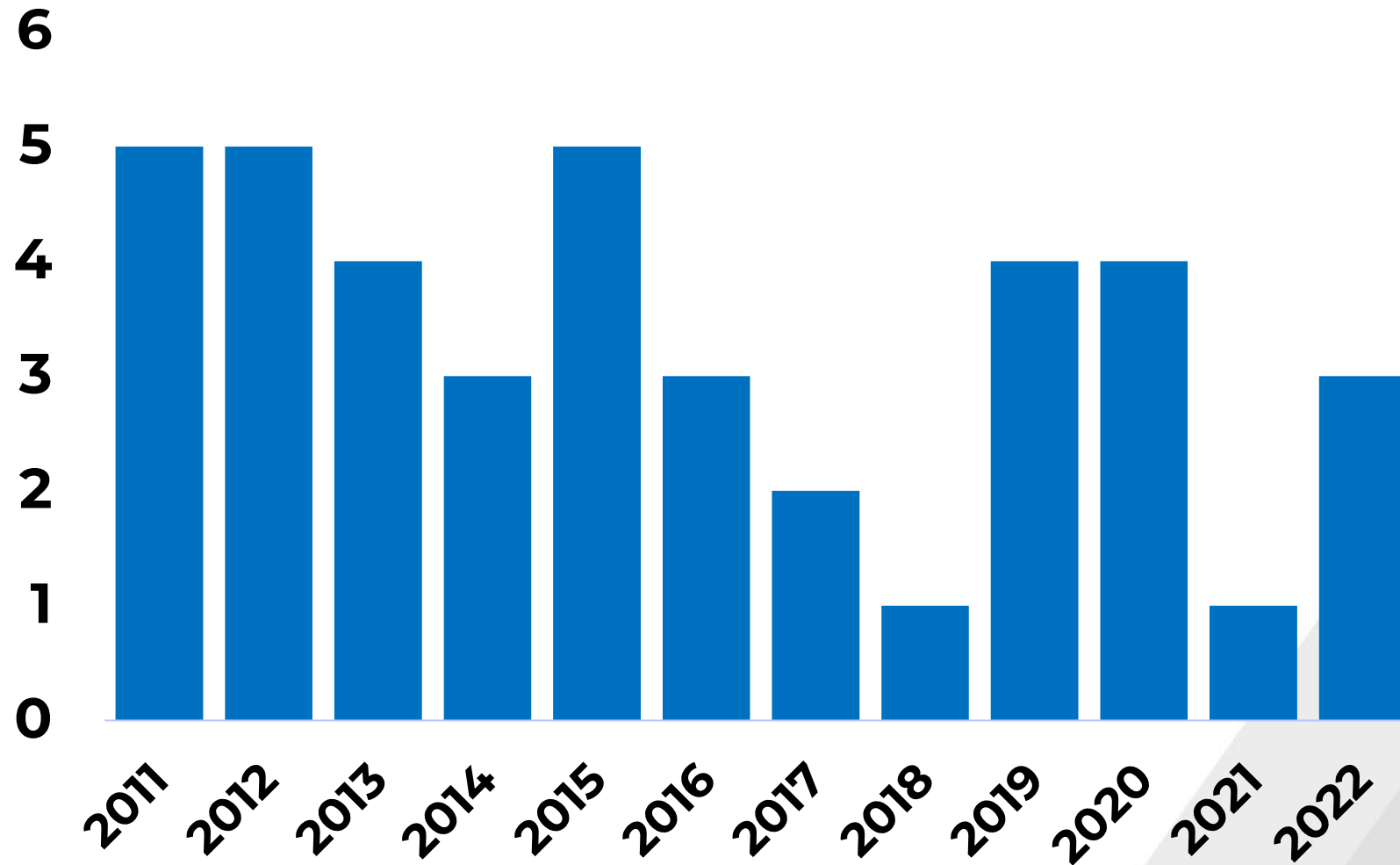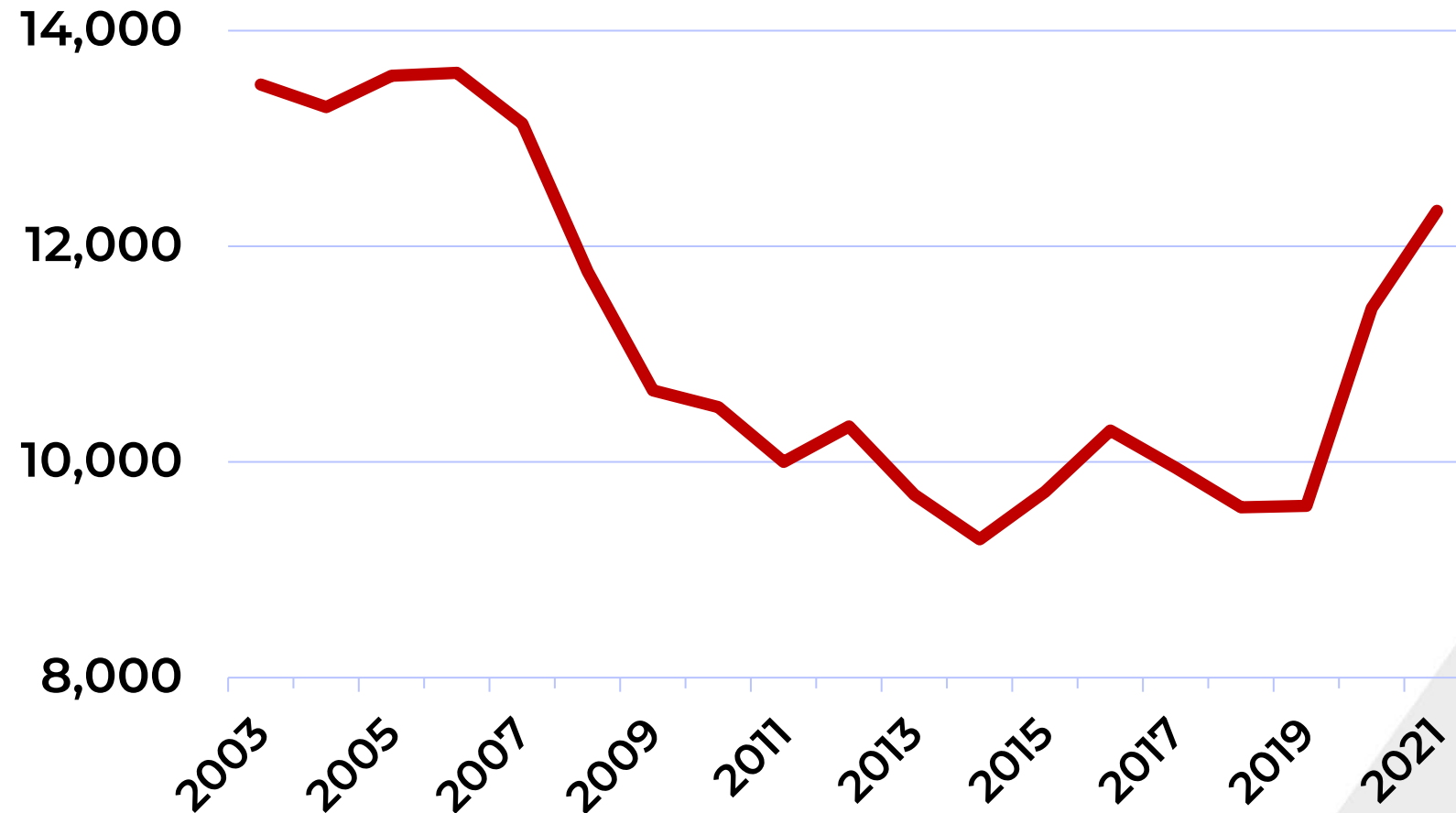
Pedestrians Safety:
3 Decades of Progress Undone in 1
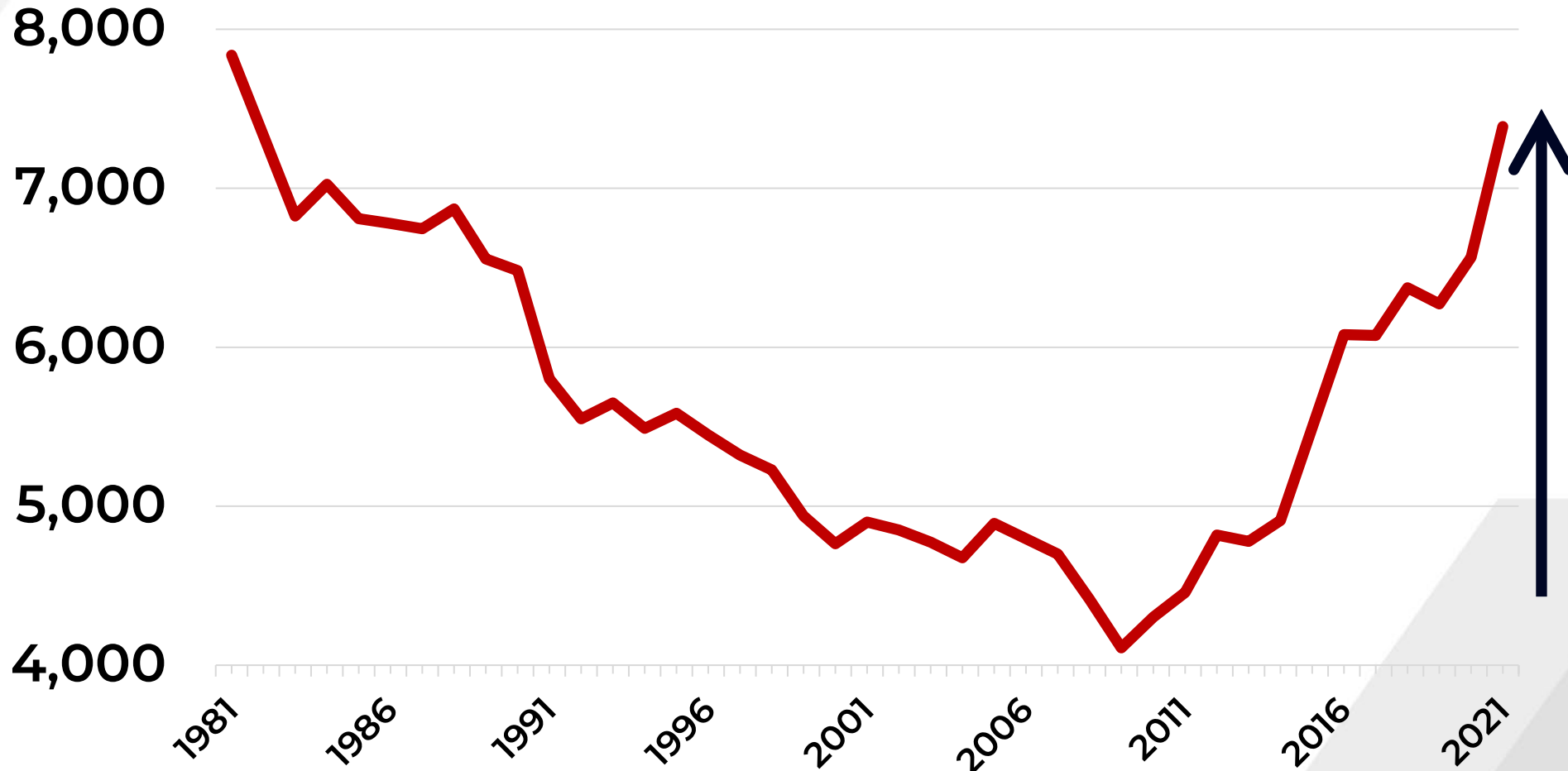
Major Crash Scenarios - National

Most Common Scenarios for Crashes, Injuries, & Deaths, USA, 2022

	% of Crashes	% of Injuries	% of Deaths
Intersection or Intersection-Related	**46%**	**53%**	**27%**
Lane Departure	**39%**	**31%**	**54%**
Pedestrian/Cyclist	**2%**	**5%**	**20%**

Major Traffic Fatality Scenarios

Most Common Scenarios for Traffic Fatalities, 2018-2022

	USA	WA	King Co.	Seattle	Bellevue
Intersection or Intersection-Related	26%	28%	34%	42%	62%
Lane Departure	55%	59%	50%	40%	31%
Pedestrian/Cyclist	20%	21%	34%	55%	62%
Arterial Roads	50%	48%	58%	61%	77%
After Dark	49%	47%	55%	56%	23%
Speeding Involved	28%	32%	31%	23%	15%
Alcohol-Impaired Driver Involved	30%	35%	35%	31%	22%

Guidance for community safety advocates →

Outreach & education regarding Safe System

Purpose of 1st Report

- Need: Public understanding & acceptance for safety infrastructure & policy change

- Assist decision makers, transportation professionals, & safety advocates to communicate:
  - Why Safe System policies & approaches are necessary
  - How they work
  - How they benefit all road users

Values-Solutions-Action Framework

AAA FTS — FOUNDATION FOR TRAFFIC SAFETY
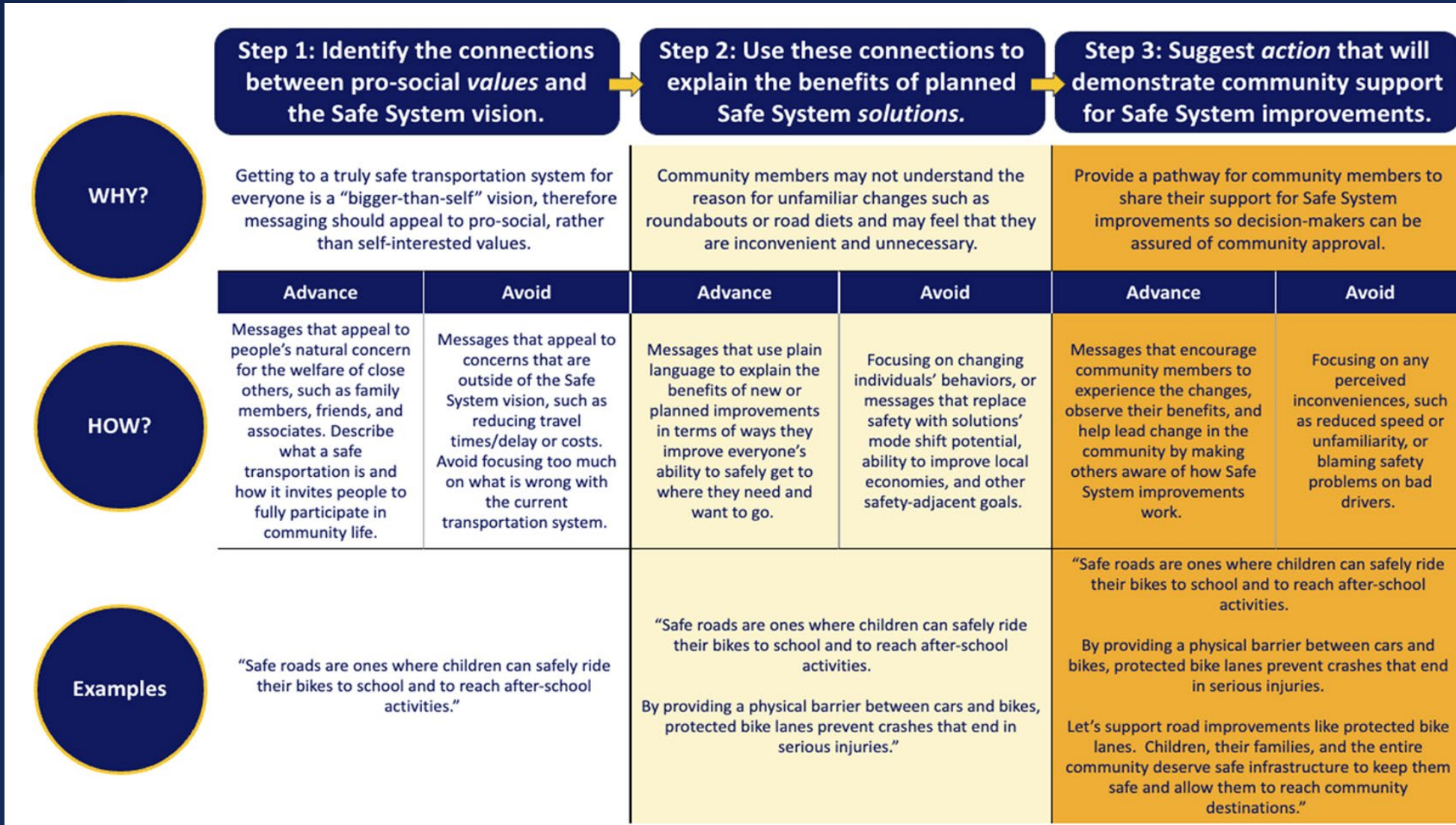
	Step 1: Identify the connections between pro-social *values* and the Safe System vision.		Step 2: Use these connections to explain the benefits of planned Safe System *solutions.*		Step 3: Suggest *action* that will demonstrate community support for Safe System improvements.	
WHY?	Getting to a truly safe transportation system for everyone is a "bigger-than-self" vision, therefore messaging should appeal to pro-social, rather than self-interested values.		Community members may not understand the reason for unfamiliar changes such as roundabouts or road diets and may feel that they are inconvenient and unnecessary.		Provide a pathway for community members to share their support for Safe System improvements so decision-makers can be assured of community approval.	
	Advance	**Avoid**	**Advance**	**Avoid**	**Advance**	**Avoid**
HOW?	Messages that appeal to people's natural concern for the welfare of close others, such as family members, friends, and associates. Describe what a safe transportation is and how it invites people to fully participate in community life.	Messages that appeal to concerns that are outside of the Safe System vision, such as reducing travel times/delay or costs. Avoid focusing too much on what is wrong with the current transportation system.	Messages that use plain language to explain the benefits of new or planned improvements in terms of ways they improve everyone's ability to safely get to where they need and want to go.	Focusing on changing individuals' behaviors, or messages that replace safety with solutions' mode shift potential, ability to improve local economies, and other safety-adjacent goals.	Messages that encourage community members to experience the changes, observe their benefits, and help lead change in the community by making others aware of how Safe System improvements work.	Focusing on any perceived inconveniences, such as reduced speed or unfamiliarity, or blaming safety problems on bad drivers.
Examples	"Safe roads are ones where children can safely ride their bikes to school and to reach after-school activities."		"Safe roads are ones where children can safely ride their bikes to school and to reach after-school activities.

By providing a physical barrier between cars and bikes, protected bike lanes prevent crashes that end in serious injuries." | | "Safe roads are ones where children can safely ride their bikes to school and to reach after-school activities.

By providing a physical barrier between cars and bikes, protected bike lanes prevent crashes that end in serious injuries.

Let's support road improvements like protected bike lanes. Children, their families, and the entire community deserve safe infrastructure to keep them safe and allow them to reach community destinations." | |

Items to Note

- Safe System messaging differs vs. traditional traffic safety messaging
- Safe System messaging needs to be tailored to communities
- Empower stakeholders embedded within their community to be advocates

Guidance for community safety practitioners → Implementation of Safe System

Purpose of 2ⁿᵈ Report

- Provide a resource to those involved in adopting, implementing, & sustaining the use of the Safe System approach to:
  - Understand how to get started with building partnerships that will be necessary for a comprehensive Safe System
  - How to overcome obstacles

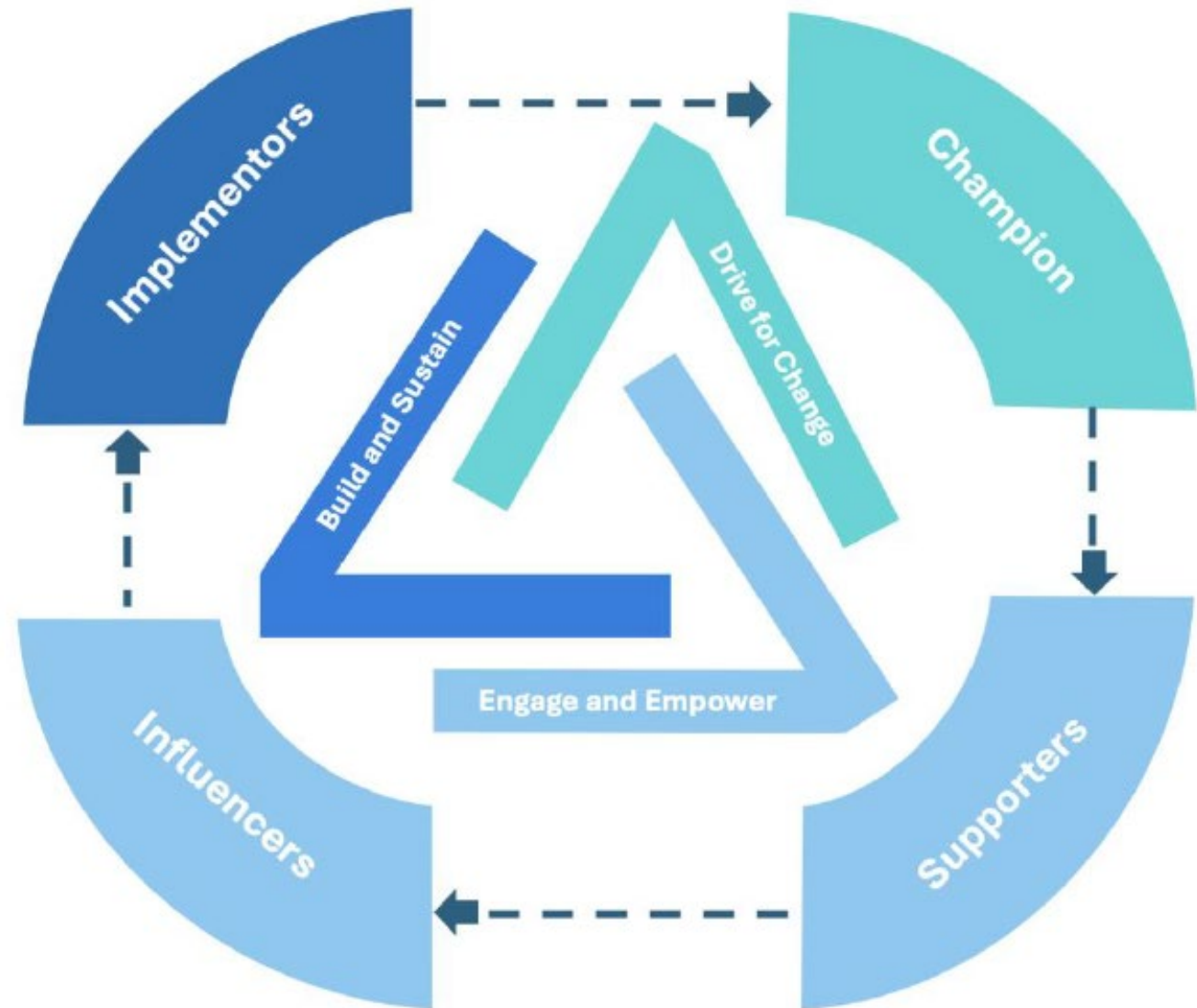Group Discussion (In-Person)   Interviews (Virtual Meeting)   Case Studies

Interview with City of Bellevue & Partners (August 2023)

- ## City of Bellevue
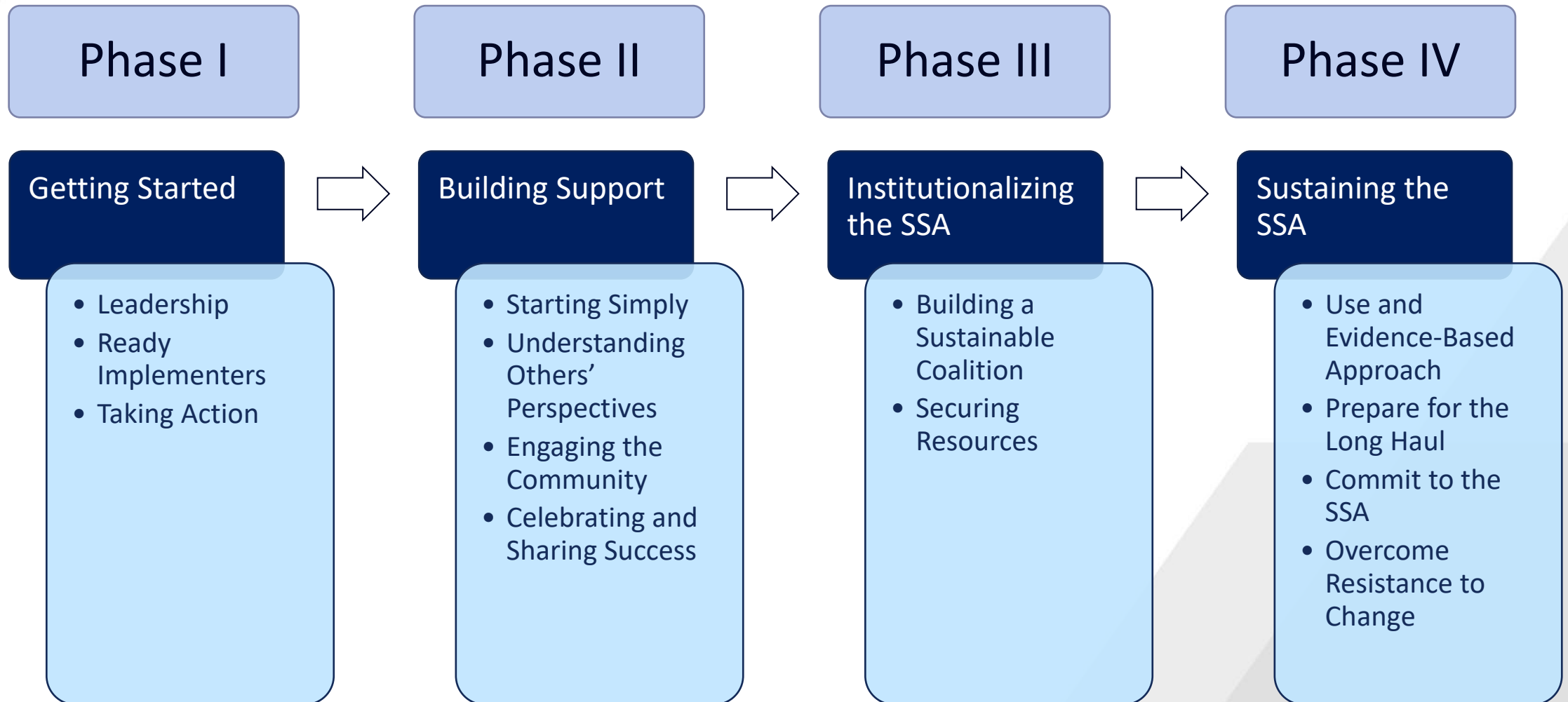 - Gillian Hagstrom
  - Franz Loewenherz

- ## Partners
  - Shelly Baldwin – Washington Traffic Safety Commission
  - Ben Bakkenta – Puget Sound Regional Council
  - Lee Lambert – Cascade Bicycle Club
  - Rebecca Lis – King County
  - Gary Simonson – Puget Sound Regional Council

Key Roles to Establish, Support, and Implement a Vision Zero Goal by Following the Safe System Approach

Phase of Implementing Safe System Approach

Phase I

Getting Started

- Leadership
- Ready Implementers
- Taking Action

Phase II

Building Support

- Starting Simply
- Understanding Others' Perspectives
- Engaging the Community
- Celebrating and Sharing Success

Phase III

Institutionalizing the SSA

- Building a Sustainable Coalition
- Securing Resources

Phase IV

Sustaining the SSA

- Use and Evidence-Based Approach
- Prepare for the Long Haul
- Commit to the SSA
- Overcome Resistance to Change

Case Studies

- 6 case studies highlighting jurisdictions of differing size, complexity, and character across the U.S.
- Summary of each jurisdiction's journey in embracing Vision Zero and advancing the Safe System approach
- Information are presented in a user-friendly format – webpages & PDF files

Page 1:

A description of the jurisdiction, their Vision Zero adoption and target dates, challenges faced, safe system focus areas, funding, and key lessons learned

Case Study Location

Community Highlights

Community Description	Lorem ipsum dolor sit amet consectetur adipiscing elit rhoncus donec nec, proin malesuada tristique sociosqu quam volutpat mollis aptent eros. Vestibulum elementum curabitur cubilia vitae duis tellus auctor congue, facilisis cursus luctus sapien

Vision Zero Adoption	Vision Zero Target
20XX	20XX

Challenges	Lorem ipsum dolor sit amet consectetur adipiscing elit rhoncus donec nec, proin malesuada tristique sociosqu quam volutpat mollis aptent
Safe System Focus	Area 1 Area 3 Area 2 Area 4
Funding	Lorem ipsum dolor sit amet consectetur adipiscing

Lessons Learned

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Page 2:

The jurisdiction's experience with leadership, ready implementors, and taking action

Phase 1: Getting Started

Leadership

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Ready Implementors

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Taking Action

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Page 3:

The jurisdiction's experience with starting simply, understanding others' perspectives, engaging the community, and celebrating success

Phase 2: Building Support

Starting Simply

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Understanding Others' Perspectives

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Engaging the Community

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Celebrating and Sharing Success

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Page 4:

The jurisdiction's experience with building a sustainable coalition and securing resources

Phase 3: Institutionalizing the Safe System Approach

Building a Sustainable Coalition

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Securing Resources

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Page 5:

The jurisdiction's experience with using an evidence-based approach, preparing for the long haul, committing to the Safe System approach, and overcoming resistance to change

Phase 4: Sustaining the Safe System Approach

Use an Evidence-Based Approach

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Prepare for the Long Haul

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Commit to the Safe System Approach

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Overcome Resistance to Change

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Page 6:

Any applicable additional information about the jurisdiction and references for each case study

Additional Information

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References

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Example on 1st Page of Case Study

Menlo Park, California

Community Highlights

Community Description	Menlo Park is a city in San Mateo County within the San Francisco Bay Area of California. It has approximately 34,000 people and is home to corporate headquarters of numerous venture capital, private equity, financial services, law firms, and other professional service companies focusing on technology. Menlo Park is located at the heart of a regional transportation network, bounded by freeways and transit systems that connect the city to San Francisco and San Jose. Menlo Park has 28 public, private, and charter schools.

Vision Zero Adoption	Vision Zero Target
2016	2040

Challenges	In Menlo Park, vulnerable populations (people walking and bicycling) are overrepresented in fatal and serious crashes, particularly people of color. Factors contributing to fatalities and serious injuries in Menlo Park include unsafe speeds, older pedestrians, younger bicyclists, downtown areas, impaired driving, and state-owned roadways[1]. Many of the major roads are state highways—SR-82 (El Camino Real), SR-114 (Willow Road), SR-84 (Bayfront Expressway)—which have a significant portion of Menlo Park's collisions and traffic, and require complex interactions between the city and the California Department of Transportation (Caltrans).
Safe System Focus	• Safe users • Safe roadways • Safe vehicles • Safe speeds • Post-crash care • Planning and culture
Funding	Menlo Park stays up to date on relevant grant opportunities and proactively pursues funding for safety projects. The city's Safety Action Plan includes a list of potential safety funding opportunities from federal, state, and local levels.

Lessons Learned

- Implementing the Safe System approach can be motivated by strong community leaders. In Menlo Park, commitment to safety began with a group of organized parents that heavily advocate for road safety near schools.
- Starting from a community that was already committed to making safety a priority resulted in the city adopting a Vision Zero policy and development of a Vision Zero Action Plan[1] with strong stakeholder and community engagement.
- Holding meetings in both English and Spanish provided opportunity for various members of the community to actively participate in the process.
- Engaging stakeholders and elected officials in several meetings throughout the development of the Vision Zero Action Plan was key to get their perspectives and buy in.
- The strong relationship between the city staff, stakeholders, community groups, and elected officials led to the development of a Safety Action Plan that includes strategies to advance its safety goals and institutionalize safety practices in its policies, programs, and operations. The Safety Action Plan identifies responsible parties and timelines for all actions.
- Starting partnerships and creating a Vision Zero coalition are not enough to sustain the Safe System approach. The Vision Zero coalition should meet regularly to oversee and facilitate delivery of safety projects and programs, holding all parties accountable for their commitments to advancing safety.

Example on 2nd & 3rd Page of Case Study

Phase I: Getting Started

Leadership

- High traffic volumes associated with the demand generated by the energy industry in McKenzie County resulted in a high number of fatalities, particularly involving trucks. These safety concerns motivated the McKenzie County Public Works Administrator to take action.

Ready Implementors

- McKenzie County's Road & Bridge and Engineering Department led safety efforts, supported by the Emergency Management Department, Sheriff's Office, and NDDOT.

Action

- McKenzie County needed to quickly implement roadway infrastructure improvements to address safety concerns resulting from high truck traffic associated with the oil and gas industry. The county focused on systemic road infrastructure improvements and started by conducting a data-driven analysis to efficiently identify risk and assign safety strategies to all roadways and intersections across the county.
- McKenzie County's County Roadway Safety Plan was adopted in 2021 and was utilized as a starting point for specific safety improvements on the county highway system. With the plan, the county committed to making roads safer for the public and reducing fatalities and serious injury crashes on county roadways.

McKenzie County, North Dakota

Phase II: Building Support

Starting Simply

- With a Vision Zero Task Force in place, developing the plan was the next step for implementation of Vision Zero in Philadelphia. The Task Force was focused on not overthinking the plan—there were example action plans from around the country that could provide the basis of their action plan. As a result, Philadelphia's first Vision Zero Action Plan was created within 120 days. It did not need to take years to develop it, but it did take concerted focus.

Understanding Others' Perspectives, Engaging the Community

- The Vision Zero Task Force engaged Philadelphians across the city during the development of the 2017 Vision Zero Action Plan, with community organizations being part of the task force that developed the plan. The Task Force served as liaison between the community and the stakeholders, informing the development of the Vision Zero Action Plan guiding principles.
- After the draft Vision Zero Action Plan was completed, three tools were created to collect public input: Vision Zero Draft Action Plan Comment Form, Vision Zero Traffic Safety Map, and Vision Zero Traffic Safety Survey, published on the Vision Zero Philadelphia website at the time. To ensure that neighbors without internet access could participate, printed activities—translated to Spanish, Chinese, and Russian—were brought to community events. Between March and July 2017, Philadelphia neighbors were engaged through 44 community events, including neighborhood association meetings, Police District meetings, block parties, as well as at festivals across the city.
- Messaging from the media about traffic crashes involving people walking and biking has a measurable impact on public support for improvements to make roads safer for everyone. The City of Philadelphia, in partnership with the DVRPC's Regional Safety Task Force, held a panel in 2020 with members of the local press to highlight best practices for reporting on crashes and how to provide context and data on the systemic nature of crash problems. Each year, the city continues to build understanding about Vision Zero among local press as a tool to change public perception and better inform Philadelphians about traffic safety.
- Messaging around Vision Zero progress is important to overcome community resistance. When pedestrian fatalities increased during the COVID-19 pandemic, the city focused on communicating the reduction of fatal and serious injuries where safety interventions were implemented rather than focusing on the overall fatality rates in Philadelphia. For example, reporting the progress due to Complete Streets projects (reduced fatal and serious injury crashes by 34%, and total injury crashes by 20%, compared to the High-Injury Network trends from 2012–2022[4]) was essential to continue community support of Vision Zero solutions.

Celebrating and Sharing Success

- Major accomplishments for Safe System efforts in Philadelphia are listed in annual reports,[5,6,7,8,9] to provide accountability, transparency, and overall status updates for the community. Examples of completed and proposed safety strategies in Philadelphia include road diets, separated bike lanes, neighborhood slow zones, signal progression to support lower speed limits, automated speed enforcement, speed cushions around schools, bus lane enforcement, automatic red-light enforcement, effective messaging into Vision Zero communications, support of transportation options that reduce driving, fleet purchases and upgrades, and data-driven safety analysis.
- The city hosts events to celebrate the impacts of several projects, including Safe System projects. One example is the Operations Transformation Fund Project Showcase,[10] hosted at a local library in 2023. Project teams displayed their work to city staff and community members through posters, visualizations on computer monitors, handouts, photographs, and demonstrations. The showcase is a chance for community members and residents to see "behind the curtain" of municipal government and understand the impact of city projects. One of the highlighted projects was the city's "Reducing Barriers in the City's Traffic-Calming Request Program," which showed the importance of a more accessible, inclusive, and transparent Traffic Calming Program to ensure safer speeds and safer streets.
- The city also has a StoryMap[4] that provides a powerful set of before–after results for Complete Streets projects over the last few years and show how Complete Streets projects transform safety in Philadelphia.
- The city's Vision Zero website[11] and social media are also good channels for celebrating and sharing success in Philadelphia. Residents can sign up for the Vision Zero newsletter.[12]

Philadelphia, PA

Example on 4th & 5th Page of Case Study

Phase III: Institutionalizing the Safe System Approach

Building a Sustainable Coalition

- The Vision Zero Action Plan was developed as a roadmap to achieve zero roadway fatalities and serious injuries in West Hartford by 2033. It identifies a list of over 70 projects, mostly quick builds, to be completed by 2025. The Vision Zero Action Plan incorporates Vision Zero Focus Areas (VZFAs) to strategically determine where improvements in the street network are most needed. These areas are outlined in two distinct maps: VZFA Streets—which targets major roads—and VZFA Neighborhoods—which focuses on residential streets within neighborhoods. The prioritization of these areas is based on their presence on the High-Injury Network, areas that have garnered significant public input via the Webmap Survey, and locations within Transportation Equity Zones.
- The Vision Zero Task Force was tasked with developing the Action Plan from May 2023 through January 2024 through the following activities:
  - Act as a liaison to organizations and agencies, sharing information and soliciting feedback to inform the Action Plan
  - Identify actions specific to members' organizations or agencies
  - Conduct community engagement
  - Develop the vision, goals, policy recommendations, actions, performance measures, and recommendations to get to zero
  - Continue as ongoing champions for implementation of the Action Plan actions within Task Force members' organizations or agencies, as applicable
  - Attend 9 out of 12 meetings from May 2023 through January 2024
- A subgroup of the Vision Zero Task Force, the Town Project Management Team (PMT) continuously ensured populations most impacted by traffic crashes (i.e. youth, seniors, transit-dependent) and key governmental entities were involved in the development of the Action Plan. The PMT served as facilitator of public meetings and provided opportunities for brief public comment or announcements relating to agenda items at the end of each meeting.
- Task Force members were always encouraged to interact and share outside of formal Task Force meetings.
- Although the Action Plan is finalized, the coalition will continue to work together and will continue the collaboration, coordination, and commitment to achieve the goal of eliminating fatal and severe injury crashes on West Hartford's roadways by 2033. Members of the Vision Zero Task Force from the town government and the community will continue meeting with the Vision Zero Advisory Committee, which will act as a steering committee to review and comment on the town's efforts to complete the Action Plan's recommendations.
- Continuous collaboration with the Capital Region Council of Governments and the Connecticut Department of Transportation are also important aspects of a sustainable coalition in West Hartford.

Securing Resources

- Planning ahead can be key for success when "right place, right time" funding opportunities become available.
- The Vision Zero Action Plan recommended camera enforcement and demonstrated that there were several areas where fatal (K) or severe injury (A) crashes occurred that could have been prevented with speed reduction.
- A few weeks prior to the USDOT SS4A grant solicitation deadline, the State of Connecticut passed legislation allowing camera enforcement.
- The town spent about three weeks working with its Vision Zero consultant to develop a SS4A grant application. Support from the Capital Region Council of Governments was important during the development of the SS4A grant application.
- In 2023, the Town of West Hartford was awarded SS4A grants to "Conduct Demonstration or Other Supplemental Planning Activities" for their Speed Management Pilot Program. The grant covers installation of cameras and additional staff needed to manage the program.
- The Town is pursuing a 2024 SS4A grant applying actions from its Vision Zero Plan.

West Hartford, Connecticut

Phase IV: Sustaining the Safe System Approach

Use an Evidence-Based Approach

- A data-driven analysis is the basis for identifying high-risk locations in the commonwealth. Data used to identify areas for safety improvements included sources and tools such as the Fatality Analysis Reporting System,[9] Fatality and Injury Reporting System Tool,[10] Massachusetts IMPACT database,[11] Massachusetts Department of Public Health,[12] Massachusetts 2020 Census,[13] Massachusetts Safety Belt Usage Observation Study,[14] Massachusetts Youth Health Survey,[15] Massachusetts Injury Surveillance Program,[16] and Massachusetts Registry of Motor Vehicles Crash Data System[17] and Merit Rating Board Citation Data.[18] Data analysis is "jurisdiction-agnostic;" safety issues are addressed regardless of the jurisdiction.
- Initially, meetings were organized around 14 emphasis area topics identified from the previous SHSP, which generated 400 ideas for input into the new SHSP.
- Following USDOT's adoption of the Safe System approach, MassDOT leadership embraced the Safe System approach. From that point, the 400 ideas were synthesized during five virtual meetings, which were organized by Safe System approach elements: Safe Roads, Safe Speeds, Safe Road Users, Post-Crash Care, and Safe Vehicles. The ideas were then presented to the Executive Leadership Committee and all stakeholders involved in the development of the SHSP.
- From these meetings, the ideas were further distilled and prioritized into six core initiatives with actions aligned with the Safe System Approach:
  1. Implement speed management to realize safer speeds
  2. Address top-risk locations and populations
  3. Take an active role to affect change in vehicle design, features, and use
  4. Accelerate research and adoption of technology
  5. Double down on what works
  6. Implement new approaches to public education and awareness

Prepare for the Long Haul, Commit to the Safe System Approach, and Overcome Resistance to Change

- Structuring the five virtual meetings based on the Safe System approach elements resulted in an unintended perception that the Safe System approach downplays the important role of law enforcement. MassDOT maintained the meeting structure and found other ways to engage law enforcement. Community advocates also felt like safety concerns such as distracted driving and the use of seatbelts were not well represented in the five Safe System approach elements.
- In addition, since the Safe System approach does not explicitly mention equity, several stakeholders mentioned the need for an equity focus in the SHSP. Even though following Safe System principles and addressing all elements will most likely drive improvements to environmental justice areas, and the data-driven approach to identifying top-crash and top-risk locations did guide improvements to environmental justice areas, the fact that it is not a Safe System approach element created some resistance.
- Meetings were helpful in gathering stakeholder input, identifying gaps and identifying additional stakeholders that need to be involved in this conversation. During a post-crash care-themed meeting, the need for full cell coverage in the state for more rapid response time was indicated as a need, but representatives from telecommunications were not part of the meeting.
- Although the SHSP includes initiatives framed on the Safe System approach, mostly resulting from a data-driven analysis and stakeholder meetings, the specific actions will be included in an Action Plan being developed. To sustain the Safe System approach and ensure the plan includes all important strategies, MassDOT continues to work with groups that did not feel as represented in the SHSP initiatives and will incorporate their recommended strategies in the Action Plan.

Massachusetts

Example on Last Page of Case Study

Additional Information

- Advice for similar agencies wanting to incorporate the Safe System approach in SHSPs: When coordinating with various stakeholders, rather than focusing on the terminology of the Safe System approach (e.g., specific elements) focus on the commonsense things that will bring down the fatalities and serious injuries by using the principles of the Safe System approach. Agreeing to the principles and how to get there would likely result in successful stakeholder collaboration and development of a comprehensive SHSP.
- Additional resources for Madison, Wisconsin

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Madison, WI

Images from Webpages

Next Step

- Share the "secret sauce"

- Make changes one community at a time

- Continue the Vision

- Established in 1947 by AAA
- A 501(C)(3) organization
- Office in Washington, DC
- Bi-annual RFPs – spring & fall
- Published >100 technical reports & research briefs since 2017
- Website visited from >200 countries

Research Focus Areas

Theme: *Delivering Safe & Reliable Transportation Systems*
https://aaafoundation.org/smc/

https://www.aaafoundation.org