



CITY OF BOSTON TRANSPORTATION DEPARTMENT
**VISION ZERO BOSTON
ACTION PLAN**

MAYOR MARTIN J. WALSH
FEBRUARY 2016



CITY OF BOSTON TEAM

MAYOR MARTIN J. WALSH

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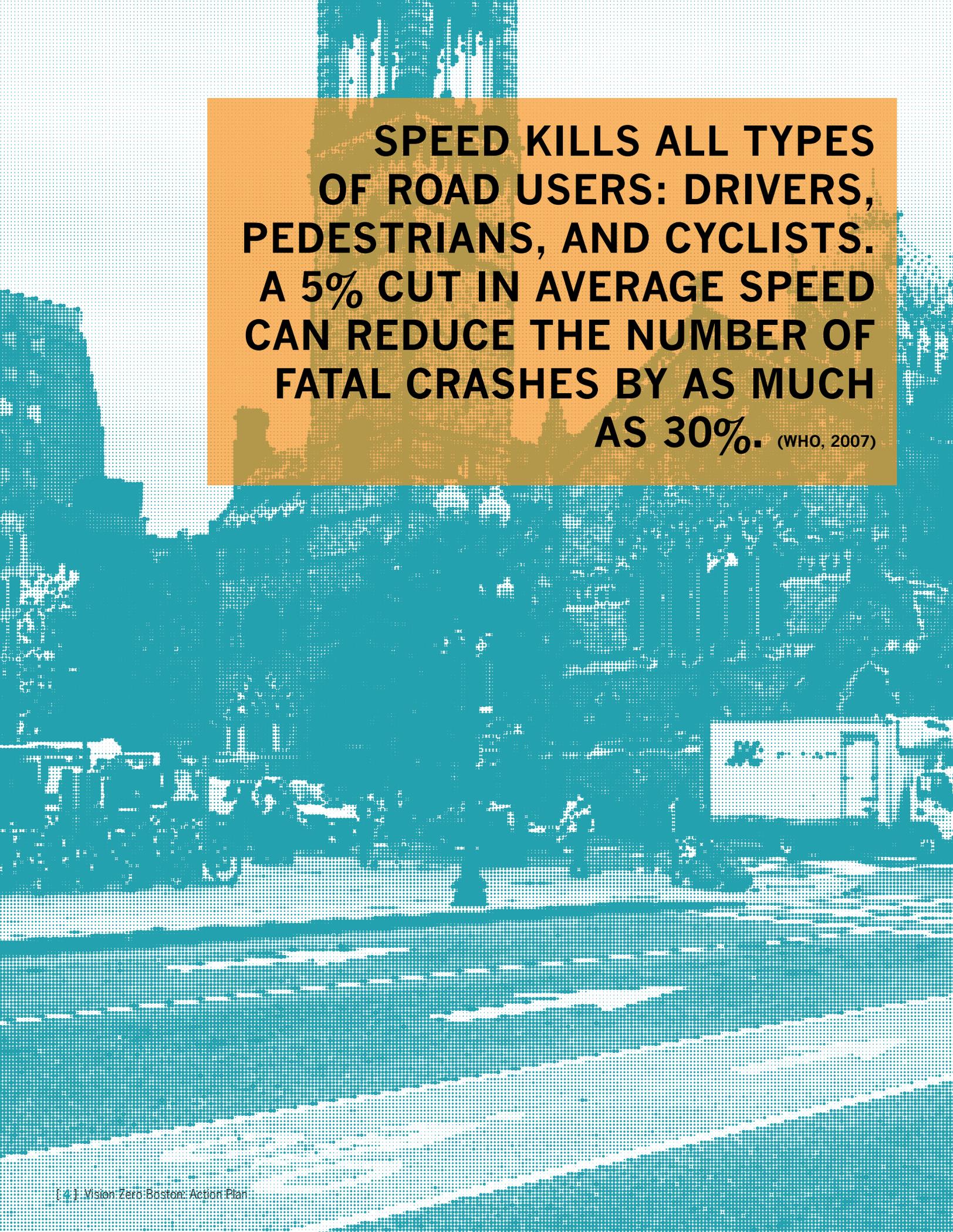
Martin J. Walsh, Mayor
Commission on Affairs of the Elderly

Age-Friendly **Boston**



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**SPEED KILLS ALL TYPES
OF ROAD USERS: DRIVERS,
PEDESTRIANS, AND CYCLISTS.
A 5% CUT IN AVERAGE SPEED
CAN REDUCE THE NUMBER OF
FATAL CRASHES BY AS MUCH
AS 30%. (WHO, 2007)**



I AM PROUD TO BE THE MAYOR OF AMERICA'S WALKING CITY.

Dear Bostonians,

I am proud to be the Mayor of America's Walking City. I know that with that title comes the responsibility to ensure that the hundreds of thousands of Bostonians and visitors who use our streets every day have a safe and enjoyable experience. Unfortunately, an average of two pedestrians are hit by cars every day – people like you and me who are simply trying to get across the street. Almost as many people riding bikes are treated by our EMS and every year thousands of drivers are injured, put in danger, or delayed by collisions with other vehicles.

While only a handful of these crashes are fatal, every tragedy leaves a trail of grieving family and friends, and the despair of unfulfilled potential. As Mayor, I see the real people behind these statistics; I share the grief, pain, and sense of loss that every crash report represents.

I grew up in Dorchester. We could walk to the store, to church, to a friend's house, or to a park. We could ride our bikes to school or to Boston Harbor. We could get on a subway train or a bus and go to work almost anywhere in Greater Boston. That freedom of movement is what made it a strong community – tightly knit and human scaled, but also fully connected to the wider world of jobs, amenities, and culture.

Children growing up today deserve that same level of freedom and mobility. Our seniors should be able to safely get around the communities they helped build and have access to the world around them. Driving, walking, or riding a bike on Boston's streets should not be a test of courage.

We know how to build safer streets. We know how to protect our most vulnerable road users, who are suffering disproportionately because of speeding traffic and distracted drivers.

With this Action Plan, I am saying it's time to act. It's time to commit to eliminating fatal and serious traffic crashes from our daily experience.

IT'S TIME FOR VISION ZERO.

Sincerely,

Martin J. Walsh

VISION ZERO BOSTON

CORE PRINCIPLES OF VISION ZERO

The Vision Zero concept was created in Sweden in 1997 and is widely credited with a significant reduction in fatal and serious crashes on Sweden's roads since that time.

Cities across the United States are adopting bold Vision Zero initiatives that share common principles:

1. Traffic deaths are preventable and unacceptable.
2. Human life takes priority over mobility and other objectives of the road system. The street system should be safe for all users, for all modes of transportation, in all communities, and for people of all ages and abilities.
3. Human error is inevitable and unpredictable; the transportation system should be designed to anticipate error so the consequence is not severe injury or death. Advancements in vehicle design and technology are necessary to avoid the safety impacts of human errors and poor behaviors.
4. People are inherently vulnerable and speed is a fundamental predictor of crash survival. The transportation system should be designed for speeds that protect human life.
5. Safe human behaviors, education, and enforcement are essential contributors to a safe system.
6. Policies at all levels of government need to align with making safety the highest priority for roadways.



Source: *Impact Speed and a Pedestrian's Risk of Severe Injury or Death*, Brian Tefft, AAA Foundation for Traffic Safety, 2011

WHAT DOES THIS MEAN FOR BOSTON?

Vision Zero Boston is our commitment to focus the city's resources on proven strategies to eliminate fatal and serious traffic crashes in the city by 2030. We are inspired by the belief that even one fatality is too many.

While Boston has a relatively good record on traffic safety compared to many other cities, Mayor Walsh is not content to accept 20+ fatalities and 200+ serious injuries on city streets every year. Death and serious injury are not part of the cost of doing business in a busy city.

Vision Zero Boston looks behind the statistics at the human and economic cost of traffic crashes; the barriers created by busy, high-speed roads in the heart of our city; and the impact of speeding on neighborhood streets that can limit access, mobility, and opportunity in communities that need it the most.

Vision Zero Boston makes traffic safety personal. Bostonians are going to meet the victims of serious traffic crashes and the family and friends of people killed on our streets. These are not just statistics, and traffic safety isn't someone else's problem.

Vision Zero Boston prioritizes safety and takes a people-first approach to transportation and community building. Most trips in the City of Boston are made by people on foot, bike, or transit. Everyone, including drivers, benefits from a transportation system that's made safer for the most vulnerable road users.

Vision Zero Boston promises action in four critical areas:



**REDUCING SPEEDS
AND BUILDING
SAFER STREETS**



**TACKLING
DISTRACTED AND
IMPAIRED DRIVING**



**ENGAGING
BOSTONIANS WITH
VISION ZERO**



**HOLDING
OURSELVES
ACCOUNTABLE FOR
RESULTS**

THE EVOLUTION OF VISION ZERO BOSTON

Boston is a city of many “firsts” in transportation. Pierre Lallement, a Boston resident from 1865-91, received a patent in 1866 for the invention of pedals and crank arms that revolutionized the velocipede and enabled the modern-day bicycle to emerge. In 1897, the Tremont Street Subway became the nation’s first subway and in 1904, the City built the nation’s first underwater mass transit tunnel.

The City was also a pioneer in recognizing the importance of open space and livability. Visionaries such as Frederick Law Olmsted and Charles Eliot designed the Emerald Necklace and the Metropolitan Park System, including the parkways, in the 1880s and 1890s, and ensured critical access to natural environments throughout the city.

In 1973, Governor Francis W. Sargent stopped a plan to build the Southwest Expressway through the heart of the city and set the stage for using highway funds to build the Orange Line and the Southwest Corridor Park. In the 2000s, a pedestrian-friendly network of streets were built along greenways in downtown and East Boston as part of the Central Artery project.

In more recent times, the City has embraced the benefits of a more walkable, bikeable, and transit-friendly community. This was made possible by a series of notable active transportation policies, plans, and programs, including the adoption of a Complete Streets approach to street design, the construction of numerous public spaces that are safer for pedestrians and bicyclists, the creation of the Boston Bikes program in 2007, and the launch of the Hubway bike share system in 2011.

In 2014, the City launched a bold new initiative to envision the future of transportation. Go Boston 2030 features new forms and unprecedented levels of public engagement. The draft Go Boston Vision Framework, released in September 2015, focuses on broad goals and targets. An Action Plan to be released in 2016 will identify specific policies and projects to be implemented over the next 5, 10, and 15 years.

Go Boston 2030 heralded the arrival of Vision Zero Boston, one of the early action items in the Vision Framework.

2015: A YEAR OF PROGRESS

SPRING
2015

In March 2015, Mayor Walsh announces that the City is committed to eliminating fatal and serious traffic crashes by 2030.

Within a month of this announcement, BTD Commissioner Gina Fiandaca instructs City staff to replace the word “accident” with “crash”, an important practical and symbolic step in changing the way the City thinks about traffic safety.

In May 2015, a Vision Zero Boston Task Force is established. Led by BTD, the group immediately identifies priority issues and locations on which to focus the city’s resources and attention. Massachusetts Ave and Codman Square emerge as high-crash areas – a fatal crash in one of these areas later in the summer confirms the need for this focused action.

SUMMER
2015

Throughout the summer and fall of 2015, the Vision Zero Boston Task Force compiles and analyzes crash reports and data from the Boston Police Department and Boston Emergency Medical Services and conducts audits of high-crash locations to better understand the scope of the challenge ahead – a challenge that requires everything from legislative and policy changes, to rapid responses to crashes on the ground, to the implementation of new and improved street designs and traffic safety enforcement programs.



VISION ZERO TASK FORCE

Thanks to the leadership and commitment of the Vision Zero Boston Task Force, the City has a clearer picture of why action is needed now to make our city streets safer for everyone.

Boston Police Department

Boston Public Health
Commission

Boston Transportation
Department

Boston Public Works
Department

Boston Emergency
Medical Services

Department of Innovation
& Technology

Boston Public Schools

Boston Commission for
Persons with Disabilities

Boston Commission for the
Affairs of the Elderly

Mayor’s Office of New
Urban Mechanics

WalkBoston

Boston Cyclists Union

VISION ZERO BOSTON: WHY NOW?

PUTTING THIS INTO PERSPECTIVE

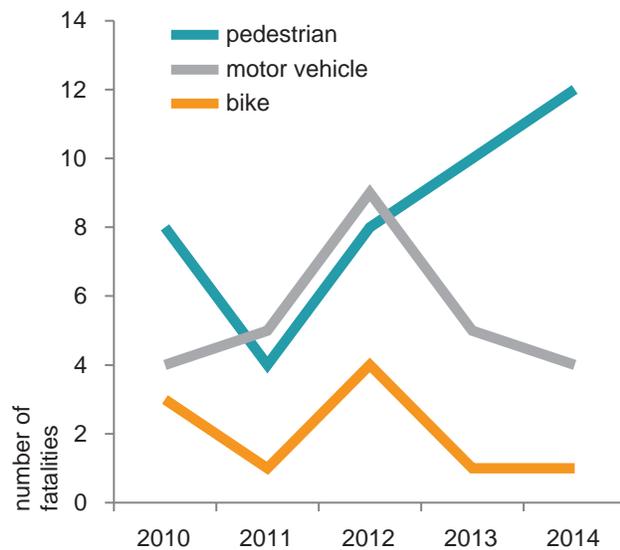
FROM 2010-2014

79 PEOPLE

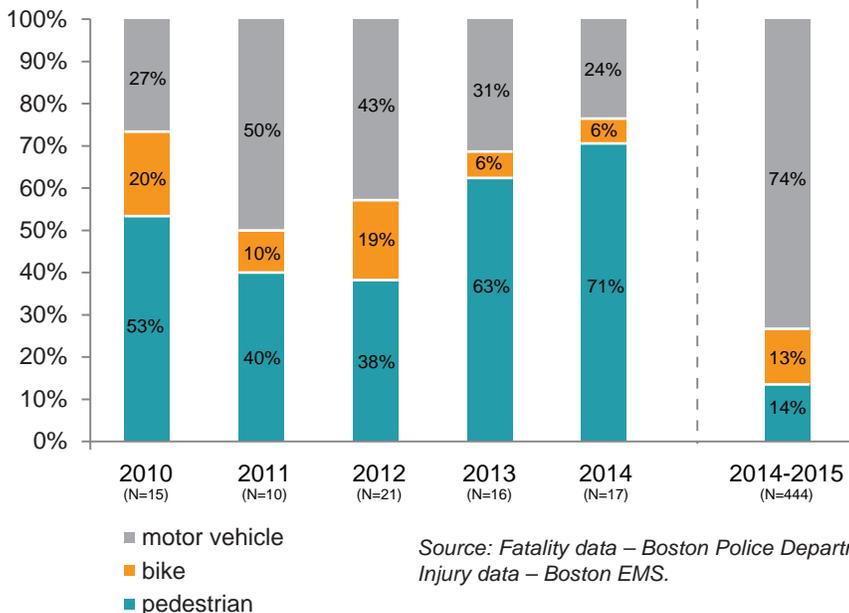
WERE KILLED IN A MOTOR VEHICLE, BICYCLE, OR PEDESTRIAN CRASH ON BOSTON ROADS. *Source: Boston Police Department*

Fatality data from the Boston Police Department indicates that, despite some anomalies in the data, pedestrian fatalities are on an upward trend. By contrast, bicyclist fatalities are fairly stable and driver fatalities have been declining slightly over time. The trend for pedestrians underscores the importance of addressing safety through Vision Zero efforts.

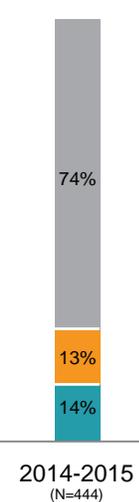
YEARLY FATALITIES, BY MODE



PERCENTAGE OF TOTAL FATALITIES, BY MODE



PERCENTAGE OF TOTAL INJURIES, BY MODE



It is important to keep in mind that these statistics do not account for exposure – that is, how many people walk, bike, and drive and how many miles they travel by those modes in Boston. While fewer bicyclists are killed than pedestrians or drivers, there are also many fewer people riding a bicycle in Boston, so their risk of being killed is likely much higher than raw fatality numbers suggest. Conversely, given the many thousands of drivers driving many thousands of miles each year, the handful of driver fatalities likely results in a comparatively low risk of a driver fatality on Boston’s roadways.

Source: Fatality data – Boston Police Department, Injury data – Boston EMS.

Fatality data does not include crashes on roadways that are not owned by the City of Boston.

IN 2014,

1,279 PEOPLE

REQUIRED EMS DUE TO A PEDESTRIAN OR BICYCLIST CRASH ON BOSTON ROADS

Source: Boston EMS

2-3 per day, on average

LEVEL OF CARE

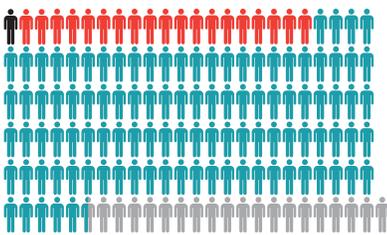


Boston Emergency Medical Services transport disposition is classified in one of four main categories: Basic Life Support (BLS), Advanced Life Support (ALS), on-site fatality, and patient refusals. BLS ambulance transport is primarily for patients with non-life-threatening injuries, whereas ALS ambulance transport tends to be for more serious injuries requiring advanced care. In 2014, most pedestrians and bicyclists injured in a crash received BLS transport to the hospital. ALS transport occurred for 13% of pedestrians and 5% of bicyclists involved in crashes. On-site fatalities documented by Boston EMS do not include patients in critical condition who do not survive after transport to the hospital. Thankfully, on-site fatalities were rare, at less than 1% for both modes. Additionally, a portion of pedestrians and bicyclists refused to accept medical transport after being involved in a crash.



724

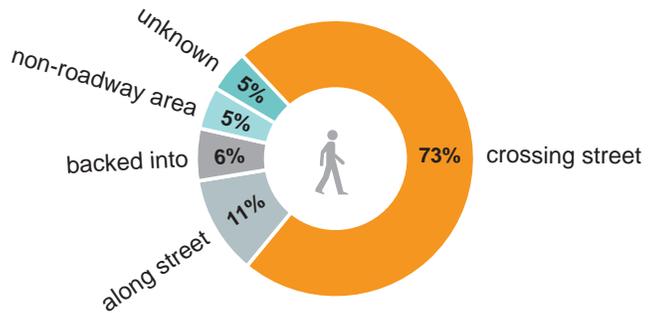
PEDESTRIANS INJURED IN CRASHES



- 1% On-site Fatality
- 13% Advanced Life Support
- 73% Basic Life Support
- 14% Refusal

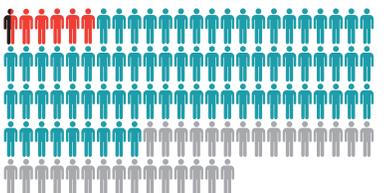
= 5 crashes

CRASH TYPE



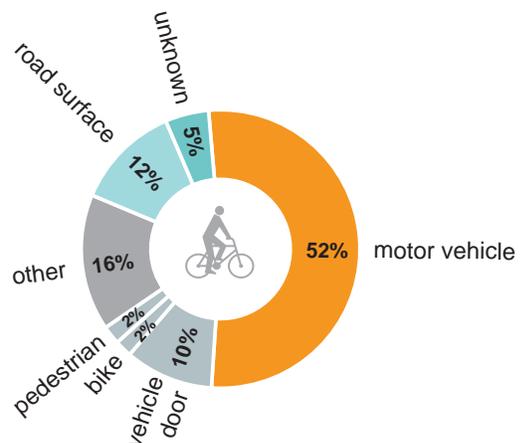
555

BICYCLISTS INJURED IN CRASHES



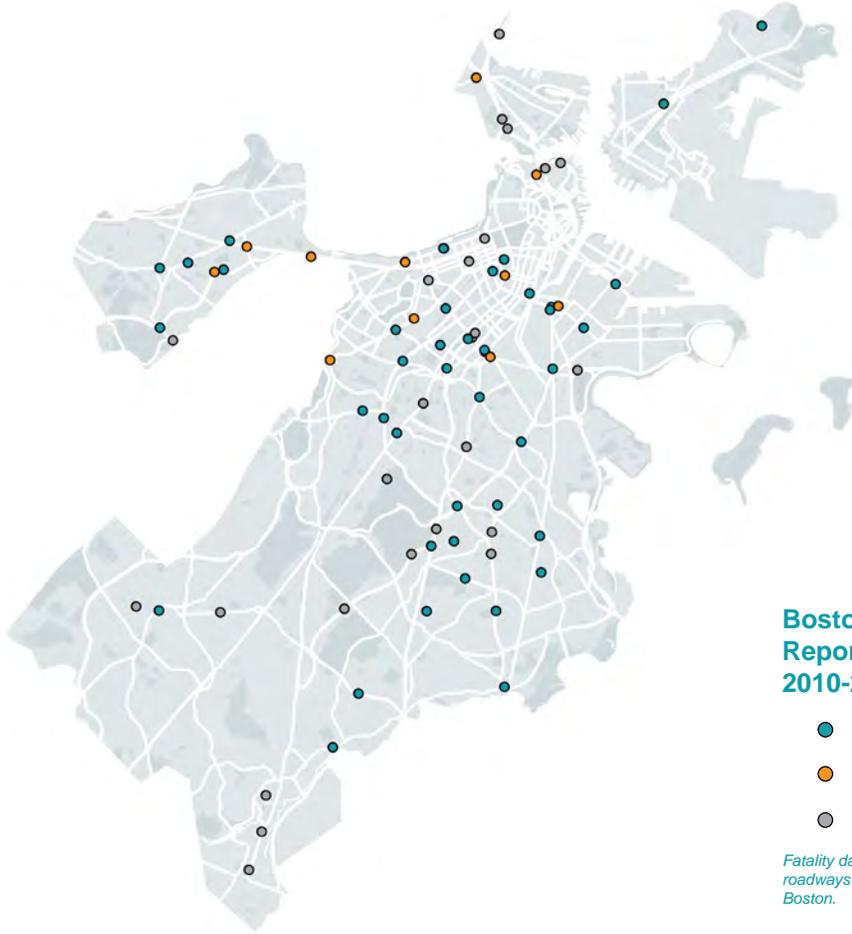
- <1% On-site Fatality
- 5% Advanced Life Support
- 68% Basic Life Support
- 27% Refusal

= 5 crashes



Source: Boston EMS

FOCUSING ON THE ISSUES



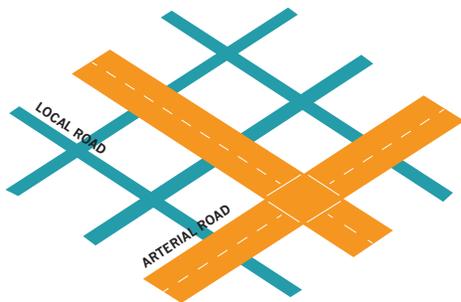
WHILE FATAL CRASHES HAVE OCCURRED THROUGHOUT THE CITY, THEY ARE MORE CONCENTRATED IN CERTAIN AREAS.

Boston Police Department Reported Traffic Fatalities 2010-2014

- pedestrian fatality
- bicyclist fatality
- motorist fatality

Fatality data does not include crashes on roadways that are not owned by the City of Boston.

ARTERIAL ROADWAYS ARE DISPROPORTIONATELY DANGEROUS FOR ALL MODES.



-  **8x** more pedestrians died on arterial roads than on local roads
-  **9x** more bicyclists died on arterial roads than on local roads
-  **8x** more drivers died on arterial roads than on local roads

Source: Fatality data 2010-2014 – Boston Police Department, GIS data – City of Boston



50% MORE PEDESTRIANS WERE KILLED ON BOSTON'S ROADWAYS THAN MOTORISTS

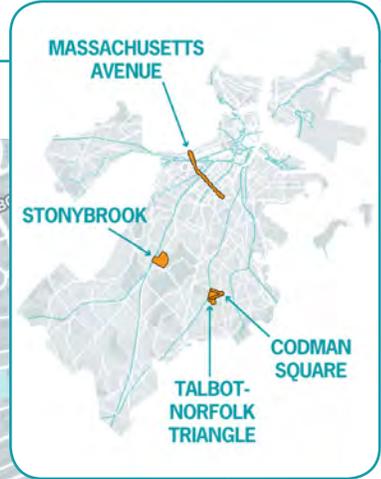
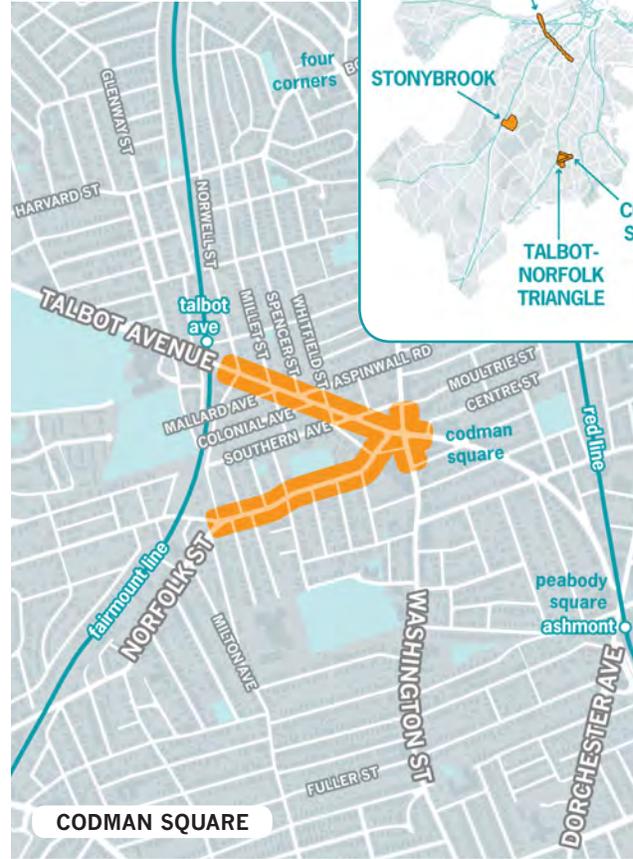
Source: Fatality data 2010-2014 – Boston Police Department

NEIGHBORHOOD SLOW STREETS

The Boston Transportation Department, in partnership with the Public Works Department, is developing a program that will enable residents to apply for traffic calming on residential streets in their neighborhoods. The program will improve safety by slowing drivers with visual and physical cues, and create residential streets that are safe and inviting for walking, bicycling, and playing.

INITIAL TARGET AREAS

VISION ZERO PRIORITY CORRIDORS



NEIGHBORHOOD SLOW STREET PILOT ZONES





DETAILED ACTION PLANS

Vision Zero Boston is an Early Action Project of Go Boston 2030, the ongoing city-wide transportation plan. After an extensive community engagement process, safety emerged as a major theme in the questions and comments donated by Bostonians. As a result, “Eliminate traffic fatalities in Boston” is one of the primary targets in Go Boston 2030’s Vision Framework.

Within the Boston Transportation Department (BTD), the Green Links Initiative and Boston Bike Network Plan both focus on ways to protect people who walk, bike, and use other active transportation choices to get around the City. Ongoing capital projects, including Connect Historic Boston and the Commonwealth Ave redesign, are introducing design features to make streets significantly safer for vulnerable users.

Other agencies are also working to make streets safer through new programs, partnerships, and improved information sharing. The Boston Public Health Commission (BPHC) supports Safe Routes to School and a range of community health partnerships. The Boston Police Department (BPD) and Boston Emergency Medical Services (EMS) are collecting and analyzing data in new ways to track crashes on our roadways.

Guided by representatives from across City departments, the Vision Zero Boston Task Force has developed a holistic and detailed Action Plan that connects and integrates these ongoing City and community initiatives to establish a singular focus of eliminating fatal and serious traffic crashes in the City of Boston by 2030.

The Vision Zero Boston Action Plans take aim at the real causes of those traffic crashes. The focus is on specific steps that will make Boston’s streets more walkable, bikeable, and transit-friendly, as well as safer for drivers.

By tackling speeds and redesigning roadways, reducing distracted and impaired driving, creating a culture of empathy, and holding ourselves accountable for achieving the Vision Zero goal, we will ensure Boston’s place among the world’s most livable cities long into the future.

A RAPID RESPONSE TO CRASHES

We will not achieve the goal of zero fatal and serious traffic crashes overnight. When tragedy strikes, we are committed to learn every lesson and take every corrective action we can.

The Vision Zero Boston Task Force has established a multi-disciplinary, multi-agency Rapid Response Team that will analyze and respond to every fatal traffic crash in the city, following the immediate response of the Boston EMS. This team will study the crash and recommend appropriate street design changes, judicial or legislative follow-up, community outreach, and other necessary actions.

This Rapid Response Team will monitor feedback from the community to quickly identify and respond to traffic safety issues that are emerging at particular locations or involve common behavior or vehicle types that need addressing.



ACTION PLAN TO REDUCE SPEEDS AND BUILD SAFER STREETS

Whether driving a car or truck, walking across the street, riding a bike, or skateboarding, higher speeds dramatically increase the number and severity of crashes. Speeding traffic, on main roads and neighborhood streets, decreases the quality of life and discourages walking and bicycling. Boston's street design toolbox contains numerous

traditional and innovative techniques to reduce conflicts.

We are committed to area-wide speed reduction through a combination of street design and enforcement strategies that put safety first.

STREET DESIGN

WHAT WE'RE DOING NOW

- » Applying traditional and innovative techniques to reduce speed and conflicts on current planning and capital projects. This includes creating protected facilities and intersections and adjusting signal timing and phasing to separate turning movements.
- » Focusing on Massachusetts Ave and Codman Square for rapid implementation of low-cost, high-impact improvements.
- » Conducting safety assessments with the Vision Zero Boston Task Force.
- » Using existing powers given to the Boston Transportation Commissioner to designate 20 MPH school zones and safety zones where lower speeds are desired.
- » Developing the Neighborhood Slow Streets program for residents to apply for a suite of traffic calming measures for their neighborhoods. Streets will be designated for 20 MPH.
- » Finalizing the new Green Links program that will connect every neighborhood to the city's extensive park and greenway system by way of low-stress, traffic-calmed streets, and local trails.
- » Implementing the Boston Bikes Network Plan throughout the city.
- » Piloting new camera technology to anonymously count the movements of cars, bicycles, and pedestrians over time to inform planning decisions.
- » Including protected bike facilities and more pedestrian-friendly streetscapes in capital reconstruction projects such as Connect Historic Boston and the redesign of Commonwealth Ave in order to improve safety for all users.
- » Working with the Public Works Department (PWD), Boston Public Schools, and BPHC to implement roadway design changes to support Safe Routes to Schools.

WHAT WE'RE DOING IN 2016

- » Pilot the Neighborhood Slow Streets program in the Talbot-Norfolk Triangle in Dorchester and the Stonybrook neighborhood in Jamaica Plain. Launch full program later in the year.
- » Identify locations for Rapid Implementation projects based on crash data, resident requests for Neighborhood Slow Streets, and crowd-sourced data from interactive safety maps. Implement changes in fall 2016 or spring 2017.
- » Implement 10 miles of high-priority projects on the Boston Bike Network and develop a five-year rolling Action Plan to increase the number of miles of high-quality bike facilities.
- » Create a Safe Crossings program to implement improved bicycle and pedestrian crossings of major streets including criteria for unsignalized, signalized, and mid-block crossings.

- » Grow the interagency Safe Routes to School program and make streets safer near 6 schools.
- » Identify locations for improving safety at intersections by installing physical protection for people walking and riding bikes.
- » Update the City's policy on traffic signals to shorten signal cycles, change the default settings to "walk", extend crossing times where needed, implement more leading pedestrian intervals (LPI), and better manage turning movements for the protection of pedestrians.
- » Identify winter maintenance benchmarks and create a comprehensive plan for snow clearance of bike lanes, sidewalks, crosswalks, and access points to bus stops.
- » Implement ideas from the recently completed pilot Red Light Compliance Study which identifies a number of actions that can be taken to reduce violations, including greater use of LPIs, restricting right turns on red, reducing signal cycle lengths, providing automatic recall for pedestrian indications, and adding bicycle signals.

WHAT WE'RE DOING IN 2016

- » Launch high-visibility enforcement campaigns against speeding, red light running, and failure to yield. Campaigns will focus on high-crash locations and priority areas established by the Vision Zero Boston Task Force.
- » Support bills in the state legislature to reduce the city-wide default speed limit to 25 MPH.
- » Increase the use of variable message signs and speed radar display to discourage speeding.
- » Explore the effectiveness and barriers around automated enforcement technologies to crack down on dangerous driving behaviors such as speeding, red light running, and failure to yield to pedestrians. Also explore drunk driver ignition interlock laws and increased fines for distracted driving. The City will identify if policy changes are needed for implementation.

ENFORCEMENT

WHAT WE'RE DOING NOW

- » Continuing a data-sharing partnership with WAZE that enables the City to evaluate before/after impacts of design changes on congestion. WAZE also provides an audible reminder to drive safely at crash prone intersections.



ACTION PLAN TO REDUCE DISTRACTED AND IMPAIRED DRIVING

Attitudes towards drunk driving have altered dramatically over the past three decades, and while it still happens, it is significantly less common and is generally considered to be socially unacceptable. The advent of new technology, innovative vehicle designs, and mobile devices has brought with it new challenges – the scourge of distracted driving, for

example – that traffic safety professionals agree can be as much of a threat as drinking and driving.

The City's commitment to reducing distracted and impaired driving is focused on both the driver and the vehicle itself. This requires a broad range of public information and education backed up by a robust enforcement program and the use of new technology and innovation.

EDUCATION & ENFORCEMENT PROGRAMS

WHAT WE'RE DOING NOW

- » Addressing motorists who are distracted, operating under the influence, or failing to wear seat belts through enforcement by BPD.
- » Providing helmets and lights to people riding bikes through ongoing campaigns with universities led by BPD and BPHC.
- » Encouraging safe bicycle riding and driving behavior around bicyclists through ongoing education and training lead by Boston Bikes.
- » Creating a pedestrian safety training video that can be used by police departments across the state during roll call in an initiative lead by WalkBoston in partnership with the Boston Police Academy's E-Learning Team as part of MassDOT's bicycle and pedestrian safety, awareness, and enforcement program. Recent videos about bicycle safety made by MassBike in collaboration with the MBTA and the Boston Police Academy will serve as models.

WHAT WE'RE DOING IN 2016

- » Run a series of hard-hitting Public Service Announcements and media campaigns to alert Boston drivers to the dangers of distracted and impaired driving. Develop similar campaigns to address walking and riding a bike while distracted or under the influence of drugs or alcohol.
- » Promote late-night transit, taxi, rideshare, and other services that provide multiple alternatives to driving for people who are unfit to operate a vehicle.
- » Work with WalkBoston to produce and disseminate a pedestrian safety video.
- » Target education to specific vulnerable populations, including the elderly, youth, people in treatment, and the homeless.
- » Target campaigns to educate bus drivers, truckers, and the owners and operators of fleet vehicles about Vision Zero and pedestrian and bicycle safety.
- » Work closely with the BPD and BTD to ensure communities are informed of upcoming safety improvements to roads.
- » Continue to partner with universities and community organizations on helmet and bike light giveaways.
- » Implement high-visibility traffic enforcement campaigns at 10 high-crash intersections city-wide. The intersections will be determined using crash data compiled by BPD.



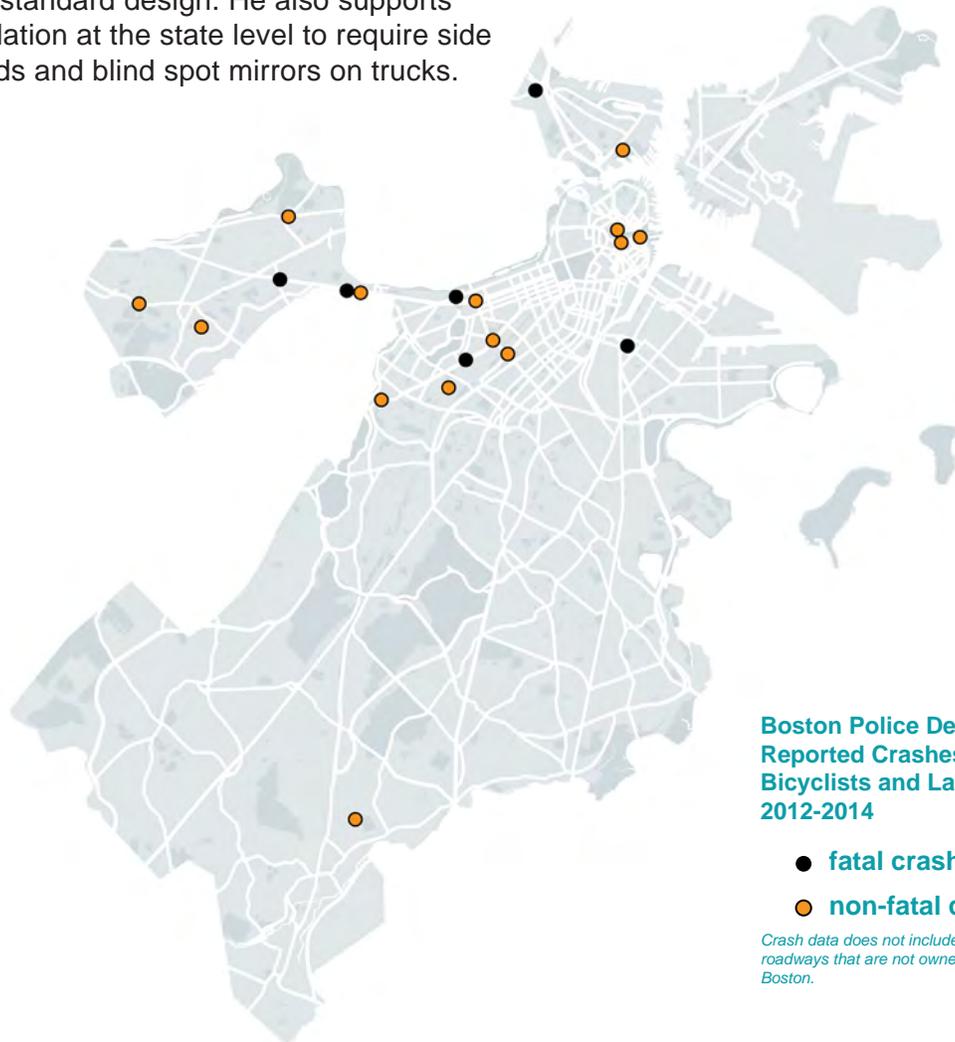
TRUCK SAFETY

What we're doing now: In 2013, the City of Boston took a leadership role in tackling the problem of truck safety. After a series of crashes involving pedestrians and bicyclists being dragged underneath large trucks, the City piloted the use of truck side guards, as well as cross-over and blind spot mirrors on city trucks. In 2014, the City passed an ordinance requiring their use on city vehicles of a certain size as well as vehicles used by city contractors.

This proven and simple fix to a well-documented problem should not be confined to just city vehicles in Boston. In the fall of 2015, the Mayor requested that the National Highway Traffic Safety Administration pass a similar regulation for all relevant trucks to be fitted with this life-saving equipment as a standard design. He also supports legislation at the state level to require side guards and blind spot mirrors on trucks.

What we're doing in 2016: the City will encourage all truck owners who operate in the City of Boston to voluntarily install side and under-run guards and cross-over and blind spot mirrors on their vehicles.

- » Include Blind Spot awareness in ongoing public information and education programs, including live demos with truck drivers and bicyclists/pedestrians switching roles.
- » Explore the ways in which Vision Zero Boston can be integrated into freight management and safety programs.





ACTION PLAN TO ENGAGE BOSTONIANS IN VISION ZERO

The Vision Zero Boston campaign must be a city-wide conversation in 2016. While a lot can be done through street design, increased enforcement, and traditional public information campaigns, much of the initiative's success rests on the ability of Bostonians to change the way they behave when they are behind the wheel of a car.

Driving is an important and integral part of the City transportation system – Vision Zero Boston doesn't change that or limit people's freedom to drive their cars. Vision Zero respectfully ensures that freedom is appropriately balanced with the need everyone has for safe and livable streets. That's why the Vision Zero Boston Action Plan includes a year-long outreach and public education component, together with a series of measures that will bring home just how closely traffic safety issues affect us all every day.

COMMUNITY ENGAGEMENT

WHAT WE'RE DOING NOW

- » Continuing to conduct planning initiatives – for example, Go Boston 2030, Neighborhood Slow Streets, Green Links, and the Boston Bike Network Plan – with extensive public input and stakeholder inclusion.
- » Including members representing WalkBoston and the Boston Cyclists Union among the The Vision Zero Boston Task Force.
- » Developing solutions in priority areas – such as Massachusetts Ave and Codman Square – and conducting initial audits in these areas with the assistance of community representatives.

WHAT WE'RE DOING IN 2016

- » Put Vision Zero on the agenda of all the City's public, community group, and stakeholder meetings in 2016 to share the goals of the initiative and learn more about the ways in which traffic safety affects Bostonians.
- » Gather input and feedback on the steps being taken to achieve Vision Zero and specific traffic safety issues in particular locations.
- » Convene local stakeholders near high-crash corridors with a special emphasis on reaching vulnerable and underserved populations.
- » Empower the Vision Zero Boston Task Force members to be ambassadors for the initiative and use Healthy Community Champions to reach populations who are often unable to attend community meetings.
- » Ensure that all of Boston's population is being engaged by using a multiple language community outreach campaign.

MAKING IT PERSONAL

Every fatal or serious crash has a victim – not a statistic or a number, but a real person. That person has a family and friends who are deeply affected by a tragic death or debilitating injury. The City is committed to working with families who wish to tell their story in the media and in the community. By putting a face and a name to these awful events, we reinforce the reality that traffic safety hits close to home for all of us – and that we all have an important role to play in achieving Vision Zero.





ACTION PLAN TO HOLD OURSELVES ACCOUNTABLE

There are no shortcuts or compromises in achieving the goals of Vision Zero Boston. The metrics are very simple: one fatality or serious injury in traffic is too many. The goal is zero by 2030.

DATA COLLECTION

WHAT WE'RE DOING NOW

- » Publishing reports on 2014 crashes involving bicyclists and pedestrians through an effort by Boston EMS.
- » Creating an independent report on truck crashes involving bicyclists and pedestrians on identified high-crash corridors.
- » Using existing data to identify high-crash locations and potential focus areas through ongoing work by the Vision Zero Task Force.

WHAT WE'RE DOING IN 2016

- » Move to electronic crash reporting, and change reporting system to meet state requirements.
- » Conduct more detailed geographic and demographic analysis of crash data from prior years.
- » Launch online, interactive crash data site.
- » Invite public input on the Vision Zero map to identify high-stress and dangerous locations.

SHARING INFORMATION

WHAT WE'RE DOING NOW

- » Developing a Vision Zero Boston website.
- » Creating interactive maps of crashes.

WHAT WE'RE DOING IN 2016

- » Invite the public to identify stressful and dangerous locations via online maps and at community events. Make the map available at community meetings and promote it at public libraries and community-based organizations.
- » Prominently display the annual number of fatal and serious crashes that occur on Boston streets.
- » Highlight the number of days since the last traffic fatality on the city website and in city buildings.
- » Publish an annual report to measure progress against the goals of the Action Plan. Establish interim benchmarks leading up to the 2030 goals.
- » Update crash map on a monthly basis.

WHAT YOU CAN DO

- » Complete a driver education class – e.g., classes offered by your car insurance company or AARP.
- » Take the pledge to not text while walking, bicycling, or driving, and ask the same of your family and friends. Examples include AT&T's It Can Wait campaign and the DecidetoDrive.org program created by the American association of Orthopedic Surgeons.
- » Install anti-texting-and-driving software on your mobile phone.
- » When driving, be mindful and aware of your surroundings. Always follow the rules of the road, observe the speed limits, and yield to pedestrians and bicyclists when turning at intersections.
- » When bicycling, be mindful and aware of your surroundings. Always follow the rules of the road and use lights and reflectors at night.
- » As a pedestrian, be mindful and aware of your surroundings. Stay alert and don't assume that drivers have seen you or will yield when turning.

HOW TO GET INVOLVED

- » Visit www.visionzeroboston.org to join our email list, view the interactive crash map, and download the Action Plan.

CONCLUSION

Achieving the ambitious goal of Vision Zero – the elimination of fatal and serious traffic crashes by 2030 – is a serious challenge for the City of Boston and for every single Bostonian. Meeting that challenge will result in enormous benefits to the environment, the economy, and the quality of life in Boston's tight-knit neighborhoods. Success will save hundreds of lives and prevent thousands of life-threatening injuries over the next 15 years.

We urge every Bostonian and every visitor to Boston to join the challenge and to walk, ride, and drive as if your lives and the lives of those around you depend upon it.

The City is committed to reaching these goals by focusing on those actions it can take to make a difference.

- » The City can and will effectively **manage** the problem by ensuring a well-informed, data-driven, and community-led response to the issue of traffic safety.
- » The City can and will **regulate** driving behavior, speed, vehicle design, and the operation of the city streets to make vehicle movement safer for everyone.
- » The City can and will move quickly to **design** and retrofit city streets, starting with the most dangerous corridors, to reduce both the number and the severity of crashes on Boston's streets.

We have the tools with which to act; we clearly have the need to act quickly.

TOGETHER, WE CAN ELIMINATE FATAL AND SERIOUS CRASHES ON BOSTON'S STREETS BY 2030.

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