



# Safe Streets and Roads for All

## Safety Action Plan | Vision Zero Plan

*Safe Travel. Stronger Community.*

## Vision Zero Advisory Committee (VZAC) Meeting #2

*April 24, 2024*

Prepared By:

**Kimley»Horn**



# Presentation AGENDA

- 01 Introduction
- 02 High-Risk versus High-Injury
- 03 Trend Summary
- 04 Public Input to Date
- 05 Refined Network/Intersection
- 06 Vision Zero Pledge
- 07 Vision Zero Dashboard
- 08 Upcoming Community Outreach Events
- 09 Other Work Underway

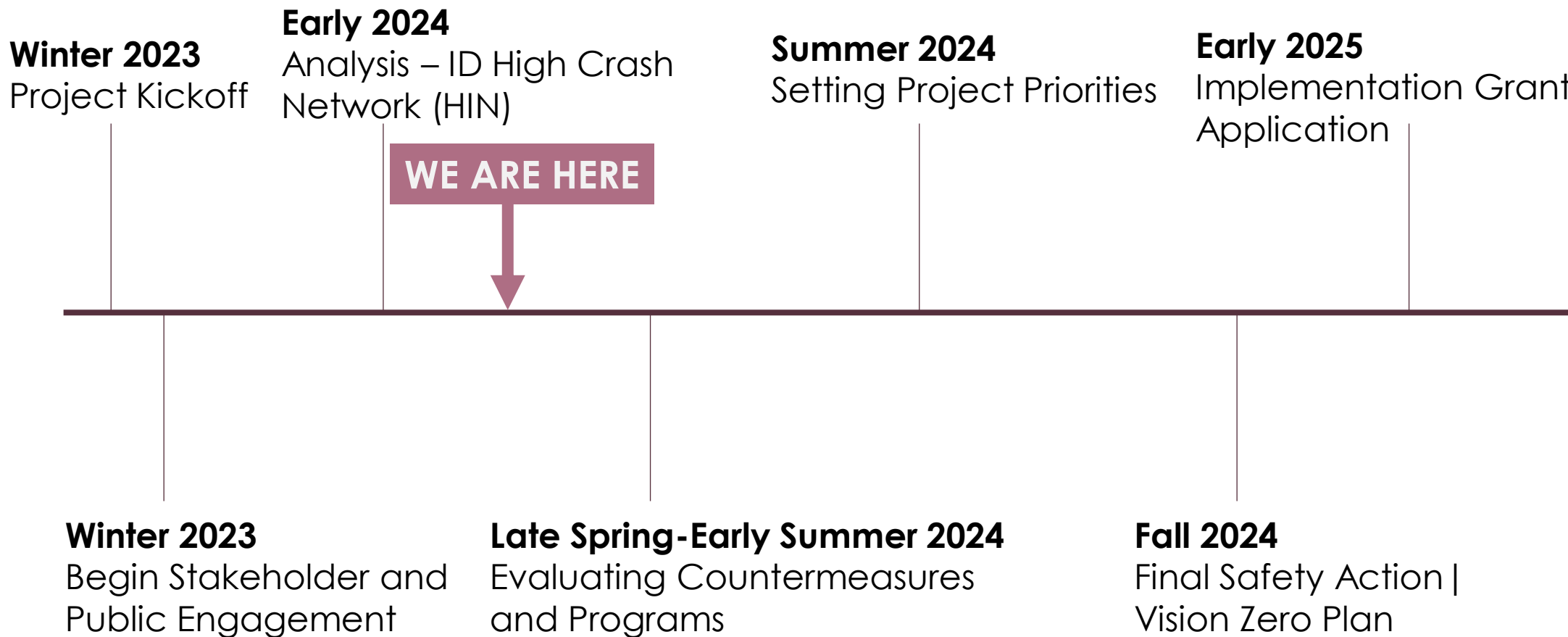
*The meeting is being recorded.*



# Introduction



# Our Timeline





# High-Risk versus High-Injury



**High-Risk:** total crash frequency and perceived outlook from the public.  
***more proactive approach***

**High-Injury:** high numbers of traffic deaths ***and*** serious injuries are occurring.  
***more reactive approach***

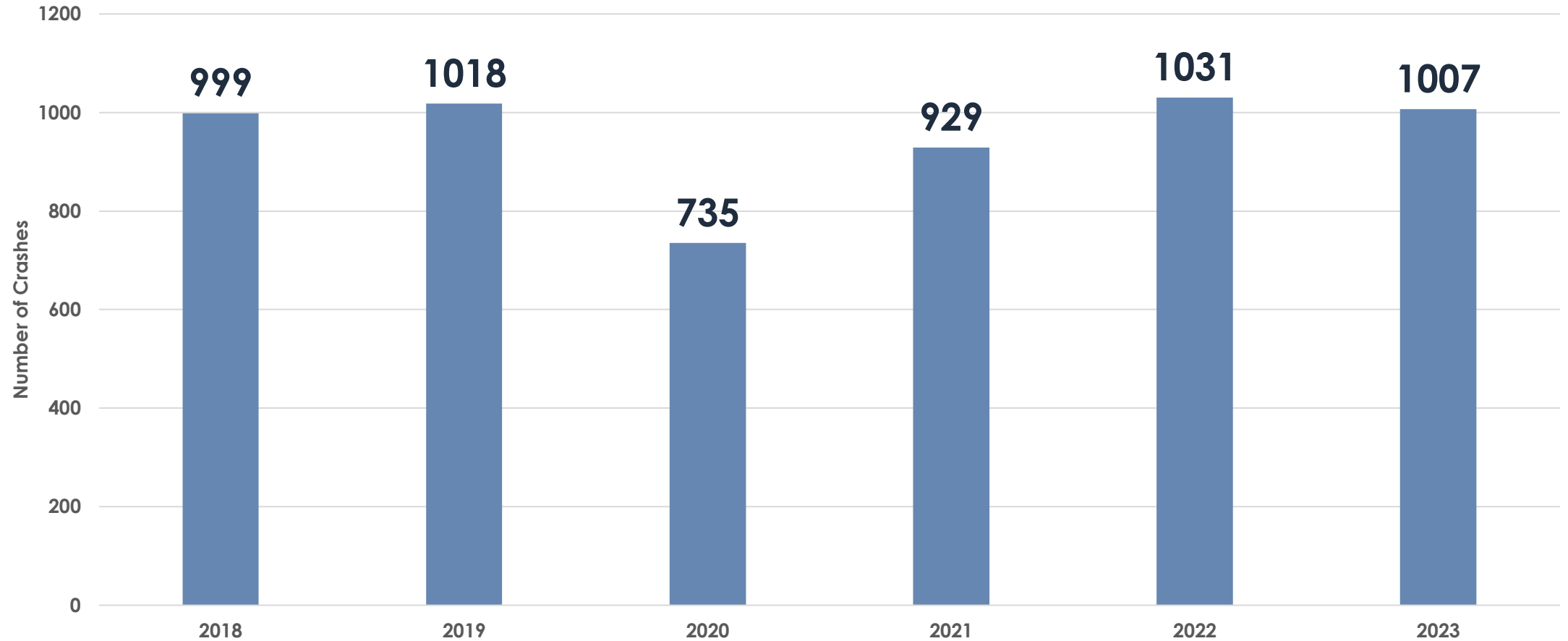


# Data Trends



# Crashes per Year

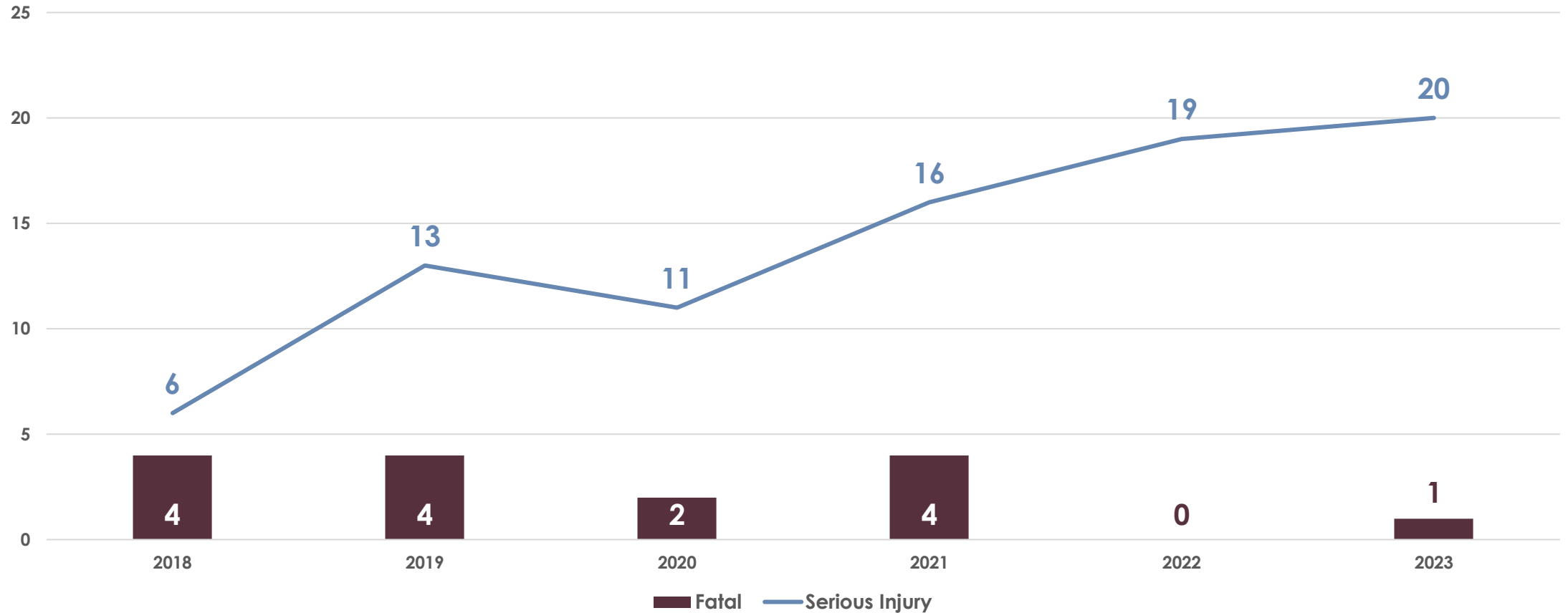
5719 crashes





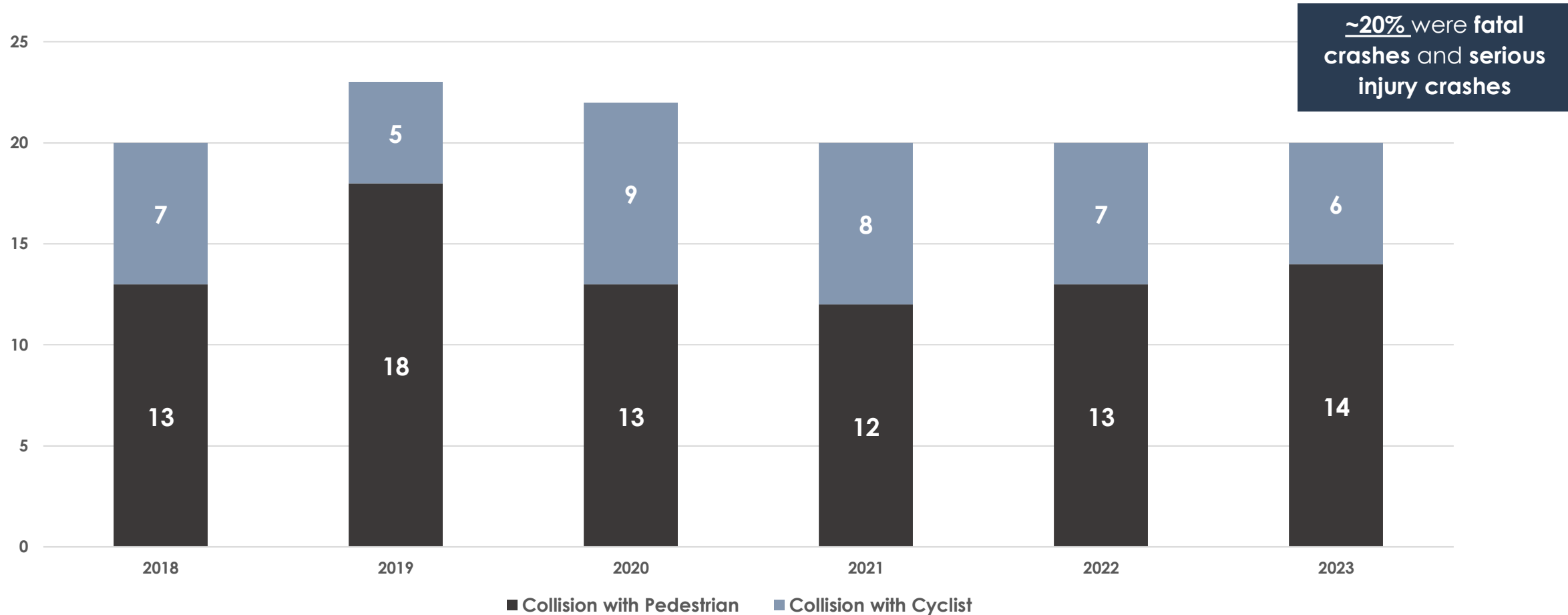


# Fatal and Serious Injury Crashes per Year



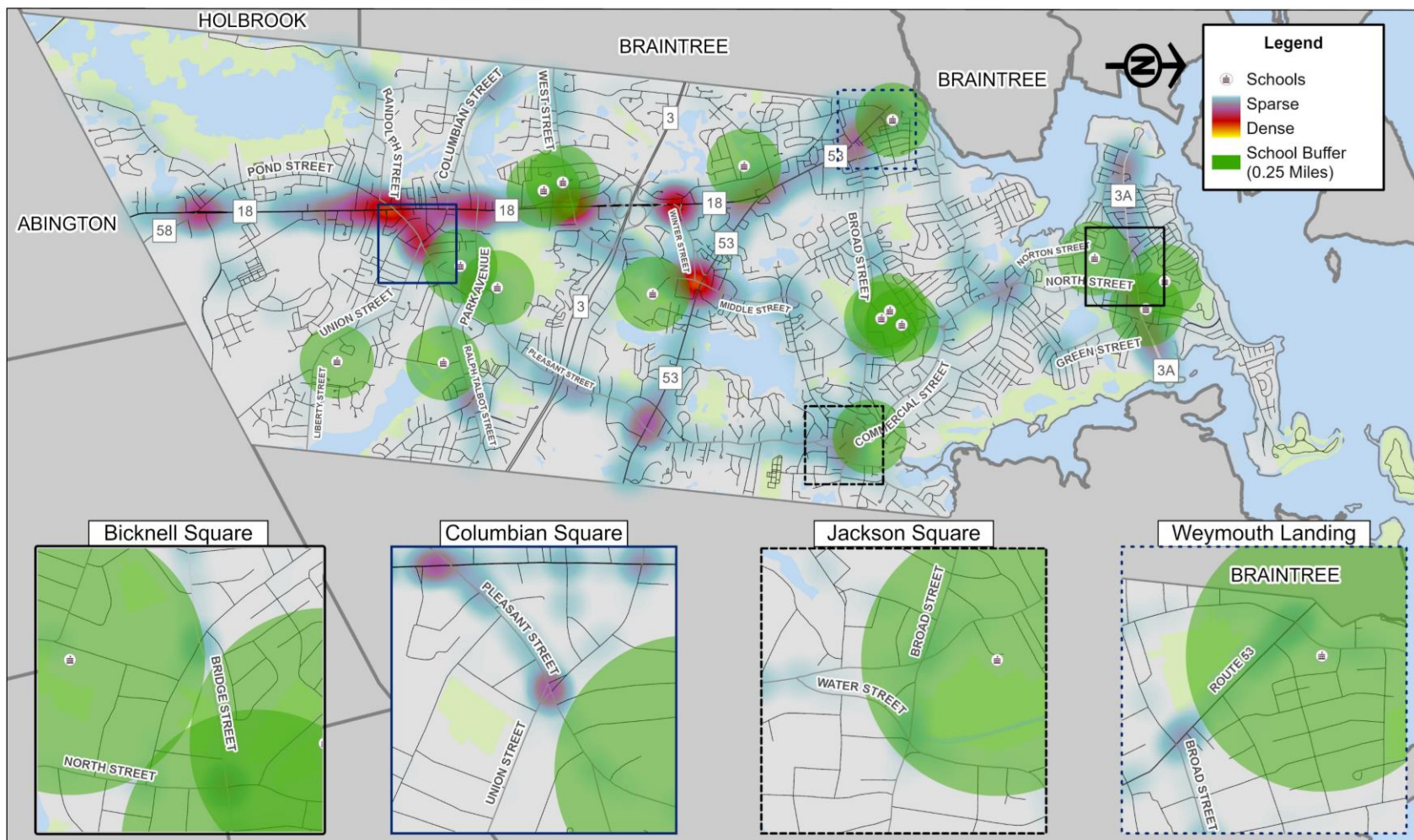


# Pedestrian & Bicycle Crashes per Year





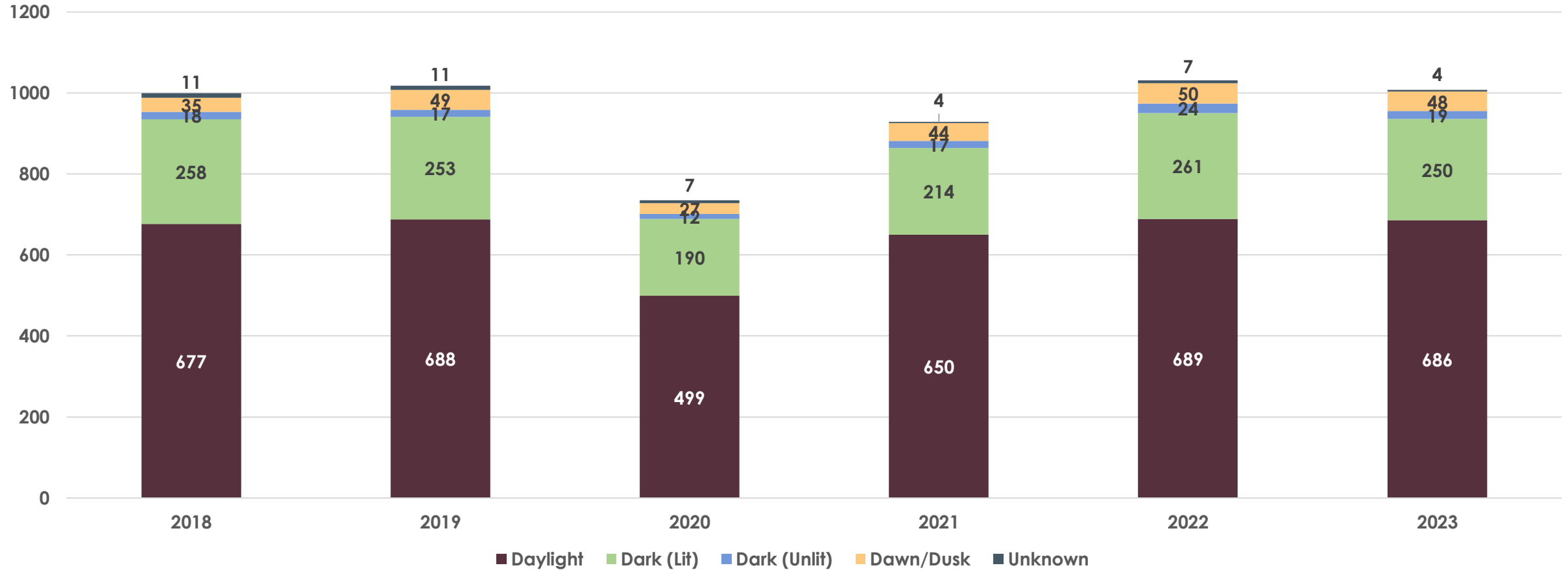
# Crashes Nearby Schools



16 schools  
within the Town

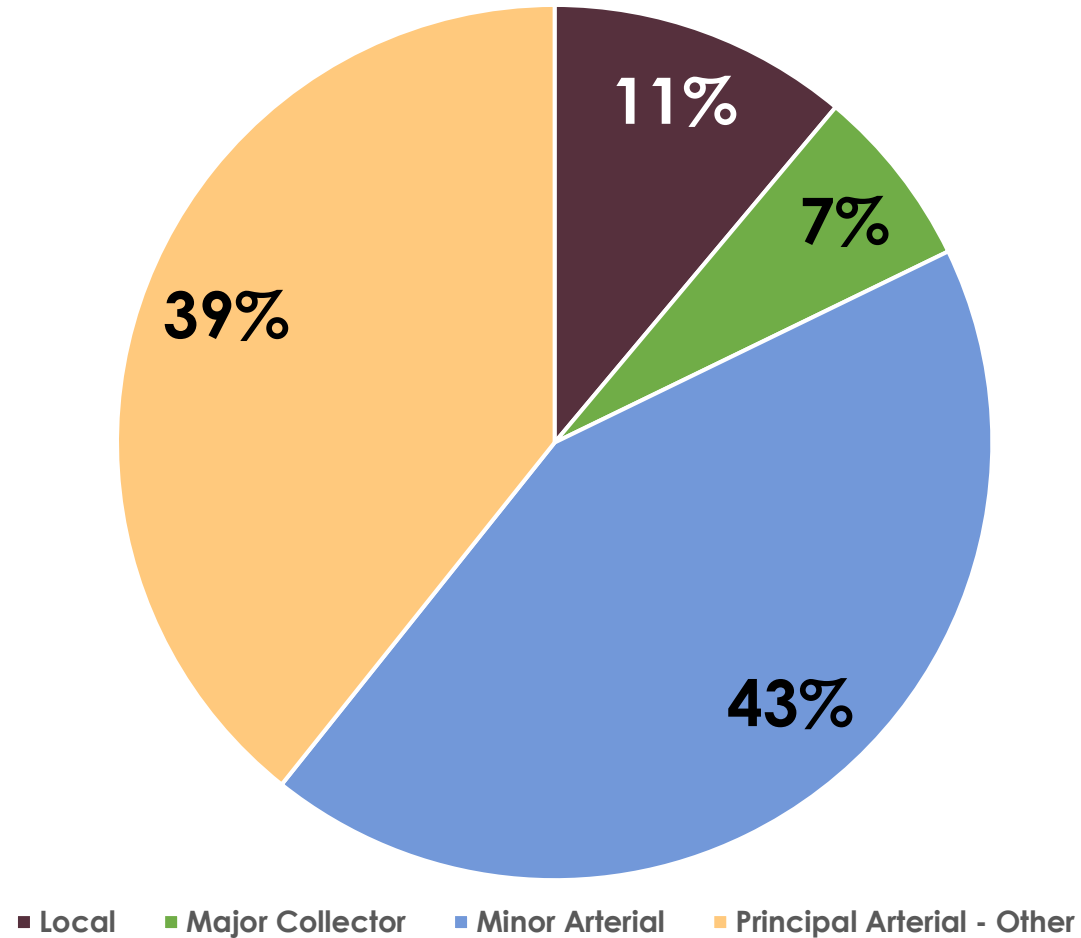


# Light Conditions – Crashes per Year





# Roadway Type



Eight (8) state owned roadways

- Route 3\*
- Route 3A
- Route 18
- Route 53
- Route 139
- Ralph Talbot Street
- Park Avenue
- Columbian Street

*\*Route 3 data not included*

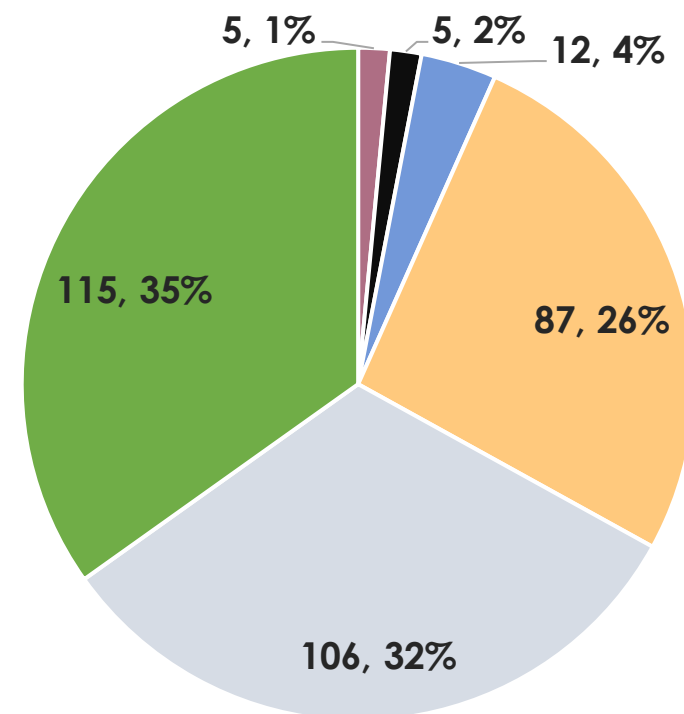
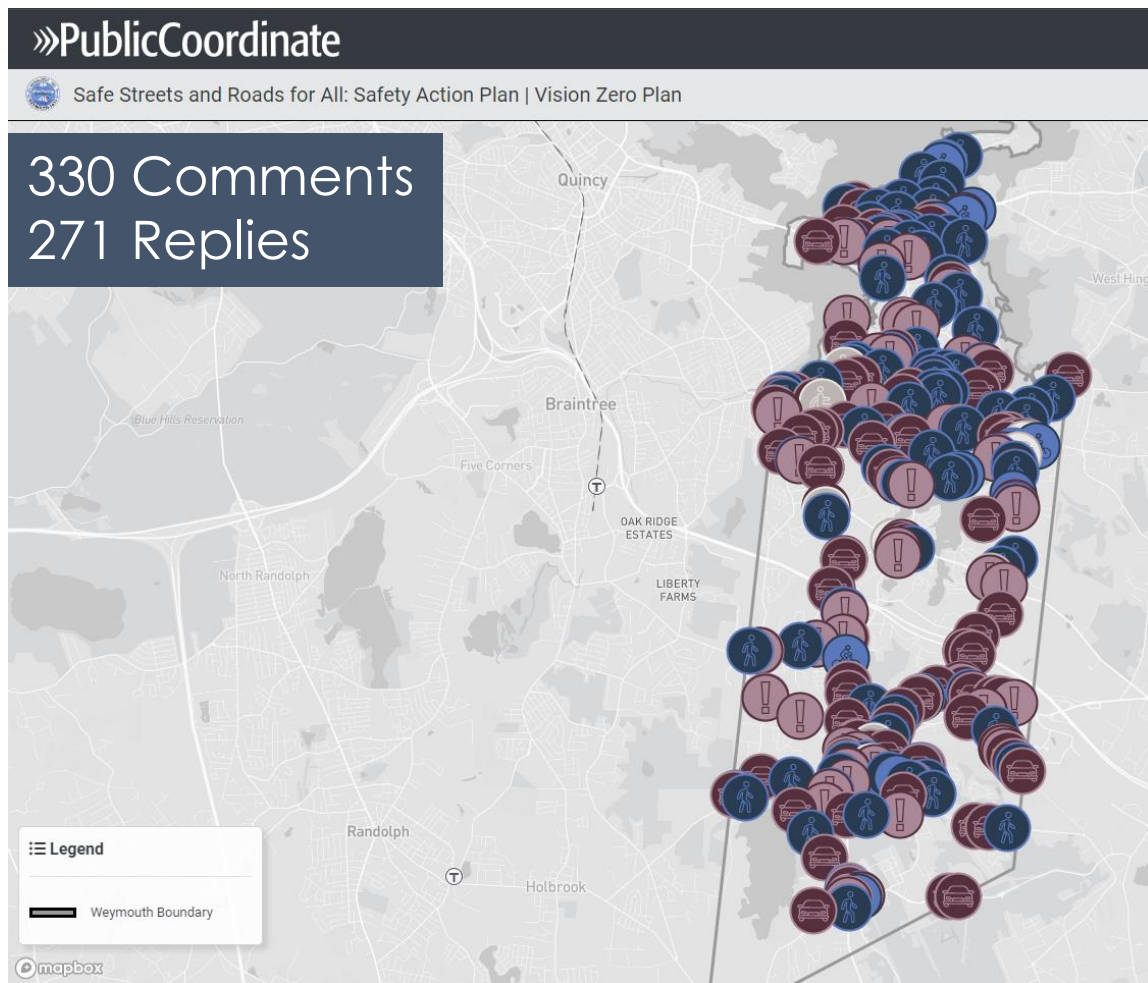


# Public Input to Date





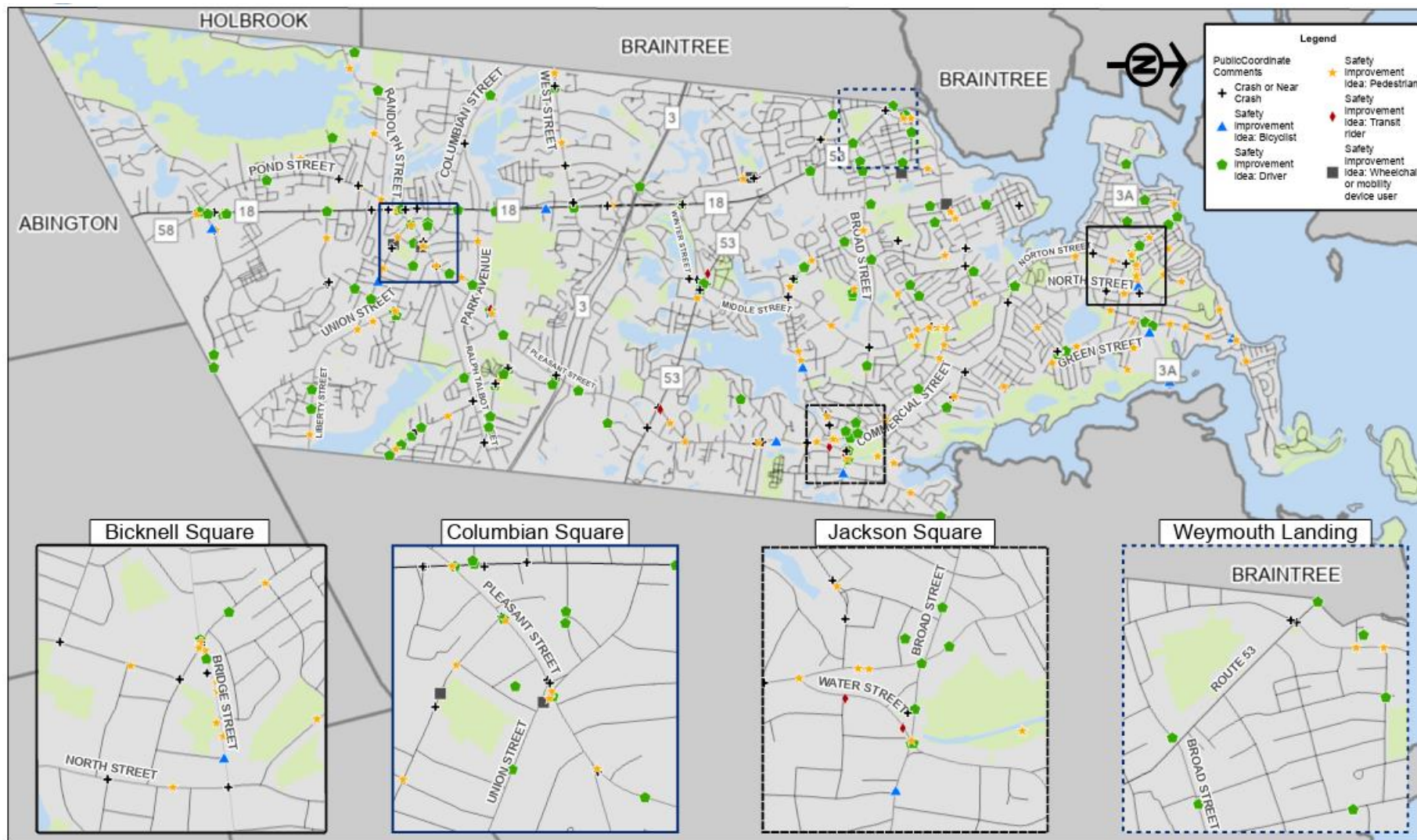
# Interactive Map



- Safety improvement idea: Transit rider
- Safety improvement idea: Wheelchair or mobility device user
- Safety improvement idea: Bicyclist
- Crash or Near Crash
- Safety improvement idea: Driver
- Safety improvement idea: Pedestrian



# Type of Public Comments







# Public Comments Heat Map





# Public Comments Preliminary Summary

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Traffic management to slow down traffic and speed control

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Prevent certain turning movements

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Motorists blow through STOP signs

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Identified several problem areas

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Police enforcement to help reduce speeding and reckless driving

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Motorists ignore when pedestrians are in crosswalks

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At some traffic signals, have the left-turn movement be protected only and not protected-permissive

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Maintenance of sidewalk facilities to remove weeds and overgrown plants

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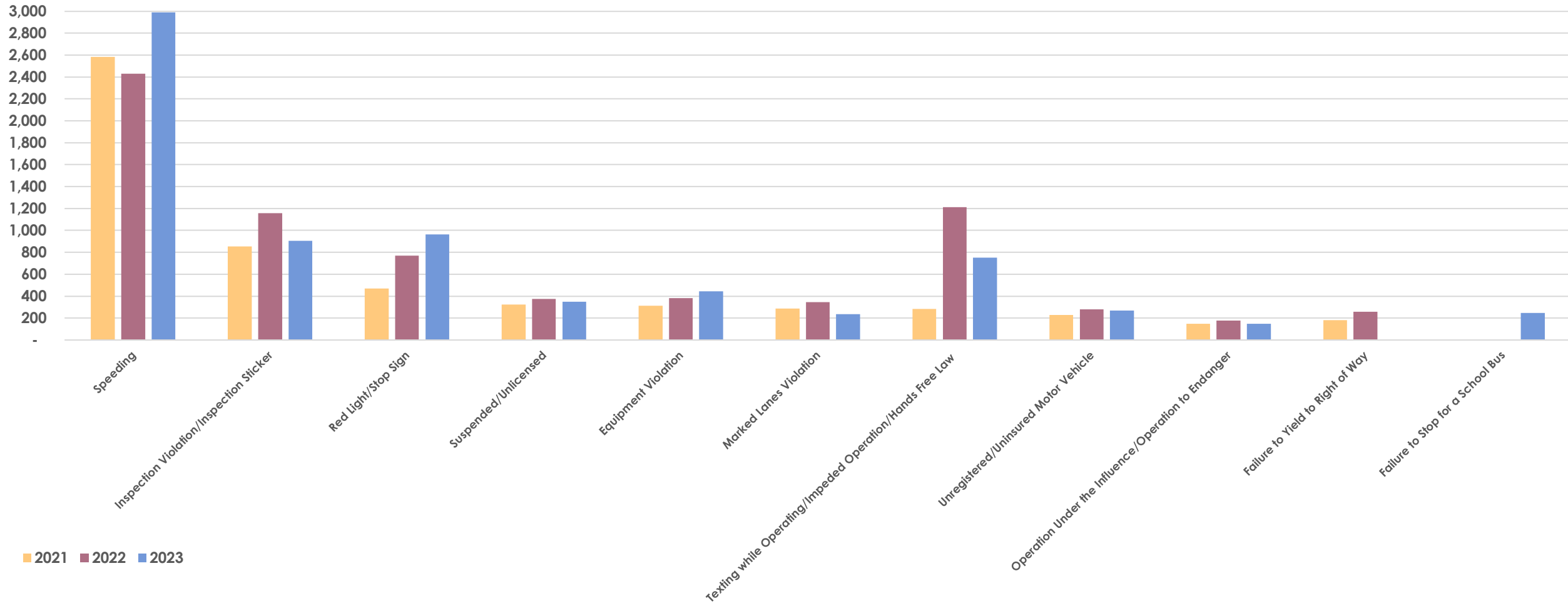


# 1:1 Meeting with Lieutenant Brian Morse

- Prepares an Annual Traffic Analysis
- Over the last three years, issued an average of 7,500 citations
- 80%+ of the citations issued are warnings
- The top primary offense for citations is speeding for the last three years.
- The top ten roadways for crashes and highest crash rate intersections are consistent with our findings.
- Citizen's complaints on speeding and will conduct observation to understand the conditions. An example of the result is that there was more traffic along the roadway and speeding was normal.



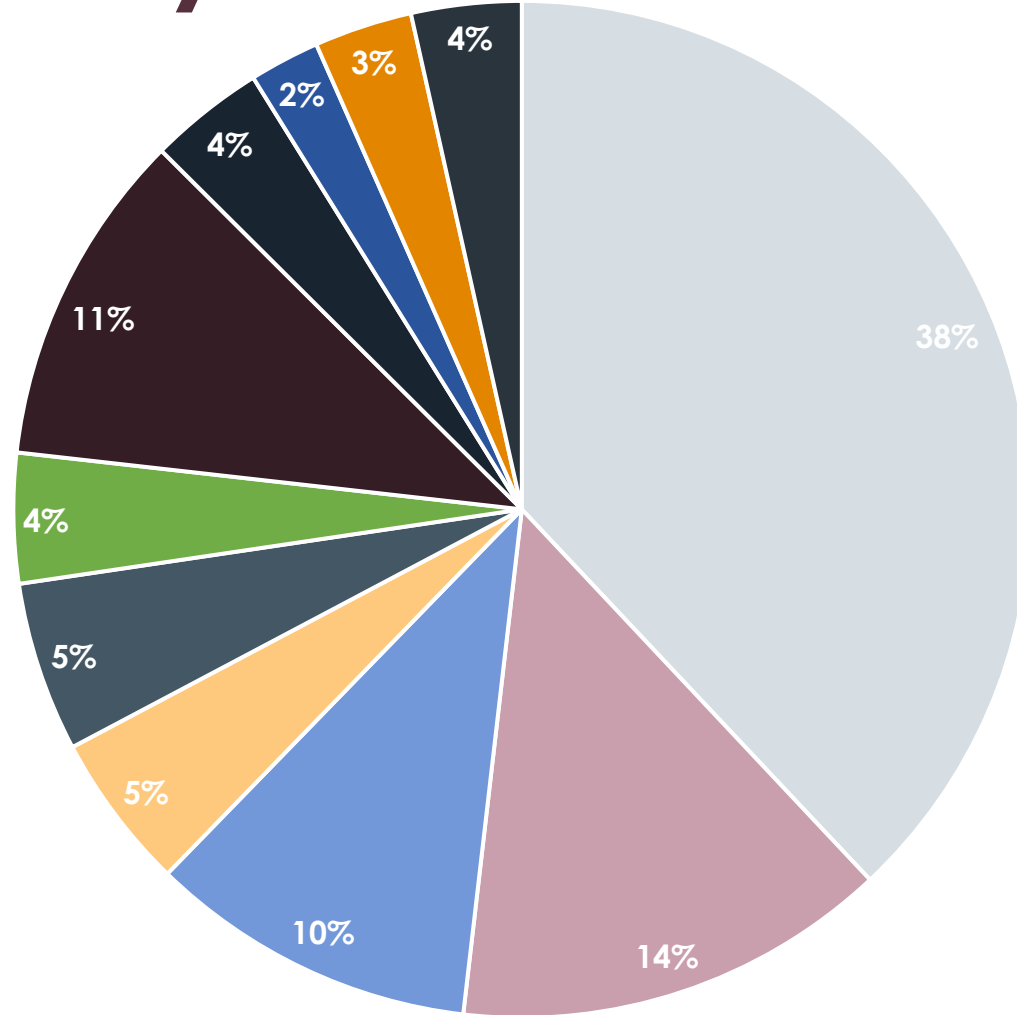
# The Top Ten Primary Offenses for Citations





# The Top Ten Primary Offenses for Citations

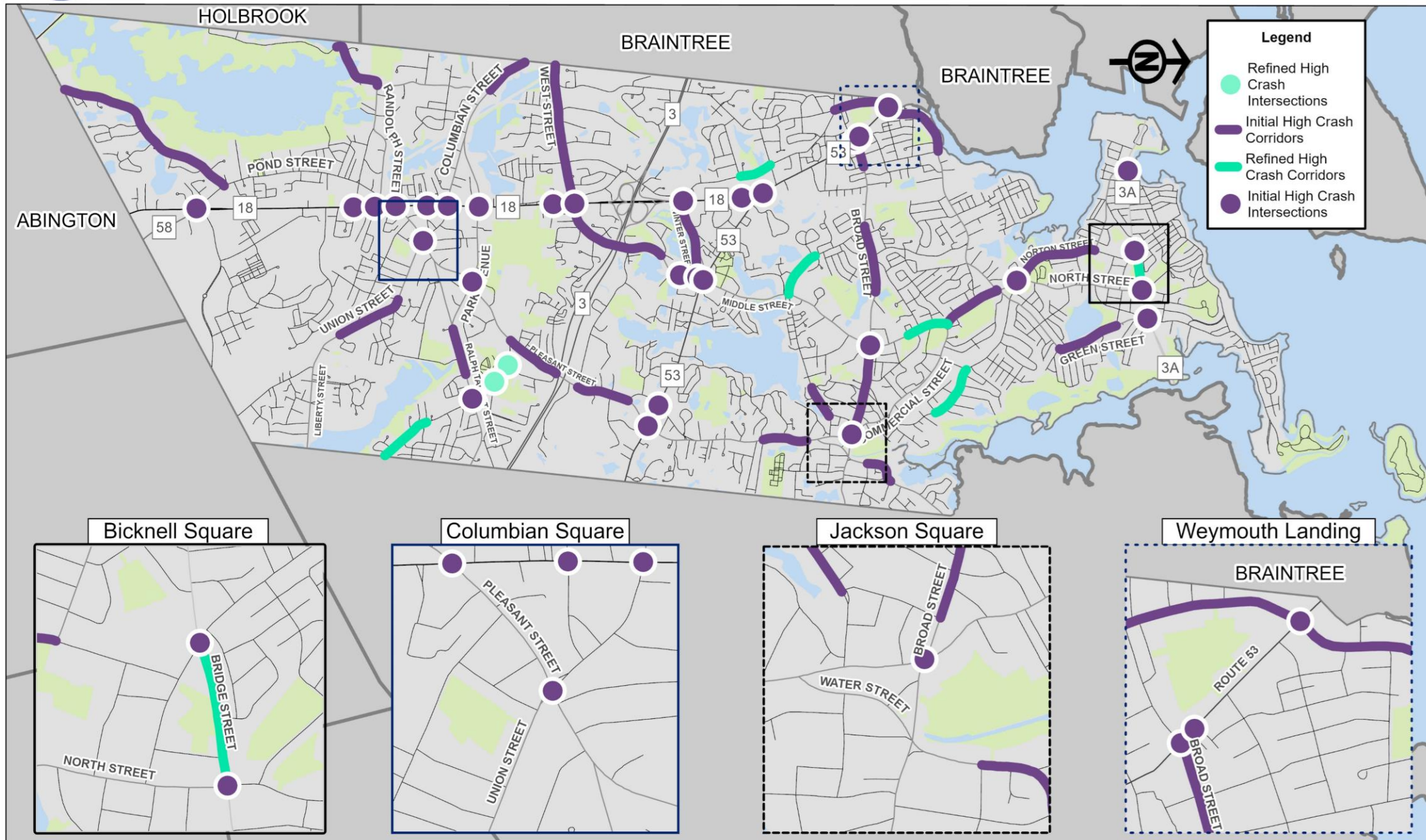
- Speeding
- Inspection Violation/Inspection Sticker
- Red Light/Stop Sign
- Suspended/Unlicensed
- Equipment Violation
- Marked Lanes Violation
- Texting while Operating/Impeded Operation/Hands Free Law
- Unregistered/Uninsured Motor Vehicle
- Operation Under the Influence/Operation to Endanger
- Failure to Yield to Right of Way
- Failure to Stop for a School Bus



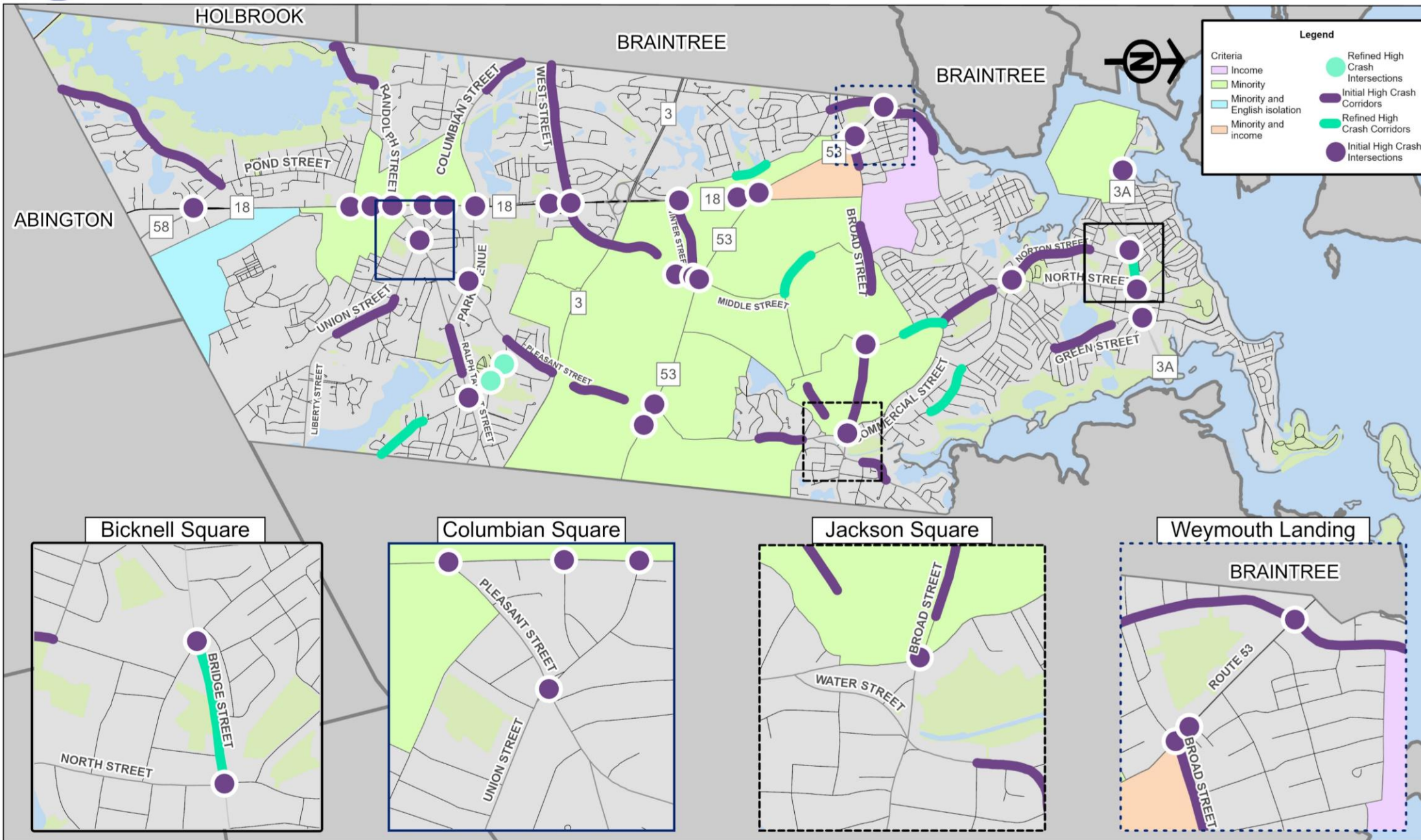


# Refined Network/ Intersection













# The Safety Culture



# Culture or way of thinking needs to change – correct?



Fatal or serious injury  
crashes are unacceptable



Fatal or serious injury  
crashes are preventable

**DO WE FEEL THAT IS  
TRUE?**

**HOW DO WE CONVEY  
THAT MESSAGE?**



# Changing the Culture – Clearly Express the Principles

- Use a people-focused, data-driven, action-oriented, and interdisciplinary approach to carrying out the 4 E's.
- Proactively employ effective crash countermeasures, with a focus on continuous improvement.
- Practice a Safe Systems approach.
- Good and positive messaging.

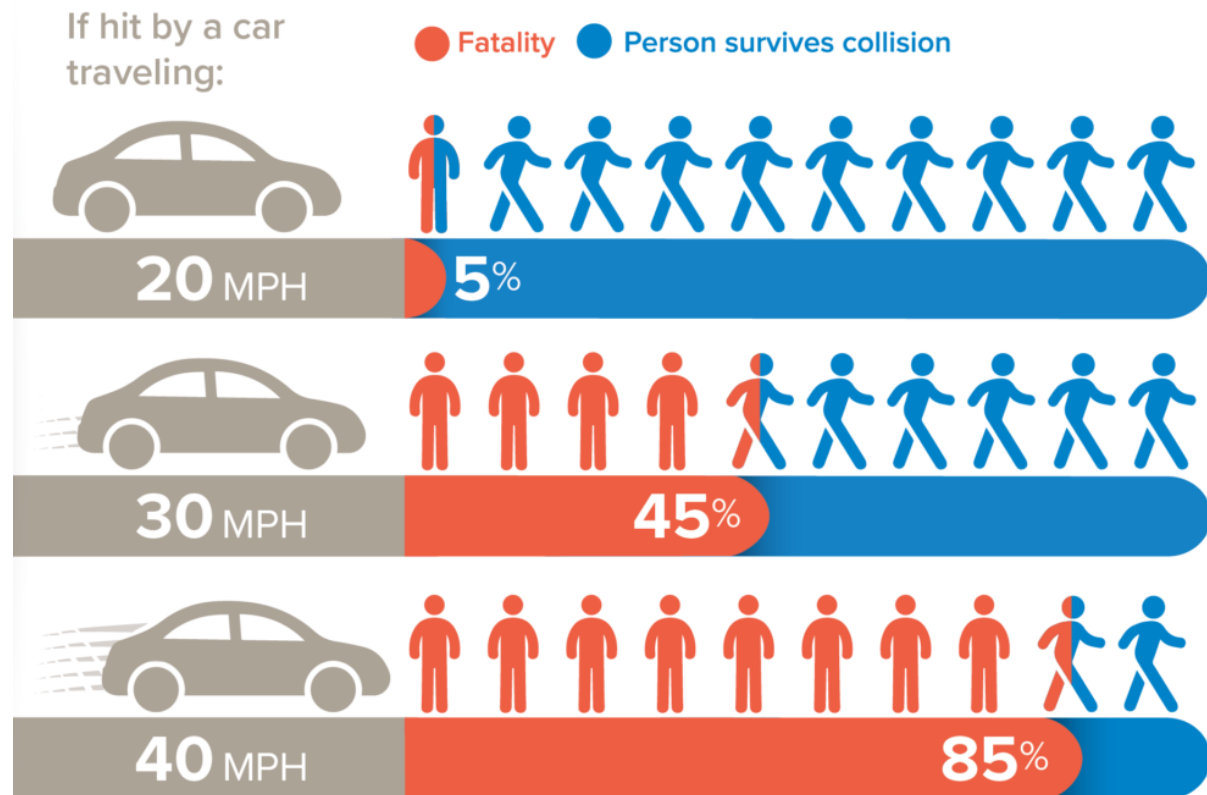


# One Important Consideration in Changing the Culture

**Managing travel speeds better.**



# Why is speed important to consider?



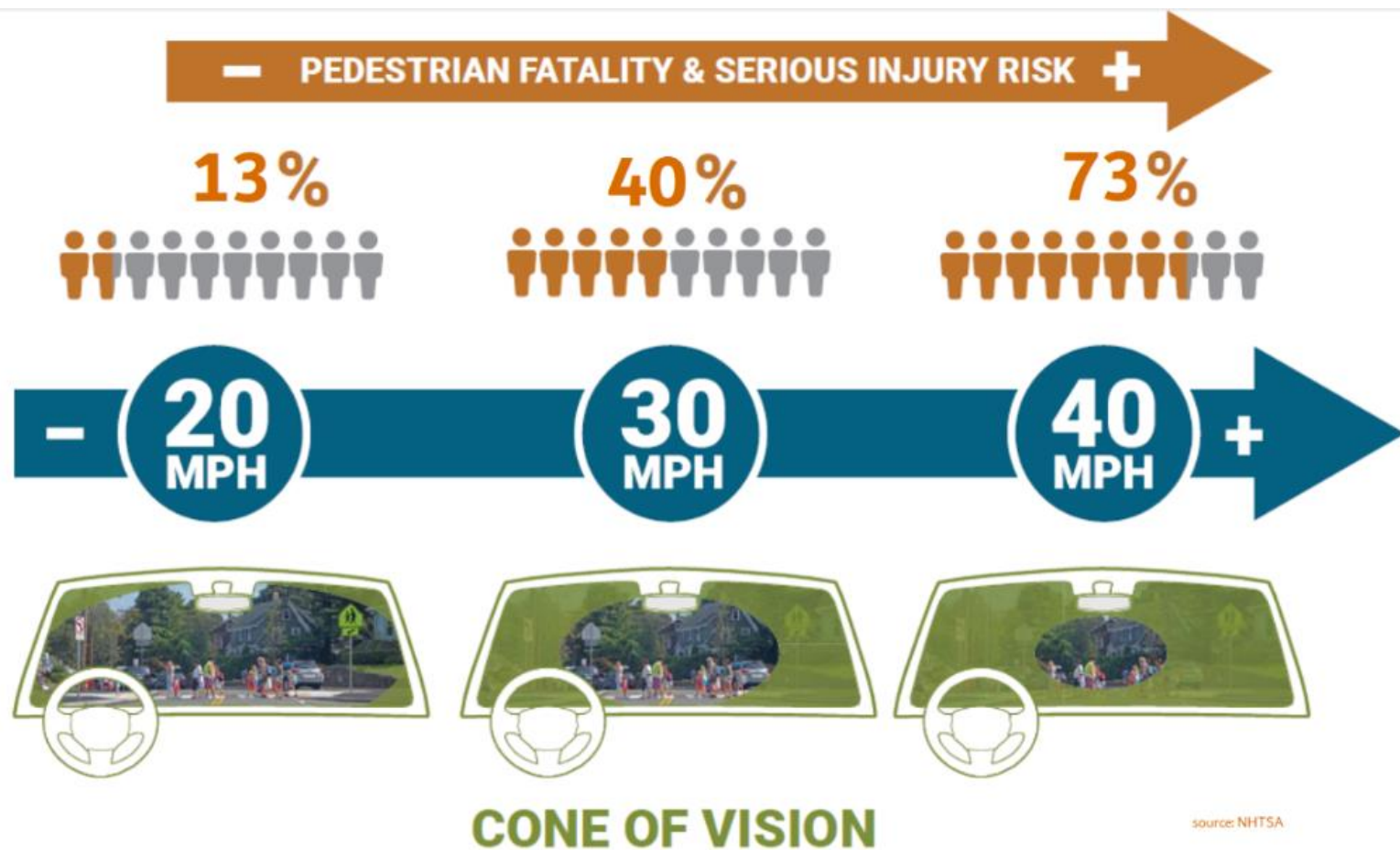
severity versus  
miles per hour

National Traffic Safety Board (2017) Reducing Speeding-Related Crashes Involving Passenger Vehicles.  
Available from: <https://www.nts.gov/safety/safety-studies/Documents/SS1701.pdf>

Source: Smart Growth America



# Why is speed important to consider?



cone of vision or  
ability to see in front

Source: National Highway Traffic Safety Administration (NHTSA)



# Why is speed important to consider?



reaction time and  
ability to stop

Source: Federal Highway Administration (FHWA)





# What is the appropriate speed we should live by?

Some communities have adopted community wide 25 mph

Could designate key areas (business districts, schools) for targeted lower speeds

Enforcement becomes a challenge





# Another Consideration in Changing the Culture

**Make a commitment –  
top down and bottom up**



# Changing the Culture – Taking a Pledge

## What do we mean?

Take the **Vision Zero** Safety Pledge

**SAFETY PLEDGE**



### I PLEDGE TO:

- Only drive while sober, alert, and free of distractions.
- Look out for others, especially children, the elderly, persons with disabilities, and people walking or biking.
- Slow down and look around, especially at intersections and driveways.
- Practice the rules of the road, including yielding to people walking.
- Share the Vision Zero pledge with my friends and family.

DURHAM, NC

### CITY COUNCIL PLEDGE

This document is the plan for the City of Alexandria to achieve zero traffic-related fatalities and serious injuries by 2028. As your elected leaders, we take this commitment very seriously. We are proud to represent the Alexandria community as we undertake this shift in our thinking about transportation safety and achieving Vision Zero. However, this commitment is not ours alone to make; we encourage you ALL to take the pledge with us. Together, we can get to zero.

ALEXANDRIA, VA

I WILL  
DO MY PART  
TO GET TO  
ZERO

YOUR NAME

Vision Zero is a data-driven, all-hands-on-deck approach to eliminate ALL traffic deaths and serious injuries. Alexandria's goal is to achieve Vision Zero by 2028 through better data, education, enforcement, and engineering.

Safer streets for Alexandria starts with you. Take the **PLEDGE** to become a safer driver, bicyclist, and pedestrian and help us achieve Vision Zero.

- I pledge to slow down and observe posted speed limits.
- I pledge to give pedestrians the right of way at all times.
- I pledge to keep my hands on the wheel and my eyes on the road, not my phone.
- I pledge to be aware of people walking and riding their bikes.
- I pledge to never drink and drive.
- I pledge to stop at all red lights and stop signs.
- I pledge to obey the rules of the road when driving, walking, and biking.
- I pledge I will always be responsible for acting safely.



# Vision Zero Dashboard – Being Transparent





# Upcoming Community Outreach Events





Join us at ...

# ONE OF OUR COMMUNITY OUTREACH EVENTS!

Learn more about  
the project and  
share your input.



PROJECT PRESENTATION



TAKE OUR SURVEY



INTERACTIVE MAP INPUT

Monday, May 13  
6:30 PM

**Pond Plain Association**  
330 Pond St | Weymouth, MA 02190

Thursday, May 16  
6:30 PM

**McCulloch Building/Whipple Senior Center**  
182 Green St | North Weymouth, MA 0219

Tuesday, May 21  
6:30 PM

**Tufts Library**  
46 Broad St | Weymouth, MA 02188

Connect with us at our exhibit  
table to learn more about the  
project and share your thoughts!

- Wednesday, May 29 from 10AM –1PM
- Whipple Senior Center  
182 Green Street | Weymouth, MA 02191



# Other Work Underway



# Other Work Underway



Reviewing local regulations and permit processes



Reviewing drivers education process



Having conversations with high school SADD and the Safe Routes to School (SRTS) coordinators



Monitoring other regional SS4A efforts





# Thank you!