

Vision Zero for Youth

Saving lives — starting with children



Nancy Pullen-Seufert, ACTC Meeting, Mar 6, 2019





Safe Routes

National Center for Safe Routes to School

[What We Believe](#) | [What We Do](#) | [School Data](#) | [About Us](#)



Children deserve safe places to walk and bike
—starting with the trip to school.

By starting with children and the trip to school, communities become safe places
for everyone to walk and bike.

By creating safe places for everyone, communities take a major step towards meeting the national
goal of ending traffic deaths on roads.

Principles for supporting safe walking & biking

- Separation of modes
- Street crossing protections
- Speed management

Countermeasures for Pedestrian and Bicyclist Safety

Table 1 displays pedestrian and bicyclist safety countermeasures that are recommended in the SRTS Guide,⁸ many of which have been implemented in SRTS projects. The countermeasures are grouped according to whether the reported safety benefits of the countermeasure come from crash-based or behavioral-based studies, or if there is no current supporting research but there is an expected safety relationship. Research by Zegeer (2013)⁹ and the National Center for Safe Routes to School informed the content and layout of this table.



Table 1. Countermeasures for Pedestrian and Bicyclist Safety

	Crash Related Effect	Behavior or Speed Relationship	Expected Safety Relationship	Support Activities
Safe Crossings				
Raised crosswalk		●		
Flashing beacon		●		
Marked crosswalk	■			
Curb extensions		●		
Intersection median barrier			◆	
Intersection lighting	■			
High visibility crosswalk	■			
Raised intersection		●		
Advance stop/yield lines		●		
Signal timing and phasing	■			
Pedestrian hybrid beacon	■			
Rectangular rapid flashing beacon	■			
Parking restrictions (daylighting)		●		
Raised median island	■			
In-pavement flashing lights	■			
Corner radii reduction			◆	
Reduce number of lanes	■			
Reduce number of driveways			◆	
One-way vs. 2-way street	■			
Right-turn slip lane			◆	
On-street parking		●		
Restricted right turn on red	■			
Traffic signal	■			
Pedestrian signal (e.g., countdown timers)	■			
In-street warning sign		●		
Zig zag marking		●		
ADA enhancements (e.g., curb ramps)			◆	
Colored bicycle crossing		●		
Advance stop lines (bike boxes)		●		
Raised intersection	■			
Merge and weave area design	■			
Path intersection treatments			◆	
Intersection warning treatments			◆	
Bike-activated signal			◆	

Table 1. Countermeasures for Pedestrian and Bicyclist Safety (continued)

	Crash Related Effect	Behavior or Speed Relationship	Expected Safety Relationship	Support Activities
Speed Reduction				
Narrow lanes		●		
Mini circle		●		
Chicane		●		
Speed hump		●		
Choker		●		
Speed table		●		
Roundabout	■			
Neighborhood slow zone		●		
Speed-sensitive traffic signal		●		
Zig-zag marking		●		
Road diet	■			
Regulatory school zone signs with flashers		●		
Shared lane markings		●		
Contra-flow bike lane		●		

	Crash Related Effect	Behavior or Speed Relationship	Expected Safety Relationship	Support Activities
Safe Networks				
Transit stop	■			
Roadway lighting	■			
Pedestrian overpass	■			
Pedestrian underpass	■			
Bicycle lane			◆	
Buffer between sidewalk and travel lane			◆	
Bike lanes at intersection	■			
Separate shared-use path	■			
Bike parking			◆	
Overhead lighting	■			
Separated multi-lane path			◆	
Connected street network			◆	
Paved shoulder	■			
Sidewalk and walkway	■			

	Crash Related Effect	Behavior or Speed Relationship	Expected Safety Relationship	Support Activities
Education and Enforcement				
Pedestrian and bicycle skills practice			◆	
Adult crossing guards			◆	
Speed trailer			◆	
Photo enforcement	■			
Progressive ticketing	■			
School zone speed enforcement	■			
Pedestrian decoy	■			
Walking school bus			◆	
Walk/bike to school day				▲
Walking audit/walkability checklist				▲
Observation				▲
Promotional campaign				▲
Safety presentation or other education without skills practice				▲

	Crash Related Effect	Behavior or Speed Relationship	Expected Safety Relationship	Support Activities
School Specific				
School zone pavement markings			◆	
School zone signing			◆	
School zone high-visibility crosswalk	■			
Number and type of driveways			◆	
Color-coded striping to indicate child loading/unloading			◆	
Signing or pavement marking for drop off circulation			◆	
Queuing lane for private vehicles			◆	
Waiting area/stand back line			◆	

http://www.pedbikeinfo.org/pdf/Community_SRTSfederal_AdvancingSafeWalkingandBiking.pdf

Why addressing speeds matters

Time to put on a spotlight on a big problem.

More than 112,500 people died in speeding-related US highway crashes from 2005-2014. This is roughly equal to the number who died in alcohol-involved crashes over the same period. However, speeding gets far less attention.

–National Transportation Safety Board

Reducing speeds by even eight mph can make a big difference.

A pedestrian hit by a vehicle traveling at 23 mph has a 25 percent average risk of severe injury. A vehicle traveling eight miles per hour faster, at a speed of 31 mph, doubles the chance of a severe injury to a pedestrian hit by that car.

–AAA Foundation

The need is urgent.

Reducing speed by design on roads where kids live, and where they walk or cycle to school, is urgent. This is a highly cost effective public health intervention, enabling exercise, reducing vehicle emissions. A proven area-wide ‘vaccine’ against serious injury. Low speeds save lives.

–Global Initiative for Child Health and Mobility

We know what works.

**What's getting in the way of
implementation?**

Vision Zero for Youth Mission

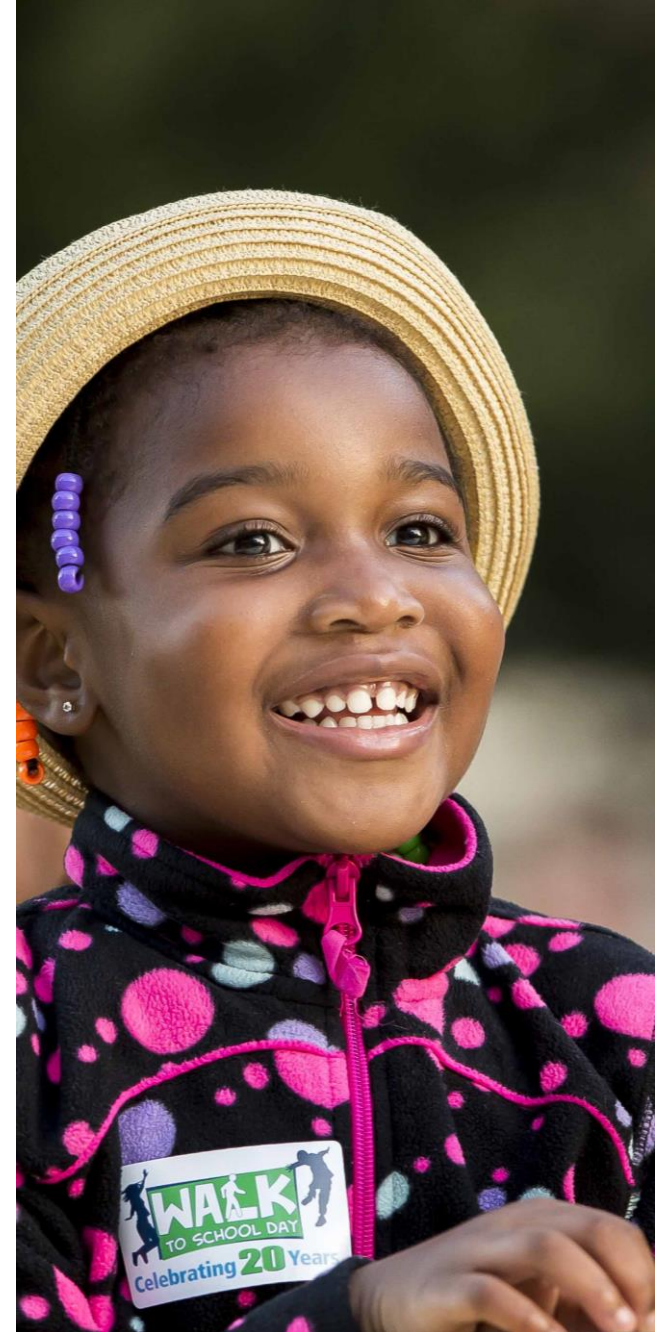


Communities prioritize safety for youth who walk and bicycle.

Use the shared community value for children's wellbeing.

Our view

1. Growing interest in Vision Zero in US cities
↓
2. Vision Zero requires culture change in communities and organizations
↓
3. To reach zero, there must be:
 - Political will/City staff buy-in
 - Public support↓
4. Children and youth are the right place to start



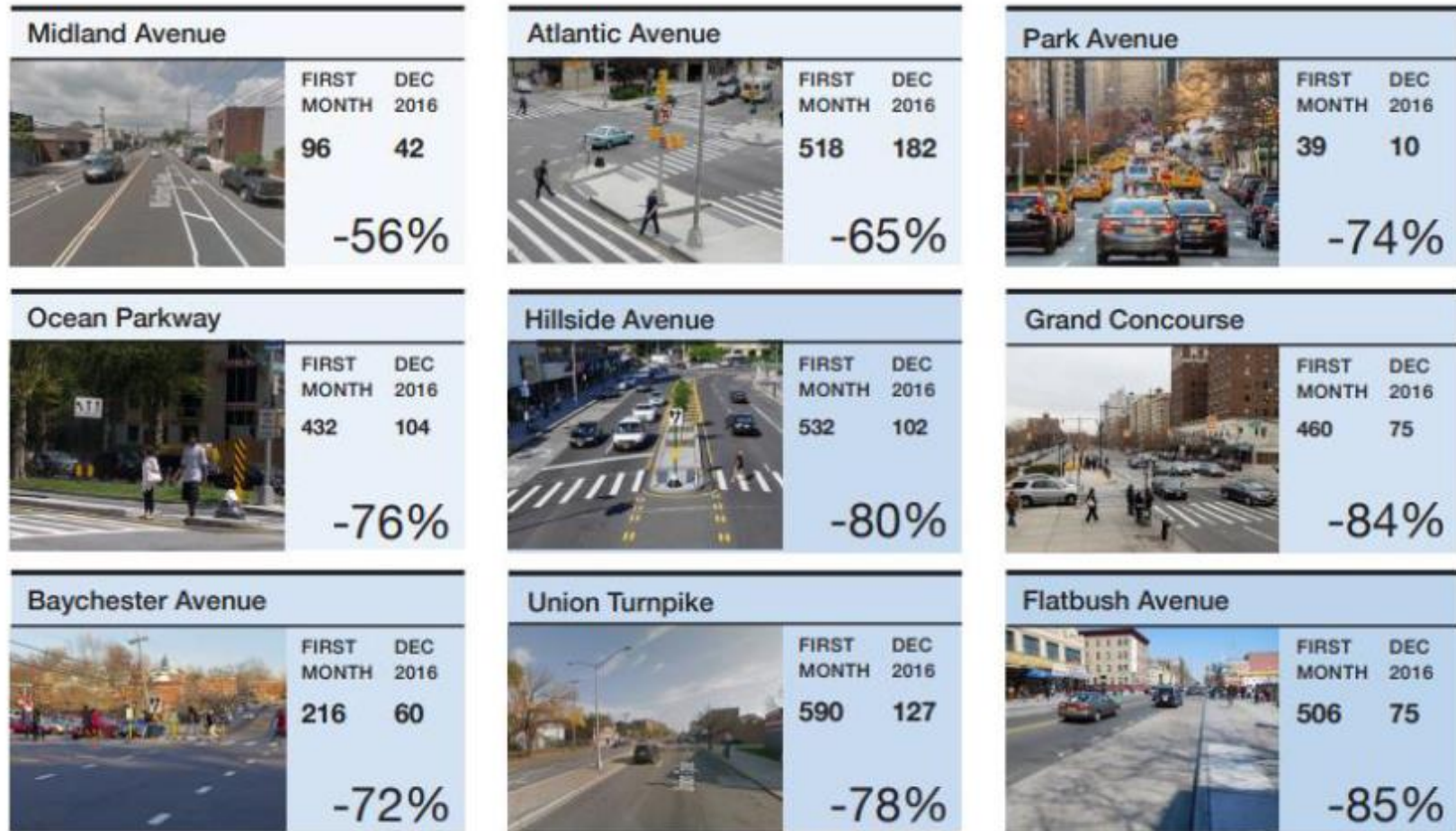
Opportunity to address speeds

Start with slowing traffic in school zones

- Speed cameras
- Road diets
- Speed humps
- Roundabouts
- Successes in New York, Chicago, and other cities

New York City: Safety cameras

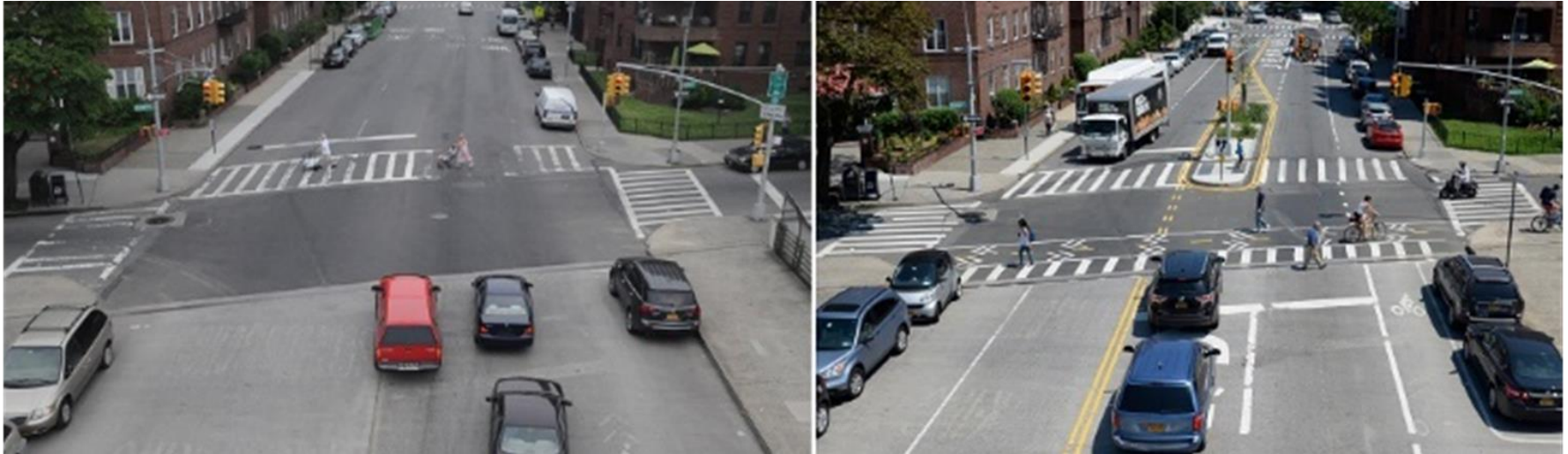
DECLINE IN SPEEDING DURING SCHOOL HOURS ON KEY CORRIDORS (DAILY AVERAGE)



Learn more:

http://www.pedbikeinfo.org/training/webinars_PBIC_LC_110817.cfm

Slowing traffic near a school: Caton Ave, NYC



Before and after traffic calming, Caton Avenue, New York City

- Urgency to act: 2014 student killed + new middle school to open
- Three blocks of corridor treated
 - New crosswalks & signals with LPIs
 - Pedestrian islands
 - Turn bays
 - Neighborhood one-way street added
 - Removed parking near crossings
 - Moved bus stop
- One year later: Total crashes down by 13%; **pedestrian injuries down by 40%**; overall injuries down by 54%

Data & methods: Selection of cities

Involved:

- Crash statistics
- Geographic diversity
- Level of engagement with Vision Zero

Fort Lauderdale, FL

New Orleans, LA

New York City, NY

San Francisco, CA

Seattle, WA

Washington, D.C.



Data & methods: Data collection

- Semi-structured interviews with at least 3 stakeholders in each city, representing city staff and advocacy groups
- Focused on general safety and speeding issues, safety goals and strategies, political will, and public support
- Employed a “grounded theory analysis” of interview responses



Key findings

- All cities reported some level of using youth-related safety efforts to facilitate wider safety programs
- Framing projects as school- or child safety-focused helped secure community support



Guiding input from U.S. cities & leading organizations

- New York City
- Miami-Dade County
- Los Angeles
- Seattle
- Philadelphia
- San Francisco
- Washington, DC
- National League of Cities
- NACTO
- Vision Zero Network



Eagle, Wisconsin

Walk to School Day in October Bike to School Day in May

Two events that inspire change

65% of 2017 WTS events led to policy or engineering changes in their communities.



WALK & BIKE
TO SCHOOL

PLAN

an event

SEE

who's signed up

BEYOND

the event

LEARN

more

REGISTER

sign up today!

Register Now for Bike to School Day 2019

It's almost time to strap on that helmet and pedal with passion! National Bike to School Day is **May 8, 2019**, and [registration](#) is now open!

Bike to School Day connects communities with many issues such as creating safer and more friendly routes for biking and walking to school, building a sense of community or school spirit, and inspiring families to walk and bike to school more often.

This year, we particularly invite you to take advantage of your event to talk about walking and biking safety for everyone.

A record setting 3,205 communities participated in [BTSD 2018](#). Organizers are aiming for even more momentum this year.

Follow Walk and Bike to School Day on [Facebook](#) and [Twitter](#)!



Mayors' Statement

The ability of people to safely walk and bicycle is a vital part of what makes communities thrive. We recognize that by creating opportunities for children and youth to safely walk and bicycle, we can benefit people of all ages, abilities and resources.

My community is committed to work to promote safe walking and bicycling and to eliminate fatal and serious traffic crashes among all road users. Now is the time to act. We know the benefits this would bring to the health and well-being of our children, our communities, and the nation are immeasurable.



Mayors' Statement

Washington, DC Mayor Bowser signing Mayors' Statement.

Vision Zero for Youth Leadership Award

City of Los Angeles, Mayor Garcetti in 2017

- Strong partnership with school district
- Data-driven approach to identifying safety needs
- SRTS core component of L.A. Vision Zero



Nancy Pullen-Seufert (left) Director, National Center for Safe Routes to School, presents award to Mayor Eric Garcetti and Seleta Reynolds (right), General Manager, LA Department of Transportation.

Second Vision Zero for Youth Leadership Award

City of New York, Vision Zero Task Force under
Mayor de Blasio

- Focused roadway and operations improvements near schools
- Safety cameras
- Student engagement



Vision Zero for Youth Award
presentation at the UN Road
Safety Launch, NYC.

New York City: Youth engagement

OCEANIA ST - 210 ST: STUDENT INVOLVEMENT



Recap

- Integrating SRTS into broader community safety work
- Speed management
- National Bike to School Day
- Mayors' Statement
- Student leadership

www.visionzeroforyouth.org



[Why it matters](#)

[Join](#)

[Take action](#)

[Stories](#)

A photograph of a diverse group of children, including a girl with a flower in her hair, a boy in a red jacket, a boy in a blue jacket, a boy with glasses, and a boy in a blue striped shirt. They are all smiling and appear to be in a school setting.

VISION ZERO FOR YOUTH

Communities creating safer streets starting where youth walk and bike

Around the world, communities are committing to eliminating traffic fatalities and serious injuries, with an approach called Vision Zero. A growing group of these cities is focused on improving safety in school zones and other places where children and youth walk and bicycle.

Thank you!

For more information:

Walkbiketoschool.org

Visionzeroforyouth.org

Follow us:

[@walkbikeschool](#)

