

INTRODUCTION OF VISION ZERO & SPEED LIMIT REDUCTIONS

Presentation | March 2020



Goals of today

- 1** Share learnings from research on traffic speed and safety
- 2** Explain details of proposed legislation
- 3** Answer questions

Traffic death rates in Atlanta for both drivers and pedestrians are three times higher than in peer cities like Seattle, Minneapolis and Boston

Collision Death Rates per 100,000 Population (2017)

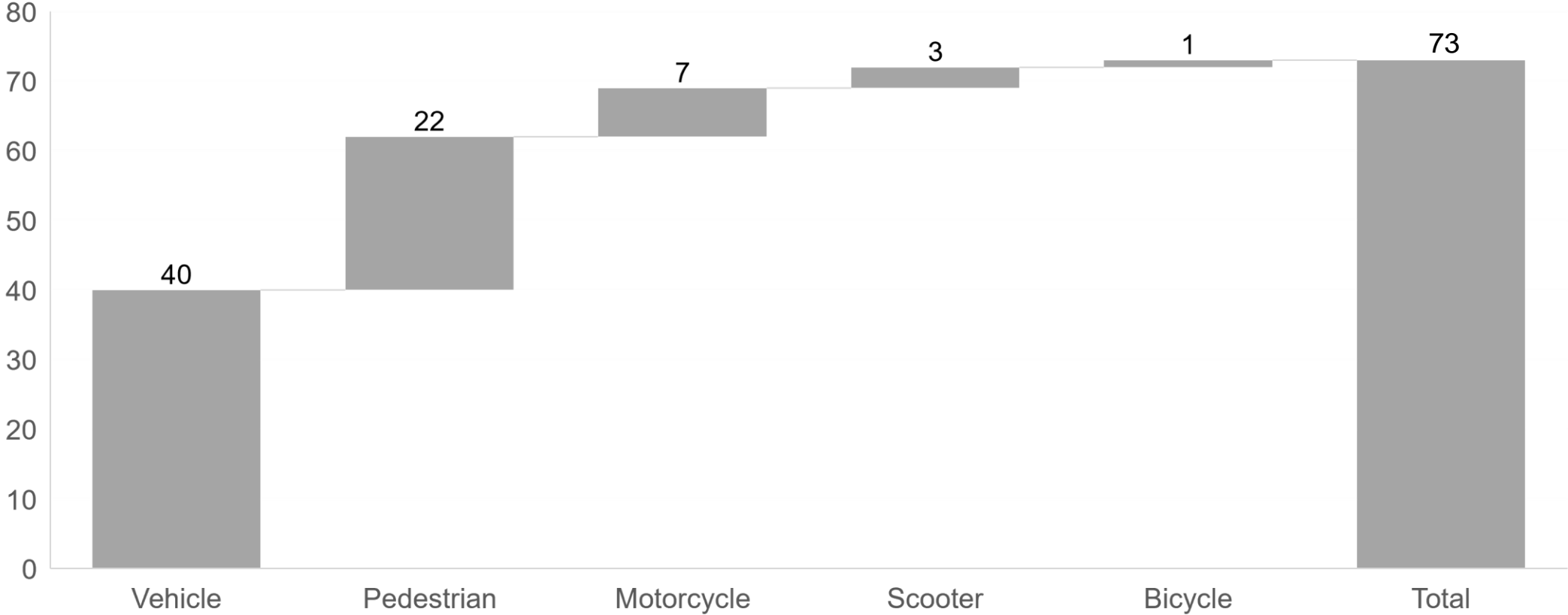
Area	Total Deaths	Pedestrians Deaths
Dallas	14.47	3.88
Atlanta	11.31	4.32
Austin	8.41	2.42
Philadelphia	5.95	2.34
Chicago	5.41	1.51
San Diego	5.31	2.18
Washington DC	4.47	1.59
Seattle	4.14	1.66
Minneapolis	4.03	0.95
Boston	3.80	1.61
New York	2.40	1.10

3x higher than peer cities Seattle, Minneapolis and Boston

Source: US Department of Transportation, Traffic Safety Facts 2017: A Compilation of Motor Vehicle Crash Data

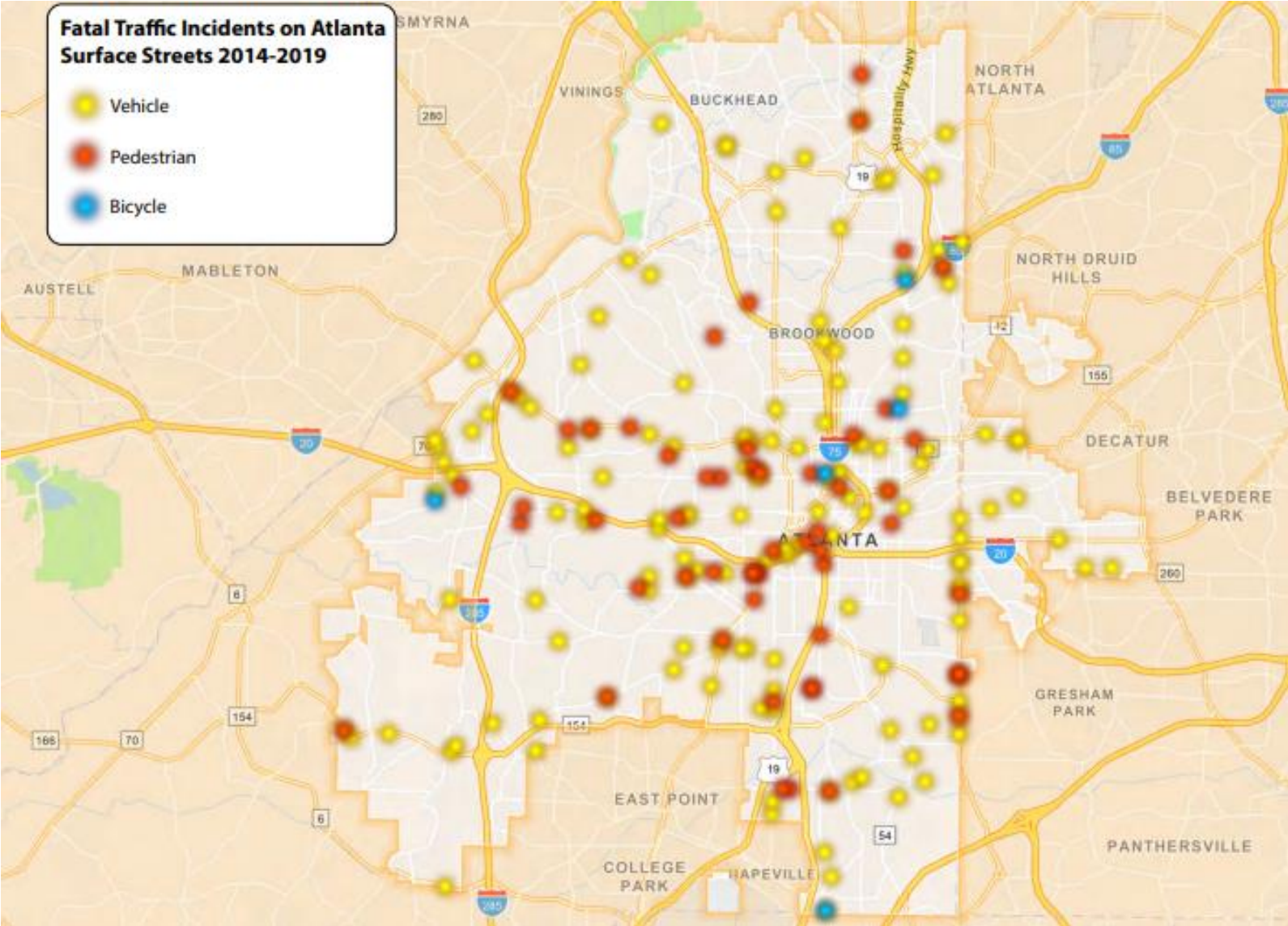
In 2019 alone, 73 people died on Atlanta's streets including 22 pedestrians, 3 scooter riders and a cyclist

Traffic Deaths in Atlanta January-Present 2019



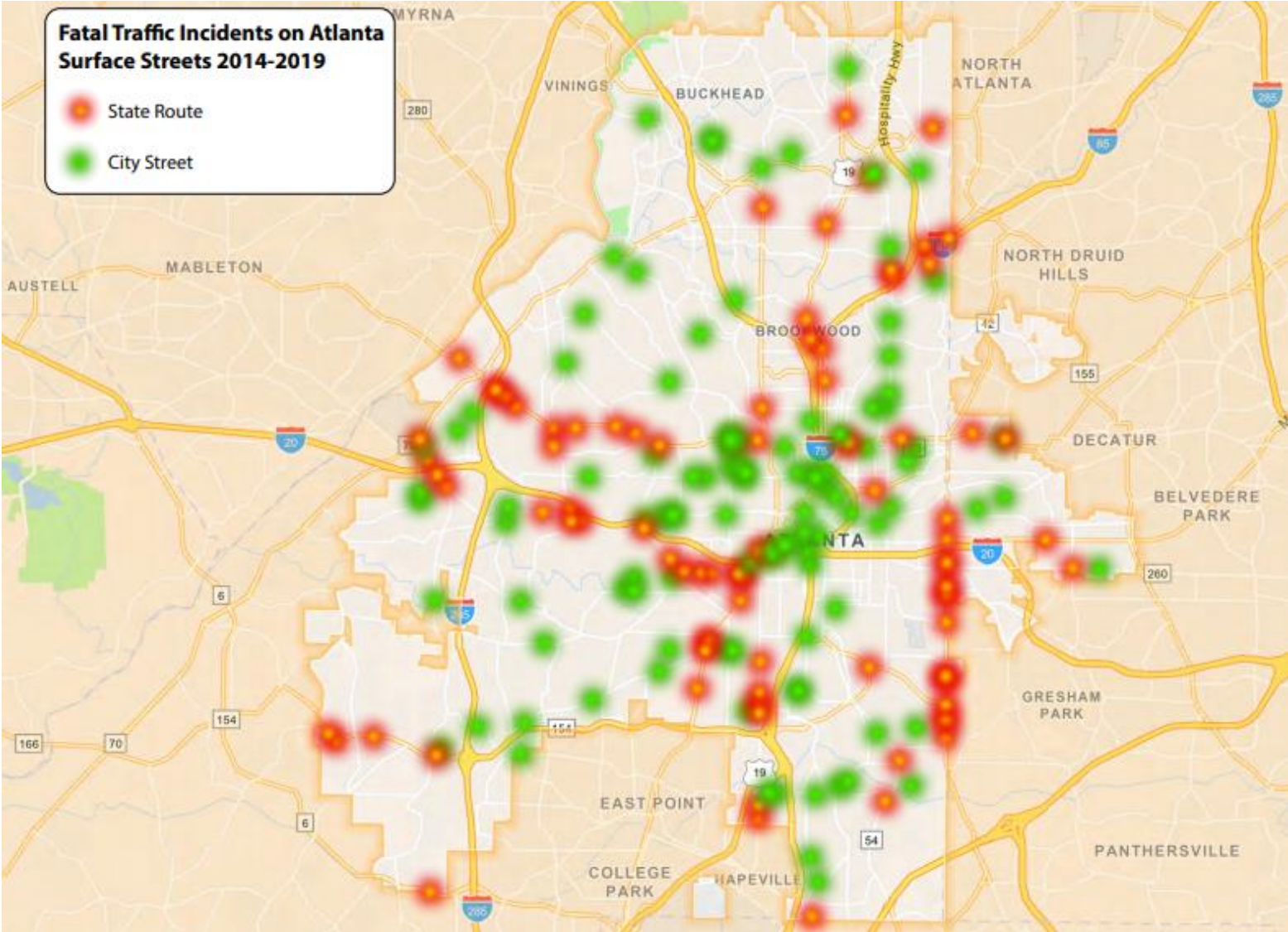
Source: APD

Traffic violence affects all parts of the City of Atlanta



Source: ATLDOT Analysis

46% of Atlanta's traffic deaths from 2014-2019 occurred on GDOT corridors



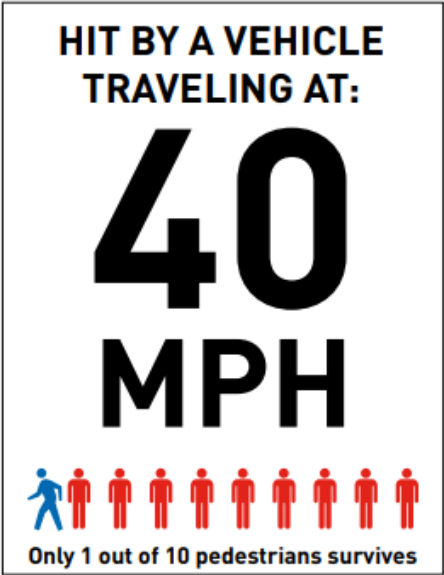
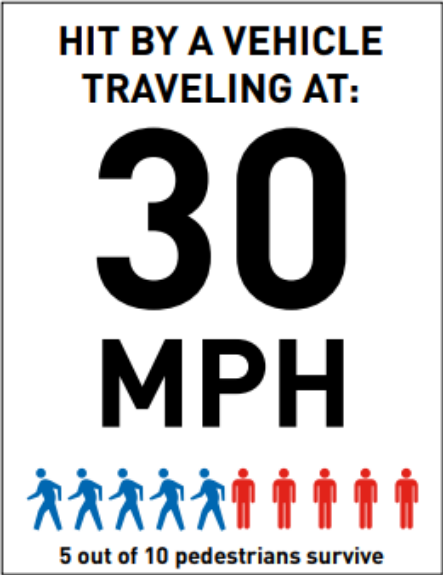
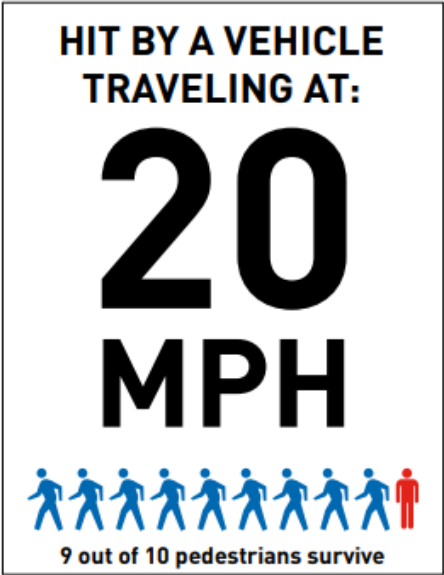
Source: ATLDOT Analysis

Speed is a key factor in 54% of Atlanta’s traffic deaths



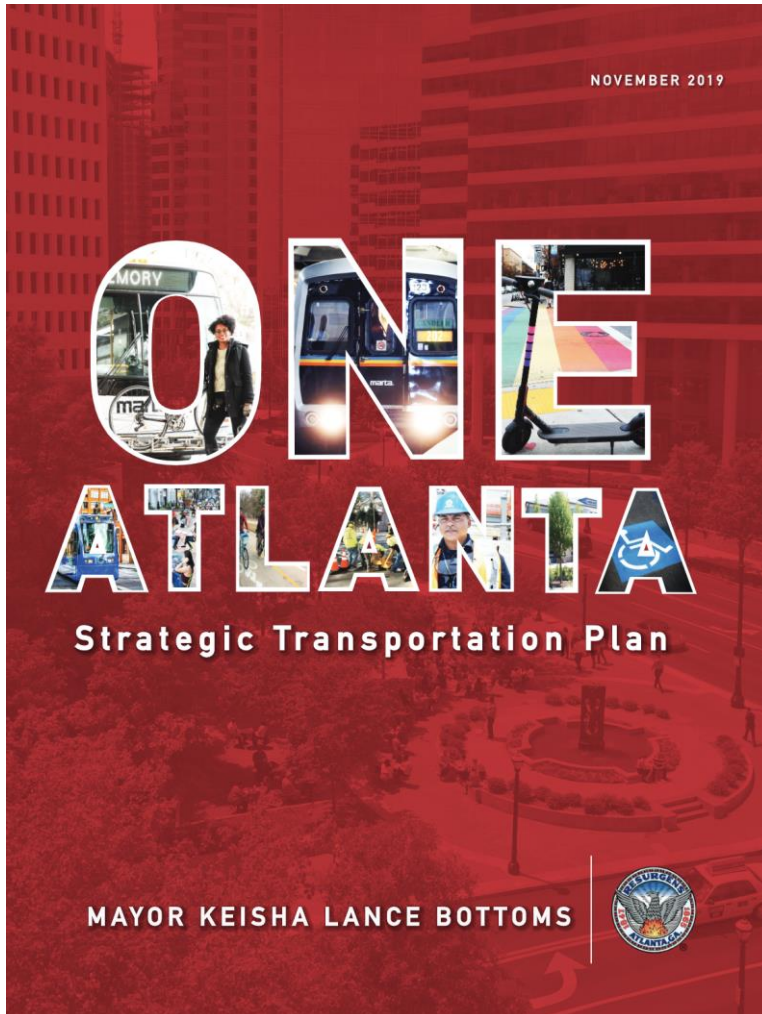
Speeding: It's Just As Dangerous As Driving Drunk, New Report Finds

“You can’t tackle our rising epidemic of roadway deaths without tackling speeding” – National Transportation Safety Board Chairman



Source: Forbes, National Transportation Safety Board, NACTO, APD

Vision Zero – a city commitment to eliminate traffic deaths and serious injuries – is a core principle of the One Atlanta Strategic Transportation Plan

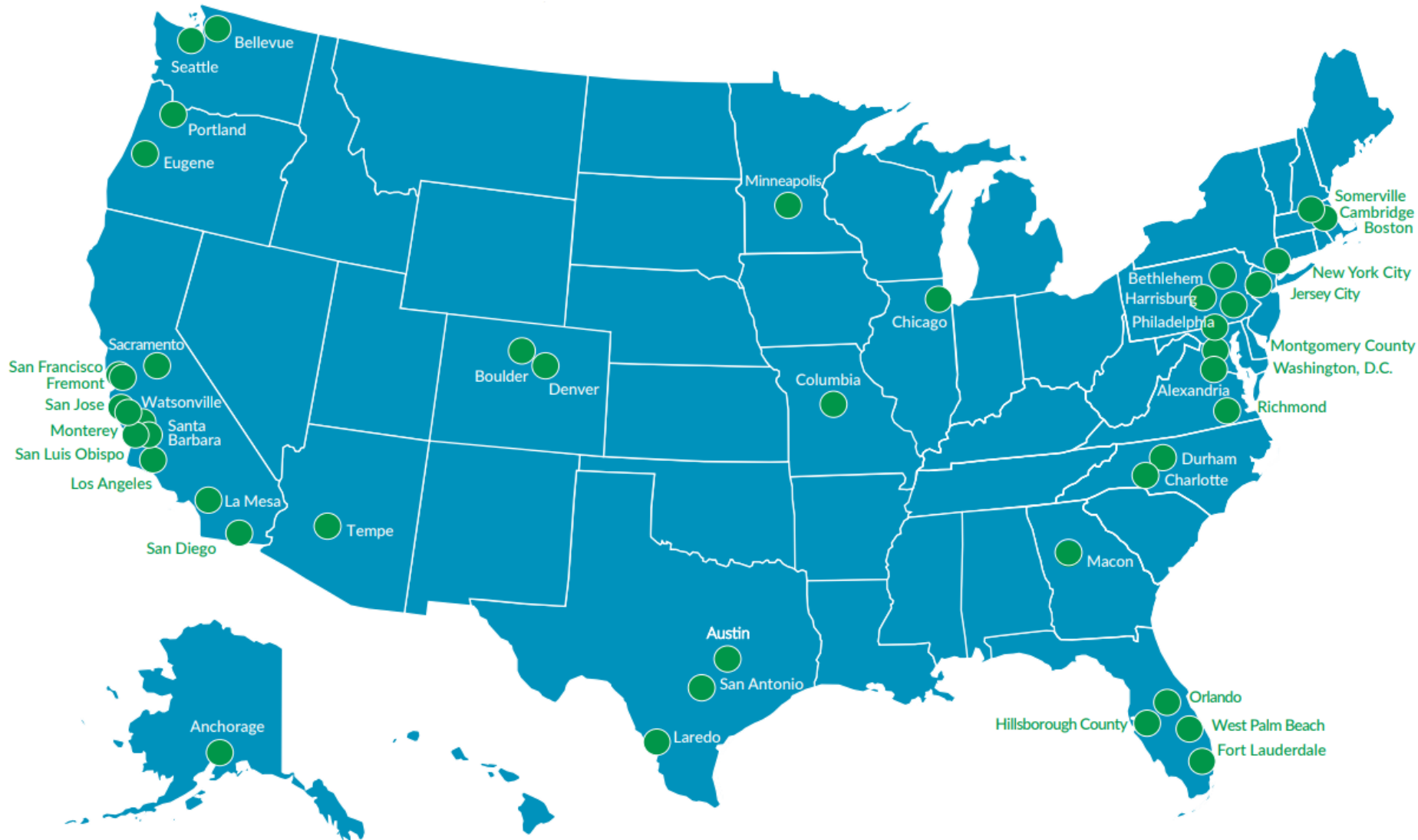


“Traffic safety is a growing public health crisis, but thankfully it is one that our city is ready and able to tackle. This means joining the growing ranks of cities across the country and around the globe in **adopting Vision Zero**—and declaring that we will do everything possible to prevent these crashes from happening.”

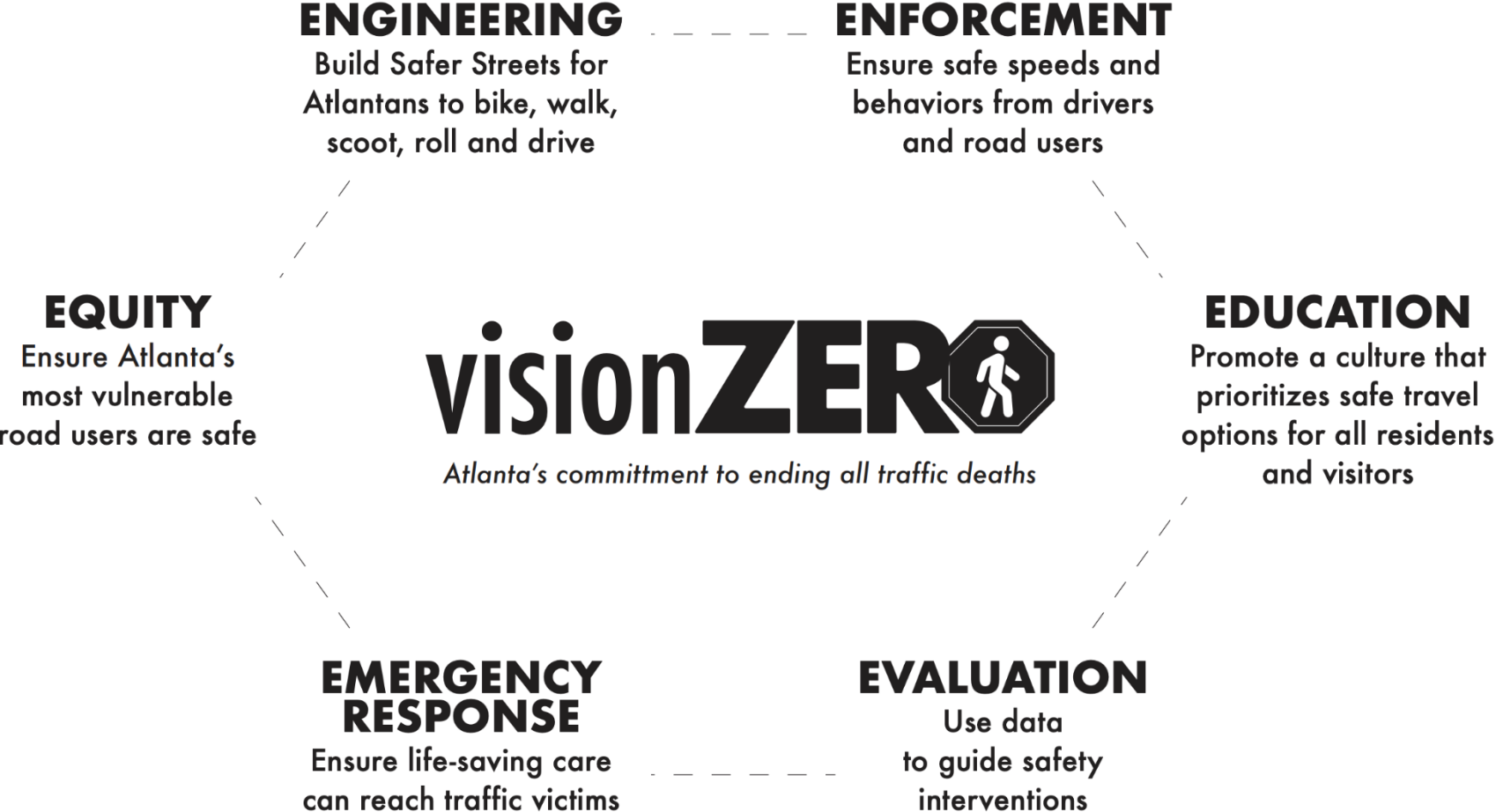
Legislative actions in forthcoming Vision Zero Ordinance

- Formally adopting and commit to Vision Zero program
- Create a VZ Task force of roadway safety stakeholders
- Develop VZ Action Plan with annual program evaluations
- Adopt NACTO Urban Design Guidance for VZ projects
- Implement default speed limit of 25 MPH

Vision Zero has been adopted nationally by 43 cities; early adopters have since reported significant declines in traffic deaths



Vision Zero offers a comprehensive approach to reducing traffic deaths and serious injuries



Creation of Atlanta's Vision Zero Task Force

Purpose

The Vision Zero Task Force will provide input and help advance key VZ strategies, policies, and recommendations.

Primary Responsibilities

- Identify multi-year strategies and benchmarks for reducing crashes and getting to zero
- Make recommendations for policies, outreach and education, design improvements and enforcement strategies
- Evaluate data and best practices
- Identify resources and partnerships
- Develop and approve Vision Zero Action Plan

Members

The Task Force will bring key City Officials and community members around the same table, ensuring representation from multiple disciplines and sectors, including Transportation, Law Enforcement, Health, Education, and many more.



Today in Atlanta streets of similar width and character have different speeds

Local "Neighborhood" Streets



Collectors



Source: Google Street View

Cities around the country are lowering speeds to save lives

The Seattle Times

Slow down! Seattle cuts limits by 5 mph

Arterial speeds in Central Seattle are 25 mph while residential side streets citywide have been changed to a maximum 20 mph.

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Pump The Brakes: Boston Is Reducing Its Speed Limit

Get ready to slow down, drivers. The city of Boston is reducing the default speed limit from 30 mph to 25 mph starting next year, Mayor Marty Walsh announced.

Source: Media Reports



Portland wraps '20 is plenty' effort, eyes more speed limit reductions




Last April, Portland formally lowered the speed limit by 5 miles per hour on all of its estimated 3,000 miles of residential streets. Crews removed 25 mile per hour signs citywide on those roads and installed more than 2,100 new signs across town in the past year.

Other major cities have adopted speed limit policies with a 25mph speed limit for neighborhood streets and downtown roads

	Boston	New York	Seattle	Atlanta
Local roads	25mph	25mph	20mph	Varies
Collectors	25mph	25mph	25mph	Varies
Downtown Arterials	25mph	25mph	25mph	Varies
Outlying Arterials	25-35mph ¹	30-35mph ¹	30-35mph ¹	Varies

¹ Outlying arterials tend to be evaluated on a case by case basis.
 Source: Review of speed limit policies and maps from city websites and news articles

Atlanta will establish a consistent 25mph speed limit for neighborhood streets and downtown roads

 Targeted for lower speed limits

Recommended city action by street type and regulatory status

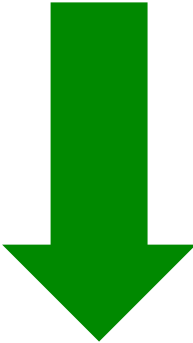
	Streets with City-Controlled Speed Limits	City Streets on State "Laser List"	GDOT roads
Local roads	<p>Consolidate posted speed limits at 25mph (Appx 550 Signs)</p>	<p>Lower to 25mph & remove from state laser list (Appx 430 Signs)</p>	<p>No roads fall in this category</p>
Collectors			
Downtown Arterials			
Outlying Arterials			
	<p>Review speed limit on a case by case basis</p>	<p>Conduct further study to evaluate tradeoff of lowering posted speed limit vs maintaining ability for radar speed enforcement capability</p>	<p>GDOT controlled. Request doing a traffic study on a case by case basis.</p>

Source: Atlanta City Planning

Lowering posted speed limits has proven to be an effective tool to reduce dangerous speeds in American cities

Results from Boston lowering the default posted speed limit to 25 mph

Vehicles exceeding 35 mph



Fell 29.3%

Vehicles exceeding 30 mph



Fell 8.5%

Vehicles exceeding 25 mph



Fell 2.9%

Next steps

- A** Complete adoption of legislation
- B** Replace 1,000+ speed limit signs (6-9 months) & launch communications related to lower speeds
- C** Begin development of Vision Zero Action Plan including several quick wins that will come to council in next few months and standing up the Vision Zero Task Force