

VISION ZERO TRANSPORTATION SAFETY ACTION PLAN

COUNCIL STATUS UPDATE OUTLINE

APRIL 7

2023



**INGERSOLL AVENUE
STREETSCAPE**

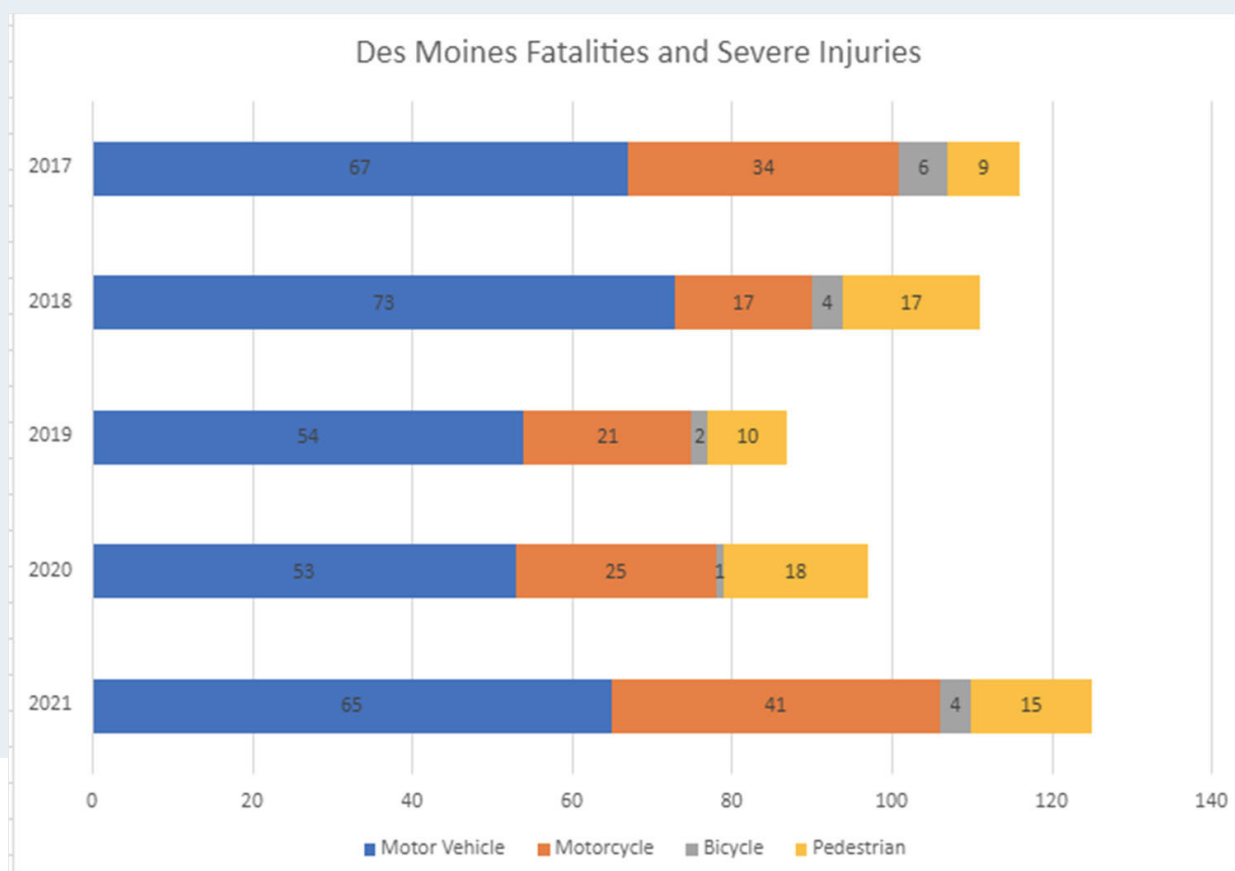
The Des Moines Vision Zero Transportation Safety Action will embrace principles and strategies to take a different approach to traffic safety. The goal is to implement strategies to eliminate all traffic fatalities and severe injuries by 2040, while increasing safe, healthy, equitable mobility for all. Fundamental principles of the approaches known as Vision Zero and Safe Systems will be utilized in the Transportation Safety Plan.

WHY VISION ZERO?

Vision Zero is a data-driven approach intended to eliminate traffic deaths and severe injuries on the City of Des Moines' streets by 2040. This approach also recognizes that traffic deaths are preventable, that people make mistakes, the use of a system approach to modifying and implementing countermeasures, and that saving lives is not necessarily expensive.

WHAT DO WE KNOW SO FAR?

- Based on a detailed review and analysis of traffic crash data from 2017 through 2021, we know that in Des Moines:
- 21%** of Fatal and Severe Injury Crashes occurred on local streets, which comprise **61%** of the street miles in the City.
- 11%** of Fatal and Severe Injury Crashes occurred on Interstate Highways, which comprise **2%** of the street miles in the City.
- 65%** of Fatal and Severe Injury Crashes took place on the arterials and collector streets, which comprise **37%** of the street miles in the City.
- Pedestrians and cyclists were involved in **3%** of reported crashes but represented **26%** of those killed or severely injured in crashes.
- Overall crashes have been trending upwards including crashes involving motorcyclists and pedestrians.





UNIVERSITY AVENUE: PROTECTED
BIKE LANE/BUS STOP REDESIGN

WHAT WILL BE IN THE ACTION PLAN?



The Transportation Safety Report and Action Plan will identify actions from all perspectives of traffic safety: transportation, enforcement, public and environmental health, sustainability, community planning, emergency services, parks and recreation, schools, and social justice.

The action items will be developed to save lives by creating safer streets and promoting safe driving, walking, and bicycling behaviors, and will include actions of what we need to do to substantially reduce traffic deaths and serious injuries over rolling five-year periods based on data.

WHERE ARE WE IN THE PROJECT?

A first draft of the report and potential action plan items was reviewed and discussed with the Transportation Safety Committee and a Vision Zero Advisory work group of representatives from City departments and community groups/entities. From the comments received, the consultant and City staff have been working to develop a second draft that would include potential action items and implementation steps, which will be presented to the City Council during a work session on April 24, and to the public during an open house style meeting on April 25 and a virtual meeting on April 27. Based on comments received from the City Council and the public, the report and action plan will be revised accordingly.

The following list shows the tasks undertaken to prepare the report and action plan items and the status of each task.

TASK	STATUS
Interactive Online Engagement Website and Surveys	Completed
Community Stakeholder and Public Outreach	Completed
Partner Agency Strategy Sessions and Transportation Safety Committee	Completed
Data Collection and Consolidation	Completed
Analysis of Crash Summaries	Completed
Develop High Injury Networks	Completed
Crash Data Dashboard	Under Development
Assessment of Existing Policies, Programs, and Practices	Completed
Best Practices Assessment	Completed
Vision, Goals, Strategies, and Implementation Matrix	Completed
Compilation of Countermeasures	Under Development
Priority Projects List	Under Development
Performance Measures	Under Development
Data Collection and Monitoring Plan	Under Development
Vision Zero Transportation Safety Report and Action Plan	2nd Draft under development

FOCUS AREAS OF ACTION PLAN

The goal of this Action Plan is to have zero traffic deaths or serious injuries by 2038, the following focus areas help to organize the actions. The focus areas are based on a review of Des Moines crashes and input from stakeholders and citizens. They are consistent with worldwide Vision Zero approaches yet represent priorities for Des Moines.

01 / Enhance City Policies, Programs, Processes and Partnerships

Vision Zero is an important new approach in the U.S. because “business as usual” will not get us to zero. We need City processes, partnerships, and laws to prioritize traffic safety and allow for systematic change. We need to not only react to tragedies but be proactive in helping prevent traffic deaths and serious injuries.

02 / Safe Streets for Everyone

We recognize that people make mistakes, but that those mistakes should not result in death. A safe systems approach means that our transportation system can and will protect all street users. Because our resources are limited, we will first focus on the High Injury Network (HIN) streets and the most vulnerable in Des Moines, while looking for opportunities to make citywide changes.

03 / Promote Safe Speeds

Speed management is a critical component of Vision Zero because it is one of the most influential factors in crash severity and frequency. In Des Moines, speeds are most problematic on multilane arterials. We will create safe speeds by developing a program with a systematic approach, focusing speed reduction along the High Injury Network (HIN) through automated enforcement and messaging, and creating slow zones within the City. We will pair these actions with the actions in the **Safe Streets for Everyone** and **Promote a Culture of Safety and Safe Street Behaviors** focus areas whenever possible, so that speed limits are self-enforcing.

04 / Promote a Culture of Safety and Safe Street Behaviors

We're all in this together. Vision Zero requires creating a Des Moines culture of good behavior on the part of both the individual and the institution. Promoting a culture of safety includes engagement, education, awareness, and institutional actions. In keeping with the Vision Zero philosophy, our efforts will be evidence-based and will account for the inevitability of human mistakes.

05 / Improve Data and Transparency

A vision Zero approach is different from previous safety approaches in that it focuses on collecting, analyzing, and using data to save lives. Vision Zero also holds the government and its partners accountable for its commitments. Clear, usable data that is available to both the City and to the public is essential to progress, not to mention the secondary benefits like telling a compelling story on progress and outcomes.

NEXT STEPS

- April 24 City Council work session to review draft report and action plan that includes draft priority projects list
- Public meeting dates – week of April 24 to review draft report and action plan
- Finalize Vision Zero Transportation Safety Report and Action Plan and provide for Council consideration and adoption
- Prepare application for USDOT Safe Streets and Roads for All Implementation Grant
- Council authorization to submit grant application to USDOT – Submittal deadline: July 10, 2023
- Begin tasks listed in Action Plan



DOUGLAS AVENUE ROAD DIET PROJECT

