Creating Healthy Communities through Vision Zero

Makeover Montgomery 4
May 10, 2018
• What is Vision Zero?

• How is Safety Created?

• What is the Role of Vision Zero in Master Plans?

• Case Study: Veirs Mill Corridor Master Plan
Why Now?

40,000 Americans die each year in traffic crashes.
TRADITIONAL APPROACH

Traffic deaths are INEVITABLE
PERFECT human behavior
Prevent COLLISIONS
INDIVIDUAL responsibility
Saving lives is EXPENSIVE

VISION ZERO

Traffic deaths are PREVENTABLE
Integrate HUMAN FAILING in approach
Prevent FATAL AND SEVERE CRASHES
SYSTEMS approach
Saving lives is NOT EXPENSIVE
Vision Zero sets a **timeline** and a **commitment** and brings stakeholders together to ensure a basic right of **safety for all people as they move about their communities**.
Misconceptions
A Vision Zero City meets the following minimum standards:

- Sets clear goal of eliminating traffic fatalities and severe injuries
- Mayor has publicly, officially committed to Vision Zero
- Vision Zero plan or strategy is in place, or Mayor has committed to doing so in clear time frame
- Key city departments (including Police, Transportation and Public Health) are engaged.
VISION ZERO
NO TRAFFIC DEATHS BY 2030
IN MONTGOMERY COUNTY

OUR PLAN TO ELIMINATE FATALITIES AND SEVERE INJURIES ON OUR ROADS BY 2030
How is Safety Created?
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Decrease the **frequency** of crashes
How Is Safety Created?

Decrease the *frequency* of crashes

Driver field of vision at different speeds

40 MPH  30 MPH  20 MPH  15 MPH
How Is Safety Created?

Decrease the **frequency** of crashes
How Is Safety Created?

Decrease the severity of crashes

- Hit by a vehicle traveling at 20 MPH: 9 out of 10 pedestrians survive.
- Hit by a vehicle traveling at 30 MPH: 5 out of 10 pedestrians survive.
- Hit by a vehicle traveling at 40 MPH: only 1 out of 10 pedestrians survives.

Image Credit: Vision Zero Network
How Do Corridors Cause Unsafe Behavior?
How Do Corridors Cause Unsafe Behavior?

20 minute walk
How Do Corridors Cause Unsafe Behavior?
The Role of Master Plans

Urban

Rural

Suburban Arterials

Suburban Residential
Urban Streets
Urban Streets

Percent of Severe / Fatal Crashes that are Pedestrians / Bicyclists

- Countywide: 30%
- Urban: 46%
- Major Urban Areas: 63%
Rural Streets
Suburban Residential Streets
Suburban Commercial Centers
Suburban Commercial Centers

Old Georgetown Road – White Flint
Suburban Commercial Centers

Old Georgetown Road – White Flint
Suburban Arterials
Challenges
Challenges

Existing Signals
Numbers indicate distance between existing signals.

3,600 FEET
VEIRS MILL ROAD
2,000 FEET
3,000 FEET
Community Outreach
Goal: Transform Veirs Mill Road from a motor vehicle-dominated corridor to a safe, efficient and comfortable complete street.
Short-Term Recommendations

• Complete sidewalk network.
• Complete interim bicycle network.
• Improve access to bus stops.
• Implement a school speed zone.
• Retrofit existing intersections and trail crossing.
Long-Term Recommendations

Transform Veirs Mill Road to a Complete Street
Obstacles to Implementation

- Fear of Delay
- Identification as a Motorist
- Existing Land Use
Questions | Comments | Connect

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