

VISION ZERO

SAFER STREETS SAVE LIVES

VisionZero
DSM
[A Preview]



A Next Step for *Move DSM*

DES MOINES TODAY

**156
PEOPLE**

are killed or seriously injured in traffic crashes each year in Des Moines.

(Average 2012-2016)⁶

See pg. 91 for detailed map

People walking and biking are disproportionately affected.

People walking and biking make up a relatively small share of all commute trips...

3.2%

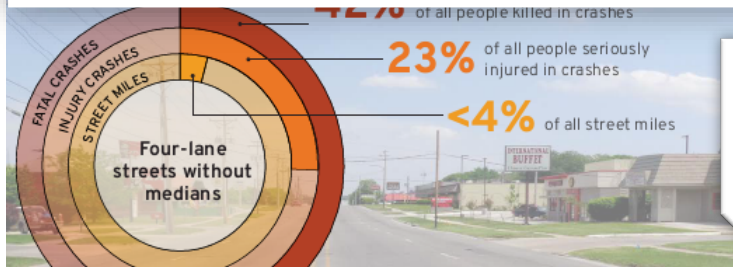
Commute Trips (2016)

...but account for a much larger share of fatalities in Des Moines.⁷

27%

Traffic Fatalities (Average 2012-2016)

Compared to the U.S. and Iowa, people biking and walking in Des Moines constitute a much higher proportion of all traffic deaths. Nationally, 18.8% of all traffic fatalities in 2016 were people walking and biking, and in Iowa, people walking and biking accounted for 7.4% of traffic deaths.⁸



Des Moines' residents, regardless of how they get around, want transportation that is usable and safe for everyone. - FROM MoveDSM

- City's 1st Transportation Master Plan
- Adopted in 2018
- Complete Streets Policy Update
- New CIP Project Development Process to reflect goals and objectives in MoveDSM for Complete Streets

WHAT IS **VISION ZERO**?

- Vision Zero is a global movement to end traffic-related fatalities and serious injuries by taking a systemic approach to road safety
- The premise of this strategy is that road deaths and injuries are unacceptable and preventable

WHY **VISION ZERO** in DSM?

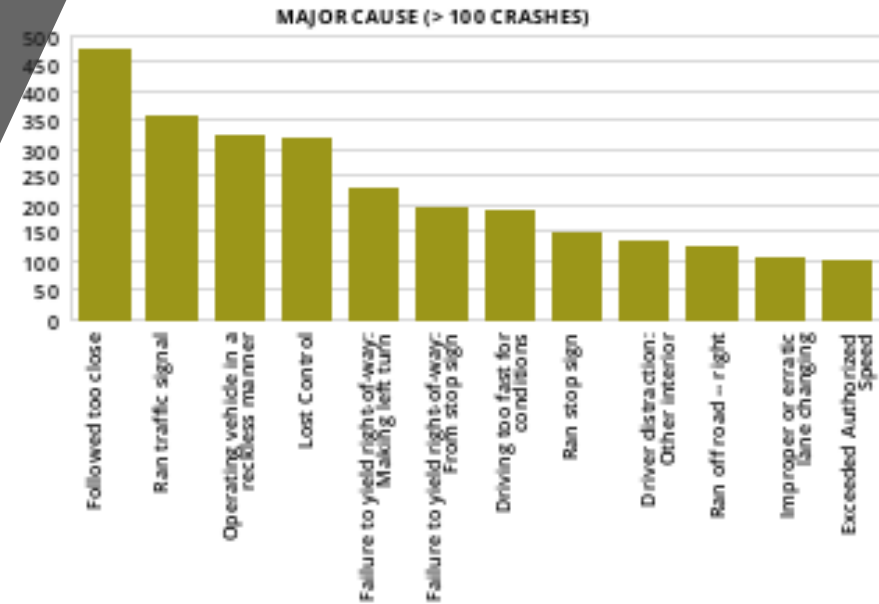
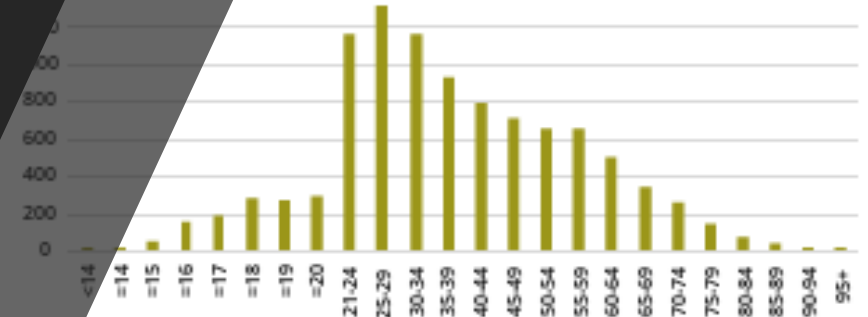
- In the city of Des Moines from 2016 through the end of 2020, **27,883** crashes were recorded
- **76** individuals died and **453** individuals sustained serious injuries from these crashes
- On average **105** individuals were killed or seriously injured each year. A decrease from the average of **156** individuals reported from 2012 to 2016
- However, 2021 data is trending to have over **140** individuals to be killed or seriously injured in traffic crashes

Why VISION ZERO in DSM?

Comparing 2020 to 2019 Data

In 2020

- Crashes decreased overall by 20%
 - Vehicles crashes decreased 21%
 - Vulnerable User Crashes
 - Pedestrians increased from 70 to 75 (+6%)
 - Bikes decreased from 48 to 28 (-48%)
 - Motorcycles increased from 86 to 108 (+26%)
- Pedestrian serious injuries increased from 7 to 13 (+85%)
- Bike serious & minor injuries decreased 58%
- Motorcycle fatalities & serious injuries increased 23%
- Crashes with fatalities and serious injuries increased from 79 to 84 (+6%)
 - individuals involved increased 89 to 100 (+12%)
- Overall Fatalities rose from 15 to 23, including 3 multiple fatality crashes or 8 total fatalities (+53%)

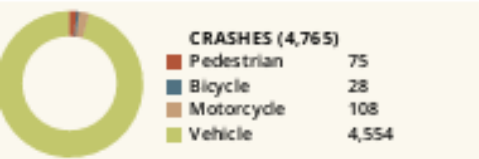


MOTORCYCLE CRASHES (108)	
Fatalities	5
Serious Injuries	22
Minor Injuries	58
Possible Injuries	22

INJURY STATUS SUMMARY	
Fatalities	23
Suspected serious/incapacitating	77
Suspected Minor/non-incapacitating	450
Possible (complaint of pain/injury)	1,096
Total	1,646



Major Causes of Crashes in 2020



CRASH SEVERITY

Fatal Crash	18
Suspected Serious Injury Crash	66
Suspected Minor Injury Crash	385
Possible/Unknown Injury Crash	1,328
Property Damage Only	2,968
Total	4,765



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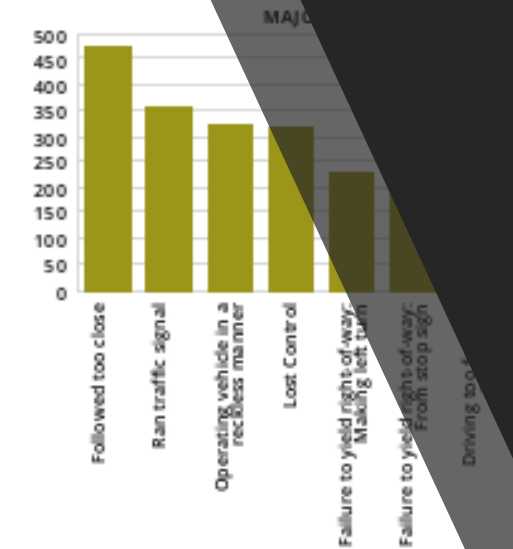
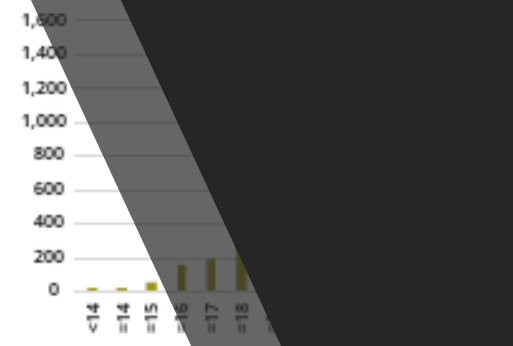
CRASHES BY GENDER

Female	3,057
Male	4,269



FATALITIES

Pedestrian	5
Bicycle	0
Motorcycle	5
Vehicle	13



1. Followed too close
2. Ran traffic signal
3. Operating vehicle in a reckless manner
4. Lost control
5. Failure to yield making a left turn
6. Failure to yield from a stop sign
7. Driving too fast for conditions
8. Ran stop sign
9. Driver distraction
10. Ran off the road

Compared to 2019

- Top 2 remain the same
- 3-6 remained in the top 7
- #4 was a new entry: Lost control

Changing the Status Quo – A New Vision for Safety



- Vision Zero starts with the ethical belief that everyone has the right to move safely in their communities, and that system designers and policy makers share the responsibility to ensure safe systems for travel.
- The Vision Zero approach recognizes that people will sometimes make mistakes, so the road system and related policies should be designed to ensure those inevitable mistakes do not result in severe injuries or fatalities.
- This means that system designers and policymakers are expected to improve the roadway environment, policies, and other related systems to lessen the severity of crashes.

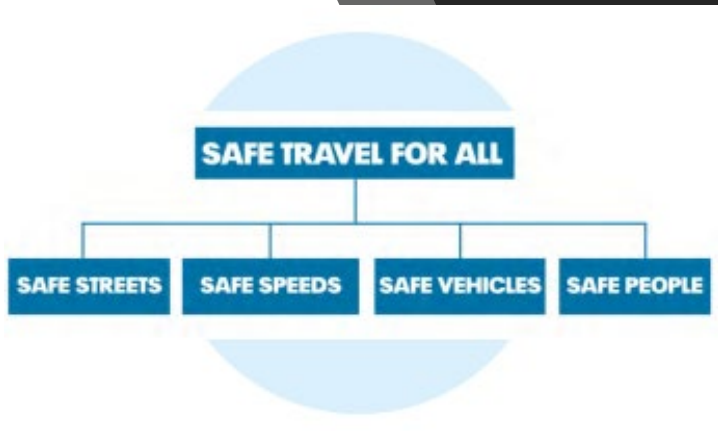
Committing to Vision Zero will take the following strategies:

- **Building and sustaining leadership, collaboration, and accountability** – especially among a diverse group of stakeholders to include transportation professionals, members of City Council, public health officials, police, and community members;
- **Collecting, analyzing, and using data** to understand trends and potential disproportionate impacts of traffic deaths on certain populations;
- **Prioritizing equity and community engagement;**
- **Managing speed to safe levels;** and
- **Setting a timeline to achieve zero traffic deaths and serious injuries**, which brings urgency and accountability, and ensuring transparency on progress and challenges.

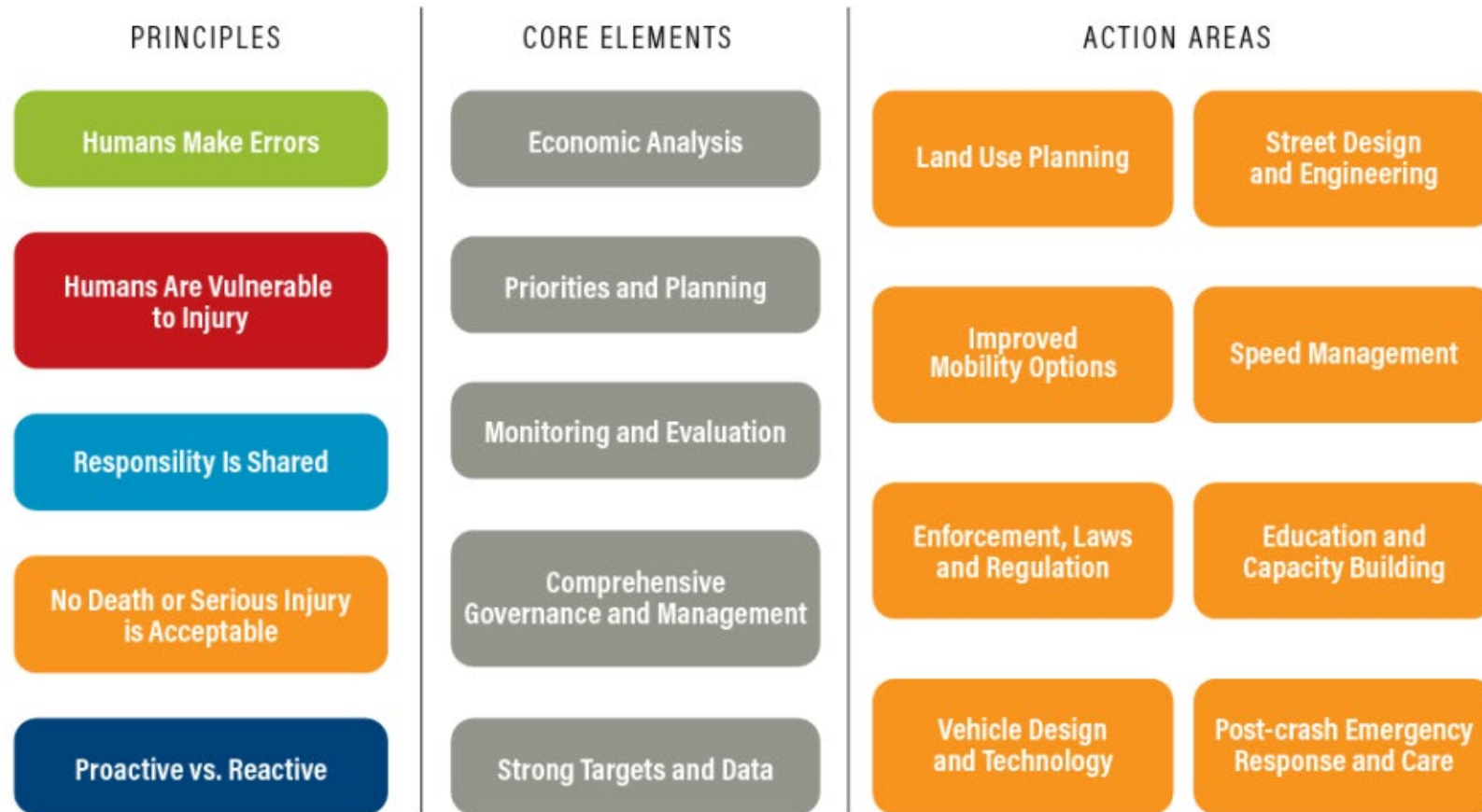
What a Commitment to **Vision Zero** Means?

Vision Zero is not a slogan, not a tagline, not even just a program. It is a fundamentally different way to approach traffic safety.

Substantial changes to the outcomes will not be realized without substantial changes to policies and programming.



Principles, Core Elements and Action Areas of the Safe System Approach



VisionZero DSM Action Plan Overview

- Vision Zero for Des Moines is envisioned to end traffic-related deaths and serious injuries among all street users in the City in 15 to 20 years
- It will prioritize safety and accessibility in street design for people of all ages and abilities
- It will require collaboration and leadership to improve mobility through engineering, enforcement, education, evaluation and equity
- The action plan will be an approach to safer streets that supports the common good and enhances the quality of life for all residents and visitors of Des Moines
- The plan will include community engagement and public outreach

Next Steps

- The action plan will be tailored to Des Moines and based on
 - community engagement,
 - crash data assessment,
 - assessment of existing policies, programs and practices
- The plan's development will feature tasks:
 - Community Engagement and Public Outreach
 - Assessment of Crash Data – High Injury Network
 - Assessment of Existing Policies, Programs and Practices
 - Assessment of best practices and recommendations from other existing Vision Zero Plans that have potential transferability to Des Moines' VisionZero Action Plan
 - Development of an action plan with Goals, Strategies, Tools, and Reporting

Next Steps Community Engagement Opportunities

- Community Stakeholders: ***Up to five (5) public workshops with Des Moines stakeholders*** to briefly discuss past successes and the challenges the City has witnessed in the areas of street safety and to solicit input on VisionZeroDSM strategies.
 - Potential stakeholders include:
 - recognized neighborhood associations in the City,
 - large employers,
 - local transportation providers,
 - local hospitals,
 - Community groups - AARP, Street Collective, Des Moines Cycle Club, Greater Des Moines Partnership,
 - Des Moines Public Schools,
 - Polk County Health Department, and
 - Iowa DOT District One office.
 - Special attention will be required by the City to enlist, inspire, and empower “under-represented” communities (e.g., immigrants, low-income, and non-native English speakers) as well as people who have been seriously injured or who have lost family members associated with a collision on a Des Moines city street to share their stories.
- Partner Agencies: ***Discussions with the Iowa DOT and Iowa Governor's Traffic Safety Bureau*** staff to ensure VisionZeroDSM collaboration with the current update to the Iowa DOT Strategic Highway Safety Plan.

Next Steps


City Council and Transportation Safety Committee

- City Transportation Safety Committee:
 - Regular briefings to ensure continuity through the plan development process.
 - Concurrence on the action plan's goals and strategies
 - Approval of the final report before it is submitted to Council
- City Council:
 - A work session to review the goals and strategies prior to VisionZeroDSM report production
 - The Des Moines City Council will be presented with the final VisionZeroDSM report

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Next Steps

Timeline

- Toole Design Group, a transportation planning consultant firm has been selected to assist with the development of the Des Moines VisionZero Action Plan
 - The plan's development will likely start in early 2022 and is anticipated to take at least 9 to 12 months to complete
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Next Steps Summary

- The process will involve:
 - Engaging and listening to the community and stakeholders regarding traffic safety
 - Reviewing and analyzing crash data
 - Assessment of Existing Policies, Programs and Practices
 - Assessment of best practices and recommendations from other existing Vision Zero Plans that have potential transferability to Des Moines' VisionZero Action Plan
 - Development of a “tailored” Action Plan for Des Moines
- And then we will start to work the plan

 VISION
 ZERO
 DSM