

WHAT IS VISION ZERO?

and why does *WAMPO* need it

Visit WAMPO's
safety website!



VISION ZERO is a multi-agency approach to traffic safety that is committed to protecting lives above all other goals of the Wichita area's transportation system.

ZERO ROAD DEATHS

The WAMPO Region envisions a path toward zero road deaths through innovative infrastructure, comprehensive education, and community-wide collaboration, underpinned by the principles of the Safe System Approach.

GOALS

Reduce conflicts
at intersections



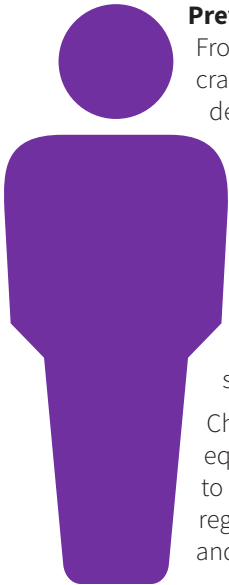
Employ a variety of tactics
to reduce vehicle speeds



Create safer roads
for all road users



The loss of just one life—a family member, friend or colleague—to traffic violence is one too many.



Preventable traffic crashes are occurring on our roads. From 2012 to 2021, there were nearly 110,000 total crashes and 2,150 of them resulted in serious injury or death in the WAMPO region.

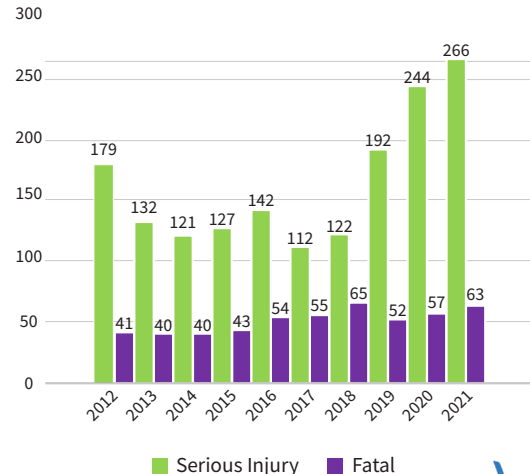
The only acceptable goal is **ZERO** traffic deaths. Crash data indicated a prevalence of fatal and serious injury crashes involving pedestrians, intersections, and/or unsafe speeds. WAMPO developed a Comprehensive Safety Action Plan to address these crashes by using engineering (street design), enforcement, and educational strategies.

Changing how we design and build streets, and equipping travelers with the knowledge and awareness to adopt safe habits, **Vision Zero** strives to make the region safer for all pedestrians, bicyclists, motorcyclists, and drivers.

110,000
total crashes

2,150
PEOPLE were killed
or seriously injured

Serious Injury and Fatal Crashes



WHAT IS A VRU?

Vulnerable Road User

Visit WAMPO's safety website!



People walking or biking are much more likely to be injured or killed in crashes than someone inside a vehicle. They are considered **Vulnerable Road Users**.

COMPARED TO A MOTORIST,



A bicyclist is 5 times more likely to be seriously injured or killed



5X

A pedestrian is 10 times more likely to be seriously injured or killed

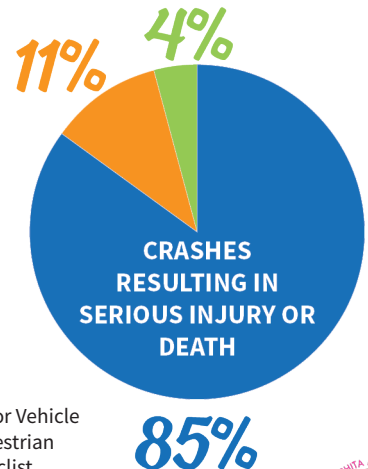
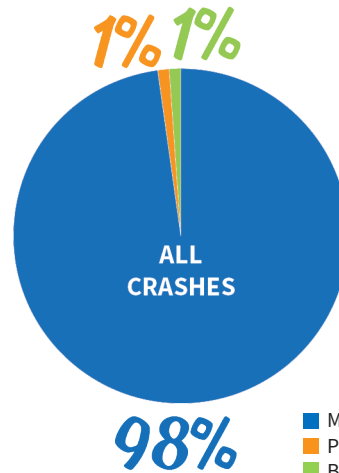


10X

...WHEN INVOLVED IN A TRAFFIC CRASH

Vulnerable Road Users

People walking and bicycling are involved in **2%** of all crashes but **15%** of those result in serious injury or death.



■ Motor Vehicle
■ Pedestrian
■ Bicyclist

WHAT IS A VRU?

Vulnerable Road User: Pedestrian Focus

Like people bicycling, pedestrians are much more likely to be injured or killed in crashes than someone inside a vehicle. They are considered **Vulnerable Road Users**.

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Preventable traffic crashes are occurring on our roads. Vision Zero is a multi-agency approach to traffic safety committed to protecting lives above all other goals of the Wichita area's transportation system.

The loss of just one life—a family member, friend or colleague—to traffic violence is one too many.

The only acceptable goal is **ZERO** traffic deaths.



Pedestrian crash trends:



Most are on city-maintained roadways



Most occur between 4 p.m. and midnight



Over-represented within equity areas of concern where residents may have more transportation challenges



Most are outside intersections or crosswalks

WICHITA CRASH HOT SPOTS!

Anatomy of a Dangerous Street

Visit WAMPO's safety web page!



Broadway Street



Vulnerable Road Users (VRU)

Many of the arterial roadways in the WAMPO area are very wide and have many lanes, which create faster moving traffic. These roads are more difficult for vulnerable road users to cross because they have longer distances between signals or protected crossings. They often lack separated space for bicyclists. Higher incidences for VRU crashes occur along Broadway, Douglas, Central, W. Pawnee, and Seneca.

Speeding

Speeding related crashes trend along Rock Road and most of the intersections that cross Kellogg/ U.S. 400/U.S. 54.



Intersections

Complicated crossings of multi-lane roads with driveway access points to businesses, such as Rock at 37th and Maize at 21st Street, are challenging for all road users. Other examples include Kellogg/U.S. 400/U.S. 54 at:

- Broadway
- Rock
- Eisenhower
- Airport
- Seneca
- Washington
- West



WICHITA CRASH HOT SPOTS

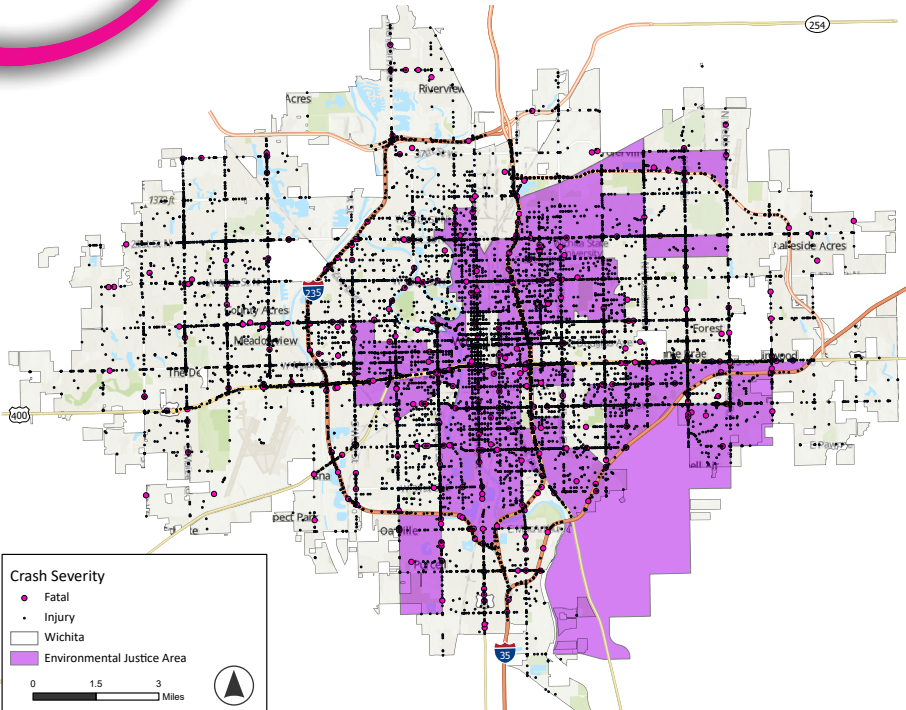
Anatomy of a Dangerous Street

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safety web page!



Your eyes naturally connect the dots on the freeways and along a super grid—these corridors trend for **fatal and injury crashes**:

- 21st Street
- 13th Street
- Central Avenue
- Douglas Avenue
- Harry Street
- Pawnee Street
- Maize Road
- West Street
- Seneca Street
- Broadway Street
- Rock Road



DERBY CRASH HOT SPOTS!

Anatomy of a Dangerous Street

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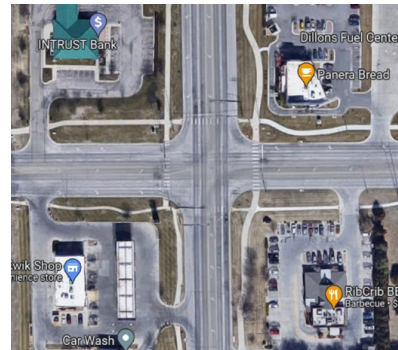
Speeding

Like many major roadway intersections in the WAMPO area, 79th and Madison is very wide. Its number of lanes lead to faster moving traffic.

Vulnerable Road Users

Because multi-lane intersections and roadways often include long distances between signals or protected crossings, they are more difficult for vulnerable road users to cross.

79th & Madison



Intersections

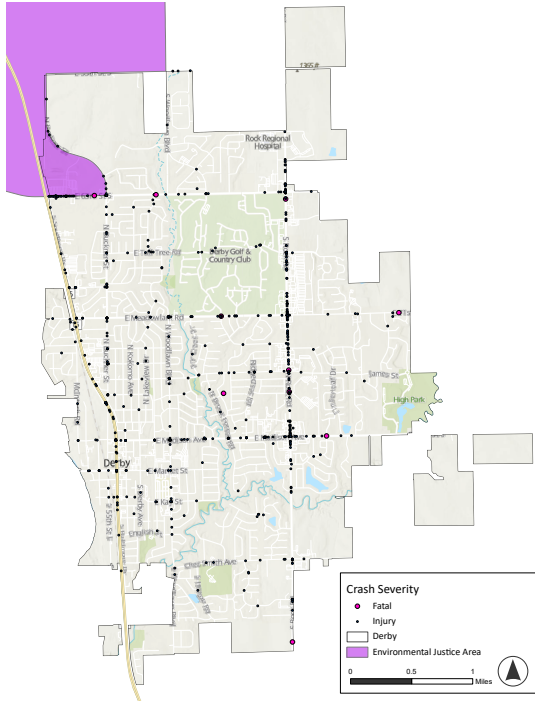
Complicated crossings of multi-lane roads with driveway access points to businesses are challenging for all road users. Examples in Derby include:

- 63rd/Patriot approaching Southwest Blvd
- 71st/Meadowlark at Rock Rd
- 79th/Madison at Rock Rd
- 63rd/Patriot at Rock Rd (pictured)

DERBY CRASH HOT SPOTS!

Anatomy of a Dangerous Street

Visit WAMPO's safety web page!



Your eyes naturally connect the dots on the freeways and along a super grid—some corridors that trend for **fatal and injury crashes**:

- Rock Road
- 63rd Street
- Madison Avenue
- Rock Street
- 13th Street
- Buckner





VISION ZERO

2023

**Vision Zero &
Comprehensive Safety Action Plans**

A COMPREHENSIVE SAFETY ACTION PLAN (CSAP)

Benefits/Purpose:

- Reduce fatalities and injuries and support a zero deaths vision.
- Create a culture of safety across local, regional, and State agencies and communities.
- Strengthen and develop collaborative partnerships among stakeholders.
- Promote data-driven decision making.
- Share resources to accomplish a common mission.
- Prioritize funding for safety

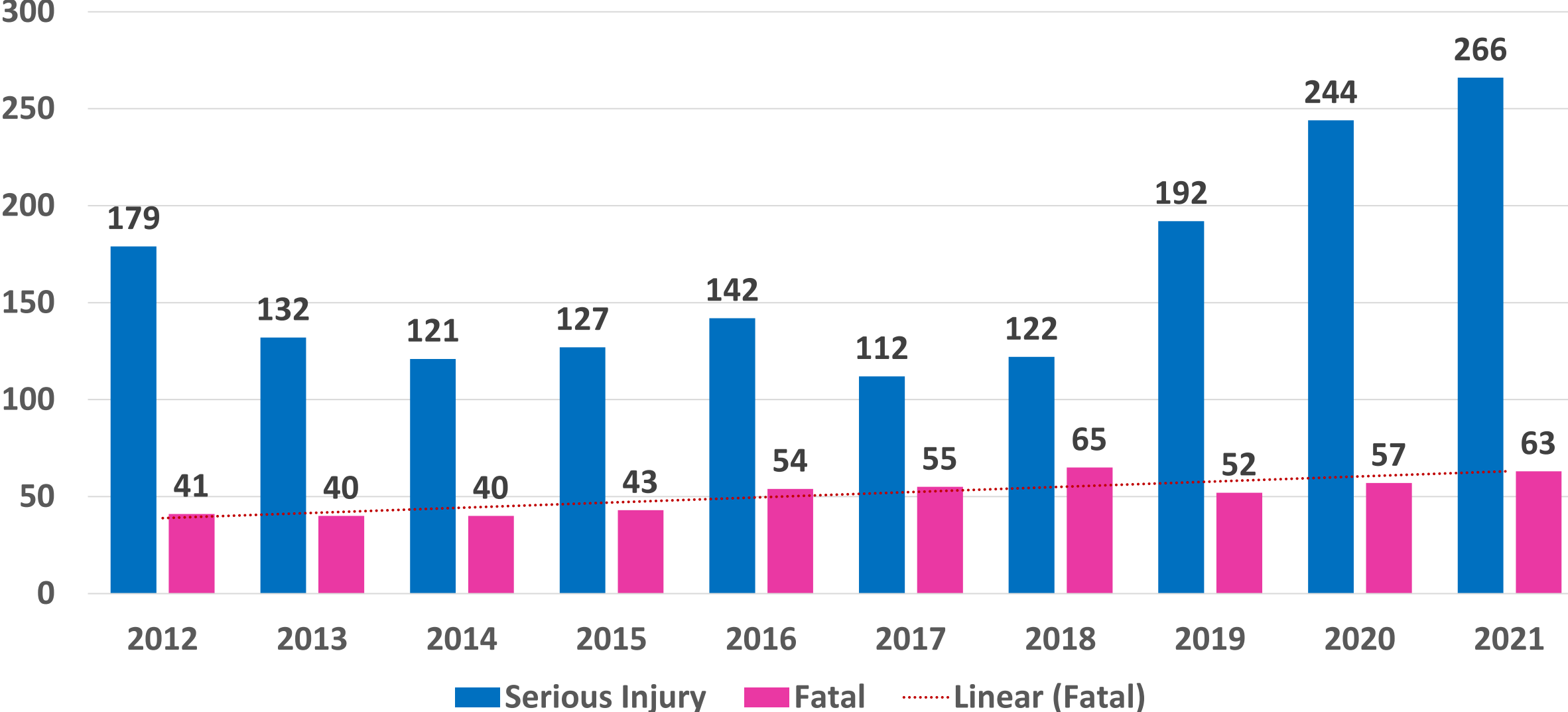


WHAT IS **VISION ZERO**?

- Simply put, it's a national movement to end fatal and serious injury traffic crashes.



Fatal and Serious Injury Crashes



COMPARED TO A MOTORIST, 



A BICYCLIST IS **5X** MORE LIKELY TO BE SERIOUSLY INJURED OR KILLED



A PEDESTRIAN IS **10X** MORE LIKELY TO BE SERIOUSLY INJURED OR KILLED

...WHEN INVOLVED IN A TRAFFIC CRASH



HOW IS VISION ZERO **DIFFERENT?**

TRADITIONAL APPROACH

Traffic deaths are **INEVITABLE**

PERFECT human behavior

Prevent **CRASHES**

INDIVIDUAL responsibility

Saving lives is **EXPENSIVE**

Prioritizing Level of **SERVICE**



VISION ZERO

Traffic deaths are **PREVENTABLE**

Integrate **HUMAN FAILING** in approach

Prevent **FATAL AND SEVERE CRASHES**

SYSTEMS approach

Saving lives is **NOT EXPENSIVE**

Prioritizing Level of **SAFETY**

ATTITUDE



BEHAVIOUR



ACTION



SOLUTION

MINDSET



PERFORMANCE



RESULTS



HOW DO WE GET TO ZERO?

- Strong sustainable leadership, collaboration, and accountability
 - Mayor, City Council
 - Transportation Professionals
 - Health and Safety Professionals (Fire, EMS, Law Enforcement)
 - Educators and Influencers
- Resolution or similar public commitment

Members of the NYC Vision Zero Task Force

City Hall

- Mayor's Office of Operations (Ops)
- Mayor's Office of Community Affairs Unit (CAU)

Dept. of Transportation (DOT)

New York Police Department (NYPD)

Taxi & Limousine Commission (TLC)

Dept. of Citywide Administrative Services (DCAS)

Dept. of Health and Mental Hygiene (DOHMH)

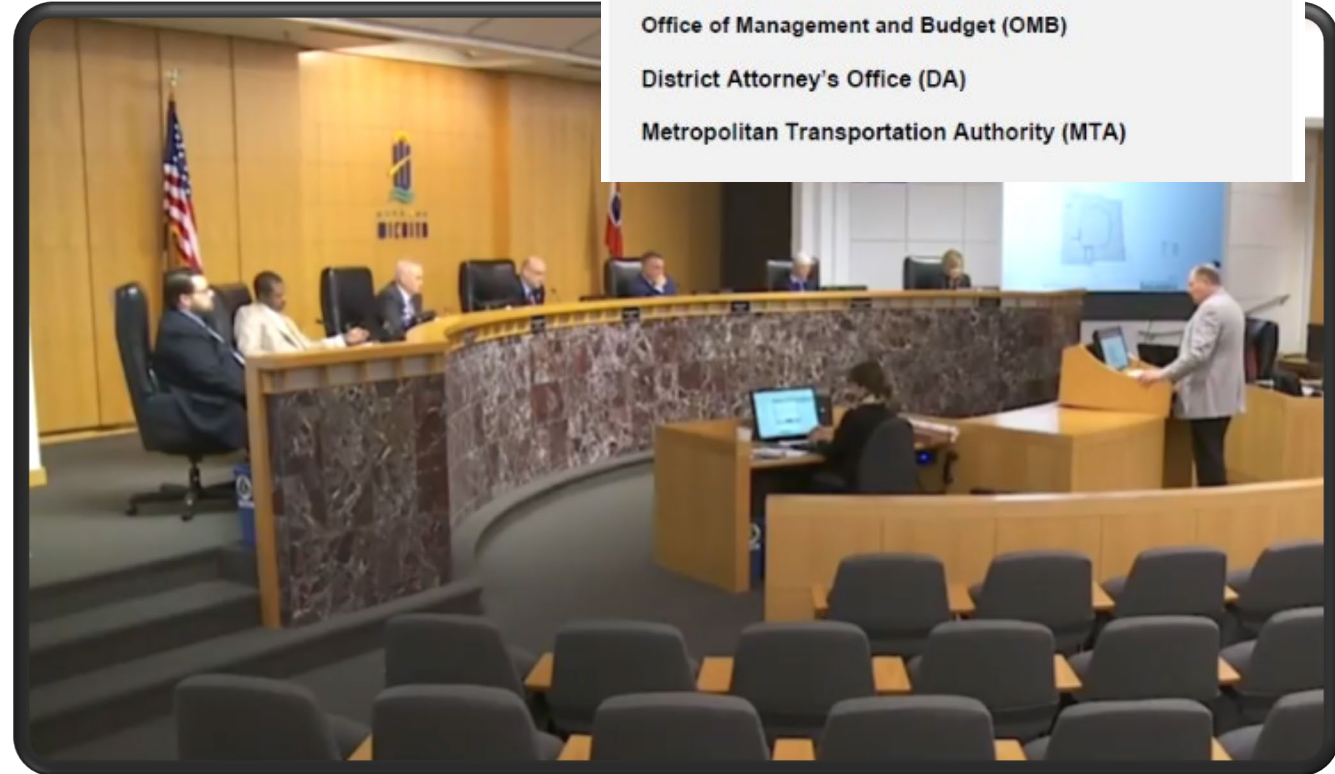
Business Integrity Commission (BIC)

New York City Law Department (LAW)

Office of Management and Budget (OMB)

District Attorney's Office (DA)

Metropolitan Transportation Authority (MTA)



WAMPO'S CSAP TSTA

- Transportation Safety Technical Advisors

- WAMPO

- KDOT

- City of Wichita

- City of Derby

- City of Haysville

- Derby Police

- Wichita Police

- Univ. of Kansas School of Medicine

- City of Wichita Transit

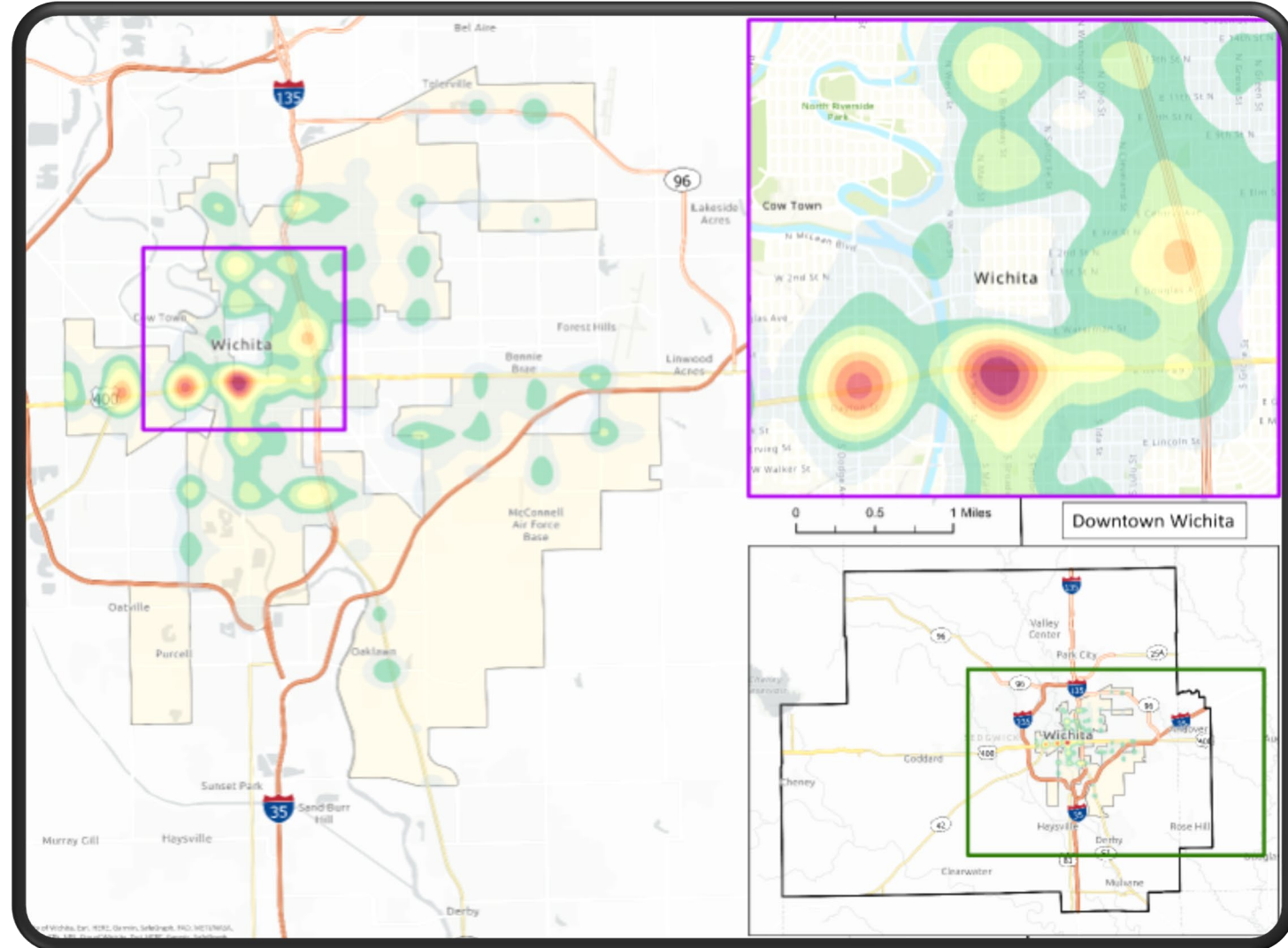
- Sedgwick County

- Coordinated Transit District (CTD) 9



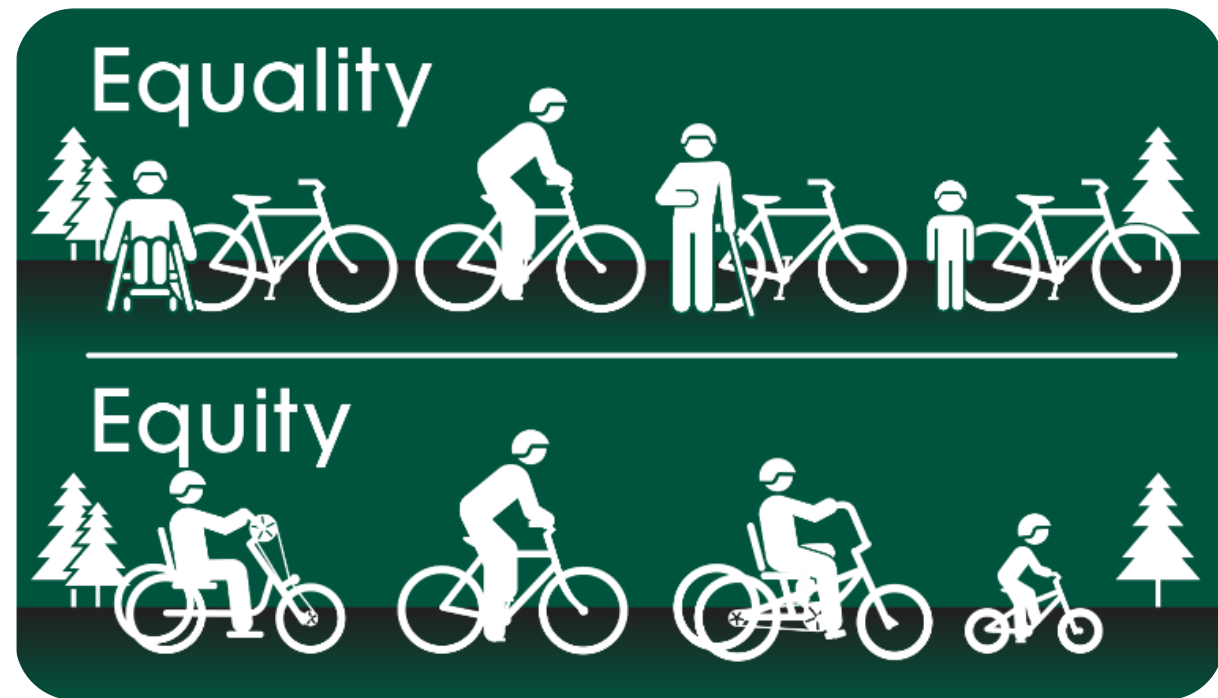
HOW DO WE GET TO ZERO?

- Collecting, analyzing, and using data to understand trends -included in WAMPO's Comprehensive Safety Action Plan
 - Crash Data
 - Equity Data
 - Public Input



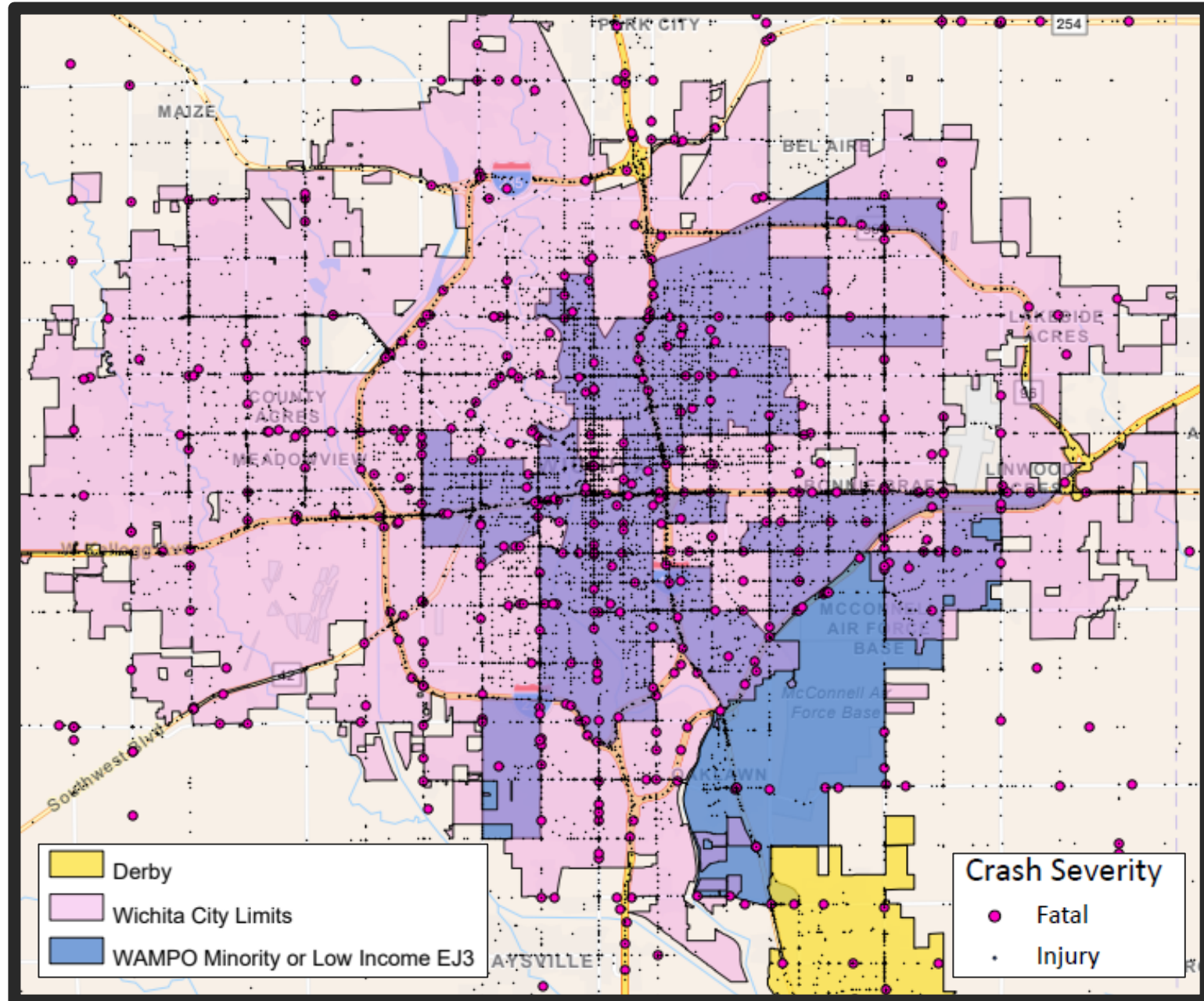
HOW DO WE GET TO ZERO?

- Prioritizing equity and community engagement
 - How do transportation needs differ in locations where not everyone has access to a personal vehicle?
- Transit options
 - Frequency
 - Access to stops
- Consider Community Ambassadors

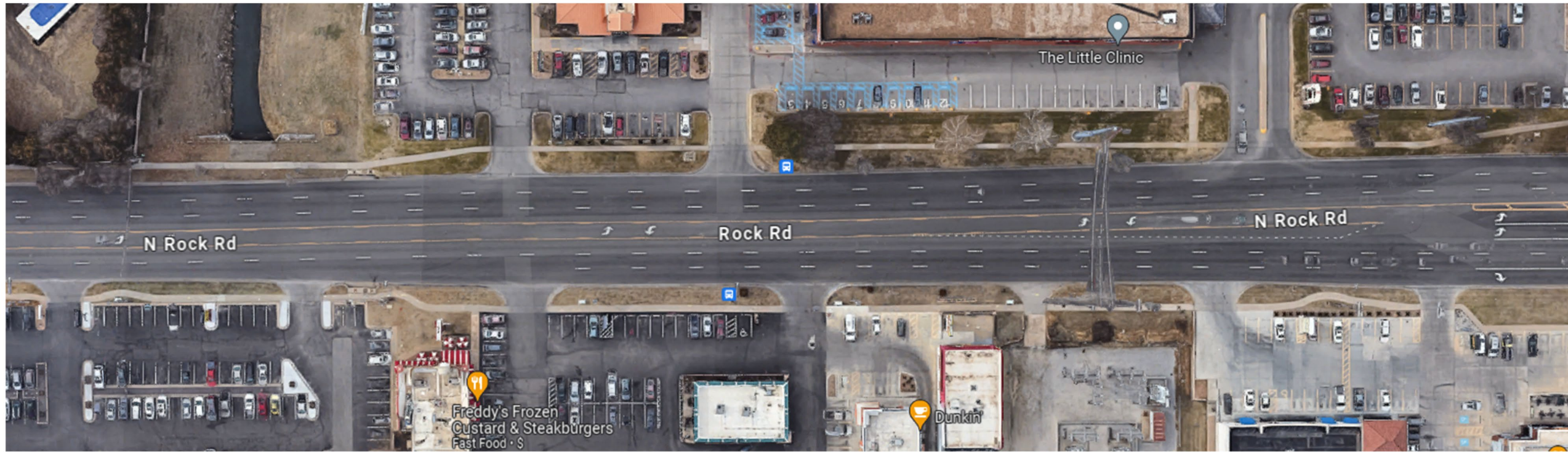


DATA

- Connect the dots – Injury Crash Corridors
 - Wide arterials with many lanes



WIDE ARTERIALS = HIGHER SPEEDS



HOW DO WE GET TO ZERO?

- Managing speed to safe levels
 - Street Design – corridor changes
 - Speed Limits
 - Enforcement
 - Culture – Socially acceptable to speed



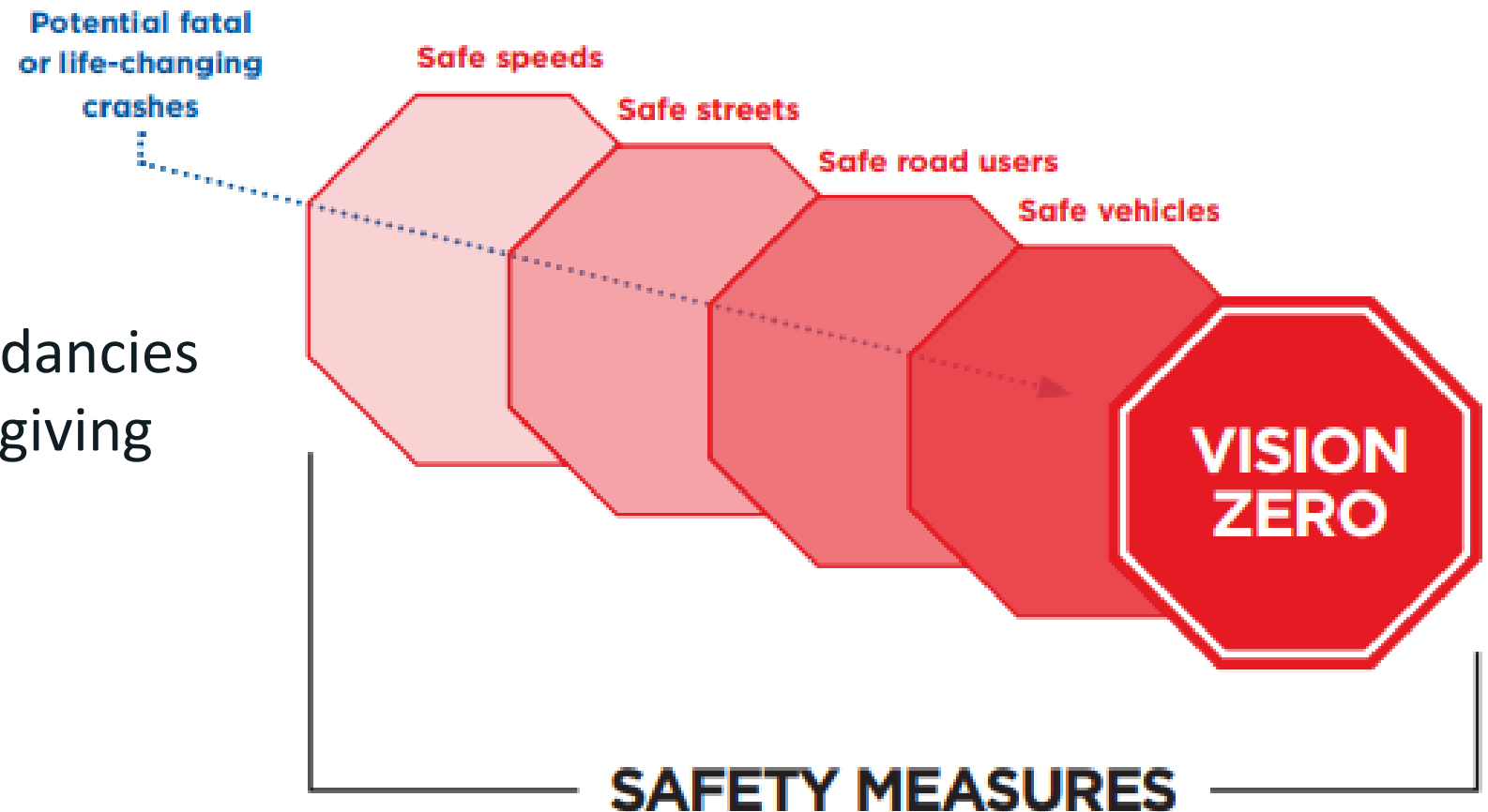
HOW DO WE GET TO ZERO?

- Develop an Action Plan
 - Strategies to influence policies, infrastructure, education, enforcement...
- Incorporates the Safe System Approach
- Is transparent, information is publicly available



HOW DO WE GET TO ZERO?

- A Safe System
 - Incorporates redundancies towards a more forgiving roadway



WAMPO CSAP EMPHASIS AREAS

Step 1: Select Emphasis Area

	<i>Roadway Departure</i>	<i>Vulnerable Road User</i>	<i>Intersection</i>	<i>Speed</i>	<i>Distracted Driver</i>	<i>Unrestrained Occupant</i>	<i>Alcohol or Drugs</i>	<i>Work Zone</i>	<i>Motorcycle</i>	<i>Railroad/Train</i>
Roadway Departure		0.0%	8.4%	16.0%	16.6%	32.1%	50.9%	13.9%	7.1%	0.0%
Vulnerable Road User	0.0%		2.1%	1.9%	1.8%	1.0%	0.6%	0.3%	0.7%	0.0%
Intersection	24.6%	56.7%		50.8%	49.4%	45.8%	36.9%	41.7%	41.7%	11.9%
Speed	10.1%	10.9%	10.9%		8.7%	10.2%	10.6%	7.5%	10.5%	14.3%
Distracted Driver	28.5%	27.1%	28.9%	23.7%		30.2%	28.5%	19.0%	29.8%	28.6%
Unrestrained Occupant	6.2%	1.7%	3.0%	3.1%	3.4%		9.5%	2.8%	26.0%	23.8%
Alcohol or Drugs	13.6%	1.5%	3.4%	4.5%	4.4%	13.3%		3.2%	8.9%	16.7%
Work Zone	0.7%	0.1%	0.7%	0.6%	0.6%	0.7%	0.6%		0.4%	0.0%
Motorcycle	5.3%	0.6%	1.7%	1.7%	1.8%	13.6%	3.3%	0.7%		0.0%
Railroad/Train	0.0%	0.0%	0.1%	0.1%	0.0%	0.3%	0.1%	0.0%	0.0%	

Step 2: Evaluate Overlapping Emphasis Areas

WAMPO'S CSAP VISION, MISSION, GOALS

Vision

The WAMPO Region envisions a path towards zero road deaths through innovative infrastructure, comprehensive education, and community-wide collaboration, underpinned by the principles of the Safe System approach.

Goals

- Reduce conflicts at intersections.
- Create safer roads for all road users.
- Employ a variety of tactics to reduce vehicle speeds.



Targets

The loss of human lives on the road is unacceptable. The eventual target of this plan is to eliminate road fatalities and serious injuries. This will be achieved through the gradual reduction of targets that will be adjusted each year, or as needed.

ANATOMY OF A DANGEROUS STREET...



TRANSFORMED:



CSAP IMPLEMENTATION PLAN

Safe Roads: Design to accommodate human mistakes and injury tolerance to reduce the severity of crashes that do occur. Examples include physically separating people traveling at different speeds, providing dedicated times for different users to move through a space, and alerting users to hazards and other road users.

				Emphasis Areas Addressed		
Strategy	Outcome	Responsible Party	Timeframe	Intersections	Speed	Vulnerable Road Users
Identify proven countermeasures at priority locations to improve safety for pedestrians (e.g., pedestrian refuge islands, sidewalks, pedestrian crossing signals, curb extensions, enhanced signing and pavement markings).	List of priority locations and recommended pedestrian safety countermeasures.	WAMPO, KDOT, and local governments	2024 - Q4	X	X	X
Identify proven countermeasures on priority corridors to improve safety for bicycle riders (e.g., bike lanes, off-street bike facilities, road diets).	List of priority corridors for application of bicycle safety countermeasures.	WAMPO, KDOT, and local governments	2024 - Q4	X	X	X
Conduct Road Safety Audits at priority high-crash locations.	Detailed study to identify spot-specific countermeasures for at least two locations per year.	WAMPO	Ongoing	X	X	X

ADDITIONAL RESOURCES

- Vision Zero Network

<https://visionzeronetwork.org/about/what-is-vision-zero/>

- FHWA Safety

<https://highways.dot.gov/safety>

- National Association of City Transportation Officials (NACTO) – Member Cities can join their Vision Zero sub-group
 - Access to all members, email questions



FOR TODAY

✘ Instead of

Accident - Using the word “accident” implies traffic collisions - and fatalities and serious injuries that result - are inevitable and acceptable.

✔ Use

Crash - Using the word “crash” reinforces the fact that fatalities and serious injuries are preventable and can be avoided.

- Connotation matters – “Accident” lacks accountability

THANK YOU!

QUESTIONS?

WICHITA AREA METROPOLITAN PLANNING ORGANIZATION

WAMPO@WAMPO.ORG / WWW.WAMPO.ORG

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