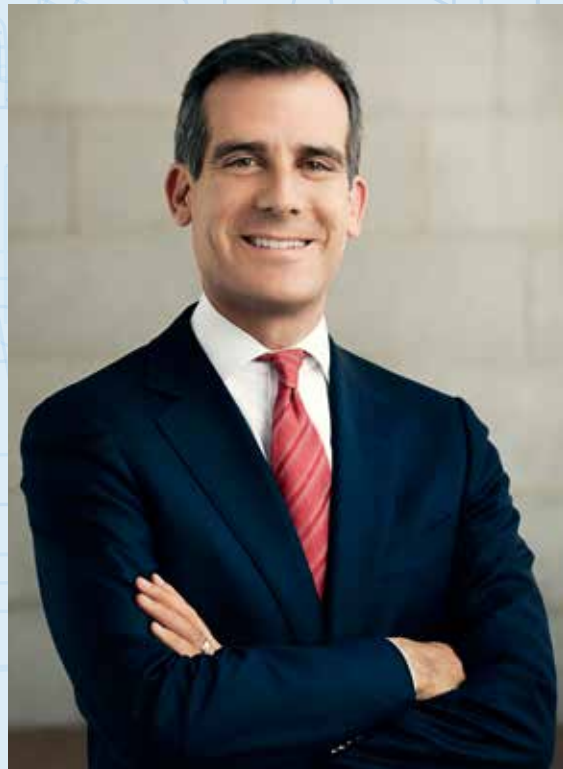


2018 ACTION PLAN + PROGRESS REPORT



VISION ZERO

LOS ANGELES | 2015-2025



Dear Friends,

Launched in 2015, the Vision Zero initiative set the City of Los Angeles on a critical path to eliminate traffic deaths by 2025 because we have an obligation to making city streets safer, especially where severe collisions are preventable.

Last year, hundreds of Vision Zero improvements were installed in Los Angeles on streets with the highest concentrations of severe and fatal injury crashes. Today, traffic fatalities are trending downward, with a 6% decrease in 2017 traffic deaths compared to 2016. But we can do better.

On streets where the city has completed safety improvement projects, we are beginning to see a reduction in severe and fatal injuries. Building on this momentum, 2018 will focus on delivering more safety improvements, including new scramble crosswalks, protected left turns, and complete streets with reconstructed pavement and Vision Zero design improvements.

The 2018 Action Plan and Progress Report reveals what we've accomplished with Vision Zero in 2017 and details our work ahead in the coming year, which includes more meaningful community engagement, more accessible public education, and more aggressive enforcement.

The success of Vision Zero relies on all of us. Join me in our commitment to travel safely and smarter so that everyone can spend more time with their loved ones.

Sincerely,

A handwritten signature in black ink that reads "Eric Garcetti".

ERIC GARCETTI
Mayor

**Eric
Garcetti**
@MayorOfLA

MESSAGES

FROM MEDICAL PROFESSIONALS



"No one wakes up in the morning, and leaves their home saying, "today I am going to be involved in a traffic incident." Unfortunately, these incidents are unpredictable, at times catastrophic and lethal. As a trauma center health care professional, I see first-hand the impact that these incidents cause, not only on the patient and family, but on our staff as well. Although, not every patient involved in an Auto vs Pedestrian incident may die, the increasing numbers of severe injury continue to climb. Speed has clearly become the most prevalent indicator of incident survivability, which can be coupled by distracted driving and walking, as well as driving while under the influence.

In the past, the responsibility for safety was often placed on the driver. Now, people walking, running or biking can be just as distracted or altered as someone behind the wheel of a vehicle. Therefore, the Vision Zero Initiative is ever so important because it focuses on the complete problem, encouraging both drivers and pedestrians to take responsibility for their safety. These incidents are completely preventable.

Everyone has a responsibility to slow down and make important decisions while navigating the streets of Los Angeles.

Through the Vision Zero Initiative, and in collaboration with the Trauma Centers' injury prevention programs, we can help make this behavioral change into a common practice, because preventable deaths are the easiest to mitigate by education and exposure."

Michelle Baker - Lee, RN BS
Trauma Program Manager
Huntington Memorial Hospital

"Annually, more children die from traumatic injury than all other causes/diseases combined. Many of these preventable injuries are from car crashes and pedestrian injuries. Children rely on us to help keep them safe."

Every child deserves to travel safely through their community; Vision Zero is a start.

Helen Arbogast
Manager of Injury Prevention
Trauma Program, Children's Hospital Los Angeles
Director, Safe Kids CA



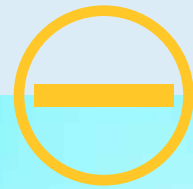
"I've been a Trauma Surgeon for 17 years. It gets harder every year to deliver terrible news to families and patients. Pedestrians struck by cars are THE definition of the Vulnerable Road User; they don't have metal armor or a helmet, just flesh and bones. Pedestrians suffer a pattern of injury that is often devastating: they are typically struck in the legs, suffering bad fractures, and then get flipped onto their heads, causing a traumatic brain injury. Lives are forever changed. When I hear stories about an incident, I think about how those drivers likely reflect on how it was not THAT important to speed, not THAT important to run the red light, not THAT important to ignore a crosswalk, all in retrospect.

Commutes are hard, but not as hard as living with a head injury, not as hard as having a family member die before their time, not as hard as never living to your full potential.

The cry that comes from a mother who loses a child to trauma is other-worldly. There ARE public health measures we can do to prevent pedestrian injury. We just need to understand that our community is at risk, and remind ourselves how much our neighbors matter."

Rochelle A. Dicker, MD
Professor of Surgery
Associate Trauma Medical Director, UCLA





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Acknowledgments



INTRODUCTION

The City of Los Angeles is committed to eliminating fatalities caused by traffic collisions.

In August 2015, Mayor Eric Garcetti issued Executive Directive Number 10, Vision Zero for Los Angeles, which committed the City of Los Angeles to the principle that there is no acceptable number of traffic deaths. This directive prioritizes human life in the design and operation of our streets and sets a goal to eliminate traffic deaths by 2025. The City of Los Angeles followed up on that goal with the Vision Zero Safety Study, which examined the causes of death on our streets, and the City's first Vision Zero Action Plan, both published in January 2017. The 2017 Action Plan identified specific strategies to save lives. This 2018 Action Plan and Progress Report tracks the progress we've made towards our goals, and outlines our 2018 work plan to continue making streets safer for Angelenos.

Traffic Fatalities in Los Angeles

The Los Angeles Department of Transportation (LADOT) Vision Zero Safety Study found that:

- ✘ **People walking are the most vulnerable users of our streets. In Los Angeles, people walking are involved in only 8 percent of all collisions, but account for 44 percent of all people killed in collisions.**
- ✘ **Unsafe speed is the top contributing factor to collisions resulting in death.**
- ✘ **A small amount of streets account for a large portion of traffic-related death and severe injury. This High Injury Network (HIN) is the six percent of streets that account for nearly two-thirds of all people who were killed while walking or bicycling.**
- ✘ **Traffic collisions are a leading cause of death for children between ages 5 and 14 in Los Angeles County.**
- ✘ **Many of the areas in neighborhoods with the poorest health outcomes also have a disproportionate share of severe and fatal injuries from traffic collisions.**

These findings guided the development of our 2017 Vision Zero Action Plan. Through a collision data analysis and a community prioritization effort, we identified specific intersections and corridors along the High-Injury Network to focus Vision Zero efforts. We then developed engineering, education, and enforcement approaches that protect those most vulnerable through simple, innovative, and proven safety improvements. We have a duty and responsibility to address safety concerns that may put people – especially children and seniors – at risk. Small changes can have a big impact and the 2017 Progress Report details what we've accomplished to date.



In 2018, we will continue to make life saving engineering improvements, increase enforcement, and educate the public. Highlights of the 2018 Action Plan include:

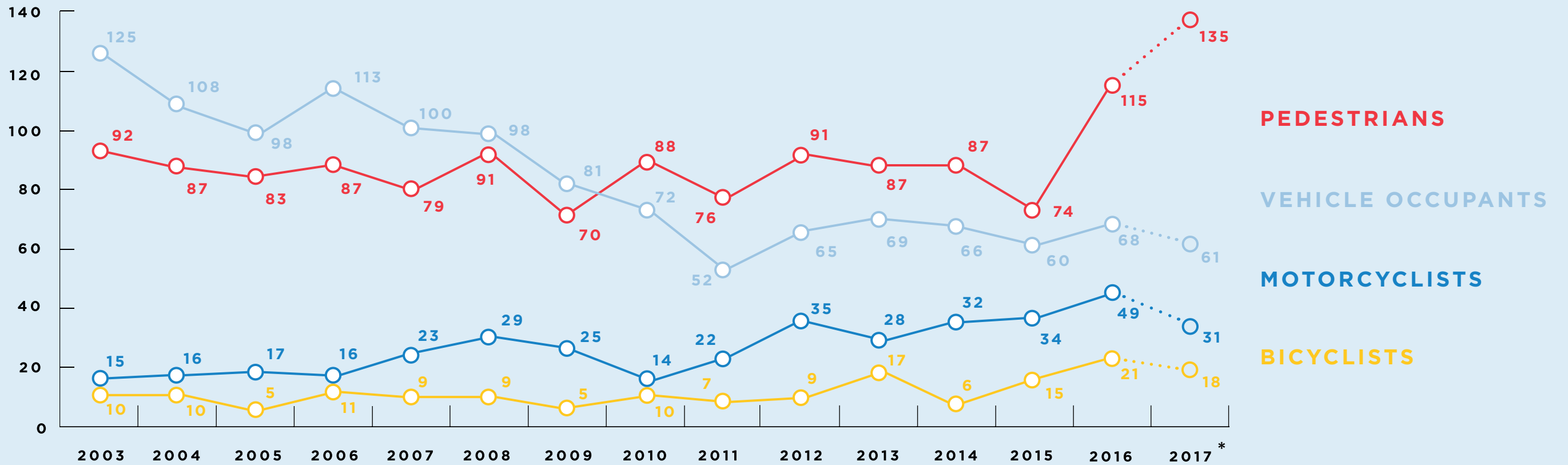
- ▼ **Continue using a data-driven approach to inform a citywide effort to fix streets with a high incidence of severe and fatal injury.**
- ▼ **LADOT and Public Works Bureaus will continue to coordinate on a street reconstruction work plan that includes new and improved signals, curb extensions, median islands, and other design elements that eliminate conflict and better organize the street.**
- ▼ **The Los Angeles Police Department (LAPD) will continue to focus on enforcement of right-of-way violations, speeding, traffic control violations, and driving under-the-influence.**
- ▼ **The Los Angeles County Department of Public Health and LADOT will continue to partner on improving data collection and project evaluation.**

Vulnerable users account for approximately two-thirds of all traffic deaths in Los Angeles (2012-2016).

Los Angeles Traffic Fatalities 2003 - 2017

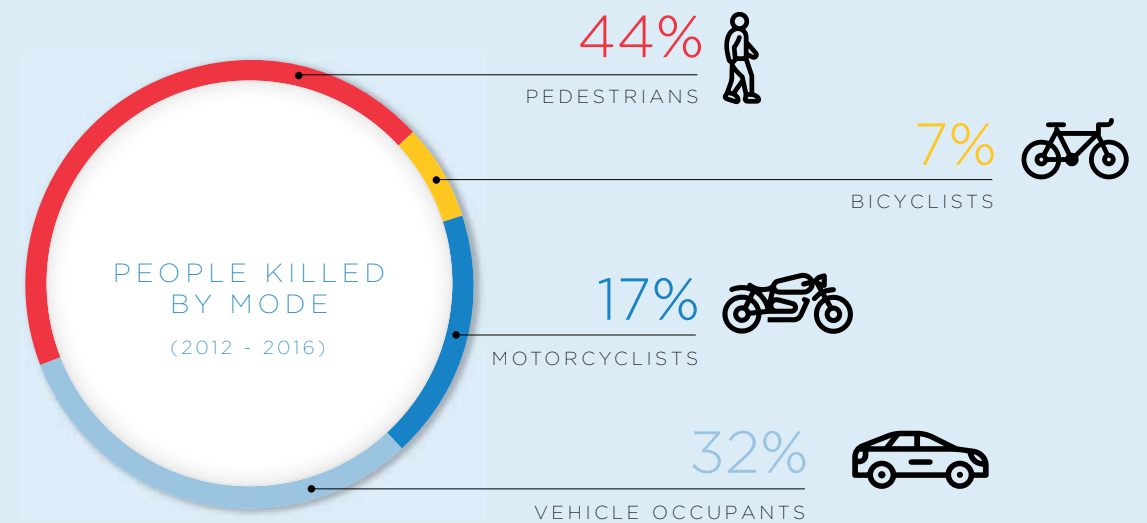
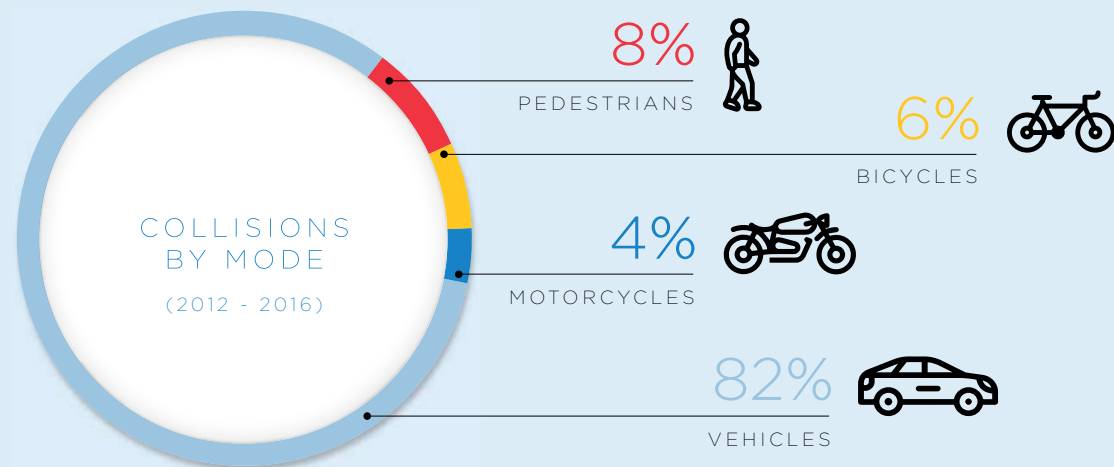
*2017 Data is provisional

Vulnerable road users account for over two-thirds of all traffic deaths in Los Angeles.



2003 - 2016 Collision Data Source: California Highway Patrol Statewide Integrated Traffic Records System (SWITRS)

2017 Provisional Collision Data Source: LAPD



2018 ACTION PLAN

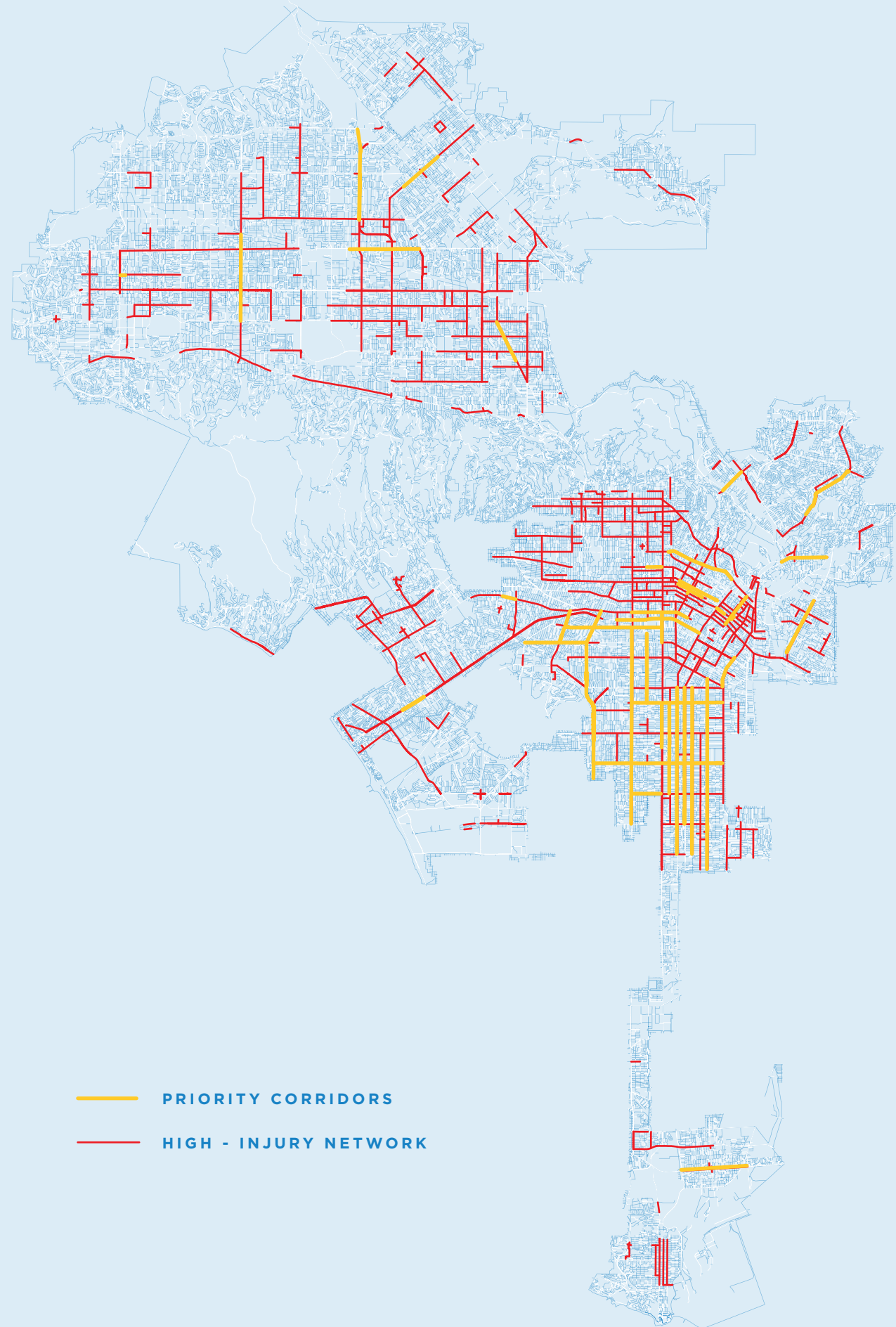


***In 2018, the City of Los Angeles
will focus on project delivery.***

2018 marks the first full calendar year with an integrated approach for delivering Vision Zero safety infrastructure. LADOT will also begin delivering 100 signal improvements at locations with a demonstrated need. The Safe Routes to School Program will begin construction on \$22 million of projects funded through the State of California's Active Transportation Program. Smart planning and robust design, coupled with the ongoing work to raise awareness and change behavior through education, engagement, and enforcement programs, will reduce the number of traffic-related deaths. The following sections detail our work to achieve the key outcomes defined in the Vision Zero Action Plan.

Create Safe Streets For All





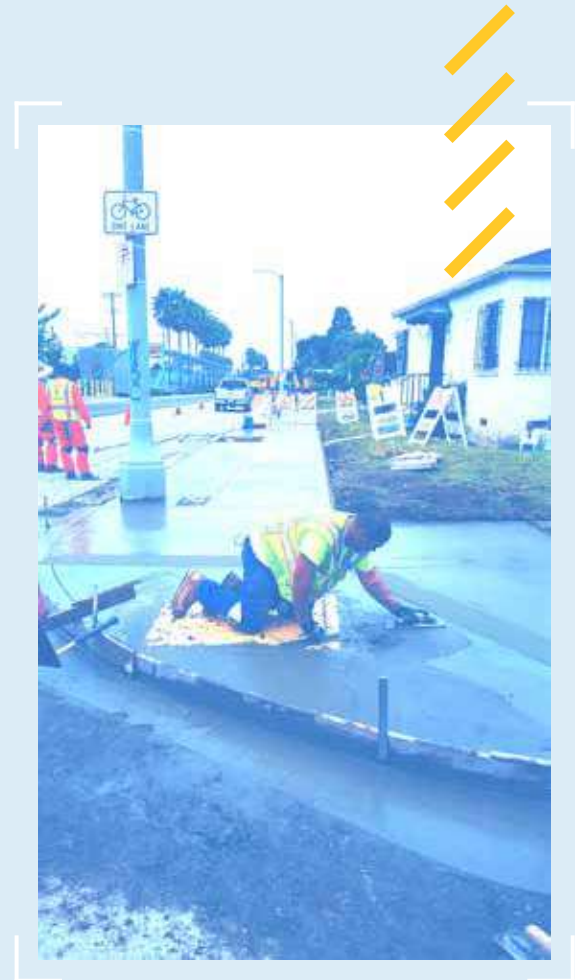
Priority Corridor Improvements

In the 2017 Vision Zero Action Plan, we identified 40 Priority Corridors to focus our work plan. Twenty percent of all severe and fatal injuries for people walking and bicycling happen on approximately 90 miles of street, this information was used to select the Priority Corridors. Targeted safety actions and infrastructure improvements on these corridors are critical to reaching our Vision Zero goals.

Infrastructure improvements are being implemented in three phases. Phase 1 treatments include upgrading all crosswalks to high-visibility crosswalks, installing new speed-feedback signs, and reconfiguring intersections. In 2017, LADOT field crews completed Phase 1 installations on 17 priority corridors. We will complete Phase 1 installations on all 40 priority corridors by the end of 2018.

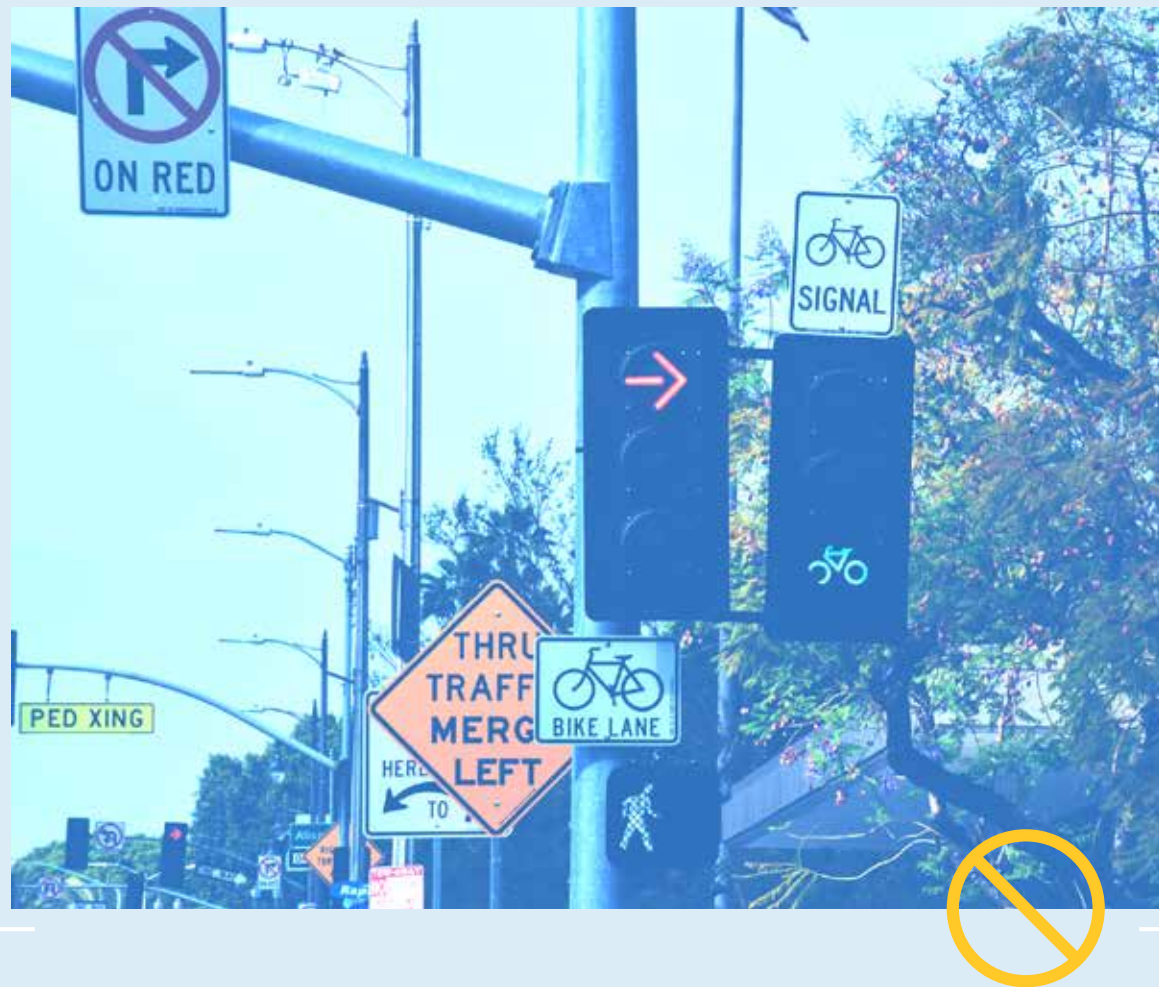
In 2018, we will focus on Phase 2 improvements: new traffic signals, safer crossing opportunities, and minor concrete work, like pedestrian refuge islands.

As we continue to work through these phased improvements on the first 40 Priority Corridors, we will start the process to identify new priority corridors and intersections for a new round of Phase 1 improvements.



Citywide Signal Installation

In addition to the corridor-based work on the 40 Priority Corridors, the City of Los Angeles has identified 100 intersections for spot safety improvements, including 25 new traffic signals and 75 signal upgrades with protected left-turn phasing. LADOT and the Bureau of Engineering (BOE) are on track to complete engineering design for these signals and begin construction in 2018. The Mayor and City Council allocated \$12 million in the Fiscal Year 2017-2018 budget to begin this work.



Safe Routes to School

Safe Routes to School (SRTS) continues to develop plans that include targeted safety improvements for each of the 50 prioritized schools. In Spring 2017, LADOT and BOE launched improvements on the first completed SRTS Plan in the neighborhood around Hollywood High School and Selma Avenue Elementary School. On the heels of implementing this first SRTS Plan, LADOT and BOE awarded construction contracts for the next three SRTS Plans, which will begin in early 2018.

Planned safety enhancements include new traffic signals, pedestrian refuge medians, and curb extensions, as well as upgraded crosswalks and signal timing to improve the walking environment.

Safe Routes for Seniors

As our older adult population continues to grow, it is increasingly important that the City be attuned to their needs in designing transportation infrastructure. In support of Mayor Garcetti's Executive Directive No. 17, Purposeful Aging LA, LADOT is launching a Safe Routes for Seniors program. The City will partner with AARP, which has developed its own Safe Routes for Seniors engagement program, to assess the needs of older adults and identify opportunities to improve safety and walkability.

Older adults in Los Angeles are particularly vulnerable while traveling, making up a disproportionate share of traffic deaths. The Vision Zero Safety Study (2017) found that two-thirds of older adults killed were walking.



Safe Access to Play

Vision Zero is not only about ensuring safe travel to work or school—it is also about providing safe access to parks and recreation.

In 2018, the City of Los Angeles will focus on building projects and programs that provide safe routes to nearby parks, free from fear of traffic crashes and other personal safety issues. LADOT will partner with the Los Angeles Department of Recreation and Parks to identify high-crash areas close to recreation areas and develop strategies to increase transportation safety and access to nearby facilities.

For neighborhoods without nearby parks and recreation facilities, the City will bring safe places to play and interact directly to their streets. The Los Angeles Play Streets Pilot Program will provide safe access by temporarily closing a neighborhood block to vehicle traffic and allowing residents of all ages to gather and play in their favorite ways. The lessons learned from this pilot program will inform the development of a future, citywide program to bring Play Streets to neighborhoods across Los Angeles.

Develop a Culture of Safety



Education Campaign

Following the success and lessons learned from last year's education campaign, we will increase our marketing efforts to saturate areas where we anticipate installing a project. In addition to traditional media marketing, we will partner with the Southern California Association of Governments (SCAG) to continue the community-based outreach we piloted in 2017. These parallel efforts will improve Angelenos' understanding of the benefits of safety projects and ensure that our education campaign translates across both language and cultural contexts.



Equitable Engagement Strategy

A fundamental principle of Vision Zero, engagement ensures an equitable and dignified planning process related to transportation safety and community transformation. Through Vision Zero, LADOT is developing a more inclusive approach to public engagement, focused on building genuine relationships with the public and creating citywide continuity for equitable outreach and engagement.

LADOT's new public engagement approach is two-pronged and aims to strike a healthy balance between community engagement and public outreach; these concepts are defined as:

PUBLIC OUTREACH



An invitation to be informed about upcoming Vision Zero work. Often incorporating soft touches like flyers, informational materials, mailers, and other notices that suggest the door is open if the recipient wants to participate. It is primarily "one-way" communication with the public. Equitable practices may include ensuring outreach documents are accessible in various languages and are tailored to the cultural characteristics of the associated communities.

COMMUNITY ENGAGEMENT



Ongoing interaction that happens at the participant's "table." Typically, engagement empowers the community to inform and co-facilitate early parts of a planning process. Community Engagement efforts will include thoughtful and innovative strategies to empower members of the community to become active participants in project processes.



Adopt Policy and Legislation



State

Modernize / Update Speed Limit Methodology

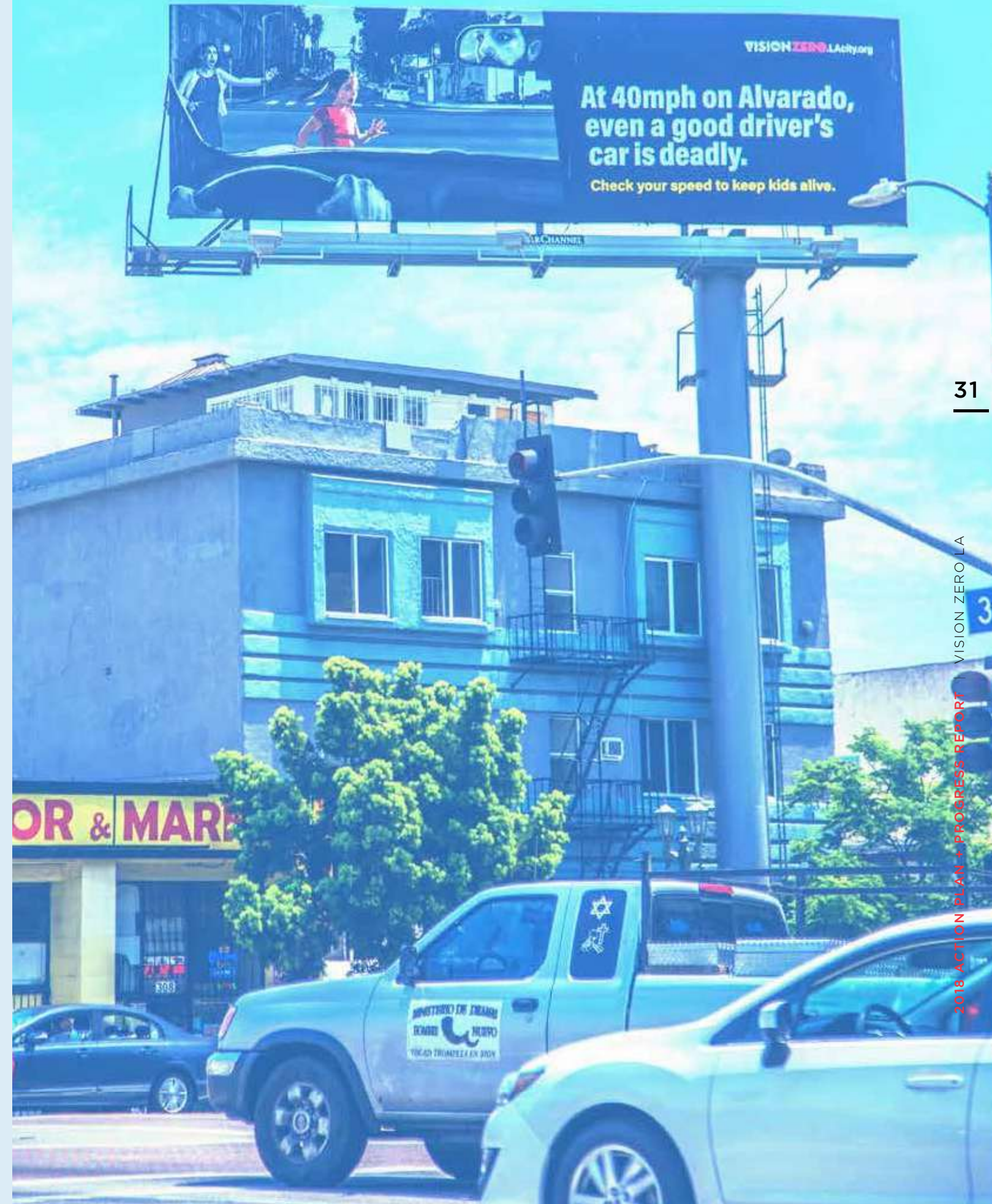
California law mandates a methodology for setting speeds on city streets by conducting a speed survey of at least 100 vehicles on a street segment. Cities use the 85th-percentile score of the survey, or the speed that 85 percent of vehicles are traveling at or under, as the basis for a speed limit. For example, if 85 percent of vehicles are traveling at or under 50 mph, the speed limit must be set to 50 mph. If the “critical speed” (i.e. the 85th percentile result) is higher than what is posted, the speed limit must be increased. This rule was developed to prevent “speed traps” in predominantly rural communities. Unfortunately, this limited methodology was designed solely for vehicular travel and doesn’t account for the safe speeds in environments with people walking and bicycling. Moving forward, we will explore more appropriate methods for setting speed limits in dense, urban areas where there are large numbers of vulnerable road users.



Automated Speed Enforcement

Automated Speed Enforcement (ASE) is a proven tool to augment existing enforcement resources towards reducing deadly speeding and collisions. Though it has been deployed successfully in many communities throughout the country, ASE is currently not allowed in the State of California. In 2017, Assemblymember David Chiu introduced AB 342 to pilot an ASE program in the cities of San Jose and San Francisco, which will be modeled after successful programs found elsewhere in the United States. Los Angeles will monitor the progress of AB 342 over the next legislative calendar year.

Respond to Relevant Data



Updated High Injury Network

In the 2017 Vision Zero Action Plan, we committed to updating the HIN as new data became available. While the original analysis included the most recent available five years of collision data (2009-2013), more recent data (2014-2016) is now available from the California Highway Patrol's Statewide Integrated Traffic Records System (SWITRS). An up-to-date HIN will continue to inform our data-driven selection of priority corridors and intersections for targeted safety improvements. In 2018, the City will complete an update of the HIN, using the latest five years of data (2012-2016). This HIN Update will inform our selection of the next set of Priority Locations in 2018.



LAPD Record Management System Upgrade

LAPD is implementing a new traffic collision module in their electronic record management system, transitioning from handwritten traffic collision reports to mobile device data entry at the scene of a traffic collision. This digital upgrade will reduce the time required to complete a traffic report, increase data accuracy, and reduce the delay between the time of the collision and the time the data is available for analysis. This modernization is aligned with the goals of the Model Minimum Uniform Crash Criteria (MMUCC) cooperatively developed by the National Highway Traffic Safety Administration (NHTSA) and Governors Highway Safety Association (GHSA) to establish standardized statewide data collection for the purpose of: data-driven, science-based decision-making necessary to identify problems; develop, deploy, and evaluate countermeasures; and efficiently allocate resources.



LADOT Collision Data Management System Upgrade

In concert with LAPD's efforts to streamline the data pipeline, LADOT is currently in the process of replacing its collision database management system, the tool used for detailed engineering analysis on collision incidents. This tool is critical for addressing each context sensitive safety issue at each collision location.

This new system will further improve geocoding accuracy, add new analytical tools, and be able to publish collision data more regularly to open data portals such as the GeoHub. This new system, developed by RoadSafe GIS, will be fully operational in 2018.

Predictive Analytics

We are currently prioritizing improvements along streets and at intersections that have a history of severe and fatal injuries. As we improve the safety of our street network, collision data will increasingly need to be supplemented with predictive analytics to guide our work.

In 2016, the City released Urban Mobility in a Digital Age, a transportation technology strategy for the future of Los Angeles. This strategy document outlines the plan for integrating technology into the transportation system and proposes the establishment of pilot projects to meet the goal of “infrastructure as a service.”

LADOT will work with partners to test new methods for assessing our infrastructure, which includes the safety of our streets. These methods include predictive models that forecast safety deficiencies before an incident occurs.

The City of Los Angeles has partnered with the City of Bellevue, Washington and Microsoft to develop and refine a machine-learning algorithm that can analyze video data of intersections to identify those most at risk for future collisions.

Improving Data Collection

LADOT, in partnership with the San Jose Department of Transportation, the San Francisco Municipal Transportation Agency, and the City of Sacramento Public Works Department, is currently working with The California State Transportation Agency to identify potential improvements for collision data collection. Law enforcement agencies in California record collision information on a standard collision report form, California Highway Patrol Form 555. An update to this form will provide critical information on speeding-related collisions and collision factors concerning vulnerable road users.

Evaluation

Transparent evaluation of our work is critical to achieving zero deaths. LADOT will measure the effectiveness of all safety countermeasures included within Phase 1 improvements, especially those that are new to the City’s engineering design toolbox, including leading pedestrian intervals, pedestrian paddles, and left-turn calming. These results will inform future safety upgrades at Priority Locations and along the High Injury Network.

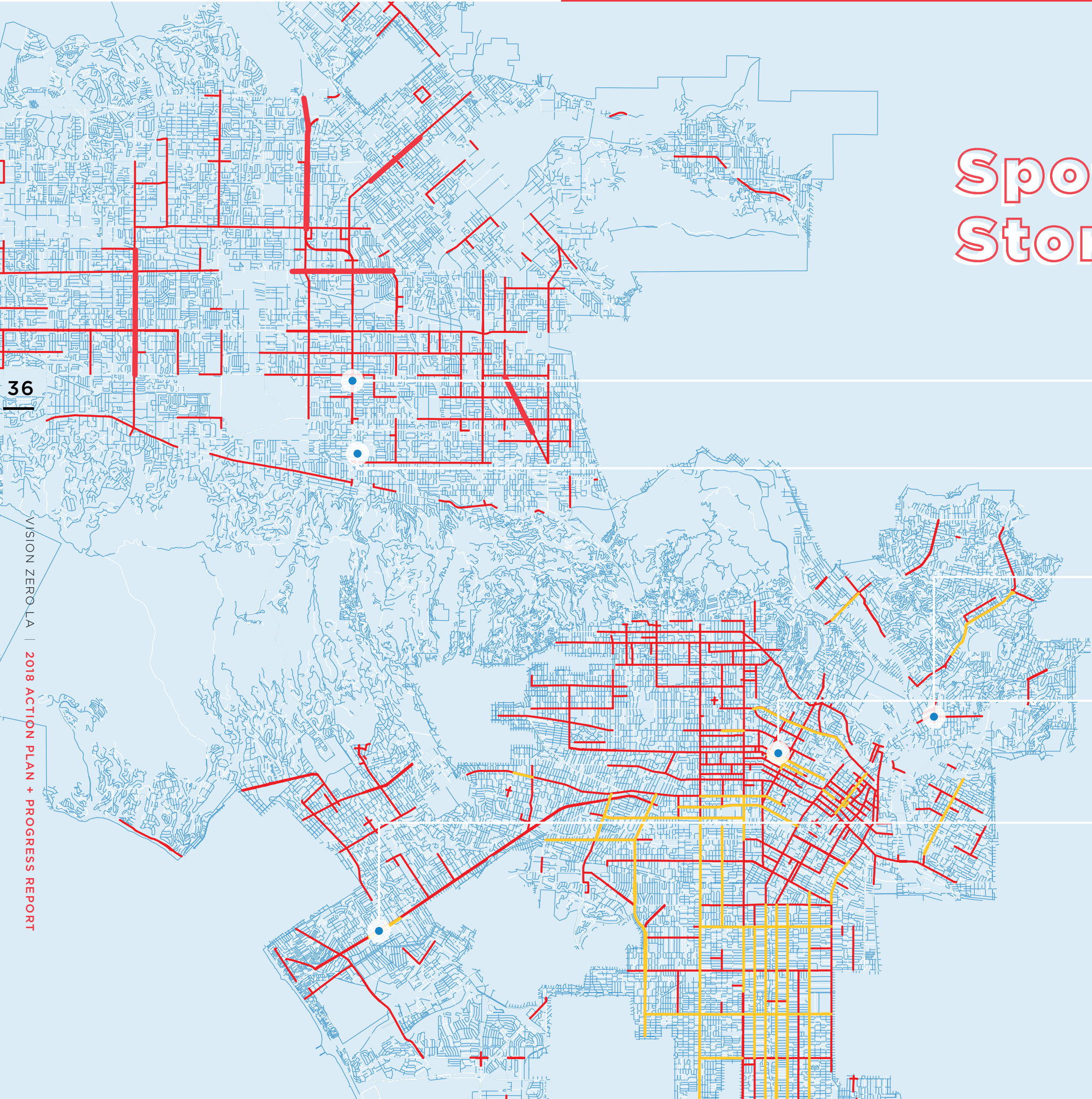


Urban Mobility in a Digital Age
www.urbanmobilityla.com



Video Analytics towards Vision Zero
www.ite.org/visionzero/videoanalytics/

Spotlight Stories



1

STOP-CONTROLLED SCRAMBLE
Sylvan Street and Sylmar Avenue in Van Nuys

2

SENIOR SLOW ZONE
Along Van Nuys Boulevard at Hesby Street

3

SPOTLIGHT PRIORITY CORRIDOR NORTH BROADWAY
North Broadway between Mission Road and North Spring Street

4

ALVARADO SCRAMBLE CROSSWALKS
Alvarado Street at the Intersections of 6th Street, 7th Street and Wilshire Boulevard

5

SPOTLIGHT PRIORITY CORRIDOR VENICE BOULEVARD
Venice Boulevard between Beethoven Street and Inglewood Boulevard

6

SMART SPEED FEEDBACK SIGNS
Citywide

7

BIKE LANE MAINTENANCE
Citywide

1

STOP-CONTROLLED SCRAMBLE

In August 2017, LADOT installed the City's first stop-sign-controlled pedestrian scramble at the intersection of Sylvan Street and Sylmar Avenue in Van Nuys. Allowing people to cross diagonally reduces the amount of time people walking are exposed to vehicular traffic.



2

SENIOR SLOW ZONE

The City established its first "Senior Slow Zone" in August 2017 along Van Nuys Boulevard at Hesby Street, near the Van Nuys Senior Center. The Senior Slow Zone establishes a speed limit of 25 mph to protect some of our most vulnerable road users as they walk and drive around the neighborhood. Senior Slow Zones will continue to be a key safety countermeasure as we launch our Safe Routes for Seniors Program.

3

SPOTLIGHT PRIORITY CORRIDOR NORTH BROADWAY

North Broadway, between Mission Road and N Spring Street, is receiving a safety makeover. Improvements include 11 leading pedestrian intervals, three protected left-turn signal upgrades, a new crosswalk with flashing lights at Alta Street, two speed feedback signs, and intersection tightening at Mission Road.



4

ALVARADO SCRAMBLE CROSSWALKS

LADOT installed three new scramble crosswalks along Alvarado Street at the intersections of 6th Street, 7th Street, and Wilshire Blvd. Scramble crosswalks have been shown to reduce pedestrian-involved collisions by 35 percent (Vision Zero Los Angeles, 2016). Since the installation of the scramble crosswalk design at Hollywood and Highland in November 2015, there has been a 75% reduction in injuries at the intersection.



5

SPOTLIGHT PRIORITY CORRIDOR VENICE BOULEVARD

In 2017, The City of Los Angeles redesigned Venice Boulevard in Mar Vista as part of the Great Streets Initiative using Vision Zero principles. One of the six goals of the Great Streets Program is to support safer and more secure communities, and contributes toward a citywide goal of making Los Angeles communities the safest in the nation.

With the purpose of implementing Vision Zero, LADOT installed a new design that improves the safety of the street by reducing the number of conflicts between road users and the time in which people walking are exposed to traffic when crossing the street.

In the first six months since the enhancements were installed, preliminary data shows a reduction in collisions and injuries along the corridor. LADOT will continue to monitor the project and release data as it becomes available at veniceblvdmarvista.org.

**For more information about the
Vision Zero Safety Toolbox,
visit visonzero.lacity.org**



6

SMART SPEED FEEDBACK SIGNS

LADOT is currently installing 157 speed feedback signs throughout the City. LADOT is also testing a new feature to reduce speeding by incorporating speed feedback signs into the City's traffic signal system. At these locations, if a speeding vehicle is detected, the sign will trigger the next signal to turn yellow, then red. Los Angeles is the first city to incorporate this feature.



7

BIKE LANE MAINTENANCE

In June 2017, the Bureau of Street Services (BSS) Street Maintenance Division inspected the on-street bikeway network and identified 300 locations for small asphalt repairs, which were completed in July. In this initial round of inspection, BSS also identified 200 locations that will require a large asphalt repair. The Fiscal Year 2017-2018 budget included six dedicated positions for bike lane inspection and sweeping as well as dedicated funding for large asphalt repairs, which began in November 2017.



2017

**PROGRESS
REPORT**



This progress report reviews the first year of implementing Vision Zero in Los Angeles. In areas such as enforcement and education, we made strides in raising awareness of Vision Zero and encouraging safe driving behaviors. In re-engineering our streets, we've begun important work that will continue for years into the future.

This report serves to monitor our progress towards reducing traffic deaths by 20 percent by the end of 2017, the most immediate target set by the Mayor by Executive Directive 10. In 2017, the City witnessed 245 deaths. Thanks to our immediate efforts in enforcement and education, this represents an improvement from our 2016 total of 253 deaths, though we are still above the 2009-2013 baseline average of 185 deaths.



VISION ZERO

LOS ANGELES | 2015-2025

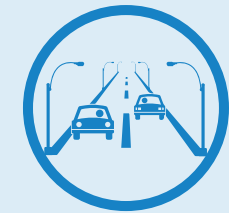
2017



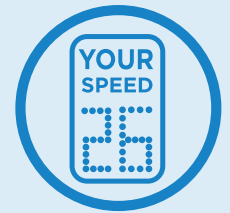
245

PEOPLE
KILLED

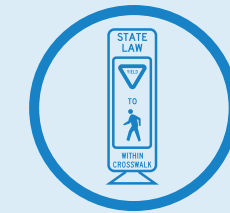
In 2017, the City of Los Angeles implemented:



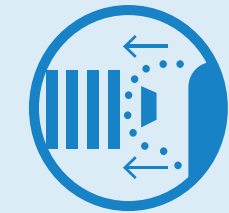
90
Miles of
Priority Corridor
Improvements



157
Speed
Feedback
Signs



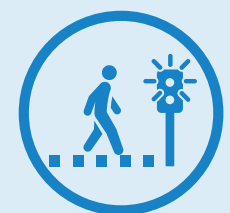
109
Pedestrian
Paddle Signs



152
'Right Sized'
Intersections



7
Pedestrian
Refuge Islands



7
Pedestrian-Activated
Yellow Flashing
Beacons



27%
Increase in
Speeding Tickets
Issued over 2016



100%
Of the HIN
with Active
Speed Surveys

Create Safe Streets For All



Phase 1 of Priority Corridor Improvements

LADOT conducted outreach and developed detailed engineering plans for the first 40 priority corridors (90 miles of street). In accordance with the City-adopted National Association of City Transportation Officials (NACTO) Urban Street Design Guide (2013), these designs have incorporated a number of safety enhancements for people walking, rolling, cycling, and driving. In 2017, LADOT field crews completed all Phase 1 installations on 17 of the 40 priority corridors, which included upgrading all crosswalks to high-visibility crosswalks, installing new speed-feedback signs, and right-sizing intersections. In 2018, field crews will continue to finish Phase 1 treatments, while also developing plans for new or upgraded signals as part of Phase 2. For more information about the specific corridors, see the Vision Zero 2017 Action Plan.



Speed Surveys

Enforcement is a critical piece of the Action Plan. For LAPD to enforce speed limits, streets must have an active speed survey that captures the speed drivers are traveling. LAPD cannot enforce the speed limit where surveys are expired. Prior to the adoption of Vision Zero, LAPD was unable to enforce speed limits on more than three quarters of arterial streets. A 2017 goal included renewing 100% of the speed surveys on the Priority Corridors. LADOT is on-track to exceed the 2017 benchmark, completing not only 100% of the Priority Corridors, but also 100% of the High Injury Network.

Safe Routes to School

Safe Routes to School can celebrate several accomplishments from 2017. The Los Angeles Unified School District (LAUSD) Board of Education formally adopted a Vision Zero / Safe Routes to School Resolution, marking an unprecedented District and City partnership to support SRTS strategies to achieve Vision Zero.

LADOT and BOE have completed 14 Safe Routes to School Plans. Of the remaining 36 prioritized schools, LADOT completed 14 walking safety assessments. Walking safety assessments solicit input from parents, school staff, school operations, school facilities, school police, and City Council field staff on challenges to walk and bicycle safely to and from school, forming the basis of the Safe Routes to School Plans. In Spring 2017, LADOT implemented the first of the completed SRTS Plans in the neighborhood surrounding Hollywood High and Selma Avenue Elementary Schools.

In September 2017, Safe Routes to School launched the Student Travel Tally Project across the Top 50 prioritized schools. The Tally project is a 2-day, in-classroom data collection exercise, to capture how students travel to and from school. Analysis of student travel behavior informs the development of SRTS Plan recommendations. SRTS will complete Student Travel Tally reports for all of the prioritized schools by the end of 2017. SRTS is moving toward expanding the reach and institutionalizing an annual Fall Student Travel Tally.



In October 2017, over 180 schools and 47,000 students participated in Walk to School Day Los Angeles, a key encouragement activity.

Since the program's launch in 2012, participation in Walk to School Day Los Angeles has increased dramatically, with a 30 percent increase this year alone from 2016. The success of the program has garnered national attention and this year the National Center for Safe Routes to Schools jointly recognized Mayor Eric Garcetti and Superintendent Michelle King for their leadership of Vision Zero Youth / Safe Routes to School.



Develop a Culture of Safety



LAPD Education & Enforcement

OTS awarded \$5.1 million dollars to LAPD for additional education and enforcement. The educational component of the grant includes traffic education presentations, motorcycle safety courses, Los Angeles Street Smarts details, and bicycle rodeos. The enforcement activities funded include sobriety checkpoints, driving under the influence (DUI) saturation details, bicycle/pedestrian details, and distracted driving details.

In 2017, LAPD increased speed citations by 27% over the previous year.



Vision Zero Los Angeles Education Campaign

In April 2017, Vision Zero Los Angeles launched a multi-pronged traffic safety education campaign along the High Injury Network. Vision Zero used focus groups and online surveys to develop a message that raised awareness of Vision Zero and called drivers in Los Angeles to action. The result was a localized campaign focused on speeding at intersections. Vision Zero purchased ads on bus benches, bus shelters, DASH buses, billboards, banners, and posters along the High Injury Network. Radio ads also ran on Spanish and English radio stations and Pandora for 12 weeks over the summer.

In all, the ad campaign gained over 20 million impressions in three months.

Vision Zero was also successful in establishing two major partnerships for the future of the initiative. Mayor Eric Garcetti partnered with Los Angeles Rams punter Johnny Hekker to create a social media public service announcement (PSA) encouraging drivers to check their speeds to avoid collisions. The PSA ran on YouTube, Facebook, Instagram, and Google in fall 2017. Vision Zero also teamed up with State Farm to sponsor the PSA on the radio and jumbotron at the Coliseum during Rams' games.



Community Partnerships

LADOT staff secured funding from the State of California's Office of Traffic Safety (OTS) for community-based outreach and education campaigns between April and June 2017. Seven teams of community organizations carried out eight creative traffic safety campaigns to promote road safety. The activations covered nine miles of Priority Corridors over 10 weeks.

Community-Based Activations

- ▼ Hoover Avenue, "Rise Up Hoover" (April 22-April 29)
Multicultural Communities for Mobility (MCM), LA Commons, Los Angeles County Bicycle Coalition (LACBC)
- ▼ West Adams Boulevard, "X-ing on Adams" (May 6-May 12)
LA-Más, Parents, Educators/Teacher & Students in Action (PESA)
- ▼ Roscoe Boulevard, "Vision Zero Roscoe" (May 15-May 19)
Pacoima Beautiful, Leyna Leightman, Cottonwood Urban Farm
- ▼ Alvarado Street and 6th Street, "20 Millas Salva Vidas" (June 5-June 10)
Central City Neighborhood Partners (CCNP), Art Division, Man One Art
- ▼ Pico Boulevard, "A Safe Pico 4 Everyone!" BlacklistLA (June 11-June 17)
Cyclists Inciting Change thru LIVE Exchange (CICLE), Blacklist LA, Ed Lum
- ▼ Crenshaw Boulevard, "Sankofa on the 'Shaw" (June 17-June 25)
MCM, LA Commons, LACBC
- ▼ Temple Street, "Temple St. Slow Jams" (June 20-June 24)
Los Angeles Walks, Gabba Gabba Gallery, Filipino Workers Center, Public Matters
- ▼ North Figueroa Street, "Trees of Life" (June 21-June 25)
Avenue 50 Studio, Los Angeles Neighborhood Initiative (LANI)

Teams surveyed nearly 2,000 community members about their traffic safety perceptions before and after each campaign. Overall, understanding and awareness of Vision Zero increased by 20 percent after campaigns concluded. Further, 80 percent of respondents expressed great concern about traffic safety issues in their communities and 65 percent of respondents said that Vision Zero is extremely important for the city.

Education through Art

The Department of Cultural Affairs (DCA) developed the Creative Catalyst “Artist in Residence” Program to challenge artists to work with City departments on innovative ways to incorporate art into their daily work. In July 2016, LADOT hired Alan Nakagawa as the City’s first Artist in Residence with a focus on Vision Zero.

During his one year tenure, Mr. Nakagawa developed several creative approaches to raise awareness of traffic safety. In November 2016, he worked with the nonprofit group LA Road Concerts to bring performances and art from 30 artists for the World Day of Remembrance for Road Traffic Victims. For another project, Mr. Nakagawa invited residents to write haiku poetry about the experience of traveling LA’s roads. LADOT installed the resulting 36 haiku poems on signs along Venice Boulevard in Mar Vista.



Haiku



LADOT Zine

LADOT, in partnership with DCA, has also commissioned the artist John Morse to design a piece entitled “Rainbow Halo.” Rainbow Halo involves the projection of sunlight through a rainbow light disc, casting a halo onto the sidewalk. This light will draw attention to the issue of traffic deaths by creating a momentary altar for the deceased in the shape of a circular halo, representing the life of an individual. As New Year begins, halo pieces will be incrementally added as the number of fatalities increases, subtly bringing attention to traffic deaths throughout our City.



Rainbow Halo

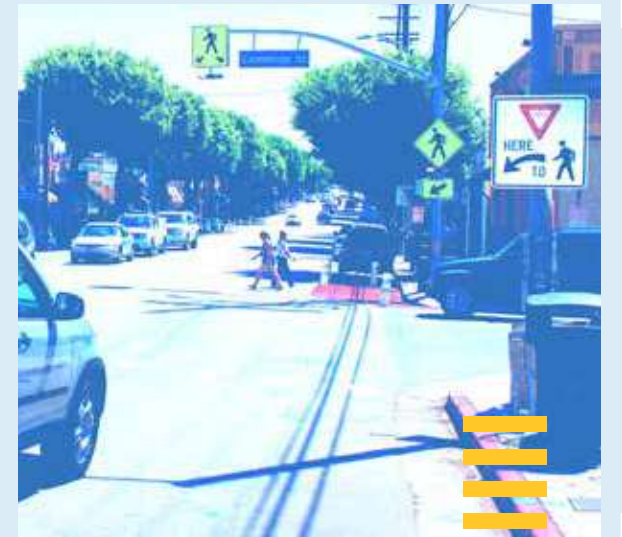
Adopt Policy and Legislation



Federal

A 2017 study from the National Transportation Safety Bureau (NTSB) provides more evidence of the relationship between vehicle speed and safety. In the United States, 31 percent of fatal vehicle crashes from 2005 to 2014 were caused by speeding — a close second only to alcohol. The NTSB study endorses a variety of tools that are already a part of the Vision Zero Los Angeles toolkit, including traffic calming devices like curb extensions and new standards for setting speed limits.

Following these findings, the Governor’s Highway Safety Association released a set of recommendations on bike safety that incorporates Vision Zero principles on speed management. The report specifically recommended that States allow cities to lower speed limits, create “slow zones” on local street networks, and use automated speed enforcement.



State

In the Los Angeles sponsored AB 390, which was authored by Assemblymember Miguel Santiago, was signed into law by Governor Brown on October 2. AB 390 updated the California Vehicle Code to clarify pedestrian right-of-way laws and supports the practice that people driving should yield to people crossing the street.

Respond to Relevant Data

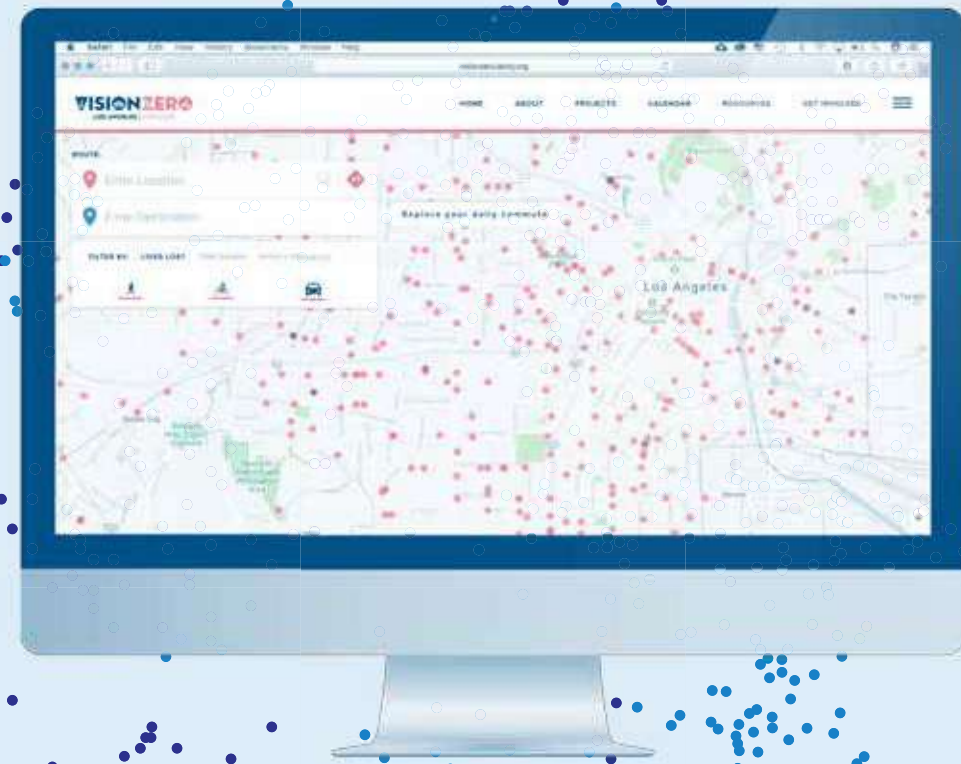


Vision Zero Web Map

The City of Los Angeles developed an interactive Vision Zero web map that shows the locations of people killed in traffic collisions. The map allows friends and family to memorialize the victim by sharing a story or adding a memorial icon to the location. Map users may also see the tragedy of traffic collisions along their commute route, calculate the total number of deaths in a neighborhood, or learn more about upcoming Vision Zero projects. View the map at visionzero.lacity.org.

Vision Zero GeoHub

The City of Los Angeles launched the GeoHub, an open data portal specifically focused on spatial data. The GeoHub features a page dedicated to Vision Zero with story maps, map applications, and numerous data layers including the HIN, the Vision Zero priority corridors, and collisions. The GeoHub and Vision Zero page provide a platform for the community to explore data and conduct their own analysis, available at visionzero.geohub.lacity.org.



2017 Action Plan Commitments

BENCHMARKS	PARTNERS	2017 GOAL	STATUS
Pavement Preservation	BSS LADOT	Digitize annual Street Services work plans to allow for better coordination with the Department of Transportation	Reassessing
Speed Surveys	LADOT LAPD	Complete 100% of the expired surveys along the priority corridors, 75% of the High-Injury Network and 50% Citywide	On Track
Temporary Street Closures	LADWP LADOT	Provide annual Department of Water and Power work plan to allow for better coordination with other City departments; Evaluate temporary sidewalk closure procedures.	On Track
Bicycle Network	LADOT BSS	Identify bike network gaps during initial project development.	On Track
Traffic Signs	LADOT	Maintain and upgrade speed limit signage.	On Track
Safe Routes to School (SRTS)	LADOT	Install 180 high-visibility crosswalks near 50 schools on the High-Injury Network.	On Track
Speed Mitigation Around Schools	LADOT LAPD	Install 11 school safety zones (15 miles per hour zone within 500 feet of school).	On Track
Capital Safety Improvements	BOE LADOT	Build 25 concrete pedestrian islands.	Reassessing
Street Lighting	BSL LADOT	Identify areas for lighting improvements (i.e. bus stops, mid-block crossings, and underpasses).	On Track
Street Design	LADOT	Complete 12 miles of street design plans.	On Track
City Design Standards	LADOT BOE	Update city design standards using Vision Zero principles.	On Track
Signal Timing	LADOT	Optimize 400 traffic signals for all road users; pilot signal timing strategy.	On Track
Legislation on Discouraging Speeding	Mayor LADOT, LAPD	Consider legislation on automated speed enforcement.	On Track
Collision Reporting	Mayor LADOT, LAPD	Work with State to improve the collision reports for more data on crashes (Form 555).	On Track
Traffic Law Compliance	Mayor LADOT, LAPD	Develop a state legislative strategy that addresses violations that contribute to fatal and severe injury collisions.	On Track
Sustainable funding strategy	LADOT	Pursue Vision Zero mitigation fund for new developments along the High-Injury Network.	Reassessing

Create Safe Streets For All

Adopt New Policy and Legislation to Strengthen Safety

2017 Action Plan Commitments

	BENCHMARKS	PARTNERS	2017 GOAL	STATUS
Respond to Relevant Data	Collision Database	LADOT, LAPD LACDPH	Work with LAPD on a more streamlined hand off of collision data; Incorporate 2014 - 2016 collision data to update the High-Injury Network.	On Track
	Using Data	LADOT, LAPD Mayor	Publish the Top 5 traffic violations on the Geohub; identify areas for education by LAPD's Community Relations Office and Community Traffic Services unit.	On Track
	Consideration for data-driven enforcement strategy	LAPD, LADOT	Emphasize traffic enforcement on major moving violations, especially those affecting youth and older adult victims; deploy enforcement and education units to high-risk intersections.	On Track
Develop a Culture of Safety	Vision Zero Los Angeles Education Campaign	LADOT Alliance, LACDPH	Build a \$2 million public education campaign to bring awareness and create behavior change around collision factors such as speeding and impaired driving.	On Track
	Community Partnerships	LADOT Alliance, LACDPH	Complete a \$500,000 outreach campaign along the Vision Zero priority corridors; continue to conduct meetings with the bicycle community and assist in the City's bicycle plan efforts.	On Track
	Maximum Media Saturation to Vision Zero	LADOT LACDPH	Leverage existing resources and community leaders (i.e. government leaders, City-owned assets, school-based materials and events).	On Track
	Partnerships with Government Organizations	LADOT Mayor	Continue school bicycle and pedestrian safety education programs that reinforce the rules of the road and teach participants how to be more visible when walking and bicycling.	On Track
	Partnerships with Insurance Organizations	LADOT LACDPH	Produce and distribute a "Road Map for Safety" that educates road users about safe ways to behave around key road features; promote use of existing driving behavior data technology.	On Track
	Education on Impaired Driving	LADOT LACDPH	Develop school curriculum about the dangers of distracted driving, driving under the influence, and how to stay safe while walking and bicycling on campus.	On Track
	Community Building	LADOT, LAPD Alliance	Identify and utilize cultural competency training for City staff with the support of community leaders; use cadets to disseminate traffic safety flyers on the High-Injury Network and COMPSTAT-identified areas.	Reassessing
	Partnerships with Technology Partners	Mayor LADOT	Continue to build relationships with companies such as Waze and Google.	On Track
	Partnerships with Trauma Centers	LACDPH LADOT	Work to identify survivors willing to share their stories.	On Track

Acknowledgments

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Page 24: Central City Neighborhood Partners

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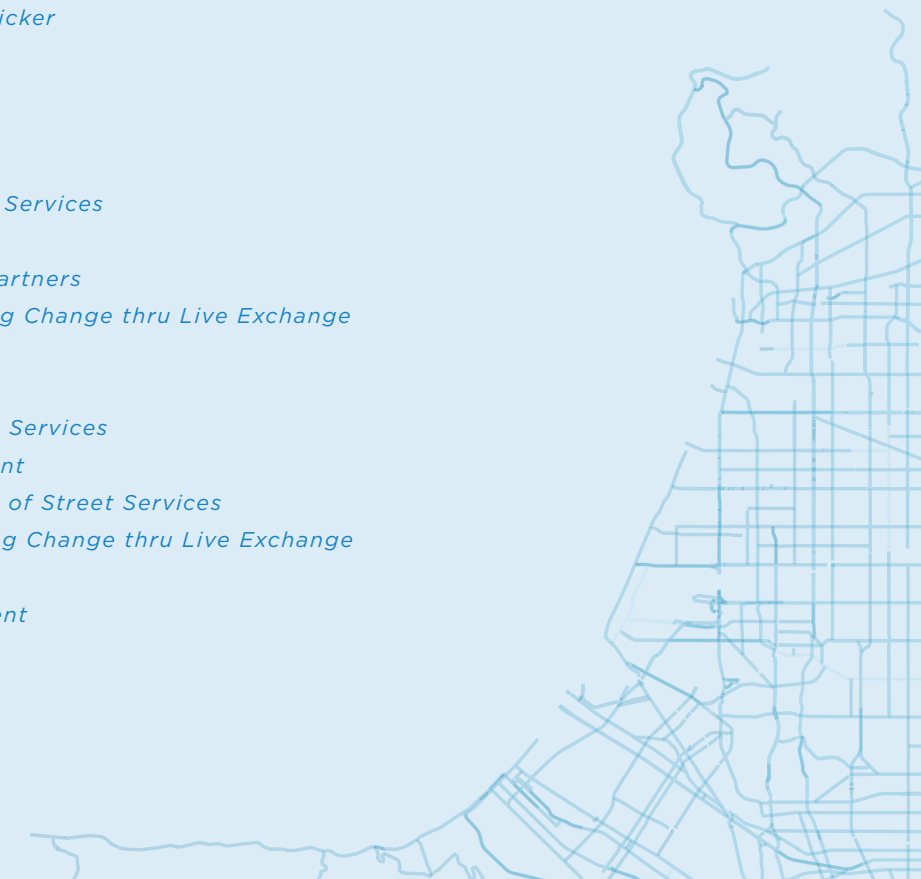
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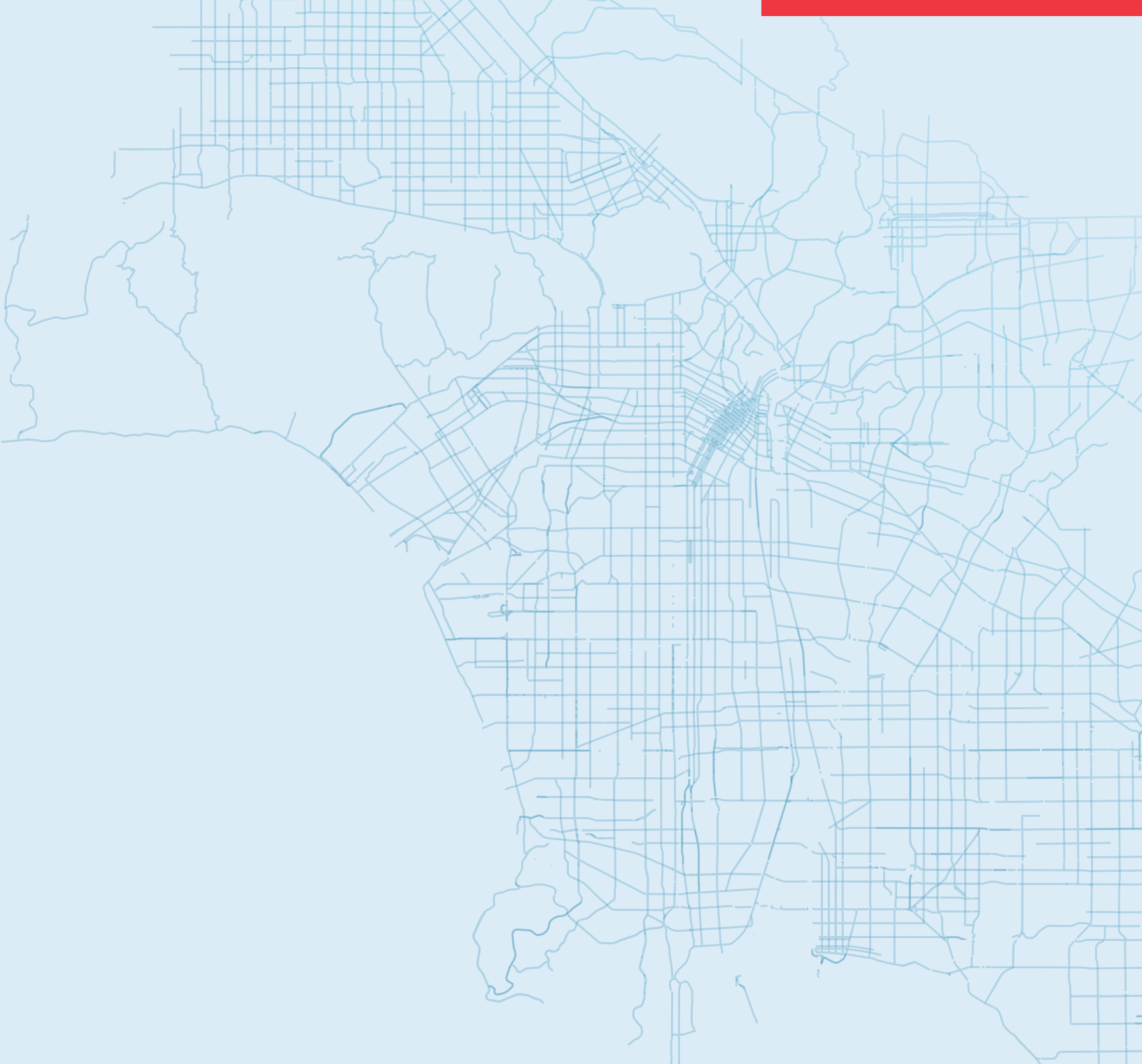
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