

# About Vision Zero - A New Vision for Traffic Safety

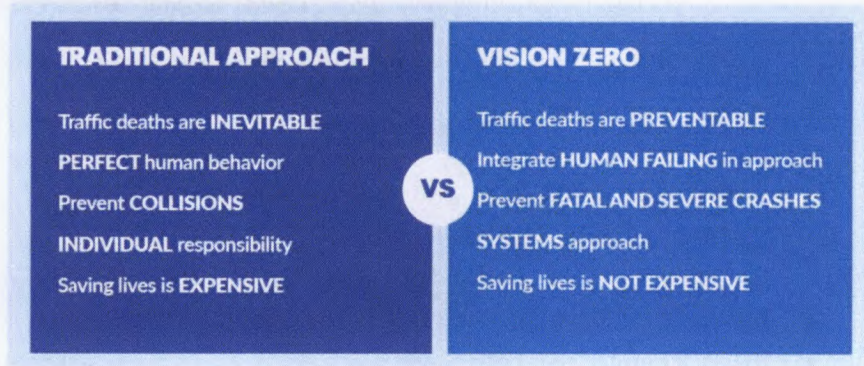
## Vision Zero Mission:

Eliminate all traffic fatalities and severe injuries, while increasing safe, healthy, equitable mobility for all.

## International Framework:

First implemented in Sweden in the 1990s, Vision Zero has spread across the world and is gaining momentum in U.S.

cities to ensure people have safe options to move about their communities, whether walking, bicycling, driving, or riding transit.



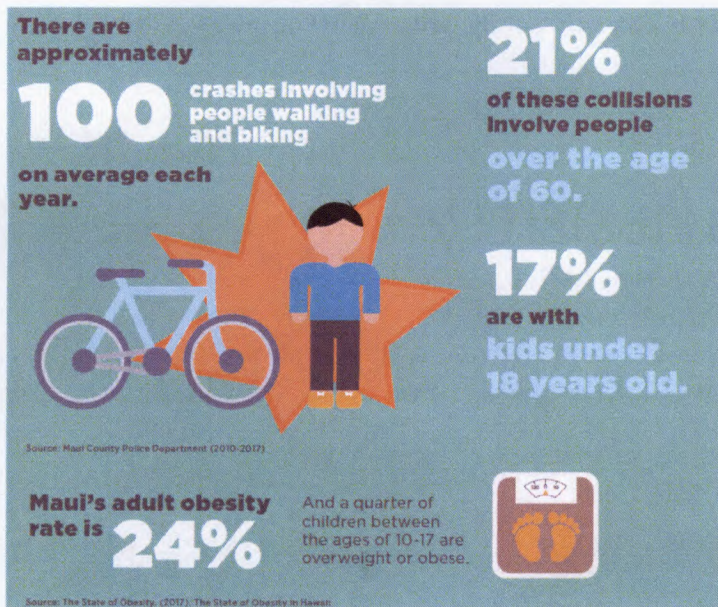
**Approach:** Unlike traditional traffic safety approaches, Vision Zero defines traffic collisions as a systemic problem that demands a multi-disciplinary, comprehensive approach to solve. Vision Zero strategies emphasize the need for data-driven strategies that prioritize effective solutions for eliminating fatalities on roadways.

Vision Zero acknowledges that these tragedies are preventable, and the choices we make -- particularly at the policy level and related to the built environment -- have far greater impacts than we have traditionally accepted. What we have long called "accidents" are most related to policies, systems and environments that can be improved upon with collective action and political will.

## Why Vision Zero in Maui County

Over the past five years, Maui County has seen an average of 100 crashes involving people walking and biking, of which 15% resulted in serious injury or death. Add to that crashes involving only motorized vehicles, and Maui County sees an average of 18 traffic fatalities annually.

Maui residents worry about fast-moving vehicles and limited facilities for people walking and biking. Those same concerns have an impact on individual and community health, as a lack of a safe and connected bicycle and pedestrian network discourages people from walking and biking places.



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Director Maui MPO



## Role of Elected Leaders

At a September 2018 [Memorial Bike Ride](#) for cyclist Karl Hagen, then-Mayor Alan Arakawa made a [Vision Zero Proclamation](#) to eliminate traffic deaths on Maui by 2040.

Elected leaders play a critical role in committing a community to Vision Zero as a fundamental paradigm shift:

- Inspiring the vision
- Setting and communicating administrative priorities
- Ensuring funding aligns with goals
- Establishing a structure for departments to work together and carry out responsibilities
- Encourage innovation to constantly strive to make things better
- Foster a climate that both celebrates successes and holds stakeholders accountable to the urgency of achieving Vision Zero.

## How we will enact Vision Zero in Maui County

Enact a Vision Zero County Council Resolution and Mayor's Proclamation to make the following commitments:

- Recognize traffic deaths and severe injuries can be prevented
- Focus on protecting human life and health across the transportation system
- Recognize and emphasize speed as the main factor of crash severity
- Create transportation systems that accommodate for human error and improve safety

## Upcoming projects in the 2019-2022 Maui MPO Transportation Improvement Program (TIP):

- Complete Streets projects with context-sensitive multimodal safety improvements: Papa Avenue, Onehe'e Avenue, Kanaloa Avenue, Lower Main Street
- Greenway multiuse paths: North Shore Greenway, West Maui Greenway, Kihei Bikeway



## **Next Steps**

- County Council **Resolution**
- Mayor Victorino's **Proclamation**
- Formation of **Vision Zero Safety Advisory Group** to develop Action Plan. Potential participants include but are not limited to:

### **County of Maui**

- Corporation Counsel
- Fire Department
- Information Technology
- Transportation
- Planning
- Police Department
- Prosecuting Attorney
- Public Works
- Mayor's Office
- Liquor Commission
- Housing and Human Concerns - Office of Aging

### **State of Hawai'i**

- Department of Education
- Department of Health
- Office of Hawaiian Affairs
- Department of Transportation
- University of Hawai'i
- Hawaii Tourism Authority

### **Others**

- Maui Metropolitan Planning Organization
- Maui Bicycling League
- Hawaii Bicycling League
- Blue Zones Project
- Rotary Clubs
- Chamber of Commerce
- Hospital Trauma Programs
- Hawaii Public Health Institute



### **Action Plan Concept**

A Vision Zero Safety Advisory Group will build upon efforts started in 2018 to create a Maui Vision Zero Action Plan to include but not limited to the following focus areas:

#### **1. Data Analysis**

- Improve crash data collection and analysis process.
- Use crash maps and data from Hele Mai Maui 2040 Long Range Transportation Plan, and use performance measures to track progress toward 2040 goal of zero traffic deaths.
- Identify “Top 5 Causes” and regularly review data to update priority actions.
- Establish an official crash database from multiple sources and provide consistent reporting to the media.
- Create multiple agency crash audit team to be deployed in a timely manner at crash sites.

#### **2. Education**

- Educate drivers, bicyclists, and pedestrians about safe behaviors, including safe use of crosswalks.
- Partner with Walk Wise Hawaii on school educational campaigns to teach students safe pedestrian behavior and build community support for Safe Routes to School projects.
- Hold a Safety Summit to educate the public about “Rules of the Road” – safe driving, biking and walking behavior.
- Hold memorial walks and bike rides to commemorate crash victims and build support for solutions.

#### **3. Enforcement**

- Implement “Drive Sober or Get Pulled Over” and similar enforcement campaigns to reduce fatalities due to impaired driving and speeding. Encourage people to use taxis and rideshare services instead of driving under the influence.
- Support legislation that promotes safety, such as red light cameras and automated speed enforcement.
- Support efforts from the State DOT Strategic Highway Safety Plan.

#### **4. Engineering**

- Design communities that are safe for people to walk, bike, ride the bus and drive. Increase miles and create networks of greenway multiuse paths, bike lanes, protected bike lanes, sidewalks and widened shoulders to provide for multimodal transportation options
- Support implementation of Complete Streets concepts from County Street Design Manual. Provide adequate funding for County safety and sidewalk funds.
- Implement design improvements in high crash rural roads to reduce fatalities.