

## MARKET/JFK VISION ZERO PILOT PROJECT

### PROJECT SUMMARY & GOALS



The pilot, which is described on the reverse side, will improve safety for everyone using the streets. The project goals are to:



Manage driving speeds, in accordance with 25MPH speed limit.



Shorten crossing distances for people walking.



Reduce the number of people bicycling on the sidewalks, and provide a dedicated space for cyclists.



Reduce Philadelphians' risk of developing chronic disease by promoting active transportation [walking and biking].

Throughout the nine-month pilot, data will be collected and evaluated to inform future, more permanent solutions.

### WHY DOES VISION ZERO MATTER?

Every year, there are over 10,000 reported crashes in Philadelphia, killing 100 people and seriously injuring over 250 more. Traffic deaths and serious injuries are preventable and unacceptable.

# 154

PEOPLE WERE INJURED IN 140 CRASHES ON MARKET/JFK.

Source:  
PennDOT(2012-2016)

# ONE

PERSON WAS KILLED WHILE WALKING ON THE SIDEWALK OF JFK BLVD. IN 2017.



"Police said a woman was driving the van west on JFK Blvd., and tried to switch from a middle lane to the right-hand lane at the intersection with 16th Street, but instead struck the back of a silver Hyundai Santa Fe sport utility vehicle traveling in the right lane" - *The Philadelphia Inquirer*, June 13, 2017

# VISION ZERO

CITY OF PHILADELPHIA

# CENTER CITY DESERVES SAFER STREETS

ZERO TRAFFIC DEATHS BY 2030



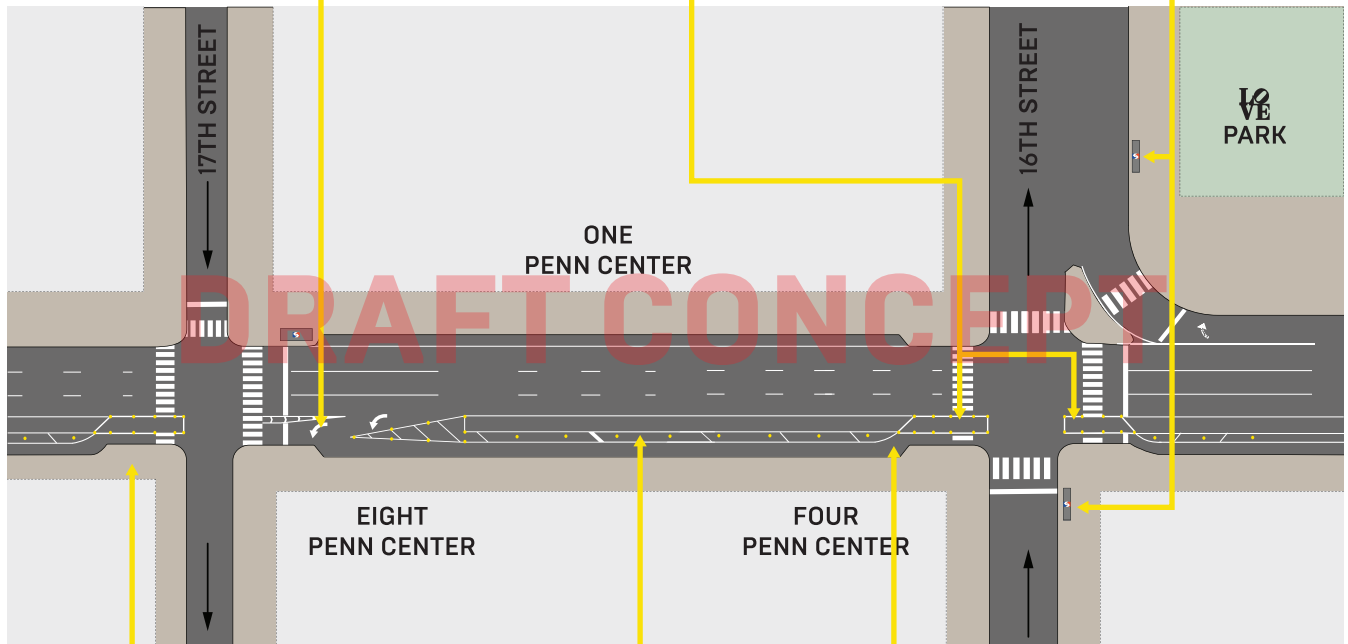
New turning lanes will help organize traffic and prevent unnecessary confusion at intersections.



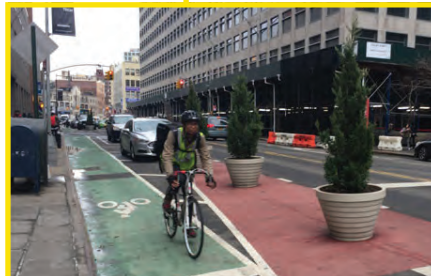
Painted areas with flexible delineator posts at key intersections will better delineate roadway space.



Upgraded bus shelters will improve the streetscape and make waiting for buses more comfortable.



By installing a dedicated bike lane, bicyclists and drivers will be separated. This will reduce conflict between them and reduce biking on sidewalks.



This project provides opportunity to incorporate landscaped planters, like these, for more welcoming and verdant Center City corridors.



The parking protected bike lane will preserve parking and loading for residents, businesses, and visitors to Center City.

Please send comments and questions to:  
VisionZero@phila.gov



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