Vision Zero Action Plan 2025

November 2020
Fellow Philadelphians,

Over the past three years, the Vision Zero Task Force has brought state and local government officials side-by-side with community and advocacy groups to work towards a goal of zero traffic deaths. Building on that progress, the Task Force has outlined Philadelphia’s path forward to Vision Zero in this next Five-Year Action Plan. These efforts build on the establishment of the Office of Complete Streets, as well as the work of my colleagues in City Council and the State Legislature, who have championed efforts towards making the streets safer. Our accomplishments this past three years include the installation of automated speed cameras on Roosevelt Boulevard, the addition of over 37 miles of new and upgraded bike lanes, including over 10 miles of protected bike lanes, and over 58 miles of improved streets.

This year, a combination of the global pandemic, an escalating economic recession, and unrest tied to systemic racism and police brutality have all taken a toll on Philadelphia. We have also seen a dramatic increase in traffic deaths. The month of July 2020 was the worst single month during my administration as 24 Philadelphians lost their lives in crashes. These deaths are unacceptable and preventable.

When I took office in 2016, I pledged my commitment to making Philadelphia streets safe for everyone, regardless of age, physical ability, or choice of transportation. The path to achieving Vision Zero is not accomplished easily and requires a fundamental and widespread commitment to systemic change from how we design our roads, to how we teach our kids to walk to school, to how we design vehicles. It will take all of us to reach zero.

This Vision Zero Action Plan 2025 is an important step towards reaching our goal of zero road deaths. We all have a part to play. With the support of each and every Philadelphian, we can save lives and make our city’s streets safer.

I recognize the traffic crashes that result in lives lost or severe injuries are preventable. It is our shared responsibility to build a transportation system that prioritizes safety on our streets. By focusing on system-wide improvements, we can stop traffic-related deaths. We can save lives.

Sincerely,

Mayor James F. Kenney
WE PLEDGE, as the Vision Zero Task Force, to incorporate the Vision Zero Action Plan goals, principles, and values into everything our departments, agencies, and organizations do. We commit to zero traffic fatalities by 2030.

Michael Carroll, P.E. (Chair)
Office of Transportation, Infrastructure, and Sustainability

Anne Fadullon
Department of Planning & Development

Kelley Yemen
Office of Complete Streets

Tumar Alexander
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Asociacion Puertorriqueños en Marcha, Inc. (APM)

Rick Sauer
Phila Vision Zero

MORE THAN A STATISTIC

“I pledge to recognize that crashes are avoidable and my choices matter to the lives of others.”

Tumar Alexander
Managing Director

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Managing Director

Dr. Thomas Farley
Department of Public Health

Carlton Williams
Department of Streets

Anne Fadullon
Department of Planning & Development

Ralph DiPietro
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“I pledge to slow down, focus on driving, and put my phone away while behind the wheel.”

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# Table of Contents

Letter from the Mayor James F. Kenney  
Vision Zero Pledge  
Philadelphia 3 Year Snapshot of Vision Zero (2017-2020)  
Executive Summary  
Three Year Overview  
Action Plan Progress: Year Three Highlights  
Equity in Vision Zero  
Moving Forward – A Safe Systems Approach  
Aligning Vision Zero with complementary initiatives  
Transformative Policies  
Vision Zero Capital Plan 2025  
Vision Zero – Year Three Grants  
Safe Speeds  
Safe Streets  
Safe People  
Safe Vehicles  
Safety Data  
Vision Zero Task Force & Subcommittees
PHILADELPHIA 3 YEAR SNAPSHOT 2017-2020

31 miles of future High Injury Network safety projects programmed

8 locations with speed cameras installed on Roosevelt Boulevard
121 pedestrian head start signals
119 speed cushions
456 e-bikes added to Indego
10 miles of protected bike lanes & 45 miles of total bike lanes
250k people reached via social media & 1,000 ads placed on radio and throughout the city

58 miles of completed safety improvements

$20m+ of safety investments using fees from red light camera tickets

250k people reached via social media & 1,000 ads placed on radio and throughout the city
A life lost on Philadelphia’s streets is unacceptable and preventable. Our city, our families, and our children deserve safer streets.

In Philadelphia, neighborhoods with higher proportions of residents living in poverty or higher proportion of residents of color are subjected to a disproportionate number of fatal and serious injury traffic crashes. Traffic crashes do not affect all Philadelphia neighborhoods equally. Together, we can ensure equitable access to safer streets.

Why Vision Zero in Philadelphia?
Compared to our peer cities with established Vision Zero policies, Philadelphia has one of the highest rates of traffic-related deaths per 100,000 residents. Philadelphia’s traffic-related death rate is over two times as high as that of New York City. Traffic crashes are not accidents; they are preventable incidents.

In Philadelphia, neighborhoods with higher proportions of residents living in poverty or higher proportion of residents of color are subjected to a disproportionate number of fatal and serious injury traffic crashes. Traffic crashes do not affect all Philadelphia neighborhoods equally. Together, we can ensure equitable access to safer streets.

Executive Summary: VISION ZERO AT A GLANCE

VISION ZERO GOALS

Save lives by reducing the number of severe traffic crashes on Philadelphia streets

Improve the overall performance of the street system, and prioritize those using our streets who are the most vulnerable

Ensure equitable traffic safety investments in neighborhoods needing them most

Reduce Philadelphians’ risk for developing chronic diseases by promoting active transportation

Shift trips from motorized to active modes of transportation to reduce congestion, improve air quality, and improve health

Philadelphians are worth it. A life lost on Philadelphia’s streets is unacceptable and preventable. Together, we can save lives.

Opposite image: Walk and Bike to School Day, Safe Routes Philly, 2018
Renewing our Commitment to Vision Zero in Philadelphia

On November 7, 2016, Mayor James F. Kenney signed Executive Order 11-16, committing to reduce traffic deaths to zero by 2030. On October 1, 2017 the City released the first Vision Zero Three-Year Action Plan. 2020 marks the culmination of the first phase of Vision Zero work in Philadelphia, which will serve as the foundation for ongoing efforts. This gives us a chance to reflect on what was achieved, reassess what has worked and what has not worked, and renew our commitment to reducing traffic deaths to zero by 2030. Vision Zero is a challenging goal, but a goal worth pursuing because all Philadelphians deserve safe streets.

VISION ZERO PRIORITIES

EQUITY | Ensure equitable traffic safety investments in neighborhoods needing them most

SAFE SPEEDS | Prevent fatal crashes by managing vehicle speeds

SAFE STREETS | Create roads that are predictable and aren’t confusing to anyone using them

SAFE PEOPLE | Empower Philadelphians to spread Vision Zero messaging, take community action, and promote a culture of safe driving, walking, and biking

SAFE VEHICLES | Support all Philadelphians to use the safest vehicles possible for daily trips - with transit, biking, and walking as the priority

SAFETY DATA | Use quality data and the latest analytical tools to prioritize actions and track Vision Zero progress

VISION ZERO FOR YOUTH | Invest in the transportation safety of young Philadelphians as they grow in schools and neighborhoods

Vision Zero Capital Plan 2025

To accelerate Philadelphia’s progress towards Vision Zero, the City has identified 10 priority corridors and 10 priority intersections for safety improvements. For each location, this Capital Plan provides a crash analysis, a list of potential engineering solutions, and a high level cost estimate to build the improvements. These corridors and intersections have been selected because they are some of the most dangerous places on the High Injury Network and because projects here would meet other City goals including equity, transit or bike network priority, economic development, and youth safety. Over the next five years, the City will endeavor to fund, design, and build safety improvements at these priority locations. To learn more see pages 34-35.

TRANSFORMATIVE POLICY GOALS

Expand Automated Speed Enforcement
Set Speed Limits by Municipal Authority
Pass The Curb Bill To Allow Safe Street Design
Adopt Vision Zero Ordinance

To learn more see pages 30-31
By adopting Vision Zero, the City of Philadelphia rejects the status quo that traffic deaths are “accidents.” Instead, we accept traffic deaths as preventable incidents that can be systematically addressed. We can save lives and prevent serious injuries on our streets by applying Vision Zero’s core principles, while enhancing the quality of life for all Philadelphians.

In our first three years, Vision Zero Philadelphia has laid the foundation for safe streets throughout the city. Highlights include:

- Mayor Kenney announcing the Vision Zero for Youth pilot project
- Installing automated speed cameras at eight locations along Roosevelt Boulevard
- Installing transformative safety improvements on streets across the city including Chestnut Street, Market Street & JFK Boulevard, and 11th Street
- Installing 119 speed cushions, 121 pedestrian head start signals, and 2 raised intersections
- Over 10 miles of new protected bike lanes
- Installing 58 miles of safety improvements over the last 3 years
- Planning 11 miles of upcoming projects on the High Injury Network in the next two years including corridors like Washington Avenue and intersections like Frankford, Trenton, and York, and Broad, Germantown, and Erie
- Launch of the Neighborhood Slow Zone program with three neighborhood slow zones in progress
- Upgraded City fleet vehicles with sidguards, 360-degree cameras, and cross over mirrors
- Reached over 250,000 people through social media, and placed over 1,000 ads on radio and throughout the city

Vision Zero continues to prioritize traffic safety in transportation program investments that save lives and promote healthier living. Using data-informed decisions, Vision Zero will ensure equitable traffic safety investments in neighborhoods needing them most.
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**COVID-19 stay at home order**

- **2019**
  - Philadelphia’s first observation of the World Day of Remembrance for traffic violence victims
  - PPA and City announce construction beginning for eight speed camera on Roosevelt Boulevard
  - City Launches Washington Avenue community engagement process
  - City closes MLK Drive to cars to allow safe socially distanced outdoor activity

- **2020**
  - City announces Washington Avenue Design layout based on community input
  - City launches public space engagement process for improvements at Broad Street, Germantown Avenue & Erie Avenue
  - City announces Washington Avenue Design layout based on community input
  - City installs protected bike lanes on Parkside Avenue, 10th Street, and 8th Street in Center City
  - PennDOT and City collaborate on new lane configurations and safety improvements at Eakins Oval, Logan Square, and Ben Franklin Parkway
  - PennDOT and City upgrade safety improvements to JFK Boulevard and Market Street including new bike lane/ conflict zones at intersections
Fatal Crashes And Serious Injury Crashes

Where We Are Now

Vision Zero recognizes that humans will make mistakes, including while using our streets. That means not every crash can be prevented, but it is possible to eliminate serious injuries and the loss of life. Instead of focusing on preventing all crashes, Vision Zero focuses on reducing the severity of crashes, and on saving lives. If we design our streets for the safety of those most vulnerable on our streets—people walking—we can improve safety for everyone living, working, and traveling on them.

Philadelphia saw a dramatic decrease in 2017 (-19 percent), an increase in 2018 (+17 percent), and a slight decrease in 2019 (-9 percent) in traffic deaths compared to the previous year. This is why best practice tells us not to look at any single year in isolation. We should look at crash data over a span of several years, so we refer to crash data in five-year intervals to tell the most complete story. From 2015 to 2019, the number of people killed on Philadelphia streets has a flat to slightly decreasing trend. If we are to reach our goal of zero traffic deaths on Philadelphia streets by 2030, we need to accelerate that decreasing trend over the next decade. If we continue our current trend, we will not reach our goal by 2030.

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Contributing Factors In Fatal And Serious Injury Crashes (2015-2019)

To understand crashes and how to prevent them, it is critical to analyze critical pre-crash events underlying the crash. The Federal Highway Administration has identified a list of contributing factors related to drivers, vehicles, roadways, and the environment. The chart above shows the most common contributing factors in fatal and serious injury crashes in Philadelphia. Aggressive driving is the most common contributing factor and it includes a number of dangerous maneuvers like speeding, running a red light, and careless passing or lane change.

Top Contributing Factors in Fatal and Serious Injury Crashes

Data Source: PennDOT (2015-2019)

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While traffic fatalities decreased slightly in 2019, the number of serious injuries increased significantly in 2019. The outsized increase in serious injuries in a single year is striking, especially when compared to the relatively steady number of fatalities. This abnormality in the crash data can be explained by Philadelphia’s adoption of new statewide standards in how injury types are coded and reported by police and first responders. A similar increase in serious injury crashes was also reported in other counties in Pennsylvania and New Jersey when the new crash codes were adopted there.

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Vision Zero in 2020

In July 2020, Philadelphia reached the highest number of traffic fatalities in a single month since the City committed to Vision Zero four years ago. Twenty-four people were killed in crashes over thirty-one days. Although it is too soon to draw definite conclusions, the COVID-19 stay at home order in March 2020 reduced the average number of vehicles on the road. This can have the effect of encouraging speeding. This coincided with other strains on communities and individuals that could contribute to increased aggressive and impaired driving including economic hardship, physical and mental health challenges, and civil unrest. This alarming spike comes at a time when increased numbers of Philadelphians are walking and biking to social distance and get outside.

Cumulative Crash Fatalities by Month in Philadelphia 2018, 2019, and 2020


By the Numbers

Over the past ten years, Philadelphia’s traffic death patterns have been slightly increasing while Pennsylvania as a whole has seen a decreasing trend. In the United States, there have been larger swings from the decrease in deaths around the last recession, to a large increase during the recovery and a relative plateau in recent years.

Traffic Deaths Philadelphia

Data Source: PennDOT and NHTSA (2015-2019)

“On November 28, 2017, Emily Fredricks lost her life while cycling at the corner of Spruce and 11th Street in Philadelphia. She was killed by someone driving a private sanitation truck. She was kind, funny, creative, and she was not afraid to love or be loved. Our hearts are forever broken and we miss Emily every second of every day. We do this advocacy work in honor of Emily; we know it is too late to save her. The beneficiaries of our work are the living.”

- Rich and Laura Fredricks (Emily’s parents) and Michael and Jack (Emily’s brothers).

MORE THAN A STATISTIC
Understanding the Demographics

Every day in Philadelphia, an average of five children are involved in a traffic crash and one child each week is involved in a serious injury or fatal crash. While younger adults ages 25-40 years old are the most frequent age group behind the wheel in fatal or serious injury crashes, people of all ages suffer from traffic violence. Men are more likely than women to be driving in crashes that kill or seriously injure someone, though men and women passengers or people walking are equally likely to be involved.
Equity in Vision Zero

Pursuing Vision Zero means making changes to the streets most impacted by traffic crashes. In Philadelphia, that means recognizing that crashes disproportionately impact neighborhoods where a majority of residents live in poverty or a majority of residents are people of color. Therefore traffic safety investments must be prioritized in these locations, and the City’s work on enforcement must be sensitive to historic and current patterns of racialized policing. There is an urgency to ensure that Vision Zero is responsive to the long-stated needs for greater equity in Philadelphia.

The concentration of traffic safety problems in lower income communities and communities of color is not accidental, but reflects disinvestment. Throughout many parts of the city, demonstrated infrastructure needs exceed the available funding. Municipal efforts, especially in recent years, have endeavored to make more equitable investments in streets and transportation infrastructure. We acknowledge that these efforts have not yet achieved equity among Philadelphia neighborhoods.

Equity in Vision Zero means avoiding simplistic approaches. For example, allocating purely equal shares of resources all around the city ignores the fact that not all areas are confronting the same levels of risk. Therefore, this plan commits to focusing Vision Zero efforts in the next five years in neighborhoods where a majority of residents are either people of color or people living on low incomes where data shows the impact of traffic crashes is highest.

While the current available data indicates the location of a crash, what is less clear is the relative number of Black and Brown people who are victims of traffic violence. In part, this is due to the variation in how race data in traffic crashes is collected and tracked. This plan renews the City’s commitment to working with PennDOT and other partners to create consistent procedures to collect the data necessary to complete a Vision Zero racial equity analysis. The City’s goal is to have race data collected for every crash and of all people involved.

Communities where a majority of residents are living in conditions of stress, often means traffic violence is only one of many pressing concerns. This plan commits to increasing automated traffic enforcement while reducing police-led enforcement that has unjustly been concentrated among Black, Brown and immigrant communities.

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We recognize that equitably planning for Vision Zero means community partnerships and dialogue are essential. A fundamental principal of CONNECT: Philadelphia’s Strategic Transportation Plan is that residents should have a say in the infrastructure decisions that affect their lives. Just as physical improvements to transportation infrastructure should be long lasting and sustained, community engagement should also build relationships. Multilingual community engagement, as well as in person, online, and postal mail methods aim to ensure that information about transportation safety is accessible to all members of the community. When the City and our partners are planning changes to transportation design or programming, we commit to transparent processes that are grounded in community dignity.
Rebalancing the Road Injury Prevention Effort

The City acknowledges that:

• Traffic deaths are preventable and unacceptable.

• Human life is our highest priority.
  » Preserving human life takes priority over level of service.
  » Philadelphia’s transportation system should be safe for all of its users, in every neighborhood.

• Human error is inevitable and unpredictable.

Our transportation system should be designed to anticipate human error, so the consequence is not death or serious injury.

The City is reaffirming its commitment to Vision Zero by moving forward with a safe systems approach. This Action Plan embraces a framework of safe speeds, safe streets, safe people, safe vehicles, and safety data.

Vision Zero Action Plan 2025 recommits to ending all traffic deaths and serious injuries in Philadelphia by 2030. In developing this plan, the Vision Zero Task Force and its member agencies took time to reexamine the areas of progress and the challenges from the first action plan.

The City continues to build on many achievements such as the expansion of the protected bikeway network, improved city fleet safety, and the installation of speed cameras on Roosevelt Boulevard. There are also many challenges including capacity for project delivery, capital funds for engineering improvements, concerns related to equity and enforcement, and the lengthy process on some legislative initiatives. With these achievements and challenges in mind, OTIS staff has worked with the Vision Zero Task Force to focus and refine the City’s approach to Vision Zero in this new Action Plan.

Moving Forward - A SAFE SYSTEMS APPROACH

Safe Systems Compared To Traditional Road Safety Approach

The next phase of the City’s Vision Zero work will use a safe systems framework. This approach to transportation safety looks beyond the immediate conditions of a crash and focuses across connected systems to prevent all fatal crashes. In comparison to a traditional approach that designs roadway environments to function best when users follow precise rules, a safe system approach accounts for human error. People are not perfect, and will always make mistakes. However, when they do, our safety systems should be in place to prevent traffic-related deaths.

While a traditional approach focuses on shifting people towards safer behaviors (e.g. driver’s education) and relies on enforcement to manage people who break rules (e.g. speeding), a safe systems approach manages all risks inherent in the transportation system and eliminates conditions that could be deadly. In addition, a safe system promotes the safest and healthiest options for people to get around such as taking transit, walking, or biking.

Prioritizing Safety – An Updated High Injury Network

80 percent of all traffic deaths and serious injuries occurred on just 12 percent of Philadelphia streets. This 12 percent of streets comprises the High Injury Network. Using five-years of crash data (PennDOT, 2014 - 2018; excludes interstates), this High Injury Network (HIN) was developed using an updated methodology. This new methodology is more precise and has captured a greater amount of the fatal and serious injuries than the previous HIN, which accounted for 50 percent of fatal and serious injuries on 12 percent of streets. By analyzing crash data, the Vision Zero Task Force partners can prioritize investments along these corridors to save lives and prevent serious injuries. More detailed information about the HIN, a dynamic version of the map, and the full methodology are available at www.visionzerophl.com.

This High Injury Network will serve as the focus of the Vision Zero strategies outlined in this Five-Year Action Plan.
To reach Vision Zero by 2030, we must align all complementary City goals including supporting families to access education and economic opportunity, creating inclusive and resilient neighborhoods, and recognizing the struggle to create a more racially just Philadelphia. In 2018, Mayor Kenney adopted CONNECT: The City of Philadelphia’s Strategic Transportation Plan. The plan recognized that over 30% of Philadelphia households don’t have access to car and the high cost of being involved in a crash can be destabilizing for most Philadelphia families. In order to support a more resilient and safe transportation system, CONNECT committed the City and its partners to working towards making transit, walking, and biking the fastest, safest, and most convenient options to travel.

Mayor Kenney outlined his priorities of equity and opportunity for all at the beginning of his second term in office. While the world has changed with the COVID-19 pandemic, working towards these goals for Philadelphia has become even more important. With rising traffic-related fatalities and shrinking City and State budgets being impacted by the pandemic, it is more important than ever for actions to affect outcomes greater than the sum of their parts.

QUALITY EDUCATION FOR ALL
The best way to promote lasting equity in Philadelphia is to ensure that all of our city’s children and youth—regardless of where they live—have access to quality schools in their neighborhood. Vision Zero is committed to planning for safer streets and slower speeds around all schools, and developing quality safe transportation curriculum for all Philadelphia children.

SAFER AND MORE JUST PHILADELPHIA
Mayor Kenney is leading on police reform and reducing the violence that tears communities apart—leaving deep scars and lasting trauma in its wake. Traffic-crashes are a form of violence and the trauma of a senseless loss of life affects any family deeply. The impacts of heavy traffic enforcement can have the similarly traumatic impacts. Vision Zero supports creating a more just Philadelphia where traffic safety does not rely on traffic stops, but rather on creating a safe system to prevent fatal crashes.

HEALTH EQUITY FOR ALL
Philadelphia’s response to COVID-19 is not an ad-hoc reaction. Rather, it is emblematic of a larger effort to ensure access to health care regardless of immigration status, insurance status, or language spoken. Preventing chronic health conditions and eliminating health inequities also aligns with Vision Zero’s goal to improve access to healthy transportation options. Preventing traffic crashes resulting in death and serious injury will improve lasting health outcomes for those involved and their families.

INCLUSIVE ECONOMY AND THRIVING NEIGHBORHOODS
The Kenney Administration is committed to growing quality jobs and building wealth in low income communities by increasing investment in commercial corridors, supporting a transportation system that is safe, affordable, accessible and reliable, and addressing climate change. The Administration is committed to attracting and maximizing recovery funds to support residents and businesses. Vision Zero is focused on bringing complete streets to neighborhoods and commercial corridors and providing safe, clean, and green transportation options so people can get to jobs and schools. Vision Zero is supporting Philadelphians travel by the safest modes available, improving transit, upgrading our bike network, and prioritizing pedestrians throughout the city.

“On July 16, 2013, Samara Banks and three of her four sons lost their lives when hit by two people drag racing on Philadelphia streets. Saamir was in her arms that night, Saasean in his stroller, and Saadeem holding on to the stroller. Samara was a young mother who cherished her kids and loved working with children. She was full of life! Samara’s spirit will live on through her one son who survived the crash.”
- Latanya Byrd (Samara’s aunt)
The implementation of parking protected bike lanes and parking protected plazas in our City are needed to further Vision Zero objectives to create safe streets where everyone has space to travel. Parking protected bike lanes not only provide a safe space to cycle, but also improve safety for pedestrians and motorists by shortening crossing distances and calming excessive speeds.

**NEEDED LEGISLATIVE CHANGE**

Senate Bill 565 and House Bill 792 came before the State Legislature in 2019-2020. This State legislation is needed to resolve a technical issue in the existing motor vehicle code related to the definition of a curb.

**IMPACT**

Passing the Curb Bill will allow safe street design dedicated infrastructure improvements to enhance safety and encourage a wider variety of users, and supports vibrant complete streets.

A Vision Zero Ordinance would include a policy statement setting the City’s goal of achieving zero traffic fatalities and serious injuries by 2030. The Ordinance would require action by City Departments responsible for improvements to the public right-of-way to conduct a crash analysis and develop a crash mitigation plan as a primary factor in the design, construction, or maintenance of transportation infrastructure. The legislation would also provide the ability for City Departments to make safety improvements to the right of way by administrative action.

**NEEDED LEGISLATIVE CHANGE**

City Council action is needed to adopt a Vision Zero Ordinance in the Philadelphia Code.

**IMPACT**

Setting Vision Zero as a part of the City’s Code strongly commits current and future decision-makers to prioritizing the lives of Philadelphians in transportation investments.

In 2020, speed cameras were installed on Roosevelt Boulevard because they effectively reduce speeding – one of the leading factors in fatal or serious injury crashes. As an enforcement tool, speed cameras are efficient and reduce the potential for bias in traffic stops.

**NEEDED LEGISLATIVE CHANGE**

State enabling legislation is needed to allow the use of automated speed enforcement within 1/4 mile of schools and on all High Injury Network corridors with approval from PennDOT.

State legislation is needed to make the existing five-year Pilot program of automated speed enforcement on Roosevelt Boulevard permanent, which will culminate in 2023.

**IMPACT**

Speed is a fundamental predictor of crash survival – no matter how you choose to travel. Automated enforcement saves lives by reducing dangerous driving behaviors. After installation of speed cameras in Washington DC, there was a 73 percent reduction in fatalities and a 34 percent reduction in injuries. Following the installation of an automated speed enforcement program, New York City reduced speeding at camera locations by 63 percent and fatal crashes by 55 percent (NYCDOT Automated Speed Enforcement Program Report 2014-2017).


The state motor vehicle code requires Philadelphia to set speed limits using a method known as 85th percentile in most situations. However, this sets the norm with driver behavior, rather than a defined safety target or the safest operating speed for the road design. This can mean that speed limits – and speeding behaviors – actually increase over time, resulting in more deadly crashes. Local control of speed limits will allow the City to look at a variety of factors, including the survivable speed of crashes, to determine appropriate speed limits.

**NEEDED LEGISLATIVE CHANGE**

State enabling legislation is needed for Philadelphia to set speed limits with a safe systems approach.

**IMPACT**

Speed management and speed limit reductions can substantially reduce speeding overall and the amount of high-end speeding. Because it is so effective, many states have allowed cities to begin to set their own default citywide speed limits. In Boston, reducing the citywide speed limit to 25 mph from 30 mph resulted in 29 percent reduction in episodes of excessive speeding. After passage of state enabling legislation, Minneapolis and St. Paul established new speed limits in 2020, requiring maximum speeds of 25 mph on arterial streets and 20 mph on residential streets. Seattle passed an ordinance to lower the speed limit from 25 mph to 20 mph on 2,400 miles of neighborhood streets and changed the default city speed limit from 30 mph to 25 mph on arterial streets. Seattle has seen a significant reduction in crashes as a result.

In addition to setting speed limits, many cities have also experimented with lowering default speed limits to 20 mph on residential streets. Planning for Vision Zero 2025 for City and State partners:

- require legislative authority,
- are evidence-based to reduce severe and fatal injuries, and
- are high-impact initiatives that will significantly move Philadelphia towards its Vision Zero goal.
Vision Zero Capital Plan 2025

This companion plan is released at the same time as the Vision Zero Action Plan 2025.

The Vision Zero Capital Plan 2025 identifies priority locations on the High Injury Network where the City aims to begin the planning and implementation process for safety improvements over the next five years. To determine the highest priority, all the streets on the HIN were first ranked based on the number of seriously injured or killed (KSI) crashes. Then, the locations were scored for alignment with other City plans and policies including CONNECT: The City of Philadelphia’s Strategic Transportation Plan. If the location meets equity goals or is proximate to schools, priority transit corridors, commercial corridors, or has already undergone preliminary analysis, it was given higher consideration.

Locations on Roosevelt Boulevard were removed since that corridor has its own planning and implementation process (see pgs. 50-51).

The Vision Zero Capital Plan provides an overview of each priority corridor and intersection including crash analysis, potential engineering solutions, and estimates of what the project could cost to implement.

While improvements on all locations are unlikely to be built by 2025, this high-level capital plan sets a pathway for targeted Safe Streets improvements in the coming years. The City is committed to robust community engagement for each of the projects. The next steps for each project will include securing resources such as grant funding and staff time to conduct an inclusive planning process and prepare concept designs.

Go to www.visionzerophl.com for the full Vision Zero Capital Plan 2025.
### Vision Zero • YEAR THREE GRANTS

In the third year since releasing the first Vision Zero Action Plan, the City announced 23 new infrastructure grant awards, totaling $75,958,672 to support projects along High Injury Network corridors. Many of the grants listed require matching funds in order to complete the project. It is our expectation that construction on each project will begin in the next three to five years. In addition, this year the City was awarded $1,480,204 in planning and traffic safety education grants.

#### Safe Streets

In Year Three, the City announced 23 infrastructure grants, totaling $75,958,672 of investment to support Vision Zero projects on the High Injury Network.

<table>
<thead>
<tr>
<th>Project name</th>
<th>Lead Agency</th>
<th>Grant program(s)</th>
<th>Grant award</th>
<th>Project description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Roosevelt Boulevard Cross Over Lanes</td>
<td>PennDOT</td>
<td>Congestion Mitigation and Air Quality Improvement Program (CMAG)</td>
<td>$1,500,000</td>
<td>Modifying crossover lanes at several locations, offsetting left hand turns at Grant Avenue, and intersection improvements at Woodhaven Road Off Ramp to Roosevelt Boulevard northbound.</td>
</tr>
<tr>
<td>Martin Luther King Drive Trail Modernization</td>
<td>City</td>
<td>Act 13 - Greenways, Trails, and Recreation Program (GTRP)</td>
<td>$420,000</td>
<td>Reconstruct four miles of existing trail along the Schuylkill River from Fall Bridge to MLK Drive Bridge.</td>
</tr>
<tr>
<td>Old City Market Street Enhancements</td>
<td>City</td>
<td>Multimodal Transportation Fund - DGED</td>
<td>$350,000</td>
<td>Create complete street with protected bike lanes on Market Street in Old City.</td>
</tr>
<tr>
<td></td>
<td>City</td>
<td>Multimodal Transportation Fund - PennDOT</td>
<td>$2,550,000</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>2019 Automated Red Light Enforcement (ARLE)</td>
<td>$1,500,000</td>
<td></td>
</tr>
<tr>
<td>Low Cost Safety Improvements 3</td>
<td>City</td>
<td>2019 Automated Red Light Enforcement (ARLE)</td>
<td>$750,000</td>
<td>Install low cost traffic safety improvements and traffic calming measures at high-crash intersections and along high-crash corridors.</td>
</tr>
<tr>
<td>High Quality Bicycle Network</td>
<td>City</td>
<td>2019 Automated Red Light Enforcement (ARLE)</td>
<td>$750,000</td>
<td>Install protected bicycle lanes and neighborhood bikeways along key bicycle network corridors throughout the City.</td>
</tr>
<tr>
<td>Modern Roundabouts 3</td>
<td>City</td>
<td>2019 Automated Red Light Enforcement (ARLE)</td>
<td>$1,200,000</td>
<td>Install roundabouts, a FHWA proven safety countermeasure, at high-crash intersections.</td>
</tr>
<tr>
<td>Intersection Modifications 4</td>
<td>City</td>
<td>2019 Automated Red Light Enforcement (ARLE)</td>
<td>$1,000,000</td>
<td>Construct intersection modifications, including curb extensions, at high-crash intersections.</td>
</tr>
<tr>
<td>LED Street Lighting 4</td>
<td>City</td>
<td>2019 Automated Red Light Enforcement (ARLE)</td>
<td>$1,000,000</td>
<td>Install LED street lights along high-crash corridors.</td>
</tr>
<tr>
<td>5th St.: Spring Garden St. - Hunting Park Ave.</td>
<td>PennDOT</td>
<td>PennDOT Highway Safety Improvement Program (HSIP)</td>
<td>$4,793,814</td>
<td>Install traffic safety countermeasures and modernize traffic signals on 5th Street between Spring Garden Street and Hunting Park Avenue.</td>
</tr>
<tr>
<td>63rd St.: Cobbs Creek Pkwy. - Lancaster Ave.</td>
<td>PennDOT</td>
<td>PennDOT Highway Safety Improvement Program (HSIP)</td>
<td>$6,432,400</td>
<td>Install traffic safety countermeasures on 63rd Street/Cobbs Creek Parkway from Lancaster Avenue to 62nd Street including modernized signals and a single-lane roundabout at Cobbs Creek Parkway and Spruce Street/Marshall Road.</td>
</tr>
<tr>
<td>Broad St.: Allegheny Ave. - Roosevelt Blvd.</td>
<td>PennDOT</td>
<td>PennDOT Highway Safety Improvement Program (HSIP)</td>
<td>$1,075,782</td>
<td>Install traffic safety countermeasures on North Broad Street between Allegheny Avenue and Roosevelt Boulevard including concrete medians with pedestrian refuges.</td>
</tr>
<tr>
<td>Castor Ave: Comly St. - Rhawn St.</td>
<td>PennDOT</td>
<td>PennDOT Highway Safety Improvement Program (HSIP)</td>
<td>$2,576,000</td>
<td>This project will implement a road diet, upgrade signals, and add left turn lanes to the project area.</td>
</tr>
<tr>
<td>Castor Ave: Roundabout</td>
<td>PennDOT</td>
<td>PennDOT Highway Safety Improvement Program (HSIP)</td>
<td>$2,345,400</td>
<td>Roundabout installation at Castor Avenue (SR 1005) and Wyoming Avenue.</td>
</tr>
</tbody>
</table>

Opposite Image: Logan Square, 2020
In Year Three, the City received one grant, totaling $230,204 to support Vision Zero education and awareness.

<table>
<thead>
<tr>
<th>Project name</th>
<th>Lead Agency</th>
<th>Grant program(s)</th>
<th>Grant award</th>
<th>Project description</th>
</tr>
</thead>
<tbody>
<tr>
<td>E Washington Ln.: Slenton Ave. -Cheltenham Ave.</td>
<td>PennDOT</td>
<td>PennDOT Highway Safety Improvement Program (HSIP)</td>
<td>$4,259,844</td>
<td>Install traffic safety countermeasures on E. Washington Lane from Stenton Avenue to Cheltenham Avenue including curb bumpouts, raised crosswalks, flashing beacons, and traffic signal upgrades.</td>
</tr>
<tr>
<td>Frankford Ave. : Phase 1</td>
<td>PennDOT</td>
<td>PennDOT Highway Safety Improvement Program (HSIP)</td>
<td>$2,533,182</td>
<td>Install traffic safety countermeasures on Frankford Avenue from Girard Avenue to Knights Road including signage, pedestrian countdown timers, pavement markings, ADA ramps and intersection lighting.</td>
</tr>
<tr>
<td>Frankford Ave. : Phase 2</td>
<td>PennDOT</td>
<td>PennDOT Highway Safety Improvement Program (HSIP)</td>
<td>$7,867,659</td>
<td>Install traffic safety countermeasures on Frankford Avenue from Oxford Street to Convent Lane including modernized signals, curb extensions, and intersection lighting.</td>
</tr>
<tr>
<td>Henry Ave. Corridor Safety Improvements 1</td>
<td>PennDOT</td>
<td>PennDOT Highway Safety Improvement Program (HSIP)</td>
<td>$16,363,000</td>
<td>Install traffic safety countermeasures on Henry Avenue from Lincoln Drive to Port Royal Avenue.</td>
</tr>
<tr>
<td>Henry Ave. Corridor Safety Improvements 2</td>
<td>PennDOT</td>
<td>PennDOT Highway Safety Improvement Program (HSIP)</td>
<td>$5,952,000</td>
<td>Install traffic safety countermeasures on Henry Avenue from Abbotford Avenue to Hermit Lane.</td>
</tr>
<tr>
<td>University Ave. Safety</td>
<td>PennDOT</td>
<td>PennDOT Highway Safety Improvement Program (HSIP)</td>
<td>$2,457,548</td>
<td>This project involves intersection improvements including re-aligning the ramp coming off I-76 E.B., pedestrian improvements, and upgrades.</td>
</tr>
<tr>
<td>Veree Rd.: Bloomfield Ave.-Red Lion Rd.</td>
<td>PennDOT</td>
<td>PennDOT Highway Safety Improvement Program (HSIP)</td>
<td>$2,731,458</td>
<td>Install traffic safety countermeasures on Veree Road from Bloomfield Avenue to Red Lion Road.</td>
</tr>
<tr>
<td>Vine St.: 7th St.- Broad St.</td>
<td>PennDOT</td>
<td>PennDOT Highway Safety Improvement Program (HSIP)</td>
<td>$1,634,886</td>
<td>Install traffic safety countermeasures on Vine Street from 7th Street to Broad Street including a road diet, curb protected bike lanes, and traffic signal improvements.</td>
</tr>
<tr>
<td>Welsh Rd.: Alburger Ave.-Kismet Rd.</td>
<td>PennDOT</td>
<td>PennDOT Highway Safety Improvement Program (HSIP)</td>
<td>$2,290,309</td>
<td>Install traffic safety countermeasures on Welsh Road from Alburger Avenue to Kismet Road including a road diet, pedestrian countdown timers, and signal traffic signal upgrades.</td>
</tr>
<tr>
<td>Wyoming Ave.: Roosevelt Blvd.-Whitaker Ave.</td>
<td>PennDOT</td>
<td>PennDOT Highway Safety Improvement Program (HSIP)</td>
<td>$2,847,000</td>
<td>Install traffic safety countermeasures on Wyoming Avenue from Roosevelt Boulevard to Whitaker Avenue.</td>
</tr>
</tbody>
</table>

**Vision Zero - YEAR THREE GRANTS**

**Safe Streets (Planning)**

In Year Three, the City announced five planning grants, totaling $1,250,000 of investment to support Vision Zero focused projects.

<table>
<thead>
<tr>
<th>Project name</th>
<th>Lead Agency</th>
<th>Grant program(s)</th>
<th>Total Project Cost</th>
<th>Project description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Philadelphia Complete Streets Delivery Program</td>
<td>City</td>
<td>Transportation and Community Development Initiative (TCDI)</td>
<td>$85,000</td>
<td>Update and align key resources guiding the design for Great Streets in Philadelphia: the Complete Streets Design Handbook and the City’s Traffic Standards.</td>
</tr>
<tr>
<td>Philadelphia Trail and Sidepath Maintenance</td>
<td>City</td>
<td>Transportation and Community Development Initiative (TCDI)</td>
<td>$50,000</td>
<td>Develop best practices and strategies for maintenance of existing and future trails.</td>
</tr>
<tr>
<td>26th St. Corridor Concepts</td>
<td>City</td>
<td>Transportation and Community Development Initiative (TCDI)</td>
<td>$65,000</td>
<td>Evaluate 26th Street from Washington Avenue to Passyunk Avenue.</td>
</tr>
<tr>
<td>North Philadelphia Transit Improvements</td>
<td>City</td>
<td>Transportation and Community Development Initiative (TCDI)</td>
<td>$90,000</td>
<td>Develop plans for Complete Streets improvements for Olney Avenue.</td>
</tr>
<tr>
<td>SR 000 Roosevelt Blvd. HSIDM Study</td>
<td>PennDOT</td>
<td>PennDOT Highway Safety Improvement Program (HSIP)</td>
<td>$950,000</td>
<td>This Interactive Highway Safety Design Model (HSIDM) study will look at two sample sections, which are being selected as representative of Roosevelt Boulevard north end and south end of the Boulevard. These two selections have curves and high ADT intersections within them and represent Roosevelt Boulevard as a whole. First area is F Street to Pratt Street. Second area is Grant Avenue to Red Lion Road.</td>
</tr>
</tbody>
</table>

**In Progress Construction Grants**

The City has 20 projects in progress, totaling $22,499,934 of investment to support projects along High Injury Network corridors. It is our expectation that construction on each project will begin in the next three to five years.

<table>
<thead>
<tr>
<th>Project name</th>
<th>Lead Agency</th>
<th>Grant program(s)</th>
<th>Total Project Cost</th>
<th>Project description</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adams Ave./Summitvale Ave. &amp; Roosevelt Blvd.</td>
<td>City</td>
<td>Multimodal Transportation Fund - PennDOT</td>
<td>$1,100,000</td>
<td>Improve signal timing and intersection geometry at Adams/Summitvale Avenues and Roosevelt Boulevard.</td>
<td>Design</td>
</tr>
<tr>
<td>Andrew Hamilton School Vision Zero Safety Improvements</td>
<td>City</td>
<td>Multimodal Transportation Fund - DCED</td>
<td>$500,000</td>
<td>Improve signal timing and intersection geometry at Adams/Summitvale Avenues and Roosevelt Boulevard.</td>
<td>Design</td>
</tr>
<tr>
<td>Andrew Hamilton Elementary in West Philadelphia.</td>
<td>City</td>
<td>Multimodal Transportation Fund - DCED</td>
<td>$500,000</td>
<td>Install Safe Routes to School safety improvements around Andrew Hamilton Elementary in West Philadelphia.</td>
<td>Design</td>
</tr>
</tbody>
</table>
## Vision Zero • YEAR THREE GRANTS

<table>
<thead>
<tr>
<th>Project name</th>
<th>Lead Agency</th>
<th>Grant program(s)</th>
<th>Total Project Cost</th>
<th>Project description</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Roosevelt Boulevard Pedestrian Safety &amp; Direct Bus Improvements</em></td>
<td>City</td>
<td>Transportation Alternatives Set-Aside Program</td>
<td>$1,000,000</td>
<td>Sidewalk improvements at six future Direct Bus stations and construction of one Direct Bus station for northbound service at North Broad Street &amp; Roosevelt Boulevard.</td>
<td>Design</td>
</tr>
<tr>
<td><em>South Broad St &amp; Locust St. Modified Urban Intersection</em></td>
<td>City</td>
<td>Transportation Alternatives Set-Aside Program</td>
<td>$1,000,000</td>
<td>Construction of modified raised intersection at Broad and Locust Streets featuring ADA access and improved crosswalks.</td>
<td>Design</td>
</tr>
<tr>
<td><em>Cramp Elementary School Vision Zero Safety Improvements</em></td>
<td>City</td>
<td>Transportation Alternatives Set-Aside Program</td>
<td>$395,000</td>
<td>Install Safe Routes to School safety improvements around Cramp Elementary in North Philadelphia.</td>
<td>Design</td>
</tr>
<tr>
<td><em>North Broad St. - Vision Zero Priority Corridor</em></td>
<td>City</td>
<td>Transportation Alternatives Set-Aside Program</td>
<td>$1,000,000</td>
<td>Install raised medians on North Broad Street, between Girard Avenue to Cecil B. Moore Avenues.</td>
<td>Construction</td>
</tr>
<tr>
<td><em>South Broad St. Sidepath, Phase 1</em></td>
<td>City</td>
<td>Transportation Alternatives Set-Aside Program</td>
<td>$397,000</td>
<td>Design and construction of the first phase of a sidepath on the west side of South Broad Street, between Patison Avenue and the Navy Yard.</td>
<td>Design</td>
</tr>
<tr>
<td><em>Neighborhood Slow Zone Program</em></td>
<td>City</td>
<td>Automated Red Light Enforcement (ARLE)</td>
<td>$1,000,000</td>
<td>Establish a citywide program to implement low cost strategies in neighborhoods to slow driver speeds and encourage safe driving behaviors.</td>
<td>Design</td>
</tr>
<tr>
<td><em>Roosevelt Blvd. Pedestrian Safety Improvements</em></td>
<td>City</td>
<td>Automated Red Light Enforcement (ARLE)</td>
<td>$500,000</td>
<td>Support critical pedestrian safety improvements along Roosevelt Boulevard to promote safe transit access.</td>
<td>Construction</td>
</tr>
<tr>
<td><em>Citywide Sidepaths</em></td>
<td>City</td>
<td>Automated Red Light Enforcement (ARLE)</td>
<td>$500,000</td>
<td>Design and construction of citywide sidepaths.</td>
<td>Design</td>
</tr>
<tr>
<td><em>Roosevelt Blvd. Direct Bus, Phase B</em></td>
<td>City</td>
<td>Multimodal Transportation Fund - PennDOT</td>
<td>$900,000</td>
<td>Build eight new bus plazas at four key intersections along Roosevelt Boulevard.</td>
<td>Design</td>
</tr>
<tr>
<td><em>Chestdnut Hill Lighting Project</em></td>
<td>City</td>
<td>Multimodal Transportation Fund - PennDOT</td>
<td>$259,000</td>
<td>Update street and pedestrian lighting in Chestnut Hill on Germantown Ave from Mermaid to Chestnut Hill.</td>
<td>Design</td>
</tr>
<tr>
<td><em>Old City Market St. Vision Zero Improvements</em></td>
<td>City</td>
<td>Multimodal Transportation Fund - PennDOT</td>
<td>$3,000,000</td>
<td>Create complete street with protected bike lanes on Market Street in Old City.</td>
<td>Design</td>
</tr>
<tr>
<td><em>Parkside Ave. Vision Zero Corridor Project</em></td>
<td>City</td>
<td>Multimodal Transportation Fund - PennDOT</td>
<td>$2,682,934</td>
<td>Improve traffic safety and mobility on Parkside Avenue from Girard Avenue to Bryn Mawr Avenue and install protected bike lanes.</td>
<td>Design</td>
</tr>
</tbody>
</table>

## Completed Planning Grants

The City has $655,805 in grants and completed work for three planning studies to support projects along High Injury Network corridors.

<table>
<thead>
<tr>
<th>Project name</th>
<th>Lead Agency</th>
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<tbody>
<tr>
<td><em>Haverford Ave. Intersection Improvements</em></td>
<td>City</td>
<td>Multimodal Transportation Fund - DCED</td>
<td>$600,000</td>
<td>Install signals and curb extensions on Haverford Avenue at Rhoades Street and Sherwood Road.</td>
<td>Construction</td>
</tr>
<tr>
<td><em>Neighborhood Slow Zone Program</em></td>
<td>City</td>
<td>2018 Automated Red Light Enforcement (ARLE)</td>
<td>$1,500,000</td>
<td>Continue the citywide program to implement low cost strategies in neighborhoods to slow driver speeds and encourage safe driving behaviors.</td>
<td>Design</td>
</tr>
<tr>
<td><em>Modern Roundabouts</em></td>
<td>City</td>
<td>2018 Automated Red Light Enforcement (ARLE)</td>
<td>$2,000,000</td>
<td>Install roundabouts, an FHWA proven safety countermeasure, at high-crash intersections.</td>
<td>Construction</td>
</tr>
<tr>
<td><em>LED Street Lighting</em></td>
<td>City</td>
<td>2018 Automated Red Light Enforcement (ARLE)</td>
<td>$1,000,000</td>
<td>Install LED street lights along high-crash corridors.</td>
<td>Construction</td>
</tr>
<tr>
<td><em>Cobbs Creek Safety Improvements</em></td>
<td>City</td>
<td>2018 Automated Red Light Enforcement (ARLE)</td>
<td>$1,500,000</td>
<td>Improve traffic safety and mobility along Cobbs Creek Parkway.</td>
<td>Design</td>
</tr>
</tbody>
</table>

## Vision Zero • YEAR THREE GRANTS

<table>
<thead>
<tr>
<th>Project name</th>
<th>Lead Agency</th>
<th>Grant program(s)</th>
<th>Total Project Cost</th>
<th>Project description</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Vision Zero Pedestrian Safety Study &amp; Action Plan</em></td>
<td>City</td>
<td>Transportation &amp; Community Development Initiative (TCDD)</td>
<td>$100,000</td>
<td>Analyze pedestrian-involved injury to identify trends; develop a Pedestrian Safety Action Plan; develop a pedestrian safety workshop in support of the study’s findings.</td>
<td></td>
</tr>
<tr>
<td><em>Complete Streets</em></td>
<td>City</td>
<td>Transportation &amp; Community Development Initiative (TCDD)</td>
<td>$100,000</td>
<td>Develop recommendations for safety improvements that promote walking and biking: North Broad Street &amp; Olney Avenue; Fox Chase Town Center; Lehigh Avenue from Kensington to Aramingo Avenues.</td>
<td></td>
</tr>
</tbody>
</table>
Automated Speed Enforcement

In 2018, with support of the State Legislature and City Council and the partnership of the Philadelphia Parking Authority, a five-year pilot program started to install Automated Speed Enforcement on Roosevelt Boulevard. The pilot location is 12 miles along Roosevelt Boulevard, between 9th Street and the City’s boundary with Bucks County.

Between 2015 and 2019 on this section of the Boulevard, there were 2,575 crashes resulting in 66 deaths and 92 serious injuries. In fact, 9 percent of all fatal crashes in the City happened on this stretch of the Boulevard during these years. Speed cameras have been shown to be an effective crash reduction tool in peer cities, like in New York City where speeding at camera locations decreased by 63 percent and fatal crashes decreased by 55 percent following the installation of an automated speed enforcement program (NYCDOT Automated Speed Enforcement Program Report 2014-2017).

Although still in its first year, the City and the PPA are monitoring the program and will recommend the pilot becomes permanent if it successfully reduces crashes and dangerous driving behaviors.

Neighborhood Slow Zones

The Slow Zone Program began in 2018 to respond to Philadelphia residents’ common concerns about speeding on their neighborhood streets. The program expands traffic calming options from a single block to entire zones of residential streets. In 2019, the City received Slow Zone applications from 40 neighborhoods across the Philadelphia. Two slow zones were chosen from applicants in the first year of the program - the Fairhill neighborhood Slow Zone and the Willard Elementary School Slow Zone. With this Plan, the City is announcing two more Slow Zones, Tenth Memorial and West Passyunk. Using a co-design process, community members and City staff identify specific traffic safety concerns, analyze potential engineering solutions, and allocate budget for constructing roadway safety improvements. An additional Slow Zone is also currently being designed surrounding Cramp Elementary School with neighborhood residents using grant funding secured by the Streets Department.

In 2021, the City will launch a new round of Neighborhood Slow Zones to design more traffic calming solutions in partnership with local community members.

Safe Speeds

In order to reduce traffic fatalities, it is necessary to manage speeds. Vehicle speed increases both the likelihood of a crash, as well as the severity of the crash.

The human body has a limited tolerance to withstand impacts at speeds higher than 20 miles per hour. Crashes at higher speeds are more forceful and thus more likely to be fatal, especially for people walking and biking. In order to reduce traffic fatalities, our transportation system should be designed for reasonable speeds. In Philadelphia, approximately 36% of the city’s traffic-related deaths are a result of aggressive driving, which includes speeding and failure to yield.

SPEED KILLS

When a person is hit by a driver at...

- 1 out of 10 die at 20 mph
- 5 out of 10 die at 30 mph
- 9 out of 10 die at 40 mph

Slowing down saves lives.
### Safe Speeds

**GOAL:** Prevent fatal crashes by managing vehicle speeds

#### STRATEGIES:

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Description</th>
<th>Responsible Agency</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Reduce speeds to match the survivable design of the street</td>
<td>OTIS/Streets</td>
</tr>
<tr>
<td>1.1.1</td>
<td>Implement signal progression to support a 25 mph citywide speed limit</td>
<td>OTIS/Streets</td>
</tr>
<tr>
<td>1.1.2</td>
<td>Design residential streets for 20 mph target speeds using traffic-calming measures</td>
<td>OTIS/Streets/PCPC</td>
</tr>
<tr>
<td>1.1.3</td>
<td>Complete a review of traffic calming request processes, including communications and user experience evaluation and work with partners to incorporate recommended improvements based on the findings</td>
<td>OTIS/Streets/311</td>
</tr>
<tr>
<td>1.1.4</td>
<td>Evaluate the relationship between traffic violence, community safety, and gun violence to determine relationships and potential solutions</td>
<td>OTIS/Mayor’s Office/Health</td>
</tr>
<tr>
<td>2.</td>
<td>Seek State approvals to implement safe speeds</td>
<td>OTIS/Streets</td>
</tr>
<tr>
<td>2.1</td>
<td>Expand automated speed enforcement program to within ¼ mile of all schools and all HIN streets, upon passage of State enabling legislation</td>
<td>OTIS/Streets</td>
</tr>
<tr>
<td>2.2</td>
<td>Analyze priority locations for expanded automated speed enforcement</td>
<td>OTIS</td>
</tr>
<tr>
<td>2.3</td>
<td>Implement local control of speed limits, upon passage of State enabling legislation</td>
<td>OTIS/Streets</td>
</tr>
<tr>
<td>3.</td>
<td>Continue Neighborhood Slow Zones program</td>
<td>OTIS</td>
</tr>
<tr>
<td>3.1</td>
<td>Continue Neighborhood Slow Zone program with regular opportunities for neighborhoods to apply</td>
<td>OTIS</td>
</tr>
<tr>
<td>3.2</td>
<td>Pilot a School Slow Zones program to design safer streets in partnership with students, caregivers, teachers, and school administrators</td>
<td>OTIS</td>
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</tbody>
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**MORE THAN A STATISTIC**

“On November 11, 2016, Erin Wilson was struck and killed by a reckless driver while crossing a street in Kensington. The driver was speeding and ran the red light. The driver went home but Erin was taken to the City morgue. She was a social worker and was leaving her internship at Episcopal Hospital Psychiatric Unit the day of the crash. Erin was a daughter, a sister and a friend. She was fearless, smart, funny and had her whole life ahead of her.”

- Elizabeth Daley (Erin’s Mother)

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**Safe Speed Limits**

Setting or lowering default citywide speed limits is an inexpensive, scalable way to quickly improve safety outcomes. A growing body of studies show that speed limit changes alone can lead to measurable declines in top level speeding even without enforcement or engineering changes. For example, in Boston reducing the citywide speed limit to 25 mph from 30 mph resulted in 29 percent reduction in episodes of excessive speeding. Because of this, many cities have begun to set safe default citywide speed limits in an effort to achieve Vision Zero.


Crashes may be the result of mistakes, but death and severe injury can be prevented if we design and manage streets for slower vehicular speeds.

Through a focus on a safe systems approach, we can work to reduce speeding and we can save lives.

Reduced speeds result in lowered injury severity if a crash occurs, and slower speeds reduce the likelihood of crashes occurring at all.

**Safe Speeds STRATEGIES AND ACTION ITEMS**

<table>
<thead>
<tr>
<th>Safe Speeds Action Item</th>
<th>Description</th>
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<tbody>
<tr>
<td>Strategy 1) Reduce speeds to match the survivable design of the street</td>
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<td>Strategy 2) Seek State approvals to implement safe speeds</td>
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<td>Implement local control of speed limits, upon passage of State enabling legislation</td>
<td>OTIS/Streets</td>
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<tr>
<td>Strategy 3) Continue Neighborhood Slow Zones program</td>
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<td>Continue Neighborhood Slow Zone program with regular opportunities for neighborhoods to apply</td>
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<td>3.2</td>
<td>Pilot a School Slow Zones program to design safer streets in partnership with students, caregivers, teachers, and school administrators</td>
<td>OTIS</td>
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</table>
Changing the form and function of Philadelphia’s streets is one of the most effective ways to prevent crashes that kill and seriously injure people. Streets should invite and guide safe operating behaviors. The physical features of a street should clearly indicate to people how to behave. The streets in Philadelphia’s transportation system need to be designed for slower speeds, focusing in particular on High Injury Network streets. Different street features can be incorporated to provide separated spaces for different types of roadway users - people driving, people taking transit, people walking or rolling, people bicycling. In turn, these separated spaces slow speeds generally and they reduce the likelihood of crash conflicts between different users.

Safe Streets

Washington Avenue

Washington Avenue had 254 crashes, resulting in four fatalities and seven serious injuries (2012–2018). A disproportionate number of people walking and biking were involved in crashes on Washington Avenue (41 percent) compared with citywide rates (18 percent).

In 2020, the City adapted outreach to obtain public opinion on alternatives while socially distanced. Once the COVID-19 pandemic hit the US, innovative methods were adopted to engage the public including an online survey, videos, printed mailers, and social media in English, Spanish, Chinese, and Vietnamese. Over 5,400 people participated in the public process, a response 18 times higher than typical for this type of project.

As a result of community input, the City has introduced plans to change the existing cross section of Washington Avenue from five vehicle lanes with standard bicycle lanes to three vehicular lanes with a parking protected bicycle lane. This layout will reduce pedestrian exposure to moving automobiles. People riding bicycles will also be better separated from moving automobiles. New parking and loading regulations will help improve both commercial and private vehicle operations.
American Street

The two-mile corridor of American Street between Girard and Indiana Avenues broke ground in 2018 and is scheduled for completion in early 2021. The improvements planned for this historically industrial corridor that connects the Northern Liberties and Fairhill neighborhoods, include rehabilitating sidewalks with extensions at intersections that reduce pedestrian crossing distances, new medians with green stormwater infrastructure, protected bike lanes, new street trees, and new lighting. The street will be resurfaced with new pavement markings and signs installed. This project highlights the possibilities of reimagining a wide roadbed and reallocating space to different uses.

High Quality Bike Network

There are more than 280 miles of on-road bikeways in Philadelphia as of January 2020. Each paving season, there is a series of new, upgraded, and existing bikeways repaved and restriped by City and PennDOT crews. Between 2016-2020, the City of Philadelphia has installed 45 miles of bike lanes, including over 10 miles of protected bike lanes. The new and upgraded bicycle facilities create a network that enables more Philadelphians to bicycle for commuting, transportation, and recreation. Protected bike lanes are effective traffic calming and safety tools – they have been shown to reduce total crash rates by about 50% compared to streets with no bike lanes. Philadelphia is committed to meeting the goal of building 40 miles of protected bike lanes by 2025.
Safe Streets
ROUTE FOR CHANGE ON ROOSEVELT BOULEVARD

To achieve Vision Zero in Philadelphia, Roosevelt Boulevard needs significant and sustained effort for improvement. Roosevelt Boulevard has one of the highest rates of crashes in the City. In fact, crashes along this 12-mile corridor (Broad Street to the County line) account for 9 percent of all citywide fatal and serious injury crashes, even though this corridor is less than 0.5 percent of the City’s total street miles. People driving cars or traveling as passengers are exposed to high risk of crashes. 60 percent of the crashes on the Boulevard were either speeding-related or a result of aggressive driving. According to crash data, people involved in red light-running, hitting fixed object, or head-on collision crashes are more likely to be seriously injured or killed. The high vehicle speeds are especially deadly for people walking along or across the Boulevard: they are 43 times more likely to be killed in a crash than motor vehicle occupants (Data Source: PennDOT 2015 –2019).

Safe Streets

In 2016, the Roosevelt Boulevard “Route for Change” Program was established in order to identify key recommendations. The City hosted five rounds of public forums, totaling 18 meetings, to gather input. The planning, engineering, and engagement was distilled into two compelling alternatives for the long-term planning horizon of 2040\(^1\). Between 2017-2020 the program implemented a first phase of safety interventions.

• Automated Speed Enforcement – Following the approval of Senate Bill No. 172, automated speed cameras were installed in 2020 on Roosevelt Boulevard from 9th Street to the Bucks County line. As this pilot program continues until 2023, the City will be working with PPA in order to analyze progress and determine how the program improves driving behaviors and reduces fatalities. (Also see page 43.)

• Boulevard Direct Bus is a bus route that offers more frequent bus service and fewer stops than the local Route 14 between Frankford Transportation Center and the Neshaminy Mall. The City installed 10 new bus stations—two at each intersection within Philadelphia—creating safe, dedicated space for SEPTA passengers. These new stations have seen a 20% increase in transit ridership since installation.

Future Improvements

• Summerdale & Adams Intersection Safety Project

One of the worst concentrations of crashes on the Boulevard is on the S-Curve, where a set of sharp curves between Whitaker Ave. and Godfrey Ave. and the presence of speeding drivers contributes to a disproportionate number of crashes. Based on traffic modeling conducted at Summerdale Ave. & Adams Ave., the City is improving safety by:

» Making the approaching side streets one through lane in both eastbound and westbound directions;

The City will release the complete Route for Change plan in early 2021.

• Extending curbs at approximately 10 intersections to reduce pedestrian crossing distances.

• Direct Bus B will build on the successfully collaboration between the City of Philadelphia and SEPTA to expand enhanced bus service. This next phase will connect Frankford Transportation Center to the Broad Street Line and the new Wissahickon Transportation Center via a limited-stop service on Roosevelt Boulevard and Hunting Park Avenue. The service will stop at upgraded stations on both corridors, similar to the Direct Bus stations at now on Roosevelt Boulevard.

Safe Streets

**GOAL:** The City implements street designs and policies that maximize safety for the most vulnerable roadway users

### STRATEGIES:

1. Invest in safety improvements on the Vision Zero Capital Plan locations
2. Engage with community members proactively on street safety improvements
3. Make cost-effective safety improvements systematically and rapidly on High Injury Streets
4. Incorporate safety improvements into upcoming projects in the street right-of-way

<table>
<thead>
<tr>
<th>Safe Streets Action Item</th>
<th>Description</th>
<th>Responsible Agency</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Strategy 1</strong> Invest in safety improvements on the Vision Zero Capital Plan locations</td>
<td>1.1 Seek funding for the planning or construction of at least two High Injury Network corridors every year, using the Vision Zero Capital Plan as a prioritization tool</td>
<td>OTIS</td>
</tr>
<tr>
<td><strong>Strategy 2</strong> Engage with community members proactively on street safety improvements</td>
<td>2.1.2 Engage with community members in planning for at least two High Injury Network corridors every year for construction in future years, using the Vision Zero Capital Plan as a prioritization tool</td>
<td>OTIS</td>
</tr>
<tr>
<td></td>
<td>2.2.1 Building on the successes of COVID-19 street closures to streamline the existing parklet/pedestrian plaza programs and expand community led street improvement opportunities</td>
<td>OTIS/Streets</td>
</tr>
<tr>
<td><strong>Strategy 3</strong> Make cost-effective safety improvements systematically and rapidly on High Injury Streets</td>
<td>3.1 Update the Philadelphia internal and external street design guidance documents to ensure alignment and provide guidance on safety improvements such as: • Design standards for protected bike lanes and protected intersections; • Design standards for hardened centerlines; • Other innovative roadway treatments in conjunctions as they are developed and evaluated</td>
<td>OTIS/Streets</td>
</tr>
<tr>
<td></td>
<td>3.2 Upgrade two protected bike lanes to more permanent materials along High Injury Network</td>
<td>OTIS/Street</td>
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<tr>
<td></td>
<td>3.3 Reduce pedestrian crossing distances on at least five High Injury Network intersections per year using proven countermeasures such as: • median islands/pedestrian refuge islands, corner radius reductions, narrowed lanes/roadway reallocation, curb extensions</td>
<td>Streets</td>
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</tbody>
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<table>
<thead>
<tr>
<th>Safe Streets Action Item</th>
<th>Description</th>
<th>Responsible Agency</th>
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</thead>
<tbody>
<tr>
<td><strong>Strategy 4</strong> Incorporate safety improvements into upcoming projects in the street right-of-way</td>
<td>4.1 Install Leading Pedestrian Intervals on all pedestrian priority and safe routes priority corridors and intersections where possible</td>
<td>Streets</td>
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<td></td>
<td>4.2 Convert at least 75% of all citywide street lights to LED</td>
<td>Streets</td>
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<td></td>
<td>4.3 Continue to install pedestrian countdown timers at all signalized intersections over 34 feet wide</td>
<td>Streets</td>
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<tr>
<td></td>
<td>4.4 Install 40 miles of protected bicycle lanes on the High Quality Bike Network</td>
<td>Streets/OTIS</td>
</tr>
<tr>
<td></td>
<td>4.5 Install four more neighborhood bikeways on the High Quality Bike Network</td>
<td>Streets/OTIS</td>
</tr>
<tr>
<td></td>
<td>4.6 Implement a bike green wave program to create prioritization for people biking at safe speed via traffic signal timing on at least two High Quality Bike Network corridors</td>
<td>Streets</td>
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<tr>
<td></td>
<td>4.7 Release a map of the long-term vision for the High Quality Bike Network</td>
<td>PCPC/OTIS</td>
</tr>
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<td></td>
<td>4.8 Continue the routine Streets Department resurfacing program and include pedestrian/bicycle improvements, as informed by CONNECT priorities</td>
<td>Streets/OTIS</td>
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<tr>
<td></td>
<td>4.9 Implement one roundabout, mini roundabout, or neighborhood traffic circle a year</td>
<td>Streets</td>
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<td></td>
<td>4.10 Pilot bus/trolley boarding islands on at least two High Injury Network corridors</td>
<td>Streets/OTIS/SEPTA</td>
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<tr>
<td></td>
<td>4.11 Install and evaluate a protected intersection</td>
<td>Streets</td>
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<td></td>
<td>4.12 Install at least three curbless streets following recommendations from the development review process</td>
<td>PCPC/OTIS</td>
</tr>
<tr>
<td></td>
<td>4.13 Install one segment of sidewalk level protected bike lane on the High Quality Bike Network each year via the development review processes</td>
<td>PCPC/OTIS/ Streets</td>
</tr>
<tr>
<td></td>
<td>4.14 Integrate implementation of multi-modal safety improvements into paving of State roads and reconstruction of State bridges through PennDOT Connects</td>
<td>Streets</td>
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<tr>
<td></td>
<td>4.15 Update the City’s Complete Streets Checklists and make a consistent review tool for development review processes, including Civic Design Review</td>
<td>PCPC/OTIS/Streets</td>
</tr>
<tr>
<td></td>
<td>4.16 Evaluate TOD Overlay District for ways to strengthen mode shift especially transit, biking, and walking</td>
<td>PCPC/OTIS</td>
</tr>
<tr>
<td></td>
<td>4.17 Continue to improve the safety and multimodal use of streets through development review processes and evaluating impacts of surrounding land uses</td>
<td>PCPC/OTIS/Streets</td>
</tr>
</tbody>
</table>
Philadelphians are at the center of Vision Zero. All Philadelphians deserve safe streets. We are working to ensure that all residents and visitors feel part of a traffic safety culture in Philadelphia. This Vision Zero Action Plan 2025 commits to making sure people living in every Philadelphia neighborhood have access to culturally and linguistically appropriate resources about traffic safety. In partnership with community leaders, local organizations, and elected officials, the City wants all Philadelphians to create a culture of traffic safety.

Communications Campaign

When automated speed enforcement cameras were installed in 2020 along Roosevelt Boulevard from 9th Street to the Bucks County line, a 60-day warning period allowed residents time to adjust to the new system. During that time the City rolled out a bilingual public information campaign to alert residents and better inform the public about the purpose of speed cameras— to save lives. In order to reach people living or driving by the camera locations, a series of videos and blog posts in English and Spanish were distributed via geo-targeted advertising placement in order to reach people living or driving by each of the camera locations. The campaign reached over 250,000 people through Facebook, Instagram, and Twitter. The campaign placed over 1,000 ads on radio and throughout the city. Following the campaign, the City conducted focus groups to better understand which elements of the campaign’s messaging were effective and will use this information to inform future campaigns about automated enforcement and Vision Zero.

Automated Enforcement

Automated enforcement is one of the most efficient and equitable ways to reduce dangerous driving behaviors like red light running. This strategy can also help to reduce opportunities for bias in officer-initiated traffic stops. In 2020 Philadelphia began the Automated Speed Enforcement (ASE) program, which built on the success of the Automated Red Light Enforcement Program (ARLE) launched in 2002. Together, the ARLE and ASE programs use cameras at high-volume and high-risk locations to reduce dangerous driving behaviors that are linked to crashes that often result in death or serious injury.

Fees collected from automated enforcement are invested back into local engineering solutions to ensure road conditions are less likely to induce dangerous behaviors. While the purpose of the program is to reduce crashes rather than raise revenues, over $23 million from state funded ARLE program have been re-invested in traffic safety improvement projects in Philadelphia since 2017. In the long-term, automated enforcement reduces dangerous behaviors and the likelihood of high speed and fatal crashes. Philadelphia aims to expand automated enforcement in more locations by 2025, focusing on high-speed corridors and high-crash intersections.

Building Awareness in the Media

Researchers at Texas A&M University and Rutgers University have demonstrated that the way the news media report on traffic crashes involving people walking and biking has a measurable impact on public support for improvements to make our roads safer for everyone.7 The City, in partnership with the Regional Traffic Safety Task Force, held a panel in 2020 with members of the local press to highlight best practices for reporting on crashes and how to provide context and data the media on the systemic nature of crash problems. Each year leading to 2025, the City will continue to build understanding about Vision Zero among local press as tool to change public perception and better inform Philadelphians about traffic safety.

Safe People:
VISION ZERO FOR YOUTH

Young people have an important role to play in Vision Zero. On average five children in Philadelphia experience a traffic crash every day. Young people deserve to be able to get to school, go to the playground, or walk to a friend’s house without fear. Young people are vulnerable roadway users. Slower speeds, safer vehicles, and safer streets – all of these aspects of a safe system can keep children safe.

Understanding Children and Youth Pedestrian Crashes

In 2019, the City was selected for the Vision Zero for Youth Demonstration Project. This two year project is led by the Pedestrian and Bicycle Information Center with funding from the Federal Highway Administration. It emphasizes making Philadelphia safer for walking and reducing deaths and injuries starting with children.

The team focused on child pedestrian crashes and found one quarter of Philadelphia’s pedestrian crashes involved one or more person under the age of 19.

Crash analysis showed child crashes happen in different places than adult crashes. In particular, rates of child pedestrian crashes are two to three times higher on roads with the following risk variables:

- Posted speed greater than 25 mph;
- AADT of 5,000 or greater;
- More than one vehicle lane in each direction.

The study found that three-quarters of all child pedestrian crashes happen during the day and that children are more likely to be struck mid-block when compared to adults. In addition, the findings showed 78% of child pedestrian crashes occurred within one quarter mile of a school. These findings highlight the importance of proactively implementing countermeasures near schools and in high crash locations to reduce the risk of future crashes that impact children. This study also highlights the importance of continuing to separate data by age and other demographics to better understand how crashes impact different groups.

Safe Routes Philly

Safe Routes Philly is the City’s youth bicycle and pedestrian safety education program. Through Safe Routes Philly (SRP), Philadelphia educators receive transportation safety education, teacher training, and walking and biking program support. In addition to classroom learning and out of school time activities, SRP supports events such as Walk and Bike to School Day, walking school buses, and group bicycle activities.

In 2020, the City achieved major milestones in updating SRP to align with Vision Zero goals. This included creating new elementary and high school curriculum, new brand identity, and selecting three school sites for walk audits. By encouraging youth involvement in traffic safety, these efforts build a better traffic safety culture for future generations, as we achieve Vision Zero on Philadelphia streets.

The powerful voices of youth are a critical piece to the success of in Vision Zero in D.C., NYC, and Camden, youth leaders have led public outreach projects to engage the community in conversations about traffic safety and have brought innovative ideas to the table. By 2025, Safe Routes Philly commits to developing a Vision Zero Youth Ambassador program to harness the leadership and energy of youth to make proactive change in their neighborhoods.
SAFE PEOPLE STRATEGIES AND ACTION ITEMS

GOAL: Empower Philadelphians to spread Vision Zero messaging, reach culture shift goals, and take community action

STRATEGIES:

1. Prioritize Philadelphia youth in Vision Zero programs and conversations
2. Expand access to quality traffic safety education and co-design processes that incorporate input from Philadelphians
3. Amplify Vision Zero communication to build a traffic safety culture and educate Philadelphians about safe behaviors
4. Strategically and equitably expand automated enforcement to reduce the most dangerous behaviors

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<td></td>
<td></td>
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<tr>
<td>3.1.1</td>
<td>Expand Safe Routes Philly program to 25% of Philadelphia schools by 2025 prioritizing schools near locations with high rates of crashes involving youth</td>
<td>OTIS</td>
</tr>
<tr>
<td>3.1.2</td>
<td>Develop a Vision Zero Youth Ambassador program within Safe Routes Philly that promotes traffic safety in neighborhoods with high rates of crashes involving youth</td>
<td>OTIS</td>
</tr>
<tr>
<td>3.1.3</td>
<td>Develop and deliver training to school principals on how to implement safe pick-up and drop-off safety training for School District schools</td>
<td>OTIS/SDP</td>
</tr>
<tr>
<td>3.1.4</td>
<td>Conduct at least two Safe Routes Philly training sessions for educators, school champions, and community leaders each year</td>
<td>OTIS</td>
</tr>
<tr>
<td><strong>Strategy 2: Expand access to quality traffic safety education and co-design processes that incorporate input from Philadelphians</strong></td>
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</tr>
<tr>
<td>3.2.1</td>
<td>Develop a Vision Zero Leader multilingual toolkit with specific recommendations on how to take action in communities</td>
<td>OTIS/Safe People Subcommittee</td>
</tr>
<tr>
<td>3.2.2</td>
<td>Build a Vision Zero Philadelphia network to share resources and take action, partnering with at least two organizations per year such as health groups, hospitals, insurance companies, faith-based communities, or neighborhood businesses</td>
<td>Safe People Subcommittee</td>
</tr>
<tr>
<td>3.2.3</td>
<td>Organize two trainings per year on innovative traffic safety topics for City staff involved in roadway safety efforts</td>
<td>OTIS</td>
</tr>
<tr>
<td>3.2.4</td>
<td>Seek partnerships to develop STEM traffic safety curriculum for middle school and high school levels for Safe Routes Philly</td>
<td>OTIS</td>
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<tr>
<td>3.2.5</td>
<td>Offer Vision Zero module to Citizens Planning Institute course at least twice</td>
<td>OTIS/PCPC</td>
</tr>
<tr>
<td>3.2.6</td>
<td>Conduct trainings with Philadelphia Police leadership addressing the implications, barriers, and limitations of enforcing against aggressive driving</td>
<td>OTIS/PPD</td>
</tr>
<tr>
<td><strong>Strategy 3: Amplify Vision Zero communications to build a traffic safety culture and educate Philadelphians about safe behaviors</strong></td>
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</tr>
<tr>
<td>3.3.1</td>
<td>With regional partners, develop workshop and toolkit for professional media on how to best communicate information about traffic crashes and Vision Zero</td>
<td>OTIS/Regional Safety Task Force</td>
</tr>
<tr>
<td>3.3.2</td>
<td>Continue to provide accurate and timely crash data to local press to aid appropriate reporting on traffic crashes</td>
<td>OTIS/PPD/Mayor’s Office</td>
</tr>
<tr>
<td>3.3.3</td>
<td>Continue to promote traffic safety communications messages citywide and in the context of specific projects</td>
<td>OTIS/Mayor’s Office</td>
</tr>
<tr>
<td>3.3.4</td>
<td>Continue to incorporate research on effective messaging into Vision Zero communications including campaign analytics to track performance and adjust for effectiveness</td>
<td>OTIS</td>
</tr>
<tr>
<td>3.3.5</td>
<td>Support transition of crossing guard program to School District and provide crash data to prioritize guards at high youth pedestrian crash intersections</td>
<td>OTIS/SDP/MDO</td>
</tr>
<tr>
<td>3.3.6</td>
<td>Based on crash data, roll out yearly Vision Zero public education campaigns to raise awareness about dangerous driving behaviors such as aggressive driving and speeding</td>
<td>OTIS</td>
</tr>
<tr>
<td>3.3.7</td>
<td>Publish a quarterly Vision Zero newsletter</td>
<td>OTIS/Safe People Subcommittee</td>
</tr>
<tr>
<td>3.3.8</td>
<td>Produce all public Vision Zero education campaigns bi-lingually, in English and Spanish, and any other languages whenever possible/whenever reflecting the neighborhood languages</td>
<td>OTIS/Office of Immigrant Affairs</td>
</tr>
<tr>
<td>3.3.9</td>
<td>Honor traffic violence victims by including their stories in Vision Zero communications messaging in partnership with Families for Safe Streets</td>
<td>OTIS/Families for Safe Streets</td>
</tr>
<tr>
<td>3.3.10</td>
<td>Support new Traffic Safety Officer position and provide training about Vision Zero</td>
<td>OTIS/Mayor’s Office</td>
</tr>
<tr>
<td>3.3.11</td>
<td>Create a mode shift toolkit and implement with at least three large employers in Philadelphia’s Transportation Management Associations (TMAs) and Mobility Alternative Program (MAP) to incentivize active transportation</td>
<td>Clean Air Council/Bike Coalition of Greater Philadelphia/Safe People Subcommittee</td>
</tr>
<tr>
<td><strong>Strategy 4: Strategically and equitably expand automated enforcement to reduce the most dangerous behaviors</strong></td>
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<tr>
<td>3.4.1</td>
<td>Pilot bus lane enforcement through onboard bus cameras by 2025</td>
<td>OTIS/SEPTA</td>
</tr>
<tr>
<td>3.4.2</td>
<td>Expand Automatic Red Light program at highest red light running crash locations</td>
<td>OTIS/PPA</td>
</tr>
<tr>
<td>3.4.3</td>
<td>Develop and implement an education campaign in advance of any automated enforcement.</td>
<td>OTIS</td>
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</tbody>
</table>
Safe Vehicles

Safe Vehicles are an essential part of a safe transportation system. Building a safe system means making it easy for people to choose to walk, bike, or take transit whenever possible. The City’s leadership in Safe Vehicles is most influential as an employer, as the owner of vehicle and bike fleets, and as an advocate for improving vehicle design standards.

Riding transit is 10 times safer than riding in a motor vehicle. In fact, cities where more people walk, bike and take transit tend to have lower rates of fatalities from crashes. To encourage more Philadelphians to use transit, it needs to be reliable and efficient. In CONNECT: Philadelphia’s Strategic Transportation Plan, the City set a goal to improve bus travel times by 5% and increase the number of city residents within 1/4 mile of frequent transit by 10% by 2025. By increasing the transit mode share — the share of transit trips of total trips — Philadelphia will also be working towards a safer transportation system for everyone.

Transit First

Advocating for safe vehicles

Safety glass, seatbelts, air bags, and collision warning systems are just a few of the systems that have made the modern automobile much safer than earlier versions and resulted in a decrease in fatalities per vehicle mile traveled. New safety elements such as forward collision warning (FCW), low-speed autobrake, FCW with autobrake, lane departure warning, and side-view assist are all available now and will achieve the safety benefits of autonomous vehicles without the wait. The City of Philadelphia will continue to work through the National Association of City Transportation Officials (NACTO) and with our Federal delegation to ensure that new innovative safety features become mandatory and standard in new vehicles. The City will advocate for features that make auto-pedestrian collisions less dangerous, especially for children.

Stop Lights for Philadelphia Trolleys
Philadelphia’s network of trolleys has been part of the City’s landscape for a hundred years. Over the years, many of these routes have been replaced by buses but SEPTA still operates six separate light rail trolley routes through the streets of Philadelphia. Over the past couple years there has been an increase in crashes between Trolleys and privately owned vehicles (POVs). Many of these incidents occur at intersections when the POVs attempt to pass a stopped trolley or attempt to turn in front of a moving trolley at the intersection. These incidents have resulted in a 15% increase in trolley intersection crashes in January – September 2020 when compared to the same months in 2019. While the Pennsylvania Motor Vehicle code prohibits passing a stopped trolley, the current statistics warrant additional mitigation strategies. In 2020, SEPTA started to retrofit their City Trolleys with an enhanced illuminated “Stop, Do Not Pass” sign on the rear panel of each trolley. This engineering safety solution activates when the trolleys are stopped, helping to capture the attention of the motor vehicle driver to take caution and remind them of the law as they approach the trolley. This is one fleet management enhancement that SEPTA has undertaken to help reduce the number of crashes throughout the City. SEPTA is also working to pilot and evaluate the effectiveness of collision avoidance systems on trolleys and buses to further mitigate the number of crashes involving this iconic mode of transportation.

Autonomous Vehicles
If technological challenges can be overcome, autonomous or “self-driving” vehicles (AV) hold a great deal of promise to reduce traffic fatalities, congestion, and fuel consumption. There is still a great deal of uncertainty around the degree and timing of these benefits. While safely operating in limited driving environments like Interstates seems closer, an AV capable of operating in a complex urban environment seems beyond the time frame of this Vision Zero plan. The year when a substantial portion of the vehicle fleet is composed of AVs is even farther off. But strategies such as improving curbside management and prioritizing the movement of people by transit, walking, and biking will make Philadelphia a safer city, regardless of who or what is behind the wheel.

Indego expansion gives Philadelphia new mobility options
By implementing new programs that encourage more people to try biking, especially for short trips, the City can improve health, sustainability, and even congestion in Philadelphia. Bikeshare provides a safe, convenient, and relatively low-cost way for people to try cycling for the first time or to use a shared bike regularly. Since its launch in 2015, the City’s bikeshare system Indego has grown to over 140 stations and is nationally recognized for bike share equity and community engagement through work with the Better Bike Share Partnership. Indego carries more than 2,000 riders on average per day and is an integrated part of Philadelphia’s public transportation network.

Indego has played an especially important role in 2020 and going forward as the region is seeing increased demand for biking due to COVID-19. Indego operated continuously through 2020 out of recognition that essential workers rely on bikes as a safe means of transportation. Over the next five years, Indego will increase to 350 total stations and grow its service area by over 15 square miles, while significantly densifying stations within its current service area boundaries. The expansion plan also has new goals of tracking service quality and system reliability, as well as a renewed commitment to developing equity-focused strategies, such as funding expansion to underserved communities and ensuring equitable pricing mechanisms for low-income riders.
### SAFE VEHICLES STRATEGIES AND ACTION ITEMS

**GOAL:** Support all Philadelphians to use the safest vehicles possible for daily trips – with transit, biking, or even walking as the priority

#### STRATEGIES:

1. **Support transportation options that reduce driving**
   - **Action Item 1:** Support safety with new and emerging mobility technologies and targeted messaging about the City’s vehicle fleet

2. **Pursue the latest safety features in all Vision Zero partner fleet purchases and upgrades**
   - **Action Item 2:** Install hands-free phone/GPS holders in all City vehicles
   - **Action Item 3:** Study impacts and establish funding plan for purchasing additional fleet safety equipment and technology for City vehicles, including:
     - Warning systems
     - Cameras
     - Telematics
   - **Action Item 4:** Continue to work with national partners to ensure that new innovative safety features become mandatory in new vehicles, such as safety glass, seatbelts, air bags, and collision warning systems

3. **Support safety with new and emerging mobility technologies and targeted messaging about the City’s vehicle fleet**
   - **Action Item 5:** Pilot collision avoidance systems on SEPTA trolleys and buses
   - **Action Item 6:** Work with school district to pilot automated enforcement of illegal passing of school buses

<table>
<thead>
<tr>
<th>Safe Vehicles Action Item</th>
<th>Description</th>
<th>Responsible Agency</th>
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<tbody>
<tr>
<td>4.1.1</td>
<td>Create City department passes for SEPTA and Indego bike share to allow City employees to travel without using fleet vehicles</td>
<td>OTIS</td>
</tr>
<tr>
<td>4.1.2</td>
<td>Work with SEPTA and large employers like universities, hospitals, and the City to develop goals for providing all students/staff with transit passes, or opt-out option</td>
<td>OTIS/SEPTA/Clean Air Council</td>
</tr>
<tr>
<td>4.1.3</td>
<td>Improve bus travel times by 5% by 2025</td>
<td>OTIS/SEPTA</td>
</tr>
<tr>
<td>4.1.4</td>
<td>Increase the number of city residents within 1/4 mile of frequent transit by 10% by 2025</td>
<td>OTIS/SEPTA/PCPC</td>
</tr>
<tr>
<td>4.1.5</td>
<td>Work with Council to expand commercial trash hauling hours as part of the Congestion Omnibus Bill</td>
<td>OTIS</td>
</tr>
<tr>
<td>4.2.1</td>
<td>Install hands-free phone/GPS holders in all City vehicles</td>
<td>OTIS/Fleet</td>
</tr>
</tbody>
</table>
| 4.2.2                     | Study impacts and establish funding plan for purchasing additional fleet safety equipment and technology for City vehicles, including:
  - Warning systems
  - Cameras
  - Telematics | OTIS |
| 4.2.3                     | Continue to work with national partners to ensure that new innovative safety features become mandatory in new vehicles, such as safety glass, seatbelts, air bags, and collision warning systems | OTIS |
| 4.2.4                     | Pilot collision avoidance systems on SEPTA trolleys and buses | SEPTA |

### Strategy 3)

**Support safety with new and emerging mobility technologies and targeted messaging about the City’s vehicle fleet**

<table>
<thead>
<tr>
<th>Safe Vehicles Action Item</th>
<th>Description</th>
<th>Responsible Agency</th>
</tr>
</thead>
</table>
| 4.3.1                     | Integrate Vision Zero messaging and branding into:
  - Risk and Fleet websites and crash related materials
  - MDO Directive governing City vehicle policy
  - City employee newsletter | OTIS |
| 4.3.2                     | Incorporate City fleet into citywide Vision Zero media campaign by using vehicles as moving billboards | OTIS/Fleet |
| 4.3.3                     | Create public service announcement (PSAs) campaign to raise awareness of ‘dooring’ and install in Taxi & Limousine Division vehicles | OTIS/PPA/Bike Coalition of Greater Philadelphia |
| 4.3.4                     | Work with school district to pilot automated enforcement of illegal passing of school buses | OTIS/SDP |
Complete Streets Before & After Studies

Studying the safety impacts of engineering improvements is a core commitment of Vision Zero. In addition to analyzing street segments for a reduction in crashes, the City uses data analysis to understand changes in user behavior.

CHESTNUT STREET PARKING-PROTECTED BIKE LANE

In 2017, one of the first parking-protected bike lanes in Philadelphia was installed on Chestnut Street between 45th and 34th Streets. This 1.1-mile stretch of Chestnut Street provides a safe connection for cyclists traveling between West Philadelphia and major employment centers in University City and Center City. This portion of Chestnut Street previously saw three times the number of crashes per mile compared to other Philadelphia streets.

After the installation of the parking-protected bicycle lane, this segment of Chestnut Street saw a 40 percent reduction in the first year and an additional 80 percent reduction in the second year of total injuries resulting from crashes. In addition crash reduction, 47 percent fewer vehicles are exceeding the posted speed limit and 81 percent more people are biking on the newly redesigned street.

MARKET STREET/JFK BOULEVARD PARKING-PROTECTED BIKE LANE

After the installation of the parking-protected bike lane, this segment of Market Street corridor saw a 13 percent reduction in number of vehicles with speeds above posted speed limit. When compared to two years earlier, 21 percent more people biking were observed.

Safety Data

Eliminating traffic-related deaths on Philadelphia streets by 2030 requires continual, data-informed prioritization of city streets.

Crash data is critical to understand the factors that may have contributed to these collisions, as well as when and where these crashes have occurred. To systemically prioritize safety interventions in 2017 the City developed Philadelphia’s the High Injury Network (HIN) with the first Vision Zero Action Plan. The City committed to revising that Network with every plan to track trends in the latest crash data and create objective feedback on the effectiveness of projects.

Vision Zero’s data-driven, safe systems approach can also be utilized to center equity within the City’s efforts. As Vision Zero brings attention to the systemic nature of crashes, it is important to gather demographic data of all people involved in a crash to understand how transportation safety intersects with other social justice issues.

Chestnut Street had 40% fewer injuries in year one and 80% fewer injuries in year two resulting from crashes after the installation of a new roadway layout and parking-protected bike lanes in 2017.
Market Street had a 13% reduction of speeding vehicles after the installation of a new roadway layout and parking-protected bike lanes in 2018.

University Partnerships

- The University of Pennsylvania and Children’s Hospital of Philadelphia Center for Injury Research and Prevention, researchers used eye tracking equipment to study bicyclists’ line of sight and perceived level of safety and comfort while using the Chestnut Street protected bike lane. This study found that the participant’s gaze was less fixed straight ahead, allowing the cyclist to perform in safe scanning behavior compared to cyclists on a non-protected bike lane. The study demonstrated a new tool to gain insight into the user experience of safer bicycling infrastructure.

- Jefferson University Hospital Center for Injury Research Prevention is committed to launching a pilot project to gain new insight into the immediate and long-term health outcomes of patients injured in traffic crashes. The project aims to measure both the human and economic costs of crashes in Philadelphia. Researcher-physician teams at Jefferson will analyze a large database of patient healthcare data including mechanisms of injury, types of diagnoses, treatments such as surgeries or disability rehabilitation, and the financial costs of patients’ entire treatment related to a crash.

Chestnut Transit Pilot

Transit is an important tool in achieving Vision Zero because riding transit is 10 times safer than riding in a motor vehicle. In fact, cities where more people walk, bike and take transit tend to have lower rates of fatalities from crashes. To encourage more Philadelphians to use transit, it needs to be reliable and efficient. To better understand and address congestion affecting SEPTA buses, the City led the Bus Lane Enhanced Enforcement Program in 2018, to study the effects of illegal traffic behaviors on bus delays on Chestnut Street (21st - 11th Streets) and Market Street (7th Street - City Hall).

Enhanced enforcement resulted in improved travel times for both buses and people driving. Chestnut Street saw a 6.4 percent improvement in transit travel times during the midday period, resulting in an average 2.5-minute reduction in travel time for buses traveling river to river. To implement more lasting changes, in 2019 the City initiated plans for a loading zone pilot on Chestnut Street with new loading zones implemented on every block of Chestnut Street between 20th and 6th Streets. These 20-minute loading zones allow for short-term passenger or freight loading. In addition, the 2-hour enforced meter parking time was extended from 6AM - 2AM and two new Indego bike share stations were added.


In response to rising pedestrian fatalities and severe injuries, Philadelphia received a $100,000 Transportation & Community Development Initiative (TCDI) grant from DVRPC to develop a Vision Zero Pedestrian Safety Study and Action Plan. The plan analyzed traffic crashes, which involved at least one pedestrian and at least one injured person. The study found:

- Half of all pedestrian fatality crashes occurred on just 19 percent of street corridors classified as "Urban Arterials & Auto-Oriented Commercial/Industrial Corridors".
- Two in three of all pedestrian injury crashes occurred at intersections.
- Almost a quarter of all pedestrians killed at intersections were crossing Roosevelt Boulevard or its cross-streets.

The Pedestrian Safety Study and Action Plan identifies trends in contributing crash factors, provides policy recommendations, and a list of engineering solutions to improve Philadelphia’s pedestrian safety. It also includes a list of the top priority locations to use these interventions.

**Safety Data**

**PEDESTRIAN SAFETY STUDY**

**PEDESTRIAN SAFETY PRIORITY CORRIDORS**

- Over half of all pedestrian fatality crashes occurred at night between 7 PM – 6 AM.
- The most vulnerable demographic were pedestrians over the age of 50; this demographic makes up almost 50 percent of pedestrians killed, while representing only 30 percent of Philadelphia’s population.

Image: Chestnut & 36th Streets pedestrian crosswalk and protected bike lane
SAFETY DATA STRATEGIES AND ACTION ITEMS

**GOAL:** Vision Zero actions are data-driven, based on quality data, and use the latest technology and analytical tools.

**STRATEGIES:**

1. Evaluate street safety treatments regularly and consistently and adjust treatments as prudent based on the results
2. Improve the quality and timeliness of relevant traffic safety data
3. Improve internal and public access to safety data

### Strategy 1: Evaluate street safety treatments regularly and consistently and adjust treatments as prudent based on the results

<table>
<thead>
<tr>
<th>Safety Data</th>
<th>Description</th>
<th>Responsible Agency</th>
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</thead>
<tbody>
<tr>
<td>5.1.1</td>
<td>Complete three before/after studies each year to analyze the effectiveness of Vision Zero corridor or intersection safety projects</td>
<td>OTIS/Streets</td>
</tr>
<tr>
<td>5.1.2</td>
<td>Continue to release annual Vision Zero progress reports</td>
<td>OTIS</td>
</tr>
<tr>
<td>5.1.3</td>
<td>Continue to update the High Injury Network with new crash data with every future Vision Zero plan and use it to prioritize safety interventions</td>
<td>OTIS</td>
</tr>
<tr>
<td>5.1.4</td>
<td>Continue to input Vision Zero projects into public-facing GIS layer</td>
<td>OTIS/Streets</td>
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</tbody>
</table>

### Strategy 2: Improve the quality and timeliness of relevant traffic safety data

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<tr>
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</thead>
<tbody>
<tr>
<td>5.2.1</td>
<td>Consistently collect, record, and report race/ethnicity data for all people involved in a crash</td>
<td>PPD/PennDOT</td>
</tr>
<tr>
<td>5.2.2</td>
<td>Evaluate crashes with more precise data for time of crash (precise date) and people involved (zip codes)</td>
<td>OTIS/PennDOT</td>
</tr>
<tr>
<td>5.2.3</td>
<td>Create new database layers of physical street characteristics such as street width and number of lanes to better understand the relationship between crashes and street geometry</td>
<td>OTIS/Streets</td>
</tr>
<tr>
<td>5.2.4</td>
<td>Evaluate hospital data for trauma patients to understand long-term health outcomes and economic impacts of crashes</td>
<td>Jefferson University Hospital</td>
</tr>
<tr>
<td>5.2.5</td>
<td>Work with partners to secure and install additional pedestrian and bicycle counters to allow more tracking of active transportation volumes</td>
<td>OTIS/DVRPC/PCPC/Health</td>
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</tbody>
</table>

### Strategy 3: Improve internal and public access to safety data

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<thead>
<tr>
<th>Safety Data</th>
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</tr>
</thead>
<tbody>
<tr>
<td>5.3.1</td>
<td>Develop a digital curbside management system to reduce unsafe behaviors like illegal parking/loading in the bike or bus lane, double parking/loading</td>
<td>OTIS/PPA/SEPTA</td>
</tr>
<tr>
<td>5.3.2</td>
<td>Continue to report analysis of annual PennDOT crash data and identify ways to expedite the release of crash data on an ongoing basis</td>
<td>OTIS/PennDOT</td>
</tr>
<tr>
<td>5.3.3</td>
<td>Continue to report monthly City crash data in a publicly accessible database</td>
<td>OTIS/PPD</td>
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<tr>
<td>5.3.4</td>
<td>Develop an interactive, user-friendly, web-based application using standardized metrics for internal and external crash analysis</td>
<td>OTIS</td>
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</tbody>
</table>
Vision Zero Task Force & Subcommittees

LEADERSHIP

The following officials are responsible for leading and providing feedback on Vision Zero as its Action Plan strategies are implemented:

- Mayor James F. Kenney
- Managing Director Tumar Alexander
- Deputy Managing Director Michael A. Carroll, P.E. (OTIS)
- Vision Zero Task Force

Task Force Structure

VISION ZERO TASK FORCE

SUBCOMMITTEES

- City of Philadelphia
  » Mayor’s Office
  » Managing Director’s Office
  » Chair: Managing Director’s Office of Transportation & Infrastructure and Sustainability (OTIS)
  » Department of Public Health
  » Department of Streets
  » Fleet Management
  » Licenses & Inspections
  » Planning & Development
  » Philadelphia Police Department
  » Office of Children and Families
  » Office of Complete Streets
  » Risk Management
  » Water Department
- American Automobile Association (AAA)
- AARP Pennsylvania
- Asociacion Puertorriquenos en Marcha, Inc.
- Bicycle Coalition of Greater Philadelphia
- Center City District (CCD)
- Children’s Hospital of Philadelphia
- Clean Air Council
- Delaware Regional Valley Planning Commission (DVRPC)
- Families for Safe Streets
- Pennsylvania Department of Transportation (PennDOT)
- People’s Emergency Center (PEC)
- Philadelphia Association of Community Development Corporations (PACDC)
- Philadelphia Parking Authority
- Safe Routes Partnership
- School District of Philadelphia
- Southeastern Pennsylvania Transportation Authority (SEPTA)
- St. Christopher’s Hospital for Children
- Thomas Jefferson University Hospital
- University City District (UCD)