

VISION ZERØ

CITY OF PHILADELPHIA

Year One Update 2018

October 2018



City of
Philadelphia



LETTER FROM THE MAYOR

Fellow Philadelphians,

Today, I stand committed to making Philadelphia streets safer for everyone, regardless of age, physical ability, or choice of transportation. In the past year, the Vision Zero Task Force has brought State and City government officials side-by-side with community and advocacy groups to implement the Year One strategies identified in the Vision Zero Action Plan (2017). Just in our first year, together we have:

- Installed the Market/JFK Vision Zero Pilot Project, which improved conditions on these two Center City corridors for people driving, walking, and biking alike;
- Installed Boulevard Direct bus plazas, providing safe bus stations for SEPTA passengers;
- Announced 16 grants, totaling over \$17 million, to expand city-wide commitment to Vision Zero;
- Enthusiastically welcomes enabling State legislation, Senate Bill No. 172, that gives the City of Philadelphia the ability to provide automated speed enforcement system along Roosevelt Boulevard in Philadelphia; and
- Celebrated many more successes that are detailed in this Vision Zero Year One Update.

On November 7, 2016, I signed Executive Order 11-16, setting a target of zero traffic deaths on Philadelphia streets by 2030. I created a Vision Zero Task Force, charged with developing a Three-Year Action Plan to begin work toward achieving this goal. The Three-Year Action Plan was released on September 28, 2017.

Our work this year is only the beginning. We know that if we are to reach our goal of zero traffic deaths on Philadelphia streets by 2030, we must reduce the number of deaths on our streets by six each year. **If we continue our current trend, we will not reach our goal by 2030.**

As we move in to Vision Zero's second year here in Philadelphia, I commit to building on this work to continue to step toward our goal of zero traffic deaths by 2030. It cannot be more simple: Vision Zero is working in other cities. And it can work in Philadelphia. Our city and our families deserve safer streets. We all have a part to play. With the support of each and every Philadelphian, we can bring together street design, education, enforcement, and policy changes that will together save lives and make Philadelphia streets safer for everyone.

Sincerely,

Mayor Jim Kenney

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Credit:

Photograph by Urban Engineers – Cover

Photograph by Urban Engineers – Page 14

Photograph by Neal Santos for Found in Fairhill, a project of Taller Puertorriqueño - Page 25

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 fatalities by 2030.



Michael DiBerardinis
Managing Director



Michael Carroll, P.E. (Chair)

Office of Transportation, Infrastructure, & Sustainability (oTIS)



Richard Ross

Philadelphia Police Department



Kelley Yemen

Office of Complete Streets



Anne Fadullon

Department of Planning & Development



Richard Montanez, P.E.

Department of Streets



David Perri, P.E.

Department of Licenses & Inspections



Dr. Thomas Farley

Department of Public Health



Louis Belmonte, P.E.

Pennsylvania Department of Transportation (PennDOT)



Kathy Desmond

People's Emergency Center



Dr. William R. Hite

School District of Philadelphia



Michael Banks

African American Chamber of Commerce



Scott Sauer

Southeastern Pennsylvania Transportation Authority (SEPTA)



Nilda Iris Ruiz

Asociación Puertorriqueños en Marcha, Inc. (APM)



Rick Sauer

Philadelphia Association of Community Development Corporations (PACDC)



VISION ZERO TASK FORCE'S COMMITMENT

As the Vision Zero Task Force, we pledge to incorporate the Vision Zero Action Plan goals, principles, and values into everything our departments, agencies, and organizations do. We commit to zero traffic deaths on Philadelphia streets by 2030.

VISION ZERO PLEDGE

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

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

I pledge to walk or bike when making short trips.

I pledge to bike predictably and stop at signals.

I pledge to spread the word about Vision Zero in my neighborhood.

VISION ZERO CORE PRINCIPLES:

- Traffic deaths are preventable and unacceptable.
- Human life is our highest priority.
 - Preserving human life takes priority over convenience.
 - Philadelphia's transportation system should be safe for all of its users, in all neighborhoods.
- Human error is inevitable and unpredictable. Our transportation system should be designed to anticipate human error, so the consequence is not death or severe injury.
- Improved street design, safe human behaviors, education, and traffic safety enforcement are essential contributors to a safe transportation system.
- People are inherently vulnerable, and speed is a fundamental predictor of crash survival. Our transportation system should be designed to protect human life.

YEAR ONE OVERVIEW

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. By applying Vision Zero's core principles, we can save lives and prevent severe injuries on our streets, while enhancing the quality of life for all Philadelphians.

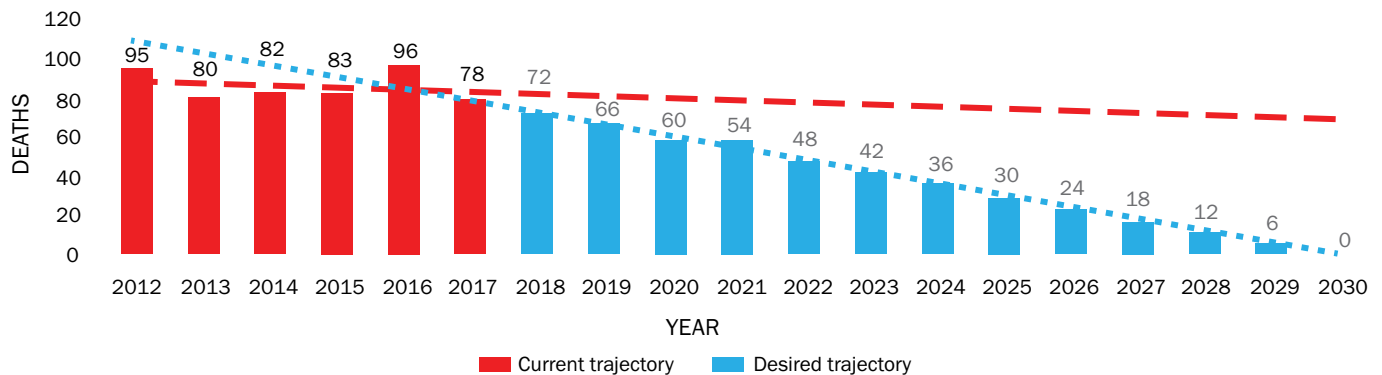
In our first year, Vision Zero Philadelphia has begun to lay the foundation for safe streets. From transportation projects to public awareness campaigns and increased collaboration between transportation initiatives and enforcement, Vision Zero's first year in Philadelphia was marked success, but we still lost 78 people in traffic crashes and 244 more sustained severe injuries in crashes. Deaths and severe injuries in traffic crashes are preventable. We recognize that Vision Zero must continue to implement strategies to build safe streets, protect those who are most vulnerable on our streets, and enhance transparency and system-wide improvements.

Every statistic in this report represents a human a life, which was lost or sustained life-altering injuries. Loss of life and severe injuries from traffic crashes are preventable. Our city and our families deserve safer streets.



WHERE WE ARE NOW

Current & Desired Trendline for Vision Zero in Philadelphia



Source: PennDOT, 2012 – 2017

Vision Zero recognizes that humans will always make mistakes, including while using our streets, and not every crash can be prevented. Instead of focusing on preventing *all* crashes, Vision Zero focuses on reducing severity of crashes to save 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.

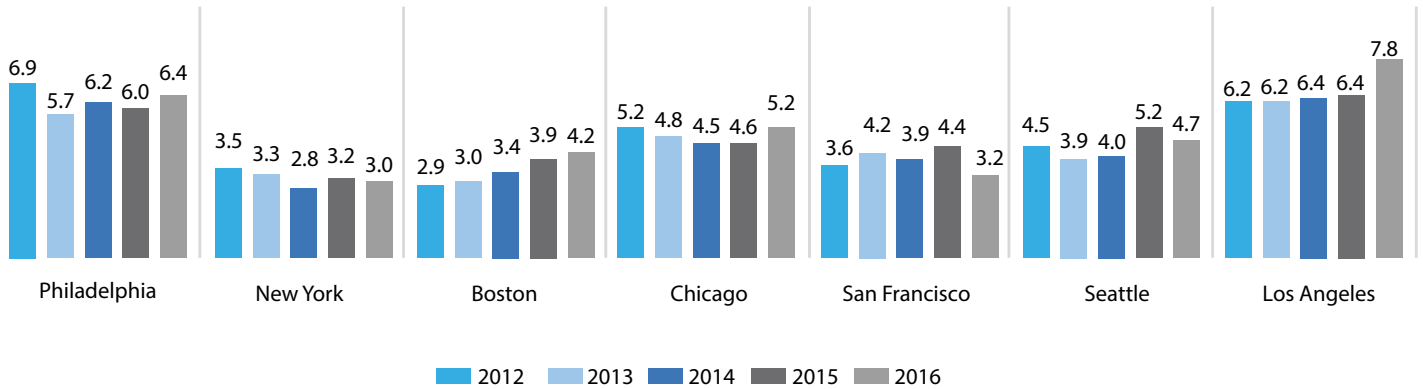
In the first year of Vision Zero (2017), Philadelphia saw a 19 percent decrease in the number of people killed in traffic crashes. While Philadelphia saw a dramatic decrease in the number of traffic deaths in 2017, best practice tells us we must look at crash data over a span of several years. Looking at any single year in isolation will not tell the whole story. In Philadelphia, we look to five years of crash data to tell the most complete story.

From 2013 to 2016, the number of people killed on Philadelphia streets increased year-over-year. If we are to reach our goal of zero traffic deaths on Philadelphia streets by 2030, we must reduce the number of deaths on our streets by six each year. **If we continue our current trend, we will not reach our goal by 2030.**

We know that a life lost in a traffic crash is unacceptable. While not every crash can be prevented, we can reduce the severity of crashes through street design, education, enforcement, and policy changes. We can save lives.

WHERE WE ARE NOW

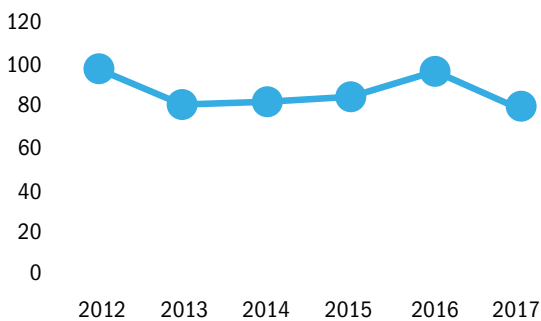
Traffic deaths per 100,000 residents



Source: NHTSA (NHSTA includes interstate traffic deaths and is tracked at the county level.)

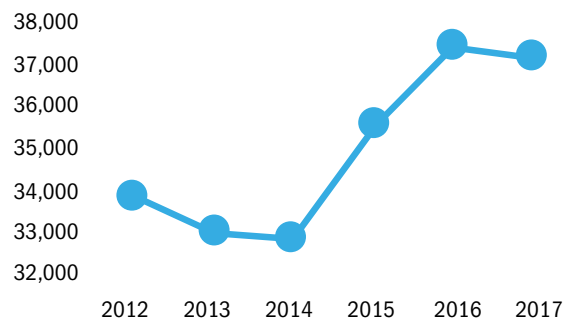
When we look to the traffic death rates of our neighboring peer cities with Vision Zero programs, it is evident that Philadelphia deserves safer streets. In 2016, New York City had a traffic death rate of 3.0. In 2016, Philadelphia had a traffic death rate of 6.4—that's over twice as high as New York City's. Vision Zero is working in other cities. Our city and our families deserve safer streets.

Traffic Deaths Philadelphia



Source: PennDOT

Traffic Deaths United States



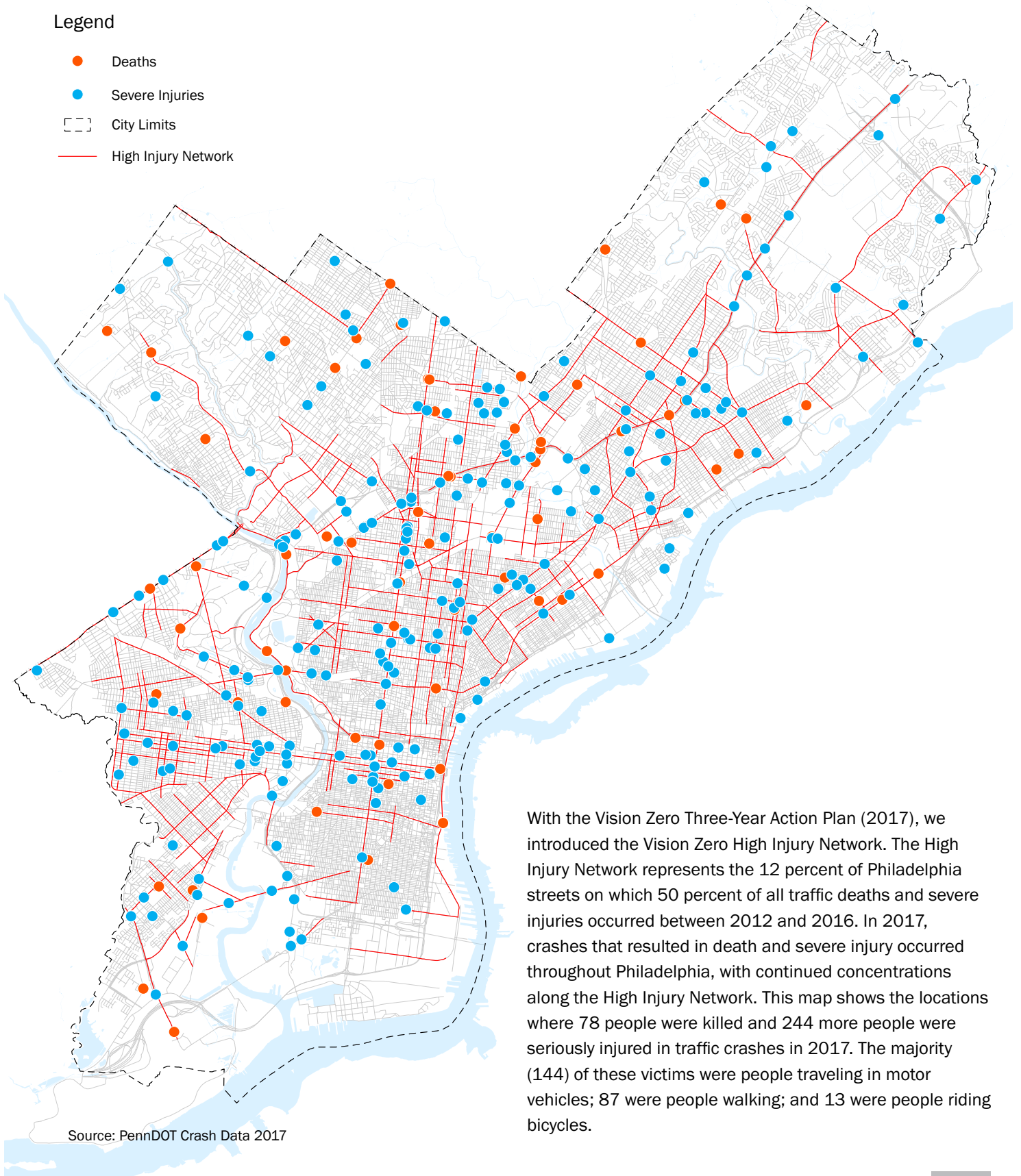
Source: NHTSA

Over the last five years, Philadelphia's traffic death patterns are consistent with national trends. Through continued, strong commitment to Vision Zero, Philadelphia can buck the national trends and save lives.

SAFETY IN 2017

Legend

- Deaths
- Severe Injuries
- City Limits
- High Injury Network

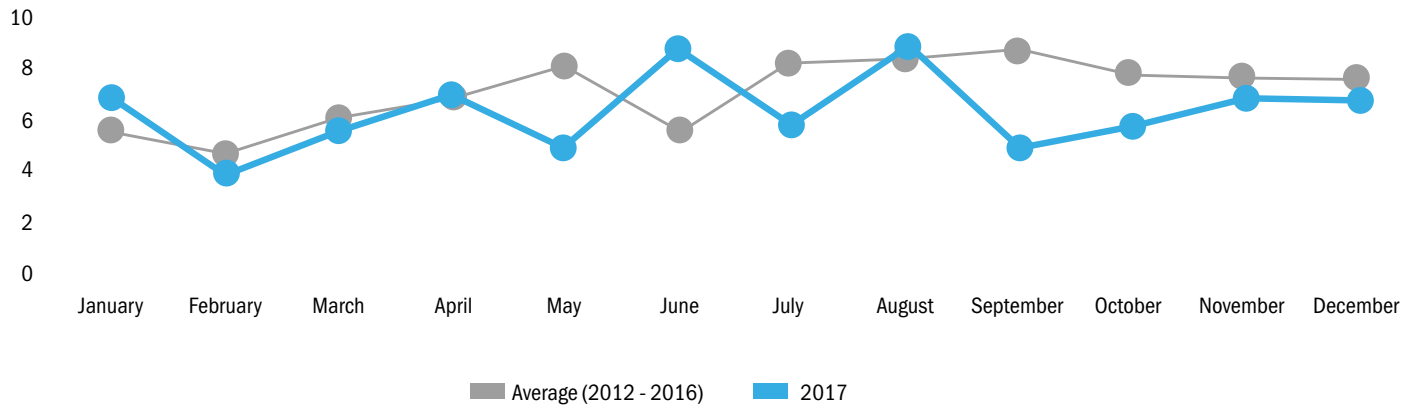


Source: PennDOT Crash Data 2017

With the Vision Zero Three-Year Action Plan (2017), we introduced the Vision Zero High Injury Network. The High Injury Network represents the 12 percent of Philadelphia streets on which 50 percent of all traffic deaths and severe injuries occurred between 2012 and 2016. In 2017, crashes that resulted in death and severe injury occurred throughout Philadelphia, with continued concentrations along the High Injury Network. This map shows the locations where 78 people were killed and 244 more people were seriously injured in traffic crashes in 2017. The majority (144) of these victims were people traveling in motor vehicles; 87 were people walking; and 13 were people riding bicycles.

SAFETY IN 2017

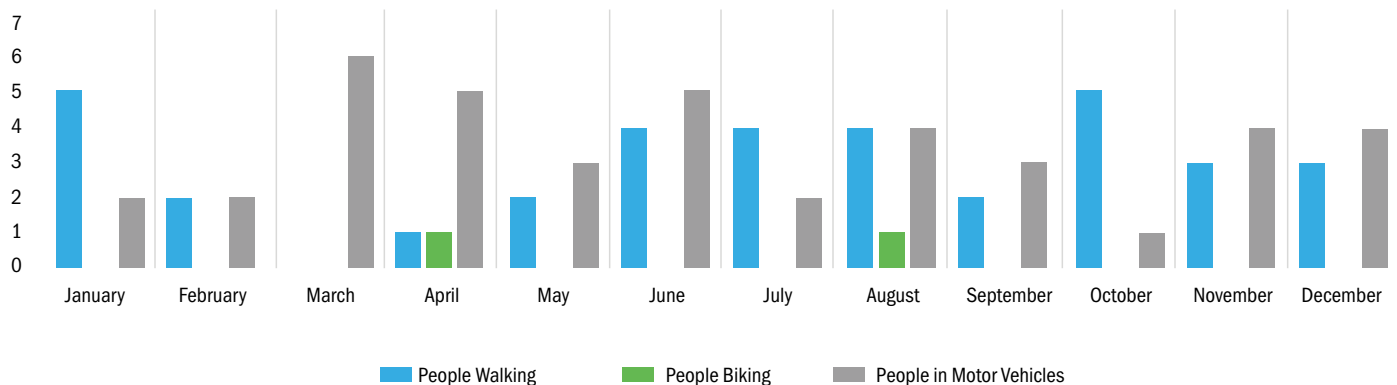
Philadelphia Traffic Deaths, by Month



Source: PennDOT, 2012 – 2017

Every month for the last six years, between two and thirteen people have been killed in traffic crashes on Philadelphia streets. While the total number of people killed in traffic crashes in Philadelphia in 2017 may have been lower than in years prior, at least four people were killed in traffic crashes every month in 2017.

Philadelphia Traffic Deaths, by Mode (2017)

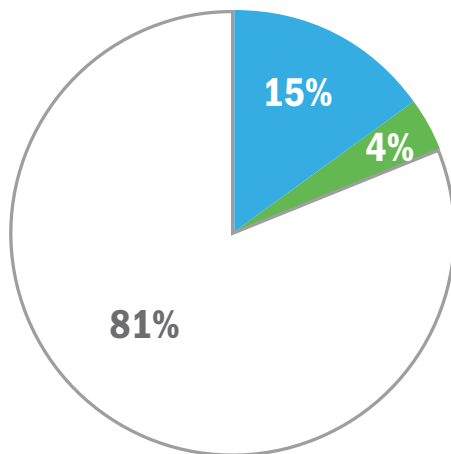


Source: PennDOT, 2017

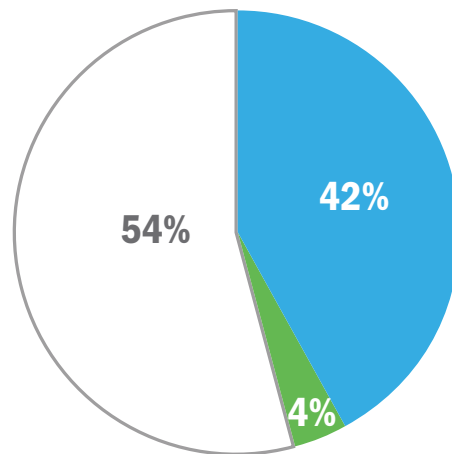
At a minimum, one person traveling in a motor vehicle was killed each month in 2017 and, except for March, the same was true for people walking. In five months of 2017, the number of people killed while walking was equal to or exceeded the number of people killed from a crash while traveling in a motor vehicle.

PRIORITIZING PEDESTRIAN SAFETY

People Involved in Crashes
2013 - 2017



People Killed in Crashes
2013 - 2017



People Walking People Biking People in Motor Vehicles

Source: PennDOT

As the pie charts above illustrate, in Philadelphia, a disproportionate number of people walking are killed in crashes. In 2017, it was no different. While 15 percent of Philadelphia crashes involved pedestrians, nearly half (46 percent) of all traffic deaths were people walking. Pedestrian crashes in 2017 are consistent with the five-year trend overall.

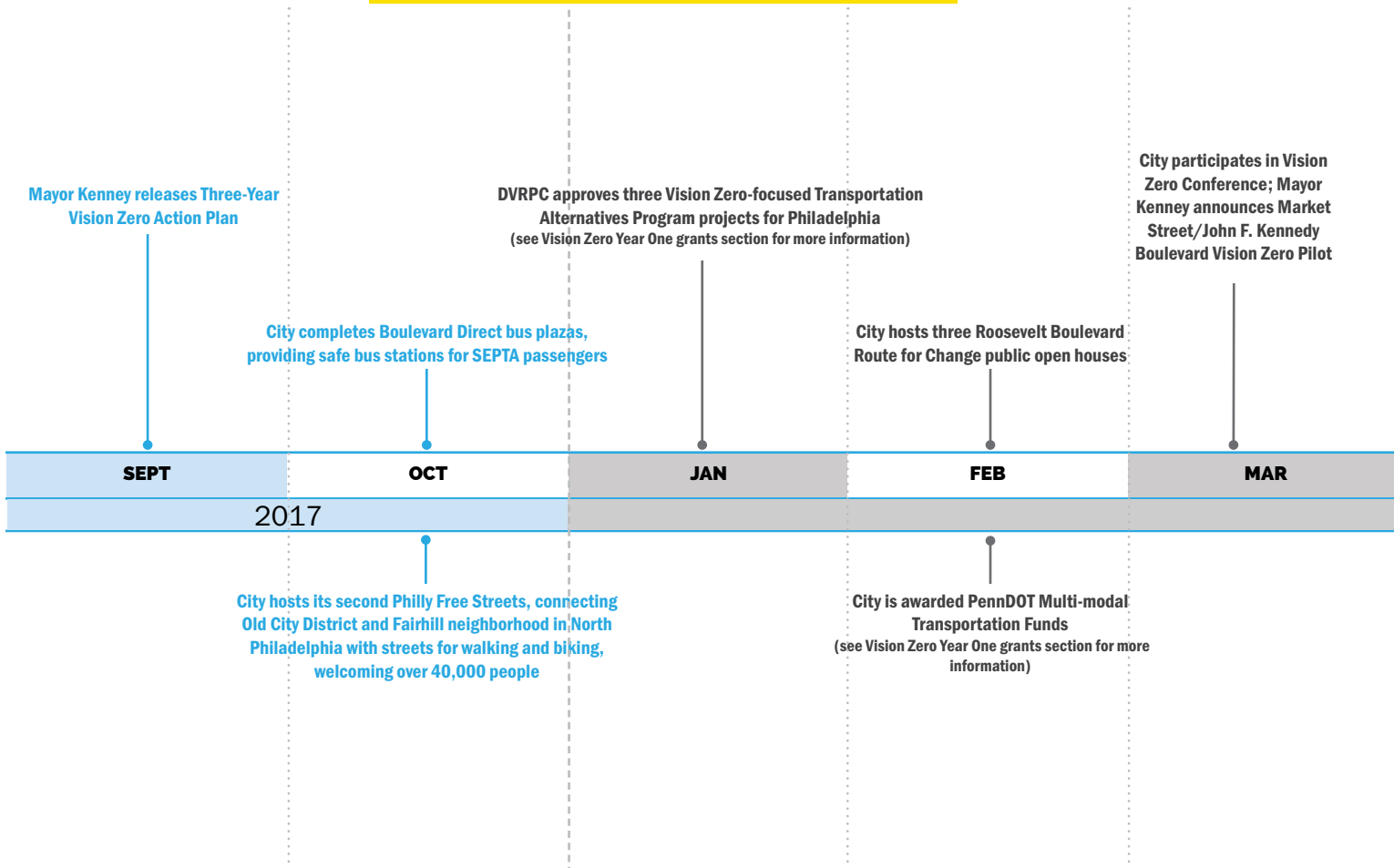
Recognizing this persistent and serious problem, the City of Philadelphia applied for funds to support a Vision Zero Pedestrian Safety Study and Action Plan. In July 2018, Delaware Valley Regional Planning Commission (DVRPC)

announced that the City received a \$100,000 Transportation & Community Development Initiative (TCDI) award to support this forthcoming effort.

In Year Two of Vision Zero, we look forward to kicking off the Vision Zero Pedestrian Safety Study and Action Plan, which will analyze pedestrian-involved injury crashes in Philadelphia to identify trends in these dangerous crashes. Trends will include pedestrian crash locations, times of day, demographics of pedestrians and drivers, and contributing crash factors. The final Pedestrian Safety Action Plan will guide the City's efforts to implement pedestrian safety improvements. The Plan will be supported by a pedestrian safety workshop that will engage residents in discussions

ACTION PLAN PROGRESS

Year One Highlights

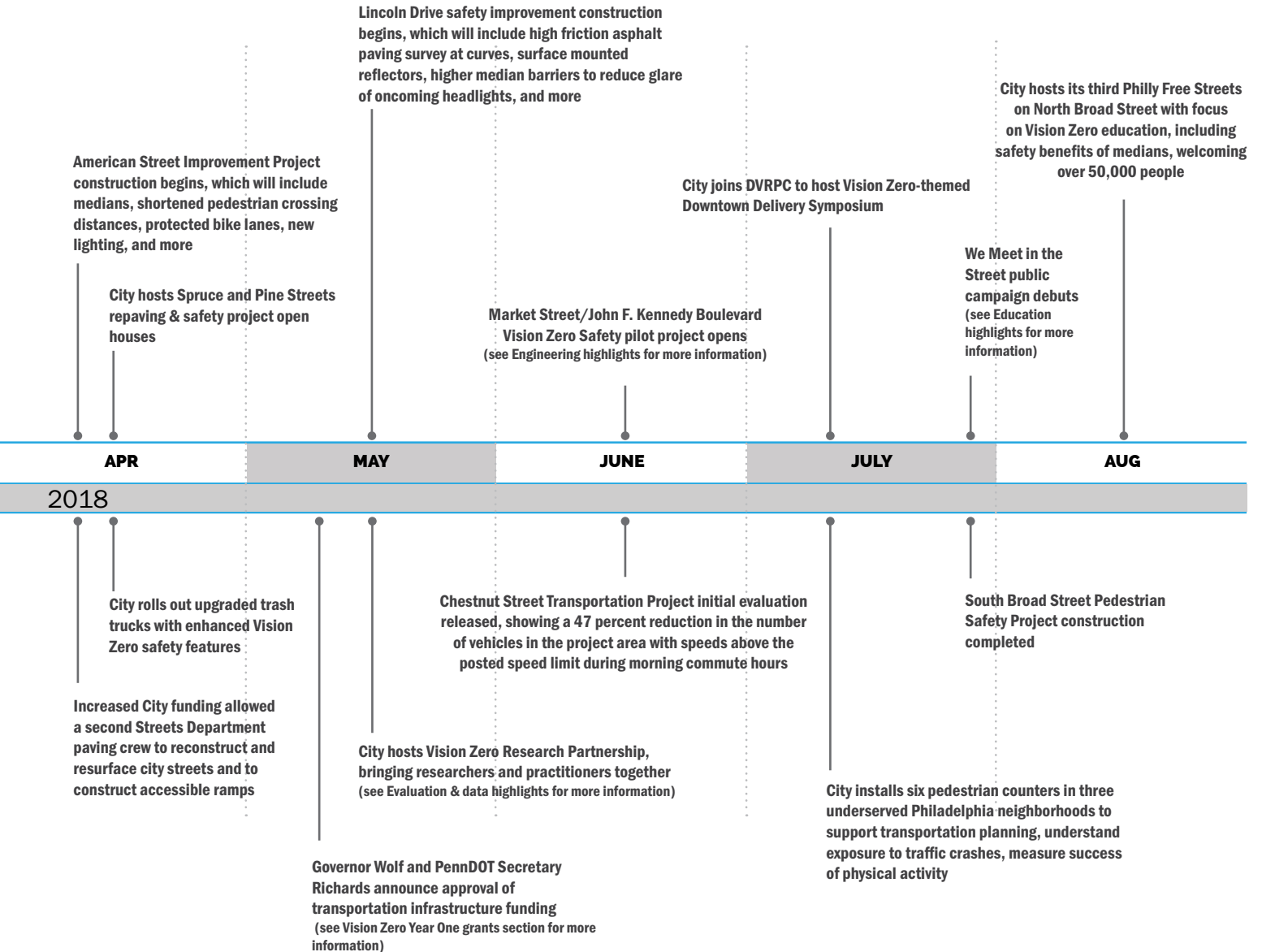


about possible improvements.

With the support of neighborhoods and stakeholders, we are successfully implementing the Vision Zero strategies outlined in our Three-Year Action Plan while spreading the message about Vision Zero across Philadelphia government and neighborhoods alike. While many of the early strategies have been in support of the capacity building that is necessary to move forward Vision Zero, the incremental work completed in our first year will serve as the foundation for future more substantial improvements to Philadelphia's transportation system.

Before we can implement substantial system improvements, the safety culture within Philadelphia government must support these efforts. And, in the past year, the culture of safety across City departments has been strengthened and Vision Zero is being embraced by departments, each playing unique and important roles. The changes to our internal City safety culture will translate into more transformative changes to our transportation system in the years to come.

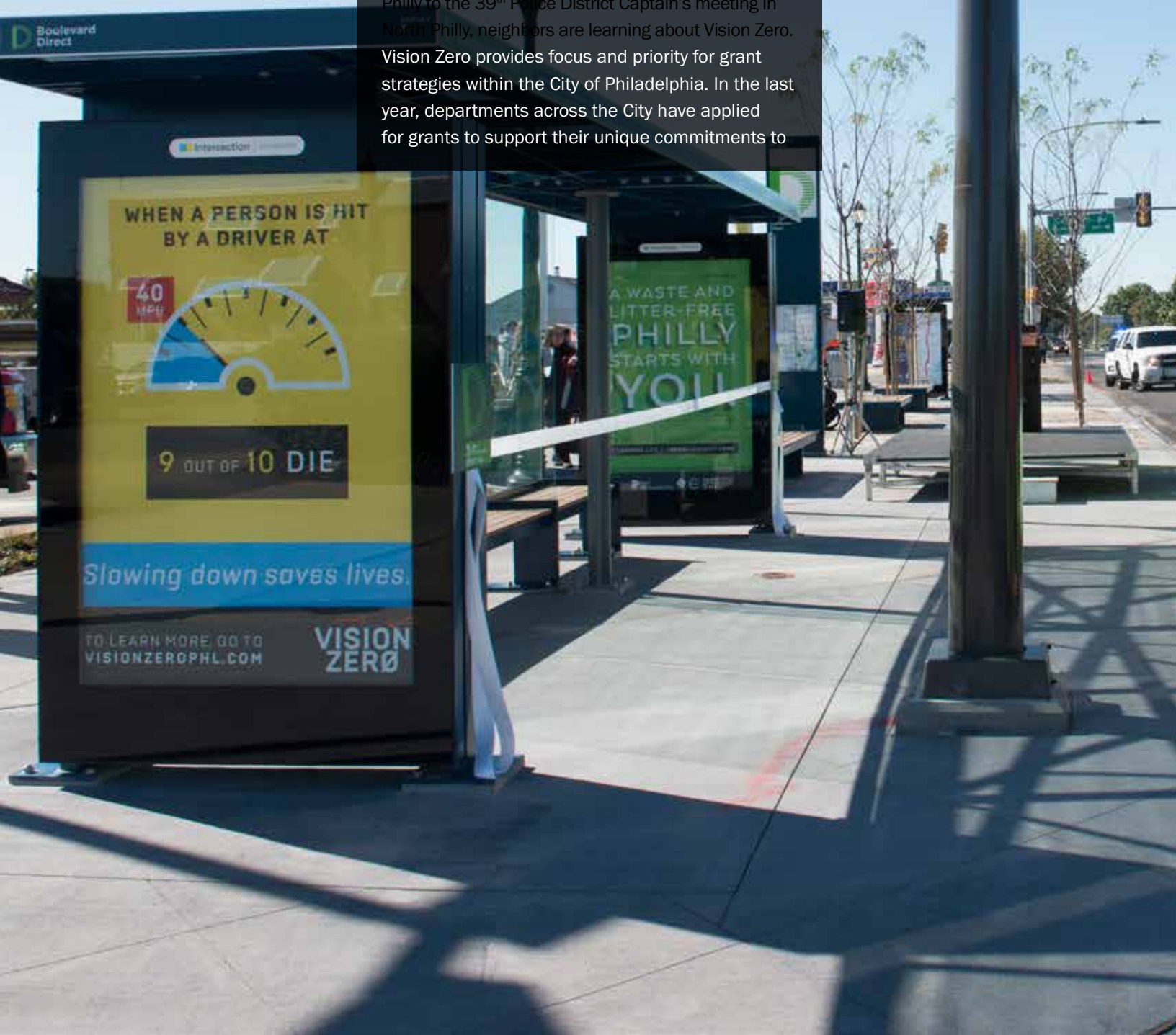
ACTION PLAN PROGRESS



VISION ZERO YEAR ONE GRANTS

(October 1, 2017 –
September 30, 2018)

Additionally, Vision Zero was presented at ten community meetings across Philadelphia. From East Falls in Northwest Philly to Girard Estates in South Philly to the 39th Police District Captain's meeting in North Philly, neighbors are learning about Vision Zero. Vision Zero provides focus and priority for grant strategies within the City of Philadelphia. In the last year, departments across the City have applied for grants to support their unique commitments to



VISION ZERO YEAR ONE GRANTS

Engineering grants (infrastructure)

In Year One, the City announced thirteen infrastructure grant awards, totaling \$16,967,124, to support twelve projects along High Injury Network corridors. Many of the grants listed require matching funds, in order to complete the project. City departments will work closely with the grantor to complete grant agreements. It is our expectation that construction on each project will begin within the next three to five years.

Project name	Grant program(s)	Grant award	Project description
Adams/Summerdale Avenues & Roosevelt Boulevard	Multi-modal Transportation Fund - PennDOT	\$1,100,000	Improve signal timing and intersection geometry at Adams/Summerdale Avenues & Roosevelt Boulevard
	Multi-modal Transportation Fund - DCED	\$500,000	
Andrew Hamilton School Vision Zero Safety Improvements	Multi-modal Transportation Fund - DCED	\$500,000	Install Safe Routes to School safety improvements around Andrew Hamilton Elementary in West Philadelphia
Roosevelt Boulevard Pedestrian Safety & Direct Bus Improvements	Transportation Alternatives Set-Aside Program	\$1,000,000	Sidewalk improvements at six future Direct bus stations and construction of one Direct Bus station for northbound service at North Broad Street & Roosevelt Boulevard
South Broad & Locust Streets Modified Urban Intersection	Transportation Alternatives Set-Aside Program	\$1,000,000	Construction of modified raised intersection at Broad and Locust featuring ADA access and improved crosswalks
Cramp Elementary School Vision Zero Safety Improvements	Transportation Alternatives Set-Aside Program	\$995,000	Install Safe Routes to School safety improvements around Cramp Elementary in North Philadelphia
North Broad Street – Vision Zero Priority Corridor	Transportation Alternatives Set-Aside Program	\$1,000,000	Install raised medians on North Broad Street, between Girard Avenue to Cecil B. Moore Street
South Broad Street Sidepath, Phase 1	Transportation Alternatives Set-Aside Program	\$997,000	Design and construction of the first phase of a sidepath on the west side of South Broad Street, between Pattison Avenue and the Navy Yard
2nd Street Signal Improvements	Green Light Go	\$3,207,255	Modernize traffic signals on North 2nd Street, between Callowhill Street and Lehigh Avenue
Oregon Avenue Signal Improvements	Green Light Go	\$4,667,869	Modernize traffic signals on Oregon Avenue, between Passyunk Avenue and Front Street
Neighborhood Slow Zone Program	Automated Red Light Enforcement (ARLE)	\$1,000,000	Establish a citywide program to implement low cost strategies in neighborhoods to slow driver speeds and encourage safe driving behaviors

VISION ZERO YEAR ONE GRANTS

Roosevelt Boulevard Pedestrian Safety Improvements	Automated Red Light Enforcement (ARLE)	\$500,000	Support critical pedestrian safety improvements along Roosevelt Boulevard to promote safe transit access
Citywide Sidepaths	Automated Red Light Enforcement (ARLE)	\$500,000	Design and construction of citywide sidepaths

Planning grants

In Year One, the City received two planning grants, totaling \$200,000 to support two Vision Zero-focused studies.

Project name	Grant program(s)	Grant award	Project description
Vision Zero Pedestrian Safety Study & Action Plan	Transportation & Community Development Initiative (TCDI)	\$100,000	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
Complete Streets	Transportation & Community Development Initiative (TCDI)	\$100,000	Develop recommendations for safety improvements that promote walking and biking: North Broad Street & Olney Avenue; Fox Chase Town Center; Lehigh Avenue from Kensington to Aramingo Avenues

Enforcement grant

In Year One, the Philadelphia Police Department received a \$465,000 grant to support enforcement against impaired driving and for enforcement on the 135 miles of State roads in Philadelphia.

Project name	Grant program(s)	Grant award	Project description
Philadelphia Police Department – Police Traffic Services	Police Traffic Services	\$465,000	Support Roving Patrol enforcement in high-crash areas to reduce instances of impaired driving; support patrol against aggressive driving on 135 miles of State roads in Philadelphia

VISION ZERO YEAR ONE HIGHLIGHTS

(October 1, 2017 –
September 30, 2018)

Pedestrian Median

DID YOU KNOW?

Medians improve the safety of people using our streets.

Help us paint a median!

What do you think? Learn more about the City of Philadelphia's efforts to eliminate traffic deaths on Philadelphia's streets by 2030 at www.VisionZeroPHL.com.



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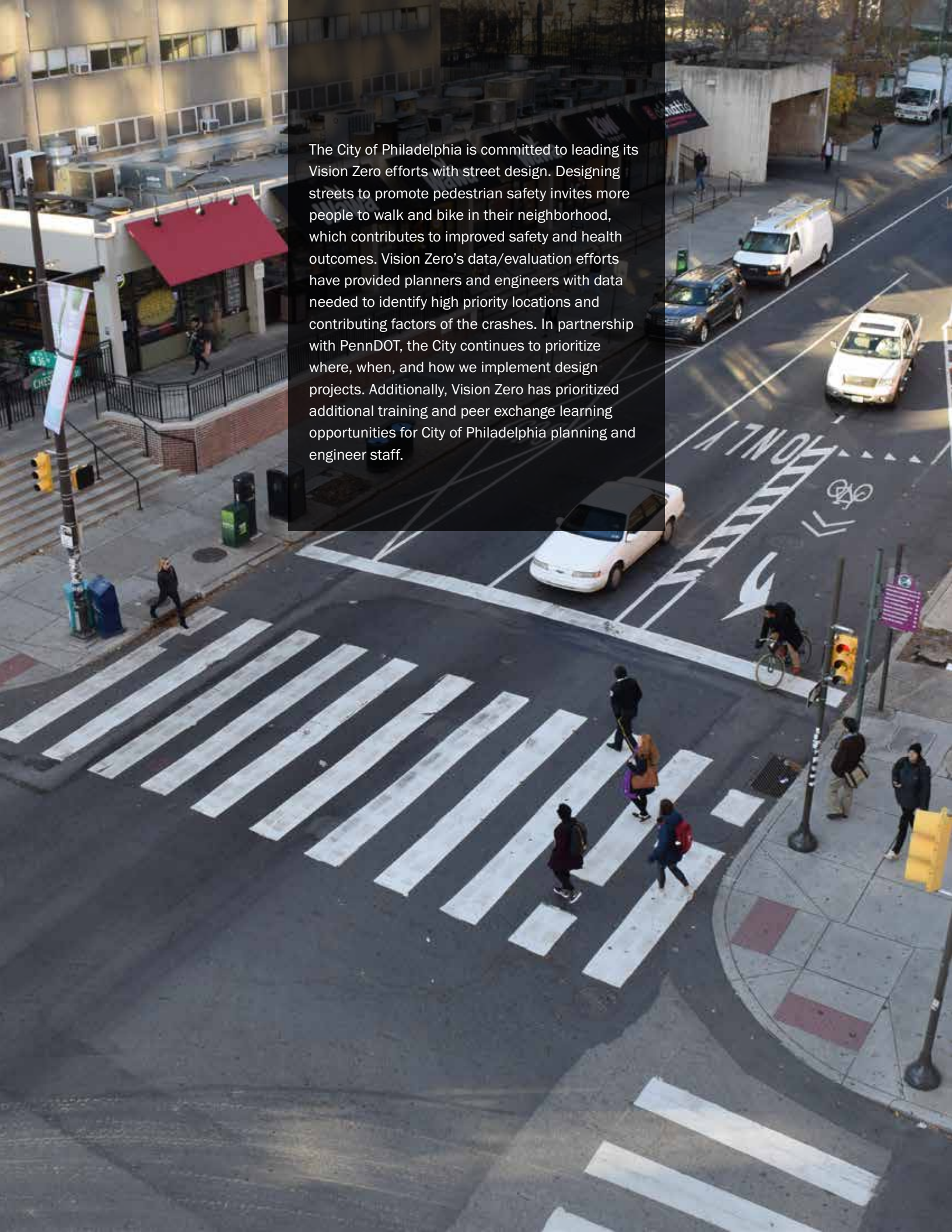
EVALUATION & DATA

Before adopting Vision Zero, few City of Philadelphia staff had access to traffic safety data, and the data that was available was often siloed. After just one year of Vision Zero's implementation, substantial work has been made to not only increase universal access to traffic safety data among City of Philadelphia employees, but also to increase the public's accessibility to crash data and Vision Zero project data visualizations. Through increased access to data, collaborations across City staff are increasingly empowered to make data-driven decisions as part of their day-to-day work.



Evaluation & data highlights

- **High Injury Network** – Today, the public and City of Philadelphia employees alike can access the High Injury Network and information about fatal and serious injury crashes (2012 – 2016) at www.VisionZeroPHL.com.
- **City of Philadelphia crash data tool** – Today, all City of Philadelphia employees have access to crash data visualizations through ArcGIS online. Using the “crash data tool,” employees can access five years of crash data (2013-2017) by street segment.
- **TraCS** – The Philadelphia Police Department is adopting “TraCS,” a program that will transition the Department from paper crash reports and citations to electronic crash reports and citations. Citywide training of TraCS has begun and vehicles are being outfitted with technology to support the program. Electronic crash and citation reporting will ensure more consistent data collection and, thus, will support Vision Zero.
- **Vision Zero Research Partnership** – With support of the Transportation & Community Development Initiative (TCDI), which is administered by Delaware Valley Regional Planning Commission (DVRPC), the City of Philadelphia’s Office of Transportation, Infrastructure, & Sustainability (OTIS) created the Vision Zero Research Partnership to foster research collaborations and promote innovative, smart thinking around Vision Zero. OTIS hosted a one-day Vision Zero Research Partnership workshop on May 2, 2018 to kickstart these collaborations and introduce an online portal designed to continue the conversations started at the workshop. Workshop attendees expressed strong interest in future workshops. The City is exploring external funding to support future collaborations.
- **Neighborhood Pedestrian & Bicycle Counters** – Through a grant from the Bloomberg Partnership for Healthy Cities, the Philadelphia Department of Public Health has initiated a project to conduct regular pedestrian counts in underserved and overburdened Philadelphia neighborhoods. Six permanent counters are being placed outside Center City, all of which are in pedestrian-oriented commercial corridors and within two blocks of two or more segments on the High Injury Network. Once installed, data from these counters will be publicly available via DVRPC’s website and will be used in a variety of applications, including transportation planning, understanding exposure to traffic crashes, measuring success of physical activity encouragement programs, and supporting retail development.
- **Vision Zero project tool** – Today, the public has access to an online Vision Zero project map. Using the map, the public can learn more about the Vision Zero projects that been implemented across the city. To explore the map, visit www.VisionZeroPHL.com.

An aerial photograph of a city street intersection. In the foreground, a wide crosswalk with white stripes is visible, with several pedestrians crossing. A white sedan is stopped at the intersection. To the left, a building with a red awning and a 'CHECK' sign is visible. To the right, a white van and a silver car are driving. A cyclist is also visible on the right side of the street. The text overlay is a dark rectangle with white text, positioned in the upper left quadrant of the image.

The City of Philadelphia is committed to leading its Vision Zero efforts with street design. Designing streets to promote pedestrian safety invites more people to walk and bike in their neighborhood, which contributes to improved safety and health outcomes. Vision Zero's data/evaluation efforts have provided planners and engineers with data needed to identify high priority locations and contributing factors of the crashes. In partnership with PennDOT, the City continues to prioritize where, when, and how we implement design projects. Additionally, Vision Zero has prioritized additional training and peer exchange learning opportunities for City of Philadelphia planning and engineer staff.

Engineering highlights

- **Chestnut Street Safety Project** – Installed in August 2017, the Chestnut Street Safety Project between 34th and 45th Streets made pedestrian improvements and created a parking protected bike lane. In the first eight months, the Project yielded a 47 percent reduction in the number of vehicles with speeds above the posted speed limit during morning commute hours.
- **Direct Bus** – Started in October 2017, SEPTA and the City introduced Direct Bus, a new transit service on Roosevelt Boulevard. Called Boulevard Direct, it offers more frequent bus service and fewer stops than the local Route 14 between Frankford Transportation Center and the Neshaminy Mall. In support of the service, the City installed 10 new bus stations—two at each intersection within Philadelphia—creating safe, dedicated space for SEPTA passengers.
- **Market/JFK Vision Zero Pilot Project** – Installed in June 2018, the Market Street/John F. Kennedy Blvd. Vision Zero Pilot Project used striping and flexible delineator posts to remove a travel lane along each street and add a parking protected bike lane. This will reduce vehicular speeds and weaving. The Pilot also included the installation of new turn lanes, which were installed at key intersections to ease turning vehicular traffic along the corridors.
- **South Broad Street Intersection Safety Modifications** – Completed in July 2018, this project reconstructed intersections on South Broad Street at Chestnut and Walnut Streets by modifying the elevation of the roadway surface and crosswalks to the same elevation as the adjacent sidewalk. The total project costs were \$2.9 million, which was fully funded with 100-percent State Automated Red Light Enforcement (ARLE) funding.
- **Resurfacing & integrated safety upgrades** – In the first year of Vision Zero, over 66 miles of streets were resurfaced. Of those, 6.27 miles were Vision Zero High Injury Network corridors (9.45 percent of the total miles repaved). Each resurfacing project is an opportunity to improve the design of a street. As we advance Vision Zero, High Injury Network resurfacing projects will continue to be coordinated to ensure the appropriate line striping improvements—such as set-back stop bars, high visibility crosswalks, and bike lanes—are incorporated into the repaving plans.
- **Vision Zero technical education** – In its first year—and in support of Education strategy 2.2—Vision Zero kicked off “Vision Zero electives” for City employees and Vision Zero sub-committee members. In April 2018, City of Philadelphia engineers, planners, and other sub-committee members participated in a presentation and conversation with New York City Department of Transportation about their Vision Zero *Left-turn Calming Program*. In May 2018, City engineers and planners joined national experts for an all-day workshop on bike facility planning.

EDUCATION

While Vision Zero seeks to bring systemic improvements to Philadelphia streets, individual responsibility will continue to play a role in traffic safety. From the 2017 Vision Zero Safety Survey, 53 percent of respondents do not feel that children can walk safely to schools or parks in their neighborhood. Of these, 79 percent reported "Fear of traffic to be the reason." Additionally, and from the same survey, one-third of respondents did not know or incorrectly identified the speed limit on Philadelphia streets, unless posted otherwise. To advance Vision Zero, we must foster an attitude change among Philadelphia street users.


**STOP FOR
PEDESTRIANS**

*41% of Philadelphians killed in crashes
are pedestrians.*

VISION
ZERO

 City of
Philadelphia

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WE MEET IN THE STREET

7470

 **SEPTA**

www.septa.org

“I never knew that there was so much thought, planning, and engineering in our streets. There is a lot that I will go back to my community and see where we can get some of these ideas implemented.”

– Citizens Planner

Education highlights

- **“We Meet in the Street” public educational campaign** – In July 2018, the City launched its first Vision Zero public education campaign “We Meet in the Street,” which aims to educate the public about dangerous driving behaviors that can lead to serious crashes and traffic deaths. The campaign launched with messages to educate drivers about the dangers of failing to yield to pedestrians. Additional ads for the other Safety Six behaviors listed above will roll out in the future, whether that be on additional bus ads or on transit shelters and social media. The campaign visuals and messaging will be strategically posted around the city to continue to educate the public.
- **“Behind the Big Wheel” interactive campaign** – In October 2018, the City of Philadelphia debuted a “Behind the Big Wheel” educational activity at Philly Free Streets, as part of the Vision Zero Safety Zone. This activity invites the public into the driver’s seat of a large, Sanitation truck to see first-hand what drivers—can and cannot—see while behind the wheel, then gives the opportunity to see the City’s large truck safety improvements first-hand. In addition to the 2017 Philly Free Streets, this activity was offered on John F. Kennedy Boulevard in July 2018 and at 2018 Philly Free Streets in August.
- **“Vision Zero” Citizens Planning Institute elective course** – Led by City of Philadelphia’s Planning & Development, Citizens Planning Institute (CPI) is a seven-week course on city planning, zoning, and development that empowers residents to be effective advocates in neighborhood and citywide planning. In the spring of 2018, colleagues from the City’s Office of Transportation, Infrastructure, & Sustainability (oTIS) and Streets Department facilitated an elective course for CPI. “An Introduction to Vision Zero” and “Designing Safe Streets” and helped educate and promote the City’s Vision Zero Action Plan.





ENGAGEMENT SHOWCASE: Walkable Community Engagement

Led by the Philadelphia Department of Public Health, and funded by a grant from the Centers for Disease Control and Prevention, Asociación de Puertoriquenos en Marcha (APM) and the Hunting Park NAC have worked to educate community members about walkability, engage community in conversations about transportation options and safety, perform walk audits to identify barriers to walking, and encourage increased physical activity by establishing and promoting recreational walking groups. These initiatives have included training and engagement of residents and walkability ambassadors through bilingual activities and demonstrations and the collection of community feedback meant to identify barriers to walkability. The feedback collected and walk audit data will inform a report on the status of walkability in Eastern North Philadelphia as the Department of Public Health continues to work with residents to address barriers to walking and promote active living.



TRAFFIC SAFETY ENFORCEMENT

In the City's 2017 Residents Survey, respondents expressed their desire for a renewed focus on traffic safety enforcement. To promote both the interest of enhancing enforcement and doing so equitably, we must view any increase in traffic enforcement both from the potential benefits of increased safety and the potential risks of perceived profiling and unintended consequences of officer-initiated traffic enforcement.

By focusing traffic safety enforcement on violations that result in severe injuries and deaths along the High Injury Network, near schools, housing for seniors, and people living with disabilities, enforcement can be more transparent and educational. The “Safety Six” are those violations most likely to result in traffic deaths or serious injuries:

1. Reckless/careless driving
2. Red light- and stop sign – running
3. Driving under the influence
4. Failure to yield to pedestrians
5. Parking enforcement on or within 20' of a cross walk, on a sidewalk, or in a bike lane
6. Distracted driving

[The “Safety Six” will remain a focus of Vision Zero as the program advances.]

Enforcement highlights

- **Safety Six “Edu-enforcement”** – In support of the Market/JFK Vision Zero Pilot Project, Philadelphia Police Department conducted on-street education for two-and-a-half months beginning in June 2018 by handing out palm cards to drivers who did not yield to pedestrians in crosswalks and bicyclists riding on the sidewalk. In September 2018, police officers began giving out traffic tickets.
- **Fatal Crash Review Meetings** – With the kick-off of Vision Zero in October 2017, the City began convening monthly fatal crash review meetings. Each month, Philadelphia Police Department meets with Office of Transportation, Infrastructure, & Sustainability and Streets Department staff to review the details of fatal crashes from the month prior.
- **Philly Free Streets** – Philadelphia Police Department not only support Philly Free Streets operations, but outreach. In partnership with the Police, we work to build community relations in support of Vision Zero.



FLEET MANAGEMENT

The City of Philadelphia has nearly 6,000 vehicles in its fleet, around 800 of which are trucks. City employees must lead by example and exhibit safe driving behaviors while operating City vehicles, especially large City trucks.

Fleet management highlights

To lead the way of large truck safety, in April 2018, the Streets Department announced a new set of enhanced safety features in support of Vision Zero. The upgraded safety measures include four day-and-night vision cameras on each side of the truck, side guards, and cross-view mirrors.

Each new trash compactor truck purchased will be outfitted with four 360-degree cameras that provide truck operators a complete view of the area surrounding the vehicle while moving forward. When the truck is in reverse, the camera will project the area behind the truck. Similarly, putting on either turn signal will turn on the camera to show the side of the truck.

Side guards—panels installed between the wheels of large vehicles—save lives. They are proven, simple, and effective pedestrian and bicycle safety tool. A common contributor to fatal crashes is “side underride,” in which a person is swept under the tires of a truck after a side impact. Should a collision occur, these new side guards will prevent pedestrians and bicyclists from being pulled into unprotected areas on the side of trucks.

Cross-view mirrors will be custom-fitted to the front of each truck to allow for a wider front and side view of the vehicle. The Streets Department procured custom brackets to mount these larger cross-view mirrors on the trucks, because they provide greater sightlines than the standard-issue mirrors.



POLICY

Managing speeds to save lives is a cornerstone of Vision Zero. High speed crashes are more fatal. While street design and traffic safety enforcement are both critical to managing speeds. Too often, solutions are limited by existing legislation.

Policy highlights

The City of Philadelphia enthusiastically welcomes enabling State legislation, Senate Bill No. 172, that gives the City of Philadelphia the ability to provide automated speed enforcement system along Roosevelt Boulevard in Philadelphia. Roosevelt Boulevard is a Vision Zero priority. Seven percent of the city's crashes occurred on Roosevelt Boulevard, fourteen percent of Philadelphia's traffic deaths occurred on it (PennDOT, 2013-2017).

This legislation is a significant policy and legislative achievement as it introduced the first automated speed cameras in Philadelphia, reflecting the seriousness of the safety issues on Roosevelt Boulevard. Senate Bill No. 172 supports the City and PennDOT's efforts to improve safety on Roosevelt Boulevard, and the State's leadership in championing this legislative change will advance these efforts further. Senate Bill No. 172 was presented for signature to Governor Tom Wolf on October 9, 2018.

Additionally, to support safer speeds on Philadelphia streets, the City of Philadelphia is standardizing the posted speed limits on City-owned, non-arterial roads to 25MPH.

APPENDIX

Year One Strategies

Table

Year One Vision Zero Implementation Progress Summary: Data/Evaluation

1: Analyze Crash Data to Prioritize Vision Zero

Action Item	Year	Description	Lead Agency	Progress
1.1	VZ Year 0	Form Crash Analysis Team within Vision Zero subcommittee that works with PennDOT and PPD crash data	oTIS	100%
Update		Complete: <ul style="list-style-type: none"> Crash Analysis Team led High Injury Network (2012-2016) development. Crash Analysis Team remains on-call for special projects. 		
1.2	VZ Year 0	Identify High-Injury Network (HIN) on which to focus Vision Zero investments in the program's first three years	Crash Analysis Team	100%
Update		Complete: High Injury Network (2012-2016) can be viewed at www.VisionZeroPHL.com and in the Three-Year Action Plan (2017).		
1.3	VZ Year 1	Identify most dangerous behaviors on which to focus Vision Zero investments in the program's first three years	Crash Analysis Team	100%
Update		Complete: Safety Six Additionally: Kicking off July 1, OTIS received TCDI grant to support Vision Zero Pedestrian Safety Study & Action Plan. The findings will build on Safety Six, with a focus on pedestrian crash trends.		
1.4	VZ Year 1	Adopt year-over-year traffic safety statistics to be tracked as Vision Zero performance measures, both internally and externally	Crash Analysis Team	100%
Update		Complete: Traffic safety statistics are published to www.VisionZeroPHL.com/about .		
1.5	VZ Year 1	Develop a long-term evaluation plan for Vision Zero program that includes benchmark goals	Evaluation/Data Vision Zero Subcommittee	50%
Update		Under development		
1.6	VZ Year 1+	Begin crash analysis at Safe Routes Philly focus schools	Crash Analysis Team	100%
Update		Complete: Safe Routes Philly focus schools to be shared when program relaunches.		

Year One Vision Zero Implementation Progress Summary: Data/Evaluation

1: Analyze Crash Data to Prioritize Vision Zero

Action Item	Year	Description	Lead Agency	Progress
1.7	VZ Year 1+	Conduct research to better understand the safety, economic, and sustainability impacts of Vision Zero and Complete Streets	oTIS	90%
Update		Complete: With support of the Transportation & Community Development Initiative (TCDI), the City developed an online tool for City employees to evaluate the impacts of Complete Streets projects. The Tool will support the before (one year before) and after (one year and three years after) measurements, including critical safety data. From the Tool, City employees will be able to export reports to support public-facing project updates.		
1.8	VZ Year 1+	Regular evaluation of the impact/success of traffic safety interventions for active transportation	oTIS	100%
Update		Underway: Using Measures of Connectivity Tool data - OTIS released interim update for Chestnut Street project. Moving forward, OTIS will release updates including—but maybe not limited to—one year project updates.		
1.9	VZ Year 1-2+	Prioritize highest impact resources needed on a departmental level for all City departments	oTIS	0%
Update		Underway for Year 2		
1.10	VZ Year 1-2+	Establish post-study system of new developments that reviews the post-development impact on traffic safety	oTIS/Streets	0%
Update		Will begin in Year 2		
1.11	VZ Year 1-2	Establish further evaluation metrics of ARLE cameras to measure impact/need of cameras	oTIS/Streets	30%
Update		Underway		

Year One Vision Zero Implementation Progress Summary: Data/Evaluation

2: Coordinate Data Collection

Action Item	Year	Description	Lead Agency	Progress
2.1	VZ Year 1	Develop a centralized, web-based crash data system for internal use	oTIS	100%
Update		Complete: OTIS developed a crash data tool. Today, all City of Philadelphia employees have access to crash data visualizations through ArcGIS online. Using the “crash data tool,” employees can access five years of crash data (2013-2017) by street segment.		
2.2	VZ Year 1+	Increase bicycle and pedestrian data collection in priority locations, developing a regular reporting system available to the public	oTIS/P&D/PDPH	100%
Update		Complete: Through a grant from the Bloomberg Partnership for Healthy Cities, the Philadelphia Department of Public Health (PDPH) has initiated a project to conduct regular pedestrian counts in underserved and overburdened Philadelphia neighborhoods. Six permanent counters are being placed outside Center City, all of which are in pedestrian-oriented commercial corridors and within two blocks of two or more segments on the High Injury Network. Once installed, data from these counters will be publicly available via the Delaware Valley Regional Planning Commission’s website.		
2.3	VZ Year 1-2	Engage university research partners to design and implement traffic safety research and program evaluations	oTIS	100%
Update		Complete: On May 2, City hosted kick-off of the Vision Zero Research Partnership. City continues to pursue funding to support a second Partnership summit, and continues to facilitate communications between researchers and practitioners through portal.		
2.4	VZ Year 1-2	Implement electronic crash reporting in pilot districts	PPD	50%
Update		Under development: The Philadelphia Police Department is adopting “TraCS,” a program that will transition the Department from paper crash reports and citations to electronic crash reports and citations. Citywide training of TraCS has begun and vehicles are being outfitted with technology to support the program.		
2.5	VZ Year 1-2	Pilot a centralized database between a Philadelphia hospital and enforcement crash data	Jefferson	50%
Update		Underway by Jefferson University		

Year One Vision Zero Implementation Progress Summary: Data/Evaluation

3: Report Data Publicly

Action Item	Year	Description	Lead Agency	Progress
3.1	VZ Year 0	Publish online summarized statistics available in map and dashboard form	oTIS/OIT	100%
Update		Complete: Online dashboard (http://visionzerophl.com/about); High Injury Network Map (www.VisionZeroPHL.com); Additional resources (http://visionzerophl.com/resources)		
3.2	VZ Year 1+	Release annual Vision Zero progress report	oTIS	100%
Update		Complete: Year One Update published.		
3.3	VZ Year 1+	Develop an interactive, user-friendly, web-based application on which the public can access recent and archived traffic crash statistics	oTIS/OIT	100%
Update		Complete: High Injury Network interactive map can be found at www.VisionZeroPHL.com .		
3.4	VZ Year 1+	Continue to release the City's crash data and identify ways to expedite the release of crash data on an ongoing basis	oTIS/OIT	100%
Update		Complete: 2017 crash data has been published to Open Data Philly.		

ENGINEERING

Year One Vision Zero Implementation Progress Summary: Engineering

1: Prioritize High Injury Network Street Safety

Action Item	Year	Description	Lead Agency	Progress
1.1	VZ Year 1	Install the first two bicycle signals in Philadelphia	Streets	100%
Update		See Vision Zero project map at www.VisionZeroPHL.com .		
1.2	VZ Year 1	Install two raised intersections	oTIS/Streets	100%
Update		See Vision Zero project map at www.VisionZeroPHL.com .		
1.3	VZ Year 1+	Install Leading Pedestrian Intervals (LPIs) at 50 intersections per year, doubling the existing number of intersections with LPIs	Streets/PennDOT	100%
Update		See Vision Zero project map at www.VisionZeroPHL.com .		
1.4	VZ Year 1+	Install on average two major pedestrian intersection improvements per year	Streets/PennDOT	50%
Update		Intersections of 16th/JFK and 15th/Arch projected for 2019		
1.5	VZ Year 1+	Install 50 new LED street lights per year	Streets/PennDOT	100%
Update		See Vision Zero project map at www.VisionZeroPHL.com .		
1.6	VZ Year 1+	Install pedestrian countdown timers at 13 intersections per year	Streets/PennDOT	100%
Update		See Vision Zero project map at www.VisionZeroPHL.com .		
1.7	VZ Year 1+	Install 25 low-cost safety improvements, including new road markings, signs, and minor signal modifications per year	Streets	100%
Update		See Vision Zero project map at www.VisionZeroPHL.com .		
1.8	VZ Year 1+	Incorporate priority pre-emption for emergency vehicles and transit priority as standard equipment for all new signals	oTIS/Streets	100%
Update		Complete		
1.9	VZ Year 1+	Integrate implementation of multi-modal safety improvements into paving of State roads and reconstruction of State bridges through PennDOT Connects	PennDOT	100%
Update		Underway & ongoing		

ENGINEERING

Year One Vision Zero Implementation Progress Summary: Engineering

1: Prioritize High Injury Network Street Safety

Action Item	Year	Description	Lead Agency	Progress
1.10	VZ Year 1+	Develop High Injury Network corridor designs for future funding applications	oTIS/Streets	100%
Update		Complete & ongoing (See page 14)		
1.11	VZ Year 1+	Install a network of protected bicycle lanes	oTIS/Streets	30%
Update		Ongoing: See Vision Zero project map at www.VisionZeroPHL.com .		

2: Establish Plans and Processes to Internalize Vision Zero Principles

Action Item	Year	Description	Lead Agency	Progress
2.1	VZ Year 1	Integrate Vision Zero into the City of Philadelphia's Development Services Program Checklist to ensure that streets are being designed for the most vulnerable roadway users	P&D	90%
Update		Language has been drafted to address Vision Zero; it will be added to the Development Services Program Checklist in 2019.		
2.2	VZ Year 1+	Continue the routine Philadelphia streets resurfacing program and include pedestrian/bicycle infrastructure and loading zones as part of resurfacing projects, as informed by a multi-modal improvement prioritization program.	Streets	100%
Update		Ongoing: See Vision Zero project map at www.VisionZeroPHL.com .		
2.3	VZ Year 1+	Continue to expand the ongoing sidewalk inventory efforts to identify and prioritize improvements for City-owned and private sidewalks	oTIS/P&D/Streets	100%
Update		The sidewalk inventory update is scoped for 2019 in coordinate with a Pedestrian & Bicycle Plan Progress Report.		
2.4	VZ Year 1-2	Update the Philadelphia Pedestrian and Bicycle Master Plan and include the following elements. <ul style="list-style-type: none"> • Address line of sight issues; • Define protected bike lanes and protected intersections; • Standardized speed limit reduction by roadway type; • Other innovative roadway treatments in conjunctions as they are developed and evaluated 	oTIS/P&D/Streets	10%
Update		Underway		

EDUCATION

Year One Vision Zero Implementation Progress Summary: Education

1: Develop Vision Zero Community Engagement Plan

Action Item	Year	Description	Lead Agency	Progress
1.1	VZ Year 1+	Develop and implement a community engagement plan that strives for equitable traffic safety solutions and asks for residents' feedback in the process	VZ Edu Sub-Committee	100%
Update		Beginning with Vision Zero Action Plan for public comment, Vision Zero continues to engage communities in the process. For design projects, OTIS coordinates engagement with neighbors. The Department of Public Health continues to work with residents to address barriers to walking and to promote active living. Moving forward, the Vision Zero education sub-committee will support the formalization of an engagement plan.		
1.2	VZ Year 1+	Expand Safe Routes Philly in order to provide education to children, parents, and teachers about safely walking and biking to and from school, and the importance of physical activity to children's healthy development	oTIS	20%
Update		OTIS hired Safe Routes Coordinator; City is working through PennDOT grant contracting process.		
1.3	VZ Year 1+	Create "Behind the Big Wheel" interactive education campaign, to demonstrate large vehicle blind spots	oTIS	100%
Update		Complete: <ul style="list-style-type: none"> • 2017 Philly Free Streets program • 2018 DVRPC Downtown Delivery Symposium • 2018 Philly Free Streets program 		
1.4	VZ Year 1+	Integrate information about active transportation as a strategy for improving health into all outreach materials	P&D	100%
Update		Ongoing		
1.5	VZ Year 1+	Develop a Citizens Planning Institute (CPI) "Vision Zero" elective course	P&D	100%
Update		Complete: OTIS led elective on May 16, 2018 called "Designing Safe Streets: An Introduction to Vision Zero."		
1.6	VZ Year 1+	Work with community organizations and the Philadelphia Police Department (PPD) to raise awareness of top crash-related behaviors before enforcement occurs in a precinct	oTIS/PPD	100%
Update		In 2018, Philadelphia Police District-9 engaged people driving along Market Street and JFK Boulevard in education about yielding to pedestrians.		
1.7	VZ Year 1+	Build on existing multilingual Vision Zero outreach toolkit	VZ Edu Sub-Committee	100%
Update		Complete and ongoing: Spanish and Chinese information posted to www.VisionZeroPHL.com .		

EDUCATION

Year One Vision Zero Implementation Progress Summary: Education

1: Develop Vision Zero Community Engagement Plan

Action Item	Year	Description	Lead Agency	Progress
1.8	VZ Year 1+	Work with Philadelphia's Transportation Management Associations (TMAs) and Mobility Alternative Programs (MAPs) to incentive active transportation in the City	oTIS/ P&D	100%
Update		<ul style="list-style-type: none"> Clean Air Council incorporated Vision Zero education into its "Cleaner Commute" program, which promotes sustainable travel in Philadelphia encouraging employers to adopt sustainable commute incentives for employees, reaching over 20,000 employees a year. Central Philadelphia TMA supported active transportation through pedestrian counts and the installation of a Transit Screen device in Dilworth Park that provides transit arrival information and the status of nearby Indego stations. In summer 2018, a TMA for University City District was created, which will promote active transport for the 75,000 employees and 17,500 students that commute to University City every day. 		
1.9	VZ Year 1+	Develop and integrate Vision Zero into Street Smarts campaigns	PHMC	100%
Update		Underway: City of Philadelphia applied for CTSP funds; City of Philadelphia is awaiting grant award notification		

2: Develop Department-Specific Training and Communications Materials to Bolster Vision Zero

Action Item	Year	Description	Lead Agency	Progress
2.1	VZ Year 1	Develop "Safety Six" Traffic Code cheat sheet for PPD officers) see page 35	PPD	100%
Update		OTIS developed Safety Six toolkit, including materials for PPD.		
2.2	VZ Year 1+	Continue Complete Streets training for engineers and planners designing a multi-modal transportation system	oTIS/Streets	100%
Update		Underway: City of Philadelphia applied for CTSP funds; City of Philadelphia is awaiting grant award notification		
2.3	VZ Year 1+	Engage City Council and state level elected officials on Vision Zero and traffic safety engineering through meetings and site visits	oTIS	100%
Update		Ongoing		

ENFORCEMENT

Year One Vision Zero Implementation Progress Summary: Enforcement

1: Use Data to Focus Traffic Safety Enforcement

Action Item	Year	Description	Lead Agency	Progress
1.1	VZ Year 0	Coordinate monthly fatal crash reviews	oTIS/PPD/Streets	100%
Update		Ongoing on a monthly basis		
1.2	VZ Year 0	Increase traffic safety enforcement and penalties for illegal sidewalk closures and obstructions	L&I/ROW	100%
Update		Complete		
1.3	VZ Year 1+	Build foundation for an implement "Safety Six" traffic safety enforcement campaign (see page 35)	PPD	100%
Update		Complete: Safety Six Additionally: Kicking off July 1 - OTIS received TCDI grant to support Vision Zero Pedestrian Safety Study & Action Plan. The findings will build on Safety Six, with a focus on people walking.		
1.4	VZ Year 1+	Coordinate "Safety Six" traffic safety enforcement efforts between PPD, PPA, and other entities with police powers to maximize traffic safety	PPD	100%
Update		Complete & ongoing: In 2018, Philadelphia Police District-9 and PPA coordinated efforts in support of the Market/JFK Vision Zero Pilot Project.		
1.5	VZ Year 1+	Reassign crossing guards to vacant posts at high-pedestrian crash intersections in pilot Police districts	PPD	0%
Update		Under review by City of Philadelphia		

Year One Vision Zero Implementation Progress Summary: Enforcement

2: Strengthen Capacity of Enforcement Agencies

Action Item	Year	Description	Lead Agency	Progress
2.1	VZ Year 0	Modify permit fee schedule to increase fees for closing a sidewalk for construction, and issue small-fee permits for the use of pedestrian lanes around closed sidewalks	ROW	100%
Update		Complete		
2.2	VZ Year 1+	Continue to offer Standardized Field Sobriety Testing training to in-service police officers	PPD	100%
Update		Ongoing		

FLEET

Year One Vision Zero Implementation Progress Summary: Fleet

1: Update Citywide Vehicle Safety Policy to Incorporate Vision Zero Traffic Safety Priorities

Action Item	Year	Description	Lead Agency	Progress
1.1	VZ Year 1+	Ensure every City department has a Crash Review Officer to review City fleet crashes	Risk Management	90%
Update		91% of City departments have Crash Review Officers.		
1.2	VZ Year 1+	Create a City-wide incentive program to recognize safe drivers and departments with safe driving records	Risk Management	50%
Update		Led by Risk Management, Fleet sub-committee is developing Vision Zero-Certified Department pilot. The pilot will ensure pilot City department has resources needed to educate City employees operating City vehicles about Vision Zero and safe driving behaviors. The Vision Zero-Certified Department pilot will reinforce desired driving behaviors. From the pilot, a citywide model will be assessed.		
1.3	VZ Year 1+	Explore and revise, as needed, the Vehicle Safety policy to restrict use of hand-held and hands-free mobile devices for city drivers in City vehicles	Risk Management	100%
Update		Hand-held devices are restricted for use while operating a City vehicle. Hands-free mobile device software is being explored.		

2: Become a Leader In Safe Fleet Vehicles

Action Item	Year	Description	Lead Agency	Progress
2.1	VZ Year 1	Study impacts and establish funding plan for purchasing additional fleet safety equipment and technology for City vehicles, including: <ul style="list-style-type: none"> Side guards Warning systems Cameras GPS Telematics 	Fleet/Risk Management	100%
Update		Complete: Enhanced safety features will be installed on each new trash compactor purchased.		
2.2	VZ Year 1+	Place "How's my Driving" stickers on City fleet vehicles to encourage safe driving behaviors	Fleet/Risk Management	50%
Update		Led by Risk Management, Fleet sub-committee is developing Vision Zero-Certified Department pilot. The pilot will ensure pilot City department has resources needed to educate City employees operating City vehicles about Vision Zero and safe driving behaviors. The Vision Zero-Certified Department pilot will reinforce desired driving behaviors. From the pilot, a citywide model will be assessed.		

FLEET

Year One Vision Zero Implementation Progress Summary: Fleet

3: Update Citywide Vehicle Safety Policy to Incorporate Vision Zero Traffic Safety Priorities

Action Item	Year	Description	Lead Agency	Progress
3.1	VZ Year 0	Incorporate Vision Zero into DVRPC's Downtown Delivery Guide	DVRPC	100%
Update		Complete		
3.2	VZ Year 1	Host Fleet Safety Forum for all large fleet operators in Philadelphia, in order to share best practices in fleet safety	DVRPC	100%
Update		Complete(July 2018)		

Year One Vision Zero Implementation Progress Summary: Policy

1: Pursue City policy changes

Action Item	Year	Description	Lead Agency	Progress
1.1	VZ Year 1	Work with City Council to draft legislation authorizing the Chief Traffic Engineer to implement traffic calming and traffic safety improvements through changes to road markings, signage, and lane configuration that are justified by a formal review of crash data and relevant engineering characteristics	Mayor's Office	0%
Update		Ongoing		
1.2	VZ Year 1-2	Study the implications of instituting strict laws for injuring or killing pedestrians or cyclists within the right of way, similar to New York City's Administrative Code 19-190, which creates a criminal misdemeanor penalty for these offenders	oTIS/PPD/Courts	10%
Update		Underway		

2: Pursue State policy changes

Action Item	Year	Description	Lead Agency	Progress
2.1	VZ Year 1	Work with State Legislators to gain State approval for speed cameras along Roosevelt Boulevard as a pilot program	Mayor's Office	100%
Update		Complete: SB172 was passed		
2.2	VZ Year 1	Work with State Legislators to gain State approval for local control of speed limits within the City of Philadelphia	Mayor's Office	0%
Update		Ongoing		
2.3	VZ Year 1	Work with PennDOT to redefine curb lines, in order to install safety improvement projects, including parking protected bike lanes	oTIS/Streets	80%
Update		HB1657 and SB788 are in Senate transportation committee		



Pedestrian Median

DID YOU KNOW?

Medians improve the safety of people using our streets.

Help us paint a median!

What do you think? Learn more about the City of Philadelphia's efforts to eliminate traffic deaths on Philadelphia's streets by 2030 at www.VisionZeroPHL.com.



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