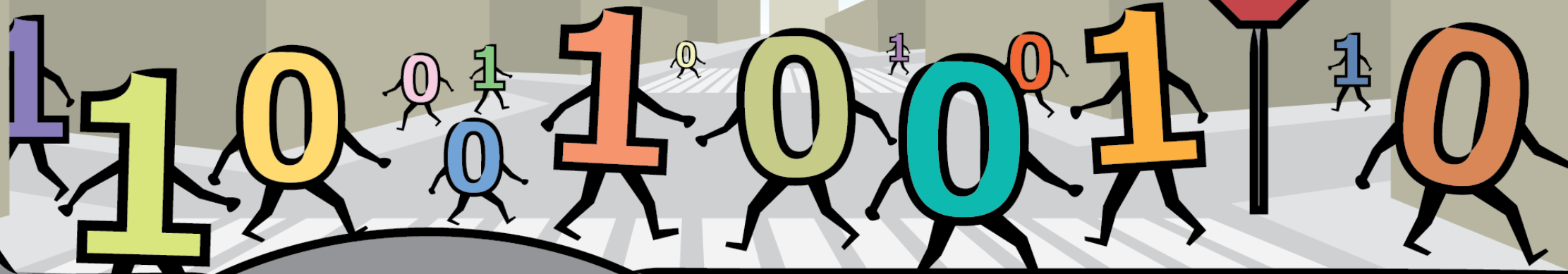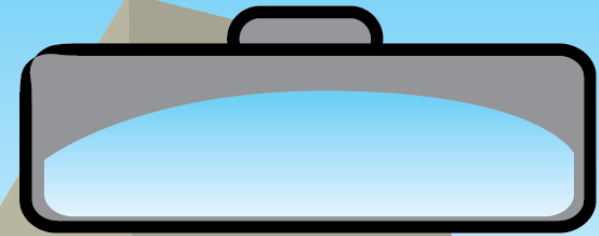# SAFETY IN NUMBERS

Harnessing Data to Reduce Traffic Fatalities and Injuries

Vision Zero TAC: Sept 29, 2020
Shruti Hari, MTC

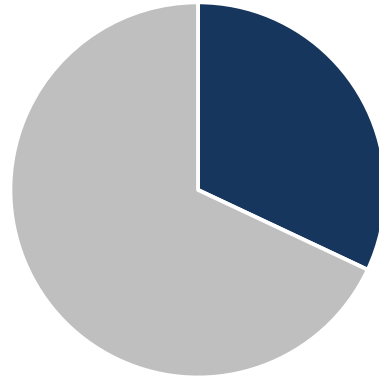# Why We Need to Act Now

~400 Killed Annually

32% Average Active Mode Fatalities

$4 BILLION Annual Economic Impacts

~2k Seriously Injured Annually

4 HOURS Average Time Between Fatal or Severe Crashes

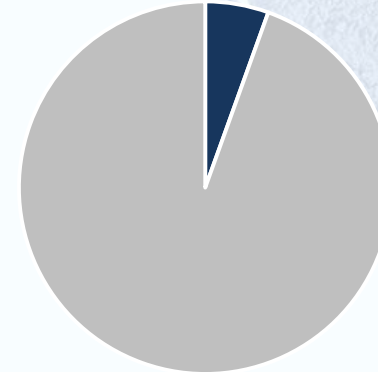Data Source: TIMS, SWITRS, FARS, SFDPH, NHTSA; 2008-2019

Why We Need to Act Now

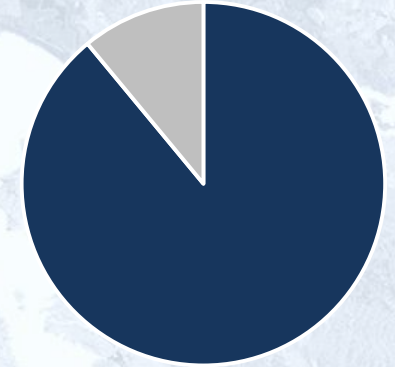**Active modes are disproportionately represented.**

Fatal and Severe Injuries
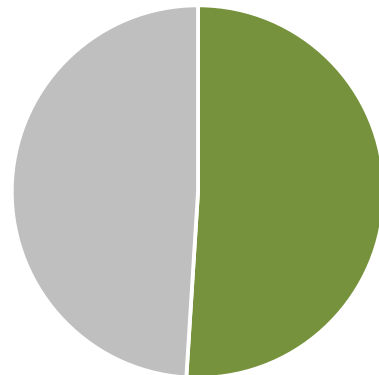

Mode Share
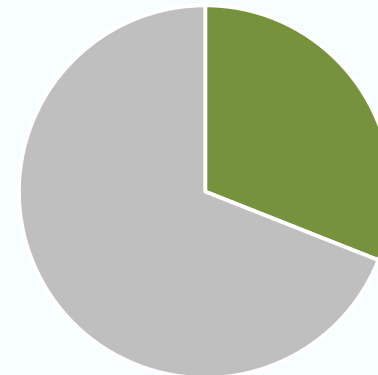

Relative Share

■ Pedestrians and Bicyclists ■ Other

Communities of concern are disproportionately represented.

High Injury Network

All roads

Relative Share

■ Communities of Concern ■ Other

Data Source: TIMS, SWITRS, FARS, SFDPH; 2008-2019
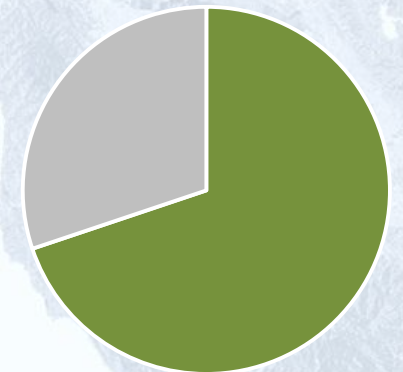
Fatalities and Serious Injuries have increased over 50% since 2010

Bay Area Fatalities and Serious Injuries 2008-2019

■ Pedestrians and Bicyclists ■ Motorists

2008-2016 Average: **2,239**

2017-19 Average: **2,896**

Data Source: TIMS, SWITRS, FARS

4

VISION ZERO

Why It's Important for MTC to Act Now

Federal/State Policies

- FAST Act requires MPOs to adopt Safety performance measures/targets
- MPO CERT Review
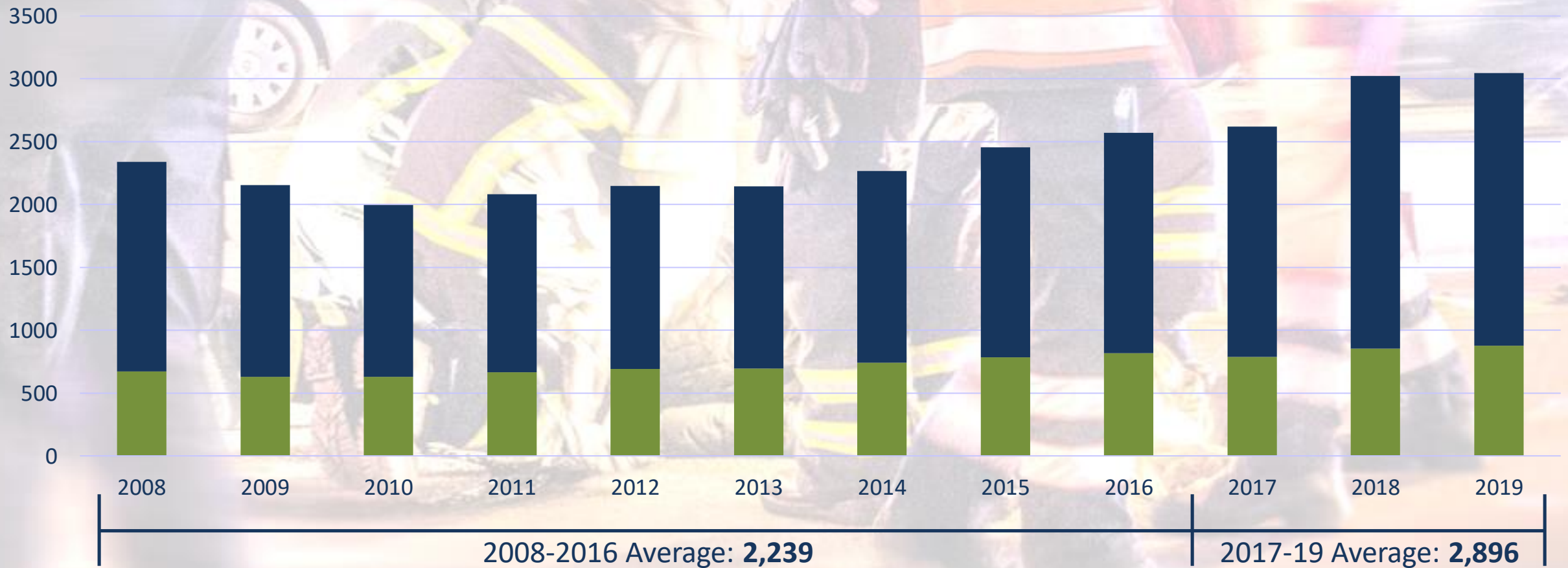- HSIP funds to require Safety Plans for eligibility

Regional Leadership

- Plan Bay Area goals
- Caltrans/Cities look to MTC for safety leadership in region

Benefits

- MTC uniquely positioned to stimulate a regional collaborative process on safety
- Region-wide safety planning would supplement individual safety efforts and reduce duplication of costs
- More data and technical assistance will help jurisdictions get safety funding
- Traffic safety is an equity issue
- Incentivizes Active Transportation and consistent with other PBA goals

MTC Proposed Safety/Vision Zero Policy

Working together with our partner agencies, encourage and support equitable and data-driven actions towards eliminating traffic fatalities and serious injuries for the Bay Area region by 2030

DATA DRIVEN

POLICY INITIATIVES AND LEGISLATION

EDUCATION AND ENGAGEMENT

REGIONAL LEADERSHIP AND EQUITY FOCUS

Principles & Actions

Regional Safety Leadership

- Encourage local jurisdictions to prioritize safety.
- Work towards aligning funding investments with safety goals.

Data Driven

- Regional safety data to inform safety policies, performance monitoring and target-setting.
- Serve as a regional safety data bank so cities can benefit from an integrated, reliable source of safety data.

Equity Focused

- Focus on equity and consider effects of any safety policies on communities of concern.
- Emphasize the concerns of all roadway users, including vulnerable users.

Evidence-based Policy and Legislation

- Support legislation and policy grounded in research and evidence.

Education and Engagement

- Engage with key stakeholders for safety policy development and implementation.
- Conduct public outreach and provide education and technical assistance for local jurisdictions.

Policy Initiatives

- Encourage policies to foster culture of safety
- Align funding policies with safety goals
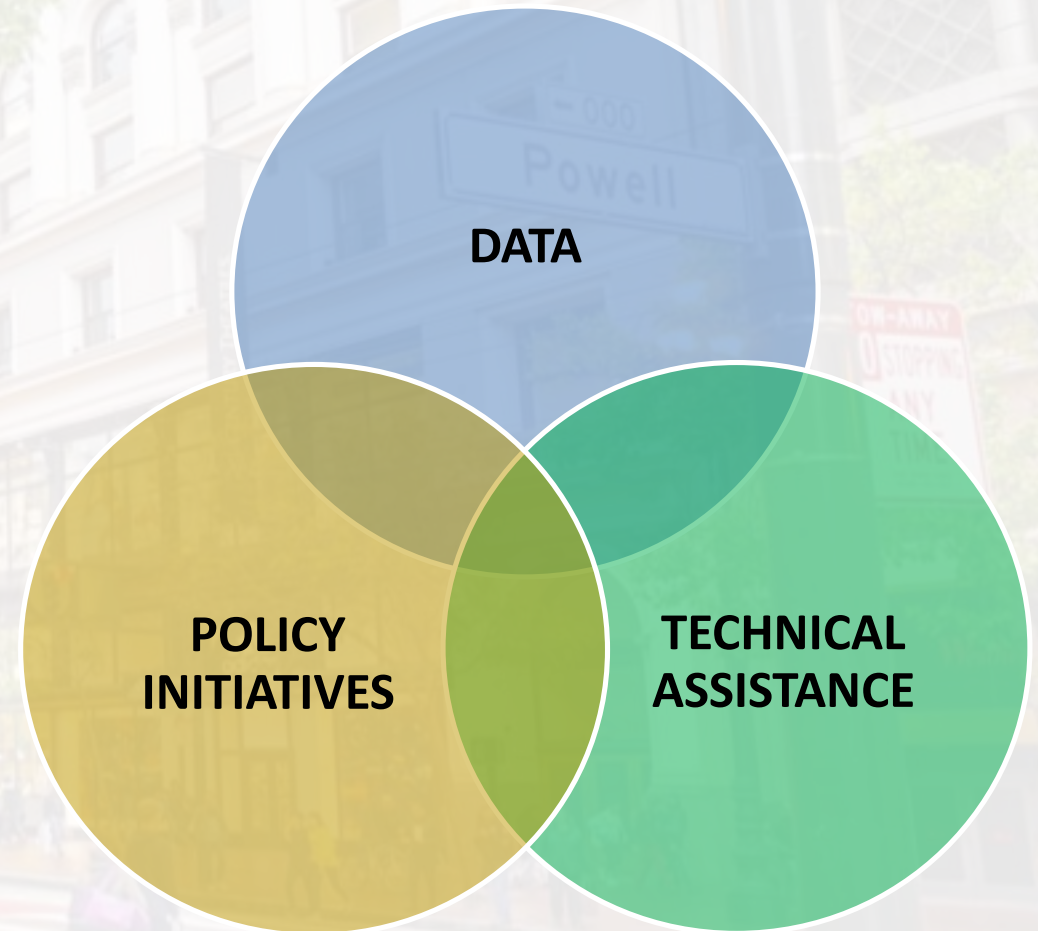- Support safety legislation

Data

- Consistent and reliable source of safety data
- Incorporate equity considerations
- Analyze traffic safety region-wide

Technical Assistance

- Analytical toolkit and safety best practices
- Funding advocacy for region
- Public outreach and education

Regional Focus and Input

DATA

POLICY INITIATIVES

TECHNICAL ASSISTANCE

Regional Safety Data System – Starting soon!

Environmental Data

- **Roadway Infrastructure**
- **Traffic Volumes**
- **Community**
- **Demographics**
- **Land Use**
- **Health**
- **Education**

+

Crash/Injury Data

- **Time**
- **Severity**
- **Collision Factors**
- **Sobriety**
- **Age & Gender**
- **Type of Vehicle**
- **Movement**

=

Policy Toolbox
(Targeted Implementation)

Regional Safety Data System

1. **Safety Data Integration Peer Exchange**
    - Partnership with FHWA

2. **Coordination with Cities/CMAs**
    - Need for regional safety data, safety advocacy, regional safety campaigns and safety funding

3. **Awarded State Funding for Safety Effort**
    - $500,000 in SSARP funds for a Regional Safety Data System and a Safety Report

4. **Adopted 2019 & 2020 regional safety targets**
    - In line with Towards Zero Deaths by 2030 for fatalities

5. **PDA Connected Communities Requirement**
    - Incentivized jurisdictions to adopt a Safety/VZ action plan to support growth in PDAs with limited transit

THANK YOU.

For more information contact:
Shruti Hari, *shari@bayareametro.gov*