Chicago’s Initiative to Eliminate Traffic Fatalities and Serious Injuries by 2026

VISION ZERO WEST SIDE

New Directions in Transportation Equity

Transport Chicago
June 9, 2017
1. A traffic crash is not an “accident,” but a predictable and preventable occurrence.

2. No traffic-related death is acceptable when the tools exist to prevent the conditions and behaviors that lead to these tragedies.

3. Cities should adopt policies and technologies and build partnerships that prioritize traffic safety.

4. Both the public and the government share responsibility to improve safety.
CHICAGO: DEATH AND SERIOUS INJURIES FROM TRAFFIC CRASHES INCREASED BY 8% FROM 2010-2014

A “serious injury” is defined by the Illinois Department of Transportation as *incapacitating*, meaning the individual was transported from the scene by ambulance. Serious injuries can include head injuries, deep lacerations, broken bones, or internal bleeding.
BLACK CHICAGOANS ARE MORE THAN TWICE AS LIKELY TO BE KILLED IN A TRAFFIC CRASH THAN WHITE CHICAGOANS.
SEVERE CRASHES AFFECT CHICAGOANS WHATEVER THEIR RACE, GENDER, AGE, AND INCOME LEVEL, BUT SOME COMMUNITIES ARE IMPACTED MORE THAN OTHERS.
HIGH CRASH AREAS
VISION ZERO CHICAGO: REMOVING BARRIERS TO SAFE MOBILITY

EQUITY LENS FOR CHICAGO’S VISION ZERO ACTION PLAN

- Integrate equity indicators into data analysis
- Establish an inclusive outreach process for communities of High Economic Hardship
  - Community-level approach
  - Identify the barriers that exist for a safe transportation system
  - Invest in communities
- Set expectations for enforcement practices
  - Citations are not used as a metric or benchmark
  - Emphasis on education and positive interactions
VISION ZERO CHICAGO ACTION PLAN - PROCESS

Departments & Sister Agencies

Citywide Stakeholders

City & Stakeholders

Community Groups & Residents

Action Plan

High Crash Area Plans
DO PEOPLE NEED ANOTHER “PLAN”? 

- Does “planning” imply typical process?
- Is our perception of buy-in equitable?
- How can we build an effective legacy for the effort?
- Is plan outreach as we know it equitable?
- Does it have to be written in a book?
- Can it be a series of billboards?
- Would we get more play in shop windows?
VISION ZERO WEST SIDE

SAFE SYSTEM INNOVATION GRANT
- Through Road to Zero Initiative
- Administered by National Safety Council
- First ever opportunity of this kind

UPDATE TO PROVEN SAFETY COUNTERMEASURES
- High Visibility Enforcement
- Education and Outreach
**Vision Zero West Side: Focus Area**

**Quick Facts**

<table>
<thead>
<tr>
<th>Category</th>
<th>Details</th>
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<tbody>
<tr>
<td>People Killed or Seriously Injured in West Side Crashes</td>
<td>915 (2010-2014)</td>
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<tr>
<td>Serious Injuries and Fatalities per 100,000 residents</td>
<td>485.6 (CityWide: 302)</td>
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<tr>
<td>Percentage of Census Tracts rated as High Economic Hardship*</td>
<td>69% (CityWide: 33%)</td>
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<tr>
<td>Median Household Income</td>
<td>$21,689 (CityWide: $48,883)</td>
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PRIORITIES FOR VISION ZERO WEST SIDE

• Define partnerships through:
  – True collaboration – rather than just media ops and letters of support for a specific project
  – Sustained feedback loop to build communications and institutional knowledge – not just a single stakeholder interview
  – Foster and invest in these relationships as a continuous resource to the department

• Dedicate more time to listening than to presentation
  – Recognize that traffic safety is not the #1 community challenge
  – Understand how it fits into the bigger picture

• Determine “plan” strategies AFTER gathering input
TYPICAL TRANSPORTATION PLAN OUTREACH

Top-Down Outreach

**STEP 01**
Introduction of project and staff
- Unfamiliar faces
- Unfamiliar projects that are almost fully baked
- Goals determined by agency

**STEP 02**
Input from Stakeholders & Public
- Relying on Aldermanic cooperation
- Finding and leaning on invested community members

**STEP 03**
Natural Conclusion
- No avenue to continue relationships
- No connection to future projects
VISION ZERO WEST SIDE PLANNING OUTREACH

**Research a Community Profile highlighting:**
- Spatial and behavioral data
- Public health indicators
- Demographic information
- "Wholesale" partners and their approach to "retail" outreach and communications

**Listening & Planning**
- Pop-up style outreach at various times/days
- Create presence at other existing community events, meetings, farmer's markets, food pantries, school and park events

**Learning & Piloting**
- Recommend innovative programming with demonstrated community support
- Sustain relationships with community partners to pilot new ideas
- Define what traffic safety events and programming look like, define police role

**Reporting & Accountability**
Make all outcomes available to the public and measure success based on:
- Quality of experiences
- Positive public perceptions of programs
- Behavioral changes
- Reduced injuries and deaths
  ... not number of citations issued

**Ground-Up Outreach**
SUMMER-FALL 2017: STEP 2

Listening & Planning

GOAL: Identify barriers to safe mobility and earn community support for collaborative solutions.

• Four Community Organizers
  • LOCAL HIRING!

• Opportunity Communication
  • Resident-level
  • How many conversations can we have over two months?
  • Tabling events – formal and informal
  • Surveys
  • Video Interviews

• Stakeholder Engagement
  • Formal meetings for professionally invested community groups
  • Wide net: Faith leaders, NPOs, business owners
  • Act as an advisory council
  • CDOT/CDPH staff involvement
    • Later inclusion of CPD
GOAL: Conduct traffic safety events including community members and based on generated feedback.

• **Determine CPD’s Role**
  • Talk about policing and traffic enforcement, the role of police in Vision Zero

• **Create Positive Interactions**
  • Citations are not a metric for success for Vision Zero Chicago
  • Police overtime is included in grant funding: What should they be doing?

• **Feedback Loop**
  • Continue opportunity communication and meeting with stakeholder groups
  • Tweak events and continue
  • Use this as the basis for future activities in a “plan”
THREE OUTCOME AREAS

LOCAL OUTCOMES
- Community-specific and culturally relevant content and context for crash reduction strategies
- Lasting relationships with stakeholders, open lines of communication

CITYWIDE OUTCOMES
- Recommendations on process for other areas of high hardship
- What is effective?
- How much will it cost?
- How can the process be sustained?

NATIONAL OUTCOMES
- Create a recommendation to NSC that informs the high-visibility enforcement model