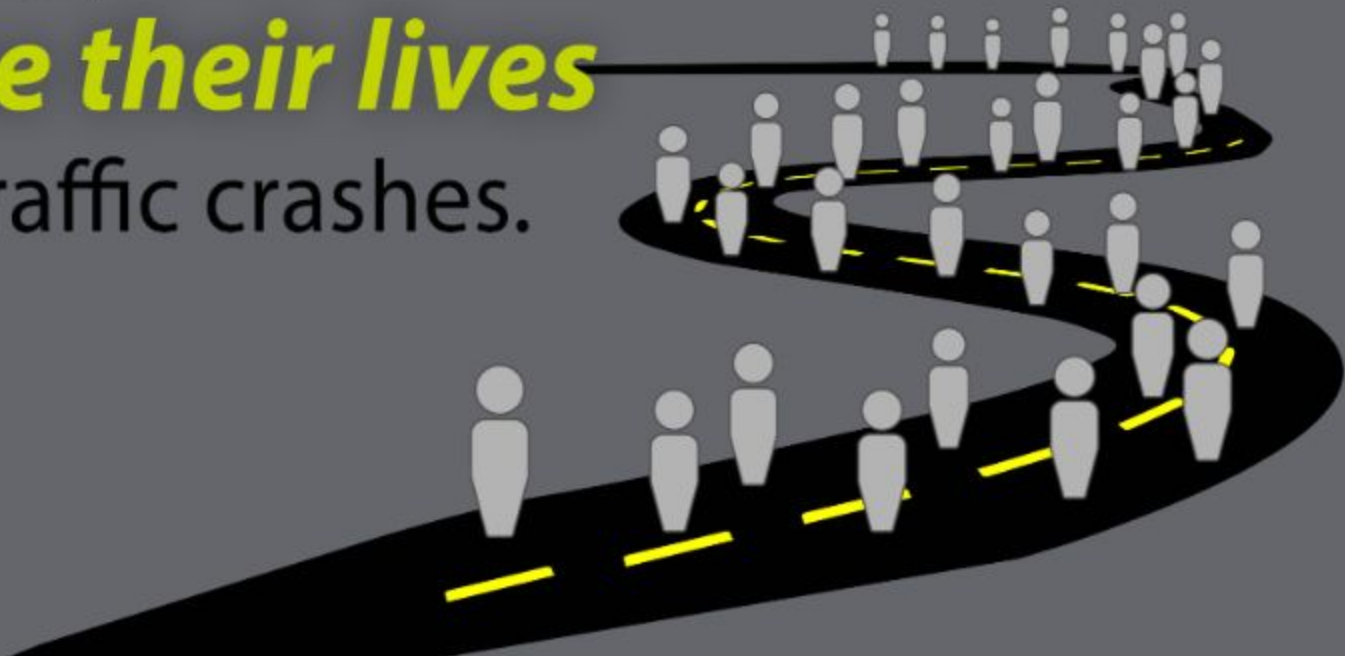




Presentation to Joint Health and Human Services and Transportation
Committees
8/31/20

Every week **6** Clevelanders are ***seriously injured*** in traffic crashes.

Every year **37** Clevelanders ***lose their lives*** in traffic crashes.



From 2008-2017, **pedestrian fatalities** increased by 35%. When combined, **all other traffic deaths** decreased 6% over the same period.



Source: NHTSA Fatality Analysis Reporting System





Top 10 Leading Causes of Death in the United States in 2015, by Age Group¹

National Highway Traffic Safety Administration's National Center for Statistics and Analysis

RANK	Cause and Number of Deaths											Years of Life Lost ²
	Infants Under 1	Toddlers 1-3	Young Children 4-7	Children 8-15	Youth 16-20	Young Adults 21-24	Other Adults			Elderly 65+	All Ages	
							25-34	35-44	45-64			
1	Perinatal Period 11,613	Congenital Anomalies 389	Malignant Neoplasms 360	MV Traffic Crashes 744	MV Traffic Crashes 3,114	MV Traffic Crashes 3,415	Accidental Poisoning 11,231	Malignant Neoplasms 10,909	Malignant Neoplasms 159,176	Heart Disease 507,138	Heart Disease 633,842	Malignant Neoplasms 23% (9,426,319)
2	Congenital Anomalies 4,825	Homicide 329	MV Traffic Crashes 279	Malignant Neoplasms 694	Suicide 2,441	Accidental Poisoning 2,820	Suicide 6,947	Accidental Poisoning 10,580	Heart Disease 111,120	Malignant Neoplasms 419,389	Malignant Neoplasms 595,930	Heart Disease 19% (7,767,386)
3	Heart Disease 292	Accidental Drowning 316	Congenital Anomalies 168	Suicide 663	Homicide 2,027	Suicide 2,798	MV Traffic Crashes 6,281	Heart Disease 10,387	Chronic Liver Disease 22,152	CLRD ⁵ 131,804	CLRD ⁵ 155,041	CLRD ⁵ 5% (1,880,774)
4	Homicide 263	Malignant Neoplasms 273	Accidental Drowning 163	Homicide 307	Accidental Poisoning 1,075	Homicide 2,601	Homicide 4,863	Suicide 6,936	CLRD ⁵ 131,804	Stroke 120,156	Stroke 140,323	Accidental Poisoning 4% (1,832,709)
5	Septicemia 180	MV Traffic Crashes 249	Homicide 136	Congenital Anomalies 261	Malignant Neoplasms 614	Malignant Neoplasms 747	Malignant Neoplasms 3,704	MV Traffic Crashes 4,652	Diabetes 20,378	Alzheimer's 109,495	Alzheimer's 110,561	Suicide 4% (1,553,110)
6	Influenza/Pneumonia 174	Heart Disease 132	Exposure to Smoke/Fire 70	Heart Disease 202	Heart Disease 352	Heart Disease 607	Heart Disease 3,522	Homicide 2,895	Accidental Poisoning 19,452	Diabetes 56,142	Diabetes 79,535	Stroke 4% (1,528,047)
7	Stroke 89	MV Nontraffic Crashes⁴ 88	Heart Disease 61	Accidental Drowning 160	Accidental Drowning 261	Accidental Drowning 210	Chronic Liver Disease 844	Chronic Liver Disease 2,861	Stroke 17,423	Influenza/Pneumonia 48,774	Influenza/Pneumonia 57,062	MV Traffic Crashes 3% (1,349,898)
8	Nephritis/Nephrosis 85	Influenza/Pneumonia 76	CLRD ⁵ 55	CLRD ⁵ 135	Congenital Anomalies 181	Congenital Anomalies 159	Diabetes 798	Diabetes 1,986	Suicide 16,490	Nephritis/Nephrosis 41,258	Nephritis/Nephrosis 49,959	Diabetes 3% (1,237,459)
9	MV Traffic Crashes 57	Exposure to Smoke/Fire 73	MV Other/Nontraffic Crashes⁴ 43	MV Other/Nontraffic Crashes⁴ 91	MV Other/Nontraffic Crashes⁴ 101	MV Other/Nontraffic Crashes⁴ 129	Stroke 567	Stroke 1,788	MV Traffic Crashes 10,043	Septicemia 30,817	Accidental Poisoning 47,478	Chronic Liver Disease 2% (940,717)
10	Malignant Neoplasms 53	Perinatal Period ³ 45	Influenza/Pneumonia 41	Exposure to Smoke/Fire 69	Accidental Falls 83	Accidental Falls 128	HIV 529	HIV 1,055	Septicemia 8,316	Accidental Falls 28,486	Suicide 44,193	Perinatal Period 2% (922,063)
ALL³	23,455	3,376	2,096	4,995	12,461	16,942	51,517	73,088	532,279	1,992,283	2,712,630	All Causes 100% (41,462,779)

¹Overall, motor vehicle crashes are the 13th leading cause of death. When ranked by specific ages they are the leading cause of death for ages 10 and 16 to 23.

²Number of years calculated based on remaining life expectancy (2012 data from CDC) at time of death; percentages calculated as a proportion of total years of life lost due to all causes of death.

³Not a total of top 10 causes of death.

⁴Includes MV traffic deaths not in FARS (e.g., deaths that occurred more than 30 days after a MV traffic crash). A motor vehicle non-traffic crash is any vehicle crash that occurs entirely in any place other than a public traffic way.

⁵CLRD stands for Chronic Lower Respiratory Disease.

⁶Tied with septicemia.

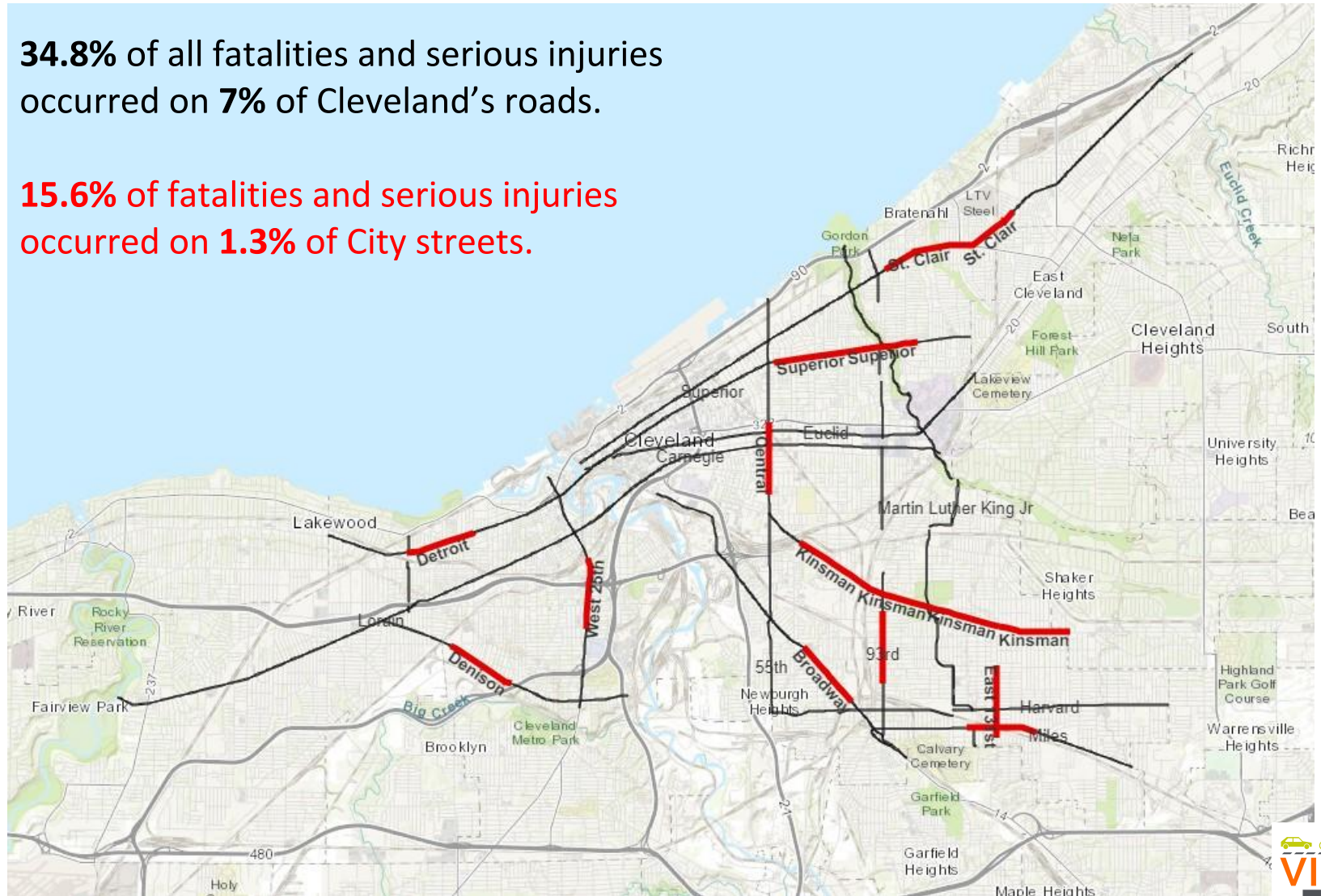


High Injury Network Map

<http://visionzeroCLE.org/>

34.8% of all fatalities and serious injuries occurred on **7%** of Cleveland's roads.

15.6% of fatalities and serious injuries occurred on **1.3%** of City streets.



Vision Zero is a strategy to **eliminate** all **traffic fatalities** and **severe injuries**, while increasing safe, healthy, equitable mobility for all.

Vision Zero calls for systems change

Traditional Approach VS Vision Zero Approach

Traffic deaths are INEVITABLE	Traffic deaths are PREVENTABLE
People behave PERFECTLY	Account for HUMAN ERROR
Prevent all crashes: UNREALISTIC	Prevent severe crashes: REALISTIC
Responsibility of the INDIVIDUAL	Responsibility of the SYSTEM
Saving lives is EXPENSIVE	Saving lives is ECONOMICAL



CRASH
~~ACCIDENT~~

Safe Travel for All

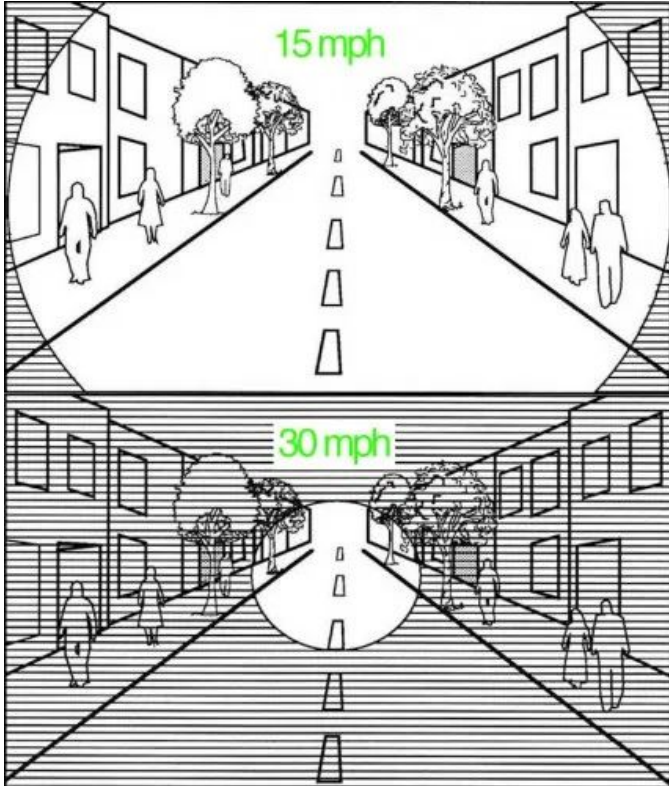
Safe Streets

Safe Speeds

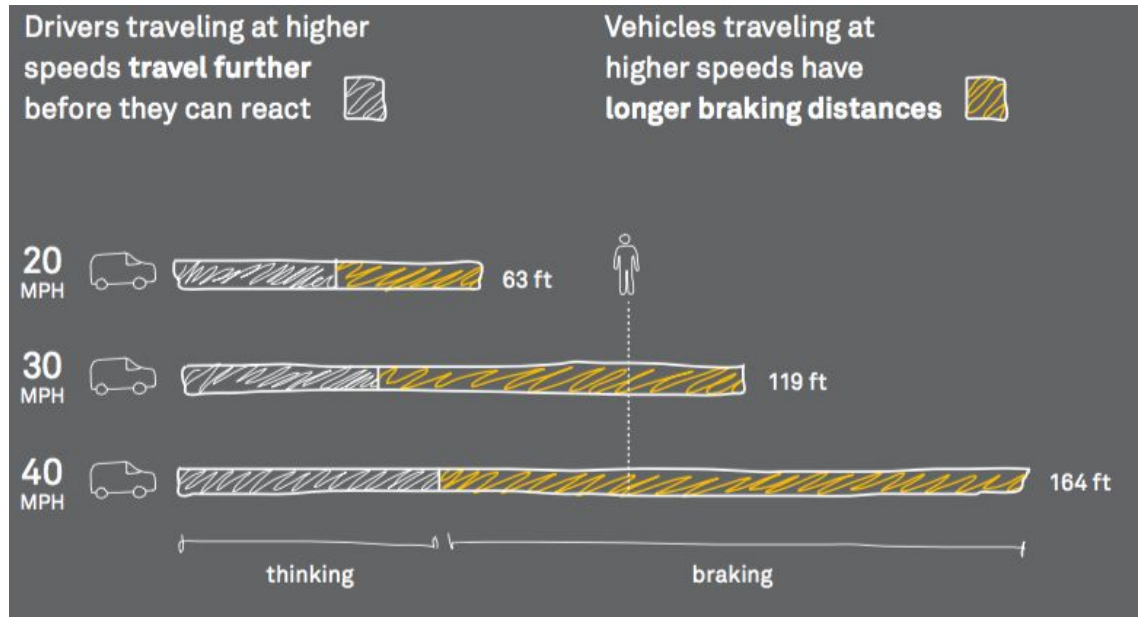
Safe Vehicles

Safe People

Safe Speeds



Source: Walkable City Rules, Jeff Speck



Source: City Limits, NACTO

Safe Speeds



DEATH DUE TO SPEED

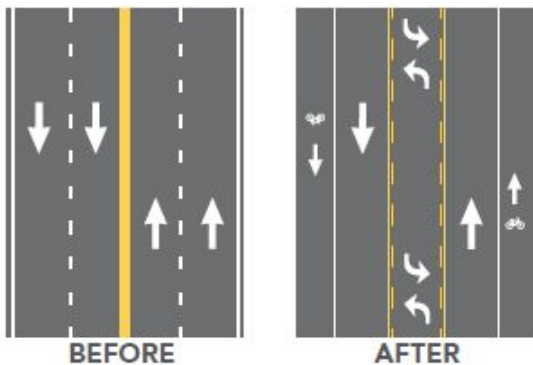
U.S. DEPARTMENT OF TRANSPORTATION, LITERATURE REVIEWED ON VEHICLE TRAVEL SPEEDS AND PEDESTRIAN INJURIES, MARCH 2000.
[HTTP://WWW.NHTSA.GOV/ABOUT.NHTSA/TRAFFIC+TECHS/CURRENT/LITERATURE+REVIEWED+ON+VEHICLE+TRAVEL+SPEEDS+AND+PEDESTRIAN+INJURIES](http://www.nhtsa.gov/about/nhtsa/traffic+techs/current/literature+reviewed+on+vehicle+travel+speeds+and+pedestrian+injuries)

Safe Streets

Speed Management through Design



Road Diets



Source: FHWA

Curb Extensions



Source: *Living Streets*, Michele Weisbart

High Visibility Crosswalks



Lorain Ave., Cleveland
Source: Google StreetView

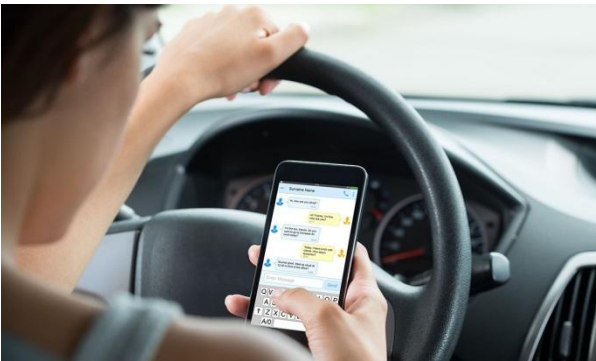
Safe Vehicles



Source: Seattle DOT



Safe People



CRASH
~~ACCIDENT~~



VISION ZERO CLEVELAND: FROM VISION TO ACTION



Taskforce Co-Chairs: COO Darnell Brown and Councilman Matt Zone



Vision Zero Task Force



Design and Engineering Subcommittee



Education and Engagement Subcommittee



Data and Evaluation Subcommittee



Enforcement Subcommittee



Fleet & Vehicle Maintenance Subcommittee

Vision Zero Cleveland Work to Date

- **Design/Engineering:** capital project planning process creation; unusual intersection review
- **Data/Evaluation:** high-injury network and emphasis area identification; locating and gaining access to key data sources
- **Education/Engagement:** spreading the word about Vision Zero; engaging residents in Action Plan creation
- **Fleet/Maintenance:** sideguard pilot on waste trucks; bike lane and trails maintenance policy
- **Enforcement:** educational video for officers; traffic court to reduce plea deals
- **Policy:** Complete and Green Streets ordinance review; ODOT speed limit guidance

City Council Action

- **Res. No. 5-2018 (Zone and Conwell):** Supporting the Vision Zero initiative... committing to work with the Jackson administration and community stakeholders to create a Vision Zero plan for the City.
- **Ord. No. 1338-19 (by Departmental Request):** Authorizing the Director of City Planning to employ one or more professional consultants to develop and implement a Vision Zero Cleveland Action Plan...
- **Contribution to Action Plan:** Various Councilmembers contributed \$15,000 towards the Action Plan

Action Plan Goals

- **Evaluate current conditions:** policies, procedures, crashes, roadway network
- **Engage residents and collect feedback:** awareness, education, involvement
- **Create a city-wide strategy:** high-level strategy for policy and systems change
- **Create a plan to address the High Injury Network:** community and data-driven strategy

Next steps

Action Plan: October 2020

Dialogue about your Ward

- Data insights
- Constituent requests
- Outreach opportunities

www.visionzero.cle.org

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