Agenda

- Welcome + Introductions
- Introduction to Vision Zero
- Outreach and Education
- Ongoing Projects
- Vision Zero Data
- Vision Zero Action Plan
- General discussion
- Goal Setting exercise
- Housekeeping and Next Steps
Welcome + Introduction

Cambridge + Vision Zero
The Cambridge Context

- Population ~110,000
- 70% of Cambridge residents commute using sustainable modes
- Vehicle ownership falling
- 37+ miles of bike infrastructure
- 5 million+ Hubway rides system-wide since 2012 launch in Cambridge.
- Transit Access
  - 5 Red Line stations
  - 1 Green Line station
  - 1 Commuter Rail Station
  - 34 MBTA Bus Routes
  - Multiple publicly accessible shuttles
  - 250,000 daily trips starting or ending in Cambridge
What is Vision Zero?

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

- First implemented in Sweden in the 1990s, Vision Zero has proved successful across Europe — and is now gaining momentum in major American cities.

- Vision Zero focuses on identifying the steps necessary to meet the goal of zero fatalities and severe injuries and creating the collaborative framework needed to meet the goal.
Why Adopt Vision Zero?

- Changes the conversation to focus on public health and harm reduction.
- Moves away from the discussion of one transportation mode vs. another transportation mode.
- Focuses on goals that are difficult to disagree with, while also achieving other City goals.
- Many of the key elements are already in place/underway

“US pedestrian fatalities rising faster than ever before, study says”
Vision Zero is a Public Health Issue.

Each year, more than 40,000 people are killed in traffic crashes, a preventable epidemic that must be addressed with the same data-driven rigor used by public health officials to address any other epidemic. In Cambridge, Vision Zero is embedded in Cambridge’s Community Health Improvement Plan, as part of its Healthy Eating and Active Living health priority area.

Vision Zero is a Public Safety Issue.

Traffic violence impacts the safety of the general public every day, with the same negative outcomes we see from crime, natural disasters and other public safety issues.

Vision Zero is a Quality of Life Issue.

Safe streets create a walkable, bikeable environment that is welcoming and safe for people of all ages and abilities.

Vision Zero is an Equity Issue.

Traffic violence disproportionately impacts disadvantaged and vulnerable populations.
US Cities Committed to Vision Zero

A Vision Zero City meets the following minimum standards:
- Sets clear goal of eliminating traffic fatalities and severe injuries
- Mayor has publicly, officially committed to Vision Zero
- Vision Zero plan or strategy is in place, or Mayor has committed to doing so in clear time frame
- Key city departments (including Police, Transportation and Public Health) are engaged.

Source: Vision Zero Network
Resolved | That the City of Cambridge goes on record as committing to Vision Zero, with goals of eliminating transportation fatalities and serious injuries, as well as continuing to reduce the crash rates for all modes; and

Resolved | That the key City departments noted above will develop an initial Vision Zero Action Plan, which will be updated bi-annually (every two years); and

Resolved | That the key City departments noted above will continue to develop yearly updates to the crash statistics and safety analysis, which will provide a basis for developing updates to the Action Plan and generally pursue actions aimed at achieving the goals of Vision Zero.
### Nine Components of a Strong Vision Zero Commitment

<table>
<thead>
<tr>
<th>Component</th>
<th>Status</th>
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<tbody>
<tr>
<td>Political Commitment</td>
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<tr>
<td>Multi-Disciplinary Leadership</td>
<td>Happening Today</td>
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<tr>
<td>Action Plan</td>
<td>In Development</td>
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<td>Equity</td>
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<td>Cooperation and Collaboration</td>
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<tr>
<td>Data-Driven</td>
<td>✓</td>
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<tr>
<td>Community Engagement</td>
<td>Started, Needs Enhancement</td>
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<tr>
<td>Transparency</td>
<td>✓</td>
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</table>

Source: National Vision Zero Network
Progress to Date

- March 2016: Vision Zero commitment adopted by City Council unanimously
- November 2016: Left-turn restriction in Inman Square
- December 2016: Speed Limit lowered to 25 MPH citywide
  - Two short demo segments of separated bike lanes installed on Mass Ave
- January 2017: Began public engagement for Inman Square Redesign
- March 2017: Began public engagement for Cambridge Street bike safety demonstration project
- April 2017: Vision Zero included as a key initiatives in City Budget
- May 2017: Conceptual design review for Inman Square
  - Public engagement for participatory budgeting separated bike lanes
Lower Speed Limit
Initiatives Underway
Truck Safety Equipment
Initiatives Underway
Street Redesign
Initiatives Underway
Traffic Calming
Initiatives Underway
Leading Pedestrian Intervals
Initiatives Underway
Traffic Enforcement
Talking Transportation

What does Cambridge do to talk to people about transportation?
Fun, engaging, educational brochures and other materials
**WATCH FOR PEOPLE**

Intersections and crosswalks are full of activity. Be alert when approaching an intersection or crosswalk and watch out for people!

- **People driving and biking** must yield to people walking in crosswalks. Never pass a vehicle that is stopped at a crosswalk — it’s dangerous and illegal.

- **People walking in the crosswalk** should watch for people biking in the bike lane as they can move faster than vehicles in heavy traffic.

- **People biking** should slow down when approaching crosswalks, especially during heavy traffic.

- **People biking** should maintain a safe distance from other bicyclists, especially when approaching intersections.

- **People walking** should watch for bicyclists when crossing the separated bike lane.

- **People walking** should yield to pedestrians crossing the separated bike lane.

**SEPARATED BIKE LANES**

Separated bike lanes, also known as cycle tracks and protected bike lanes, physically separate bicycle traffic from vehicular traffic. Pay close attention at intersections where separated bike lanes cross roads and crosswalks. Some are one-way, some are two-way. People biking should ride in the correct direction. People walking should stay on the sidewalk — do not walk on the separated bike lane.

- **People biking** should ride in the lane through the intersection. Watch for turning vehicles and pedestrians.

- **People walking** should cross with the pedestrian signal.

- **When turning right,** people driving must yield to pedestrians and cyclists crossing.

- **People walking** should stop at the stop line to allow pedestrians and cyclists to cross the intersection safely.

**TURNING TRACTOR TRAILERS**

Tractor trailers require much more room to make a right turn than you might expect. Everyone should give them plenty of room and people biking should NEVER try to squeeze by them on the right.

- **As tractor trailers prepare to make a right turn,** they may move into the left travel lane.

- **People walking** should take a step away from the curb when large trucks turn. If the driver misjudges the turn, the rear wheels of the trailer could run over the curb.

- **People walking** should NEVER pass a moving tractor trailer on the right.

- **People biking** should NEVER pass the moving tractor trailer on the right.

- **People biking** should give large vehicles plenty of room to maneuver.

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City of Cambridge, Massachusetts
www.cambridgema.gov/visionzero
Getting Around Cambridge Magazine

**Getting Around CAMBRIDGE**

**REAL-TIME Transit Data**

**BikeLife Sweepstakes**

**Vision Zero = Safer Streets**

**GREAT WALKS in CAMBRIDGE**

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**Cambridge Police Training**

The Cambridge Police Department is committed to training and ensuring an active role in the prevention and enforcement of crime and other offenses. Here are some tips for everyone:

- **Strengthen Community Engagement**: Encourage residents and businesses to participate in crime prevention efforts.
- **Reporting Incidents**: Promptly report any suspicious activities or incidents to the police.
- **Enhanced Visibility**: Increase visibility by wearing reflective clothing or using lights while walking or cycling.
- **Stay Informed**: Follow the official Cambridge Police Department channel for updates and safety tips.

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**Cambridge Bicycle Committee**

Committees make cycling safer and more accessible for everyone. CambridgeBikes.org provides resources, events, and updates on cycling initiatives in Cambridge.
Social Media
Twitter - twitter.com/CDDat344

Cambridge CDD
@CDDat344
TWEETS
7,740
FOLLOWING
745
FOLLOWERS
2,807

Park&Pedal Boston and 7 others follow
Alexander Frieden @aefrieden - May 15
Great work by @CambMA demncig new bike infrastructure and keeping our community safe! #CambMA #bikes #VisionZero

CDDat344
Don’t miss the Women’s History on Wheels bike ride! 5/20, 9:30 AM. @cambridgema. 44B Broadway. https://t.co/BXit1bozY56. https://t.co/LeeIxnUJON

(Tweet) by Jennifer L. May 11, 2017 3:07 pm

Cambridge Police @CambridgePolice - Jan 30
We are focused on keeping bike lanes safe. 64 other citiizens were +10% in 16 vs 15. More at cambridgepolice VisionZero #CambMA

What’s Cambridge doing to make city’s streets safer?
Improving bike safety in Cambridge is a priority of city officials and residents alike. Numerous initiatives were undertaken last winter at city hall and at the... cambridgeяснcefood.com

City of Cambridge @CityCambridge
City Manager Louis DeFale is seeking candidates to serve on the new City Managers Advisory Committee - cambridge.org/PMAC #CambMA
PARK(ing) Day

This handsome apartment building (c.1898) is known as “The Kennedy” – named (and built for) the Kennedy Biscuit Company, today called Nabisco. In 1775 Frank Kennedy erected a modern factory on this site, the Kennedy Steam Cracker Bakery – an early user of steam power. Kennedy’s was the first to prepare Britain baked beans in hermetically sealed cans, which were shipped World wide.
Mayor’s Summer Youth Employment Program
Safe Routes to School
Bike Committee Rides
Partnerships

- Healthy Aging in Cambridge
- CitySmart at the Library
- Bike month with the Cambridge Police Dept.
- Cambridge Public Health Department
- Women's Commission
- Commission for Persons with Disabilities
- CRLS Bike Advocates
- PTDM & Voluntary Transportation Demand Mgmt
- Universities
Current Safety Projects

Getting a running start on improving safety
Project Updates

- Inman Square
- Cambridge Street
- Mass Ave- Trowbridge to Quincy
- Brattle-Eliot to Mason
Inman Square Redesign

Existing Conditions

1. Crosswalks outside of desire lines and some not signal controlled
2. Existing geometry results in long distance for pedestrians and bikes to travel
3. No signal control for Hampshire Street Southbound turn to Antrim Street
4. Issues with clearance time for all users
5. Unclear lane control on Cambridge Street
**Inman Square Redesign**

**Desired Outcomes**

- Reduce exposure through more compact intersection design
- Minimize conflicts with turning vehicles
- Provide separation
- Reduce length of crosswalks and signal wait times
- Provide more direct crosswalk routing
- Provide improved pedestrian environment through landscaping and enhanced amenities
- Reduce unnecessary vehicular delay
- Provide clear guidance and lane controls
- Increase efficiency through more compact intersection design
- Reduce bus/transit delay
- Improve location of and access to MBTA bus stops
- Provide pedestrian plaza adjacent to businesses
- Maintain truck access through intersection
- Maintain protected firehouse egress/access
Cambridge Street Bike Safety Demonstration Project

Harvard Square to Inman Square
from Quincy Street to Fayette Street
Cambridge Street Bike Safety Demonstration Project

1. Create one-way separated bike lane on each side of the roadway using existing pavement and curb-to-curb width

2. Narrow travel and parking lanes, and remove some parking

3. Delineate lane with pavement markings, signs, and flexible delineator posts

Materials Palette

- Signage
- Pavement markings
- Flexible delineator posts
Cambridge Street Bike Safety Demonstration Project

Sample Block
Mass Ave Separated Bicycle Facility
One-way separated bike lane - Trowbridge Street to Mason Street
Brattle Street Separated Bicycle Facility
North side two-way separated bike lane - Eliot Street to Mason Street
Data + Vision Zero
Looking at the numbers
Crash Trends and Locations

Devon Bracher, Traffic Analyst

Lieutenant Dan Wagner, CAU Supervisor

Cambridge Police Department
 Crime Analysis Unit
**3,000 CALLS**
The Police Department receives around 3,000 Calls for Service to respond to motor vehicle crashes each year.

**1,500 REPORTS**
Of these Calls for Service, around 1,500 result in a police crash report. A crash report is taken when there is injury or the officer estimates over $1,000 in property damage.

**1 in 5 NEED EMS**
About 300 crashes -- 1 in 5 reported crashes -- result in an injury serious enough to require EMS transport to the hospital.

**17% NON-MOTORISTS**
Around 160 reported crashes involve cyclists, and around 100 involve pedestrians. That means 17.3% of reported crashes involve non-motorists.

**90 BIKE/PED INJURIES**
Of the reported cyclist and pedestrian crashes, 90 require EMS transport to the hospital: 28% of bicycle crashes and 38% of pedestrian crashes (based on 2015-2016 only).

**1-2 FATALITIES**
While some years have had more, the 10-year average falls between 1 and 2 fatalities per year.
Population

- Consistent Population growth since 2000
- Decreasing proportion of residents and Cambridge-based workers commute by car
- Vehicle ridership is generally stable
- Increasing numbers of cyclists on the road
- Emphasis on crash rates to measure progress of Vision Zero efforts
Calls for Service

- Crash Call for Service – any request of the Police Department for assistance related to a traffic collision
- Approximates the total number of collisions occurring within Cambridge jurisdiction
- Slight decline in total number of Crash CFS since 2000, but mostly steady since 2012
- Normalizing for population growth, notable decline in Crash CFS Rate since 2002
Reportable Crashes

- **Reportable Crash** – any crash that results in injury or a minimum of $1,000* of property damage (MA General Law)
- Number and Rate of Reportable Crashes falling since 2002
- Sharp decline in mid-2000s coincides with changes in state-wide crash data collection form

*Note: Dollar value unchanged since 1985 and subjective to the reporting officer
Crashes by Type

- Motor Vehicle Crashes (83%) generally declined
- Pedestrian crashes (6.7%) variable but mostly steady
- Bicycle crashes (10.7%) increased through mid-2000s, but generally declining in recent years
- Normalizing for increases in bike ridership, bicycle crashes have been more steady with a general downward trend
Crashes by Injury

- Approximate crashes with injury as crashes requiring EMS transport to the hospital
- EMS transports increased in early 2000s, despite decreases in reportable crashes
- Increase coincides with increase in bike ridership and pedestrian activity
- Non-motorists are the most vulnerable users
Locations with High Incidence of Injury

- **Motor Vehicle Crashes:**
  - Distracted driving, erratic behavior (running red lights/stop signs)
  - Cambridge & Fifth, Broadway & Hampshire/Prospect

- **Bicycle Crashes:**
  - Turning hooks, doorings
  - Inman Square vicinity, Broadway & Hampshire, and Mass Ave near MIT & Central Square

- **Pedestrian Crashes:**
  - Turning hooks, motorist failing to stop at crosswalk
  - Harvard Square vicinity, Mass Ave near MIT and Central Square
Conclusions

- The total number of crashes occurring in the city has declined since the early 2000s, even as population and number of vulnerable road users have increased.
- Normalizing for increases in bike ridership, the bike crash rate has declined since 2010, with more variability prior to 2010.
- A small portion of crashes require EMS transport to the hospital – about 20% of crashes since 2010. Approximately half of crashes requiring EMS transport involve non-motorists.
- Areas that are heavily trafficked by cyclists and pedestrians have higher incidence of crashes requiring EMS transport to the hospital, such as the Inman Square vicinity and along Massachusetts Avenue near MIT and Central Square.
Questions and Feedback Welcome

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Crime Analysis Unit
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(617) 349 – 3390
Vision Zero Action Plan

Getting to Zero
What is the Action Plan?

- Blueprint of actionable steps to get to Zero
- Living document
  - revisit regularly
  - Will change with input from Advisory Committee
  - Will change with input from the public
- Track progress
Action Plan: Vision Zero Working Group

Drafted by the Vision Zero Working Group, an internal City committee made up of staff from all departments that play a roll in Vision Zero:

- Cambridge Public School
- City Manager’s Office
- Commission for Persons with Disabilities
- Community Development
- Health and Human Services Programs
- Licensing
- Personnel
- Police Department
- Procurement
- Public Health
- Public Works
- Traffic, Parking + Transportation
Action Plan: 7 high level commitments

To reach Vision Zero we will:

- Design and operate safe streets
- Improve large vehicle, taxi/for-hire vehicles, and TNC safety
- Ensure equity
- Lead by example
- Engage the public
- Create partnerships
- Measure our progress
The City will design and operate our streets to ensure that people of all ages and abilities can walk, bike, use transit and drive safely.

Action Steps:

- Lower default speed limit to 25 MPH
- Special Slow Speed Zones
- Safer Pedestrian Crossings
- Establish Rapid Response Protocol for fatalities and serious injuries.
- Grow network of separated bike lanes
- Traffic Calming
- Improve safety for all modes in City squares
- Changing infrastructure, roadway layout, and curb usage to prevent stopping and parking in bike lanes, crosswalks, and pedestrian ramps.
- Enforcement
- Enhance intersection safety
- Safe Routes to Transit
<ul>
  <li>The City will minimize the negative impacts of large vehicles, taxis/for-hire vehicles, and Transportation Network Company vehicles, while ensuring they can provide necessary services to Cambridge residents, students, workers and visitors.</li>
  <li>Improve understanding of impacts of large vehicle delivery in Cambridge</li>
  <li>Increase adoption of truck side guards in Cambridge</li>
  <li>Truck safety education for people who walk or bike</li>
  <li>Tour Bus Safety</li>
  <li>“Watch for Bikes” stickers</li>
  <li>Coordination and education for TNCs and car share companies.</li>
</ul>
Ensure equity in Vision Zero

The City will ensure all Vision Zero efforts protect people of all ages and abilities, paying particular attention to vulnerable and underserved populations, and help to promote equity and inclusiveness.

- Create specialized traffic safety training programs and educational materials for vulnerable populations.
- Continue use of Five Year Plan for Streets and Sidewalks to improve safety, accessibility, and mobility for all residents.
- Complete roll-out of Accessible Pedestrian Signals.
- Ensure all Vision Zero outreach and communication efforts reach underserved and vulnerable residents.
- Safe Routes for Seniors and Persons with Disabilities.
- Safe Routes to Schools.
Lead by Example

The City will lead by example in all things related to traffic safety. City policies and actions will reflect our commitment to Vision Zero.

- Renewed focus on safety in City operations
- Ensure that City employees are operating vehicles in the safest manner possible.
- Review crashes involving City employees conducting City business.
- Develop and pilot general employee training on Vision Zero and rules of the road.
- Vision Zero training for all Cambridge Police Officers.
Engage the public on Vision Zero

The City will engage the public to gather feedback on traffic safety related concerns and priorities, educate and change behaviors to improve public safety and public health

- Establish a standing advisory committee on Vision Zero
- Solicit feedback on traffic safety from the public
- Raise awareness of Vision Zero initiative to educate to educate and engage with community members
- Distribute "Watch for Bike" decals
- “Getting Around Cambridge” Magazine
- Support and expand Bike Month activities
- The City will build on its extensive portfolio of traffic safety educational opportunities for all residents who walk, bike, drive or take transit.
Create Partnerships

- The City will partner with universities, private businesses, and other local and state entities to improve traffic safety

Create partnerships with Universities, Businesses, and Nonprofits

Partner with local municipalities, state and federal-level organizations

Partner with researchers to support safety related research and test safety related technology
Use Data to Direct Efforts and Measure our Progress

- The City will develop metrics to guide decision-making, measure progress on Vision Zero activities and share successes and challenges in a transparent way.

- Ensure Vision Zero is a data-driven effort
- Develop key metrics to measure Vision Zero progress
- Make all Vision Zero related data available to the public
- Create a Vision Zero Safety Portal
Action Plan: Crosscutting Themes

- Data driven decision-making
- Equity
- Mode shift
- Collaboration
- Public health
In perhaps the most important crosscutting theme, the City will ensure that the policies we implement and the interventions we make are as effective as possible by leveraging data to guide policy and decision-making. The City will ensure that all elements of Vision Zero, from infrastructure improvements to changes in policy and strategy are evidence-based and data driven, and that their impacts are measured and evaluated for effectiveness, to inform future projects, and to achieve meaningful outcomes.
While we have a commitment specifically related to ensuring equity in our Vision Zero efforts, we must be vigilant to consider issues of equity in every action we take related to Vision Zero. The Vision Zero process will consider equity in all planning and decision-making.
As we promote safe sustainable transportation, we acknowledge that shifting away from single occupant vehicles not only supports Citywide goals related to reducing greenhouse gas emissions and improving our environment, but also supports the safe operation of streets, the health of residents, visitors, and workers, and the growth of safe networks for people who walk, bike and use transit.
Successful collaboration has been identified as one of the most important elements of Successful Vision Zero efforts require collaboration on every level. City department within the City, between government, advocates and residents, and partnerships with the private sector, not for profit organization and Public Health.
Discussion
Goals

What does this Committee want to accomplish?
Housekeeping + Next Steps

- Email/Sharepoint site/OneDrive
- Meeting materials
- Action Plan for review
- Draft minutes
- Website
- Next meeting
  - Full Committee
  - Other
“It’s about saving lives, not about saving seconds”