

VISION ZERO DURHAM

WALK SAFE. RIDE SAFE. DRIVE SAFE.

Vision

Working together, we can achieve zero fatalities on our roadways because every person in our community matters.

Purpose and Need

Our goal is to achieve zero fatalities and serious injuries on our roadways. Designers and users of the roads share responsibility for the safety of all road users. Vision Zero is a strategy for designing a safe transportation system and an approach to life. The program's philosophy states that the loss of even one life or serious injury on our roads is unacceptable.

First implemented in Sweden in the 1990s, Vision Zero has achieved great success in Europe and continues to gain momentum internationally. Participation in Vision Zero means everyone in the community shares responsibility for ensuring the safety of people on the roads, whether they are pedestrians, bicyclists, motorcyclists, transit users, or drivers. Every person in our community matters, and we can achieve Vision Zero by working together.

City of Durham
Department of Transportation

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Why now?

Traffic deaths are at an all-time high in the United States. The National Safety Council reports that more than 40,000 people were killed in traffic accidents in 2016, the highest number of deaths since 2007. The most common causes for roadway fatalities are alcohol, speeding, and distracted driving. Pedestrians are especially vulnerable on roadways. A March 2017 report by the Governors Highway Safety Association shows that 6,000 pedestrians were killed in collisions with automobiles in 2016, an 11% increase from 2015.

Why Vision Zero is important to DURHAM

<p>Between 2001 and 2015,</p> <p>343</p> <p>people (motorists, peds, bicyclists) have been killed in <i>Durham County</i></p>	<p>On average, 1 bicyclist is involved in a crash every 2.5 weeks. Each year, about 1 bicyclist is involved in a crash that results in a fatality or disabling injury.</p>	<p>More than 60% of crashes involving a pedestrian occurred between 7am and 7pm</p>
<p>Between 2010 and 2014,</p> <p>39,822 crashes have occurred. Of those, nearly 103 resulted in fatalities</p>	<p>On average, a pedestrian is involved in a crash every 3 days. Each month a pedestrian is involved in a crash that results in a fatality or disabling injury.</p>	<p>There are 22 crashes per day, and more than 8,100 a year</p>
		<p>23 On average, people die in a crash in Durham County each year</p>

Source: North Carolina Crash Data, compiled by the Highway Safety Research Center at the University of North Carolina at Chapel Hill. nccrashdata.hsrc.unc.edu (accessed July 6, 2017).

2013-2015 Deaths*




	2013	2014	2015
Totals	24	24	25
Vehicles	17	19	18
Pedestrians	7	3	7
Bicycles	0	2	0

* For Durham County

Source: North Carolina Crash Data, compiled by the Highway Safety Research Center at the University of North Carolina at Chapel Hill. nccrashdata.hsrc.unc.edu (accessed July 6, 2017).

Speed Kills

Higher vehicle speeds increase the likelihood of a pedestrian fatality when struck by a vehicle.

Vehicle Speed	Odds of A Pedestrian Fatality After Being Struck by a Vehicle
20 MPH	 5%
30 MPH	 37-45%
40 MPH	 83-85%

Source: Killing Speed and Saving Lives, UK Dept. of Transportation, London, England.

Our Approach: 5Es

The 5Es: Education, Encouragement, Engineering, Enforcement and Evaluation -- are the key to success in achieving Vision Zero.



Education

Communicate the importance of safety for all users of our roadways, whether a person is driving, using transit, bicycling, or walking.



Encouragement

Encourage everyone to follow safe practices and obey all traffic laws.



Engineering

Construct improvements to enhance roadway safety and accessibility.



Enforcement

Enforce traffic safety and continue to support safety initiatives.



Evaluation

Evaluate traffic safety efforts and implement improvements as needed.

Getting to Zero

- **1993** North Carolina ramps up enforcement of the state's seat belt law statewide as part of the "Click it or Ticket" campaign.
- **1994** "Booze It & Lose It" increases awareness of the dangers of drinking and driving, as well as the penalties associated with driving drunk.
- **2003** The City of Durham launches its Accident Reduction Program to identify and treat high-accident intersections.
- **2007** BikeSafeNC encourages safer and more enjoyable motorcycle riding in NC.
- **2009** The NCDOT Complete Streets Policy directs the Department to consider and incorporate several modes of transportation when building new projects or making improvements to existing infrastructure.
- **2012** NCDOT launches "Watch for Me NC," a comprehensive statewide safety and awareness campaign geared toward bicycle and pedestrian safety, education, and enforcement.
- **2015** Mayor William V. "Bill" Bell accepts the Mayor's Challenge for Safer People and Safer Streets issued by US Transportation Secretary Anthony Foxx.
- **2016** NCDOT launches Vision Zero Campaign, a statewide campaign to eliminate roadway deaths.
- **2017** "Speed a Little. Lose a lot." campaign reminds drivers of the consequences of speeding.



What can you do as part of Vision Zero?

Vision Zero is achievable if we look out for one another and are aware of our surroundings. Do your part by eliminating distractions and following the rules of the road. Here are some additional recommendations when using various modes of transportation.



Walking

USE SIDEWALKS: when they are available and avoid walking in the roadway when possible.

USE CROSSWALKS: cross at marked crosswalks and watch for turning vehicles.

LOOK OUT: look both ways before crossing a street and be aware of your surroundings.

BE VISIBLE: make sure drivers see you by establishing eye contact and wear bright or reflective clothing during dark hours



Bicycling

BE PREDICTABLE: signal when turning and follow all traffic laws.

GO WITH THE FLOW: bike in the same direction of traffic.

BE VISIBLE: use lights at all times of day and wear reflective or bright clothing.



Driving

SLOW DOWN, DON'T SPEED: speed can mean the difference between life and death.

ELIMINATE DISTRACTIONS: hands on the wheel and eyes on the road at all times.

PAUSE BEFORE A TURN: turn slowly and look out for people walking or bicycling.

BE PATIENT, GIVE SPACE: Wait until it is safe to pass vulnerable road users, such as a person on a bike. Also give them room: 4 ft is the minimum recommended space when passing (6 ft for larger vehicles). If possible change lanes completely.

Take the Vision Zero Safety Pledge

 SAFETY PLEDGE



I PLEDGE TO:

- Only drive while sober, alert, and free of distractions.
- Look out for others, especially children, the elderly, persons with disabilities, and people walking or biking.
- Slow down and look around, especially at intersections and driveways.
- Practice the rules of the road, including yielding to people walking.
- Share the Vision Zero pledge with my friends and family.

Partners

DCHC
Metropolitan Planning Organization
Planning Tomorrow Today

GO  **Durham**

Duke UNIVERSITY

NC **VISION**
ZERO

 **bike**
walk
durham.org
Durham Bicycle & Pedestrian Advisory Committee



FAQs

Do Pedestrians always have the right of way?

Not always. Drivers must yield to pedestrians in crosswalks – even if the crosswalk is not marked (WatchForMeNC). However, pedestrians are extremely vulnerable road users, and drivers should always be alert for anyone traveling on foot.

Where is the safest place to walk?

When available, always walk on the sidewalk. In areas with no sidewalk, walk facing traffic and as far away from traffic as possible.

Where is the safest place to ride?

The safest place to ride is with traffic, on the right side of the road. Bicycles are considered vehicles and have a right to use the full lane. If the lane is wide enough to allow motor vehicles to pass safely, ride on the right side of the lane. If a vehicle cannot pass you within the lane without hitting you, it is safer to ride in the middle of the lane, which encourages vehicles to move over a lane to pass.

Is talking on the phone more dangerous than talking to a passenger?

Yes. Unlike a passenger riding in the car with you, a person on the phone is not able to see when road conditions change suddenly. In a dangerous situation, a person in the car with you may help you out by saying “watch out!” However, a person on the phone will continue to talk, unaware of any potential danger, which can be an added distraction, making it more difficult for you to react safely.

Is it safe to drive while using a hands-free device?

According to a study done by AAA, even when your hands are on the wheel and your eyes are on the road, when you talk using a hands-free

device (speakerphone or Bluetooth), you still experience significant impairment, including:

- Suppressed brain activity
- Increased reaction time
- Missed cues
- Decreased visual scanning

Is it legal to drive in North Carolina as long as my BAC is lower than 0.08?

No. There is no legal limit in NC. Driving under the influence of drugs or alcohol is illegal at any level in NC. Driving while impaired is illegal in NC even if your BAC is less than 0.08. Alcohol affects people in different ways. Studies show that some impairment occurs at 0.02, and everyone experiences impairment at 0.04. It is best not to drink alcohol and drive. Also, it is illegal for anyone under age 21 to drive with a BAC above 0.00.

How does the weather impact stopping distance?

When there is water on the road, your tires will have less grip on the road surface. Inclement weather may also make it harder for you to spot obstacles in the road. Any time that you are driving in adverse weather, slow down and always leave more distance between you and the vehicle in front of you.

Can a seatbelt injure me?

Any injury sustained from a seat belt will be significantly less severe than being thrown from a vehicle onto the road. Without a seatbelt, you are 30 times more likely to be ejected from a vehicle in a crash. If you are ejected from a vehicle, there is a 75% chance you will be killed.



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