VISION**ZERO**
COLUMBUS
DRIVE SAFE. WALK SAFE. BIKE SAFE.

LIVES
ABOVE
ALL
ELSE

The **Vision Zero Columbus Action Plan 1.0** is dedicated to all the moms and dads, daughters and sons, spouses, siblings, and friends affected by serious traffic crashes. We commit to protecting lives above all else on our city transportation system.

VISIONZERO COLUMBUS

DRIVE SAFE. WALK SAFE. BIKE SAFE.

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A CALL FOR CHANGE

A MESSAGE FROM MAYOR ANDREW J. GINTHER

Our community has heard me say it — mobility is the great equalizer. The overall well-being of our residents depends on access to jobs, education, healthcare, and other necessary services. Health, safety, and equity must be front and center when residents use our transportation system. Every person, in every city neighborhood, has the right to get to their destination safely — whether driving or biking to work, walking to school or the corner store, or taking the bus.

Sadly, this isn't always the case. Not including freeways, there were over 1,800 fatal or serious injury crashes on Columbus streets in the last five years, for an average of one per day. In 2019, 54 lives were lost in crashes on our city streets. Families grieve and are forever altered in the aftermath. The loss of one life is one too many.

The City of Columbus is committed to ending traffic crash fatalities and serious injuries to make it possible for all residents to drive safe, walk safe, and bike safe when getting to and through our neighborhoods.

Safety has always been a priority in our transportation infrastructure projects. Neighborhood investments, for example, have added sidewalks and bike lanes to support mobility options. Upgraded ADA curb ramps, traffic signals, and street lights have made intersections safer. Yet, more needs to be done. Our community is preparing for tremendous population growth in the coming decades. The time is right to join the Vision Zero movement. Our two-year Action Plan is a decisive first step toward achieving the Vision Zero Columbus goal of no crash-related deaths and serious injuries on our city streets. These crashes are preventable, not inevitable.

This initial Vision Zero Columbus Action Plan lays out equitable solutions, attainable goals, and accountability to residents for the next two years. The realities of impacts caused by COVID-19 have modified our planning timeframe but in no way lessened our resolve to progress toward zero crash-related fatalities and serious injuries over the coming years.

People who use our transportation system sometimes make mistakes. With Vision Zero, we will provide a system where human error doesn't result in fatal or life-altering crashes. We are making protection of human lives the cornerstone of our transportation system, over speed or other factors. Together, we can protect lives and ultimately realize zero deaths on our transportation system.

VISION ZERO COLUMBUS COMMITMENT

The Vision Zero Columbus Executive Advisory Committee pledges to incorporate the Action Plan actions, principles, and values into the work of our departments, agencies, and organizations. We commit to implementing these strategies toward the pursuit of zero traffic-related fatalities and serious injuries occurring on City of Columbus streets.

A MESSAGE FROM DIRECTOR JENNIFER GALLAGHER, COLUMBUS DEPARTMENT OF PUBLIC SERVICE

It is a genuine honor to lead Vision Zero Columbus and present our first Action Plan with specific strategies that make protecting your life the number one priority of our transportation system.

This two-year Action Plan strengthens our focus on achieving zero traffic fatalities and serious injuries on city streets. No loss of life is acceptable on our streets. No matter where you live in our community, or how you travel in it, Vision Zero Columbus is committed to ensuring your safety. We can all play a part, starting with this first Action Plan.

Assistant Chief David Baugh
Columbus Division of Fire

Dr. Talisa Dixon
Superintendent • Columbus City Schools

Shayla Favor
Councilmember • Columbus City Council

Jennifer Gallagher
Director
Columbus Department of Public Service

David Harrison
President
Columbus State Community College

Deputy Chief Kenneth J. Kuebler
Columbus Division of Police

Michelle May
Highway Safety Program Manager
Ohio Department of Transportation

William Murdock
Executive Director
Mid-Ohio Regional Planning Commission

Joanna M. Pinkerton
President/CEO • Central Ohio Transit Authority

Dr. Mysheika Roberts
Health Commissioner • Columbus Public Health

Stephen Sayre
City of Columbus Mayor's Office

Toby R. Tomlin
Associate Vice President
Office of Corporate Strategy
Nationwide Insurance

Todd A. Wickerham
Vice President • Protective Services, OhioHealth

Carla Williams-Scott
Director
Columbus Department of Neighborhoods

IN 2019, 54 DEATHS OCCURRED IN 49 FATAL CRASHES ON OUR CITY STREETS

EXECUTIVE SUMMARY

During the past decade, our city has seen impressive population growth. We have added more than 100,000 drivers, pedestrians, and cyclists to our streets. Columbus residents logged millions of miles on our streets, sidewalks, bike lanes, and trails.

In 2019, 54 deaths occurred in 49 fatal crashes on our city streets — a 40% increase from five years ago. Each year, more lives are lost due to traffic violence. This is unacceptable. Every person has the right to safely return home for dinner at night.

We are launching our Vision Zero Columbus Action Plan 1.0 in the middle of the coronavirus pandemic. This Action Plan is a living document, to be continually updated as new data becomes available and as new strategies prove to be successful in making our streets safer.

This initial Action Plan lays out an ambitious set of two-year actions to begin to work toward the goal of zero deaths and serious injuries on our transportation system by 2035.

These actions will be undertaken by numerous city departments and divisions — Public Service, Public Utilities, Police, Fire and Emergency Medical Services, the City Attorney, in cooperation with agency partners such as the Central Ohio Transit Authority (COTA), Mid-Ohio Regional Planning Commission (MORPC), and Ohio Department of Transportation (ODOT), and with community partners including Nationwide, OhioHealth, and Columbus City Schools.

Vision Zero is an approach to transportation safety that aims to eliminate fatal and serious injury crashes. It distinguishes itself from traditional road safety approaches by focusing on eliminating these serious crashes through acknowledging human error — and changing the built environment so when people do make mistakes, the outcome isn't fatal or life-altering. Eliminating these worst crashes is a shared responsibility between our transportation system users, designers, and decision makers.

Vision Zero will require the ongoing support and commitment of all Columbus residents who use our streets to walk, bike, roll, board transit, and drive. Achieving Vision Zero requires a true culture change. From one where lives lost or severely harmed is an accepted daily occurrence, to one where deaths and serious injuries are unacceptable outcomes of simply using our streets.

WHAT IS VISION ZERO COLUMBUS AND WHY DO WE NEED IT?

Each year, more than 35,000 people — the population of a small city — are needlessly killed on American streets, and thousands more are injured due to traffic violence. For too long, traffic deaths and severe injuries have been considered an inevitable side effect of modern life. While often referred to as "accidents," the reality is we can prevent these tragedies by taking a proactive, preventive approach that prioritizes traffic safety as a public health issue.

Vision Zero began in Sweden in 1997. It has spread to cities, counties, and countries across the globe, including more than 50 U.S. cities. Many have experienced great success since implementing Vision Zero action plans. Oslo, Norway — a city comparable in population to Columbus — had just one fatal traffic crash in 2019. Even with growing traffic volumes, Sweden has reduced fatal crashes by over 30%. By acknowledging that serious injury and fatal crashes are preventable, making safety the top priority for transportation users, and utilizing data to identify trends and target solutions, Columbus can and will eliminate all fatal and serious injury crashes.

More than 50 people die in traffic crashes each year on Columbus streets. As Columbus continues to grow, we cannot allow the number of crash fatalities to grow with it. We must do something new, something bold.

GUIDING PRINCIPLES OF VISION ZERO

Traffic deaths and severe injuries are acknowledged to be **preventable**

Human life and health are prioritized within all aspects of transportation systems

Speed is recognized and prioritized as the fundamental factor in crash severity

Safety work should focus on **systems-level changes** above influencing individual behavior

Equity guides the principles of this plan

Human error is inevitable and transportation systems should be **forgiving**

The faster a car is driving, the more likely it is that a pedestrian will die if hit. Increased vehicle speed also narrows a driver's field of vision and slows their reaction time.

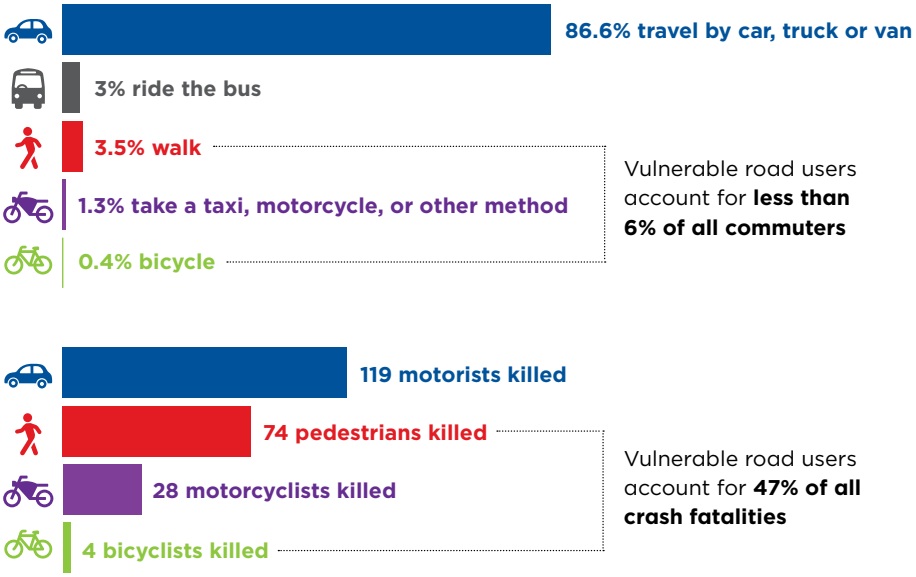
Driver field of vision at 20 MPH. **A pedestrian's risk of death is 10% if hit at this speed.**

Driver field of vision at 30 MPH. **A pedestrian's risk of death is 40% if hit at this speed.**

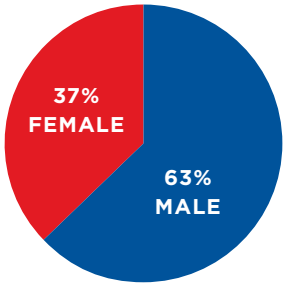
Driver field of vision at 40 MPH. **A pedestrian's risk of death is 80% if hit at this speed.**

COLUMBUS CRASH STATISTICS

HOW COLUMBUS COMMUTES TO WORK (2019 ACS CENSUS) VS. FATAL CRASHES BY MODE (2015–2019)



1/3 OF FATAL AND SERIOUS INJURY CRASHES INVOLVE A YOUNGER DRIVER (AGES 15–25)



63% OF PEOPLE KILLED IN TRAFFIC CRASHES WERE MALE

ANATOMY OF A DANGEROUS STREET

This document includes data from 2015–2019. Does not include freeways or crashes outside the Columbus corporation limits where the city has limited authority to make changes. Includes all fatal or serious injury crashes. Includes all vulnerable user crashes of any severity.

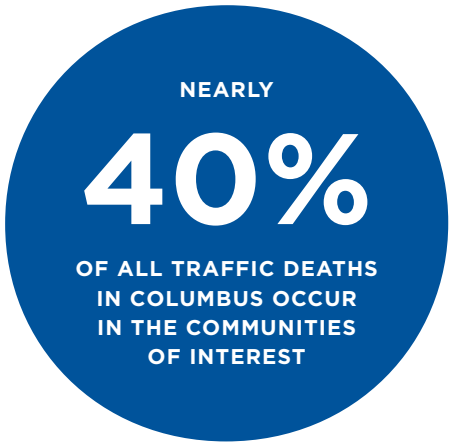
COLUMBUS HIGH INJURY NETWORK (HIN) AND COMMUNITIES OF INTEREST (COI)

The Vision Zero High Injury Network (HIN) guides the city's investments in infrastructure and programs, and ensures that Vision Zero projects support those most in need.

High Injury Networks (HIN) are corridors consisting of a higher density of fatal, serious injury, and/or vulnerable road user crashes per half-mile segment.

Vulnerable road users are pedestrians, bicyclists, or motorcyclists — individuals inherently more at risk of injury when involved in any traffic crash.

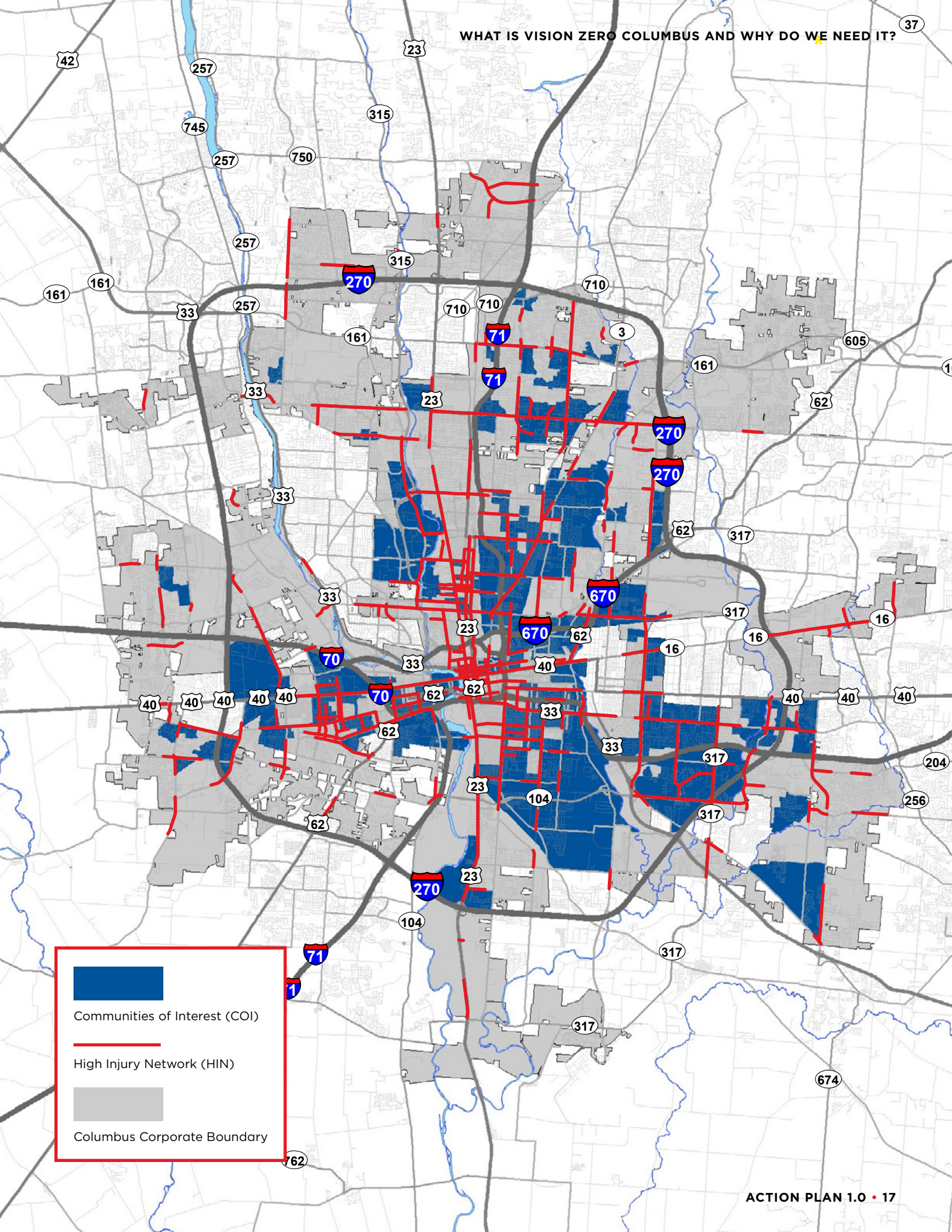
Communities of Interest (COI) are areas with populations that have a higher density of seven equity indicators: people of color, low-income households, people with disabilities, people with low English proficiency, children, elderly adults, and poor vehicle access.



OUR EQUITY AGENDA & FOCUS

Equity is a core principle of the Vision Zero Columbus Action Plan. It acknowledges that everyone in our community can use our streets, and that our transportation system must be safe for all. We must develop and implement our Action Plan with an equity lens to achieve just outcomes and save lives.

Our Action Plan seeks to equitably engage all people and neighborhoods, fully recognizing that past actions when building our streets have disproportionately hurt minority and low-income communities. We will invest in Communities of Interest in our city because, compared to other neighborhoods, people living in them may have fewer choices about how, when, and where they travel, putting them at higher risk as they move around.


Communities of Interest (COI)
High Injury Network (HIN)
Columbus Corporate Boundary

CURRENT SAFETY EFFORTS

We work daily to address transportation safety throughout the city. Yet we know we can do better.

This Action Plan not only builds upon the ongoing work in Columbus, it also provides the framework to expand upon it. New strategies for eliminating traffic violence on our streets will augment our current initiatives and efforts. We've highlighted several current activities this Action Plan will advance.

Continue to participate in Safe Routes to School Program

Advance completion of 150 transit stop improvements

$4 MILLION

Continue to advance delivery of $4 million in pedestrian improvements throughout the city

Continue patrols focusing on impaired driving, speeding, and aggressive driving

Continue to advance interconnectivity of traffic signals and cameras to advance safety

Continue to build Complete Street Infrastructure proven to decrease speeds and separate vulnerable road users

Advance connected vehicle technology to understand impacts to driver behavior and improve transportation safety

ACTION PLAN DEVELOPMENT

Vision Zero Columbus prioritizes protecting human lives above all else on our city streets. All Action Plan items, as well as transportation network investments and policy changes, will be held to this standard.

Developing this Action Plan was a team effort. The Vision Zero Coordinator and Core Team, comprised of city planning, engineering, and communications staff, established working groups to focus on the goals of achieving Safe People, Safe Speeds, Safe Streets, and Safe Vehicles in Columbus.

The working groups met monthly to review data and collaborate on ideas and strategies focused on their goals. The Action Plan was developed with valuable working group participation from a cross section of stakeholders — city departments, transportation planning and consulting partners, education institutions, health and insurance industry leaders, advocates, neighborhood leaders, and residents.

Safe People: Vulnerable transportation users (bicyclists, pedestrians, transit users, motorcyclists) of every age, ability, and income can travel on Columbus streets comfortably and safely.

Safe Speeds: The City of Columbus will pursue actions that will slow speeds of motor vehicles to protect all road users.

Safe Streets: Columbus streets must be designed and built to eliminate fatal and serious injury crashes and promote safe mobility for all users.

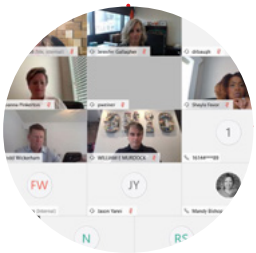
Safe Vehicles: All vehicles must be equipped, operated, and maintained to prioritize the safety for all road users.

COMMUNITY ENGAGEMENT

PLANNING
The Vision Zero Columbus Core Team began outreach and engagement in late 2019 to prepare for launching Vision Zero Columbus in early 2020. Vision Zero Coordinator Maria Cantrell met with staff at several city departments and divisions, and with our transportation planning partners at ODOT, COTA, and MORPC to participate in this bold safety initiative.

KICKOFF
We officially kicked off Vision Zero Columbus on March 12, 2020 — just as the coronavirus was gaining a foothold in our country.

PANDEMIC BEGINS
Gov. Mike DeWine issued a stay-at-home order, effective March 23, 2020. With schools closed, students began distance learning from home and employers, including the City of Columbus, issued work-from-home directives for employees able to perform job functions remotely.



COMMUNITY OUTREACH
As COVID-19 spread and group gatherings were prohibited, we lost opportunities to garner community engagement at large annual events.

Public input for developing this Action Plan needed to pivot from in-person outreach activities. Our "new normal" for community engagement in unprecedented times became virtual interactions and meetings to present Vision Zero's goals and online outreach events to capture community input.

Core Team outreach efforts included:

- City area commission meetings livestreamed and coordinated by the Department of Neighborhoods
- Sustainable Columbus meeting
- Four virtual town hall meetings covering each city quadrant
- Columbus Public Health's Safe Communities Group
- MORPC's Transportation Advisory Committee, comprised of all central Ohio municipalities and stakeholders
- Meetings with advocacy groups
- Women in Transportation seminar
- Social media advertising and posts shared by our Vision Zero partners

Residents were encouraged to visit the website and provide critical input by:

- Using the crowdsourced map to mark specific locations where they saw or experienced near misses and other transportation safety risks — informing opportunities to proactively address locations where crashes may be likely to occur; more than 800 locations were marked
- Taking the transportation safety survey to provide useful demographic and other data to inform our Action Plan development; to date, nearly 1,600 surveys have been completed

Survey results:

46%
of respondents know loved ones involved in a life-altering crash

62%
of respondents admit to driving over the posted speed limit

1/3
of respondents feel less safe driving, walking, biking, or riding a motorcycle than they did 5 years ago

87%
of respondents say they have used a phone or handheld device while traveling (driving/walking/biking)

DISTRACTED DRIVING IS PERCEIVED AS A TOP SAFETY PROBLEM

OUTREACH CONTINUES
When possible and with COVID-19 safety protocols in place, informational postcards were shared through in-person meetings, Recreation and Parks summer camp packets, door-to-door drops in Linden, and the city's Mask + Kindness campaign. Paper surveys were requested and distributed to the Milo-Grogan area. Columbus Public Health approved safety protocols in September 2020 that allowed in-person survey outreach to occur at heavily used COTA bus stops.

WEBSITE + SURVEY LAUNCH
To reach a broad audience and gain community input, the Vision Zero Columbus website was launched at columbus.gov/VisionZero and promoted through social media channels by city departments and our Vision Zero partners. The website's map and survey were promoted by Orange Barrel Media on IKE interactive kiosks, by Councilmember Shayla Favor on 106.7 FM, and by OhioHealth in a Medical Minute video.

We want to ensure engagement from residents in all city neighborhoods to better understand and improve transportation safety issues. We are mindful of equity and factors that impact mobility in our Communities of Interest, where options might be less car-centric and more reliant on walking, biking, or using transit.

More engagement opportunities will arise. The Action Plan is just the start of our work to promote a culture change for safe transportation. Our team is committed to community-wide education about Vision Zero and will seek to identify virtual and safe in-person engagements to educate residents about our Action Plan.

THE ACTION PLAN

The Vision Zero Columbus Action Plan 1.0 features data-driven, multidisciplinary, and multi-agency commitments to specific actions and strategies focused on eliminating fatal and serious injury crashes on Columbus streets. Mayor Ginther and City Council champion this coordinated approach and are committed to demonstrating that Vision Zero is a new way of doing business — a refocusing of existing programs in a shared citywide priority.

ONE WAY
Bollinger PL
SHAKE SHACK

STRATEGIES

During the next two years, our partners have committed to diligently pursue the efforts listed in this section. Some will be easy for the public to see — like bus stop and crosswalk improvements, changing downtown speed limits, and testing new infrastructure products to help reduce speeds.

Other less visible strategies will have true widespread and long-lasting impacts on all future work as design standards and processes are updated and memorialized to focus on providing safe and comfortable streets for all users. Along with these physical changes, spreading the Vision Zero message will be imperative to sustaining momentum and building success.

PLAN AND BUILD SAFE STREETS FOR ALL USERS

Action Strategy	Measurement	Completion Date	Lead Agency
Complete and implement Ohio Multi-Modal Design Guide (MMDG)	Publish the MMDG	Q3, 2021	ODOT
Complete *Chapter 6: Pedestrian and Bike Facilities* and *Chapter 9: Traffic Control* of the City Roadway Design Manual to provide consistent minimum Complete Street standards to provide protection to all users in the right of way	Consultant onboard to assist with creating manual	Q2, 2021	Dept. of Public Service
	Complete chapters	Q1, 2023	
Deliver updated Transit Stop Design Guide to include Vision Zero Safety Considerations	Publish updated Transit Stop Design Guide	Q2, 2021	COTA
Crosswalk Improvements ***COI** • Review crosswalk evaluation procedures in consideration with industry best practices and research • Install and/or enhance crosswalks, emphasizing the HIN and/or COI	Publish updated process for future inclusion in design manual	Q4, 2021	Dept. of Public Service
	Install/enhance minimum 60 crosswalks (significantly complete)	Q4, 2022	
Intersection Improvements ***COI** • Evaluate sight distance policy and improve visibility and sight lines at intersections within the HIN or other problematic locations • Rebuild intersections to improve safety conditions including but not limited to installation of signal back plates, Accessible Pedestrian Signals, ADA ramp improvements • Convert remaining "night flash" operation signalized intersections to radar detection	Update policy	Q4, 2021	Dept. of Public Service
	Evaluate the number of intersections reviewed and sight line improvements per year	Q4, 2021 and 2022	
	Complete 15 intersection improvements	Q1, 2023	
	Convert all "night flash" signals	Q1, 2023	
Corridor Improvements ***COI** • Select locations on the HIN to pilot and evaluate a variety of temporary infrastructure products focused on speed reduction • Study one (1) corridor each year for lane reconfiguration to include more modes of transportation (e.g., adding protected lanes)	Complete evaluation of speed-reducing pilots	Q1, 2023	Dept. of Public Service
	Complete two studies	Q4, 2021 and 2022	
	Implement lane configuration changes for at least 1 corridor	Q4, 2022	
Set all speed limits in the downtown area to 25 mph	Journalize/document the revised speed limits and post new signage	Q1, 2023	Dept. of Public Service
	Hire a consultant to study the downtown signals for retiming	Q3, 2021	
Change speed study process to address how speed (reducing) zones are established in cities ***COI**	Update process	Q2, 2022	ODOT
Implement the Slow Streets program in the Linden and Hilltop neighborhoods and use findings to inform strategic citywide deployment ***COI**	Complete Linden implementation Complete 50% of Hilltop implementation	Q1, 2023	Dept. of Public Service
	Develop memorandum summarizing findings and recommending future action	Q1, 2023	

IDENTIFY AND COMMIT RESOURCES

Action Strategy	Measurement	Completion Date	Lead Agency
$5 million of dedicated gas tax and capital funds per year to fund Vision Zero Action Plan strategies ***COI**	Commit funding in 2021 and 2022 CIB	Q4, 2021 Q4, 2022	City Council
Reallocate, align, or add positions to advance Vision Zero Action Plan strategies	Reallocate, align, or add 5 positions over 2 years	Q4, 2021 – 2 positions Q4, 2022 – 3 positions	Dept. of Public Service

***COI: These strategies have potential to focus attention in our Communities of Interest**

PROMOTE A CULTURE OF SAFETY

Action Strategy	Measurement	Completion Date	Lead Agency
Develop and launch multilingual educational campaign that focuses on topics that contribute the most to serious injuries and fatal crashes ***COI**	Develop a two-year campaign Opportunities: • Encourage the use of "crash not accident" to City Staff and reach out to media to use this term • Socialize the Vision Zero Columbus Video: websites, email • Create multilingual brochures	Ongoing	Lead — Public Service All agencies to support
Develop and launch a Vision Zero Columbus Ambassador Program to help facilitate and encourage resident leadership at the neighborhood level ***COI**	Develop and launch program and identify Ambassadors	Q1, 2022	The Department of Neighborhoods
Include annual transportation safety curriculum/refresher for all students ***COI**	Explore and select transportation safety curricula for various grade levels	Q1, 2022	Columbus City Schools
	Implement transportation safety curricula to all grade levels	Q3, 2022	
Add pedestrian safety messaging to bus stops and buses on routes on HIN streets ***COI**	Identify HIN stops and create safety messaging	Q1, 2021	COTA
	Implement safety messaging on bus routes — one corridor per quarter beginning Q2, 2021	Ongoing	

DO IT BETTER: ENHANCE PROCESSES & COLLABORATION

Action Strategy	Measurement	Completion Date	Lead Agency
Establish a Rapid Response team to quickly evaluate the roadway characteristics of severe-crash and near-miss hot spots to recommend any possible immediate improvements, as well as any larger capital improvements ***COI**	Form team	Q1, 2021	Dept. of Public Service
	Establish a crash review process/checklist	Q2, 2021	
	Visit each fatal crash site	Begin Q2, 2021	
Support Statewide Hands Free Ohio legislation	Pass Hands Free Ohio legislation	Q1, 2023	Lead — Nationwide Support — City Council & Mayor's Office
Incorporate Vision Zero principles into MORPC-led regional plans, convenings, and federal transportation funding process, and increase public policy advocacy for Vision Zero efforts ***COI**	Update and adopt Central Ohio Transportation Safety Plan with Vision Zero principles	Q1, 2023	MORPC
	Hold Annual Regional Safety Forum with focus on Vision Zero work and examples delivered	Q4, 2021	
	Increase advocacy on regional public policy agenda's support for Vision Zero principles	Q2, 2021 (ongoing)	
	Adopt criteria in MORPC's federal transportation funding process to elevate Vision Zero safety principles	Q1, 2022	
Collaborate with the Division of Traffic Management and Columbus Police when planning and optimizing safe school bus stop locations ***COI**	Create a checklist process for optimizing school bus stop locations	Q1, 2023	Columbus City Schools Support — Dept. of Public Service and CPD
Explore income-based traffic-related penalties so as not to disproportionately impact people with lower incomes by requiring them to attend traffic court in order to get a reduced fine ***COI**	Determine and document what barriers exist to implementing graduated fines based on income and placing this information upfront on the fee schedule, as well as explore what barriers exist to creating an online adjudication system to allow for income information to be submitted without appearance in court	Q3, 2022	City Attorney
	Determine and document what barriers exist to allowing a transportation training course in lieu of fines without having to attend court for permission	Q3, 2022	

GOALS

The actions and strategies are organized in four goals that cut across agency boundaries and get to the heart of eliminating fatal and serious crashes:

PLAN AND BUILD SAFE STREETS FOR ALL USERS

PROMOTE A CULTURE OF SAFETY

IDENTIFY AND COMMIT RESOURCES

DO IT BETTER: ENHANCE PROCESSES AND COLLABORATION

These goals capture the concerns and priorities the community has expressed — through our surveys, working groups, Executive Advisory Committee, and staff — during the development of this Action Plan.

FOUNDATIONAL ACTIVITIES

To deliver, evaluate effectiveness, and report on the progress of the Action Plan strategies, foundational activities must take place. These efforts form the foundation upon which the strategies will be developed and help to establish an understanding of:

- The city's crash data and other demographic information for affected transportation users
- Infrastructure assets — what the city has, where it is, and the condition it is in
- Policies, practices, and legislation that impact how the transportation system is planned, designed, built, and used

To accomplish this during the first Action Plan, Vision Zero Columbus will:

- Publish an annual summarized report of fatal and serious injury crashes on our website
- Create and annually update a High Injury Network to illustrate where high volumes of crashes occur
- Deploy an asset management program to include sidewalk condition assessments that affect safety
- Develop criteria to prioritize projects along the HIN and in Communities of Interest
- Provide data to demonstrate Vision Zero equity efforts and provide transparency in the data being used to drive decisions
- Implement a traffic and mobility monitoring program to capture mobility patterns
- Review and incorporate the crowdsourced map as part of the criteria to help choose some short-term project locations
- Incorporate technology and innovation into delivering the Action Plan strategies
- Formulate policy recommendations

TRANSPARENCY & ACCOUNTABILITY

Our transparency and accountability will exemplify our commitment to Vision Zero.

Traditionally, many cities make transportation investments based on a reactive process that attempts to balance neighborhood feedback, regional priorities, political priorities, crash response, pavement condition, and vehicle capacity. This methodology creates an opaque decision-making process with multiple, and frequently competing, priorities, making accountability difficult.

Vision Zero is different. Its sole priority is safety for all transportation system users: pedestrians, bicyclists, transit users, and drivers. It collects and analyzes a wide range of data including community feedback, driver behavior, demographics, crash type, roadway geometry, and asset condition to better understand who is being seriously injured or killed, where and why, and how resources can be focused to address and prevent these crashes. The focus on safety will provide a transparent decision-making process to develop our list of transportation investments.

THROUGH THE VISION ZERO COLUMBUS ACTION PLAN 1.0, THE CITY WILL:

- **Draw on available data**
- **Rely on proven safety practices**
- **Prioritize community input**
- **Hold ourselves accountable through regular reporting**

As we implement the Action Plan, evaluating its impact toward eliminating fatal and serious injury crashes is important to maintaining accountability, identifying opportunities to improve, and ensuring success. By working to improve and measure success, we can see if our investments are producing expected results. We can pivot and change course more readily as we closely monitor our results. If future investments do not reduce serious crashes, we will change course. The reporting will be essential to highlight success and identify what is not working. Our focus will be both targeted and intentional.

As we look to crash data to drive our decisions, we will ensure quantitative data is supported by qualitative assessments to understand the relationship between human behavior and high-injury crashes. For example, do changes make the street feel less stressful for vulnerable road users to navigate?

DATA IS NOT ALWAYS PERFECT:

- **Vulnerable road user crashes may be underreported**
- **Language used by investigators and reporters to describe crashes often includes bias and victim blaming**
- **Injuries often become worse later, but this isn't tied back to the crash report**

To better understand our fatal and serious injury crash problem, the city will continue to work with partners at the state to improve data collection and processing in support of the highest level of analytics and reporting. Where crash data alone does not tell the whole story, the city will engage with trauma centers, police records, and other partners to assess the performance of the system.

The city is implementing an Asset and Performance Management Program to allow for inventories of our transportation system's physical assets. Inventories will include the asset's condition to monitor the "health" of the system and to validate the investment strategies that will lead to predictable outcomes. For example, we are working to ensure we identify the location of all existing city sidewalks and assess their conditions.

Using asset and performance information along with crash information can help prioritize where we should invest to prevent fatal and serious injury crashes.

We will hold ourselves accountable.
To ensure transparency in delivering our Action Plan, the Vision Zero Columbus website will track the progress toward performance measures and actions outlined in this plan. Data and other information will be readily available on the website. Households without reliable internet access can get online at libraries or contact the Department of Public Service for paper copies of Vision Zero publications.

The partnership between Vision Zero Columbus and the public will allow for a more equitable assessment and strategic investment in vulnerable communities. We are committed to continually engaging with our residents and seeking input that informs, contextualizes, and drives a safety culture.

We will continue to improve the data gathering and analysis needed to ensure communities along the HIN are evaluated from an engineering perspective and a socioeconomic perspective. Eliminating crashes on the HIN will go a long way toward eliminating fatalities and serious injuries in the city.

Our strategies need to work for everyone, and be accountable to everyone, for all modes of travel. Monitoring our performance tied to our accountability pledge will allow for the transparency needed to solidify the collective efforts toward zero traffic deaths in Columbus.

PROTECTING HUMAN LIVES IS OUR #1 PRIORITY

A CALL TO ACTION

Fatal and serious injury crashes on Columbus streets are preventable, not inevitable. The Vision Zero Columbus Action Plan 1.0 makes protecting human lives the #1 priority of our transportation system — above all other objectives.

Vision Zero Columbus is even more important as the region prepares to expand by 1 million people by 2050. We must take the initiative now to flatten the curve of fatalities and serious injuries and ultimately bend it downward to realize Vision Zero. The City of Columbus is committed to ending traffic violence and making it possible for residents to drive safe, walk safe, and bike safe when getting to and through our neighborhoods.

Vision Zero Columbus will not achieve our goals without the commitment of residents, businesses, and institutions to eliminate life-altering crashes. This can only be accomplished with your support. Beginning with a tweak of the language we use — saying CRASH instead of accident — is one simple step toward shifting to a culture focused on transportation safety. "Accident" implies the collision couldn't be avoided and diminishes accountability of the vehicular violence. And of course, each of us modeling safe transportation behavior can help begin to achieve our Vision Zero goals.

Visit our website at columbus.gov/VisionZero and join the Vision Zero Columbus movement. Play a part in helping our community achieve zero traffic fatalities and serious injuries.

ACKNOWLEDGMENTS

This Vision Zero Columbus Action Plan 1.0 is the result of a one-year planning, partnering, and engagement process.

Thank you to our community members, corporate and agency partners, and staff. We appreciate the time and dedication from everyone who participated as we worked through the challenges of the COVID-19 pandemic to continue to make Vision Zero Columbus a priority for our city.

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Age-Friendly Columbus

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Center for Disability Empowerment

Center for Urban and Regional Analysis at The Ohio State University

Central Ohio Transit Authority

City of Columbus Fleet Management

Clintonville Area Commission

Columbus City Council

Columbus City Schools

Columbus Department of Development

Columbus Department of Neighborhoods

Columbus Department of Public Safety/ Division of Fire/Division of Police

Columbus Department of Public Service

Columbus Department of Public Utilities/ Division of Power

Columbus Metropolitan Library

Columbus Partnership

Columbus Public Health

Columbus Recreation and Parks Department

Columbus South Side Area Commission

Downtown Special Improvement Districts

Epic Small Consulting

Far West Side Area Commission

Franklin County Engineer's Office

Friends and Families for Safe Streets Columbus

German Village Society

Lyft

Mid-Ohio Regional Planning Commission

MurphyEpson

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Weinland Park Community Civic Association

West Scioto Area Commission

Yay Bikes!

Yellow Cab of Columbus

VISIONZERO
COLUMBUS
DRIVE SAFE. WALK SAFE. BIKE SAFE.