



# VISION ZERO

RICHMOND, VIRGINIA



Safer Roads for All Modes



# Acknowledgments

This Vision Zero Action Plan was prepared by VHB for the Safe and Healthy Streets Commission with input from numerous partners committed to safety in Richmond, the surrounding region, and in Virginia.



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## Message From The Mayor

**Each year, there are an average of 2,700 injuries and 13 deaths on Richmond city streets.** This is unacceptable, and it is why I signed a pledge during my first year in office to adopt Vision Zero in the City of Richmond.

Vision Zero is a global strategy designed to change the mindset of traffic fatalities and serious pedestrian injuries as being inevitable to the belief they are preventable.

I am proud to present the Vision Zero Action Plan, our blueprint to achieve zero traffic-related fatalities and serious injuries on Richmond streets. I encourage my fellow citizens to join me in this commitment and Vision Zero effort by taking the Safe and Healthy Streets challenge.

*Richmond hereby pledges to:*

- Reduce fatal and serious injury crashes
- Sustain a traffic safety culture
- Pursue appropriate changes to land use patterns and street designs
- Use a data-driven approach
- Evaluate and improve actions
- Prioritize efforts
- See transportation deaths and serious injuries as preventable

**Working together, we can reach Zero!**

— Levar M. Stoney, Mayor





## Why Vision Zero

### Vision Zero is based on five fundamental principles:



Traffic deaths and severe injuries are acknowledged to be preventable.



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



Create transportation systems that account for human error.



Safety work should begin with systems-level changes and follow with influencing individual behavior.



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

Vision Zero is a concept to eliminate traffic fatalities for all travel modes. Vision Zero was first initiated in Sweden in the 1990s and takes a safe systems approach to achieve safe, healthy, equitable mobility for all. A safe systems approach is holistic and requires everyone to consider the road system in its entirety from infrastructure to policies. Vision Zero has been successful in Europe and is now gaining traction in many American cities.

Over 35,000 people die on our nation's streets and highways each year and hundreds of thousands more are seriously injured. In Richmond, more than a dozen people lose their lives on city streets annually. In 2017, 22 persons died on Richmond streets. This means almost 10 persons died for every 100,000 people living in Richmond. Comparably speaking, this is one more person than the state average, four times of that of Alexandria, and over three and half times that of New York City. The price tag for these deaths is over \$200 million in societal harm. One agency or organization cannot tackle this serious public health risk alone. It is important to have a collaborative effort between engineers, enforcement, educators, emergency responders, elected officials, and everyone who use our streets.

Part of the Vision Zero approach is to affect a change in the culture of safety. While a safe system results in a design of transportation system for all people, individuals also have a responsibility to comply with the rules of the road. Communication and education techniques are needed to drive collective action, both by agencies and by individuals, for safer streets.

*Vision Zero prioritizes the following policies and practices:*

- Build and sustain leadership, collaboration, and accountability to advance safety.
- Collect, analyze, and use data to identify safety concerns and opportunities for improvement.
- Prioritize actions to provide a safe and equitable transportation system for all users.
- Lead with roadway design that prioritizes safety.
- Reduce target design speeds and impact speeds.
- Maximize technology advances, without overlooking low-tech solutions.

The Richmond Vision Zero Action Plan incorporates these policies and practices in a comprehensive set of strategies and actions to address safety on city streets with a goal to eliminate fatalities and serious injuries by 2030. This Action Plan is the first step in a much larger, multi-year effort toward the zero goal.



  
BIKE ROUTE

NO  
MOTOR  
VEHICLES

STAY  
IN  
LANE

Map sign

## Richmond's Vision Zero Effort



Richmond is committed to a strong and effective Vision Zero plan. The following are components of our effort to implement a plan that will have a long-lasting effect for all transportation system users.

- **Political Commitment**

Richmond City leadership is committed to the implementation of a Vision Zero plan. Mayor Stoney unveiled the City's commitment to a Vision Zero approach on October 27, 2017. This extends from a resolution approved by City Council in March 2016 to commit to a reduction of fatalities on City streets to zero by 2030. This commitment includes the development and implementation of this Action Plan.

- **Multi-Disciplinary Leadership**

The Safe and Healthy Streets Commission (SHSC) is the advisory board guiding the development and implementation of Vision Zero in Richmond. This multi-disciplinary group, with representatives from engineering, enforcement, education, public health, and transportation safety partners meets quarterly to monitor the safety of our transportation network and develops recommendations to address safety issues. The SHSC is comprised of representatives from agencies, organizations, and citizens across the City to shepherd the implementation of Vision Zero in the years ahead.

- **Cooperation and Collaboration**

Richmond's Vision Zero stakeholder agencies and organizations number in the hundreds, and all have an ongoing opportunity to guide and shape the development and implementation of a successful Vision Zero Action Plan. Involvement of agencies, organizations, and individuals is essential to carry out the diverse strategies and actions in the Plan as no one agency has the resources to carry out every single activity. Each participant has a role and responsibility to advance different elements of the Plan.

- **Systems-Based Approach**

The City of Richmond Department of Public Works and partner agencies is committed to an approach to focus on improving the built environment and policies that will improve safety of the transportation system for all users. Street design and design speed has an impact on both the perception of safety and observed outcomes when using the transportation system. The redesign of the street design elements reduces both the number and severity of crashes for all modes. For example, applying a lower design speed for a street results in geometric changes that influences the driver to lower their speed, and in turn, reduce fatalities and injuries. This embraces the Vision Zero principle that human life and health are prioritized within all aspects of the transportation system.

- **Data-Driven**

Our plan uses crash data provided by the Richmond Police Department and the Virginia Department of Transportation to help prioritize its resources so that investments provide the most benefits, as driven by a reduction in fatalities and serious injuries. Traffic deaths and serious injuries are preventable but stakeholders must understand the complex factors of prevention to be appropriately address transportation safety.

- **Community Engagement**

Our plan was developed in consultation with agencies and organizations at the city, regional, and State levels through a series of workshops in November 2017 as well as an online survey to gauge safety priorities and concerns of stakeholders. These priorities and concerns, combined with the data analysis, form the basis of the strategies and actions in this Action Plan. The implementation of the Vision Zero plan will involve continued public engagement to involve all communities that make up the City through the SHSC. Continued engagement is needed as transportation safety in Richmond will evolve over time and priorities will also change; revisiting and modifying the strategies and actions as needed in the future is a key component of keeping a nimble Action Plan that prioritizes activities that will optimize efforts for Richmond to reach a zero goal.

- **Transparency**

Transparency is tied to responsiveness and good governance. All City agencies are committed to reporting the implementation process and progress of Vision Zero. City Council and the public will receive an annual scorecard of progress on the implementation process and will have access to a dashboard of fatality and serious injury statistics and traffic citation data prepared by the Richmond Police Department. The availability of good quality process and crash data increases civic engagement and enables Richmonders to identify issues that impact transportation safety in the City.

- **Equity**

Our Vision Zero efforts take an equitable approach by establishing inclusive actions to provide safe transportation options for all road users across the City. This approach recognizes the fact that certain communities are more impacted than others. According to the American Community Survey, 7.7 percent of working Richmonders do not have access to a car to get to work, compared to 2.8 percent statewide, and 4.4 nationally. Those without access to a car must turn to other means of transportation such as public transit, bicycling, and walking. However, as transportation facilities have mostly favored the personal vehicle, there are opportunities to improve our facilities to better accommodate those who do not have access to a car. Students, people with disabilities, the elderly, young families, and other populations are among those who do not have their own personal vehicle. The implementation of the plan will prioritize resources to invest in the transportation options for these populations as well as a high injury street network that are most impacted by crashes. The City will also proactively engage with community members to better understand transportation improvements to improve their safety.

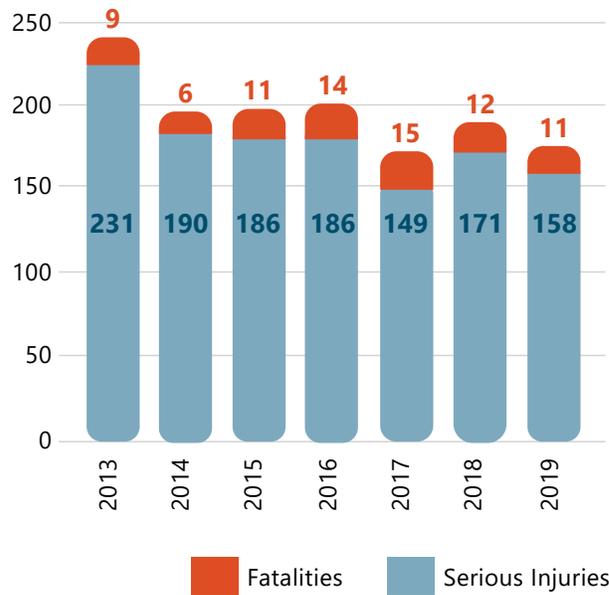
## ● Action Plan

This Vision Zero Action Plan is the culmination of outreach efforts beginning with the Mayor's pledge in October 2017 and included data analysis, research, workshops and online surveys to determine City safety priorities. This Action Plan includes a comprehensive list of actions that Richmond safety partners will pursue in the years ahead. However, in a cost constrained environment, not all actions will take place concurrently. Safety partners will identify, on an annual basis, actions from the comprehensive list for prioritization. This Action Plan includes an initial set of 12 prioritized actions for the first year of the plan. Each of the 12 prioritized first year actions have identified responsible organizations that will lead the implementation of the action and performance metrics. Each year, Richmond safety partners will conduct a similar exercise to identify partners, funding, and metrics to carry out identified prioritized actions. This is part of an evaluative approach whereby the SHSC will review and revise the actions in the plan as needed to mobilize resources to those issues with the greatest need.



## Richmond's Crash Experience

### Annual Fatalities and Serious Injuries in in Richmond

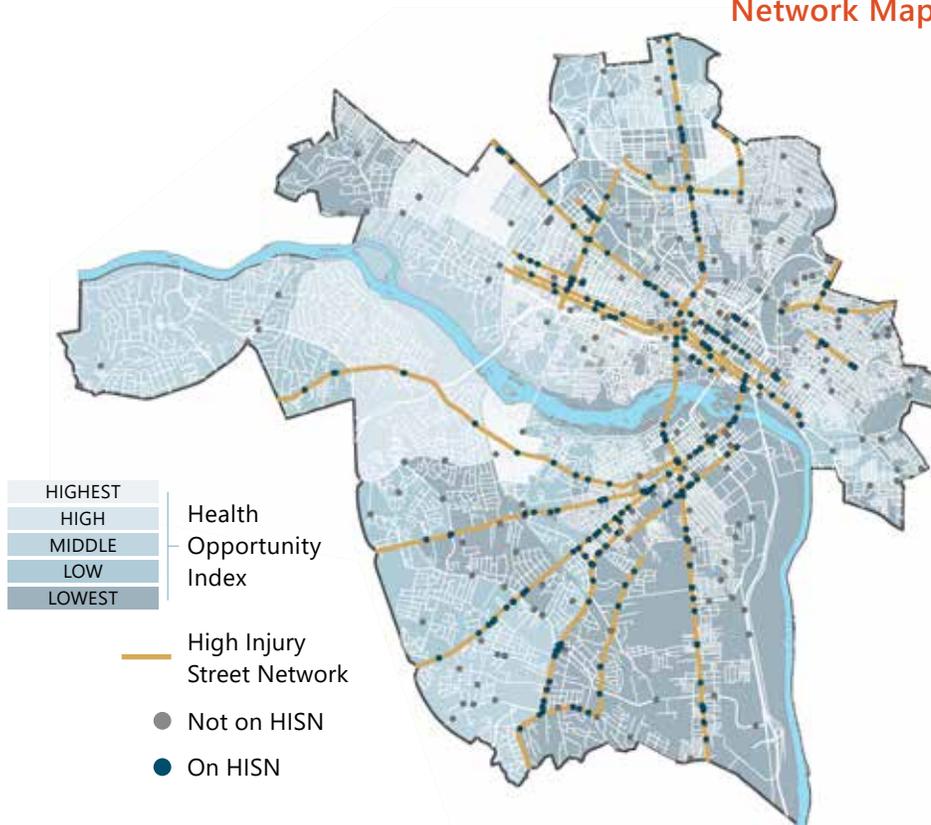


While fatalities remain relatively steady, the number of serious injuries has gradually declined.

A Vision Zero effort includes an evaluation of traffic crash data. The development of this Action Plan included an analysis of traffic data provided by the City of Richmond through the Virginia Department of Transportation. City staff and the Richmond Police Department have long monitored and analyzed traffic crashes in the City to develop data-driven safety actions that provide the greatest impact for all road users.

Crashes occur on our roads every day with most of them not resulting in fatalities or serious injuries. Vision Zero principles recognize that crashes will happen, however, they should not result in the loss of life or a life altering injury. If crashes are to occur, the severity of injuries must be minimized. This Vision Zero Action Plan includes strategies and actions that focus on fatalities and serious injuries.

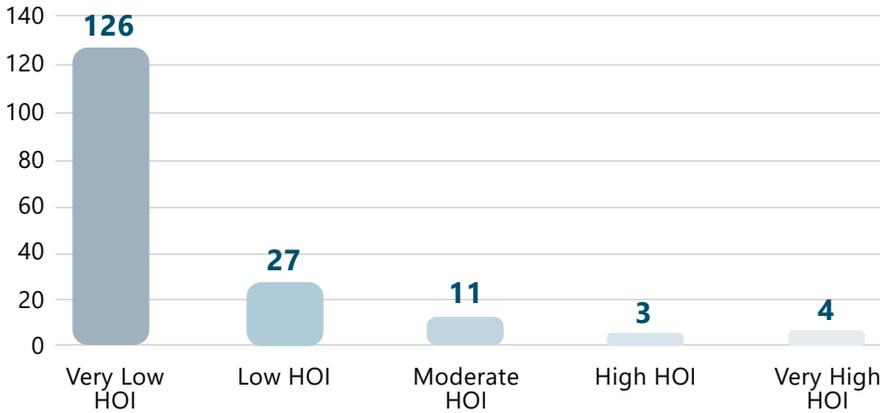
### Richmond High Injury Street Network Map



Fatal and serious injuries on our streets are not limited to one location – fatal and serious injury crashes happen across the City, with greater frequency on roadways with more traffic. These streets, particularly those carrying a large volume of vehicles are also wider with more travel lanes. The adjacent map shows Richmond's High Injury Street Network. The highlighted streets represent 7 percent of all road mileage in Richmond and account for 62 percent of all fatal and serious injury crashes. This indicates transportation safety investments in these locations can address the corridors with a greater likelihood of crashes.

Source: Virginia Department of Transportation, 2017-2019

Average Annual Fatality and Serious Injuries by Health Opportunity Index Area



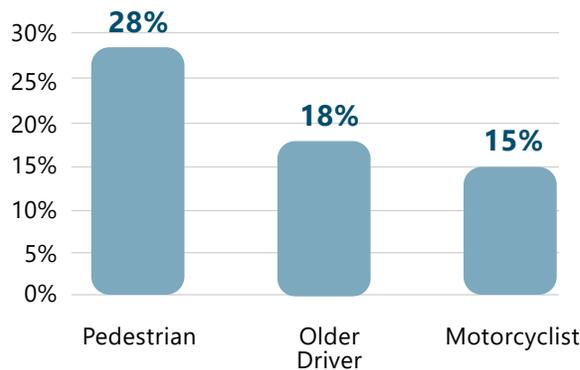
Source: Virginia Department of Health 2017-2019

### Equity

The Virginia Department of Health uses a Health Opportunity Index (HOI) as a composite measure of the social, economic, educational, demographic, and environmental factors that relate to a community's well-being. This includes indicators of neighborhood walkability and access to transportation; two factors directly relevant to Vision Zero. Areas in the City with a "very low" HOI have almost three times as many fatalities and serious injuries compared to all other HOI areas combined. Most of the High Injury Street Network is located in "very low" HOI areas. Investments in transportation safety in these communities may contribute to the overall health outcomes of residents in areas with the greatest need. It will be necessary for the City and Vision Zero stakeholders to continue to determine which factors have the greatest influence on crash rates and the resulting injuries and fatalities in these specific communities.

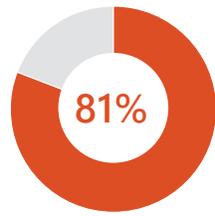
### Fatalities by Type of Road User

When looking at the type of road user killed in a crash, over one-quarter are pedestrians. Almost two-fifths are older drivers.



Source: Virginia Department of Transportation, 2017-2019

## Factors in Fatalities and Serious Injuries



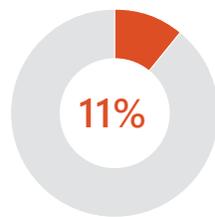
81% of all fatal and serious injury crashes were at intersections



29% of all drivers with fatal and serious injuries were unbelted



29% percent of all fatal and serious injury crashes involved at least one driver who did not have a license



11% of all drivers with fatal and serious injuries were impaired

Why are people dying in crashes on our roads? The causes of these crashes are complex and varied. When a crash is reported, law enforcement documents the circumstances of the crashes using a standard reporting form called a FR-300. These forms show that some factors or circumstances are present in multiple fatal crashes including the lack of restraint use by occupants, drunk driving, vehicles running off the road, distracted driving, and speed. A crash may have multiple contributing factors. The quality of the data from these forms depends on how consistently law enforcement officers complete them. Misspellings, incomplete fields, and missing data contribute to lower data quality. The Richmond Police Department works to rectify these inconsistencies to improve data used for safety analysis. Other data sets such as those from public health help to augment data available to evaluate safety outcomes.

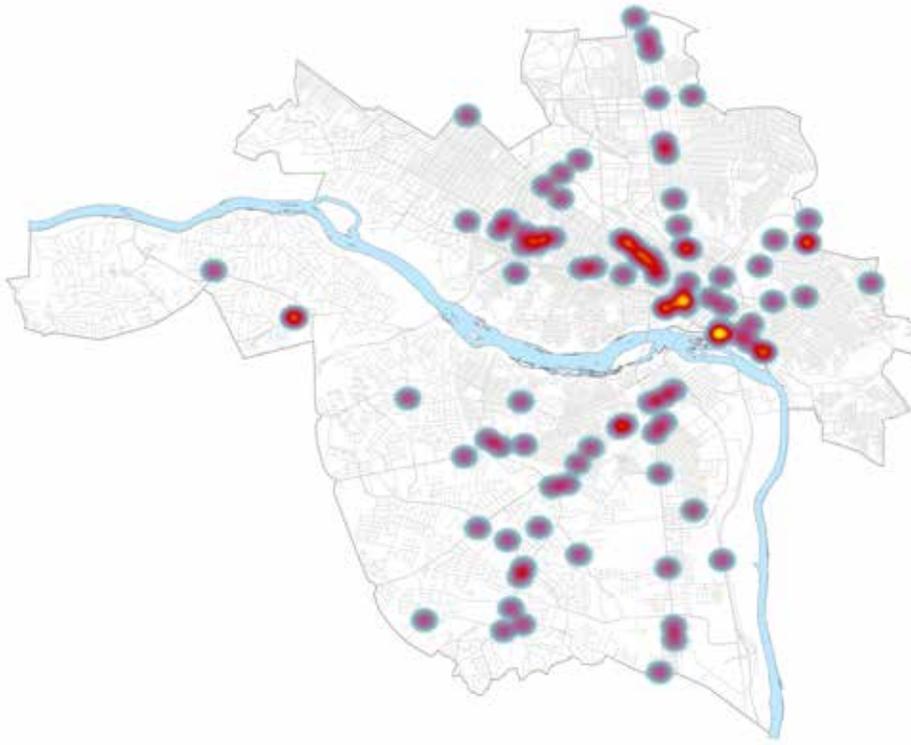
Despite comprising the fewest miles of roadway, arterials in Richmond are the location of the overwhelming number of fatal and serious injury crashes, including those involving pedestrians. Greater traffic volumes and vehicle operating speeds on arterials play a factor in these crashes. With close to zero fatalities and serious injuries, local roads in Richmond, with its lower speed limits and traffic volumes, are close to the Vision Zero goal and comprise two-thirds of the City's street network.

Crashes by Roadway Type and Speed Limit

Roadway Type	Fatal and Serious Injury Crashes			Pedestrian Fatal and Serious Injury Crashes			Miles of Roadway Type
	≤30MPH	35-45MPH	Unknown	≤30MPH	35-45MPH	Unknown	
Arterial	121	184	3	33	37	1	133
Collector	34	8	1	6	1	1	164
Local	3	4	0	1	0	0	586
Unknown	69	15	2	10	2	1	

Source: Virginia Department of Transportation, 2017-2019

### Pedestrian Crashes 2017 to 2019



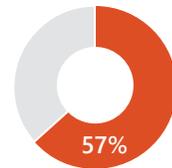
Pedestrian fatalities and serious injuries in Richmond are disproportionately high when compared to other localities within Virginia. On per population basis, Richmond has more fatalities and serious injuries than urban localities such as Alexandria, Arlington, Norfolk, and Virginia Beach. There is a higher exposure and activity of pedestrians compared to rural communities elsewhere in the Commonwealth.

Pedestrian fatalities and serious injuries have occurred across the City, with greater numbers in areas of greater pedestrian activity in the downtown area, Shockoe Bottom, and on and connecting to the Virginia Commonwealth University (VCU) campus. Half of all pedestrian fatalities and serious injuries occur at intersections. When Richmond drivers intersect with greater numbers of pedestrians, the vulnerable user loses, sometimes fatally.

When looking at the type of road user killed or seriously injured in a crash:



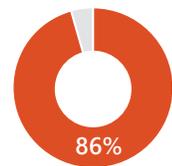
**19% are pedestrians.** Of these pedestrians, **57% of them are males**, **33% are impaired**, and a higher proportion of them are walking during late-afternoon and evening hours.



**9% are motorcyclists** with those aged 25-34 overrepresented when compared their proportion of Richmond's population.



**6% are bicyclists. Males comprise 86% of these victims**, with those aged 45-54 overrepresented compared to their proportion of Richmond's population.



Source: Virginia Department of Transportation, 2017-2019





## Richmond's Vision Zero Strategies and Actions

Our Vision Zero plan reflects a review of crash data, research of best practices from other jurisdictions, and outreach to agencies and organizations at the local, regional, and State levels. The identified actions account for activities that involve **engineering, enforcement, education, emergency response, and equity**. The Vision Zero plan organizes the actions into three groups of strategies and actions.



### Executive Level

These actions are safety initiatives carried out by the Mayor's office and the Chief Administrative Officer to advance safety initiatives and establish safe practices.



### Legislative and Budget

These actions are to modify or introduce laws and policies and budget resources to support safety initiatives and strengthen safety efforts and programs.



### Cultural

These actions are those that the media and neighborhood leaders, residents, and employers can take to make positive changes in our safety culture – one that promotes a continual improvement in transportation safety.

Every year, a set of actions are drawn from these three groups, as shown on the following pages, to form a prioritized list of actions for the fiscal year.





## EXECUTIVE

### Institutionalize Vision Zero as Richmond's approach to its transportation system.

- Attend regular meetings of the Safe and Healthy Streets Commission to monitor Vision Zero efforts.
- Establish a multi-department task force to review data and ongoing Vision Zero performance and determine strategies for improvement.
- Assign a representative to participate in Richmond Regional Transportation Planning Organization (RRTPO) and Commonwealth of Virginia transportation safety meetings.
- Develop responsibility checklists for stakeholders.

### Work with leaders to coordinate safety activities in strategic and master planning development.

- Coordinate efforts between Richmond Police Department and other police departments to conduct high-visibility, targeted enforcement, including seat belt enforcement, yielding to pedestrians, and speed enforcement.
- Strategically engage governor and other funding partners to secure resources and technical assistance.
- Coordinate with other City transportation planning efforts.
- Conduct quality improvement assessments to improve the quality, reporting, timeliness, and integration of crash, traffic, roadway, citation, and hospital data.
- Work with regional leaders to integrate region-wide safety initiatives.

### Establish and implement policies to promote a culture of safety across all agencies.

- Promote and implement driving and anti-distraction policies.
- Coordinate safety calendar, promote safety messaging and high visibility, and equitable enforcement.
- Increase the number of department-level transportation safety trainers.
- Conduct conferences or other forums to educate prosecutors and judges on the value of fully prosecuting DUI offenders.
- Establish and maintain right-sized law enforcement practices based upon current national best practices.

### Develop a speed management program.

- Develop methodologies for speed data collection, street design changes, automated enforcement, and manual enforcement and coordinate with other existing enforcement efforts.
- Perform an evaluation of current design speeds on the high injury street network, considering context, and explore ways to make physical engineering changes.
- Create messaging on high injury street network to promote safe speeds and compliance with traffic laws.
- Determine slow zones on the high injury street network and fund engineering improvements based upon the target speed for each.

### Promote transportation safety and mobility, and the support of equitable, healthy communities.

- Provide a parity of transportation choices for all users through a Complete Streets approach which allows for multiple modes to make the same trip safely.
- Provide safe access to transit stops in high priority areas as determined by the Greater Richmond Transit Company (GRTC).
- Identify and address transportation challenges for mature road users.
- Implement policies to provide safe passage of all modes during special events or temporary work in streets.

### Evaluate Vision Zero efforts.

- Develop metrics to support evaluation of safety projects.
- Document the effects of infrastructure projects.
- Develop crash data portal to share summary crash and traffic citation statistics and dashboards.
- Publish an annual report to document the prioritized effort and funding toward Vision Zero that includes the implementation status of the action plan; statistics on fatality, serious injury, and key traffic citation metrics; and summaries on the effect of safety countermeasures.





## LEGISLATIVE AND BUDGET

### Establish and/or support policies, regulations, or laws that support a safe systems approach and safety culture in Richmond.

- Review existing legislation and agency operating procedures that help or hinder safety.
- Encourage the passage of a primary seat belt law for all vehicle occupants.
- Identify and evaluate advanced tools and techniques to reduce speeding, such as automated speed enforcement, and where necessary, work with the General Assembly to explore the use of these tools.
- Seek dedicated funding for automated enforcement to address red-light violations.
- Reinvest revenue generated from automated enforcement into Vision Zero projects.
- Encourage the passage of a distracted driving/handheld device ban.
- Evaluate and update policy regarding sight distance at intersection (on-street parking and other factors) to improve safety.

### Identify opportunities to improve safety during land use and development activities.

- Expand Safe Routes to School to all schools, and integrate Vision Zero principles into the school transportation policies and efforts at Richmond Public Schools.

### Identify fiscal opportunities and establish budgetary support for a sustainable Richmond Vision Zero program.

- Establish a permanent, dedicated funding source for Vision Zero implementation and coordination.
- Coordinate existing funding going to Vision Zero programs and construction projects or that can be applied to such programs and construction projects.
- Hire Vision Zero Coordinator to promote continual collaboration and manage implementation and evaluation of the plan across agencies and organizations.
- Identify regular meeting support for the Safe and Healthy Streets Commission.
- Identify law enforcement personnel (traffic unit) and equipment needs based upon national best practices.
- Fund engineering design projects to adjust target speed and design speed where feasible and appropriate.

### Identify partnership opportunities and establish budgetary support for Richmond Vision Zero programs that support the design of an infrastructure that is safe for all users.

- Establish Department of Public Works (DPW) internal processes to evaluate and implement strategies in support of Vision Zero on projects within the high injury street network.
- Use crash trends and data analytics to systematically identify locations that need street modifications.

- Communicate appropriate speeds through good design.
- Institute Complete Streets (e.g., traffic calming program, traffic safety assets, CIP projects).
- Implement and prioritize systemic/location-based safety improvement projects.

● **Implement safety treatments on the high injury street network.**

- Develop annual list of engineering projects that will work toward the Vision Zero goal.
- Apply signal timing/crossing modifications.
- Implement proven geometric intersection treatments.
- Install or upgrade pedestrian crossing treatments.
- Enhance lighting on high injury street network to improve visibility.
- Determine gaps in the sidewalk network and prioritize locations annually for improvement.





## CULTURE

### Communicate effective, positive messages to all transportation system users and partners.

- Develop standard language regarding Vision Zero for use by all partners when interacting with the media and the public.
- Develop a course to train City organizations about Vision Zero.
- Provide up-to-date and accessible data about traffic safety on the City website.
- Conduct strategic, multi-modal high visibility enforcement campaigns with educational components that are designed to reach all users of the transportation system.
- Promote a better dialogue with the media and others about the circumstances of crashes and avoid victim blaming.
- Develop outreach material to encourage the public to avoid risky behaviors or poor decision-making.

### Educate and support trained, informed drivers on our streets.

- Develop training and outreach materials for use by schools, fleet managers, and driving instructors.

### Emphasize the safe travel of non-motorized users of transportation system.

- Develop messages for drivers to improve yielding to pedestrians and other non-motorized users.
- Work with bicyclist and pedestrian advocacy organizations to develop materials for both motorized and non-motorized users.
- Work with partners such as mobile phone companies to address road user distraction.

### Deploy effective law enforcement actions and community engagement strategies to promote safety.

- Implement warning, incentive activities, and high-visibility enforcement.
- Promote high-visibility efforts using both social and traditional media.
- Work with law enforcement to identify training on safety priorities and equity considerations.

### Expand partnerships to incorporate and reflect the diverse community of Richmond and to promote equity in our transportation system.

- Work with a broad range of agencies such as faith institutions, schools, businesses, advocacy groups to promote transportation safety.
- Engage civic associations City-wide and from each of the nine council districts.
- Work with bike share companies, taxi companies, transportation network companies, car share companies, and GRTC to encourage alternatives to driving.
- Work with bars and restaurants to increase awareness of safe alternatives to impaired driving.
- Work with merchants to understand the needs of trucks and how to reduce conflicts with other modes.
- Work with major employers to take the Vision Zero pledge and disseminate safety messages to their employees.



## Richmond's First Year Vision Zero Priorities

The strategies and actions listed in the previous section reflect the priorities identified by stakeholders during the development of this plan. Key City agencies, the SHSC, and other key partners will determine on an annual basis a set of actions that will be the priority for implementation for the upcoming fiscal year.

The City is focused on an initial set of prioritized actions for the first year of the Action Plan that will pave the way for coordination, funding, and wider community engagement of Vision Zero across Richmond in the years to come. The Chief Administrative Officer (CAO) is responsible for the development of a report on the progress of the first-year priorities.

The prioritized actions for Fiscal Year 2019 are developed from the strategies and actions in the previous section and are described in detail in this section, organized into four groups.

### Leading the Way: Executive and Administrative Priorities to Advance Vision Zero

The actions in this group help to establish foundational structures that will foster a sustainable Vision Zero program in Richmond.

**Action Category:**  
Legislative and Budget



**Establish a permanent, dedicated funding source for Vision Zero implementation and coordination.**

**Rationale:** The effective implementation of Vision Zero programs in Richmond is reliant on, at a minimum, a consistent local funding source to implement safety strategies and undertake actions. This funding source can be supplemented by funds from regional, State, and federal agencies.

**Lead Organization:** City Council identifies annual funding for Vision Zero.

**Metric:** Dedicate funds for Vision Zero in Fiscal Year 2019 budget.

**Action Category:**  
Legislative and Budget



**Hire Vision Zero Coordinator to promote continual collaboration and manage implementation and evaluation of the plan across agencies and organizations.**

**Rationale:** A coordinator is responsible for coordinating communication between Vision Zero partners (both internal and external) and monitoring the day-to-day implementation and evaluation of the Action Plan.

**Lead Organization:** CAO identifies funding to support the coordinator position.

**Metric:** Hire a coordinator during Fiscal Year 2019.

**Action Category:**  
Executive



**Establish a multi-department task force to review data and ongoing Vision Zero performance and determine strategies for improvement.**

**Rationale:** This task force will meet on a regular basis to monitor the implementation and evaluation of the Vision Zero Action Plan and to discuss and advance opportunities to enhance safety at all partner organizations.

**Lead Organization:** CAO will organize City departments and organizations to participate in the task force.

**Metric:** Convene a multi-department task force during Fiscal Year 2019 and establish a fixed-meeting schedule.

## Addressing Dangerous Behavior: Enforcement, Legislative, and Budget Actions

Seat belt use and speed are two critical factors that when addressed can help to reduce fatalities and serious injuries on Richmond's streets. Almost half of all of those killed in motor vehicle crashes in Richmond were not wearing a seat belt. Speed, while reported in one-quarter of fatalities, is the one consistent factor that reduce the severity of crashes, as the chances of a person surviving a crash increases sharply as speeds decrease.

**Action Category:**  
Executive



**Perform an evaluation of current design speeds on the high injury street network, considering context, and explore ways to make physical engineering changes.**

**Rationale:** With over half of traffic fatalities in Richmond on just 16 percent of city streets, the Department of Public Works can focus on those streets and determine those locations within the high-injury street network that are most influenced by speed and prioritize investments to redesign the roadway to promote lower travel speeds.

**Lead Organization:** Department of Public Works conducts the evaluation.

**Metric:** Complete evaluation in Fiscal Year 2019 and prioritize locations for future investment.

**Action Category:**  
Legislative and Budget



**Identify and evaluate advanced tools and techniques to reduce speeding, such as automated speed enforcement, and where necessary, work with the General Assembly to expand local authority on the ability to use these tools.**

**Rationale:** Automated speed enforcement is a proven technique to reduce speeding. Automated red-light enforcement is used in Virginia, although limited. Richmond will pursue the installation of 22 red-light photo enforcement cameras – the maximum based on State-law limiting their use to one camera per 10,000 residents. No laws have been passed by the Virginia General Assembly to permit automated speed enforcement. Richmond will pursue the authority to permit automated speed enforcement. As the Virginia General Assembly introduces new bills related to automated enforcement, Richmond safety partners can contribute to the discussion around the bill.

**Lead Organizations:** Richmond Police Department and the SHSC will lead an effort, in conjunction with partners, to review latest practices on speed enforcement tools and to participate in legislative discussions. Findings from this effort are reported to City Council.

**Metric:** Development and documentation of a review of latest practices and number of discussions or bills pertaining to automated enforcement in the Virginia General Assembly.

**Action Category:**  
Legislative and Budget



**Encourage the passage of a primary seat belt law for all vehicle occupants.**

**Rationale:** Seat belts dramatically reduce risk of death or injury. Virginia does not have a primary seat belt law. If enacted, a primary seat belt law allows law enforcement officers to ticket a driver or passenger for not wearing a seat belt, without any other traffic offense taking place. Primary enforcement states exhibit higher use of seat belts.

**Lead Organizations:** SHSC and the new Vision Zero Coordinator monitor and actively participate in legislative efforts to pass the law.

**Metric:** Number of discussions or activities by the SHSC pertaining to any draft bills on primary seat belt laws in the Virginia General Assembly.

## Providing an Equitable Transportation Network: Design and Manage a Safe System for All Road Users

In the safe systems approach, all users of the transportation system should expect to move around the community safely. The City of Richmond is making strides to provide a transportation system for all users. The City can use data, including data on crashes and pedestrian and bicycle counts, to prioritize locations for infrastructure improvements. Prioritization is important as resources are limited: Richmond has identified a gap of between \$30-35 million in annual needs to maintain the current level of service in the overall transportation system. These needs include treatments such as installing high visibility crosswalks, retiming traffic control signals, resurfacing streets with bike infrastructure, and repairing accessible sidewalk. Data analysis on an annual basis can help determine annual priority locations for safety investments. The high injury network, where most fatalities and serious injuries occur, are of greatest priority for investments. The following actions provide the set of prioritized activities for Fiscal Year 2019.

**Action Category:**  
Legislative and Budget



### Implement safety treatments on the high injury street network.

**Rationale:** Over half of Richmond's road fatalities are located on just 16 percent of the City-controlled streets. These streets are referred to as the high injury street network. In addition, half of Richmond's pedestrian fatalities occur at intersections. Prioritizing at these locations, additional data analysis will reveal contributing factors and circumstances that can help safety practitioners determine the appropriate safety treatments. The data analysis will also help to identify which treatments are proven most effective when implemented in Richmond so that these treatments can be implemented at additional sites. The City will balance maintaining existing transportation safety assets while installing new treatments on the high injury street network.

**Lead Organization:** The Department of Public Works, responsible for designing, constructing, and maintaining the City's transportation system assets, is the lead agency.

**Metric:** The number of safety treatments installed on the high injury street network that have a proven history of reducing fatalities and serious injuries."

**Action Category:**  
Executive



### Provide safe access to transit stops in high priority areas as determined by the Greater Richmond Transit Company (GRTC).

**Rationale:** With many GRTC transit stops located on the high-injury street network, GRTC passengers accessing these stops are increasing their exposure to areas with more crashes as they get to and from the transit stops, primarily as pedestrians. Improving the pedestrian facilities for these passengers, particularly in areas with lower car ownership, helps to promote a more accessible environment for transit.

**Lead Organizations:** Greater Richmond Transit Company, Department of Public Works, Planning and Development Review, Economic and Community Development work together to provide accommodations such as sidewalks and high-visibility crosswalks that improve passengers access bus stops.

**Metric:** Install pedestrian safety improvements to increase access at two locations.

**Action Category:**  
Executive



**Provide a parity of transportation choices for all users through a Complete Streets approach which allows for multiple modes to make the same trip safely.**

**Rationale:** The Richmond Bicycle Master Plan includes a metric to build out a connected network of bikeways that reaches sixty percent (60%) of the population within a quarter-mile of a bikeway or paved trail and ninety percent (90%) of the population within one mile of a dedicated bicycle facility by 2025. The Department of Public Works started a program in 2017 to complete 25 miles of buffered bike lane construction.

**Lead Organization:** Department of Public Works designs and constructs the buffered bike lanes and identifies additional opportunities to meet the Bicycle Master Plan metric.

**Metric:** Complete 25 miles of buffered bike lane construction as started in 2017.

### Changing Our Safety Culture: Develop Education and Awareness of a Safe Transportation System

Beyond designing a safe system, Richmond has an opportunity to advance transportation safety by promoting a culture of safety. Engaging partners in an ongoing discussion of Vision Zero and traffic safety will help with the implementation of actions and to inform the public on progress. The following actions establish initial activities in Fiscal Year 2019 that will lay the foundation for Vision Zero brand awareness for the years ahead.

**Action Category:**  
Culture



**Conduct strategic, multi-modal high visibility enforcement campaigns with educational components that are designed to reach all users of the transportation system.**

**Rationale:** A highly recognized technique to reduce dangerous driving behaviors is high-visibility enforcement. The Richmond Police Department can use data to focus resources in areas of the City where drivers are more likely to drive drunk, speed, drive distracted, fail to yield to other users of the transportation system, or exhibit other behaviors. The enforcement campaign is complemented with education campaigns involving the media, community organizations, and other partners to promote safe driving behavior.

**Lead Organizations:** Richmond Police Department, Non-Profit Organizations, SHSC, and the new Vision Zero Coordinator identify one dangerous behavior and develop material to publicize an enforcement campaign to address this behavior.

**Metric:** Number of campaigns that address the most dangerous behaviors such as speeding, impaired driving, red light running, and failing to yield to pedestrians.



Action Category:  
Culture



Provide up-to-date and accessible data about traffic safety on the City website.

**Rationale:** Providing a reliable, central source of safety data at the City Vision Zero website helps to promote transparency in the Vision Zero process as the public can access and analyze data City staff may not be able to analyze. Also, the preparation of a data portal encourages cooperation between city, regional, and State agencies to provide quality and timely information for the public.

**Lead Organizations:** Richmond Police Department and Office of the Press Secretary work together to develop a data portal on the City website where the public can access safety information and to develop press releases to publicize trends in crash data and safety campaigns.

**Metric:** Develop a Richmond safety dashboard during Fiscal Year 2019.

Action Category:  
Executive

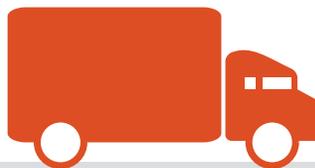


Assign a representative to participate in Richmond Regional Transportation Planning Organization (RRTPO) and Commonwealth of Virginia transportation safety meetings.

**Rationale:** The users of Richmond's transportation system also come from outside of the Richmond city limits, either as commuters from localities surrounding Richmond or as visitors from elsewhere in Virginia and beyond. Virginia has a State-level Strategic Highway Safety Plan that includes strategies and actions to address transportation safety, many of which are relevant and implementable in Richmond and informed the development of this Action Plan. Each locality surrounding Richmond also addresses transportation safety in their own manner. Working with the surrounding localities and the State can help to optimize and coordinate the use of common regional and State resources.

**Lead Organization:** CAO assigns a representative from the City to participate in safety-related meetings hosted by regional and State partners.

**Metric:** Designate a representative to represent Richmond in transportation safety-related meetings held by regional and State partners.



## Partnerships

Richmond has a strong community of partners committed to a goal of zero deaths and serious injuries on our streets. Vision Zero helps instill a culture of safety across the City. Broader collaboration with these agencies and organizations will lead to effective and coordinated implementation of Richmond's Vision Zero strategies and actions.



### City Commissions

Clean City Commission  
Office of the City Attorney  
Safe and Healthy Streets Commission  
Urban Design Committee  
City Planning Commission  
Technical Advisory Committee to the Richmond Area Transportation Planning Organization  
Richmond Regional Planning District Commission  
Richmond Regional Transportation Planning Organization  
Green City Commission  
Citizens Transportation Advisory Committee  
Capital Area Alcohol Safety Action Program Policy Advisory Board  
Aging and Disabilities Advisory Board

### City Departments

Department of Economic and Community Development  
Department of Emergency Communications  
Department of Fire and Emergency Services  
Department of Parks, Recreation, and Community Facilities  
Department of Planning and Development Review  
Department of Police  
Department of Public Utilities  
Department of Public Works  
Department of Social Services  
Office of Budget and Strategic Planning  
Office of Community Wealth Building  
Office of Emergency Management  
Office of Sustainability  
Office of the Press Secretary  
Office on Aging and Persons with Disabilities  
Office on Multicultural Affairs  
Richmond Health District

### Federal Agencies

Federal Highway Administration  
Federal Transit Administration  
National Highway Traffic Safety Administration  
Federal Motor Carrier Safety Administration

Centers for Disease Control and Prevention  
National Transportation Safety Board

### Local Businesses and Non-Profits

AAA Mid-Atlantic  
AARP  
DriveSmart Virginia  
Safe Kids Virginia  
Fit4Kids – Richmond City Safe Routes to School  
Bike Virginia  
Sportsbackers – Bike Walk RVA  
MADD  
Virginia Association of Chiefs of Police  
Youth of Virginia Speak Out on Traffic Safety  
Virginia Section of the Institute of Transportation Engineers

### Richmond Area Authorities

Greater Richmond Transit Company  
Virginia Commonwealth University  
Children's Hospital of Richmond at VCU  
Richmond Public Schools  
Richmond Ambulance Authority  
Richmond Behavioral Health Authority  
Richmond Hospital Authority  
Richmond Metropolitan Transportation Authority  
Richmond Redevelopment and Housing Authority  
Richmond Public Library  
Richmond Chamber of Commerce  
Richmond Office of the Virginia Commonwealth's Attorney  
Traffic General District Court  
Neighborhood Associations

### State Agencies

Department of Health  
Department of Motor Vehicles  
Department of Transportation  
Virginia State Police  
Virginia Alcohol Safety Action Program  
Department of Fire Programs  
Department of Education

## The Vision Zero Pledge

Richmond safety stakeholders will revisit the pledge to remind themselves of what they are working toward.



*We pledge to aggressively work to reduce fatal and serious injury crashes on our streets and in our communities by putting people first through a coordinated holistic approach.*

*We will work to change our actions, beliefs and values to sustain traffic safety culture in our homes, schools, places of worship and workplaces that value life over all other things.*

*We recognize changes to land use patterns and street designs will take time and resources, but will continue this pursuit as opportunities and resources allow.*

*We will engage in robust data collection, analysis and information sharing to identify needs and priorities, and relay what we gather to resources where they are most needed.*

*We will continuously evaluate and improve our actions toward our goal of eliminating serious transportation-related injuries and deaths.*

*We will prioritize our efforts where it will have the greatest effect in saving lives and preventing serious injuries. We also will target our efforts to address the most dangerous behaviors in our culture.*

*Transportation deaths and serious injuries are preventable; therefore, none are acceptable. We commit to continuing the work of Vision Zero in Richmond, Virginia as we strive to eliminate serious injuries and deaths on our streets by 2030.*

*Now, therefore, I, Levar M. Stoney, Mayor of the City of Richmond, Virginia, on October 27, 2017 do hereby pledge my support and the support of the City of Richmond to the Vision Zero global strategy.*

Levar M. Stoney, Mayor



## Take the Safe and Healthy Streets Challenge

I will challenge my agency and myself (including my family, my school, my place of worship, and my place of employment) to do the following actions every trip to ensure that everyone arrives safely to their destination.



Wear our seat belts



Avoid distractions such as talking/  
texting on a cell phone, eating  
and reading while driving



Share the road with cyclists,  
motorcyclists, pedestrians and  
large trucks



Never drink and drive



Obey posted speed limits

**Together we can save lives and prevent injuries  
on our city streets.**

Visit the website to sign the pledge:

<http://www.richmondgov.com/PublicWorks/VisionZero.aspx>

## Acronym List

- CAO** – Chief Administrative Officer
- DMV** – Virginia Department of Motor Vehicles
- DPU** – Richmond Department of Public Utilities
- DPW** – Richmond Department of Public Works
- DIT** – Department of Information Technology
- ECD** – Richmond Economic and Community Development
- FHWA** – Federal Highway Administration
- FMCSA** – Federal Motor Carrier Safety Administration
- GRTC** – Greater Richmond Transit Company
- JSRCC** – J. Sargeant Reynolds Community College
- NHTSA** – National Highway Traffic Safety Administration
- OPS** – Office of the Press Secretary to the Mayor
- PDR** – Richmond Planning and Development Review
- RCHD** – Richmond City Health Department
- RPD** – Richmond Police Department
- RPS** – Richmond Public Schools
- RRTPO** – Richmond Regional Transportation Planning Organization
- RVA** – nickname for Richmond
- SHSC** – Safe and Healthy Streets Commission
- SHSP** – Strategic Highway Safety Plan
- TNC** – Transportation Network Companies
- UR** – University of Richmond
- VABC** – Virginia Department Alcoholic Beverage Control
- VCP** – Virginia Capitol Police
- VASAP** – Virginia Alcohol Safety Action Program
- VCU** – Virginia Commonwealth University
- VDH** – Virginia Department of Health
- VDOT** – Virginia Department of Transportation
- VSP** – Virginia State Police
- VTA** – Virginia Trucking Association
- VZC** – Vision Zero Coordinator



<http://www.richmondgov.com/PublicWorks/VisionZero.aspx>