



**CITY OF FORT LAUDERDALE
City Commission Agenda Memo
CONFERENCE MEETING**

#15-1248

TO: Honorable Mayor & Members of the
Fort Lauderdale City Commission

FROM: Lee R. Feldman, ICMA-CM, City Manager

DATE: October 20, 2015

TITLE: Vision Zero: Fort Lauderdale- A Pedestrian and Bicycle Safety Action Plan

Staff will provide a presentation on the draft long-term bicycle and pedestrian safety action plan, *Vision Zero: Fort Lauderdale*.

Vision Zero is a global initiative started in Sweden, which calls for communities to adopt a goal of zero-fatalities or serious injuries of pedestrians or bicyclists on their roadways. The concept is communities that adopt bold, aspirational goals will put in place meaningful policies and practices that have an impact on this prevalent and insidious issue.

Vision Zero: Fort Lauderdale outlines action strategies intended to improve safety for all users and to realize other co-benefits such as enhancing overall livability and having a positive economic impact. Vision Zero: Fort Lauderdale focuses on three key points:

- There is not an acceptable level of injury or death/fatality on our streets.
- Traffic deaths and injuries are not accidents but instead are preventable crashes.
- The public should expect safe behavior on City streets and participate in behavior change to make them safer.

To achieve a zero fatality transportation network, this plan recommends 40 objectives and 90 action strategies focusing on the Five “Es”: Engineering, Education, Encouragement, Enforcement, and Evaluation.

- Engineering strategies include the continuation of the implementation of Complete Streets, including adding appropriate accommodations for all users in streets such as crosswalks, bike lanes, and access to transit.
- Educational strategies include an array of approaches to teach neighbors of all ages practices for the safe use of streets including yielding to pedestrians in crosswalks, the importance of using crosswalks, safe bicycling, Safe Routes to Schools, and implementing a Walk Safe/Bike Safe program.

- Encouragement strategies include working with our partners to distribute safety gear, such as helmets and bike lights, to neighbors, and hosting of events such as Open Streets and Family Fun Bike Rides.
- Enforcement strategies include high emphasis enforcement in targeted corridors, enforcement campaigns in school zones, and implementing educational components with violations.
- Evaluation strategies include establishing data collection and performance indicators for quantifying the successes of the action strategies.

Achieving Vision Zero will require effort from many partners with similar missions and a shared interest in reducing fatalities, including state, county, and local representatives from private and public organizations. To achieve a collective impact, a Vision Zero Pledge for all partners has been drafted to set expectations and coordinate collaboration. This pledge calls for a commitment to work together towards this common goal, to integrate strategies within its organization, to collaborate on state and federal priorities, and to convene once a year to share and mark progress.

Implementation of Vision Zero will be undertaken in 5-year incremental work programs, developed from the collection of 90 strategies and prioritized through input from community wide leadership and technical advisory groups. Staff recommends a bi-annual progress reporting period summarizing action strategy implementation and performance measure reporting.

This initiative aligns with and helps implement the City's vision of becoming connected pedestrian friendly multimodal city and addresses neighbors' continued dissatisfaction with the safety of walking and biking as expressed in the last two Neighbor Surveys.

Resource Impact

There is no resource impact at this time. Some of the strategies identified in the plan are existing programs, such as Connecting the Blocks and the Sidewalk Improvement Programs. Once the strategic 5-year action plan is completed, annual Community Investment Plan projects will be requested that align with Vision Zero objectives. This plan will facilitate the leveraging of funding opportunities with private and public partners working collaboratively with the City on the execution of this plan. Numerous grant opportunities are available from local, state, and national partners who seek to reduce injury and fatalities that are connected to the development of such a plan.

Strategic Connections

This item is a *Press Play Fort Lauderdale Strategic Plan 2018 Initiative*, included within the Infrastructure Cylinder of Excellence, specifically advancing:

- Goal 1: Be a pedestrian friendly, multi-modal city.
- Objective 3: Improve pedestrian, bicyclist, and vehicular safety.
 - Initiative 1: Implement traffic calming mechanisms to increase safety through environmental design.
 - Initiative 2: Provide public education on pedestrian, bicycle, and driver safety.

This item advances the *Fast Forward Fort Lauderdale* vision of Being Connected, where neighbors can move seamlessly and easily through a safe transportation system where the pedestrian is first.

Attachments

Exhibit 1 – Vision Zero Fort Lauderdale-Quick Guide

Exhibit 2 – Vision Zero Presentation

Exhibit 3 – Vision Zero Plan

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