



VISION  **TRUCKEE** 
MEADOWS 

ZERO

DRAFT ACTION PLAN • 2019

ZERO FATALITIES BY 2030

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DEAR MEMBERS OF THE COMMUNITY,

We are working to make our roads safer for everyone. Over the last 10 years, 327 people have died while walking, biking, or driving in our community. These are our friends, our families and our neighbors. The number of fatalities in our community has been on the rise recently and we are taking action to bring the number of traffic fatalities and serious injuries to zero by the year 2030 by implementing Vision Zero Truckee Meadows. The only acceptable number of traffic deaths in our community is zero.

The Vision Zero Truckee Meadows task force was established to take equitable, data-driven and transparent actions to improve safety throughout our community. By working together to make roads and sidewalks safer for pedestrians, we will make our roads safer for everyone. Our community is made stronger by increasing the safe connectivity of our residents and visitors.

Now, more than ever, we must make our streets safe for everyone, no matter where they go, or how they get there. Safety must be our most important consideration and highest priority moving forward.

The Vision Zero Truckee Meadows task force is currently comprised of members from the City of Reno, City of Sparks, Washoe County, the Regional Transportation Commission of Washoe County, Washoe County Health District, the Federal Highway Administration, the Nevada Department of Transportation, Office of Traffic Safety, Reno Bike Project, The Chamber, Renown Health, the University of Nevada, Las Vegas, the University of Nevada, Reno, the Washoe County School District and members of the community who have been impacted by traffic fatalities. Through our shared regional commitment to safety, we are committed to changing the rising trend of traffic deaths in our community.

The task force has created an action plan to bring the number of traffic fatalities to zero. We cannot achieve this goal alone. This plan unites us around this common goal as we work together to make our community a stronger and safer place for everyone. We are hoping you will be interested in joining us after reading this plan.

Respectfully,



Hillary L. Schieve
Mayor
City of Reno



Ron Smith
Mayor
City of Sparks



Vaughn Hartung
Chair
Washoe County



Bob Lucey
Chair
RTC Washoe

VISION ZERO TRUCKEE MEADOWS GOAL: ZERO PEDESTRIAN FATALITIES BY 2030

The Vision Zero Truckee Meadows will reach the goal of zero pedestrian fatalities by 2030 and reduce critical and fatal crashes overall. Vision Zero uses a unique data-driven approach to eliminate all traffic fatalities and serious injuries.

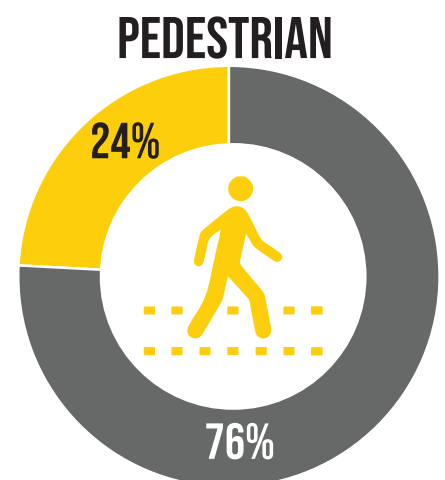
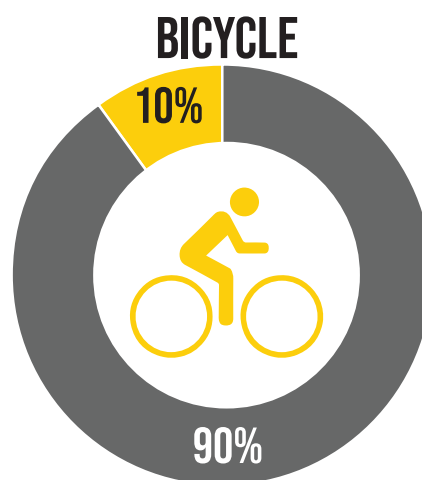
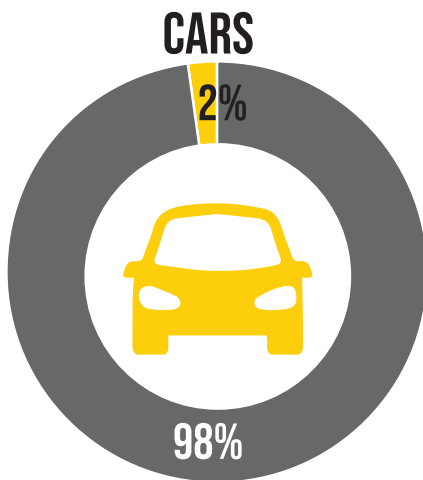
TRADITIONAL APPROACH

Traffic deaths are **INEVITABLE**
PERFECT human behavior
 Prevents **COLLISIONS**
INDIVIDUAL responsibility
 Saving lives is **EXPENSIVE**

VISION ZERO APPROACH

Traffic deaths are **PREVENTABLE**
 Integrate **HUMAN FAILING** in approach
 Prevent **FATAL AND SEVERE CRASHES**
SYSTEMATIC approach
 Saving lives is **NOT EXPENSIVE**

Share of Victims who were killed or seriously injured by mode between 2013 - 2017



VISION ZERO TRUCKEE MEADOWS TASK FORCE MEMBERS

City of Reno

Neighborhood Services

Public Works/Traffic Engineering

Reno Police Department (RPD)

City of Sparks

Community Relations

Public Works

Sparks Police Department

Federal Highway Administration (FHWA Nevada Division)

Nevada Department of Transportation (NDOT)

Bicycle and Pedestrian Division

Traffic Safety Division

Nevada Highway Patrol (NHP)

Office of Traffic Safety (OTS)

Regional Transportation Commission of Washoe County (RTC)

Communications and Public Affairs

Engineering

Metropolitan Planning

Reno Bike Project

Regional Emergency Medical Services Authority (REMSA)

Reno & Sparks Chamber of Commerce

Renown Hospital, Trauma Center

Safe Kids Coalition

University of Nevada, Reno

Department of Engineering

Police Department

University of Nevada, Las Vegas

Vulnerable Road Users Project

Washoe County

Community Development

Washoe County Health District, Air Quality Management Division

Washoe County School District

Safe Routes to School

Washoe County Sheriff's Office

Members of the Public

OUR SAFETY CULTURE

During the Nevada Transportation Conference in May 2017, a group of professionals identified the need for the Vision Zero Truckee Meadows Task Force. The multidisciplinary task force began meeting in October 2017 when northern Nevada partners joined forces. The Vision Zero Truckee Meadows (VZTM) Task Force formed and set the goal to reach zero pedestrian fatalities within the region by the year 2030. Achieving zero fatalities requires leadership and commitment from city and county agencies, elected officials, community stakeholders, and the public and the private sectors to find the right solutions for Truckee Meadows. These resolutions are supported by a new level of energy and commitment to teamwork for addressing road-safety issues.

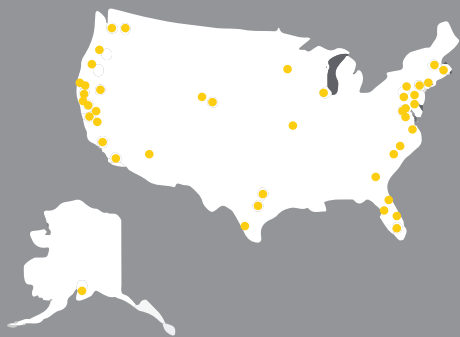
Over the last 10 years, there have been 327 traffic fatalities in Washoe County. Eighty-seven of these being pedestrian fatalities. Everyone agrees that even one fatality is too many. The foundation of the task force is to explore a different approach to eliminate pedestrian fatalities in Washoe County. The VZTM is working together to keep everyone safe on our roads. The task force, with the support of local leaders, has made a commitment to change our culture regarding safety in the Truckee Meadows. Vision Zero Truckee Meadows is working together to bring the number of fatalities on our roadways to zero; following the principle that if you make a road safer for a pedestrian, the most vulnerable road user, the road will be safer for everyone.

VISION STATEMENT

Northern Nevadans working together to keep everyone safe on our roads.

MISSION STATEMENT

Northern Nevadans, with the support of elected leaders, have made a commitment to take action to bring the number of fatalities on our roadways to zero. We will make equitable, data-driven, and transparent decisions to improve safety throughout our community. By partnering together to make roads and sidewalks safe for pedestrians, we make our roads safer for everyone. We will actively implement measures proven to reduce serious injuries and fatalities. Through collaboration we will make our community a safe and healthy place, no matter where you go or how you get there.



OTHER VISION ZERO CITIES

Since 2014, Vision Zero has been gathering momentum across the U.S. As of June 2019, 43 cities across the United States have committed to Vision Zero.

The number of traffic deaths in New York City fell in 2018 to the lowest level in more than a century to 200, which is down from 222 deaths in 2017.

WHAT IS VISION ZERO?

Vision Zero is a concept that road users can coexist on our street network without losing their lives. It is an overarching concept. A concept that can be achieved. Progress toward zero fatalities has been happening across Europe, and has begun to manifest in the United States as well.

Vision Zero views traffic crashes as opportunities to fix potential safety risks: assign no blame, evaluating what happened with the understanding that there is a mitigation that could have helped avoid the crash or lessen the severity of the crash. The solution can be engineering based or behavioral-based, but most solutions involve both.

Vision Zero is a community working together to identify solutions to designing safer roads. Vision Zero is welcoming new ideas and non-traditional approaches to assuring roads are safer for all, by focusing on making roads safer for the most vulnerable user.

WHY HAVEN'T I HEARD OF VISION ZERO?

Vision Zero began in Sweden in 1996, and within five years the movement had spread to the Netherlands; and in 20 years, across Europe. Since its inception, Swedish fatalities for all road users has dropped by more than 50 percent! While they have not yet achieved Zero Fatalities, the fatality rate per 100,000 people has dropped from 10.3 to less than two. Similar results have also occurred across other Vision Zero European countries.

Vision Zero has spread to the United States and was adopted most aggressively in New York City (NYC) in 2013, with its first year of operation in 2014. The results have been amazing in NYC too, where bicycling trips have risen by more than 50

percent and fatalities are down close to 50 percent (preliminary 2018 fatality numbers). In fact, in 2017, the fourth year of the program, fatalities in NYC were the lowest they have been since they began to keep records in 1910.

As of June 2019, there are 43 cities across the US that have made the commitment and pledge to Vision Zero to enhance and improve their quality-of-life.

What all the cities have in common is they have made a commitment to the following tenants of Vision Zero:

- People are more important than cars
- Integrate human failing in approach
- Getting there safely is more important than getting there quickly
- Saving lives is inexpensive

Vision Zero also states that if we improve our roads for the most vulnerable road user, we have improved that road for every road user. NYC data supports this fact. Often, the perceived cost of improvements is an obstacle to change, but the cost of doing nothing is far greater than a steady budget that improves roads and mitigates crash outcomes; which will begin to reap immediate rewards in fewer lives lost, fewer severe injuries and less time for emergency responders in the field.

WHY VISION ZERO?

Traffic fatalities are a quality-of-life issue; if we don't feel safe using our roads, how does the community thrive? What things do you change in your life because you don't feel safe traveling by your preferred means? As a business, the best way for customers to find you is on foot or on bike. How many businesses fail simply because the traffic outside moves too fast for people to notice them? As a society, beginning with the end of WWII, we have had a love affair with our cars. In the Southwest, which has been built mostly post-WWII, we have a network of streets that are built for

automobiles. As vehicles became more affordable, streets were built for the onslaught: wide, flat, fast and for the most part, dark.

When you consider a reluctance to establish crosswalks at reasonable distances, streets without adequate space for a cyclist to feel safe, and laws that are unclear, there exists a quality-of-life issue for everyone.

Human behavior complicates this situation. The imperfect human being, using streets that demand perfection, leads to the result observed in Washoe County: In the past five years (2012-2017) pedestrians have made up 27.8 percent of Washoe County's traffic fatalities; which is ample justification

to incorporate Vision Zero. This is the disproportion seen for vulnerable road users.

In many neighborhoods people would allow their children to walk and bike, but they lack sidewalks, or their neighborhood is walled in, adding travel distance to what would be a short trip "as the crow flies." A lunchtime stroll for workers becomes dangerous in parts of the city and people avoid walking because it is uncomfortable and does not feel safe.

Looking at every crash as a resource to prevention allows engineers, planners and advocates to work together to bring streets back for all to use.



HOW MUCH IS SPEED AN ISSUE?

The one constant in all Vision Zero programs is speed reduction, and for good reason! Speed is a factor in more than a third of all Nevada fatalities, surpassing all other potential factors such as impairment, seat belt use, distracted driving, etc. When we look at pedestrian fatalities, speed is even more critical. Crashes that involve vehicles traveling at posted speed limits is deadly to many pedestrians, meaning speed is a factor, but isn't reported as one.

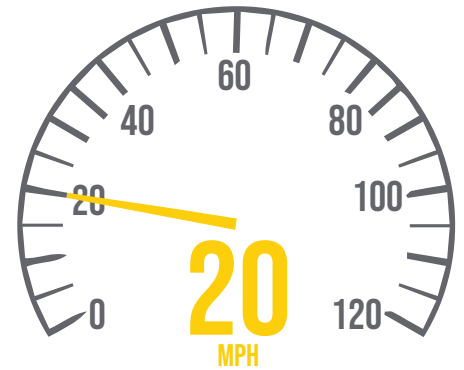
The sad fact is that at **30 miles-per-hour, half of pedestrians struck by a vehicle will not survive.**

Bodies without the benefit of seat belts, air bags and 3,000 pounds of steel surrounding them do not fare well when struck by cars, or motorcycles, or even bikes; this is why Vision Zero aims to make roads safer for the most vulnerable users, which, in turn, makes the road safer for all.

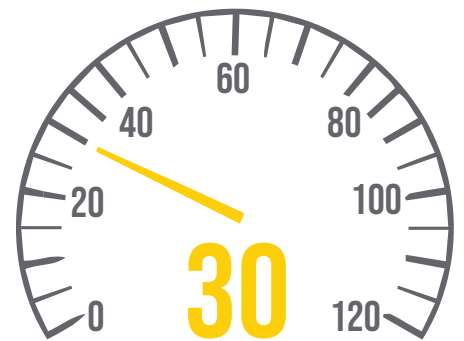
Vision Zero speed limit research shows at 20 mph, one in 10 pedestrians will not survive. This applies mostly to small children because they have no body mass to absorb the crash force and to the elderly because of their fragility; they either don't survive being put under anesthesia or they languish after breaking a femur or hip and simply don't move again.

At 30 mph, half the population will not survive, and at 40 mph we tragically see only one in ten people struck by a vehicle while walking will survive. Speed plays a huge role in survivability, no matter how you travel.

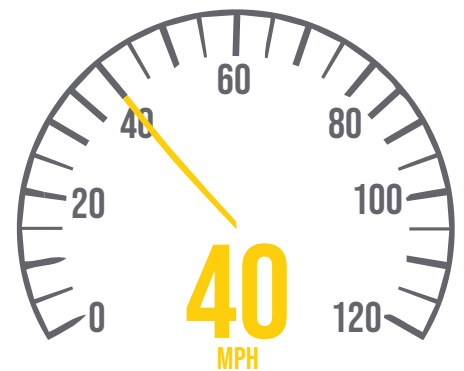
Lowering speeds is often seen unfavorably by many because they equate lower speeds with longer travel times. In reality, if you had a five-mile trip to work and the speed limit was dropped from 45 mph to 30 mph, the difference in time is only three minutes and twenty seconds. Travel times are mostly impacted by poor signal timing and congestion .



10% LIKELIHOOD OF FATALITY OR SEVERE INJURY



50% LIKELIHOOD OF FATALITY OR SEVERE INJURY



90% LIKELIHOOD OF FATALITY OR SEVERE INJURY

SPEED: THE FACTS



A 5% cut in average speed can result in...

30%

reduction in the number of fatal crashes.



When motorized traffic mixes with pedestrians and cyclists, the speed limit should be under 30km/h.



47
countries

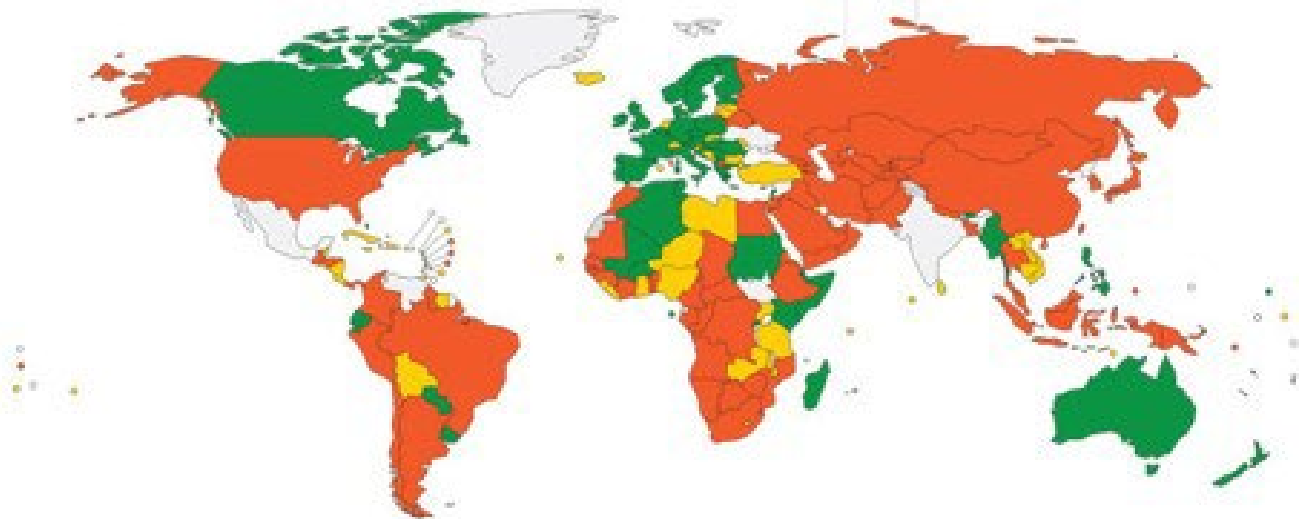


have implemented an urban speed limit of 50km/h or less...



...and allow local authorities to reduce these limits.

Urban speed laws by country



- Speed limits on urban roads ≤ 50 km/h and can be modified
- Speed limits on urban roads ≤ 50 km/h but cannot be modified
- No speed law or speed limit on urban roads > 50 km/h
- Data not available
- Not applicable



Global status report on road safety 2015

www.who.int/violence_injury_prevention/road_safety_status/2015/en/



IDENTIFYING THE PROBLEM

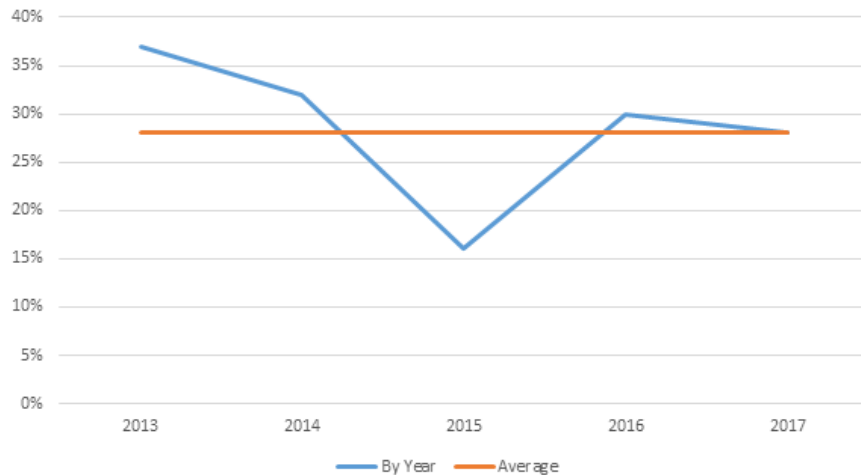
Vision Zero Truckee Meadows Task Force has evaluated crash trends in the region. First, crash data for the region indicates that, between 2012 – 2017, 28% of the fatalities on our roadways were pedestrian fatalities.

The highest year of pedestrian fatalities during this 5-year period was 2013 with 37% of the fatalities in Washoe County. In comparison, 2015 was the lowest year for pedestrian fatalities at 16%.

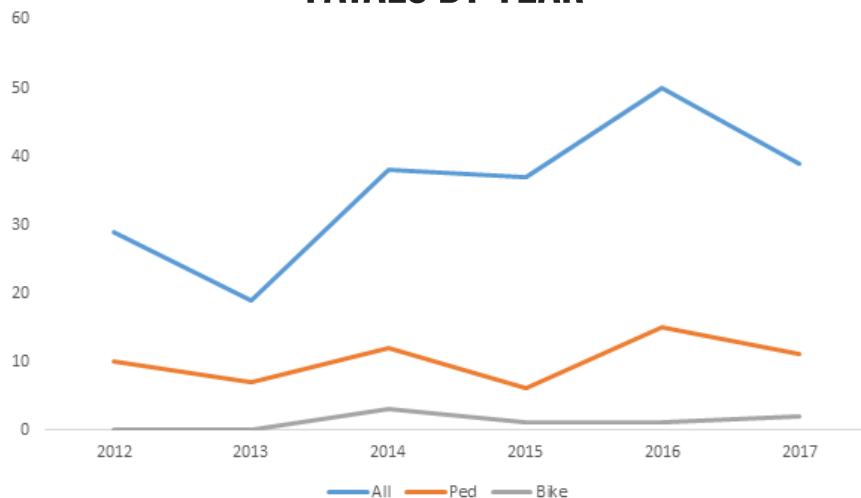
The Vision Zero Truckee Meadows Task Force believes that one fatality is too many. The commitment to be pedestrian fatality-free by 2030 has been made by the regional task force and in order to get there the approach on how we look at fatal crashes needs to change.

28%
OF THE FATALITIES OVER THE FIVE-YEAR PERIOD WERE PEDESTRIAN FATALITIES

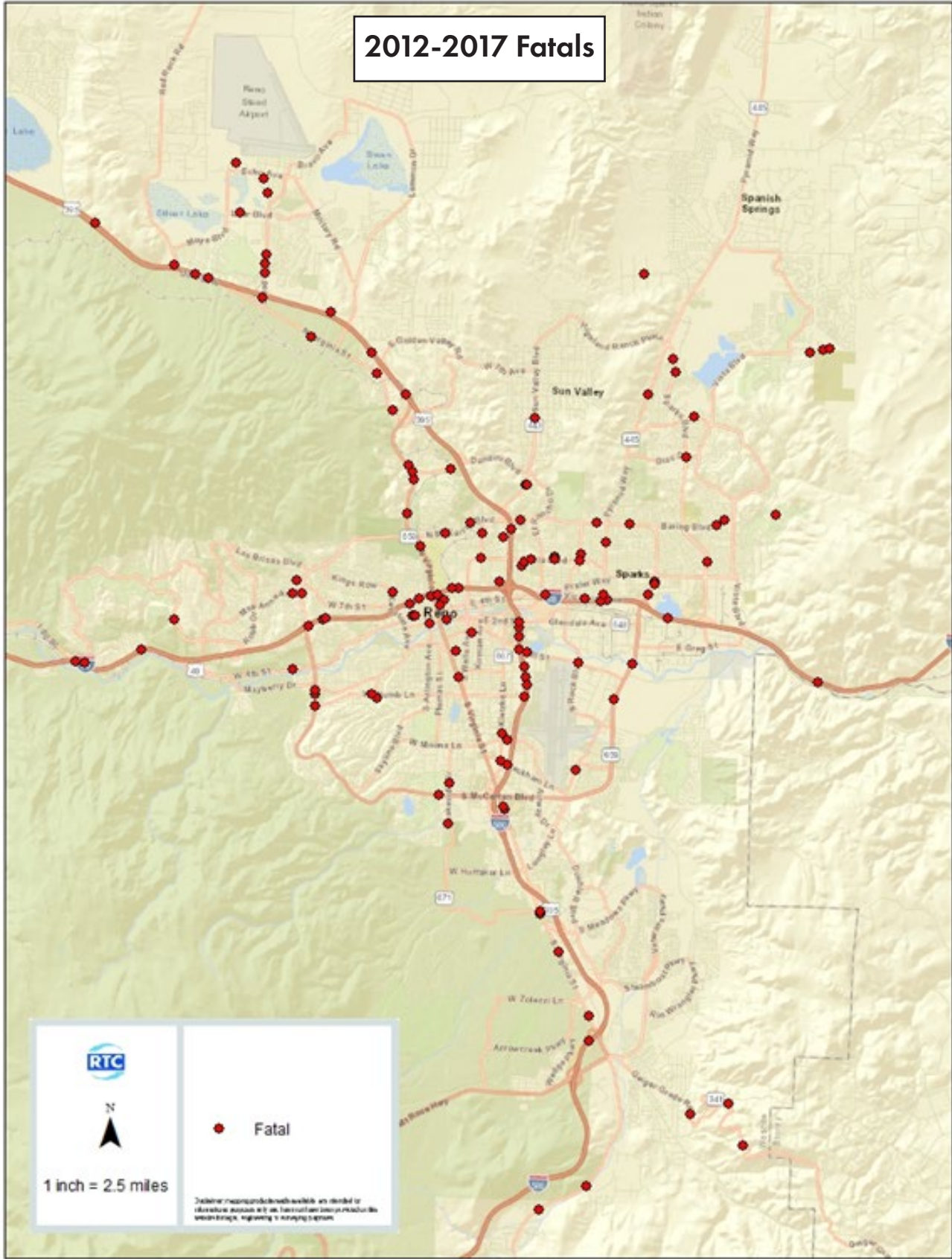
PERCENT OF TOTAL FATALS PEDESTRIANS



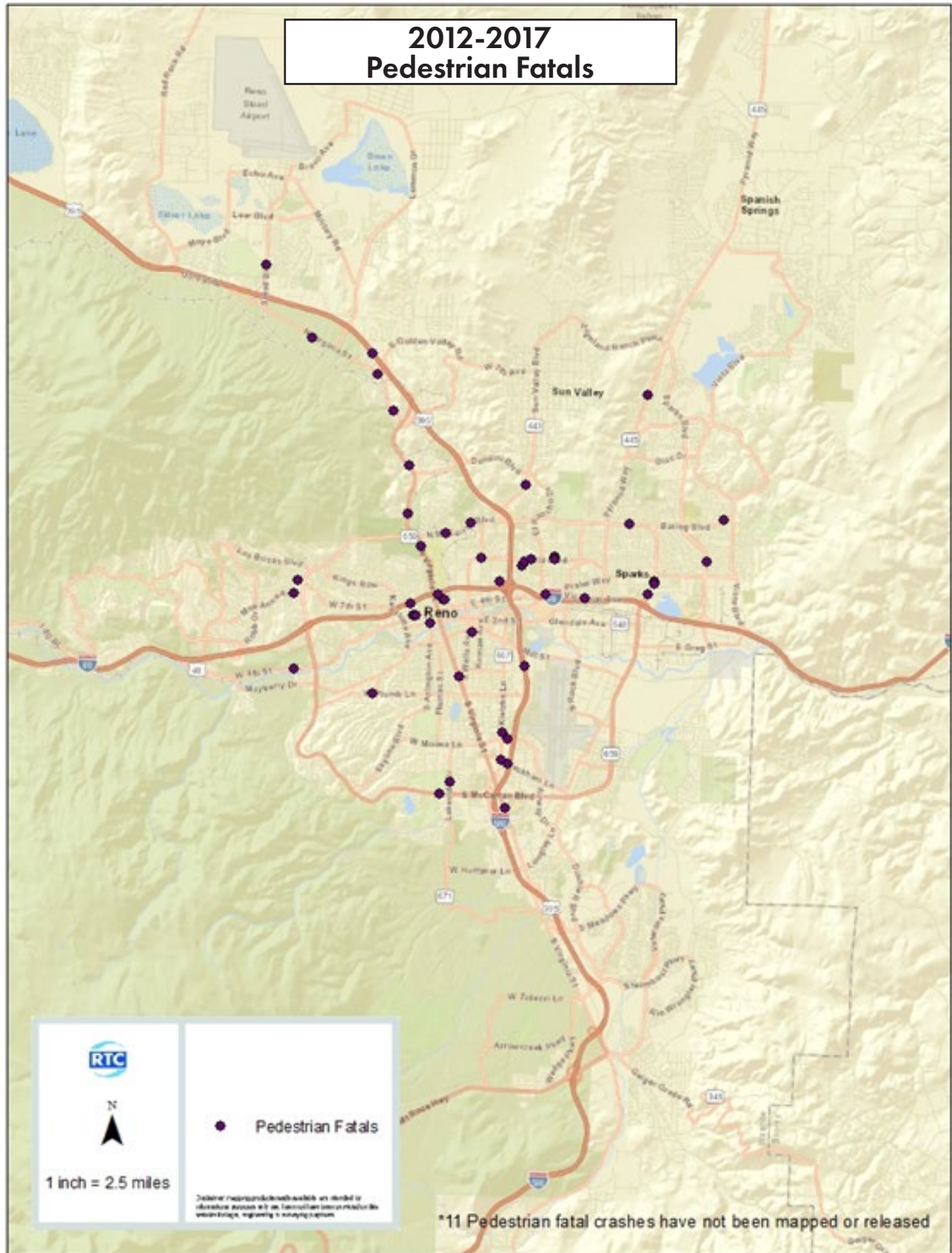
FATALS BY YEAR



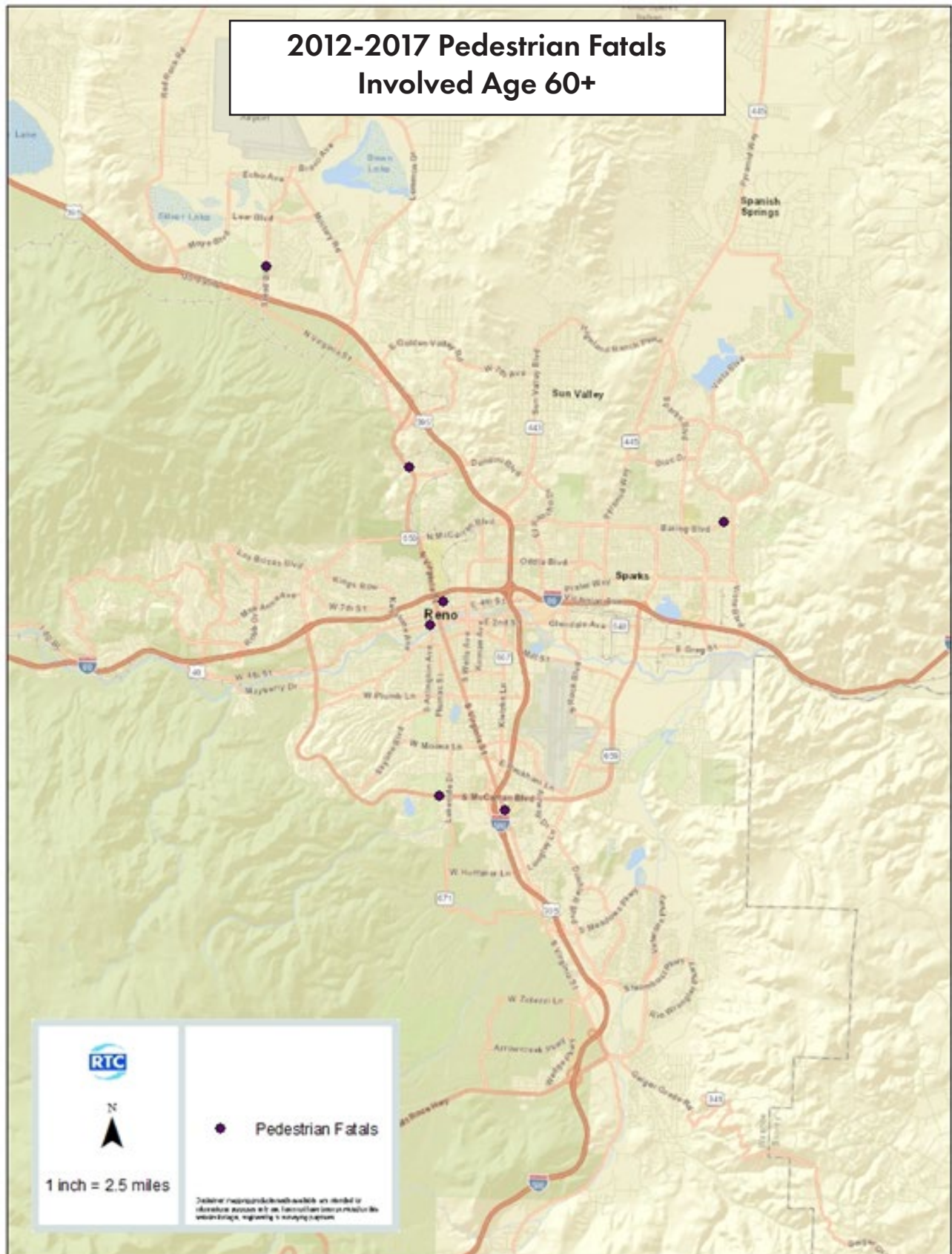
ALL ROAD FATALITIES IN WASHOE COUNTY 2012-2017



PEDESTRIAN FATALITIES IN WASHOE COUNTY 2012-2017



FATAL PEDESTRIAN CRASHES AGED 60+



VISION ZERO TRUCKEE MEADOWS RESPONDS TO CRASH TRENDS

For the year 2019, data indicates that between January 1 and May 31, there have been five pedestrian fatalities in Washoe County. Trends indicate that these fatalities have the following common factors:

- Crashes occurred at night
- All pedestrians were outside a marked crosswalk or crossing against the traffic signal
- Pedestrians were wearing dark colors without any reflectivity
- One pedestrian was 55 years old and the others were all seniors 60+
- All pedestrians were homeless or in transition
- Crashes occurred in low-light areas

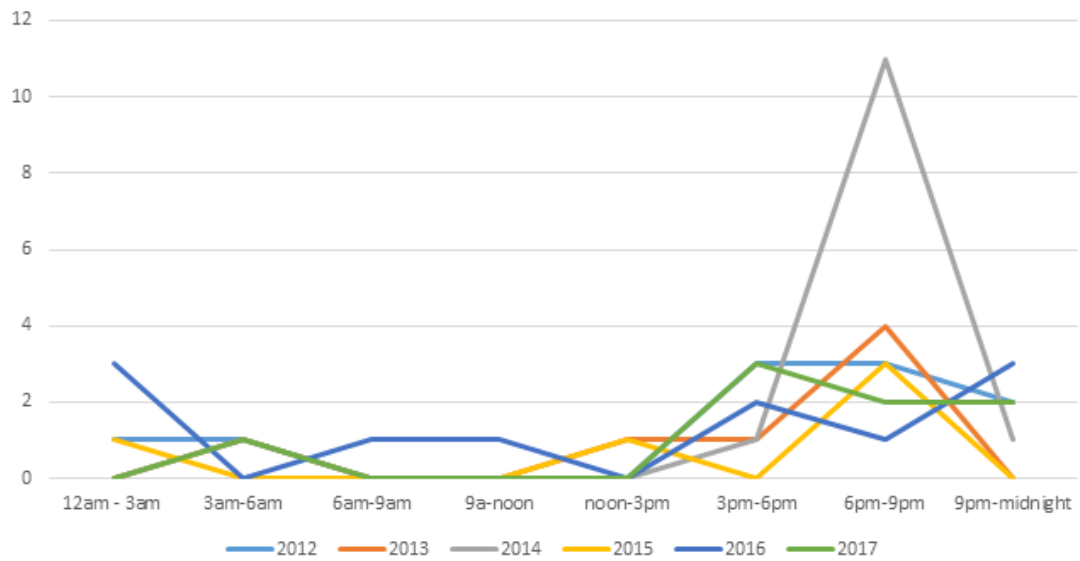
The Vision Zero Truckee Meadows Task Force responded to this by receiving more than 4,000 free backpacks, high-visibility slap bracelets and reflective tape from both the Nevada Office of Traffic Safety and Nevada Department of Transportation as well as Pedestrian Safety Tips brochure from the Regional Emergency Medical Services Agency. The VZTM distributed them to regional partners that work with this vulnerable population, Reno and Sparks Police Departments, RTC Mobility Center, Northern Nevada HOPES Clinic, Community Assistance Center, Catholic Charities, Washoe County Senior Center, and Downtown Reno Ambassadors. The purpose of this community engagement was to distribute the safety material to individuals in high-risk areas of our community to help people be safe and seen by drivers.

This example of pulling resources together and quickly engaging the community is an example of how the Vision Zero Task Force has already made an impact in the Truckee Meadows.

The following line chart demonstrates that crash trends show fatalities for vulnerable road users increase in low-light situations (between 3:00pm – 6:00am they peak).

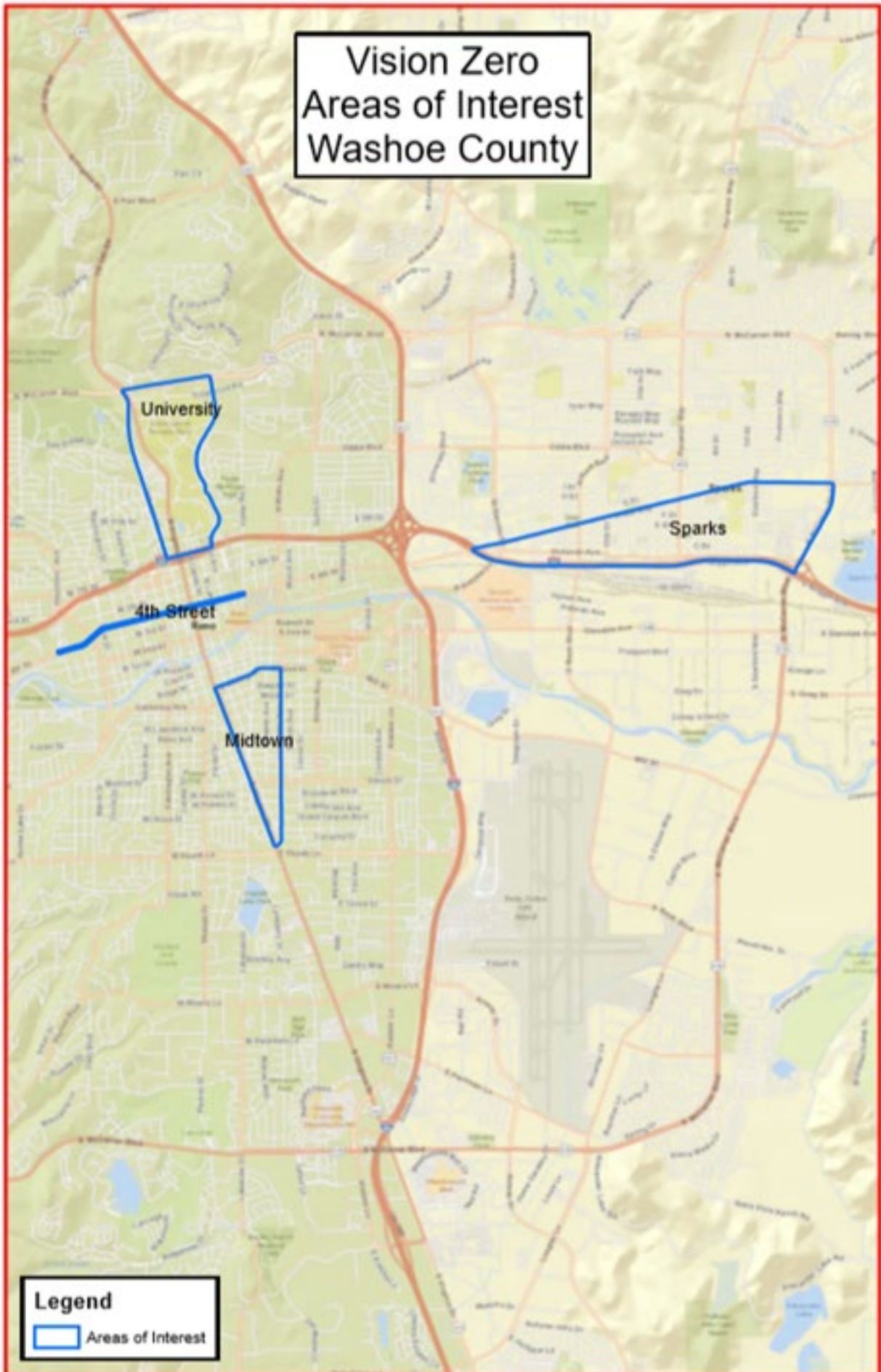


PEDESTRIAN AND BICYCLIST FATALS BY HOUR



Early on, the VZTM identified four areas of focus. Although the intent for Vision Zero is regionally, the task force began working in the Downtown Sparks, Midtown Reno, W. 4th Street Reno, and University of Nevada, Reno areas.





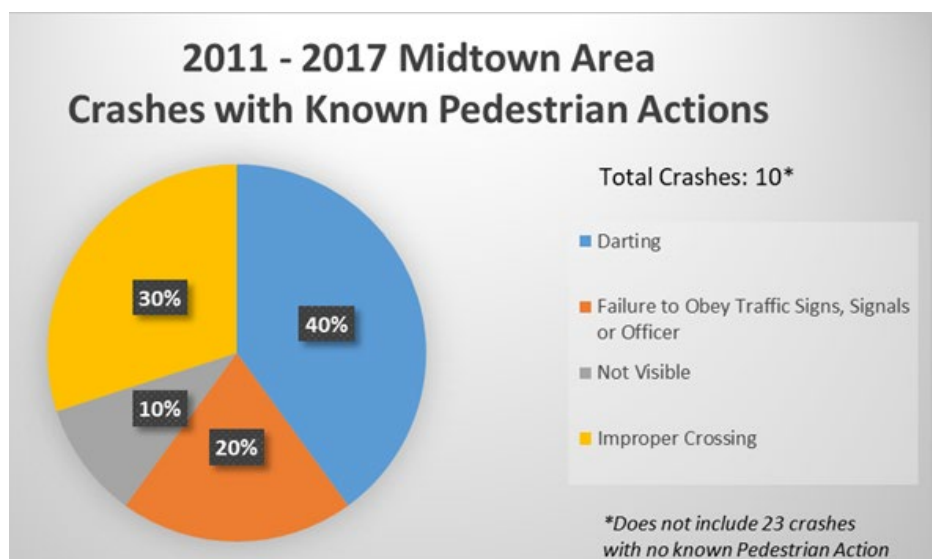
DOWNTOWN SPARKS

Sparks data revealed that winter was the highest crash season with 35% of the crashes occurring between 6-9pm and 28% of the crashes occurring between 3-5pm. There were four pedestrian fatalities that occurred at night in this focus area. Twenty-one injury crashes occurred at night and 19 crashes occurred during the day. 51% of the pedestrians involved in crashes in the Sparks focus area were 40 years of age and older while one senior 60+ was involved in a midblock crossing. Impairment appeared to be an issue with 3 of the 4 fatalities involving driver impairment while two impaired pedestrians were involved in crashes.



MIDTOWN, RENO

The crash data from Midtown in Reno revealed that 40% of the crashes occurred in the winter between 6-9pm. Intersection crashes were most common with three to one crashes occurring in intersections rather than mid-block. It is noteworthy that triple the number of crashes occurred in low-light settings in Midtown compared to the other three focus areas. The highest age group involved in pedestrian crashes (40%) in Midtown was 40-59 years of age while one crash involved a senior aged 60+.



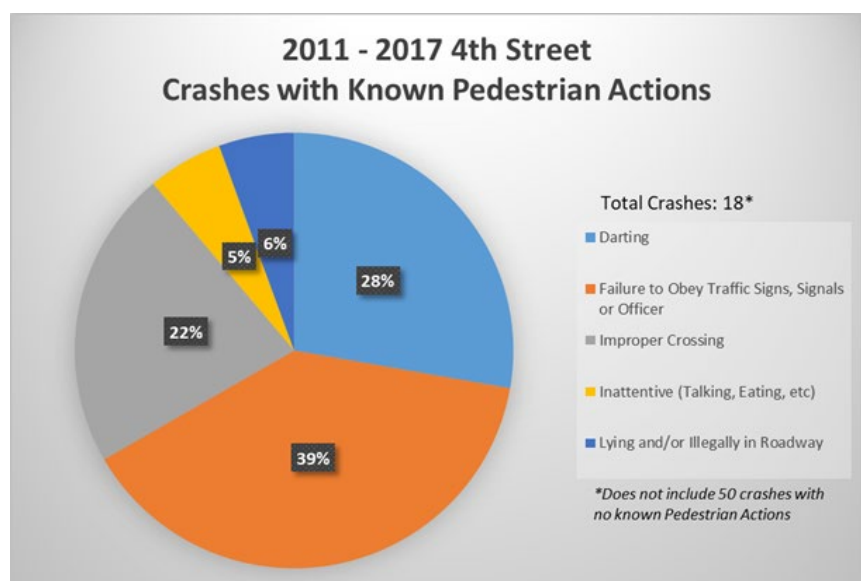
UNIVERSITY OF NEVADA, RENO

The University focus area revealed that more than 50% of the crashes occurred in the winter between 6-9pm and spring between 9am-noon. This observation tells us that crashes are occurring when it's darker and colder. The majority of the crashes in this focus area occurred at intersections while three were mid-block. The University had the highest number of fatalities with two occurring at the same location (McCarran and Evans/Socrates, one at Virginia and 8th and 1 at Virginia near 15th. This focus area also differed from the other three focus areas with regards to age of the pedestrian. 60% of the crashes occurred with pedestrians between 18-25 years of age while 20% were 40-59 years of age. The number of impaired drivers was low; however, the fatalities in this area involved impairment of both the drivers and pedestrians.



WEST 4TH STREET, RENO

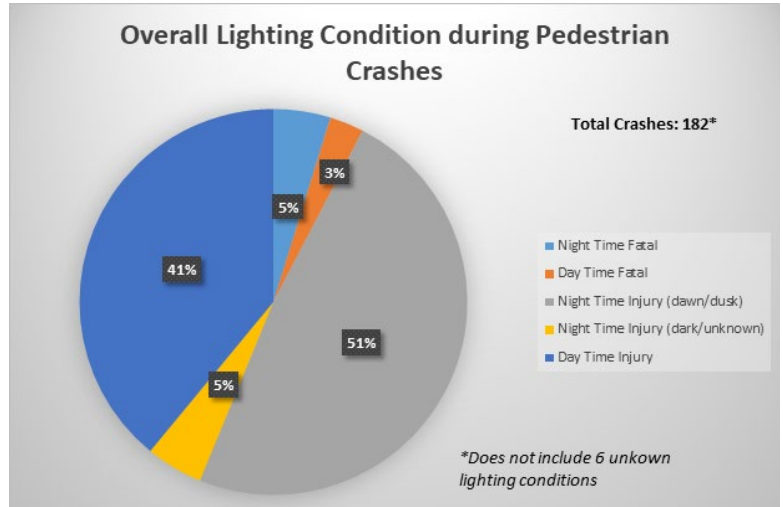
Thirty three percent (33%) of crashes occurred in the winter in the W. 4th Street focus area. Ten of the 34 crashes were due to pedestrian actions. There were 17 crashes that occurred in intersections and eight of the injury crashes occurred during the day and in intersections. The age group with the highest pedestrian crashes involved 40-59-year olds and there was one crash that involved a senior 60+. Three crashes involved driver impairment and data revealed that pedestrian impairment is also a concern within this focus area.



OVERALL FINDINGS AMONG THE FOCUS AREAS

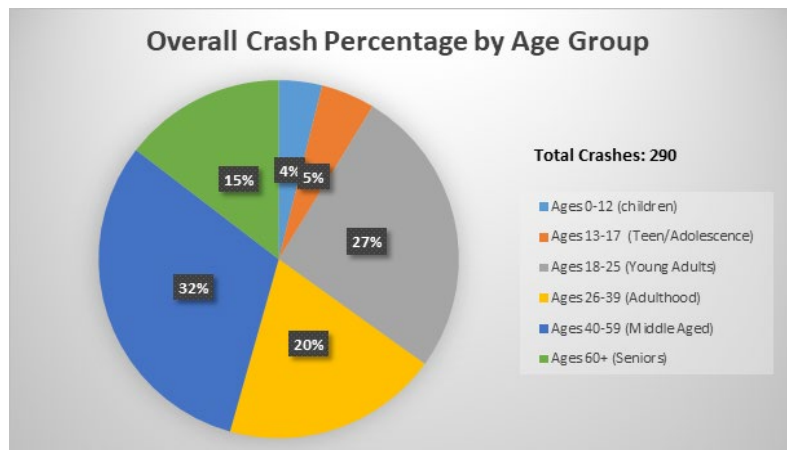
LIGHTING CONDITIONS:

Lighting conditions play a factor in pedestrian fatalities and injury crashes. Within the four focus areas between 2011 -2017, 61% of the crashes including injury and fatalities occurred during low-light settings while there were 44% of the fatalities and injury crashes that occurred during the daytime.



CRASH PERCENTAGE BY AGE GROUP:

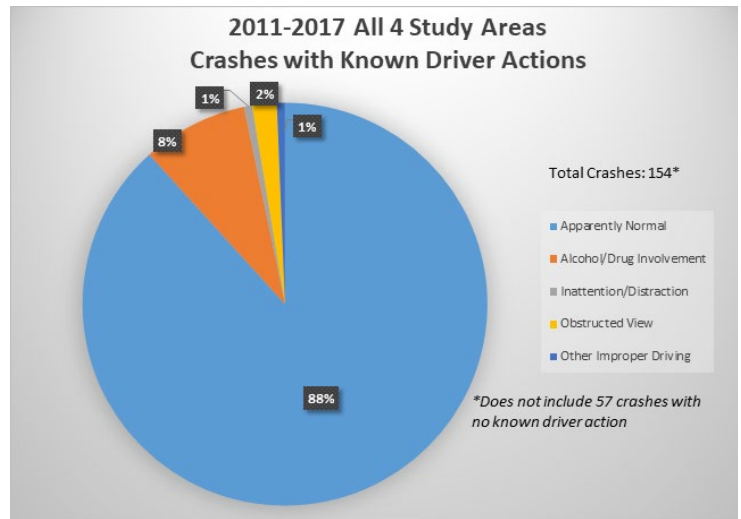
Within the four focus areas, data revealed that middle-aged pedestrians (ages 40-59) were the highest age group involved in pedestrian crashes. There were 32% of the crashes that occurred in this age group. The next highest age group involved in pedestrian crashes were young adults (ages 18-25) at 27%. Pedestrians between the ages of 26-39 (adulthood) were the third highest group with 20% of the pedestrian crashes. Seniors (60+) made up 15% of the pedestrian crashes while 5% were within the teen/adolescence (ages 13-17) group and 4% were children (ages 0-12).



CRASHES WITH KNOWN DRIVER ACTIONS:

ACTIONS:

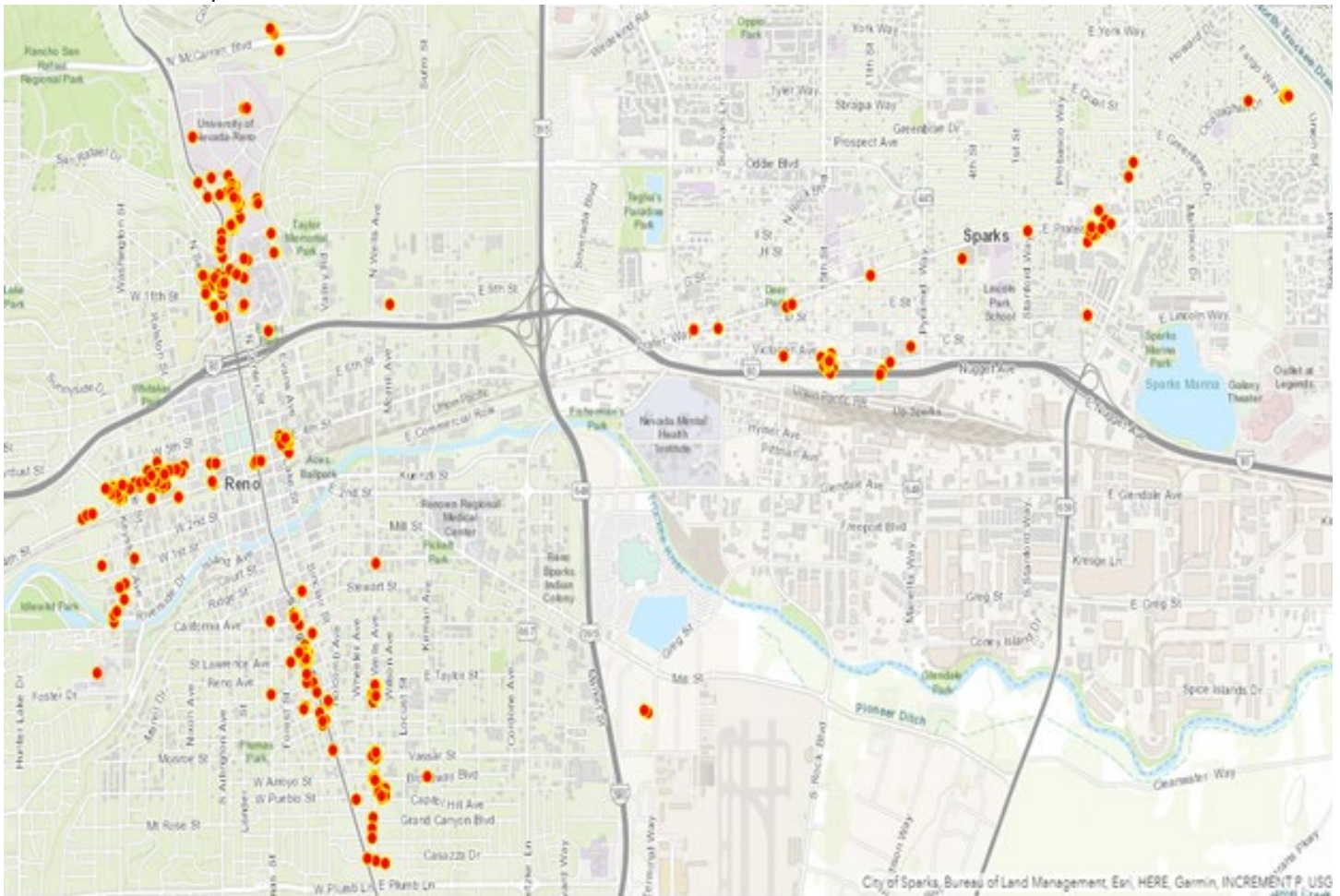
When evaluating the crash trends of the four focus areas the Vision Zero Truckee Meadows Task Force discovered that early-year data didn't identify distractions as well as it does in the later years. VZTM has made data collection one of its actions. The benefits of the Task Force is being able to communicate with law enforcement the importance of collecting this information. Although there were 57 crashes with unknown driver actions out of 154 crashes, it did reveal that 8% of the crashes had alcohol or drugs as a contributing factor. Impaired driving is another focus of the Task Force based on this data.



PEDESTRIAN SURVEY

During the week on November 26-30, 2018, the Vision Zero Task Force canvassed the four focus areas and interviewed pedestrians. During the week there were interviews with 576 pedestrians. The map below shows the points of contact where the pedestrian interactions occurred.

Locations where pedestrians were interviewed:



An online survey occurred between November 26, 2018 and January 4, 2019. The online and in-person interviews were available in English and Spanish. Online surveys submitted totaled 1,001.

There were three main sections to the survey, concerning sidewalks, concerning street crossing and roadways, and concerning drivers and safety.

Questions included:

- Purpose of travel?
- Why do you not walk more frequently?
- Condition of sidewalks?
- Width of sidewalk?
- Obstacles in sidewalk? Are crosswalks clearly marked?
- Obstructions blocking view of approaching vehicles?
- Adequate lighting?
- Use of pedestrian push button at traffic signals?
- Ample time to cross the street at intersection?
- When crossing is not available, do you walk to the nearest intersection or cross at another location?
- Are pedestrian signs appropriate?
- Posted speed limit appropriate?
- Do drivers engage in reckless driving?
- Appropriate signage to alert drivers of pedestrians?
- Are drivers attentive of pedestrians?
- Do drivers engage in reckless driving?
- Appropriate signage to alert drivers of pedestrians?
- Are drivers attentive of pedestrians?

The online surveys revealed that 47% of the participants lived outside the Vision Zero focus areas, 35% lived within the University focus area, 11% in Midtown, Reno, 4% W. 4th Street, and 3% lived in Downtown Sparks. Of the 575 one-on-one pedestrian surveys, there were 278 individuals (48%) in the University focus area, 96 or 17% in Midtown, 110 pedestrians in the W. 4th Street area (19%) and 92 or 16% interviewed in Downtown Sparks.

Surveyors inquired why pedestrians were walking. The online surveys revealed that the majority of

1,001
ONLINE SURVEYS

575
ONE-ON-ONE SURVEYS

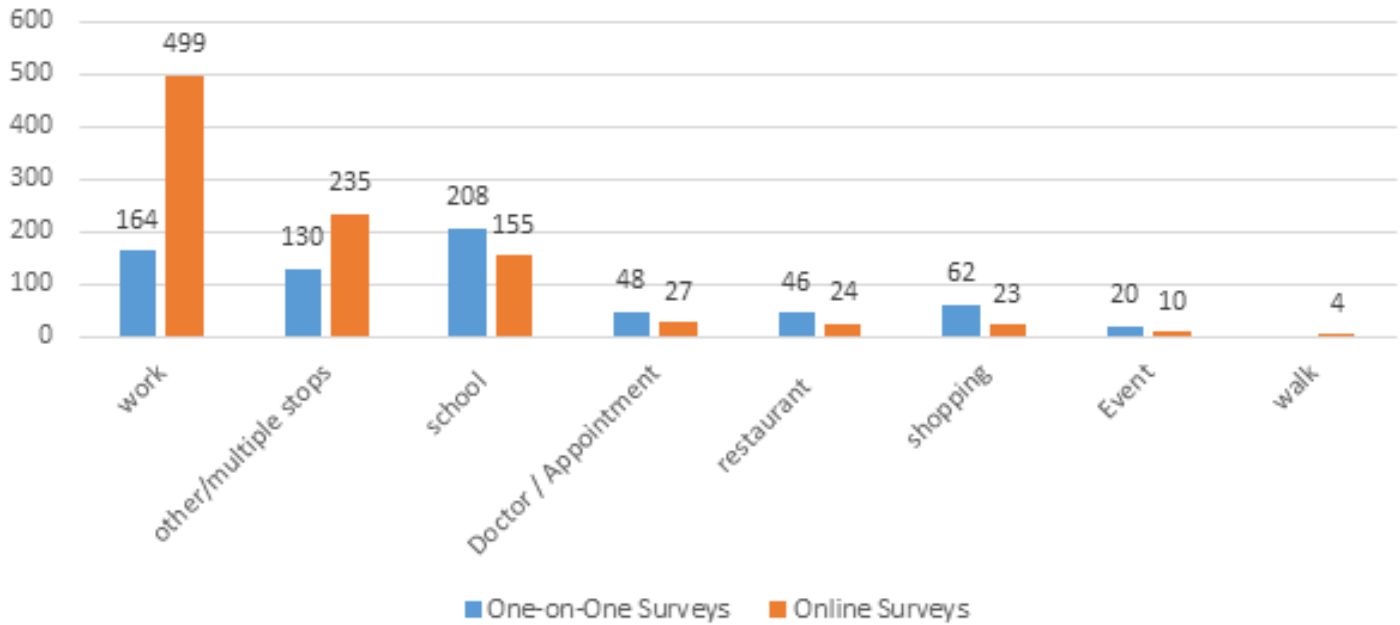
pedestrian generators were for work, multiple stops or other, and school. The one-on-one surveys similarly indicated that school was a high-pedestrian generator as well as work and other/multiple stops.

SIDEWALK CONDITIONS:

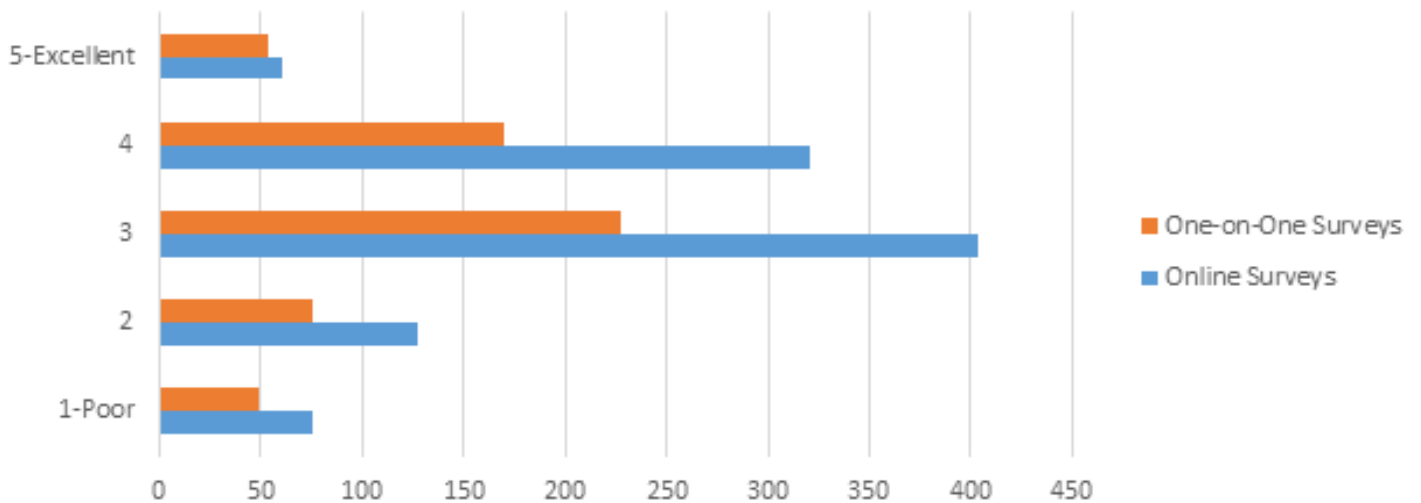
Overall, both groups surveyed felt the sidewalk conditions were ranked a 3 or 4 on a scale from 1-5 with 1 being poor and 5 being excellent. The sidewalk condition was ranked a 3 by approximately 40% of both groups. Then roughly 30% of both groups stated they ranked sidewalks at a 4 with 13% of each group surveyed ranking them a 2.

PEDESTRIAN GENERATORS:

REASON FOR PEDESTRIAN TRIP



RATING OF SIDEWALK CONDITION

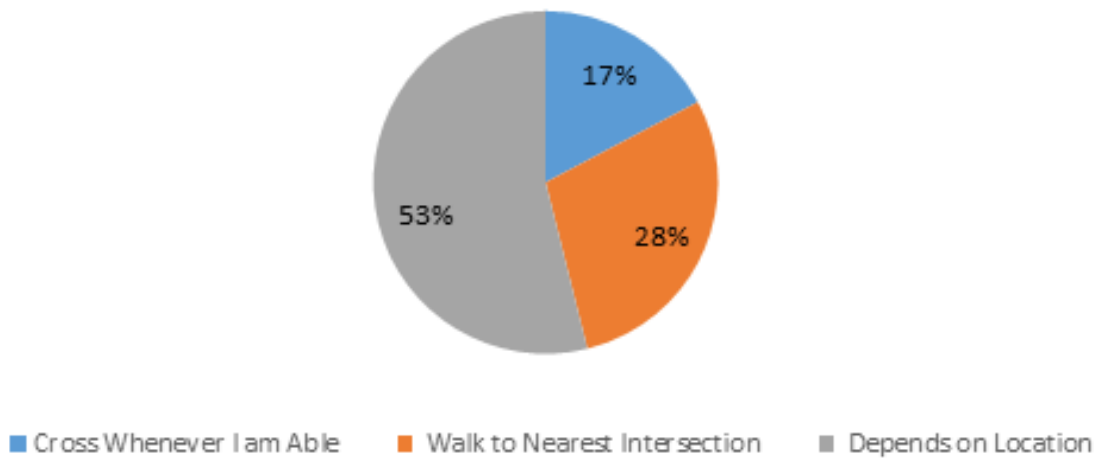


UNSIGNALIZED INTERSECTIONS:

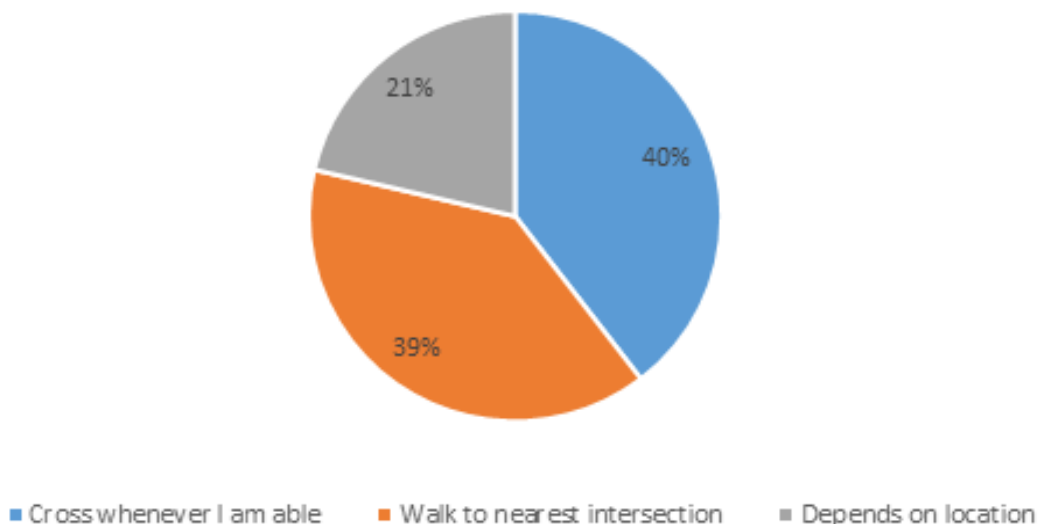
There was a contrast of data between the online survey and one-on-one surveys regarding crossing the street when there isn't a traffic signal. The online surveys revealed that 53% will consider crossing the street without a signal depending on the location they are crossing. While only 21% of in-person pedestrians interviewed stated they would cross when a signal isn't provided depending on the location. This group also stated that 40% of them would cross whenever they are able, whereas only

17% of online responses indicated they would cross whenever they are able. Lastly, 39% of pedestrians interviewed in-person replied that they would walk to the nearest intersection and only 28% of the online pedestrian surveyed stated they would walk to the nearest intersection. This contrast in responses may be an area the Vision Zero Truckee Meadows may want to evaluate and focus on educational opportunities with engineers, planners, and pedestrians alike.

CROSSING AT AN INTERSECTION WITHOUT A TRAFFIC SIGNAL ONLINE SURVEY



CROSSING AT AN INTERSECTION WITHOUT A TRAFFIC SIGNAL ONE-ON-ONE

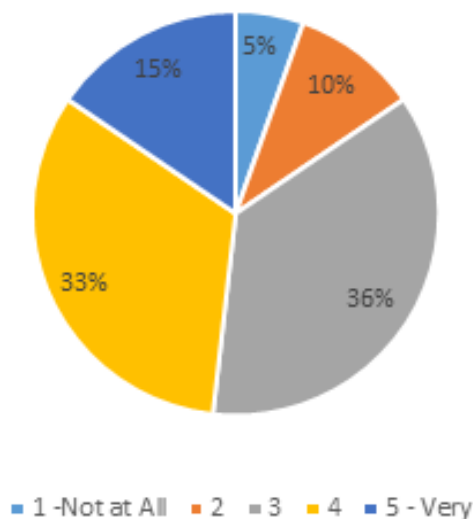


COMFORT LEVEL CROSSING THE STREET:

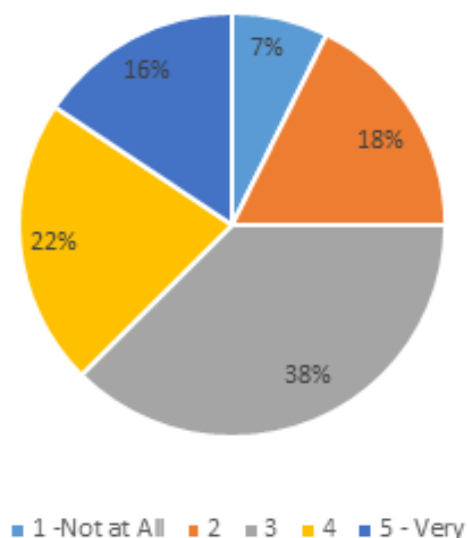
The University, which is composed of a younger demographic than the other three focus areas, revealed that 84% of the individuals interviewed in-person had a comfort level between a 3-5, compared to Midtown with 76%, Sparks with 74% and West 4th Street with 72% in this range. Utilizing this data for outreach and education efforts will

be used for the Vision Zero Task Force because the pedestrians in the University focus area shows that approximately 10% of pedestrians feel more comfortable crossing the street than the other three focus areas. See charts below that has only the one-on-one surveyed results for each focus area.

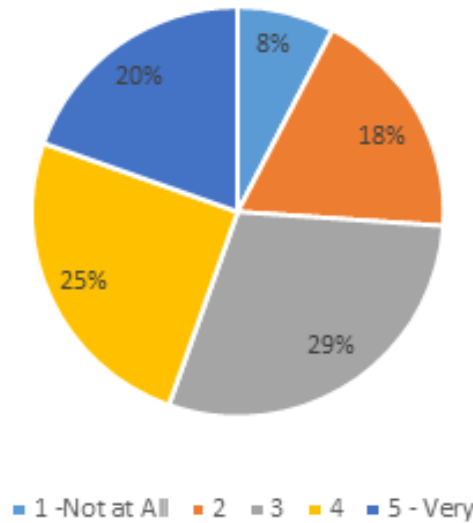
COMFORT LEVEL CROSSING THE STREET UNIVERSITY FOCUS AREA (ONE-ON-ONE SURVEYS)



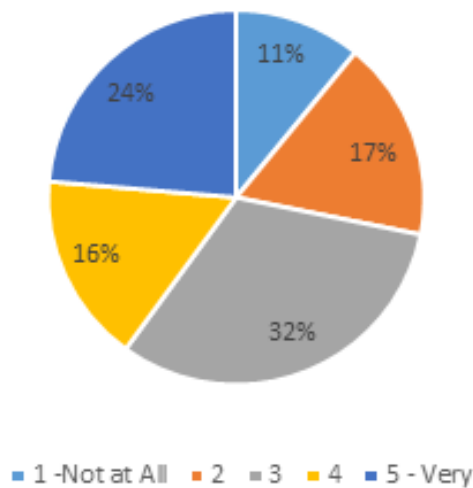
COMFORT LEVEL CROSSING THE STREET MIDTOWN FOCUS AREA (ONE-ON-ONE SURVEYS)



COMFORT LEVEL CROSSING THE STREET SPARKS FOCUS AREA (ONE-ON-ONE SURVEYS)



COMFORT LEVEL CROSSING THE STREET W. 4TH STREET FOCUS AREA (ONE-ON-ONE SURVEYS)



VISION ZERO TRUCKEE MEADOWS – PEDESTRIAN SAFETY CAMPAIGN

Pedestrian safety is a top priority for the Vision Zero Truckee Meadows Task Force. While the number of pedestrian fatalities in Washoe County decreased from 15 to 12 year-over-year (2016 to 2017), each one of these fatalities was preventable.

The Vision Zero Truckee Meadows Task Force launched its pedestrian safety campaign in early January 2019 – mid-March 2019. The campaign aimed to engage the local community and partners with meaningful outreach and messaging and activate everyone to take ownership and participate in saving lives on our roadways.

As pedestrian safety affects everyone, it is also everyone's responsibility – both drivers and pedestrians. Therefore, the campaign spoke to both audiences. The message used in the campaign was, "Drivers. Pedestrians. Watch out for each

other. Don't Kill a Dream." Don't Kill a Dream was developed in Northern and Southern Nevada through the Nevada Office of Traffic Safety to heighten awareness of the issue of impaired driving. This campaign was expanded and utilized the same message for Vision Zero Truckee Meadows. Don't Kill a Dream was developed to be memorable, emotional and engaging. The premise of Don't Kill a Dream is that each time someone dies; his or her dream dies too.

The continuation of this movement was aimed to bring a personal connection to the issue of pedestrian fatalities, by championing the idea that everyone is responsible for their own behavior in saving lives. The goal is to go beyond a traditional awareness campaign and encourage conversation, participation and accountability.

**"WE'VE NEVER
SKIED
TAHOE
BUT THIS
WINTER"**

**Drivers. Pedestrians.
Watch out.
Don't kill a dream.**

RTC | **VISION ZERO** | **zero Fatalities**

Paid for by RTC Washoe and the Departments of Public Safety and Transportation

VISION ZERO TRUCKEE MEADOWS ACTION PLAN

There are three main components to the action plan, 1) Programmatic; 2) Street Design/Infrastructure Improvement; and 3) Community Engagement/Outreach. The task force established the Plan by creating equitable, data-driven, and transparent actions and decisions to improve safety throughout our community. By working together to make roads and sidewalks safer for pedestrians, we make our roads safer for everyone.

ACTION 1: VISION ZERO TRUCKEE MEADOWS PROGRAM	LEAD AGENCY	OTHER
Action 1a: Build the Vision Zero Task Force Truckee Meadows membership through public/private partnerships with the community and continue to meet every other month. Task Force membership will include government agencies, emergency responders, hospitals and trauma center, planners, engineers, media partners, members of the business community, Chamber of Commerce and public.	Regional Transportation Commission	All Task Force Members
Action 2a: Convene regular steering committee meetings of executive-level representatives to coordinate the Vision Zero Truckee Meadows efforts.	Regional Transportation Commission	All Task Force Members
Action 3a: Adopt the goal of reaching zero fatalities by the year 2030. Based on the current trends, if we do nothing, we will have 87 more pedestrians die on Washoe County roads in the next 10 years.	Regional Transportation Commission	City of Reno, City of Sparks, Washoe County
Action 4a: Launch and maintain a website for Vision Zero Truckee Meadows and include information on focus areas and crash data maps, near miss map, outreach materials, planned projects and links to the Complete Streets Master Plan, Regional Transportation Plan, and RTC Bicycle and Pedestrian Master Plan, and safety material.	Regional Transportation Commission	All Task Force Members
Action 5a: Collaborate with the Nevada Strategic Highway Safety Plan to implement goals and objectives of their Plan.	Nevada Department of Transportation	All Task Force Members

ACTION 2

STREET DESIGN/INFRASTRUCTURE IMPROVEMENTS

LEAD AGENCY

OTHER

Action 2a:	Integrate traffic calming and complete street measures into roadways to lower 85th percentile speeds and improve pedestrian safety. Work with local, state, and federal partners to update regulatory authority for setting speed limits and for implementing multimodal improvements included in the Complete Streets Master Plan as well as local jurisdiction Master Plans.	City of Reno	City of Sparks, Federal Highway Administration (best practices) Regional Transportation Commission, Nevada Department of Transportation
Action 2b:	Review jurisdiction codes to mandate sidewalk on both sides of the street to be implemented with new developments.	Regional Transportation Commission	City of Reno, City of Sparks, Nevada Department of Transportation, Washoe County
Action 2c:	Develop a regional lighting standard and enhance street lighting to improve visibility throughout the Truckee Meadows.	Regional Transportation Commission	City of Reno, City of Sparks, Nevada Department of Transportation, Washoe County
Action 2d:	Establish collaborative process to ensure that Vision Zero countermeasure options and multimodal transportation options are evaluated and implemented where feasible on projects.	Nevada Department of Transportation	City of Reno, City of Sparks, Regional Transportation Commission, Washoe County
Action 2e:	Work with local partners to require new development projects to build connectivity of sidewalks and bicycle network through the implementation of sidewalks, bike infrastructure, and roadway improvements identified in local master plans, RTC Bicycle and Pedestrian Master Plan, RTC Complete Streets Master Plan and the Regional Transportation Plan. Include evaluation and implementation of new crosswalks near transit, park and ride lots, and RTC ACCESS turn-around and parking as well as required school zones for new schools including charter schools.	City of Reno, City of Sparks, Washoe County	Regional Transportation Commission, Washoe County School District
Action 2f:	Update regional signal timing to improve safety for all modes.	Regional Transportation Commission	City of Reno, City of Sparks, Nevada Department of Transportation, Washoe County
Action 2g:	Add reflective yellow backplates on signal head for higher visibility in low-light settings.	Nevada Department of Transportation	All Task Force Members

ACTION 2

STREET DESIGN/INFRASTRUCTURE IMPROVEMENTS

LEAD AGENCY

OTHER

Action 2h:	Utilize RTC’s Bicycle, Pedestrian and Wheelchair count data for trends and increase the number of vulnerable road users through implementation of Vision Zero Truckee Meadows action items and outreach.	Regional Transportation Commission	All Task Force Members
Action 2i:	RTC and local jurisdictions will work together to implement ADA and sidewalk improvements through the 3-year RTC Bus Stop Improvement and Connectivity Program.	Regional Transportation Commission	City of Reno, City of Sparks, Nevada Department of Transportation, Washoe County


ACTION 3 COMMUNITY ENGAGEMENT/OUTREACH

LEAD AGENCY

OTHER

Action 3a:	Vision Zero Task Force of the Truckee Meadows will recommend, pursue and establish Pedestrian Safety Zones.	Nevada Department of Transportation	All Task Force Members
Action 3b:	Partner with the City of Reno’s Anti-Speeding Campaign to encourage drivers to slow down in neighborhoods, and educate residents on how to submit traffic-calming petitions in applicable neighborhoods.	City of Reno	All Task Force Members
Action 3c:	Partner with the Office of Traffic Safety’s “Don’t Kill A Dream” campaign to eliminate pedestrian fatalities in the Truckee Meadows by 2030. Use media partners to engage the public through TV, print, billboards, and social media and aim to increase safety for pedestrians.	Regional Transportation Commission	All Task Force Members
Action 3d:	Develop a workshop and outreach materials for media professionals and first responders on how to best communicate about traffic crashes and roadway safety	University of Nevada, Las Vegas	All Task Force Members
Action 3e:	Increase the use of speed feedback signs and other Intelligent Transportation System (ITS) devices to discourage speeding. Seek funding for a regional grant through the TA Set-Aside program to fund speed feedback signs for the jurisdictions and Safe Routes to School programs	City of Reno, City of Sparks, Washoe County, Washoe County School District	Regional Transportation Commission, Washoe County School District

ACTION 3 COMMUNITY ENGAGEMENT/OUTREACH	LEAD AGENCY	OTHER
<p>Action 3g: Engage and partner with the Safe Routes to School Program and Charter Schools to support parents, students, and school staff to educate students about walking and Develop a workshop to engage the community and businesses about pedestrian safety and the goal to reach zero pedestrian fatalities by 2030.</p>	<p>Regional Transportation Commission, University of Nevada, Las Vegas</p>	<p>All Task Force Members</p>
<p>Action 3h: Partner with local stakeholders such as law enforcement, Downtown Ambassadors, Community Assistant Center, HOPES Clinic, Eddy House, Catholic Community Services, Washoe County Senior Center, University of Nevada, Reno, Volunteers of America, and Veteran’s Affairs provide outreach efforts about pedestrian safety with vulnerable populations such as homeless, seniors, and low-income communities and geographic equity and disadvantaged communities</p>	<p>Regional Transportation Commission</p>	<p>All Task Force Members</p>

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