Our safety goal is to achieve zero fatalities on our roadways. The responsibility for roadway safety is shared between those who design the road and those who use the road. Vision Zero is both an attitude toward life and a strategy for designing a safe transportation system. It establishes that the loss of even one life or serious injury on our roads is unacceptable.

Whether your primary way of getting around is driving, biking, taking the bus, or walking, everyone is a pedestrian at some point in his or her travels. Through Vision Zero, the community shares the responsibility for ensuring the safety of people in our community. Every person in our community matters, and we can achieve Vision Zero together.
The increase of pedestrian and bicycle crashes across the nation has been brought to the public’s attention through various initiatives, including “Safer People, Safer Streets” by U.S. Transportation Secretary Anthony Foxx. The National Highway Traffic Safety Administration (NHTSA) designated San Antonio as a focus city with higher than the national average number of pedestrian deaths. In 2014, 54 pedestrians and 1 bicyclist were killed on roadways in San Antonio. The goal to achieve zero fatalities on public roads is an endeavor that all cities must strive for and San Antonio is no exception.

WHY NOW?

54 people were killed while walking in San Antonio. This is an average of one life lost per week.

94% of pedestrian fatalities were people 18 years old or older.

ON AVERAGE, 2 PEDESTRIANS AND 1 BICYCLIST IS INVOLVED IN A CRASH DAILY.

IN 2014, 124 CRASHES PER DAY INVOLVED SOMEONE DRIVING.

1 in 3 pedestrian fatalities involved a person between the ages of 40 and 64 years old.

74% of pedestrian fatalities occurred between 7PM & 7AM.

ALL CRASHES INVOLVING BICYCLISTS IN 2014 OCCURRED ON ARTERIAL OR COLLECTOR ROADWAYS.

2014 CRASH DATA

<table>
<thead>
<tr>
<th>CRASHES</th>
<th>FATALITIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTALS</td>
<td>45,208</td>
</tr>
<tr>
<td>VEHICLES</td>
<td>44,084</td>
</tr>
<tr>
<td>PEDESTRIANS</td>
<td>799</td>
</tr>
<tr>
<td>BICYCLES</td>
<td>325</td>
</tr>
</tbody>
</table>

SPEED KILLS

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

<table>
<thead>
<tr>
<th>VEHICLE SPEED</th>
<th>ODDS OF A PEDESTRIAN FATALITY AFTER BEING STRUCK BY A VEHICLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>20 MPH</td>
<td>5%</td>
</tr>
<tr>
<td>30 MPH</td>
<td>37-45%</td>
</tr>
<tr>
<td>40 MPH</td>
<td>83-85%</td>
</tr>
</tbody>
</table>

City of San Antonio’s Transportation & Capital Improvements (TCI), along with partner agencies, is committed to enhancing safety in San Antonio.

We believe that the key to success in achieving Vision Zero is a combined approach using the five essential elements for a safe transportation system: Education, Encouragement, Engineering, Enforcement and Evaluation.

**OUR APPROACH - 5 E’S**

**Encouragement:**
We believe that the key to success in achieving Vision Zero is a combined approach using the five essential elements for a safe transportation system: Education, Encouragement, Engineering, Enforcement and Evaluation.

- **Education:** communicate the importance of safety for all on our roadways, whether a person is driving, bicycling or walking.
- **Encouragement:** encourage all to practice safety and follow all traffic laws.
- **Engineering:** construct improvements to enhance safety and accessibility along crosswalks, walkways, and bikeways.
- **Enforcement:** enforce traffic safety and continue to support safety initiatives such as Click It or Ticket It, Buzzed Driving is Drunk Driving, and Distracted Driving.
- **Evaluation:** evaluate traffic safety efforts and implement improvements as needed.

**GETTING TO ZERO**

- In 2010, San Antonio adopted a “safe passage” ordinance to encourage tolerance and acceptance of vulnerable users, such as bicyclists, traveling on roadways.

- In 2011, San Antonio adopted a Complete Streets Policy that supports pedestrian-oriented neighborhoods, enhancement of commercial corridors, and maximizes capital project investments.

- The Alamo Area Metropolitan Planning Organization’s (AAMPO) adopted the Pedestrian Safety Action Plan in 2012, which defines a set of actions make walking safer.

- In 2015, San Antonio enacted a hands-free ordinance for motorists’ city wide.

- The 2015 City of San Antonio Pedestrian Study, led by the AAMPO as part of the Regional Bicycle and Pedestrian Plan is currently underway. The study will establish a system to determine how to identify pedestrian zones.
Vision Zero is achievable if we look out for one another and are aware of our surroundings. Do your part by eliminating distractions and follow the rules of the road. Here are some additional recommendations when using various modes of transportation.

### WHAT YOU CAN DO AS PART OF VISION ZERO

#### DRIVING

- **SLOW DOWN, DON'T SPEED** – speed can mean the difference between life and death.
- **ELIMINATE DISTRACTIONS** – hands on the wheel and eyes on the road at all times.
- **PAUSE BEFORE A TURN** – turn slowly and look out for people walking or bicycling.
- **GIVE PEOPLE ON BIKES SPACE WHEN PASSING** – 3 feet is the minimum recommended space to give a vulnerable road user, such as a person on a bike (for larger vehicles such as buses and trucks, a minimum of 6 feet is recommended); if possible, change lanes completely to go around a person on a bike.

#### BICYCLING

- **BE PREDICTABLE** – signal when turning and follow all traffic laws.
- **GO WITH THE FLOW** – bike in the same direction of traffic.
- **BE VISIBLE** – use lights at all times of day and wear reflective or bright clothing.

#### WALKING

- **USE CROSSWALKS** – cross at marked crosswalks and watch for turning vehicles.
- **LOOK OUT** – look both ways before crossing a street and be aware of your surroundings.
- **BE VISIBLE** – make sure drivers see you by establishing eye contact and wear bright or reflective clothing during dark hours.

#### SAFETY PLEDGE

**I PLEDGE TO:**

- Look out for others, especially children, elderly, persons with disabilities, people walking and biking.
- Slow down and look around, especially at intersections and driveways.
- Practice the rules of the road including yielding to people walking.
- Be alert at all times.
- Share this Vision Zero pledge with my family and friends.

**PARTNERS**

- City of San Antonio
- AAMPO
- Bexar County
- Drive Kind Ride Kind
- FHWA
- SAFD
- SAPD
- TxDOT
- Union Pacific
- VIA