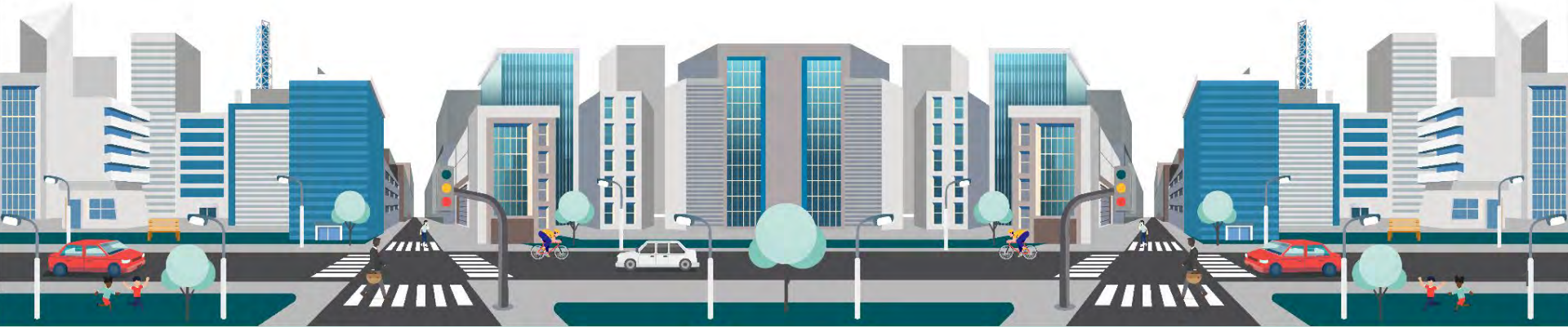
SAFE STREETS FOR ALL

MAPA Safety Committee

January 10, 2024



This meeting is being recorded

Presentations will be made available at mapacog.org following this meeting

AGENDA

- **Iowa Strategic Highway Safety Plan Update**
  - Larry Grant, Iowa DOT
- **Nebraska Strategic Highway Safety Plan Update**
  - Don Butler, NDOT
- **City of Omaha Vision Zero Action Plan Update**
  - Jeff Sobczyk, City of Omaha
- **MAPA Safety Performance Measures Assessment and 2023 Target Setting**
  - Jim Boerner, MAPA
- **MAPA Safe Streets and Roads for All Planning Update**
  - Lindsey Button, MAPA

Introductions

Iowa
Strategic Highway Safety Plan Update

Larry Grant, Iowa DOT

IOWA'S FIVE-YEAR STRATEGIC HIGHWAY SAFETY PLAN (SHSP)
2024-2028

IOWA DOT

SHSP Overview

- Statewide coordinated safety plan the provides a comprehensive framework for reducing fatalities and serious on all public roads.
- Federal requirement for states since the adoption of SAFETEA-LU in 2005
- Drives funding and safety initiatives state
- Must be updated every five years
- Must:
  - Incorporate multidisciplinary input
  - Be driven by data
  - Address all roads
  - Focus on fatalities and serious injuries

IOWA DOT

Collaboration

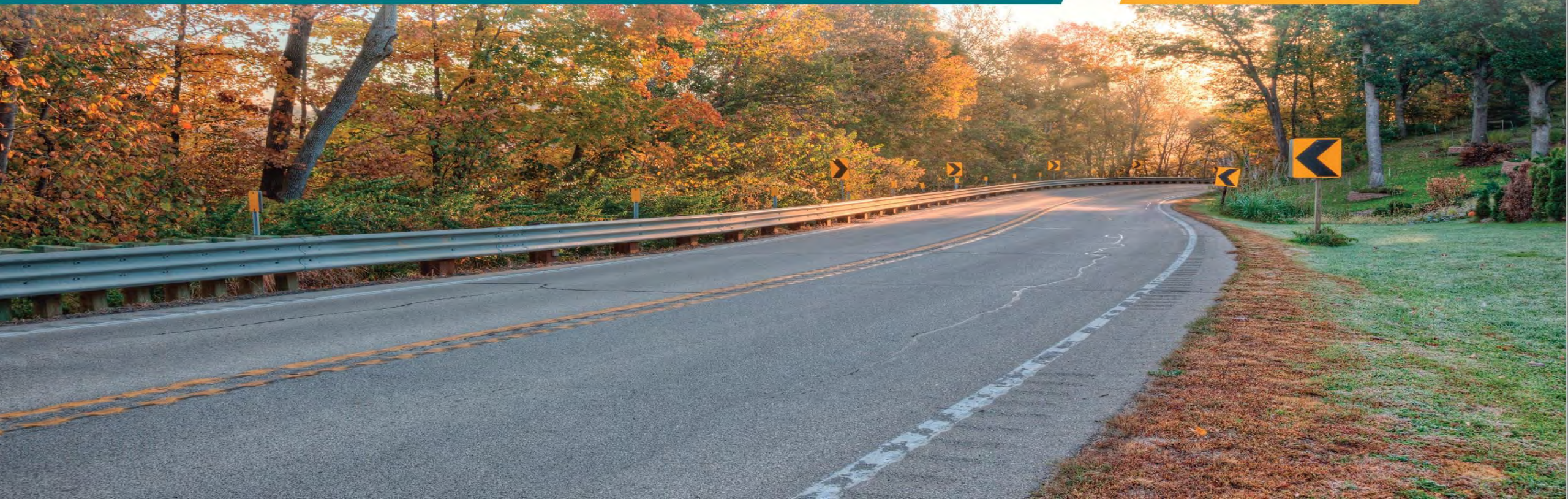
- Diverse group of safety professionals involved in the update

Engagement

- Metropolitan Planning Organization/ Regional Planning Affiliation: June 21, 2023
- Bicycle and Pedestrian Advisory Committee: August 23, 2023
- Strategic Highway Safety Plan (SHSP) Advisory Team: August 31, 2023

- Input for draft document: Early November

EMPHASIS AREAS

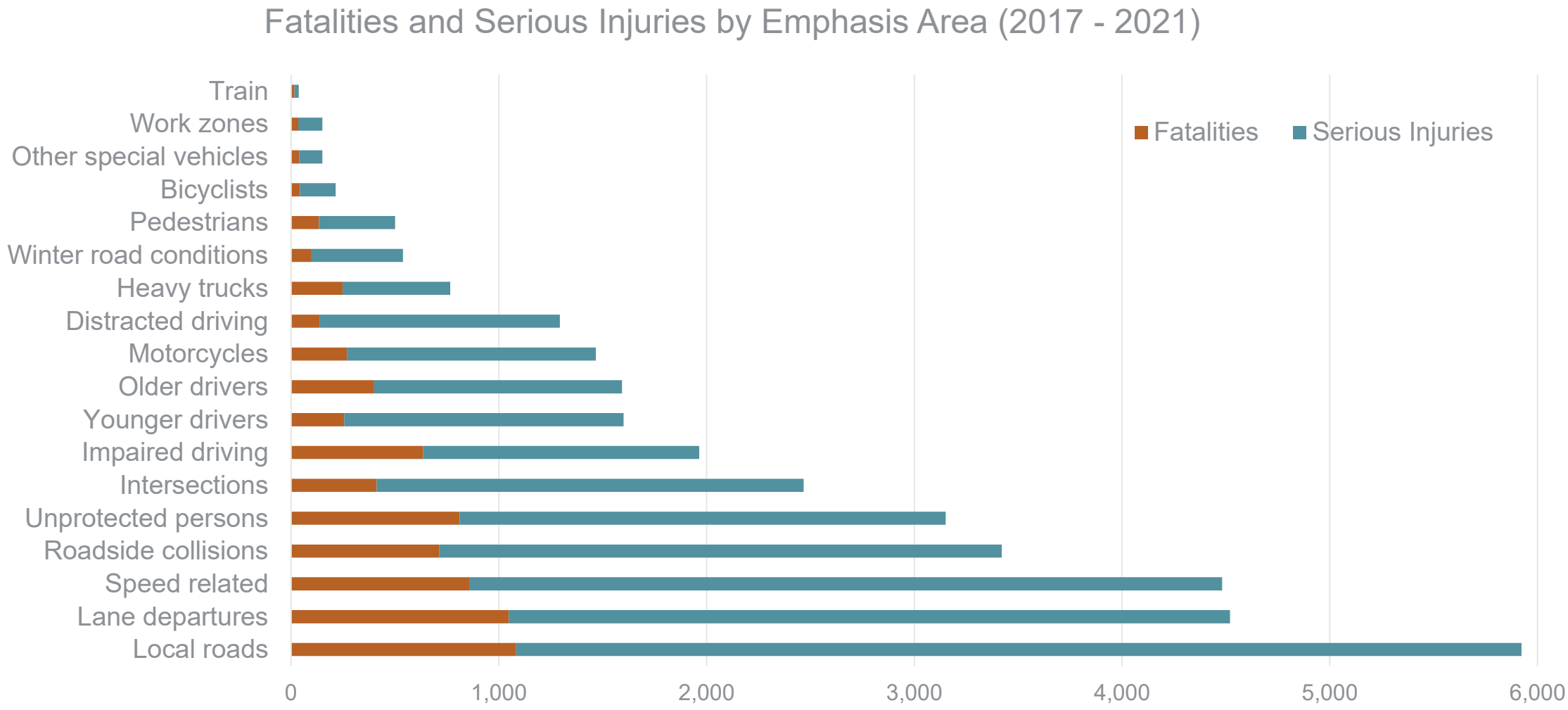


SHSP Emphasis Areas

- Analyzed 18 emphasis areas that impact roadway safety
  - Fatal and serious injury crash analysis by emphasis
  - Survey of Advisory Team and stakeholders

Goal: Identify critical emphasis areas that have the greatest potential to reduce fatalities and serious injuries on Iowa's roads

Crash Analysis



Note: Fatalities and serious injuries can include multiple emphasis areas.

THE SAFE SYSTEM

APPROACH

Zero is our goal. A Safe System is how we get there.

Source:
https://highways.dot.gov/safety/zero-deaths

FIGURE 3.2: EMPHASIS AREAS BY THE SAFE SYSTEM APPROACH

Source: Adapted from FHWA

*Key Emphasis Area

(%) Percent of fatalities and serious injuries attributed to the Emphasis Area. Fatalities and serious injuries may be associated with multiple Emphasis Areas.

Safer People

- Occupant Protection (37%) *
- Impairment Involved (23%) *
- Distracted Driving (15%) *
- Younger Drivers (19%)
- Older Drivers (19%)
- Pedestrians (6%)
- Bicyclists (3%)

Safer Vehicles

- Motorcycles (17%)
- Heavy Trucks (9%)
- Other Special Vehicles (2%)
- Train (0.4%)

Safer Speeds

- Speed-related (52%) *

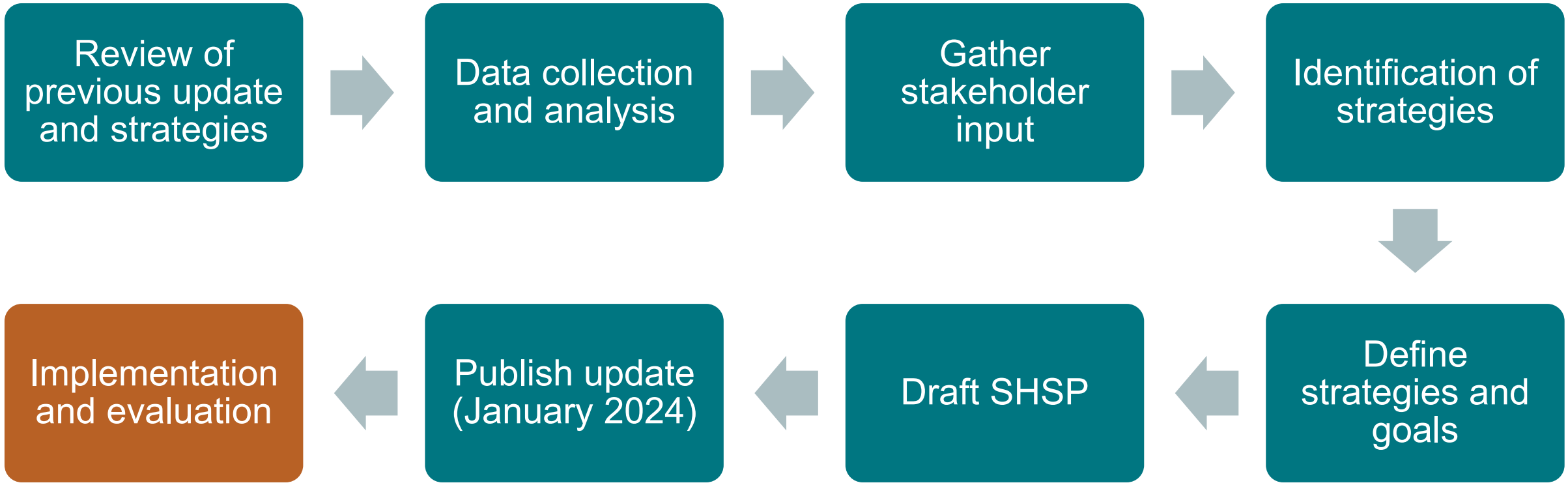
Safer Roads

- Local Roads (69%) *
- Lane Departures (53%) *
- Intersections (29%) *
- Roadside Collisions (40%)
- Winter Road Conditions (6%)
- Work Zones (2%)

Post-Crash Care

- Post-Crash Care

Development Process



3.4 KEY EMPHASIS AREA STRATEGIES

The following pages provide additional details for each Key Emphasis Area, including its definition, the percent of fatalities and serious injuries attributed to it, strategies identified for the Key Emphasis Area, the percentage of fatalities and serious injuries associated with the other Key Emphasis Areas, and fatality and serious injury trends over the last five years.

SAFER PEOPLE

OCCUPANT PROTECTION

No restraint or protective device (such as a seatbelt, child restraint system, helmet, or other device)

37%

STRATEGIES

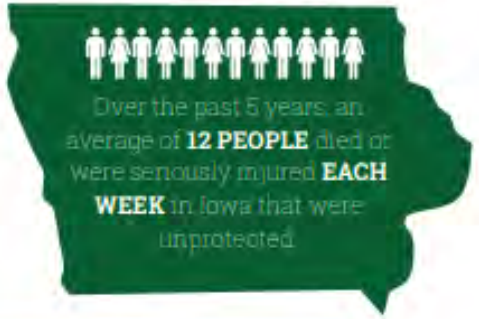
OP 1. Conduct Public Awareness Campaigns focused on generating awareness of the risks of being an unprotected person.

OP 2. Conduct highly publicized enforcement campaigns focused on restraint use.

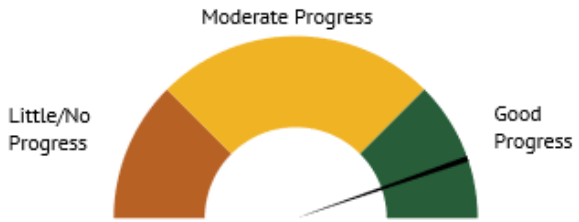
OP 3. The general public should buckle up, everyone and every time.

ASSOCIATED EMPHASIS AREAS

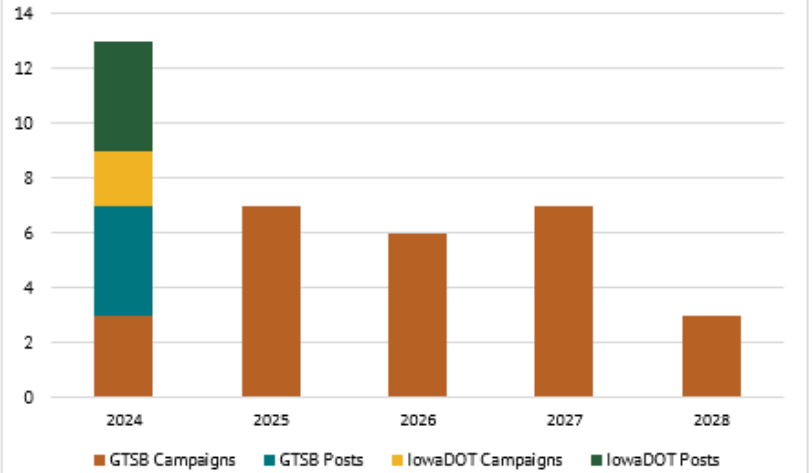
70%	62%	60%	32%	26%	13%
Local Roads	Speed-Related	Lane Departures	Impairment Involved	Intersections	Distracted Driving



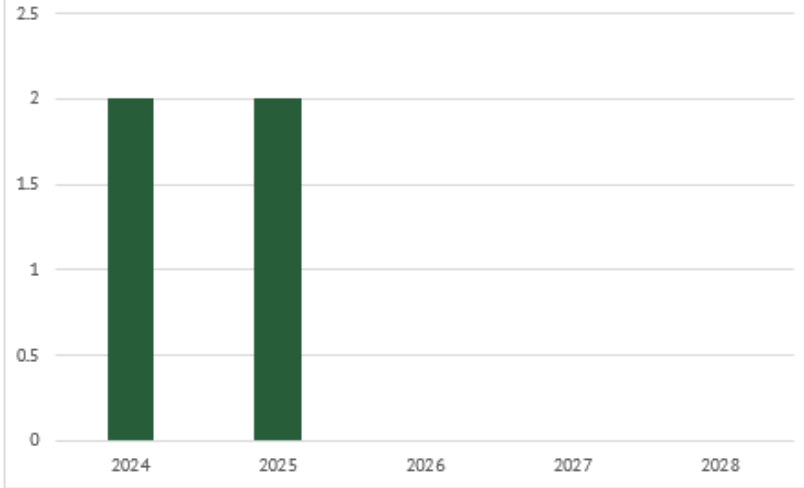
Occupant Protection: Overall Reporting Year Progress

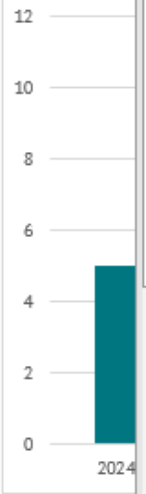


Media Outputs for Occupant Protection



Restraint Use Enforcement Campaigns





Current Reporting Year is 2024

Strategy #	Strategy	Output Measures	Agency	Unit	2024						2025	
					Q1 2024	Q2 2024	Q3 2024	Q4 2024	YTD	Notes	Q1 2025	Q2 2025
OP 1	Conduct Public Awareness Campaigns focused on generating awareness of the risks associated with being an unprotected person.	Number of GTSB paid media campaigns	GTSB	Campaigns	1	2	0	0	3		3	2
		Number of GTSB social media posts	GTSB	Posts	1	1	1	1	4			
		Number of Iowa DOT paid media campaigns	Iowa DOT	Campaigns	1		1		2			
		Number of Iowa DOT social media posts	Iowa DOT	Posts	1	1	1	1	4			
OP 2	Conduct highly publicized enforcement campaigns focused on restraint use.	Number of high visibility enforcement events per year	GTSB	Events		1	1		2		1	
		Report citations from the high visibility enforcement events	GTSB	Citations		3	2	0	5		6	
OP 3	The general public should buckle up, everyone and every time.	Exit polling from drivers license station.	GTSB	Percent	60%	70%	80%		70%			
		Independent poll for seat belt surveys.	GTSB	Percent	60%	60%	60%		60%			

Vulnerable Road User Safety Assessment

IOWA DOT

Overview

- New requirement from the Bipartisan Infrastructure Law
- Must be approved by the governor or designee

"All states are required to develop a Vulnerable Road User Safety Assessment as part of their Highway Safety Improvement Program (HSIP) in accordance with 23 U.S.C. 148(1)."

Link to FHWA Guidance:
https://tinyurl.com/4cum7sbk

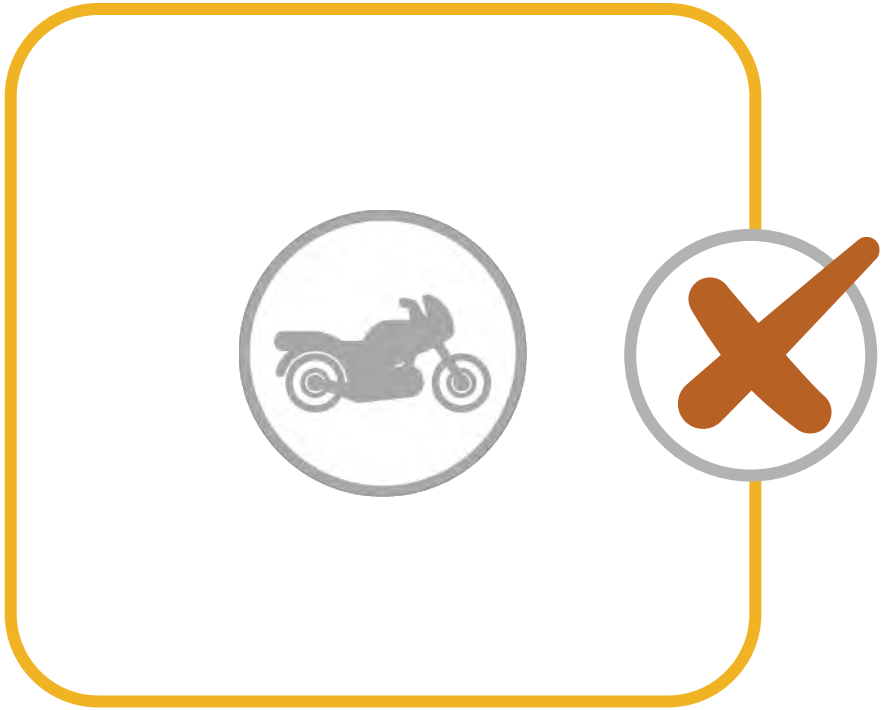
IOWA DOT

Goal of VRU Safety Assessment?

- Identify areas of higher risk for bicyclist and pedestrian crashes
- Provide insight on areas of necessary infrastructure improvements on Iowa roads
- Furthering the objective of achieving zero fatalities on the nation's roads

What is a VRU?

The definition of “vulnerable road user” is provided in 23 U.S.C. 148(a)(15) as “a nonmotorist.”



IOWA-SPECIFIC GUIDANCE

In Iowa, motorized bicycles (mopeds) that exceed a certain speed are considered motorcycles. Because motorcycles are excluded from the definition of VRUs, it is imperative to clearly define what is considered to be a motorcycle. The following guidance outlines how these types of devices are classified in Iowa:

Bicycle

NOT ABLE TO EXCEED 20 MILES PER HOUR
when powered solely by an electric motor of less than 750 watts (one horsepower)

Mopeds

ABLE TO EXCEED 20 MILES PER HOUR
as defined for bicycles

NOT ABLE TO EXCEED 39 MILES PER HOUR
as defined for motorcycles

Motorcycles

ABLE TO EXCEED 39 MILES PER HOUR
on level ground unassisted by human power

Risk Factor Assessment

- Builds off previous *Statewide Bicycle Pedestrian Systemic Safety Analysis 2020*
- Utilizes 7 years of crash data (January 1, 2016 through December 31, 2022)
- Adds equity data analysis
- Identifies strategies to address safety risks for VRU
- Develops high-level recommendations for selected locations

VRU Fatalities and Serious Injuries

FIGURE 2.1: VRU FATALITIES AND SERIOUS INJURIES (2016-2022)

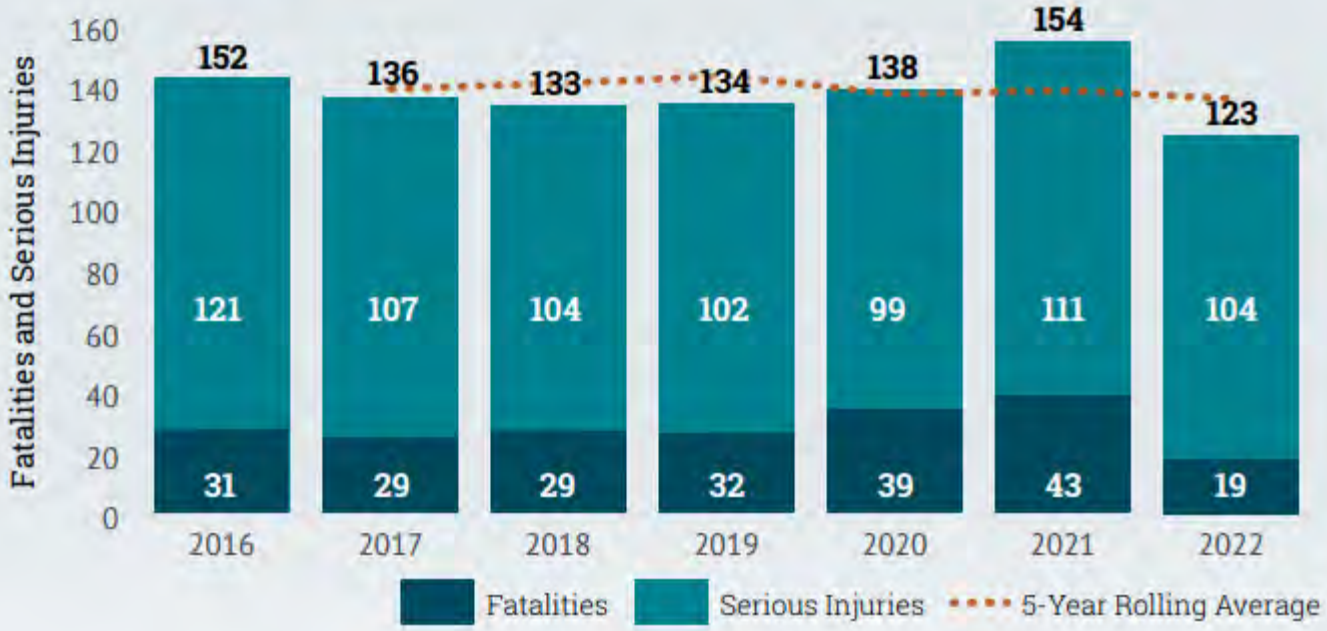
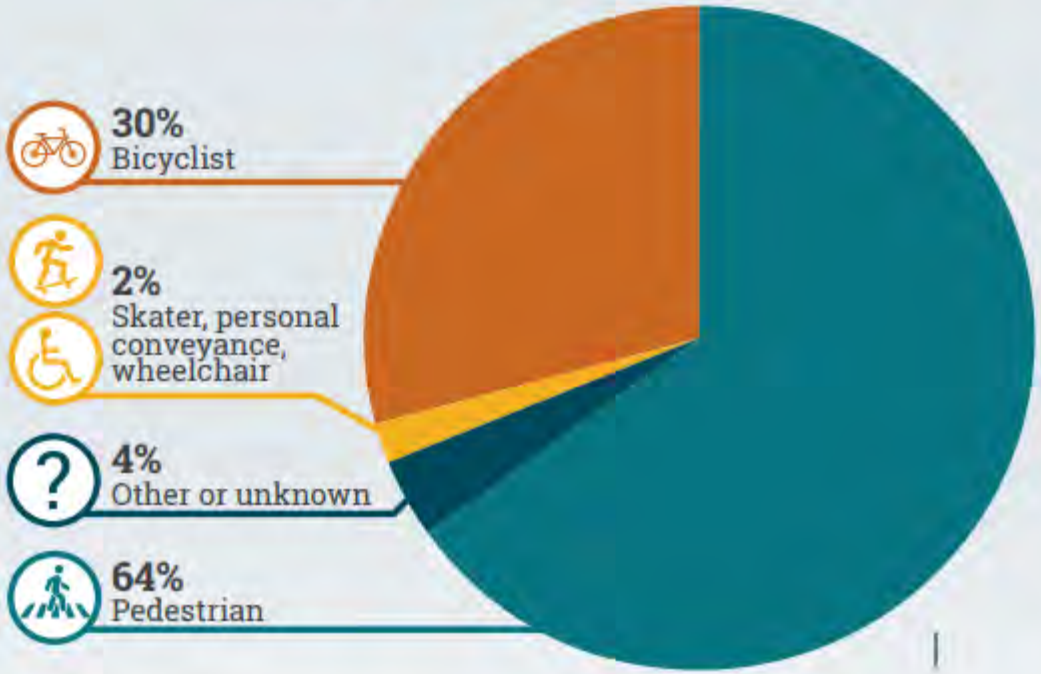
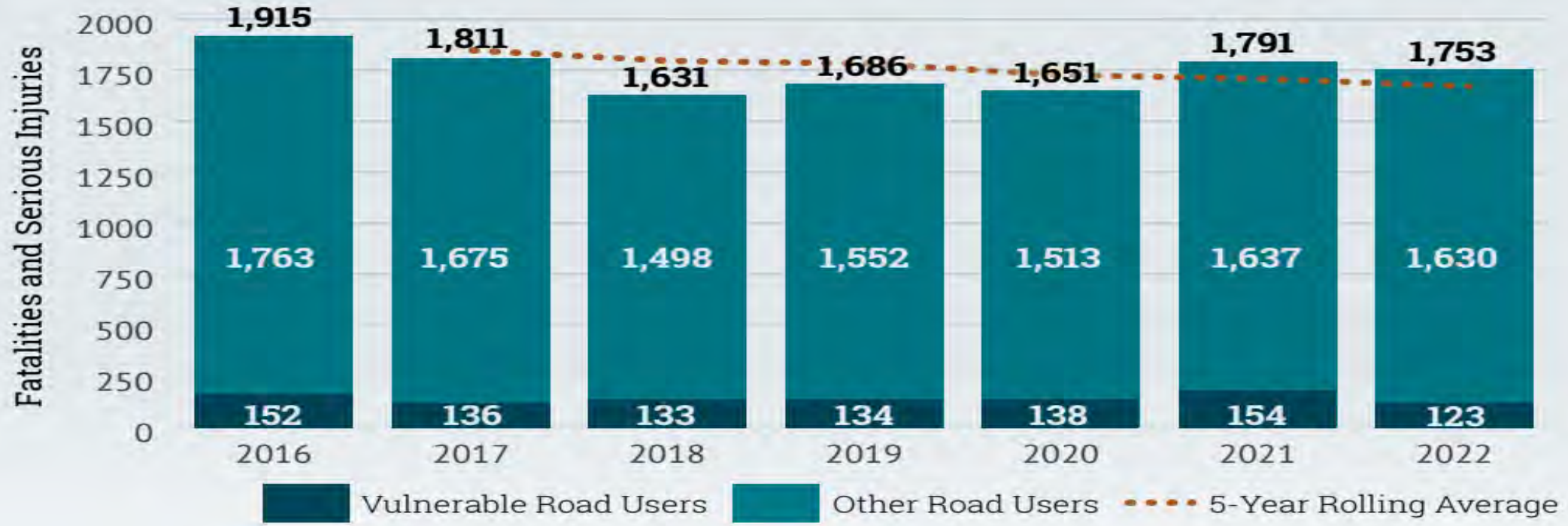


FIGURE 2.2: VRU FATALITIES AND SERIOUS INJURIES BY USER TYPE (2016-2022)



Fatalities and Serious Injuries
All Road Users



~8% of all fatalities and serious injuries in Iowa are VRUs

~20% of all fatalities and serious injuries in the U.S. are VRUs

Based on 2016-2020 Fatality Analysis Reporting System (FARS)

Based on the statewide risk assessment of the roadway network and feedback obtained via stakeholder engagement, recommendations have been identified for high-risk locations on the Iowa DOT system, and strategies have been developed to assist with educating the public about VRU safety and funding VRU safety projects.

PROJECTS IN HIGH-RISK LOCATIONS

High-level recommendations/improvement options were developed for each of the urban and rural high-risk locations on **Figure 5.1**. The recommendations developed as part of this assessment will be discussed and refined with each agency. Based on FHWA guidance, recommendations focused on prioritizing countermeasures and strategies that align with the Safe System Approach to improve safety for people walking, biking, and rolling include:

- Separating users in space (e.g., separated bicycle lanes, walkways, pedestrian refuge islands)
- Implementing physical features to slow traffic (e.g., self-enforcing roads, 4- to 3-lane conversions)
- Separating users in time (e.g., leading pedestrian interval)
- Increasing attentiveness and awareness (e.g., crosswalk visibility enhancements, pedestrian hybrid beacons ([PHBs], lighting)
- Implementing speed enforcing strategies (e.g., speed safety cameras)

FIGURE 5.1: HIGH-RISK PROJECT LOCATIONS

Table 5.1 provides a list of the highest-ranking urban and rural locations. These locations are only along state routes or intersections with at least one roadway being a state route. Detailed project information sheets for each location, including location scoring, screening details, recommendations, and aerial images, can be found in **Appendix E**.

While the Step 2 screening focuses on high-risk state facilities, all paved facilities in Iowa, excluding those with a minimum speed limit, were scored in Step 1 of the assessment. **Appendix B** provides the 25 highest-risk locations for each of the eight category bins split into the six Iowa DOT districts. For more detailed scoring, contact the Iowa DOT.

TABLE 5.1 HIGH-RISK PROJECT LOCATIONS

Context	Bike or Ped	Location No.	Intersection or Segment	County	City/Nearest City	Mainline	Minor Road/ Start of Segment	End of Segment
Urban	Both Both Bike Bike	1	Segment Segment Intersection Intersection	Webster	Fort Dodge	Kenyon Rd (US 20/US 169) S 8th St IA 926 IA 926	S 12th St 4th Ave S 3rd Ave S 4th Ave S	Avenue C Kenyon Rd N/A N/A
	Ped Ped	2	Segment Intersection	Pottawattamie	Council Bluffs	E Kanesville Blvd E Kanesville Blvd	Hillsdale Dr Sherwood Dr	Railroad Hwy N/A
	Bike Bike Bike Bike	3	Intersection Intersection Intersection Intersection	Pottawattamie	Council Bluffs	S 6th St S 6th St S 7th St S 7th St	5th Ave Willow Ave Willow Ave 5th Ave	N/A N/A N/A N/A
	Ped Ped	4	Intersection Intersection	Scott	Davenport	US 61 US 61	Brown St Marquette St	N/A N/A
	Ped	5	Segment	Des Moines	Burlington	US 61	Mount Pleasant St	Agency St
	Both Bike Ped Ped	6	Segment Segment Intersection Intersection	Johnson	Iowa City	US 6 US 6 IA 1/Burlington St IA 1/Burlington St	1st Ave Newton Rd Front St S Capitol St	Newton Rd South of W Burlington St N/A N/A
	Bike	7	Intersection	Jasper	Newton	US 6	E 5th St	N/A
Rural	Bike Bike Bike	1	Segment Intersection Intersection	Lucas	Chariton	US 34 US 34 US 34	Albia Rd 472nd Ln Red Haw State Park	Lake Ellis Culvert N/A N/A
	Ped Ped Both Both	2	Segment Intersection Intersection Intersection	Pottawattamie	Council Bluffs	IA 92 IA 92 IA 92 IA 92	Valley View Dr Valley View Dr Pine Terrace Dr Somerset Ave	Somerset Ave N/A N/A N/A
	Ped	3	Segment	Scott	Davenport	US 67	Mound St	Greenwood Ave
	Bike	4	Segment	Muscatine	Muscatine	US 61	Savannah Ave	Old US 61 Frontage Rd
	Ped	5	Segment	Polk	Ankeny	US 69	SW Oralabor Rd	NE 72nd Ave

STRATEGIES

The following strategies have been identified to address VRU safety within Iowa.

Public Education Campaign

The Iowa DOT recently developed educational videos on the following topics that can be shared through public educational campaigns:

- Rectangular Rapid Flashing Beacons (RRFBs)
- PHBs
- 4- to 3-lane conversions
- Roundabouts

Funding Opportunities

A variety of funding opportunities are available through the Iowa DOT to assist with funding VRU-related projects in Iowa:

HSIP-Local

The Iowa DOT HSIP-Local program provides Federal-Aid Swap (State) funds to counties and cities for low- to medium-cost systemic safety improvements. HSIP-Local program funding is $5 million/year for FY 2023-2027. The program aims to reduce two types of crashes: lane departure crashes and intersection crashes.

Traffic Safety Improvement Program (TSIP)

TSIP funding can be used to treat a single location based on demonstrated crash history. TSIP awards cannot exceed $500,000 per project. Example projects include but are not limited to:

- RRFBs
- Speed feedback signs
- Leading Pedestrian Intervals (LPIs)
- Painted crosswalks

Discretionary Grants

The following discretionary grants are most-applicable for VRU projects and can be considered by those looking to implement projects to improve VRU safety in Iowa:

- Safe Streets for All (SS4A): Iowa DOT is providing a funding match for counties to develop Safety Action Plans ($5,000 per county) and for MPO/RPA ($12,000 per MPO/RPA)
- Rebuilding American Infrastructure with Sustainability and Equity (RAISE)
- If the project meets the appropriate criteria the following grants could be utilized:
  - Reconnecting Communities and Neighborhoods (RCN)
  - Railroad Crossing Elimination (RCE)
  - Consolidated Rail Infrastructure and Safety Improvements (CRISI)
  - Strengthening Mobility and Revolutionizing Transportation (SMART)

**List is not all-inclusive go to:*
https://www.fhwa.dot.gov/environment/bicycle_pedestrian/funding/

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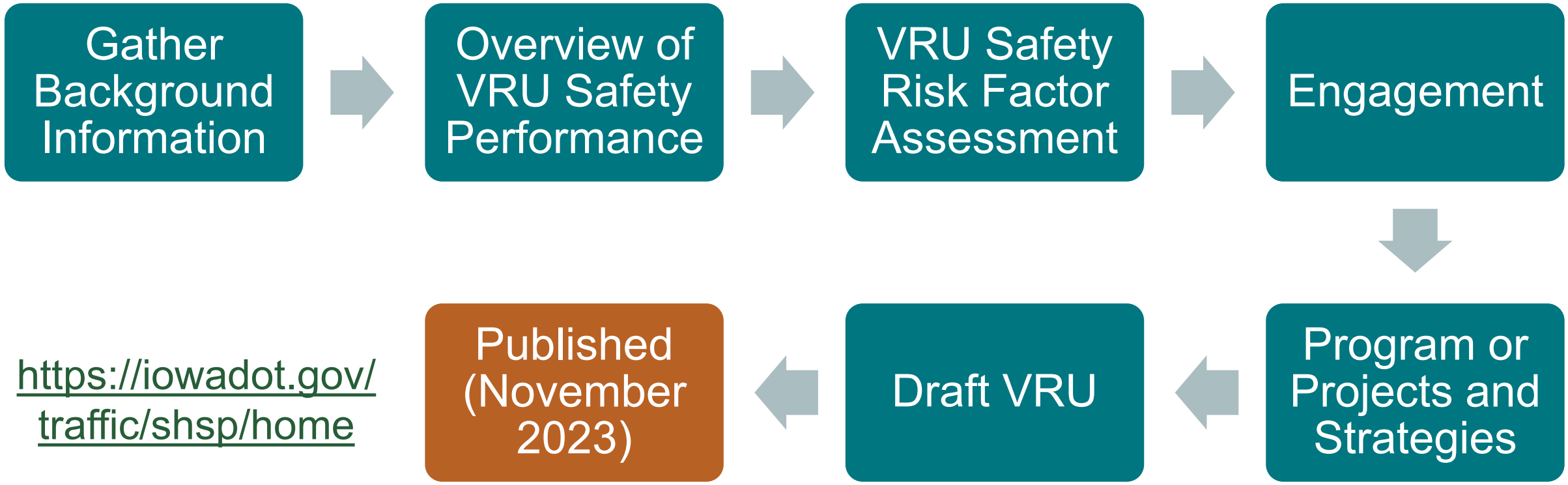
Development Process



https://iowadot.gov/traffic/shsp/home

https://iowadot.gov/traffic/shsp/home

Contact

Larry Grant

State Safety Planner

larry.grant@iowadot.us

515-233-7828

Nebraska
Strategic Highway Safety Plan Update

Don Butler, NDOT

Nebraska Vulnerable Road User (VRU) Assessment

Don Butler
NDOT Highway Safety Engineer

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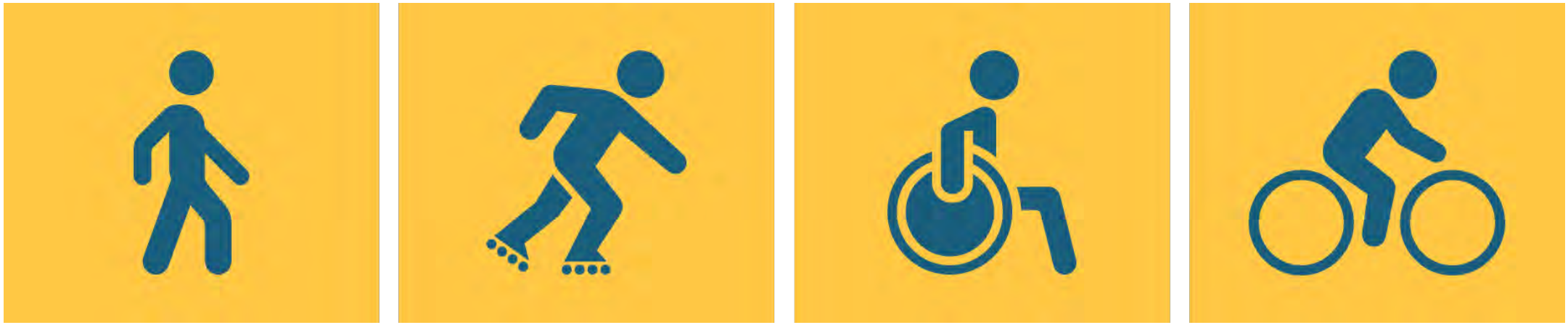
WHO IS A VULNERABLE ROAD USER?

- Anyone who walks, bikes, or rolls on or across Nebraska roads



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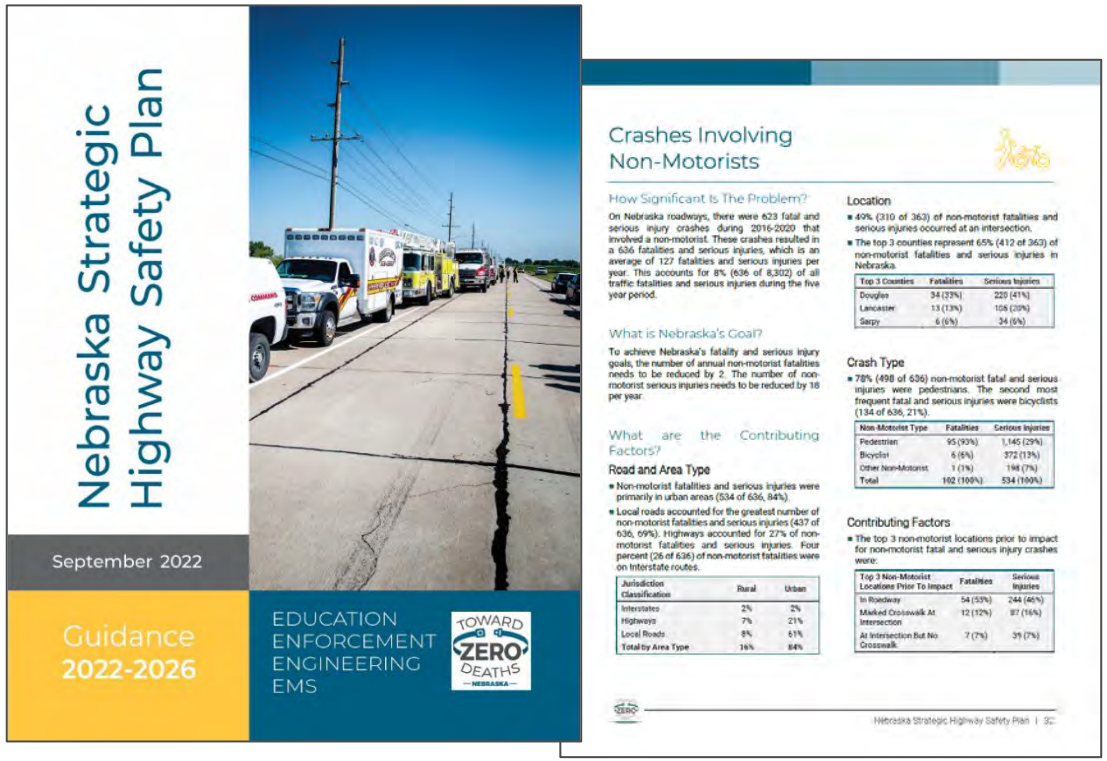
GOALS OF THIS ASSESSMENT

- Identify contributing factors of VRU crashes
- Develop strategies that reduce VRU fatalities & serious injuries
- Integrate assessment into the Nebraska Strategic Highway Safety Plan (SHSP)



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2022-2026 SHSP CRITICAL EMPHASIS AREAS

- Increasing Seat Belt Usage
- Reducing Roadway/Lane Departure Crashes
- Reducing Impaired Driving Crashes
- Reducing Intersection Crashes
- Reducing Young Driver Crashes
- Reducing Older Driver Crashes
- **Reducing Non-Motorist Crashes**

8%

OF FATALITIES AND SERIOUS INJURIES

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ZERO

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SHARED RESPONSIBILITY

ROAD USERS AND ROAD STEWARDS

ACHIEVE ZERO FATALITIES TOGETHER

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VRU SAFETY TRENDS

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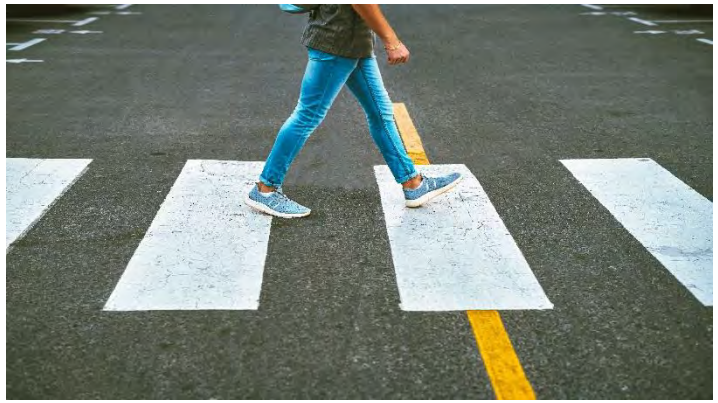
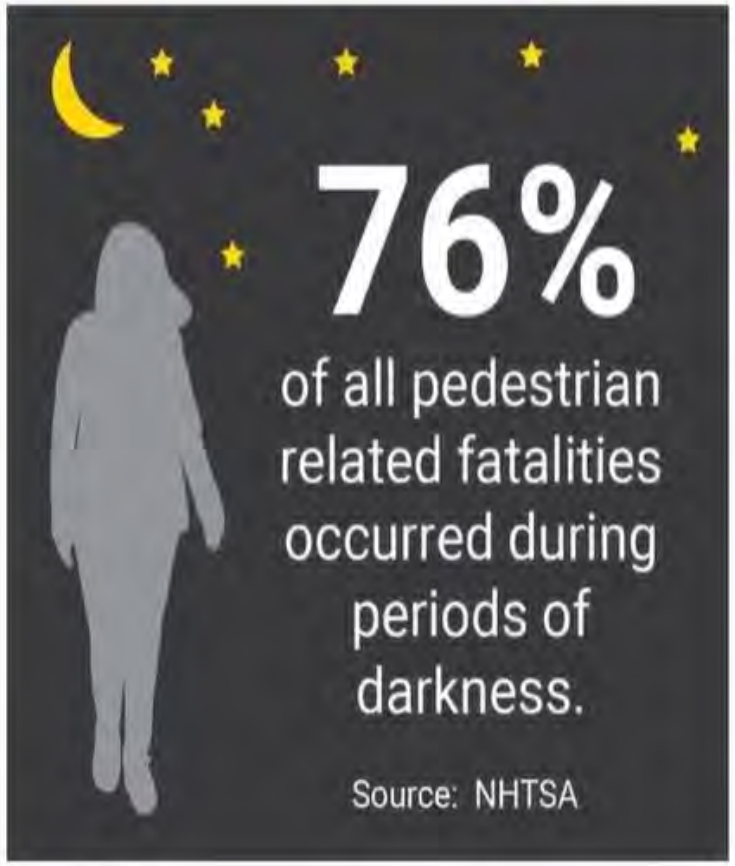
CRASHES AT NIGHT





Source: National Highway Traffic Safety Administration

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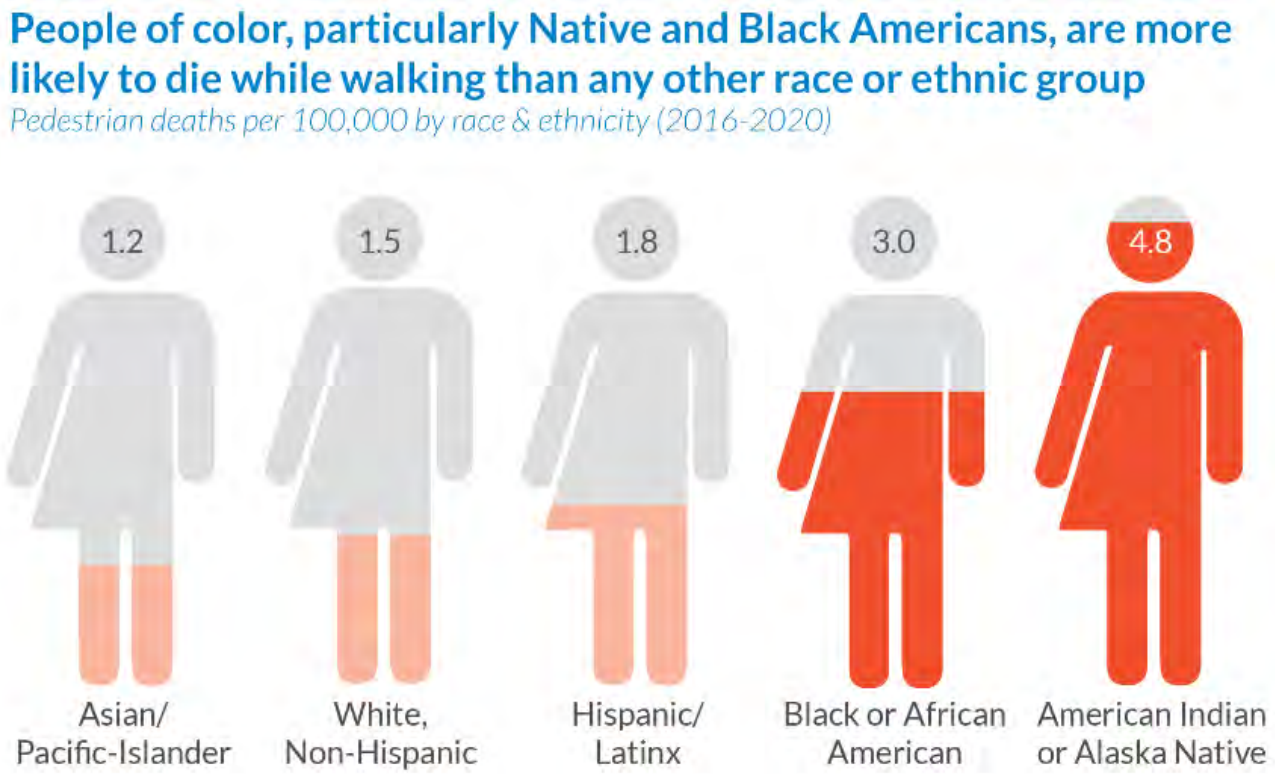
CRASHES BY RACE & ETHNICITY



Source: Smart Growth America

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DATA CONSIDERED

VRU Crash Characteristics Considered

Who	When	Why	What	Where
Age of VRU	Time of Day	Ped CBC	Median Type	Facility Type
Gender	Year	Driver CBC	AADT	County
Social Vulnerability	Month of Year	Alcohol Related	Vehicle Body Type	Functional Class
	Day of Week	Lighting Condition	Speed Limit	Land Use
		Hit & Run	No. of Thru Lanes	Area Type

CBC = contributing circumstance
AADT = Average Annual Daily Traffic

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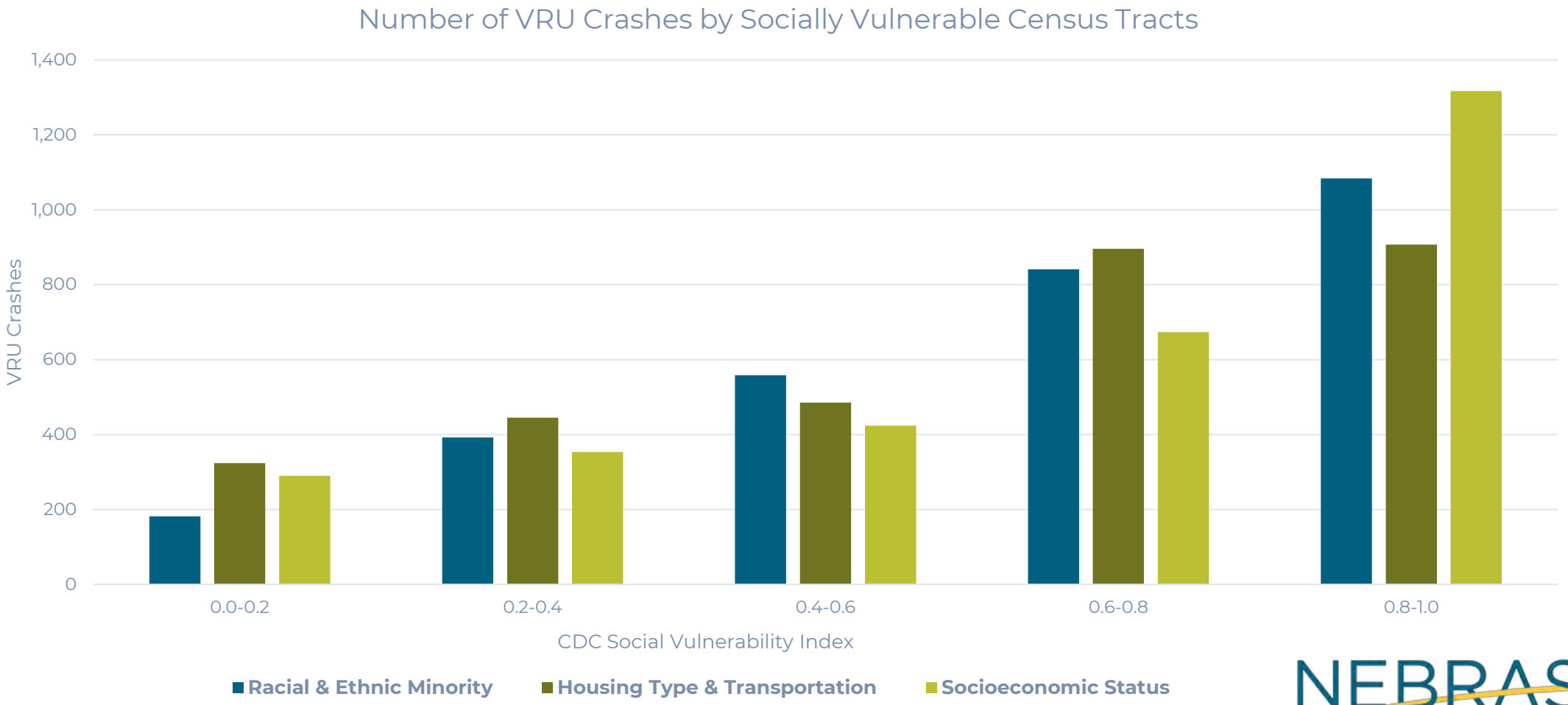
SOCIAL VULNERABILITY



Source: Center for Disease Control and Prevention (CDC)

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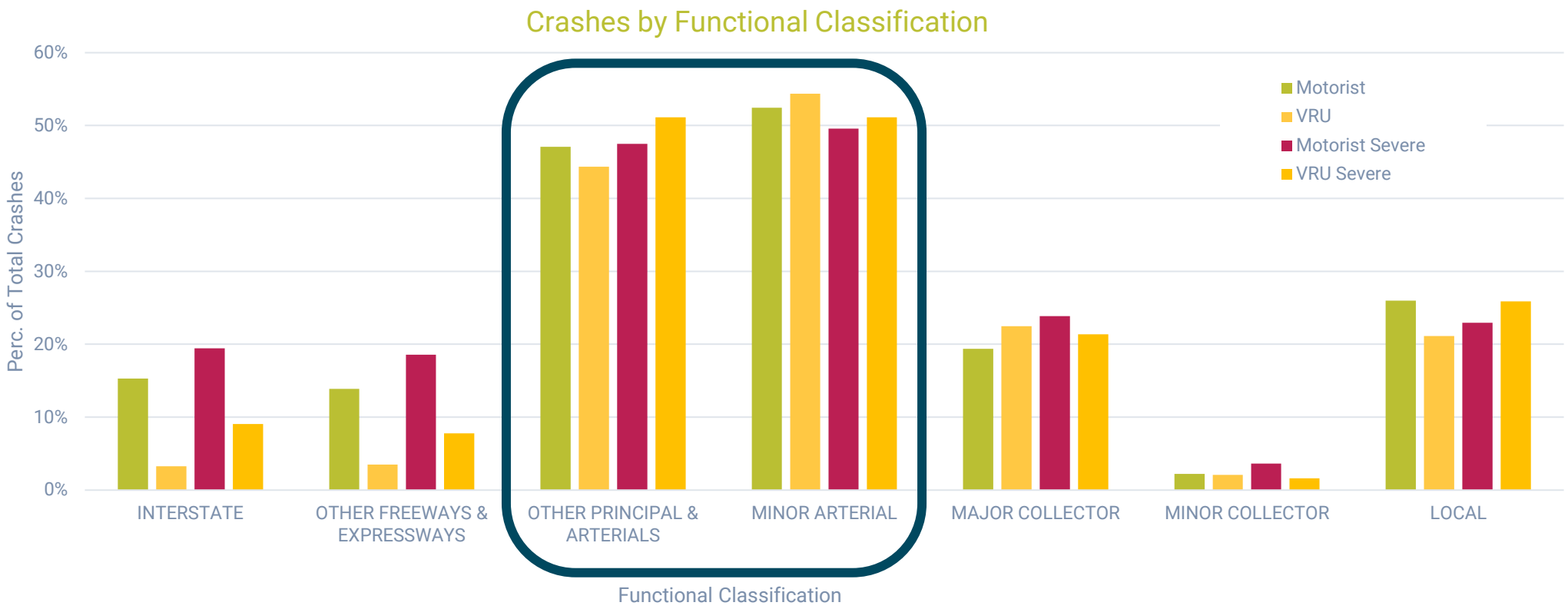
ROADWAY FUNCTIONAL CLASS



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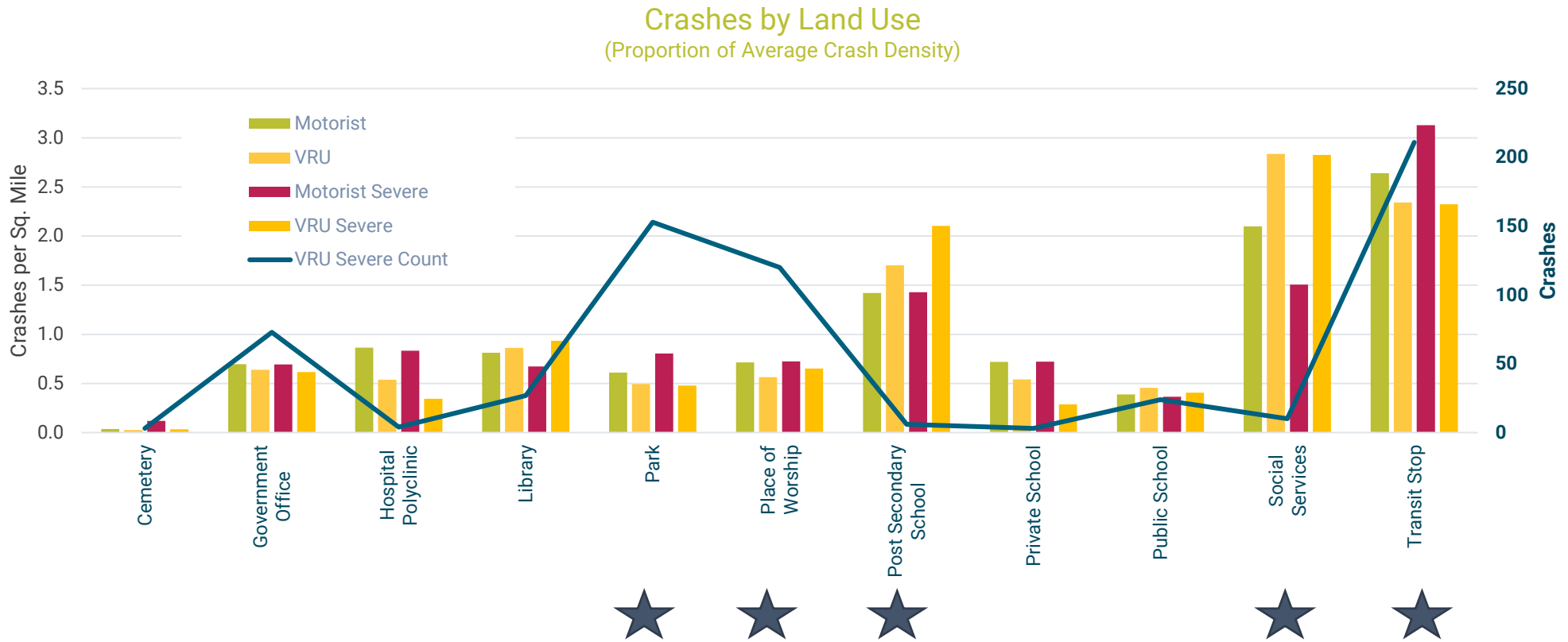
LAND USE



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WE HEARD FROM STAKEHOLDERS

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SURVEY OUTREACH EFFORTS

563 Survey responses

As a vulnerable road user, what barriers do you most often encounter?

Top **Respondent** choices:

- **Lack of or disconnected sidewalk or trail system**
- **Sidewalks or trails in poor condition or missing segments**
- **Bad driving behaviors (e.g., speeding, drivers parking on sidewalks, blocking ramps, failing to yield to pedestrians, distracted driving)**

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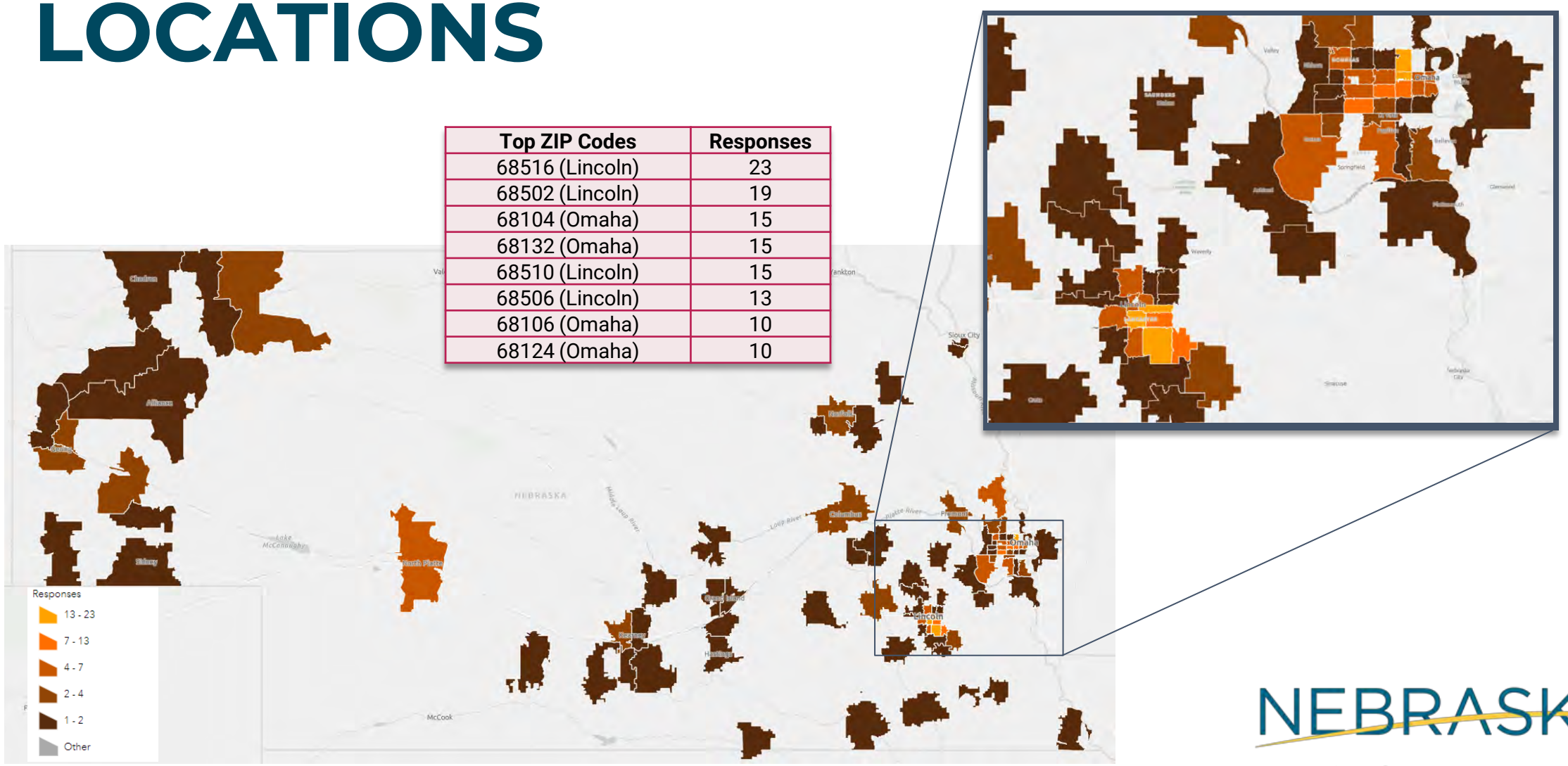
RESPONSE LOCATIONS

Top ZIP Codes	Responses
68516 (Lincoln)	23
68502 (Lincoln)	19
68104 (Omaha)	15
68132 (Omaha)	15
68510 (Lincoln)	15
68506 (Lincoln)	13
68106 (Omaha)	10
68124 (Omaha)	10



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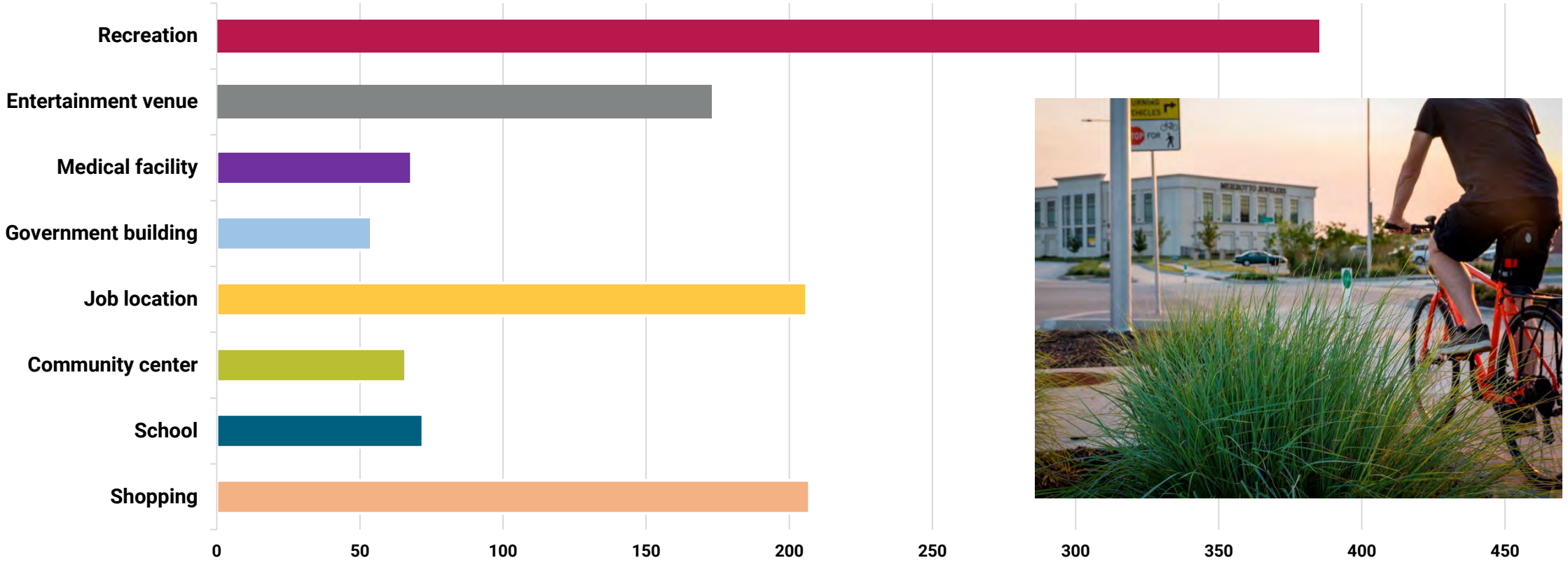
AS A VRU, WHAT IS YOUR TYPICAL DESTINATION? SELECT ALL THAT APPLY.



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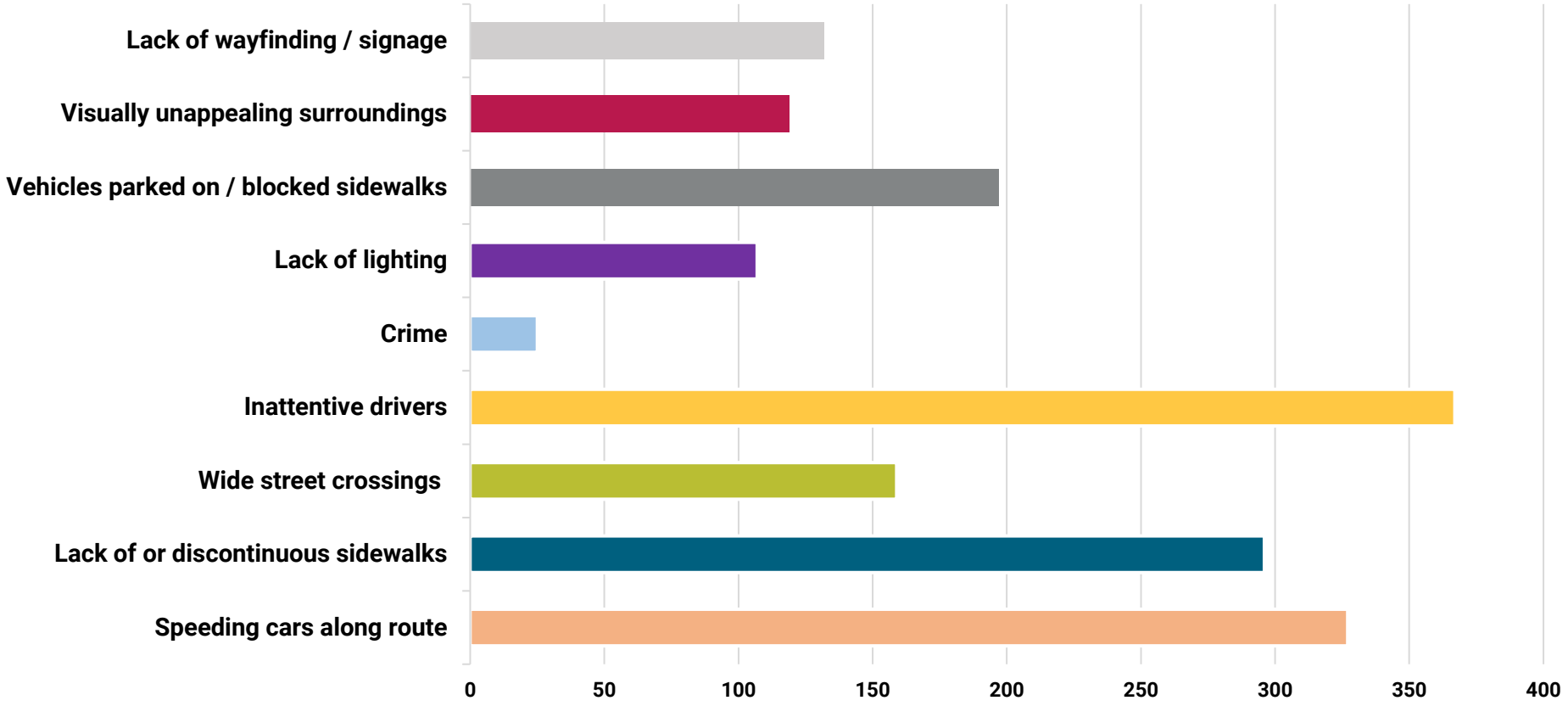
AS A VRU, WHAT SAFETY CONCERNS HAVE YOU EXPERIENCED? SELECT ALL THAT APPLY.



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REPORT RESULTS

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ROADWAY FUNCTIONAL CLASS

Functional Classification to VRU Quantitative Analysis

Area	Nat. Func. Class	Average Daily Traffic	VRU Severe Crash Rate[1,2]	Annual VMT[2]		Severe Crashes	
				Total (1 mil)	Pctg	Total	Pctg
Urban	Minor Arterial	0 – 10,000	5.32	1,447	4.08%	92	16.44%
Urban	Other Princ. & Arterials	20,000 – 30,000	8.59	699	1.97%	69	12.34%
Urban	Major Collector	0 – 10,000	1.81	2,536	7.14%	50	8.94%
Urban	Other Princ. & Arterials	10,000 – 20,000	7.05	667	1.88%	47	8.41%
Urban	Minor Arterial	10,000 – 20,000	4.90	920	2.59%	45	8.05%
Urban	Local	0 – 10,000	4.54	947	2.67%	42	7.51%

1. Crash rate expressed as crashes per hundred million VMT.
2. VMT is estimated by centerline miles of road segments in that category times an average AADT of facility type.

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LAND USE

Land Use to VRU Quantitative Analysis

Land Use	Socioeconomic Index	Racial/Ethnic Index	Total Area[1]	Total Pop.[1]	Severe Crashes
Transit Stop	0.8-1.0	0.8-1.0	34.5 sq. mi. (0.32%)	136k (9.4%)	91 (15.2%)
Park	0.8-1.0	0.8-1.0	29.6 sq. mi. (0.27%)	94.7k (6.5%)	46 (7.7%)
Social Services[2]	0.8-1.0	0.8-1.0	9.32 sq. mi. (0.09%)	15.0k (1.0%)	6 (1.0%)
Post Secondary Schools[2]	0.8-1.0	0.8-1.0	0.4 sq. mi. (nom.)	3.9k (0.3%)	1 (0.2%)
Public and Private Schools[2]	0.8-1.0	0.8-1.0	9.8 sq. mi. (0.09%)	36.7k (2.50%)	9 (1.5%)

1. Total area or population of the census tracts with Severe VRU crashes.
2. Totals provided as these were shown to have a disproportionate number of crashes as compared to other land uses.

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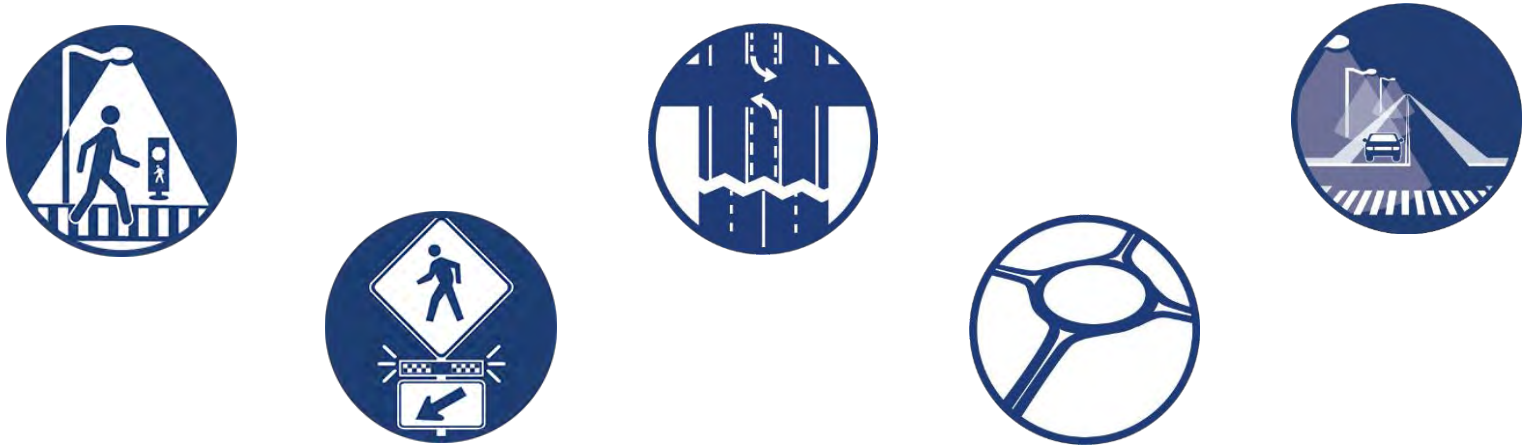
FOCUS EXISTING STRATEGIES



- Transit, Parks, Schools, Social Services
- Higher Social Vulnerability Index
- Urban Arterials

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NEW STRATEGIES

- Leading Pedestrian Interval
- Update Pedestrian Lighting Standards
- Connecting Gaps in Sidewalk Networks
- Bicycle and Pedestrian Safety Education with Schools
- Support More Driver Education Program
- Enhanced Signs
- Right Turn On Red Restrictions
- Raised Medians on Multilane Urban Arterials
- Pedestrian Refuge Islands

NEBRASKA

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SAFETY FUNDING OPPORTUNITIES

- Safe Streets And Roads For All (SS4A)
  - Nationally Competitive Grant Program For MPOs, Tribal Governments, And Local Governments
  - $1 Billion Annually For U.S.
  - Develop Safety Plans And Construct Safety Improvements

- Nebraska Highway Safety Improvement (HSIP) Funds
  - Statewide Competitive Program Based On Benefit-Cost Ratio
  - $20M Annually For Nebraska

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SAFETY FUNDING OPPORTUNITIES

- Transportation Alternatives (TAP)
  - Trail Facilities
  - Complete Streets/Safe Streets For All Improvements
- Safe Routes to School Infrastructure Projects
  - Sidewalk Improvements
  - Pedestrian And Bicycle Crossing Improvements
- Recreational Trails Program (RTP)
  - Recreational Trails

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NEBRASKA SYSTEMIC VRU SAFETY PROGRAM

- Create New Annual Systemic VRU Safety Program for Nebraska
- Uses Nebraska's Federal Highway Safety Improvement Program Funds
- Model After NDOT's Successful Transportation Alternatives Program
- Goal Of Programming $1 Million Annually

NEBRASKA
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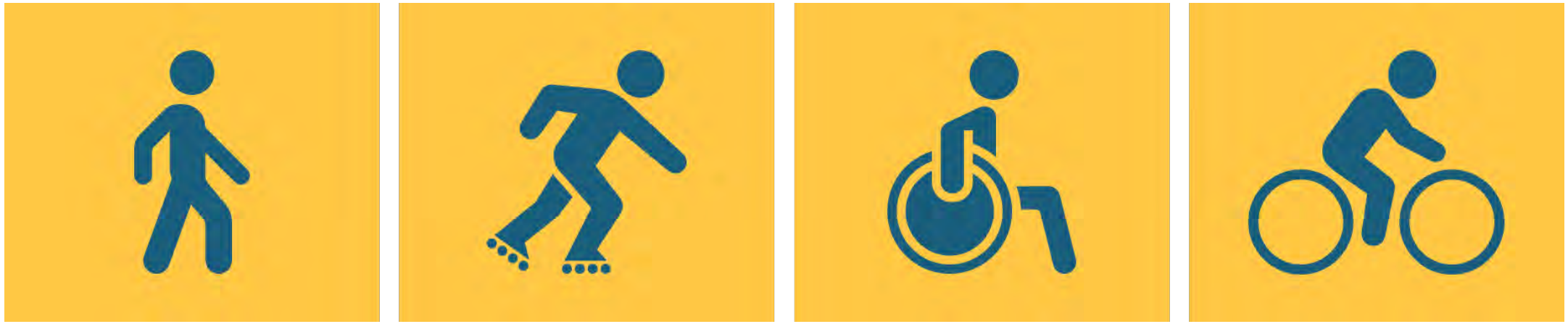


THANK YOU

NEBRASKA

Good Life. Great Journey.

City of Omaha
Vision Zero Action Plan Update

Jeff Sobczyk, City of Omaha

VISION ZERO OMAHA

ENDING TRAFFIC DEATHS

» WE REMEMBER

Before delving into the specifics of the Vision Zero Action Plan, it is important to remember those who have lost their lives in traffic crashes in Omaha. Each of these tragedies has left a mark on our community, and their memory will continue to motivate our efforts to create safer streets for all.

This section serves as a tribute to those we have lost and a reminder of the importance of our commitment to Vision Zero.

NO LOSS OF LIFE IS ACCEPTABLE.

Roadside Memorial at 52nd St & NW Radial Hwy

Roadside Memorial at 31st St & Ames Ave

VISION ZERO OMAHA

261

TOTAL LIVES LOST

FROM 2011-2020

OMAHA FATAL TRAFFIC CRASHES

(NON-FREEWAY, 2011-2020)

Loss of Life

WHY VISION ZERO?

As of 12/20/23

Excluding interstate and freeway systems

ACKNOWLEDGEMENTS

- The Vision Zero effort in Omaha started over 5-years ago with a task force.
- The TAC is made up of community members who donated dozens of hours to this cause.
- The City of Omaha staff has been a part and supported this effort from top to bottom.

VISION ZERO OMAHA

PROJECT TEAM

CITY OF OMAHA

Austin Rowser, *City Engineer*
Jeff Sobczyk, *Vision Zero Coordinator*
Jeff Riesselman, *Omaha Public Works*
Krista Wassenaar, *Omaha Public Works*
Nick Gordon, *Omaha Public Works*

WSP

Jay Aber
Tim Adams
Josh Boehm
David Church
Karin Hassner
Steff Hedenkamp
Joe Milsap
Le Zhang

JEO CONSULTING GROUP

Lonnie Burklund
Mark Lutjeharms
Matt Selinger
Kari Slattery
Alyssa Vaughan

CITYFI

Karla Peralta
Story Bellows
Camron Bridgford

EXECUTIVE COMMITTEE

Keith Station*, *Office of the Mayor*
Jacquelyn Morrison*, *Office of the Mayor*
Robert Stubbe, *Public Works Director*
Eric Englund, *Assistant Planning Director*
Daniel Seder, *Assistant Parks Director*
Steve Scarpello, *City Council Assistant*
Chief Kathy Bossman*, *Omaha Fire Department*
Lt Allen Straub, *Omaha Police Department*
Mike Helgerson, *Executive Director of MAPA*

** Also on Technical Advisory Council*

TECHNICAL ADVISORY COMMITTEE

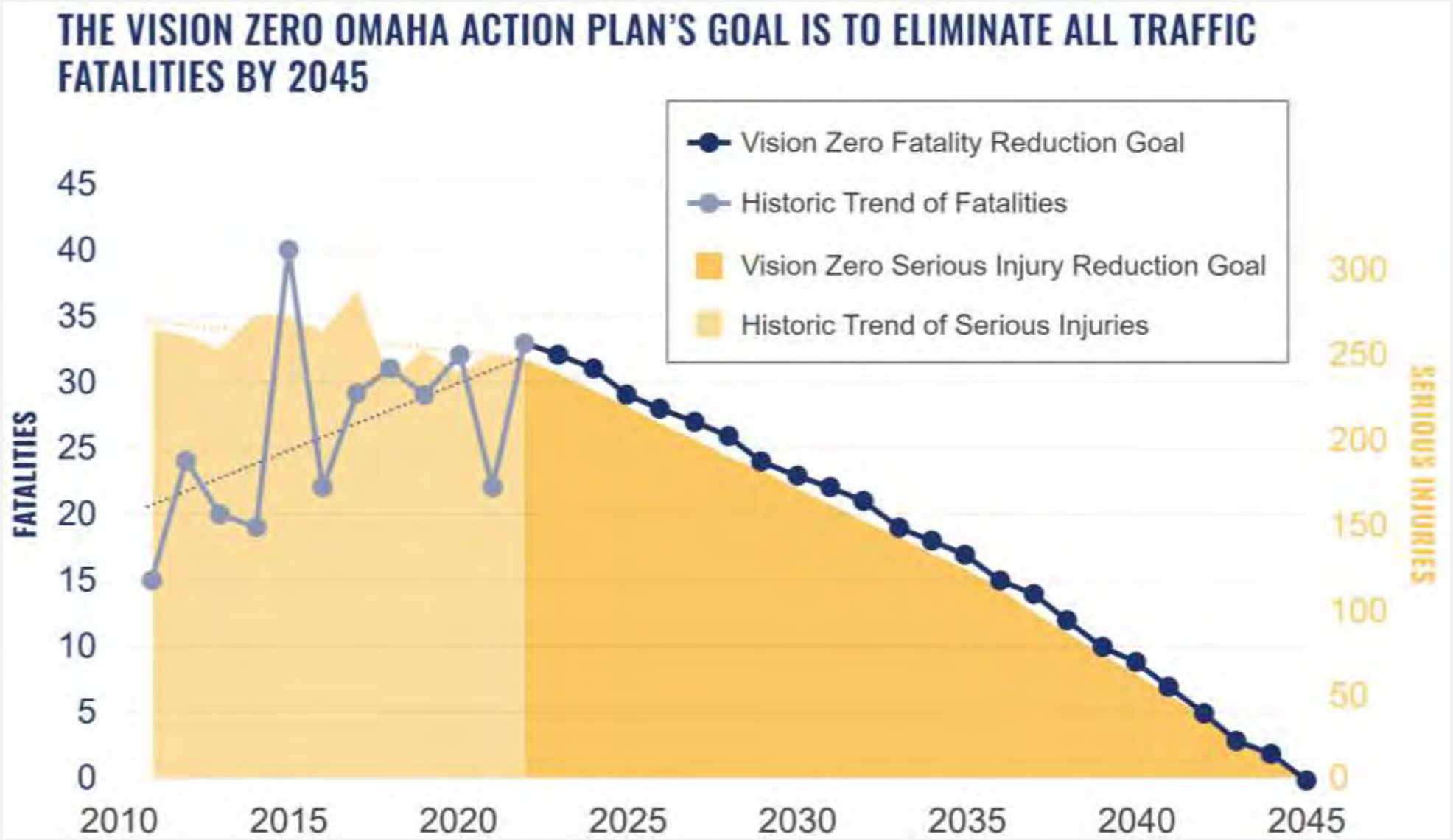
Derek Miller, *Omaha Planning*
Kevin Carder, *Omaha Planning*
Ken Smith, *Omaha Parking and Mobility*
Evan Schweitz, *Metro Transit*
Chris Wagner, *Project Extra Mile*
Trilety Wade, *Safe Omaha Streets*
Benny Foltz, *Heartland Bike Share*
Ryan Wishart, *Creighton - Sociology, Social Science Data lab*
Brittany Dabestani, *Benson BID*
LaVonya Goodwin, *North 24th St BID*
Matt Oberst, *Blackstone BID*
Daniel Lawse, *Verdis Group*
Andy Wessel, *Douglas County Dept. of Health*
Carlos Morales, *MAPA*
Tom Everson, *Keeps Kids Alive, Drive 25*
Eric Koeppe, *National Safety Council - Nebraska Chapter*
Karen Saxton, *UNMC - Nebraska Med Trauma*
Katie Pierce, *CHI Trauma Center*
James Hubbard, *Sherwood Foundation*
Holly Barrett, *Downtown BID*
Pell Duvall, *Active Living Advisory Committee*
Meaghan Fitzgerald Walls, *Advisory Commission for Citizens with Disabilities*

VISION ZERO GUIDING PRINCIPLES

Omaha's Vision Zero plan development has been guided by these guiding principles developed by the technical advisory and executive committee

ALL MODES OF TRANSPORTATION	Eliminate traffic deaths for people walking, biking, accessing transit, and driving.
EQUITY	Focus on equitable safety solutions prioritized to the areas of greatest need to ensure safe access is available to everyone.
DATA-DRIVEN SOLUTIONS	Based on industry best practices, evidence-based solutions, and local data analysis.
PUBLIC INPUT	Guided by feedback from the public.
EDUCATION	Inform the public of the importance of Vision Zero and a shared responsibility of all roadway users and city officials.
COMMITMENT & ACCOUNTABILITY	Gain buy-in at all levels of leadership and guide alignment of funding, policies, and processes.
URGENCY	Focus on quick action to address the urgent need to stop the continued loss of life and severe injuries.

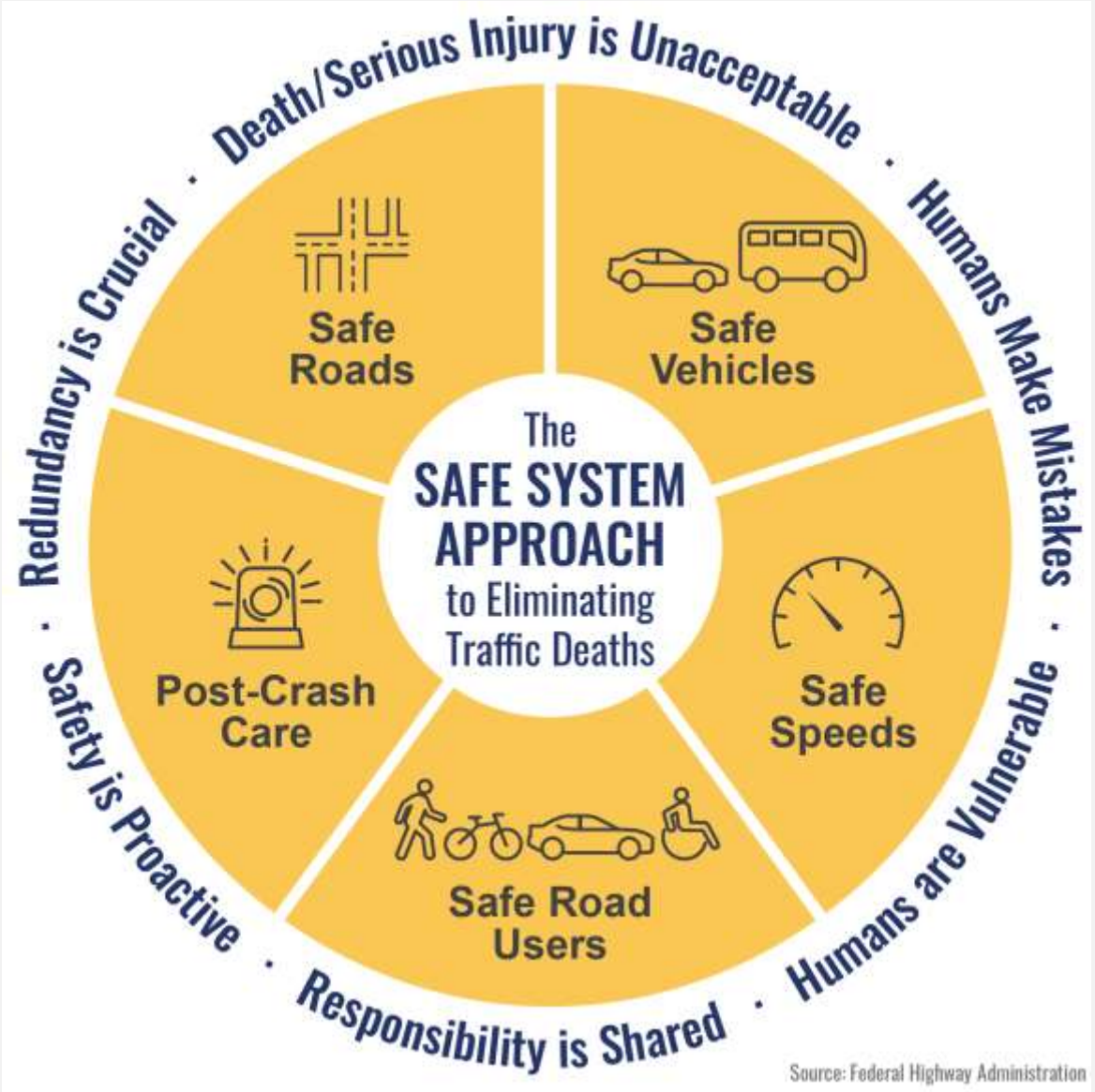
ACHIEVE OUR GOAL



VISION ZERO OVERVIEW

Vision Zero is **data-driven** and based on the **Safe System Approach**

Traffic-related fatalities are preventable. The Vision Zero approach is proven to work where implemented.



VISION ZERO OMAHA

ENDING TRAFFIC DEATHS

KEY STRATEGIES

» RECENT SUCCESSES IN OMAHA

Safety has always been a top priority in Omaha. There are many new strategies as part of the Vision Zero Action Plan, and many recommendations are building on existing efforts.

Omaha has Completed or Planned Construction for:

- **57** ROUNDABOUTS
- **19** SIGNAL IMPROVEMENTS AT HIGH INJURY INTERSECTIONS
- **107** PEDESTRIAN CROSSING IMPROVEMENTS
- **25+** MILES OF ROADWAY SAFETY IMPROVEMENTS

SUCCESS STORY: 42nd & Q Roundabouts

In 2016 two signals at this location were converted to dual roundabouts. In a before-after study, crashes were reduced by 20-40% and severity crashes were decreased by 60%.

SUCCESS STORY: Farnam Street

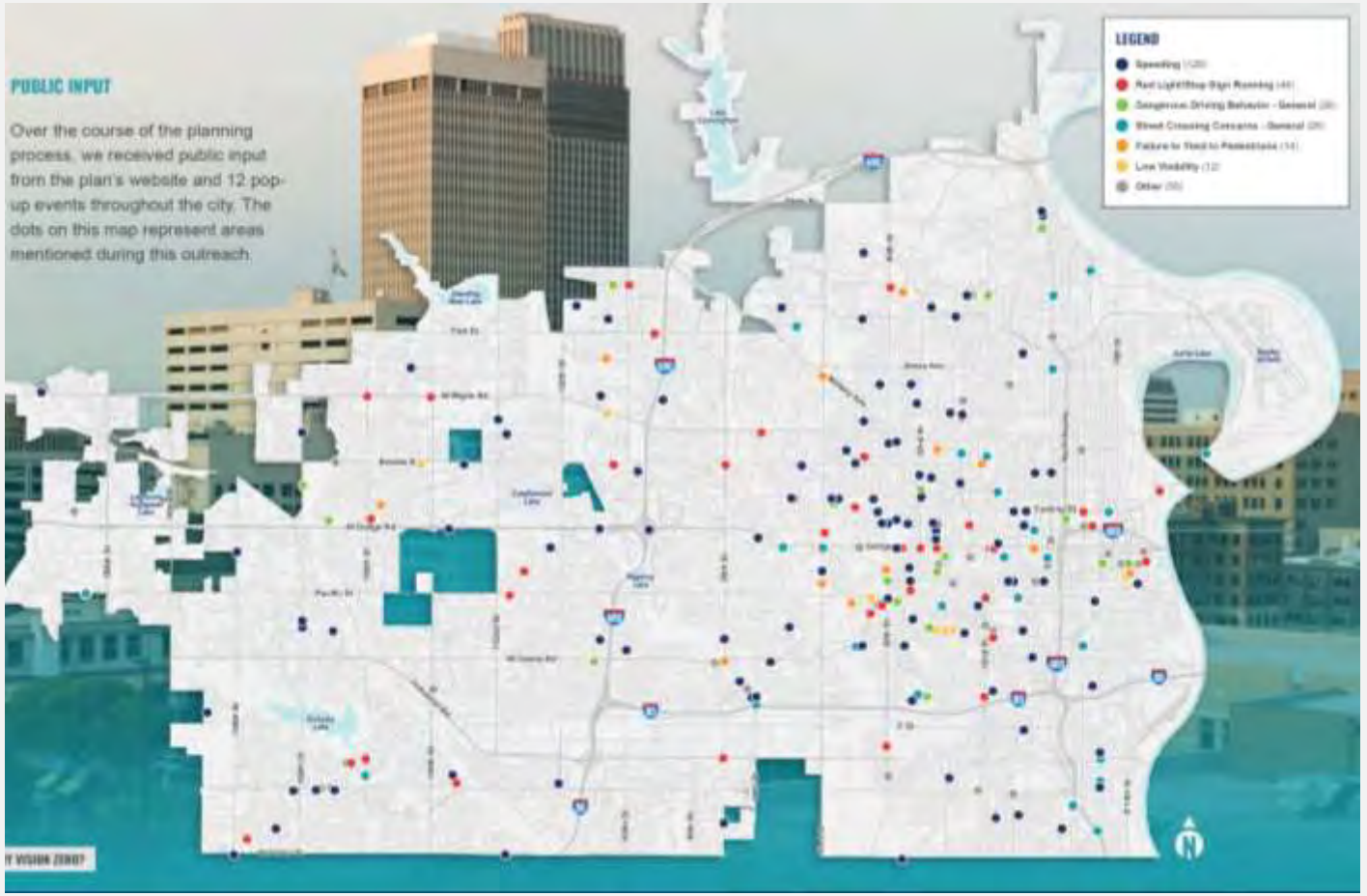
In 2022, Farnam Street in the Blackstone District was converted from three through-lanes to two. Additionally, enhanced pedestrian crossings were added and leading pedestrian intervals implemented at the signals. From a before-after study the average speeds have decreased from 30 mph to 25 mph and these improvements are anticipated to decrease crashes by 20-50%.

COMMUNITY ENGAGEMENT

Between the 12 pop-up events held from January to July 2023, ***more than 450 attendees were engaged and more than 580 comments were received.***

POP-UP EVENTS

- 01/25/23: Saddlebrook Community Center
- 01/26/23: Florence Community Center
- 01/28/23: State of North Omaha & State of African Americans
- 03/08/23: South Omaha Library
- 03/10/23: Our Lady of Lourdes Fish Fry
- 03/16/23: Keep Kids Alive Drive 25 Classic Car Fundraiser
- 04/22/23: Earth Day
- 04/23/23: Healthy Kids Day
- 05/13/23: Cinco de Mayo
- 05/27/23: Sheelytown Night Market
- 06/17/23: Freedom Festival
- 07/29/23: Benson Days



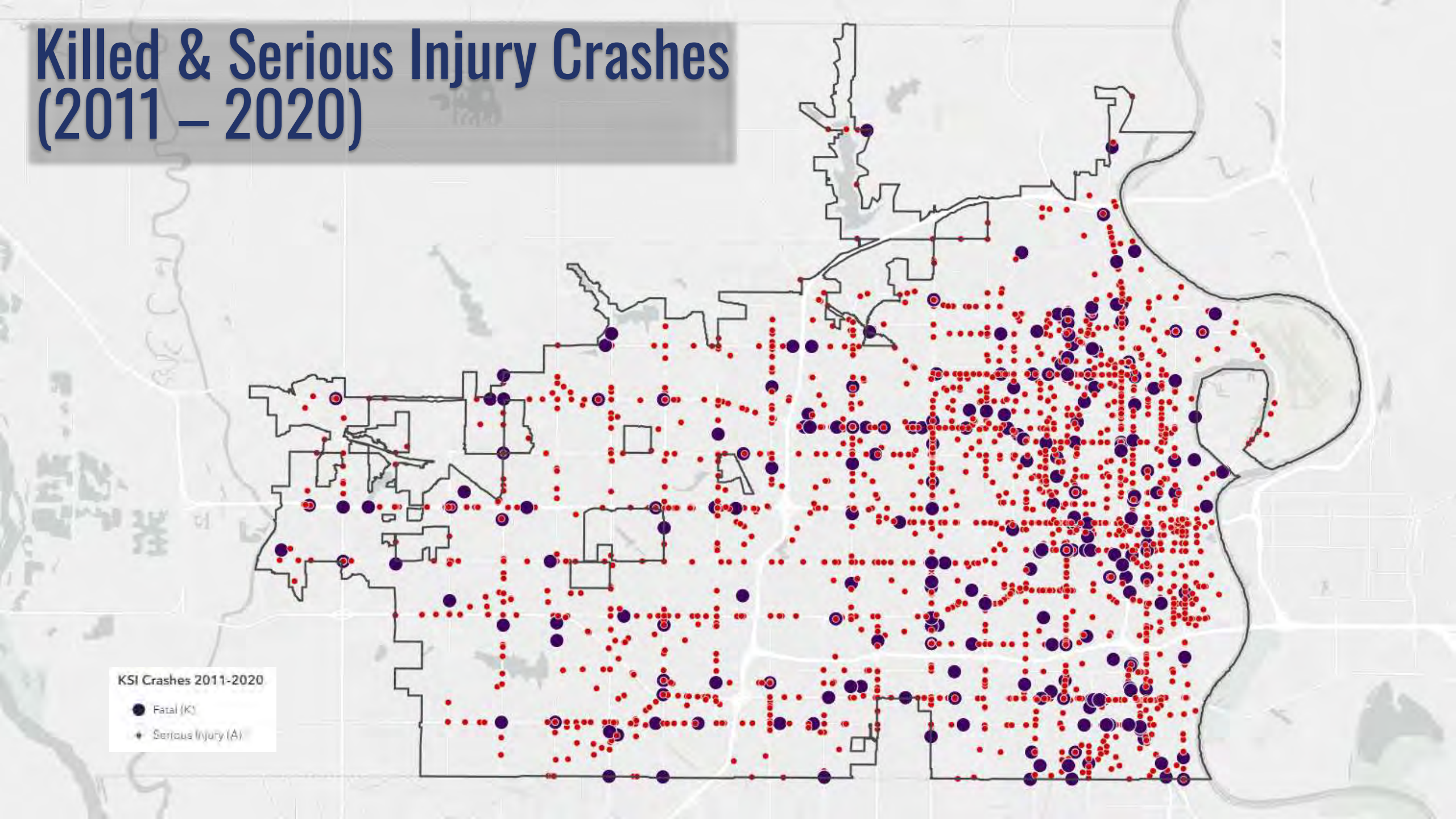
VISION ZERO OMAHA

COMMUNITY ENGAGEMENT

OmahaVisionZero.com

- OmahaVisionZero.com received over 23,000 VIEWS
- 336 total comments (traffic issues map)
- 271 online answers to poll question
- 131 newsletter sign-ups

Killed & Serious Injury Crashes (2011 – 2020)

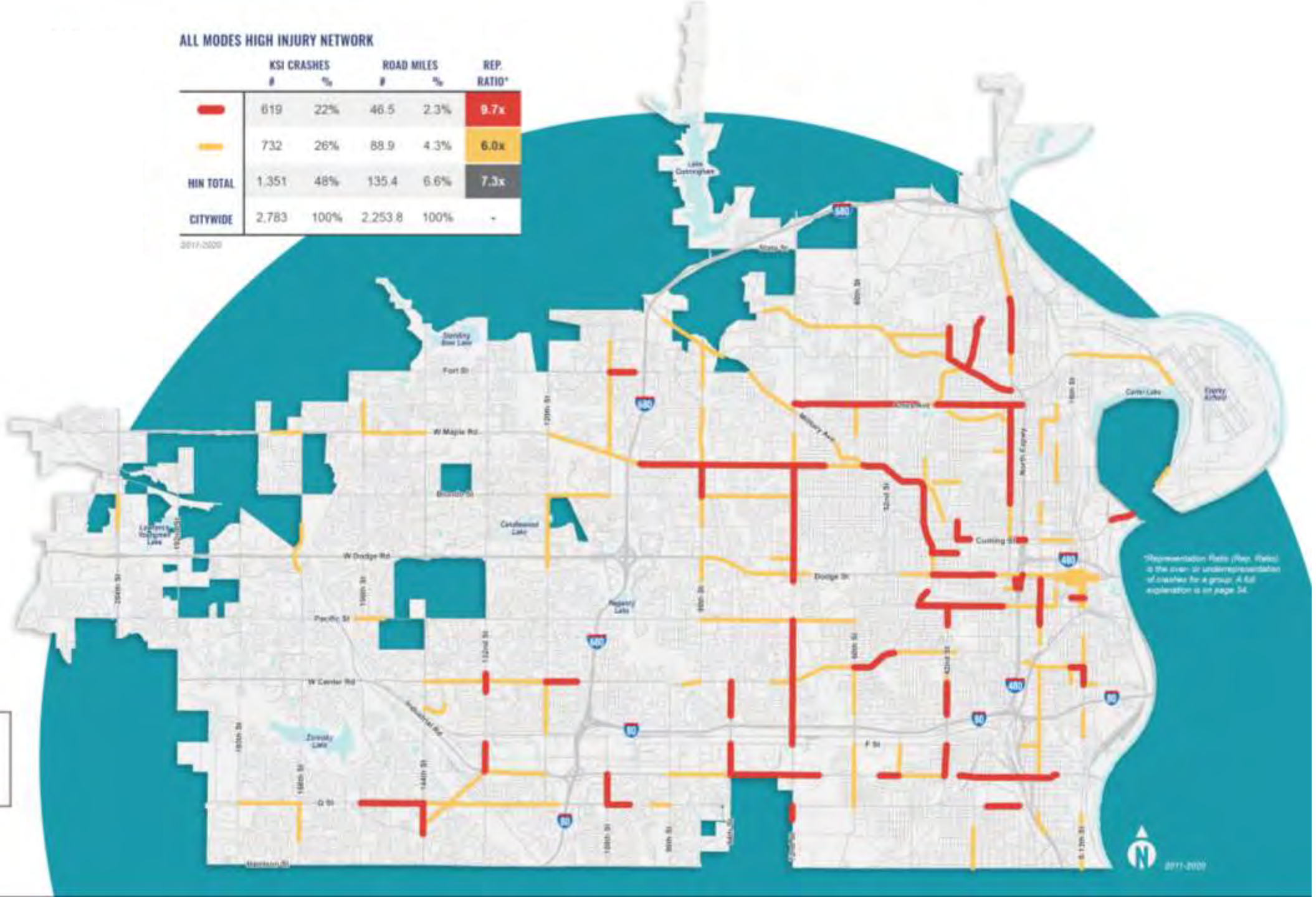


HIGH INJURY NETWORK (HIN)

ALL MODES HIGH INJURY NETWORK

	KSI CRASHES #	KSI CRASHES %	ROAD MILES #	ROAD MILES %	REP. RATIO*
	619	22%	46.5	2.3%	9.7x
	732	26%	88.9	4.3%	6.0x
HIN TOTAL	1,351	48%	135.4	6.6%	7.3x
CITYWIDE	2,783	100%	2,253.8	100%	-

2011-2020

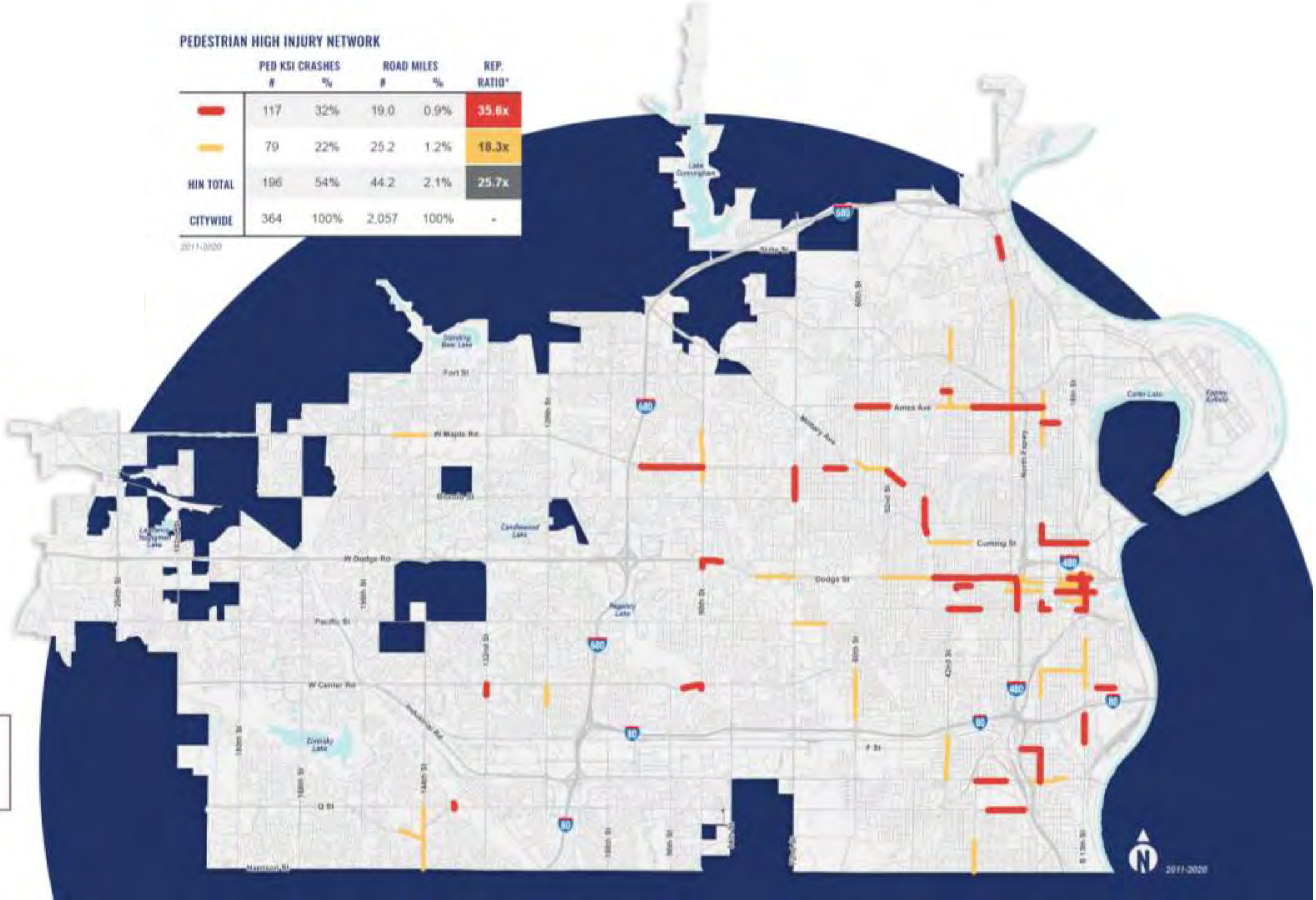


PEDESTRIAN HIN

PEDESTRIAN HIGH INJURY NETWORK

	PED KSI CRASHES #	PED KSI CRASHES %	ROAD MILES #	ROAD MILES %	REP. RATIO*
	117	32%	19.0	0.9%	35.6x
	79	22%	25.2	1.2%	18.3x
HIN TOTAL	196	54%	44.2	2.1%	25.7x
CITYWIDE	364	100%	2,057	100%	-

2011-2020



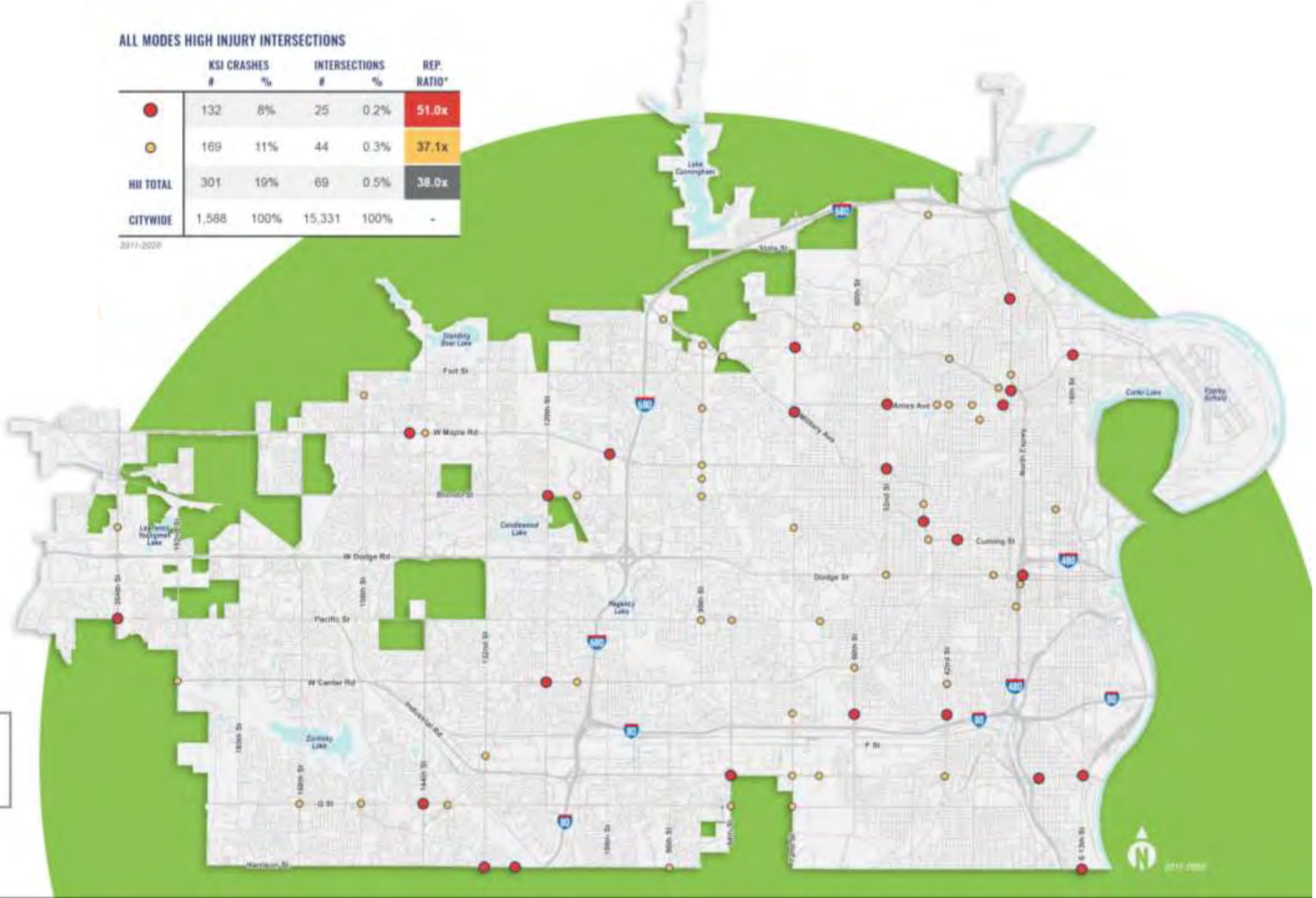
3 WHO IS IMPACTED?

HIGH INJURY INTERSECTIONS

ALL MODES HIGH INJURY INTERSECTIONS

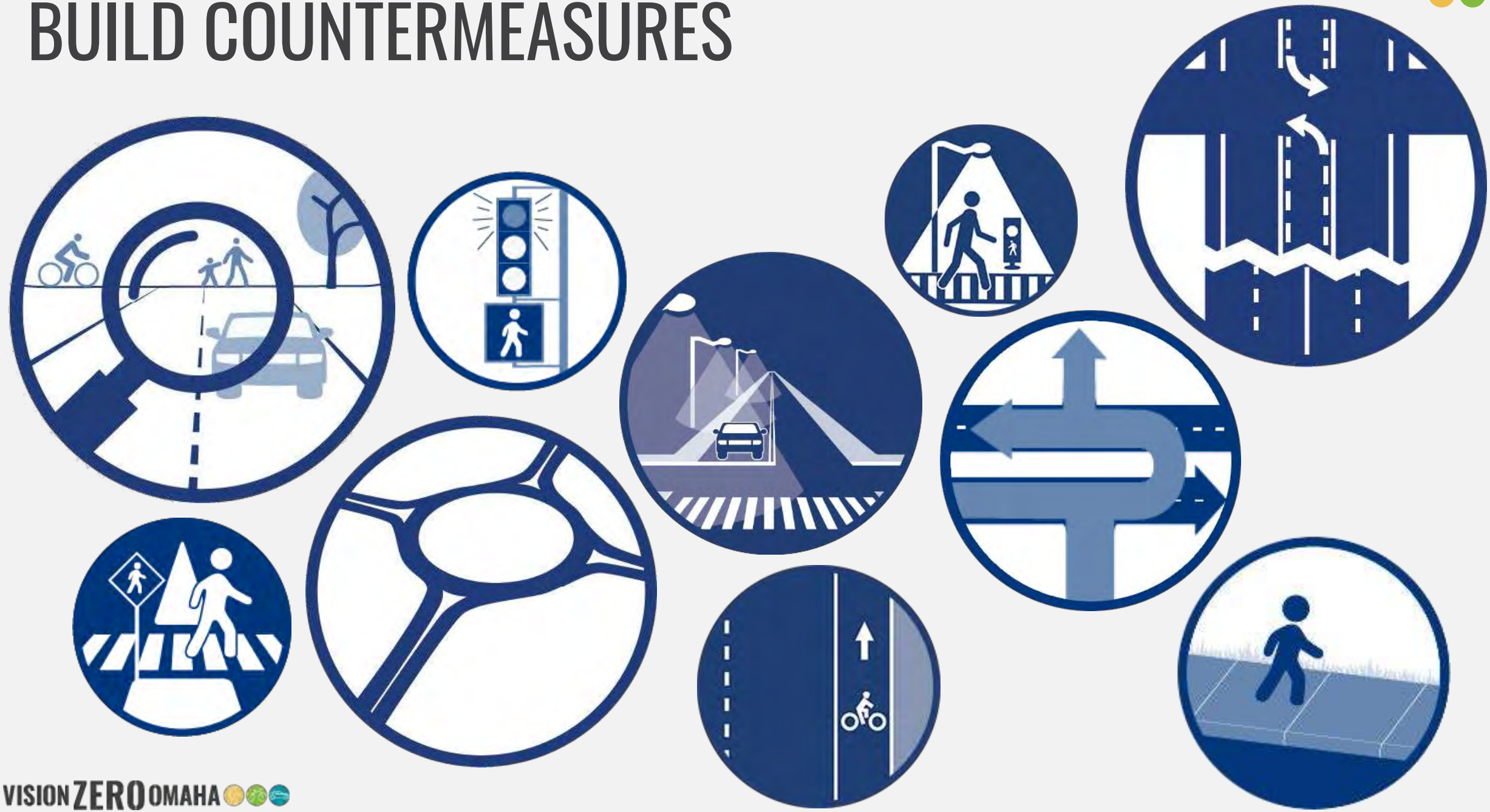
	KSI CRASHES #	KSI CRASHES %	INTERSECTIONS #	INTERSECTIONS %	REP. RATIO*
●	132	8%	25	0.2%	51.0x
○	169	11%	44	0.3%	37.1x
HII TOTAL	301	19%	69	0.5%	38.0x
CITYWIDE	1,588	100%	15,331	100%	-

2011-2020



3 WHO IS IMPACTED?

BUILD COUNTERMEASURES



» TOOLBOX OF INFRASTRUCTURE COUNTERMEASURES

The City of Omaha has created a toolbox of infrastructure countermeasures, from engineering and design solutions like road diets to education campaigns that raise awareness about safe road behaviors. With this toolbox, the City of Omaha can tailor its approach to specific road user groups, locations, and conditions, ensuring a holistic and effective strategy towards Vision Zero. Many of these countermeasures are being and have been implemented across Omaha, as highlighted earlier in the "Recent Successes" section.

INTERSECTION COUNTERMEASURES

COUNTERMEASURE	DESCRIPTION	COST	POTENTIAL CRASH REDUCTION
Roundabouts	Roundabouts are the safest intersection control type known and are much safer than signalized intersections. This versatile tool reduces the number of and the severity of crashes due to speed reduction, elimination of angle collisions, and reduced crossing distances for vulnerable road users (VRUs). Roundabouts can be customized by shape, size, and design to fit a variety of traffic conditions, creating a safer intersection among all modes of transportation.	$$$$	80%
System Traffic Signal Improvements	System traffic signal improvements achieve a balance between safety and efficiency by adjusting motorist behaviors through smaller scale tools. These improvements include the adjustments to signal timings, protected left-turn phasing, installation flashing yellow arrows, adding retroreflective backplates to signal heads, and implementing Leading Pedestrian Intervals (LPIs). In particular, LPIs increase pedestrian visibility and reinforce pedestrian right-of-way to improve yielding behavior by motorists.	$$	40%
Curb Extensions/ Bulb Outs	Curb Extension and Bulb-Outs extend sections of sidewalks into the roadway, primarily at intersections and crossings, to decrease VRU crossing distances and enhance visibility and comfort. Curb extensions prove to be effective across various locations, ranging from mid-block crosswalks to signalized intersections. They can be implemented within all-day parking lanes or spacious shoulders, particularly suited for transitioning into lower-speed zones.	$$	30%
Reduced Left-turn Conflict Intersections • **Crossing U-turn (RCUT)** • **Median U-turn (MUT)**	Reduced Left-turn Conflict Intersection reconfigures left-turn only or left-turn and through movements by reducing the number or severity of vehicle-to-vehicle conflicts from cross-streets. By reducing the number of crossing conflict points, the opportunity for right-angle crashes also decreases, resulting in fewer severe injuries or fatalities. This tool is adaptable to diverse settings, from rural high-speed areas to urban multimodal corridors. RCUTs offer a cost-effective alternative to interchanges.	$$$$	55%

SUCCESS STORY: Carmel, IN – Roundabouts

Carmel, Indiana is known as the "Roundabout Capital of the United States". The city has over 140 roundabouts, more than any other city in the country. Roundabouts have been credited with reducing all traffic crashes in Carmel by 40% and injury crashes by 80%.[1]

The decision was made after the mayor at the time (and currently!) visited Europe. He saw how many roundabouts there were and realized that roundabouts were safer than traditional intersections and can improve traffic operations. Roundabouts primarily force drivers to slow down and yield to traffic, which reduces the chance and severity of crashes.[2]

In addition to improving safety, roundabouts also have operational and environmental benefits. They create a continuous flow of traffic, which can help to reduce congestion. They also reduce emissions by eliminating the need for stop-and-go traffic and use less energy because they do not require electricity. The success of Carmel's roundabout program has been a model for other cities around the world.

Here are some additional specific benefits that Carmel has seen from its roundabouts[2]:

- 75% reduction in pedestrian crashes
- 50% reduction in bicycle crashes
- 20% reduction in traffic delays
- $250,000 savings per intersection in construction costs
- $5,000 savings per intersection in electricity costs

Carmel's experience shows that roundabouts can be a safe, efficient, and environmentally friendly way to manage traffic.

Photo credit: Carmel IN, Public Works and Metro

[1] [illegible]
[2] [illegible]

RECOMMENDATIONS

- 25 total recommendations
  - Categorized by the safe system
  - Split into strategies and policies
- Each was given a
  - Start year
  - Responsible party
  - Projected cost
- Prioritized Project List

SAFE SPEEDS » STRATEGY & POLICY

SPEED MANAGEMENT PLAN

The City will conduct a speed management Plan. This plan may include the following elements: evaluate tools and methodologies for speed limit setting; evaluate different measures for reducing speeds on higher classification roadways to establish a tool box for speed reduction techniques that work in Omaha; develop toolbox for enforcement activities and areas relating to speed; develop toolbox of context sensitive design elements that can be incorporated into projects to reduce speeding; conduct public outreach campaign; and evaluate and prioritize areas in the City to target speeding with the goal to reduce KSI crashes.

Additionally, the City Engineer will adopt a comprehensive policy for setting specific street speed limits, which incorporates crash history, pedestrian and bicycle activity, land use context and possibly uses tools like USLIMITS2 from the FHWA, instead of solely relying on the 85th percentile speed.

START YEAR
Year 1

RESPONSIBLE PARTY
Public Works

COST
$100k - $500k

SPEED FEEDBACK SIGNS

Speed feedback signs dynamically show the driver's speed and the posted speed limits and have been shown to slow overall speeds where deployed. They can also be used in part to educate drivers of the importance in safe speeds. The City will continue deploying speed feedback signs maintained by both OPD and Public Works and expand the program as needed. The decision of where to deploy these signs will be determined through a data-driven process considering locations with high rates of speed related crashes, a high rate of prevailing speeds, a high number of pedestrian and bicycle users, the land use context, and public input.

START YEAR
Year 1

RESPONSIBLE PARTY
Public Works/Police Department

COST
$10k - $100k

ENHANCED SPEED ENFORCEMENT

Speed enforcement is highly effective in slowing speeds and encouraging drivers to obey speed limits. The Omaha Police Department currently conducts speed enforcement, but this enforcement should be expanded. The Traffic Unit dedicated to traffic safety and speed enforcement may require additional officers or funding to conduct this. Alternate enforcement tactics such as police-operated photo radar enforcement and high-visibility speed enforcement should be explored. Speed enforcement locations will be determined through an equitable and data-driven process considering locations with high rates of speed related crashes, a high rate of prevailing speeds, a high number of pedestrian and bicycle users, the land use context, and public input.

START YEAR
Year 2

RESPONSIBLE PARTY
Police Department

COST
>$1M

TRAFFIC CALMING PROGRAM

Traffic calming is an essential tool to reducing traffic speeds on both local residential streets and collector streets. The city should update the Traffic Calming Program guidelines by establishing a project prioritization framework that takes into account crash and speed data analysis. In addition to monitoring the impact on injured persons and speeds before and after implementing the program, it is crucial to consistently track several indicators over multiple years to establish a reliable baseline and minimize statistical fluctuations. These indicators encompass speed, traffic flow, pedestrian and bicyclist volumes, crossing behavior, and travel patterns along streets. Furthermore, site-specific issues and targets, including public perception of safety and increased usage of other transportation modes, should also be considered.

START YEAR
Year 2

RESPONSIBLE PARTY
Public Works

COST

SAFE USERS » STRATEGY

COMMUNICATIONS AND OUTREACH SUPPORTING ENFORCEMENT

To effectively promote traffic safety priorities and engage the public, communication campaigns should focus on speed enforcement, red-light running, impairment, and occupant protection. These campaigns should highlight the benefits of the VZAP measures, employ persuasive marketing materials, and utilize carefully crafted messaging. The city should leverage owned media channels such as mailing lists, websites, telephone interactions, public space signage, uniforms, and city fleets to ensure widespread dissemination of the messaging. Additionally, fostering community engagement through regular publication of reports emphasizing achieved outcomes, assessing successful actions, and identifying areas requiring adjustments, this will allow the community to actively contribute to the ongoing success of Vision Zero.

START YEAR
Year 1

RESPONSIBLE PARTY
Public Works/Vision Zero Coordinator

COST
$100k - $500k

LEVERAGE PUBLIC-PRIVATE PARTNERSHIPS

The City of Omaha should leverage public-private partnerships to bolster its Vision Zero initiative, building on its history of private support for public projects. This would involve seeking private sector involvement in forms of funding and expertise, where private entities like major employers, philanthropic foundations, and others who share a vested interest in reducing traffic fatalities could contribute financially or provide specialized advisory and consulting services. Additionally, the city should tap into the private sector for volunteers and marketing support, utilizing private resources where appropriate for public education and outreach campaigns, and collaboratively harnessing their marketing channels to amplify Vision Zero messaging and to enact change.

START YEAR
Year 2

RESPONSIBLE PARTY
Mayor's Office

COST
-

ENHANCED POLICE IMPAIRMENT ENFORCEMENT

Enforcement is highly effective in removing impaired drivers from the roads when paired with effective criminal justice and rehabilitation programs. The Omaha Police Department currently conducts impairment enforcement, but this enforcement should be expanded. The Traffic Unit dedicated to traffic safety and impairment enforcement may require additional officers or funding to conduct this. Alternate enforcement tactics such as high visibility saturation patrols and publicized sobriety checkpoints should be explored. Impairment enforcement locations should be determined through an equitable and data-driven process considering locations with high rates of impairment related crashes, a high number of pedestrian and bicycle users, the land use context, and public input

START YEAR
Year 2

RESPONSIBLE PARTY
Police Department

COST
>$1M

SUPPORT TRANSIT USE EXPANSION

Increasing transit use is one of the best ways to achieve Vision Zero. Transportation by bus or streetcar is the safest form of transportation today. To fully support the goals of the VZAP in the City of Omaha, it is essential to make strategic investments in first-mile/last-mile pedestrian infrastructure, to continue to expand the Streetcar system, and to enhance bus operations. By creating these integrated transportation networks, the city can encourage more individuals to choose public transportation as a safe and convenient mode of travel. This approach aligns with the VZAP principles by promoting a safer, more sustainable, and inclusive transportation system throughout Omaha.

START YEAR
Year 3

RESPONSIBLE PARTY
Mayor's Office

COST
>$1M

SAFE USERS » POLICY

POLICE TRAFFIC SAFETY VISION AND VALUES

The Omaha Police Department has a set of Vision and Values statements focused on crime prevention, public service, transparency, and employee growth. Because severe traffic crashes represent such a significant public safety concern, the Omaha Police Department should revise the Vision and Values statements to explicitly include traffic safety as a core component of the responsibilities of the department. All police officers, not just the Traffic Unit, should have the necessary knowledge and expertise to effectively reduce severe traffic crashes.

START YEAR
Year 1

RESPONSIBLE PARTY
Police Department

COST
-

DRIVERS EDUCATION FINANCIAL ASSISTANCE

Enhancing driver's education is pivotal for safer roads. Countries moving towards zero traffic deaths have embraced rigorous courses and testing. However, such education is scarce in Omaha high schools; though available, it's expensive, with the Nebraska National Safety Council chapter offering courses at $400 per student. This cost impedes lower-income families. Omaha should address this inequity by extending financial aid to teens from these households, facilitating access to driver's ed. Promoting this initiative can boost awareness about its significance, fostering better understanding of safe driving practices.

START YEAR
Year 2

RESPONSIBLE PARTY
Mayor's Office

COST
$10k - $100k

CRIMINAL JUSTICE IMPACTS

Many crashes involving impaired drivers stem from prior DUI convictions. Addressing alcoholism and drug addiction through our criminal justice system could notably curtail these incidents. The City of Omaha should form a Vision Zero Impairment Committee, comprising of stakeholders from Douglas County, Omaha Police, the Nebraska Judicial Branch and subject matter experts. Their focus: evaluating enhanced policies like specialized courts and training for law enforcement, probation, and prosecutors. The initiative targets: community support, de-escalation through crisis intervention teams, collaborative partnerships between justice agencies and healthcare/community groups, and sentencing that emphasizes rehab and evidence-based approaches.

START YEAR
Year 3

RESPONSIBLE PARTY
Mayor's Office

COST
-

COMMUNITY MENTAL HEALTH AND SUBSTANCE ABUSE PROGRAMS

In Vision Zero, mental health and substance abuse programs play a crucial role as they address underlying factors that contribute to impaired driving and traffic crashes. The city should provide support by implementing various initiatives, including educational campaigns and outreach efforts to raise awareness about the risks of impaired driving. Additionally, investing in accessible and comprehensive treatment and rehabilitation services, such as counseling, therapy, detoxification, and support groups, can greatly assist individuals in overcoming addiction and managing their mental health effectively. These initiatives can contribute significantly to creating safer roads and preventing impaired driving incidents. These efforts should be paired with criminal justice reform efforts noted separately in this action plan.

START YEAR
Year 3

RESPONSIBLE PARTY
Mayor's Office

COST
>$1M

SAFE STREETS » STRATEGY

SAFE ROUTES TO SCHOOL

The Safe Routes to Schools (SRTS) program is a national framework to improving safety of students walking and biking to school. The program systematically reviews school areas for safety improvements for pedestrians and cyclists and recommends improvements. Federal funding exists for developing SRTS plans. Implementation of SRTS programs has shown 10% - 20% reduction in severe pedestrian and cyclist crashes around schools and has the added benefit of increasing walking and biking to school, thus reducing school vehicle traffic and providing active transportation opportunities for children. Omaha currently has developed a number of SRTS. The city should strive to have an SRTS plan for every elementary school in the city.

START YEAR
Year 1

RESPONSIBLE PARTY
Planning

COST
$100k - $500k

PEDESTRIAN SAFETY ZONES

Pedestrian Safety Zones are geographic areas where a high concentration of severe crashes involving pedestrians exist or where areas with a high rate of walking where severe pedestrian crashes could occur. These locations should be identified and a plan created to systematically improve pedestrian safety and slow vehicle speeds in the area. Cities that have implemented pedestrian safety zones have seen severe pedestrian crashes reduced by up to 40% in the areas. Strategies for improving pedestrian safety should follow the Safe System approach by seeking to create safer roads, safer users, and safer/slower vehicle speeds through roadway countermeasures, public education and active traffic enforcement.

START YEAR
Year 1

RESPONSIBLE PARTY
Public Works

COST
$10k - $100k

FATAL CRASH REVIEW COMMISSION

Studying the causes of fatal crashes by multidisciplinary groups can provide insight into systemic changes that could be deployed on Omaha streets or incorporated into future plans. Omaha should convene a commission including law enforcement, first responders, engineers, planners, and policy makers to review fatal crash circumstances and make recommendations on systemic changes within the Safe System framework to incorporate into future safety efforts. Indianapolis recently developed just such a group that has been praised by the NTSB as a potential model for other communities.

START YEAR
Year 1

RESPONSIBLE PARTY
Mayor's Office

COST
-

ROAD SAFETY ASSESSMENT

Road Safety Audits follow a formal process utilizing a multidisciplinary group that reviews street safety aspects and makes recommendations. Use of RSAs has shown up to 60% decrease in crashes where recommendations were implemented. Omaha should include a road safety audit with every capital improvement. Additionally, the city should choose at least 5 locations in the city either on the High Injury Network or Highest Risk Network to perform a Road Safety Audit each year.

START YEAR
Year 2

RESPONSIBLE PARTY
Public Works

COST
$10k - $100k

VISION ZERO CAPACITY BUILDING

To enhance the integration of Vision Zero practices with various city departments, the City should develop a comprehensive training program for all city staff on Vision Zero issues, policies, and countermeasures. This training program will equip staff with the necessary knowledge and tools to effectively incorporate Vision Zero principles into their work. Additionally, the City should establish an internal communications strategy to ensure consistent messaging of the Vision Zero Action Plan (VZAP) and promote its messaging and highlight successful outcomes through the City.

START YEAR
Year 2

RESPONSIBLE PARTY
Public Works

COST
$10k - $100k

SAFE STREETS » POLICY

INTERSECTION CONTROL EVALUATION POLICY

Omaha should have a formal process to determine intersection design for capital projects. Options include stop signs, signals, roundabouts, and reduced conflict intersections. Omaha Public Works will implement an Intersection Control Evaluation (ICE) process. It will assess safety, traffic, pedestrian/bike access, cost, and more, using a benefit-to-cost ratio. ICE reports will guide control selection for all project intersections, with reports publicly accessible in project files.

START YEAR
Year 1

RESPONSIBLE PARTY
Public Works

COST
-

TRAFFIC SAFETY GUIDELINES FOR PRIVATE DEVELOPMENT TRAFFIC IMPACT STUDIES

Driveway Regulations and Guidelines manual establishes a set guideline for the location, number and design of (residential, commercial and industrial) driveways that provide access from public streets and highways to private property. The manual also contains the requirements for traffic impact studies for private development. This guideline should be updated to incorporate safety as a core evaluation criterion for private driveways and traffic impact studies. A crash analysis should be performed in alignment with Vision Zero and Safe System principles and all improvements constructed in the public right of way by private entities should demonstrate a safety benefit using the Highway Safety Manual methodology.

START YEAR
Year 1

RESPONSIBLE PARTY
Public Works

COST
-

COMPLETE STREETS DESIGN GUIDE

Omaha's Complete Streets Design Guide (CSDG) encompasses project design steps from project development, design, to construction. This document was produced prior to the development of the Vision Zero Action Plan. The City should update the CSDG to supplement the strategies to align with the principles, focus areas, and countermeasures outlined in this plan. Incorporation of the principles of this plan strategies in the CSDG can provide the opportunity to require the public and private sectors to comply with the minimum safety standards. CSDG updates should include review of policy related to pedestrian crossing installation.

START YEAR
Year 2

RESPONSIBLE PARTY
Public Works

COST
$100k - $300k

PRIORITIZED CIP PROCESS

Safety has always been part of the approach to developing the Capital Improvement Program (CIP) but has not been formally adopted as a performance criteria. The City of Omaha should prioritize safety in the CIP by formally incorporating the goals and language of the Vision Zero Action Plan (VZAP) into the 2025-2030 CIP goals, specifically aligning with Goal 2 and Goal 6. Omaha should adopt a multifaceted prioritization criterion that includes evaluating infrastructure assets based on safety, mobility, state of good repair, traffic flow, equity, and economic development. This approach would emphasize the development of safe and inclusive infrastructure for all residents.

START YEAR
Year 2

RESPONSIBLE PARTY
Planning

COST
-

MEASURING PROGRESS

VISION ZERO DASHBOARD AND DATA SYSTEM

To effectively track progress towards Vision Zero goals, it is recommended that Omaha expand its current online fatal crash dashboard to incorporate serious injury crashes and relevant Focus Area subdivisions. The dashboard should also monitor implementation status of all Action Plan items and Vision Zero projects. Additionally, developing a comprehensive centralized crash and roadway data system accessible across city departments would strengthen the data-driven approach integral to Vision Zero. This enterprise-based platform aligned with current data governance best practices would serve as a vital repository to facilitate ongoing analysis and targeted safety improvements. Combining an expanded performance dashboard with robust data infrastructure will provide the monitoring, insights and coordination needed to systematically achieve the objective of zero traffic fatalities and severe injuries.

START YEAR
Year 1

RESPONSIBLE PARTY
Public Works

COST
$10k - $100k

INSTITUTIONALIZING A VISION ZERO COMMITTEE

To ensure continued high-level leadership and accountability for the Vision Zero Action Plan over time, the City should formalize an Executive Committee comprised of diverse decision-makers from relevant city departments, outside safety-focused agencies, non-profits, and potentially City Council. This group would be charged with promoting urgency, providing direction and resources, removing roadblocks, and cutting red tape to drive implementation of the plan. The Executive Committee should be institutionalized beyond political transitions to provide long-term oversight and urgency on achieving the goal of zero traffic fatalities and severe injuries.

START YEAR
Year 1

RESPONSIBLE PARTY
Mayor's Office

COST
-

VISION ZERO ANNUAL REPORT

The City of Omaha should develop a comprehensive Vision Zero Annual Report to evaluate progress on the targets outlined in the performance measurement plan. This report will serve as a crucial tool to effectively assess progress, guide decision-making, and identify areas where modifications are needed to achieve the desired outcomes of the VZAP. In addition to evaluating progress, the report should highlight recent successes, best practices, and lessons learned, providing valuable insights to enhance future efforts. By emphasizing transparency and accountability, the Vision Zero Annual Report will support the ongoing commitment to creating a safer and more sustainable transportation system in Omaha.

START YEAR
Year 2

RESPONSIBLE PARTY
Public Works

COST
$10k - $100k

VISION ZERO ACTION PLAN UPDATES

The City of Omaha will update its Vision Zero Action Plan at least every 5 years. Regularly revisiting and revising the plan is crucial for ensuring it remains relevant, incorporates new data and best practices, and drives continuous improvement in road safety. The update process should involve conducting a comprehensive review of progress made on existing plan objectives, analyzing updated crash and transportation data, gathering community input on priority concerns and next steps, and setting revised or new strategies utilizing the safe system approach. Updating the plan on a 5-year cycle will help Omaha sustain momentum and accountability in working towards its goal of zero traffic fatalities and severe injuries. The update process itself can also be an opportunity to renew partnerships, generate public dialogue on traffic safety, and reinforce the city's commitment to Vision Zero.

START YEAR
Year 3

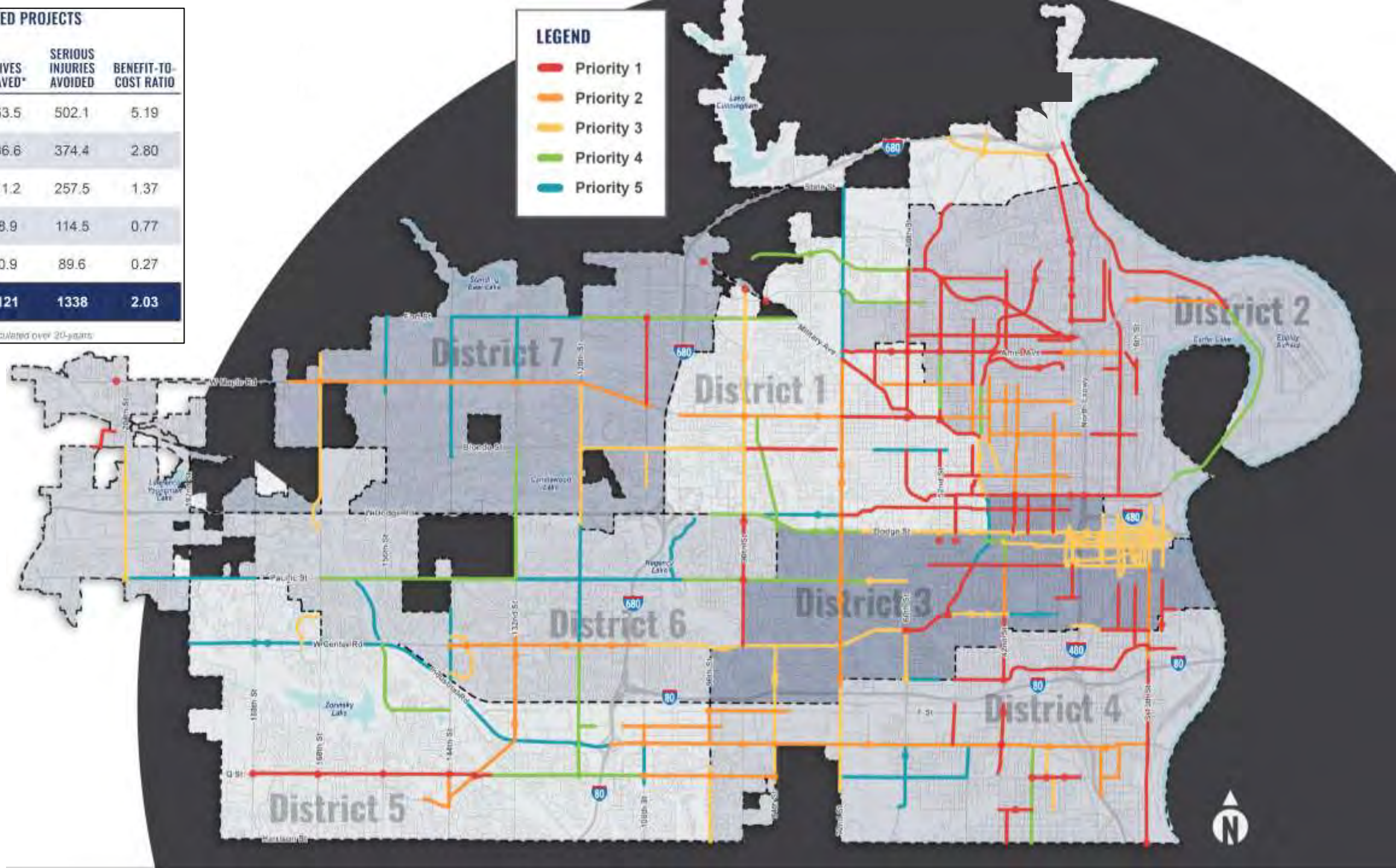
RESPONSIBLE PARTY
Public Works

COST
$100k - $500k

IDENTIFIED PRIORITIZED PROJECTS

PRIORITY	PROJECT COUNT	LIVES SAVED*	SERIOUS INJURIES AVOIDED	BENEFIT-TO-COST RATIO
1	36	63.5	502.1	5.19
2	18	36.6	374.4	2.80
3	23	11.2	257.5	1.37
4	18	8.9	114.5	0.77
5	22	0.9	89.6	0.27
TOTAL	**117**	**121**	**1338**	**2.03**

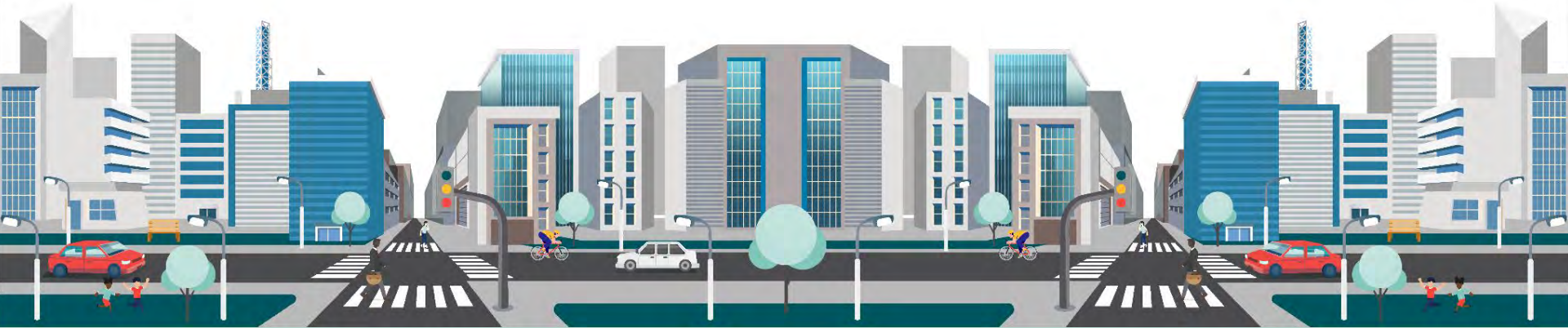
All benefits and costs were calculated over 20-years.



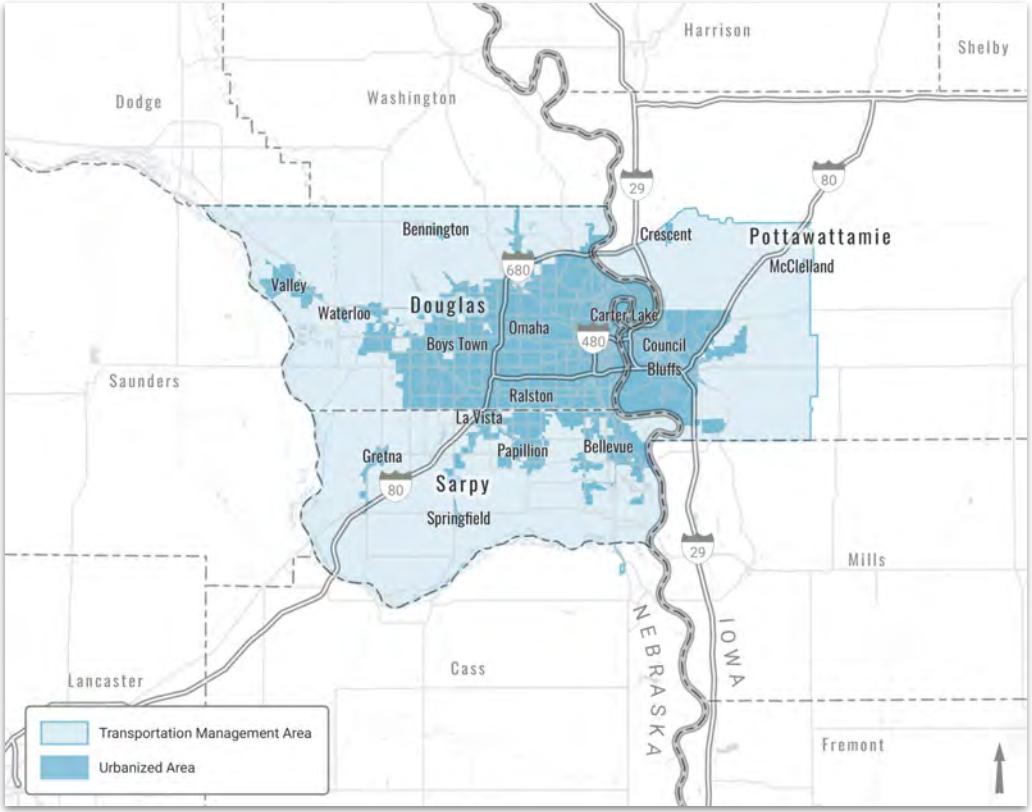
SAFE STREETS FOR ALL

MAPA Safety Targets

James Boerner, MAPA



MAPA Region


Harrison
Shelby
Dodge
Washington
29
80
Bennington
Crescent
Pottawattamie
McClelland
680
Valley
Waterloo
Douglas
Omaha
Carter Lake
480
Boys Town
Council
Bluffs
Saunders
Ralston
La Vista
Papillion
Bellevue
Gretna
80
Sarpy
Springfield
29
Mills
NEBRASKA
IOWA
Lancaster
Cass
Fremont
Transportation Management Area
Urbanized Area

Measures

- Fatalities
- Fatality Rate
- Serious Injuries
- Serious Injury Rate
- Non-motorist Fatal & Serious Injuries

PM1 Safety Measures

Measures are 5-year rolling averages

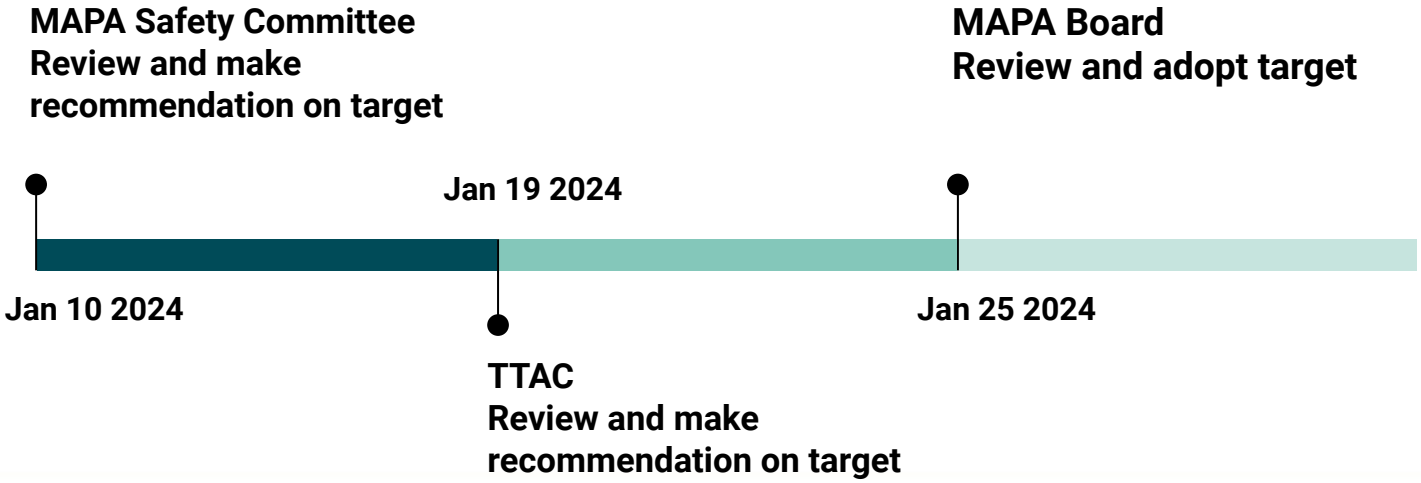
Evaluation is by linear fit for past five years AND Policy-based adjustments for Safe Streets goals

Setting 2024 targets using baseline (2018-2022)

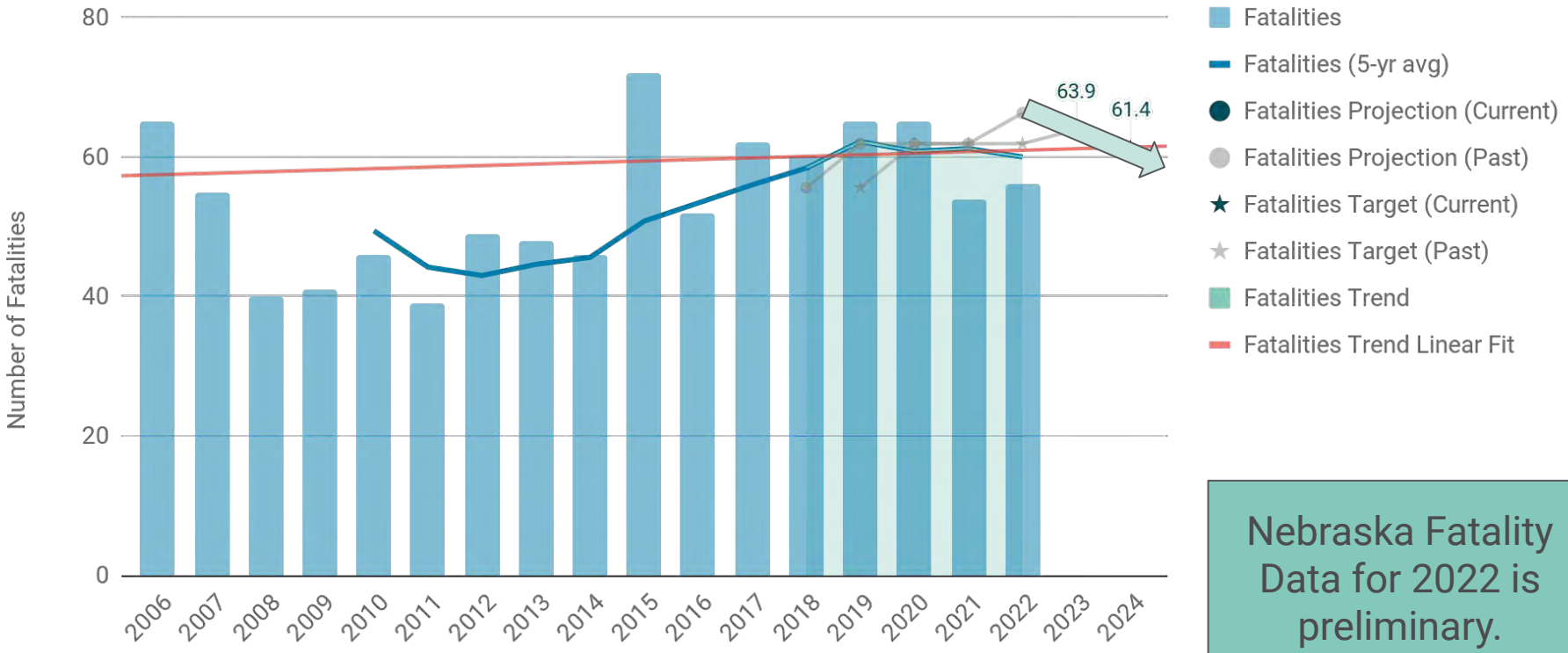
Rate measured per 100 million Vehicle Miles Traveled (VMT)

Target Setting Process

- Assess crash data from Nebraska and Iowa DOTs
- Vehicle Miles Traveled from the MAPA Traffic Report
- Measures progress charted with proposed policy targets

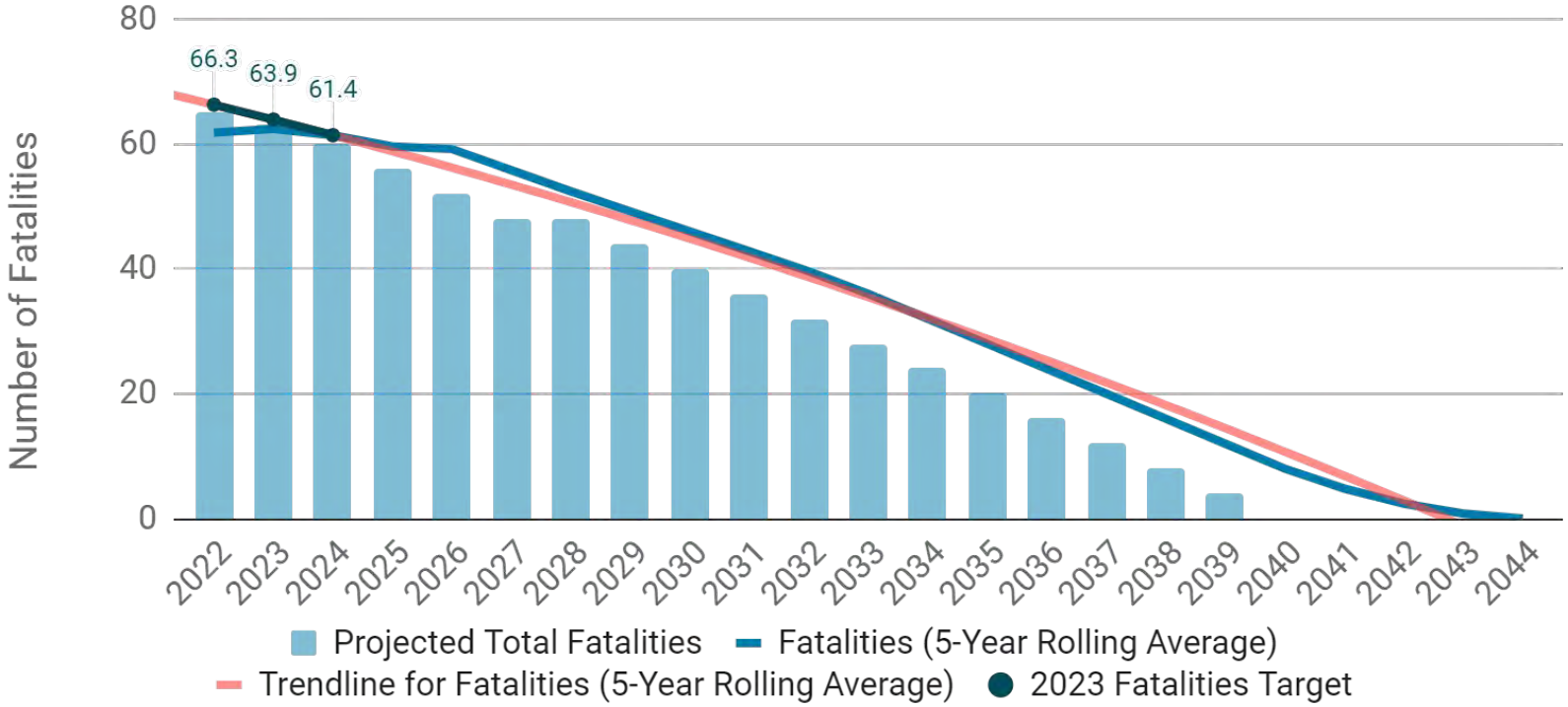


Number of Fatalities

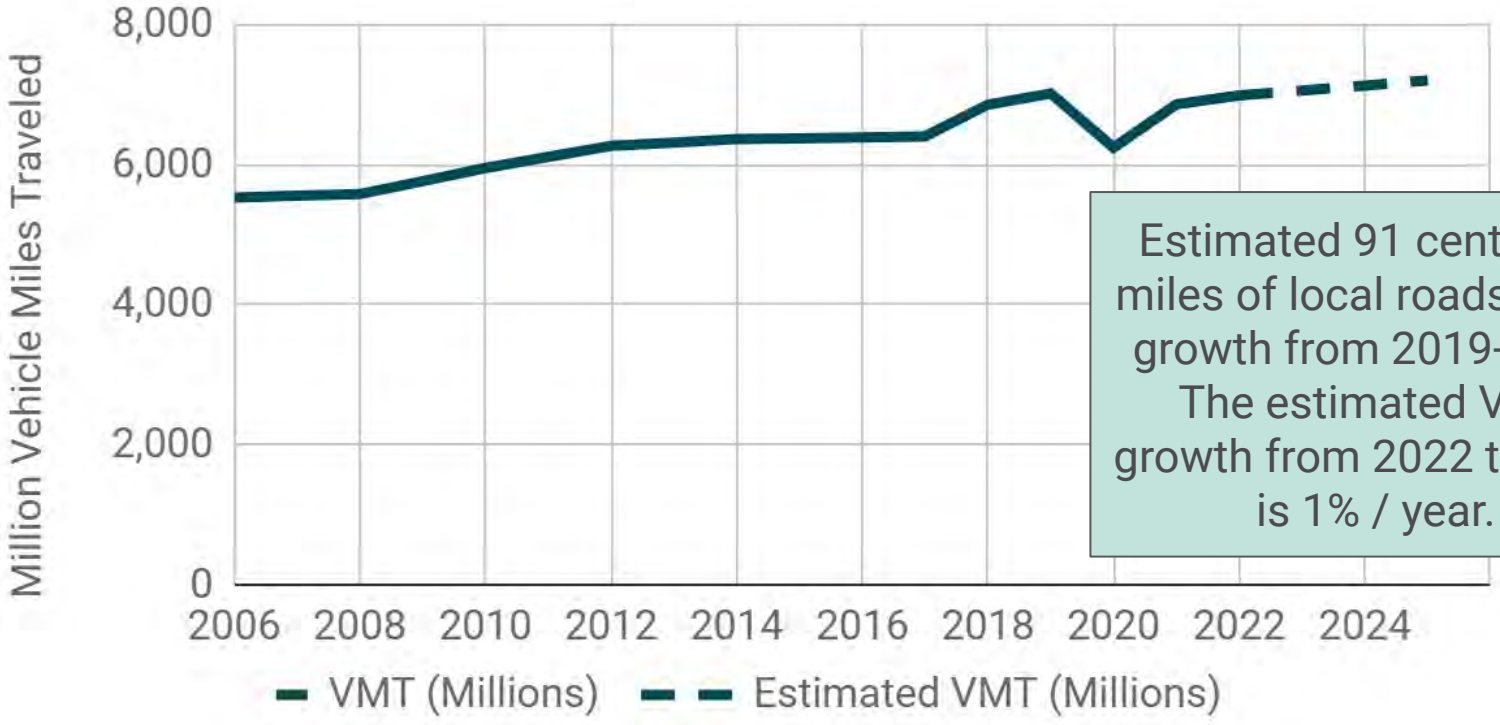


Nebraska Fatality Data for 2022 is preliminary.

Number of Fatalities - Projection

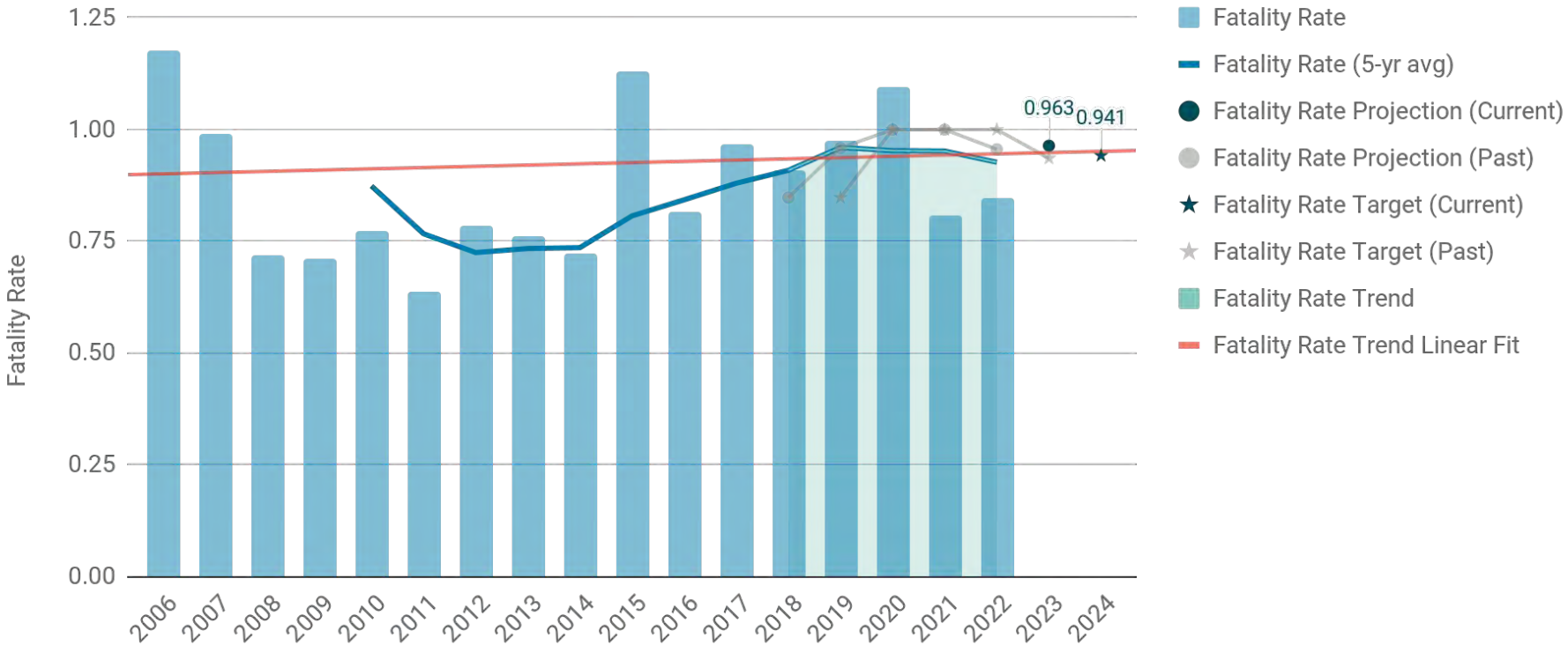


Regional Vehicle Miles Traveled (VMT)

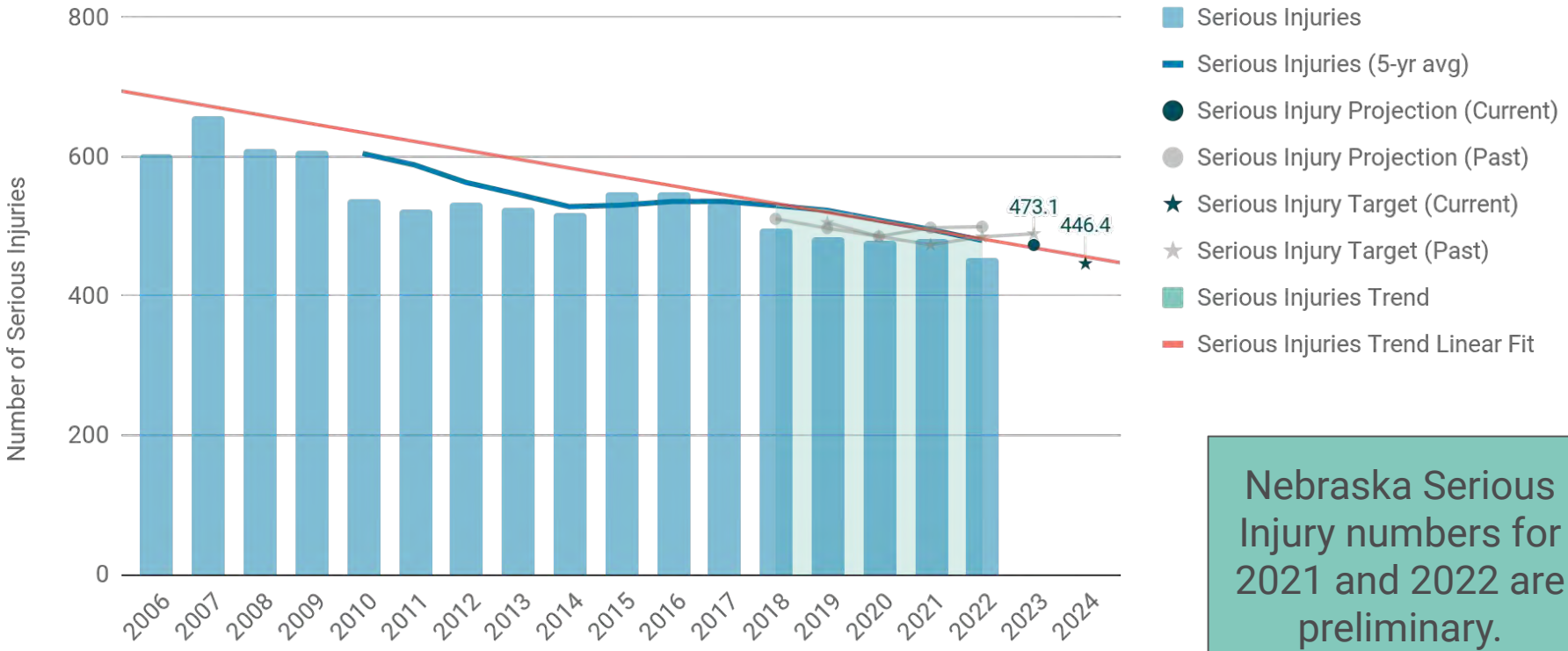


Estimated 91 centerline miles of local roads / year growth from 2019-2022. The estimated VMT growth from 2022 to 2025 is 1% / year.

Fatality Rate

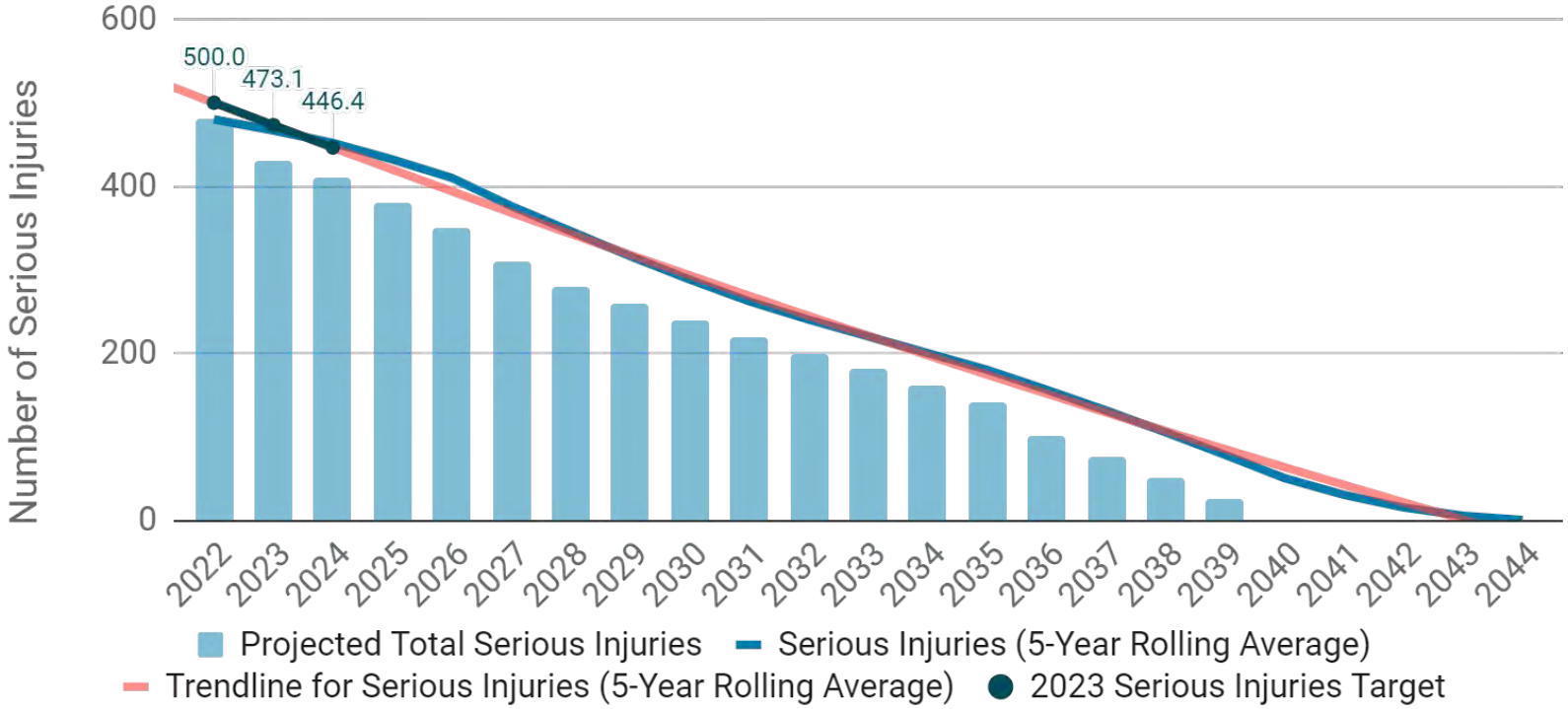


Serious Injuries

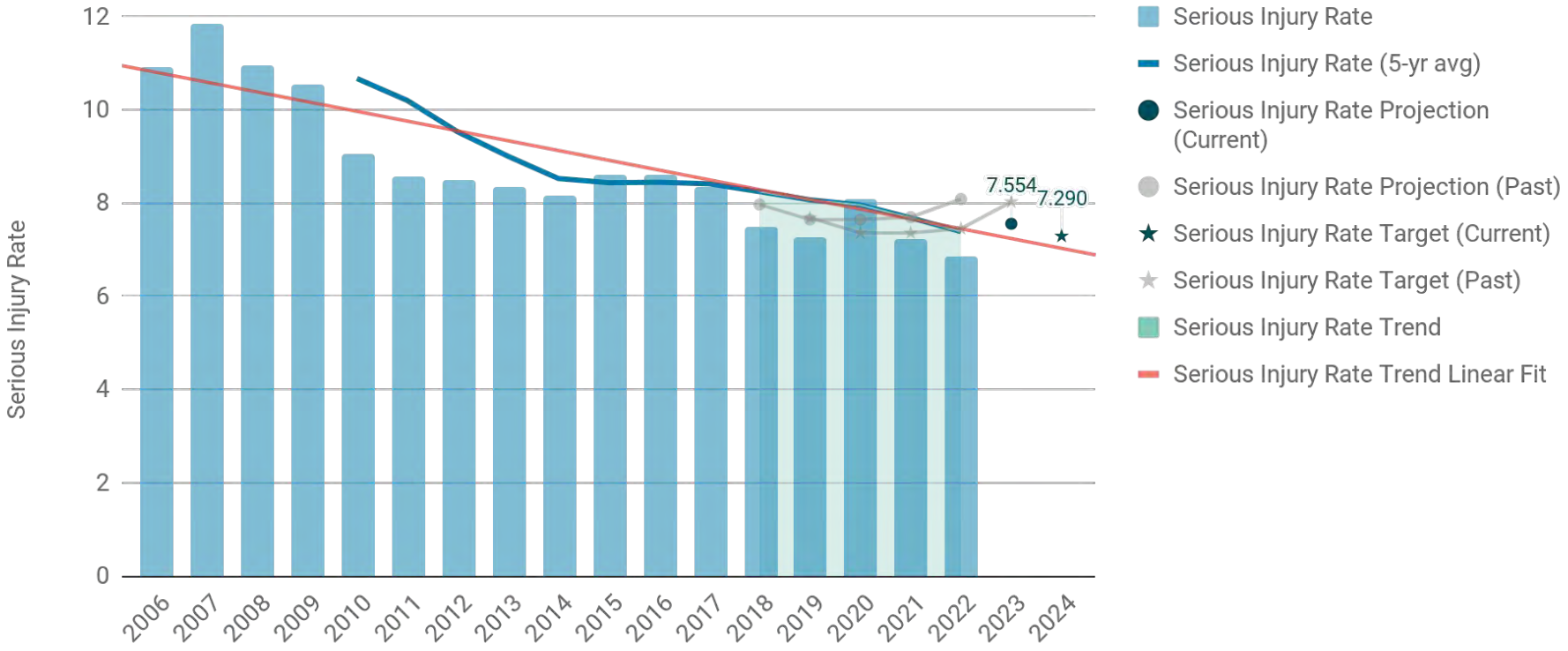


Nebraska Serious Injury numbers for 2021 and 2022 are preliminary.

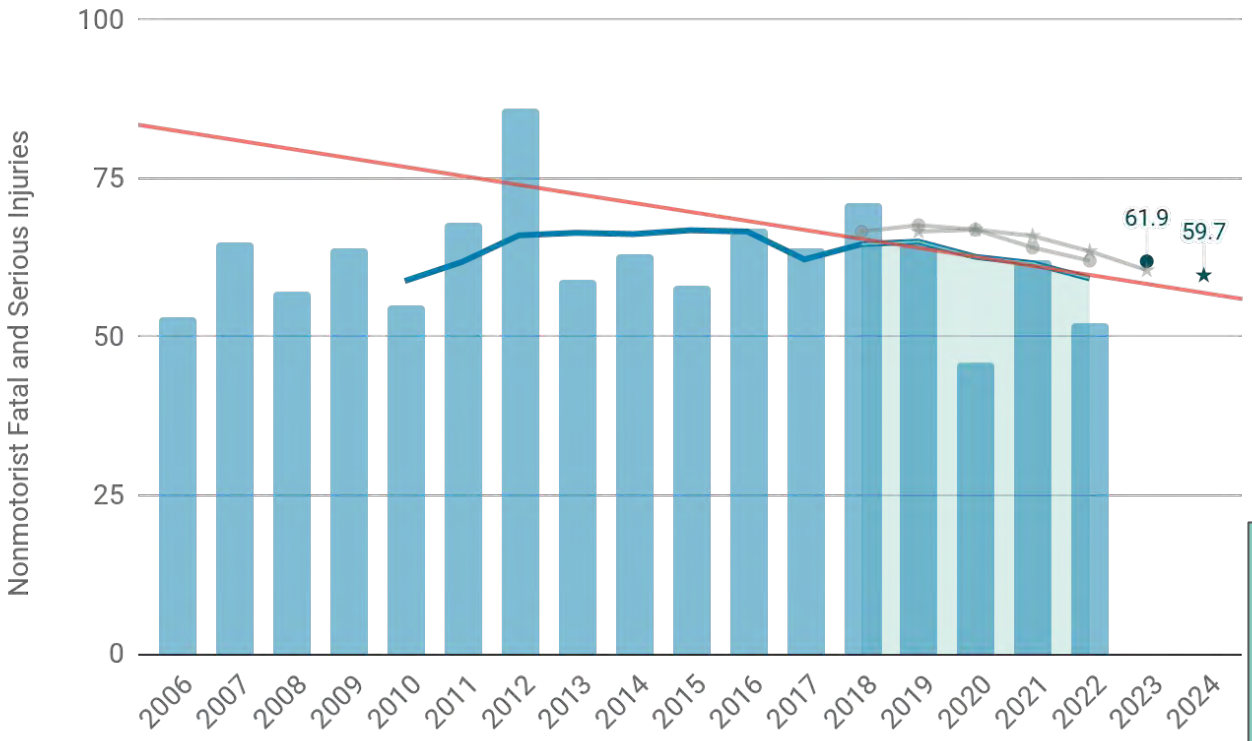
Number of Serious Injuries - Projection



Serious Injury Rate

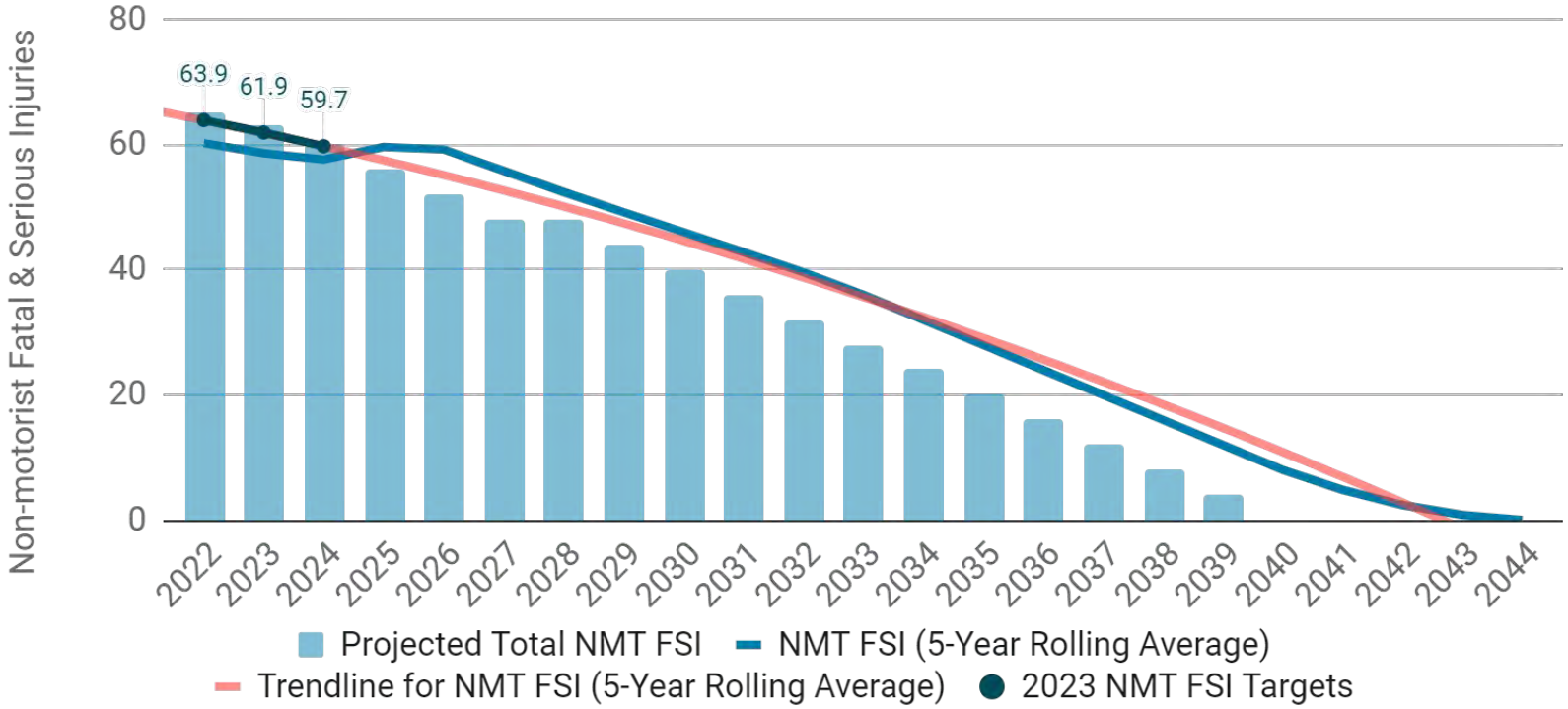


Nonmotorist Fatal and Serious Injuries



Nebraska Serious Injury numbers for 2021 and 2022, and Fatality numbers for 2022 are preliminary.

Number of Serious Injuries - Projection



Progress Towards Targets to Date

Measure (5-Year Rolling Average)	Baseline	2022 Projected	2022 Observed	Met Target	Better than Baseline	2023 Targets
Fatalities (#)	61.2	66.3	60.0	☑	☑	63.9
Fatality Rate (per 100M VMT)	0.951	0.955	0.926	☑	☑	0.935
Serious Injuries (#)	495.4	499.2	479.6	☑	☑	489.2
Serious Injury Rate (per 100M VMT)	7.682	8.085	7.386	☑	☑	8.024
Non-Motorized (# Fatal & Serious Injuries)	61.6	62.0	59.2	☑	☑	60.5

Nebraska Serious Injury numbers for 2021 and 2022, and Fatality numbers for 2022 are preliminary.

The observed VMT for 2022 is higher than the estimate used for the project Fatality and Serious Injury Rates

Proposed MAPA 2024 Safety Targets

Measure (5-Year Rolling Average)	2022 Baseline	2023 Projected	2024 Target
Fatalities (#)	60.0	63.9	61.4
Fatality Rate (per 100M VMT)	0.926	0.963	0.941
Serious Injuries (#)	479.6	473.1	446.4
Serious Injury Rate (per 100M VMT)	7.386	7.554	7.290
Non-Motorized (# Fatal & Serious Injuries)	59.2	61.9	59.7

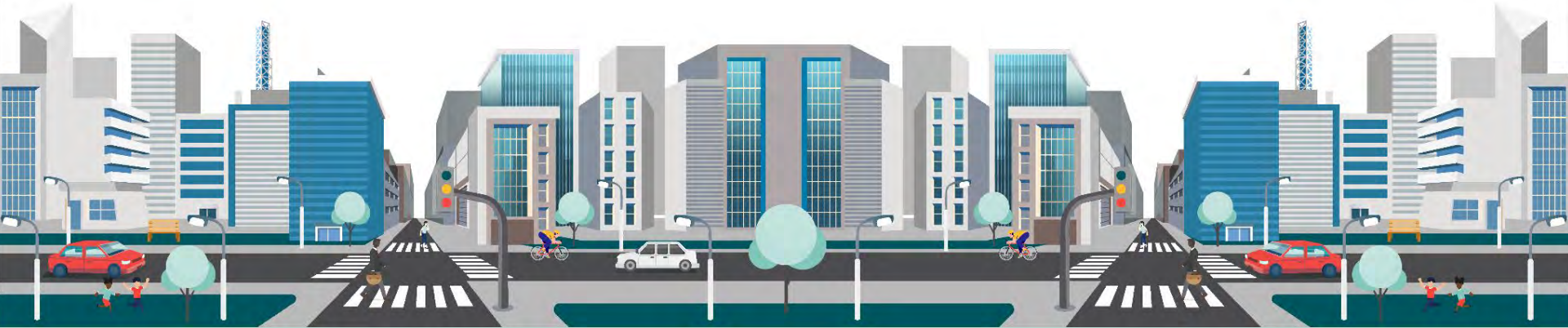
Nebraska Serious Injury and Fatality numbers for 2022 are preliminary.

The observed VMT for 2022 is higher than the estimate used for the project Fatality and Serious Injury Rates

SAFE STREETS FOR ALL

SS4A Comprehensive Safety Action Plan Update

Lindsey Button, MAPA



SAFE STREETS FOR ALL

Action Plan Overview

Action Plan Overview

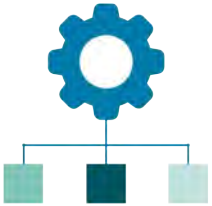
Comprehensive Safety Action Plan (CSAP)

- Regionwide safety assessment
- Develop prioritized projects and recommended policies
- Support jurisdictions in finding funding for safety project implementation
- Focus on regional, low-cost / high impact solutions and strategies

SAFE STREETS FOR ALL

CSAP Components

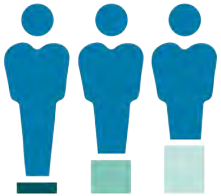
Leadership Commitment and Goal Setting



Planning Structure

Safety Analysis

Engagement and Collaboration



Equity Considerations

Policy and Process Changes

Strategy and Project Selections

Progress and Transparency

CSAP Components - Ongoing

Leadership Commitment and Goal Setting

Planning Structure

Safety Analysis

Engagement and Collaboration

Equity Considerations

Policy and Process Changes

Strategy and Project Selections

Progress and Transparency

CSAP Components - Ongoing

Leadership Commitment and Goal Setting

Leadership Commitment and Goal Setting

From the grant application process;

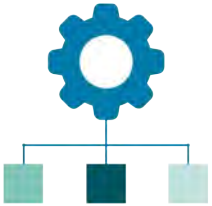
- Letters of Support from 9 member jurisdictions
  - Cities of Bellevue, Council Bluffs, Gretna, La Vista, Papillon, Ralston, and Springfield, Douglas and Sarpy Counties
- **Goal: Zero Fatalities and Serious Injuries by 2040**

Coming up during plan development;

- Follow up meetings to reaffirm leadership commitment
- Adoption of the final plan by member jurisdictions

CSAP Components - Underway

Leadership Commitment and Goal Setting



Planning Structure

Safety Analysis

Engagement and Collaboration

Equity Considerations

Policy and Process Changes

Strategy and Project Selections

Progress and Transparency

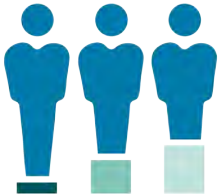
CSAP Components - Over the next year

Leadership Commitment and Goal Setting

Planning Structure

Safety Analysis

Engagement and Collaboration



Equity Considerations

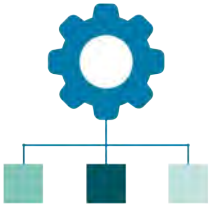
Policy and Process Changes

Strategy and Project Selections

Progress and Transparency

CSAP Components - Underway

Leadership Commitment and Goal Setting



Planning Structure

Safety Analysis

Engagement and Collaboration

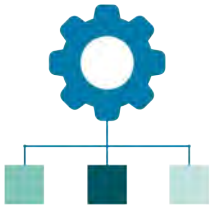
Equity Considerations

Policy and Process Changes

Strategy and Project Selections

Progress and Transparency

CSAP Components - Underway



Planning Structure

Planning Structure

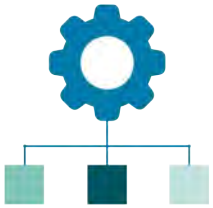
Project Management

- Project Team
- TTAC (Technical)
- **MAPA Safety Committee (Community / Stakeholder)**

Consultant Teams

- Two teams: Data Support / Outreach & CSAP
- Contract Negotiations are underway. Goal to finalize by early March.

CSAP Components - Underway



Planning Structure

The Role of the MAPA Safety Committee

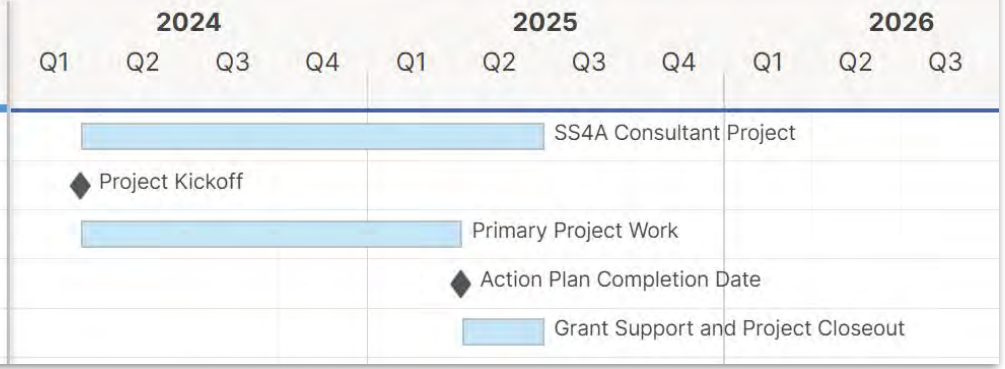
- Input on key safety issues, strategies and projects
- Validation of safety data and outreach findings
- Oversight of the CSAP development, implementation, and monitoring

- Increase membership and perspectives
  - Safe Systems Approach Stakeholders
- More regular meetings (up to 6)

Draft Schedule

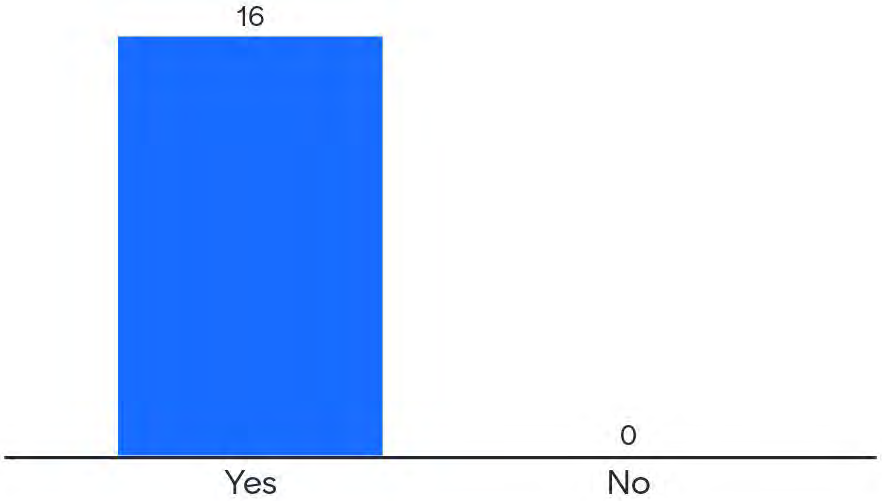
Calendar Year Quarters

Primary	Start	Finish
SS4A Consultant Project	03/14/24	06/30/25
Project Kickoff	03/14/24	03/14/24
Primary Project Work	03/14/24	04/07/25
Action Plan Completion Date	04/07/25	04/07/25
Grant Support and Project Closeout	04/08/25	06/30/25

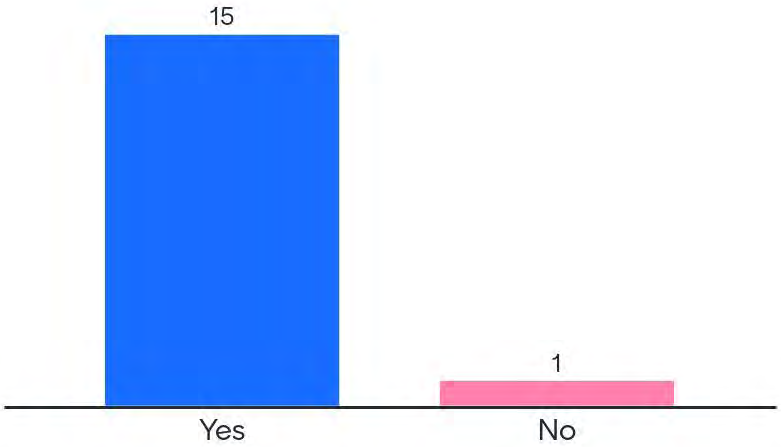


Menti Poll

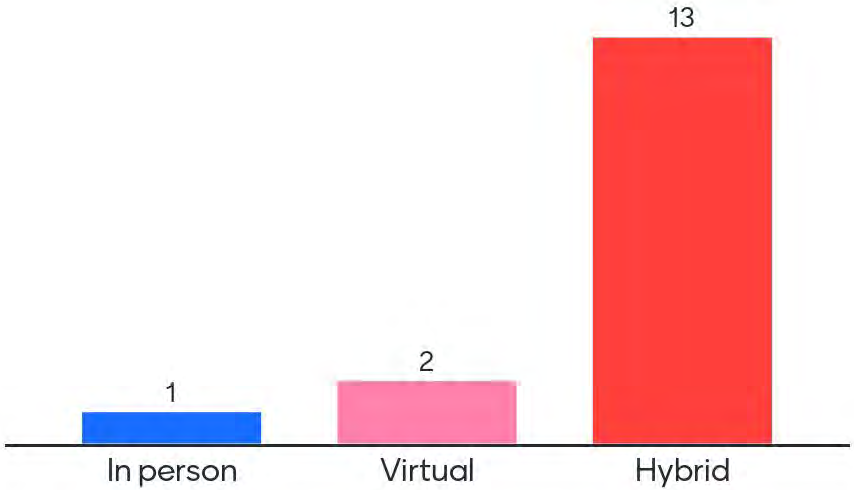
Are you interested in participating in SS4A planning activities?



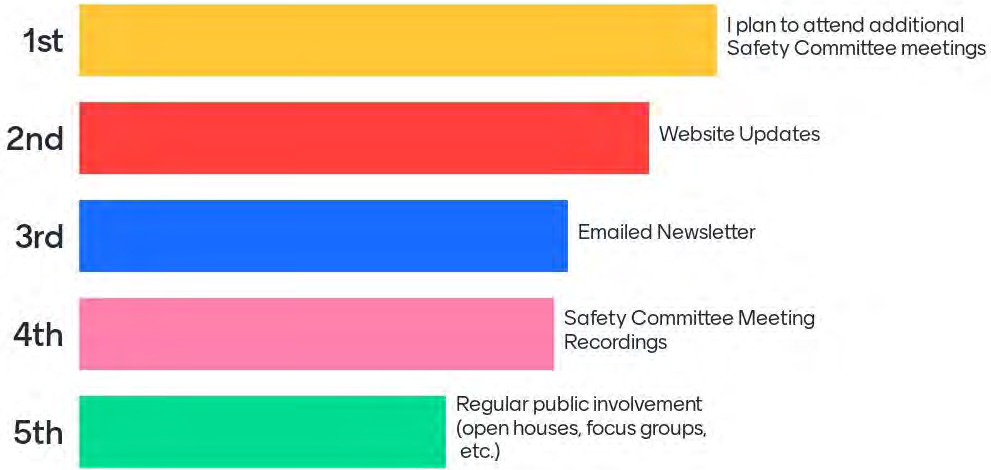
Are you willing/able to attend Safety Committee meetings more frequently than the current annual schedule to support SS4A plan development?



Would you prefer in-person or virtual meetings?



What is the best way to keep you updated on SS4A activities?



Visit
https://mapacog.org/projects/ss4a/
for more information and
project updates

Contact MAPA at
safestreets@mapacog.org
with any questions!

Additional Business