



Focused Stakeholder Meeting

Vision Zero Data Results and Focused Outreach

Wednesday, May 2

1 PM – 2:30 PM

City Hall Room 155, 632 W. 6th Ave.

MEETING PURPOSE:

- Share data about Anchorage traffic-related injuries and fatalities, dangerous roadways and intersections, and who is most affected.
- Gain perspective from agencies who represent the most vulnerable populations, as identified by the data.
- Gather feedback on how best to engage with the people most impacted by traffic-related incidents.

MEETING AGENDA

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| 1:00 PM – 1:10 PM | Welcome + Introductions + Thanks for Coming + Why We're Here. |
| 1:10 PM – 1:40 PM | Presentation About Vision Zero + What Anchorage Data Tells Us |
| 1:40 PM – 2:00 PM | Q/A + Facilitated Discussion About Anchorage Vision Zero Data: Are you surprised by the data? Is the data in line with the clients you serve and your professional/personal experience? What is missing? What solutions would you like to see implemented? |
| 2:00 PM – 2:30 PM | Next Steps + Focused Outreach Plan: We Need Your Help! Can you share your recommendations and advice on how to engage with the people you serve? |

Attendees

- Liberty Kyzer, Cook Inlet Housing Authority, Resident Engagement
- Beth Schuerman, Alaska Injury Prevention Center (Center for Safe Alaskans)
- Jamie Acton, Senior Planner and Public Involvement Coordinator, AMATS
- Shannon Kuhn, Anchorage DHHS Public Information Officer
- Alex Boyd, Anchorage Fire Department, Risk Reduction and Injury Prevention
- Darrel Hess, Anchorage Ombudsman, AMATS Bike and Ped Advisory Committee
- Diana Arthur, Development Manager, Beans Café + Children's Lunch Box
- Agneta Kupilik, ANTHC Campus Planning / Strategic Access Group
- Ingrid Stevens, ANTHC Injury Prevention
- Bart Rudolph, Planner, Public Transportation

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- Christine Schuette, Planner, MOA Public Transportation
 - Karlo Mercene, Catholic Social Services

Project Team Attendees

- Chris Schutte, Director, MOA Office of Economic and Community Development
- Wende Wilber, Kittelson & Associates
- Tanya Iden, Agnew::Beck Consulting
- Anna Brawley, Agnew::Beck Consulting
- Holly Spoth-Torres, Huddle AK

Key Meeting Outcomes

- Be aware of and avoid “Victim Blaming”
- Media campaigns should focus on drivers – will have biggest impact on a culture of safety
- Develop a “welcome kit” for use by agencies to educate clients about safety (all modes)
- Develop targeted education to businesses who can reach high numbers of employees
- High interest in pilot projects – 3rd Ave. in front of Beans (need to coordinate with on-going City project immediately) and Muldoon at Debarr near Chanshtnu Muldoon Park
- Add photos of memorials to Vision Zero Plan. Try to get “testimonials” of people’s stories, both victims of traffic incidents and drivers involved in the collisions.

Meeting Summary

Data Presentation: What the Vision Zero Team Found (See attached presentation)

- The goal of the project is zero traffic related fatalities and serious injuries.
- The Vision Zero concept has become more prominent across the US, and in Anchorage. Bike Anchorage brought Vision Zero to Anchorage and Mayor Berkowitz officially endorsed the initiative.
- Vision Zero connects with other planning and transportation projects. Examples: MTP 2040 (AMATS), Human Services Coordinated Transportation Plan (AMATS), Spenard Corridor Plan (Muni), Alaska Bike and Pedestrian Plan (AK DOT&PF), and others.
- So far in 2018, there have been 5 vehicle fatalities, 1 pedestrian serious injury.
- Vision Zero is a data-driven process: a thorough review of available data from multiple agencies to describe the current problem, where serious injuries and fatalities occur, who is being most affected, and other important information to inform policy decisions.
- The project will have multiple parts: media campaign, municipal code changes, identify infrastructure improvements, etc.
- **Review of current data – Please review the attached presentation for a summary of data.**
- National best practices
 - Speed matters! The higher the rate of vehicle speed, the more chance of serious injury or death. For example, traveling at 20 MPH there is a 10% chance of death, versus an 80% chance of death if traveling at 40 MPH.

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- Changing speed limit signs alone doesn't work: roads are designed for a certain speed, and it is difficult to get people to go lower speed if the road is perceived as safe for high speed. Traffic calming is also necessary.
 - Enforcement, including photo radar cameras for speeding and red light running – this works, other cities have achieved significant decrease in speeding.

Focus Group Discussion: What did you think of this data? Does this ring true? What messages and audiences should this project address going forward?

- Snow clearance of sidewalks is an issue, and while this isn't a factor in summer crashes, people are unable to navigate sidewalks and people end up walking in the road. Was this factor considered?
 - The data may or may not have that level of detail.
 - The data also does not illustrate near-misses, only incidents that happened.
- What data is there about people (especially pedestrians) in wheelchairs?
- The goal is not to victim blame, but is there data about how many people were wearing helmets or otherwise not engaging in risky behaviors?
- AFD commented that when their staff are in intersections, they also work on making sure pedestrians are visible.
- There isn't data on distracted driving, since it's not captured in the police reports necessarily, but anecdotally we know that people texting or talking on the phone is a problem.
- Bus routes have changed, and sidewalks are not cleared quickly, so this makes walking challenging. For example, the bus route from Consumer Web to ANMC has changed so there is more walking.
- Need to change the culture of Anchorage drivers:
 - For example, around Bean's Café it is challenging because the population is vulnerable, some may have substance use disorders or mental health concerns, and drivers go so fast and are frustrated and often disrespectful of the people walking into the street.
 - There is a lot of victim blaming: pedestrians and bikers, whether or not they are following the rules or being safe, and generally shifting responsibility to people other than the driver.
 - Need to humanize pedestrians and shift to a culture of respect for pedestrians.
 - Anchorage is not a walking community: if you are walking, you are perceived as suspicious.
 - Could we partner more with businesses for better signage and otherwise have businesses take more ownership of solutions.
- Wearing more high-visibility attire might be safer, but people feel like they are targeted or stereotyped.
- Question: Looking at the percentage of Alaska Native people who are included in the injury/fatality data, how many people are from outside of Anchorage? Perhaps they are not used to navigating urban streets and may be in town receiving services and staying nearby.
- Question: are drivers out of town visitors also, such as tourists? No, most drivers at least those involved in these incidents are locals.
- Will DOT participate in these meetings?

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- The team is meeting with DOT staff to discuss further and review the data.
 - Most of the roads identified as high-injury corridors are DOT / state owned.
 - California DOT has changed from designing to level of service (cars) versus all users and the surrounding land uses.
 - One example of a project that prioritized vehicles over other modes: 5th and 6th Avenue downtown, limited crossing points and there was at least one pedestrian fatality.
 - Ideas:
 - What if we picked an intersection to proactively enforce as a demonstration project? We would include APD.
 - APD could do an education-only event, no ticket but a warning.
 - Collect resident and client stories from key organizations
 - Muldoon: CIHA residents
 - Beans Café, Consumer Web, other key sites
 - All groups are impacted by these incidents—there are groups disproportionately impacted, but also everyone who walks and bikes.
 - What if the education campaign is for drivers, such as young male drivers?
 - JBER: “Don’t be that guy” campaign
 - Toolkit: Develop materials to use going forward, for different groups to do ongoing education with clients.
 - What if the intersection itself is visible, “road tattoos” or similar visual intervention to make drivers slow down and pay more attention.
 - Emotionally compelling stories: people who have been hit, or people who were driving and involved in a crash or caused that injury or death.
 - This is a social justice issue: probably more likely to have low income people impacted.
 - Talk to Sharon Chamard at UAA Justice Center, she did a study of routes taken by homeless individuals between Midtown and Downtown. Maybe compare this information with the high injury network.
 - We need better data on pedestrian and bicycle counts overall.
 - Alaska DOT has a project moving toward zero deaths, statewide. The metrics and goal are not zero but have performance metrics to measure progress.

Follow-Up

Data Requests

- Identify if snow removal information is available in any of the data – is it a factor?
- Rate of wheelchair/disabled pedestrians involved in traffic incidents.
- Identify, if possible, how many of the people involved in incidents are Anchorage residents vs visitors.

Outreach

- Contact Sharon Chamard for her study of the routes homeless individuals travel.
- Identify a few individuals to interview to gather personal stories. (Need the help of meeting attendees.)