THE ONLY ACCEPTABLE NUMBER OF TRAFFIC DEATHS IS ZERO.
Dear Friends,

Anchorage launched its Vision Zero campaign in November 2018, bolstered by the hope and energy of city leaders, safer streets advocates, and the friends and families of people impacted by crashes. As we near the end of our first year, we see the road ahead with greater clarity.

This year, the Municipality completed 26 projects to improve roadway safety for all road users, banned texting while driving in school zones, assessed the potential of improvements through a pop-up demonstration project, and shared with the public through 14 community presentations. We collected a wealth of data to help us better target our efforts and make the soundest possible investments for Anchorage’s Vision Zero future.

Anchorage roadways should be safer for everyone—pedestrians, bicyclists, and motorists. Our goal is achieving zero traffic deaths, and we can by taking a data-driven and coordinated approach to designing safer streets, expanding public education, adopting and evaluating best practices, and enforcing effective laws.

Together, we will make Anchorage streets safer and more accessible for everyone. That’s a shared vision and a realistic goal.

Regards,

Ethan Berkowitz
INTRODUCTION

The Anchorage Vision Zero Action Plan was finalized in November 2018. This report, our first annual review, summarizes the past year’s accomplishments, assesses fatal and severe injury traffic crash trends from 2015 to 2018, and identifies the work that still needs to be done.

It also emphasizes the role of Vision Zero and public health initiatives in helping create a more welcoming environment for people on foot, on bikes, and riding the bus. A successful transportation system in our community will encourage and enable more people to walk and cycle more often—the healthiest and most sustainable ways to travel.
Vision Zero is a commitment by leadership and the community to eliminate all traffic fatalities and severe injuries while increasing safe, healthy, equitable mobility for everyone. Vision Zero started in Sweden in 1997, where traffic fatalities have since dropped by 39%. There are now 44 US cities with adopted Vision Zero plans, a 32% increase over from 2018.

Vision Zero challenges us to reject the idea that deaths and life-altering injuries are an acceptable price for efficient travel; to recognize that they are preventable and, therefore, unacceptable.

For Vision Zero to succeed, we need everyone’s help. There is no single solution. Actions and responsibilities fall first and foremost on the designers of roadway systems, public health professionals, policymakers, and law enforcement; but individuals play a significant part by following laws and regulations.
What is the Anchorage Vision Zero Action Plan?

The Anchorage Vision Zero Action Plan is a three-year guiding document detailing the Municipality of Anchorage’s commitment and approach to eliminating deaths and serious injuries on our roadways.

The plan presents extensive crash data and trends and identifies measurable strategies organized around five key themes:

1. Enhance processes and collaboration
   Vision Zero is a new philosophy for managing transportation and requires a cultural shift. Internal changes (among staff and city leaders) and education are foundational to its success.

2. Build safer streets for everyone
   Streets must be designed to be safer for everyone, no matter how they travel.

3. Reduce speed
   Safer designs must also include safer speeds. In addition to roadway design, specific strategies need to be employed to reduce speed for the sake of safety.

4. Promote a culture of safety
   Individual, institutional, and community education is integrated with enforcement strategies and changes to policies and legislation to build a culture of safety.

Roads are public spaces. Everyone should have the right to safely get to everyday destinations regardless of how they travel.

Safer roads promote health. Activity-friendly routes motivate people to walk and bicycle, improving overall public health.
In 2018, the Municipality’s leadership and staff have demonstrated Anchorage’s commitment to Vision Zero by advancing plans, policies and projects for safer, equitable multimodal travel. Through an approach that integrates data-driven decision-making, engineering, education, enforcement, and community engagement, the following accomplishments bring us closer to the goal of zero deaths and serious injuries for all road users in our community.

< AMATS and Bike Anchorage’s Pop-Up on Denali Street allowed people to test drive, walk, and roll a temporary roundabout.

Source: Kittelson & Associates, Inc.
2018 BY THE NUMBERS

7 pedestrian safety improvement projects

3 bike lane projects

2 core working group meetings

1 intercept survey

2018 MOA traffic report

9 roadway improvement projects that include multi-modal facilities, new lighting and traffic calming

4 street lighting projects

1 NEW LAW No handheld cell phone use in school zones.

VISION ZERO messaging Roads for All and You Decide messaging strategies

3 trail/pathway projects

TWO! Vision Zero Task Force meetings

1 pop-up project Temporary Roundabouts Thanks, Bike Anchorage & AMATS!

2018 MOA traffic report

14 educational presentations

Grant funding to sustain Vision Zero for FOUR YEARS Thank you State of Alaska Health and Social Services!

Thank you State of Alaska Health and Social Services!
FATAL AND SEVERE INJURY TRAFFIC CRASH TRENDS

While much good work has been done, there are still challenges. Getting to zero fatalities is the ideal vision, continuous improvement is the minimum expectation. This means we need to continue to evaluate and address the underlying risk factors: where, how, and why serious crashes happen.

17,610 people experienced crashes in the past 4 years.

<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>NO INJURY</td>
<td>2822</td>
<td>2911</td>
<td>2869</td>
<td>2671</td>
</tr>
<tr>
<td>MINOR INJURY</td>
<td>1498</td>
<td>1521</td>
<td>1408</td>
<td>1352</td>
</tr>
<tr>
<td>SEVERE INJURY</td>
<td>103</td>
<td>133</td>
<td>116</td>
<td>116</td>
</tr>
<tr>
<td>FATALITY</td>
<td>25</td>
<td>20</td>
<td>20</td>
<td>24</td>
</tr>
</tbody>
</table>

Source: MOA Annual Traffic Report, 2018
# 2018 Crash Statistics by Mode

## Vehicles (Drivers & Passengers)

<table>
<thead>
<tr>
<th>Year</th>
<th>All Collisions</th>
<th>Fatality</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>4122</td>
<td>10</td>
</tr>
<tr>
<td>2016</td>
<td>4262</td>
<td>10</td>
</tr>
<tr>
<td>2017</td>
<td>4136</td>
<td>9</td>
</tr>
<tr>
<td>2018</td>
<td>3838</td>
<td>11</td>
</tr>
</tbody>
</table>

Source: MOA Annual Traffic Report, 2018

## Pedestrians: 12 people were hit per month on average.

<table>
<thead>
<tr>
<th>Year</th>
<th>All Collisions</th>
<th>Fatality</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>108</td>
<td>8</td>
</tr>
<tr>
<td>2016</td>
<td>121</td>
<td>8</td>
</tr>
<tr>
<td>2017</td>
<td>111</td>
<td>9</td>
</tr>
<tr>
<td>2018</td>
<td>145</td>
<td>9</td>
</tr>
</tbody>
</table>

Source: MOA Annual Traffic Report, 2018

## Bicyclists: 8 people were hit per month on average.

<table>
<thead>
<tr>
<th>Year</th>
<th>All Collisions</th>
<th>Fatality</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>142</td>
<td>0</td>
</tr>
<tr>
<td>2016</td>
<td>134</td>
<td>0</td>
</tr>
<tr>
<td>2017</td>
<td>102</td>
<td>0</td>
</tr>
<tr>
<td>2018</td>
<td>101</td>
<td>0</td>
</tr>
</tbody>
</table>

Source: MOA Annual Traffic Report, 2018
2018 crash statistics by mode (cont’d)

MOTORCYCLISTS: Crashes are trending back up.

<table>
<thead>
<tr>
<th>Year</th>
<th>ALL COLLISIONS</th>
<th>FATALITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>76</td>
<td>7</td>
</tr>
<tr>
<td>2016</td>
<td>68</td>
<td>2</td>
</tr>
<tr>
<td>2017</td>
<td>64</td>
<td>2</td>
</tr>
<tr>
<td>2018</td>
<td>79</td>
<td>4</td>
</tr>
</tbody>
</table>

Source: MOA Annual Traffic Report, 2018

2018 most vulnerable road users

- **0.3%** of people in a car DIED.  **31%** were INJURED.
- **0%** of bicyclists hit by a car DIED.  **90%** were INJURED.
- **6%** of pedestrians hit by a car DIED.  **79%** were INJURED.
- **5%** of motorcyclists hit by a car DIED.  **88%** were INJURED.

Source: MOA Annual Traffic Report, 2018
High Injury Network

![Map of Anchorage with high injury network highlighted]

- Fatal and severe crashes on all high-injury corridors: **45%**
- Fatal and severe **bicycle** crashes on bicycle high-injury network: **33%**
- Fatal and severe **pedestrian** crashes on pedestrian high-injury network: **46%**

Sources:
- MOA Vision Zero Action Plan
- MOA 2018 Crash Data
2018 fatal & severe crashes: what happened?

**BICYCLE TOTAL 9**
- 22% driver ran red light
- 22% driver impaired
- 22% right hook (vehicle and bike traveling same direction, driver turns right into bike)
- 22% driver hit bicycle on sidewalk

**PEDESTRIAN TOTAL 41**
- 24% person walking had right of way
- 20% person crossing away from crosswalk
- 15% actions of person walking are unknown
- 7% person walking disregarded signal

Source: MOA 2018 Crash Data
**VEHICLE (AUTO NON-MOTORCYCLE, NON-PEDESTRIAN/BICYCLE) TOTAL 65**

- **28%**
  - broadside (T-bone, right-angle, etc.)

- **26%**
  - ran red light

- **25%**
  - fixed object/ran off of road

- **11%**
  - left turn

**MOTORCYCLE (NON-PEDESTRIAN/BICYCLE) TOTAL 23**

- **22%**
  - single motorcycle

- **17%**
  - rear end

- **13%**
  - car driver turning left, motorcycle straight

- **9%**
  - car driver impaired

Source: MOA 2018 Crash Data
Our decisions contributed to 2018 fatal & severe crashes

Source: MOA 2018 Crash Data
INTERCEPT SURVEY RESULTS

Engaging with People who Walk

In September 2019, we met with people walking along the high injury network to ask them about their experiences as a pedestrian. The survey staff talked to 153 people near transit stops in Midtown, Downtown, Mountain View, and East Anchorage. The goal of the survey was to:

- Engage directly with people who walk and who are traditionally underserved such as people of color, low-income households, people with disabilities, people with limited English proficiency, people experiencing homelessness, and households with limited vehicle access.

- Learn from the community observations to guide more equitable Vision Zero strategies and evaluation measures.
Who did we talk to?

**Gender**
- **FEMALE**: 42%
- **MALE**: 58%
- **NON-BINARY**: 0%

**Racial Background**
- African American
- Hispanic or Latinx
- Native Hawaiian or Pacific Islander
- Asian American
- Indigenous, American Indian or Alaska Native
- White
- Other (please specify)

**Age**
- 16% 18-24
- 39% 25-44
- 38% 45-64
- 7% 65+

**Employment**
- Full Time
- Part Time
- Not Employed
- Student
- Retired
What did they tell us?

- Nearly four out of five people walk daily (78%)
- 87% stated that they walk year-round.
- 17% stated they had been hit by a car in a crosswalk or intersection. An additional 14% stated they had near misses.
- More than 2/3 of the people felt safe on their trip that day. If they did not, it was most frequently because of vehicle traffic or other people along the route. Of the sixteen people who felt unsafe because of other people, seven were female and nine were male.
- Nearly half of (48%) do not always cross the street using marked crosswalks because it is faster or more convenient to cross elsewhere.

### Why are you walking?

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Going Home</td>
<td>14%</td>
</tr>
<tr>
<td>Going to Work</td>
<td>13%</td>
</tr>
<tr>
<td>Going to School</td>
<td>3%</td>
</tr>
<tr>
<td>Shopping/Errands</td>
<td>20%</td>
</tr>
<tr>
<td>Exercising</td>
<td>8%</td>
</tr>
<tr>
<td>Going to the Doctor</td>
<td>3%</td>
</tr>
<tr>
<td>Changing Buses</td>
<td>11%</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td>29%</td>
</tr>
</tbody>
</table>

### How do you usually get around Anchorage?

- Walking: 58%
- Bicycle: 7%
- Bus: 39%
- Car/Personal Vehicle: 13%
- Other: 5%

### How did you choose your route?

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>The route is the shortest</td>
<td>31%</td>
</tr>
<tr>
<td>The route is near bus stops</td>
<td>17%</td>
</tr>
<tr>
<td>I work in the area</td>
<td>4%</td>
</tr>
<tr>
<td>I live in the area</td>
<td>17%</td>
</tr>
<tr>
<td>Less traffic and noise</td>
<td>3%</td>
</tr>
<tr>
<td>Good sidewalks and paths</td>
<td>9%</td>
</tr>
<tr>
<td>It's the safest route for me</td>
<td>9%</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td>9%</td>
</tr>
</tbody>
</table>

**NOTE:** Percentage totals for survey results do not add up to 100% because respondents were allowed to choose more than one response.
YOU DECIDE: WHAT CAN YOU DO?

The emotional toll of a death or severe injury is devastating to families, friends, co-workers, emergency responders, and witnesses to the crash. There are also significant expenses associated with medical care, funeral arrangements or disability payments, emergency and police services, courts, lost wages, lost productivity (everybody who was not in the crash but still delayed), property damage, road repairs, insurance premiums, etc.

We also know that physical inactivity and sedentary lifestyles are creating one of the most serious public health challenges of our time. Physical activity has a variety of specific benefits, including reducing the risk of our most common and preventable diseases: cancer, diabetes, obesity, heart disease and stroke.

The actions of leaders and engineers are vitally important, but when it comes down to it, the most important person is you: the roadway user. We all have a responsibility to make the right choices. Our lives depend on it.

Collisions are expensive. On average, just one fatality costs public agencies...

$1.614 MILLION

Factor in insurance increases, court costs, road repairs, disability payments, etc., and it rises to...

$4.36 MILLION

Source: National Safety Council
Advocate for plans and policies that promote activity-friendly routes that connect to everyday destinations and save lives.

An activity-friendly route has direct and convenient connections with daily destinations. It provides people walking and biking with physical protection from vehicles and makes it easy for them to cross streets.

Roads with few crossings and higher traffic speeds and volumes are all associated with lower levels of active travel. We need to design our roadways and community to make it safer and easier to walk and bike for people of all ages and abilities - from 8 years old to 80 years old. People are more likely to walk or bicycle if it is a pleasant experience. Even just one roadway injury or death can make us all feel unsafe on our roadways.

Sources: 2017 AK BRFSS
2017-2018 AK SWSSS
American Association of Retired Persons
Centers for Disease Control and Prevention
Walk and bike more

Walking and biking to our everyday destinations is a simple way to increase physical activity and improve health. [Step It Up! The Surgeon General’s call to Action to promote walking and walkable communities (2015)]. People are more likely to walk and bike when they see others doing the same!

Share the road

No matter if you are walking, biking, or driving, obey the rules of the road. Be proactive, alert, focused, attentive, and patient.

Be on the lookout for the most vulnerable road users—pedestrians, bicyclists, and motorcyclists—people who are not protected by the steel cage of a car, SUV, or truck. Children, older adults, and people with disabilities can have greater difficulty reacting quickly to hazards.

Slow down and stop for red lights

Deaths from motorists running red lights hit a 10-year high in the United States in 2017 (AAA Foundation for Traffic Safety). More than half the people killed in these crashes were not the red-light running drivers or their passengers, but the people they hit. High speeds make crashes more likely and more deadly.

Activity-Friendly Routes

Direct and convenient for all users, 8 to 80

Everyday Destinations

Mixed land uses and urban design

Physical Activity

Increased transportation-related activity
Slowing down saves lives.

Source: National Highway Traffic Safety Administration (NHTSA)

ROADS for ALL

Safer commutes for everybody
Pay attention to the road!

According to the American Automobile Association (AAA)…

- **31%** of drivers are distracted by their dog in the car.
- **80%** drive frequently with pets, but only **17%** use a seatbelt or pet carrier.
- **A crash is 8x more likely while reaching for something.**
- **3x more likely while eating or drinking.**

Distracted driving causes more than **58%** of teen driver crashes.

- 50% report seeing drivers on their phones while driving.

Don’t drive distracted.

In the US, crashes reported to involve a distracted driver kill an average of nine people and injure more than 1,000 every day. Because distractions are ephemeral, it can be hard to accurately assess how often they cause or worsen crashes. Anecdotally, drivers seem more distracted than ever, but in Anchorage, only 61 of 35,529 crash records reported cell phone use. There is so much loss, but so little data about key driver factors in fatal and serious crashes.

A survey of our youth shows:

- **45.4%** of Anchorage high school students reported that they have talked on a cell phone while driving (2017 AK YRBS).
- **36.2%** of Anchorage high school students reported that they texted or emailed while driving (2017 AK YRBS).

Imagine driving the entire length of a football field with your eyes closed. That is what happens when you take your eyes off the road for five seconds to send or read a text.
Drugs, alcohol, and roads don’t mix: talk to our youth.

In 2018, 21% of fatalities in Anchorage were drug or alcohol related. Drugs or alcohol were involved in 22% of Anchorage’s severe injury crashes that year.

Young people frequently overestimate their ability to function when intoxicated. A recent survey revealed that 32% of teens do not think driving while high on marijuana is dangerous, and 33% think driving while high is legal. (Liberty Mutual Insurance and Students Against Destructive Decisions, 2017)

- 16.1% of Anchorage high school students report that in the past month they rode with a driver who had been drinking (2017 AK YRBS).
- 11.5% of Anchorage high school students report that in the past month they drove while using marijuana (2017 AK YRBS).

“One of the things we’ve seen in the first quarter of 2019 is an increase in fatality traffic collisions where drugs and alcohol are a factor.”

—Capt. Sean Case, Anchorage Police Department, source: KTUU.com

“A woman died Friday night when she was hit by a pickup truck whose driver had a blood alcohol level nearly twice the legal limit, the Anchorage Police Department said.”

—Alaska Daily News, March 25, 2019
WHAT’S NEXT?

VISION ZERO ANCHORAGE

Vision Zero launch

Data-driven action plan

Phase I Implementation Plan

2016 2018 2019
There is no one solution.

There is always more work to be done. Making community-level changes requires partnerships with public health, planners, parks and recreation, public works, traffic engineers, tribal representatives, social services agencies, non-profits, and community members.

All elements of the Vision Zero Action Plan will continue moving forward in 2020, with a primary focus on education and community engagement.
## Year 1 progress report

<table>
<thead>
<tr>
<th>Progress</th>
<th>Processes and Collaboration</th>
<th>Performance Metric</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Designate Municipality of Anchorage Lead Agency</td>
<td>Lead agency designated</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Identify Vision Zero coordinator</td>
<td>Staff position</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Create a multi-agency Vision Zero Task Force that meets regularly to review traffic crash data, equity, transportation system performance, funding, and action plan progress</td>
<td>Quarterly meetings held</td>
<td>Two meetings each were held with the Core Working Group and Steering Committee.</td>
</tr>
<tr>
<td></td>
<td>Regularly update policy makers, MOA departments, and partnering agencies</td>
<td>Six updates per year</td>
<td>Presentations were given to Planning &amp; Zoning Commission, Urban Design Commission, Federation of Community Councils, Public Transit Advisory Board, Downtown Partnership, Senior Advisory Board, Parks and Recreation Commission.</td>
</tr>
<tr>
<td></td>
<td>Secure a sustainable funding source for the Vision Zero program</td>
<td>Dedicated funding source secured</td>
<td></td>
</tr>
</tbody>
</table>

### Build Safer Streets for Everyone

<table>
<thead>
<tr>
<th>Progress</th>
<th>Processes and Collaboration</th>
<th>Performance Metric</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>When developing the Capital Improvement Program (CIP) and AMATS Transportation Improvement Program (TIP), prioritize transportation improvement projects that:</td>
<td></td>
<td>AMATS has added project ranking criteria to score projects that address the Vision Zero High Injury Network.</td>
</tr>
<tr>
<td></td>
<td>• Are on a Vision Zero high injury network</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Have a documented vulnerable user safety concern identified by data, or Provide a comparable alternative route to the high injury network for vulnerable users</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Number of segments improved compared to prior years</td>
<td></td>
</tr>
</tbody>
</table>

### Create Safer Speeds

<table>
<thead>
<tr>
<th>Progress</th>
<th>Processes and Collaboration</th>
<th>Performance Metric</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Strategically target vehicular red light running, speeding, and impaired and distracted driving through Anchorage Police Department (APD) presence/ enforcement complemented by a focused education campaign along the high injury network</td>
<td>One targeted corridor per month</td>
<td>APD received grant money for targeted enforcement</td>
</tr>
<tr>
<td></td>
<td>Begin process to amend MOA charter, code, and judiciary process to allow Automated Traffic Enforcement Cameras and conduct pilot studies on their effectiveness</td>
<td>Automated enforcement allowed for pilot project</td>
<td></td>
</tr>
</tbody>
</table>
## Promote a Culture of Safety

<table>
<thead>
<tr>
<th>Progress</th>
<th>Processes and Collaboration</th>
<th>Performance Metric</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>■ ■ ■</td>
<td>Launch Vision Zero public safety campaign</td>
<td>Campaign launched</td>
<td></td>
</tr>
<tr>
<td>■ ■ ■</td>
<td>Hold one Vision Zero demonstration project—ideally to coincide with another crowd-drawing community event</td>
<td>One project</td>
<td></td>
</tr>
<tr>
<td>■ ■ ■</td>
<td>Create a Vision Zero concerns map</td>
<td>Map created</td>
<td></td>
</tr>
<tr>
<td>■ ■ ■</td>
<td>Improve data collection, analysis and accessibility</td>
<td></td>
<td>Updated MOA Traffic Report, Intercept Survey for Pedestrians</td>
</tr>
<tr>
<td>■ ■ ■</td>
<td>Develop and implement a plan for more consistent and efficient data gathering, analysis, and reporting</td>
<td>Plan implemented</td>
<td></td>
</tr>
<tr>
<td>■ ■ ■</td>
<td>Work with APD to improve data collection on speed, impairment, and distraction (behavior) for all crashes</td>
<td>Improved data</td>
<td></td>
</tr>
<tr>
<td>■ ■ ■</td>
<td>Continue to monitor and report number of people killed and severely injured on Anchorage roadways by all modes quarterly using the MOA Open Data Portal</td>
<td>Quarterly reports</td>
<td></td>
</tr>
</tbody>
</table>

**KEY:** ■ Not yet started  ■ In Progress  ■ Timely Progress and On Track