



ANNUAL UPDATE

CITY OF COLUMBIA, MISSOURI

2019

 **VISION Zero** 2030

SUBMITTED BY THE VISION ZERO
ACTION PLAN TEAMS

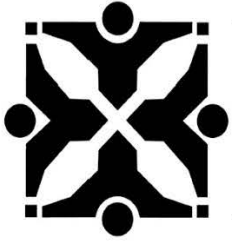


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ABOUT THIS | DOCUMENT

Members of the City Council and community,

The City of Columbia adopted a Vision Zero policy in December 2016. The Council then set a goal of zero traffic fatalities and severe injuries by 2030. The City Manager produced a three-year Action Plan which was presented to the Council in May 2017 with initiatives for moving closer to zero by focusing on three key areas of engineering, education, and enforcement.

Our Vision Zero Implementation Teams have been providing ongoing updates through our website (www.CoMoVisionZero.org), but we also wanted to take a moment to provide an annual update to the community and Council on some highlights from our second year of implementation. This document includes:

- Up to date progress report on each critical action/initiative in our first year
- Summary of upcoming initiatives included in this Action Plan
- Fatality and severe injury reduction targets for 2018 through 2030

Thank you for your continued support of Vision Zero as we all work together to achieve this shared goal.

Respectfully,



HEATHER | COLE
VISION ZERO PROGRAM MANAGER



Vision and Guiding Principles



VISION STATEMENT

Working together we will take equitable and data-driven actions that will eliminate deaths and serious injuries for all who share Columbia streets by 2030. The City of Columbia, partner agencies, organizations, and community members will work together to realize this vision.

GUIDING PRINCIPLES

The Vision Zero Action Plan teams are committed to the four guiding principles included in our Action Plan. This plan will be **equitable** and will work to prioritize filling gaps in infrastructure and transportation where those gaps have contributed to fatalities and serious injuries. Actions in this plan will be **data-driven** to address factors that lead to serious injuries and deaths on our roads. This plan will be **accountable**, with clear objectives for each team. Deadlines and a reporting mechanism for progress are included through our website. This plan recognizes that all efforts included can only be accomplished through **partnerships** and will need the support of our fourth “e” - everyone.

THANK YOU

Thank you to each of the volunteers that have committed their time, talent, ideas, and thoughts over the past year as they have served on one of the Vision Zero Action Plan teams. Our volunteers have truly embraced the Vision Zero philosophy. While our Vision Zero Action Plan is ambitious, their continued commitment helps make our goal more attainable each day.



The Road BEHIND US

what WE have accomplished

The following pages highlight the achievements each team has accomplished in the second year of our three-year Action Plan in accordance with our timeline. Below is a summary of completed action items for each team for year two.

Completed Engineering Items:

- Determined a schedule and protocol for road safety audits and assessments
 - Developed a Road Safety Assessment Toolkit
 - Crash Analysis Team presented Report of Findings to City Council
- Identified engineering design parameters that improve safety for all road users

Completed Education Items:

- "Columbia Moves Together" video was created and promoted on social media
 - Ran a series of radio ads to drive traffic to website
 - Data Analysis Team completed Priority Crash Map
- Transportation Safety Training provided to college students

Completed Enforcement Items:

- Reformed a Traffic Unit
- Launched "Vision Zero Smart Road User" program for low-income residents



Engineering CRITICAL ACTIONS

COMPLETED ACTIONS IN YEAR TWO

CRITICAL ACTION #1:

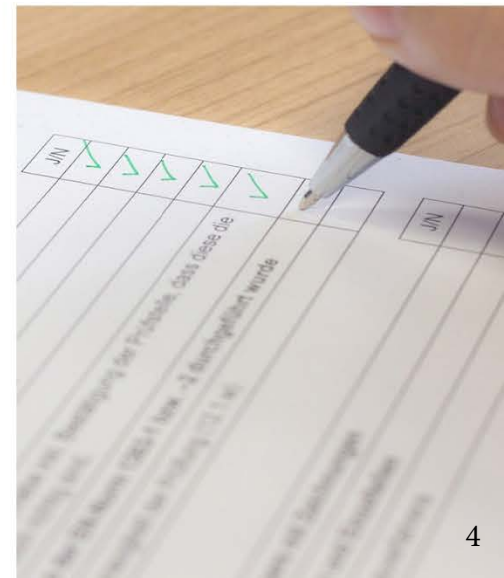
Formalize a program and protocol for road safety audits and assessments.

INITIATIVE A: DETERMINE A SCHEDULE FOR ROAD SAFETY AUDITS AND ROAD SAFETY ASSESSMENTS.

The Engineering Team has worked to define three types of formal process reviews.

- **Road Safety Audits (RSA's)** will be conducted per the Federal Highway Administration guidelines at a rate of one per fiscal year beginning in FY2019. We are currently soliciting bids through the Request For Proposal (RFP) process. The team has identified the Route B corridor for the first RSA location.
- **Targeted Safety Inspections (TSI's)** will be conducted per the HAL Manual (**H**igh **cr**Ash **L**ocation) guidelines as locations are identified for review needs. The Missouri HAL Manual has recently been updated and is used to identify, analyze, and correct high crash locations.
- **Local Safety Examination (LSE's)** worksheets have been created and will be placed on the Public Works website in the near future. These are to be completed by a neighborhood or group and can be utilized by staff and City Council to help prioritize needs and resources.

The team continues to work to finalize the mechanism by which we prioritize and determine which areas, systems, or corridors should be included in an assessment, and which assessment type is best suited based on crash data and resources.





Engineering CRITICAL ACTIONS

COMPLETED ACTIONS IN YEAR TWO

CRITICAL ACTION #2:

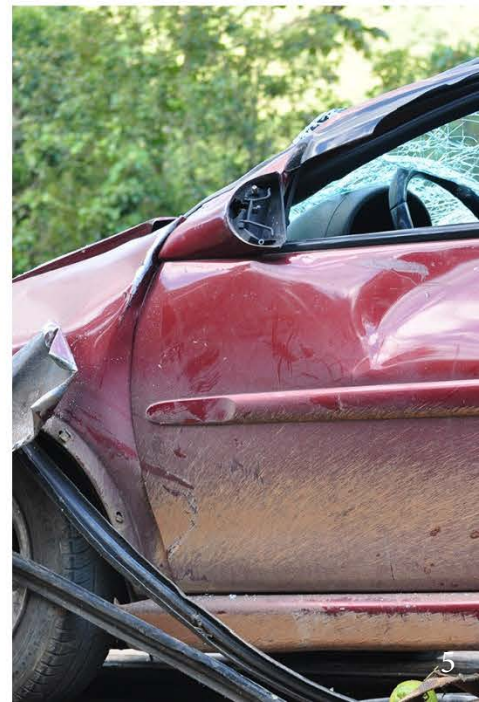
Create a Crash Analysis Team.

INITIATIVE A: FORM A CRASH ANALYSIS TEAM TO REVIEW CIRCUMSTANCES OF PAST FATALITIES AND SEVERE INJURIES.

The Crash Analysis Team is comprised of our Vision Zero Engineering Team Lead, a City staff engineer, an engineer from the University of Missouri, a law enforcement officer who specializes in crash reconstruction, an emergency responder (firefighter), and a member of the general public.

The team began meeting on a monthly basis in October 2017 to start the review process of all fatal and serious injury crashes between 2013 and 2017 that have occurred in Columbia. The team completed their review and presented their findings to the City Council in February 2019. The focus was to examine crashes for potential commonalities and inspect for trends in location or route. They also reviewed for overrepresentation of any crash types such as left-turn angle crashes, motorcycle crashes, pedestrian crashes, etc. The full report can be found in the Appendix of this document.

Information examined by the Crash Analysis Team is being utilized by the Education, Engineering, and Enforcement teams for their initiatives. The Crash Analysis Team continues to meet and review crash data, and further work products will be shared with all teams.





Engineering CRITICAL ACTIONS

COMPLETED ACTIONS IN YEAR TWO

CRITICAL ACTION #3:

Identify engineering design parameters that improve safety for all road users.

INITIATIVE A: CREATE A LIST OF PROVEN COUNTERMEASURES AND PLAN FOR INTEGRATING THEM INTO STREET STANDARDS AND GUIDELINES.

The Engineering Team has worked to create the following list of countermeasures that have proven to be effective in increasing the safety of all road users. These measures are considered best practice and should serve as a guideline when planning and approving future infrastructure improvements and installation. The six engineering countermeasures for focus include:

1. Manage turning movements (all directions) - A firm commitment to access management practices.
2. Emphasis and focus on left turn movements - Additional emphasis for evaluating and improving or potentially eliminating left turn scenarios where possible.
3. Speed - Utilize data to help evaluate corridors and locations that would see the highest potential crash reduction impacts for efforts that would lower actual travel speeds in those areas.
4. Visibility of "things" - Efforts to enhance things like lighting, marking, sight distance, signage, etc. to improve visual acuity of objects and situations for all travel modes.
5. Clear zone and run off the road improvements.
6. "Safe" pedestrian crossings - Focused evaluation for determining and creating best practice improvements for all types of pedestrian crossings.





Education

CRITICAL ACTIONS

COMPLETED ACTIONS IN YEAR TWO

CRITICAL ACTION #1:

Develop a comprehensive safety and education communication campaign.

INITIATIVE B: DEVELOP PUBLIC INFORMATION CAMPAIGNS FOR VARIOUS ROAD USERS.

The Education Team has completed a campaign strategy comprised of four phases. The team is in the process of implementing each phase as follows.

- 1) Awareness & Data Gathering (Completed):** This phase introduced “Columbia Moves Together,” a video pushed out via social media. A series of conversational style radio ads were also run on Zimmer and Cumulus stations with the purpose of raising awareness of Vision Zero and pushing traffic to the CoMoVisionZero.org website.
- 2) Changing the Media culture (In Progress):** This phase includes working with AdZou Marketing Teams. Two teams have worked to create campaign proposals around the theme, “Crash Not Accident.” Those work products are still being reviewed.
- 3) Peer Pressure and Direct Rewards (Fall 2019):** This phase will include very strong calls to action for peers to remind others to drive safely and direct rewards for developing safe habits.
- 4) Direct Calls to Action (Fall/Winter 2019):** Having built a strong library content with known results, mass traditional media (TV, radio) will be used to further spread the message to the public.

The general theme of the overall campaign is “We safely drive, bike, walk, and wheel together,” and focuses on a goal of culture change. Additional information on the Vision Zero Campaign can be found in the Appendix.





Education CRITICAL ACTIONS

COMPLETED ACTIONS IN YEAR TWO

CRITICAL ACTION #1:

Develop a comprehensive safety and education communication campaign.

INITIATIVE D: CREATION OF A DATA ANALYSIS TEAM THAT WILL WORK TO PRODUCE A PRIORITY CRASH MAP.

The Data Analysis Team has been working on a Priority Crash Map since the adoption of our Action Plan. The team looked at other Vision Zero High Injury Network maps to model after and also reviewed large amounts of local data to determine the best representation of this information. The map displays street corridors which have a pattern of fatal and serious injury crashes, and where those corridors overlap with underserved neighborhoods. This map is now available on our website www.CoMoVisionZero.org under the Maps and Data section.

**In Columbia, Missouri
these crashes are preventable.
Here's where we should start.**

70%

of Columbia's
fatal and serious
injury crashes
happen on only

3%

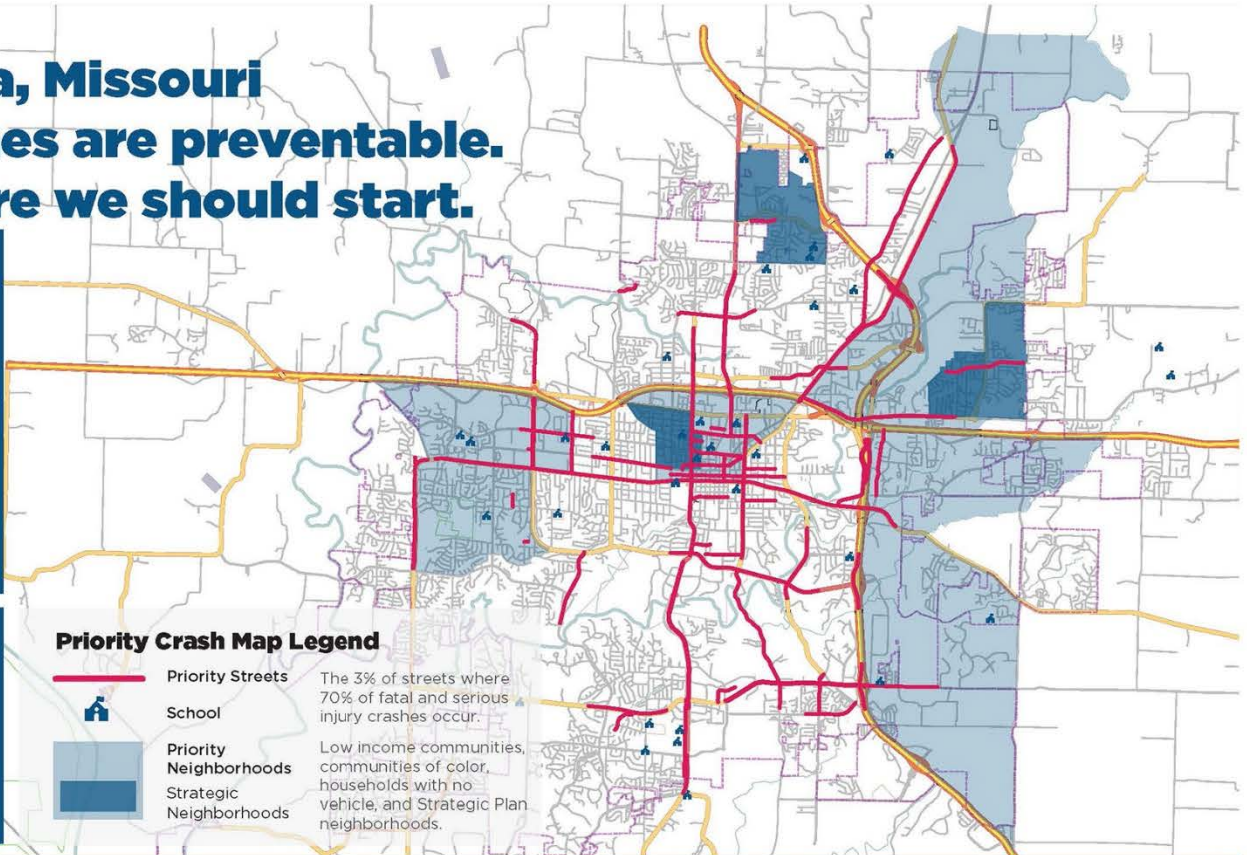
of our streets.

16%

of these Priority Streets
are in Priority
Neighborhoods.

Priority Crash Map Legend

-  Priority Streets
 -  School
 -  Priority Neighborhoods
 -  Strategic Neighborhoods
- The 3% of streets where 70% of fatal and serious injury crashes occur.
- Low income communities, communities of color, households with no vehicle, and Strategic Plan neighborhoods.



City of Columbia

VISIONZero 2030

PedNet
Pedestrian & Bicycling Network



Education

CRITICAL ACTIONS

COMPLETED ACTIONS IN YEAR TWO

CRITICAL ACTION #2:

Work with other organizations to develop education campaigns and policies.

INITIATIVE B: ESTABLISH TRANSPORTATION SAFETY TRAINING FOR COLLEGE STUDENTS.

The Education Team partnered with Stephens College in Spring 2019 to roll out a week long campaign to students and faculty on topics relating to: impaired driving, seat belts, distracted driving, pedestrian safety, and our local infrastructure. The campaign kicked off with an on-campus event where students signed a pledge not to drive distracted after viewing a virtual reality distracted driving crash. Stephens College and Vision Zero also co-hosted a lecture event featuring Matt Devoti of End Distracted Driving (EndDD) with over 200 attendees. Other campaign components included daily emails with brief videos and statistics.





Enforcement

CRITICAL ACTIONS

COMPLETED ACTIONS IN YEAR TWO

CRITICAL ACTION #1:

Increase funding for police traffic safety enforcement.

INITIATIVE A: RECONSTITUTE A TRAFFIC UNIT.

The Columbia Police Department has recommitted to our Traffic Unit. Chief Jones transferred the officers performing traffic duties from the Operations (Patrol) Bureau to the Administrative Support Bureau under the supervision of one supervisor. This allows the officers to be used primarily for traffic related activities as compared to traffic duties being an included function of patrol, and allows consistency in supervision and direction to the officers. Moving forward, the goals of the Columbia Police Department are to fully staff a Traffic Unit with qualified officers and a dedicated supervisor; ensure officers are adequately trained in crash investigation; conduct enforcement based on crash and complaint data; and identify sources for focused enforcement such as traffic grants. The Traffic Unit is currently comprised of two crash investigators/enforcement officers, two grant funded full-time DWI officers, and a supervisor.

The Traffic Unit has been targeting high crash areas in Columbia by combining efforts with officers from patrol shift and deputies from the Boone County Sheriff's Department. One such detail was a "wolf pack style" operation on I-70 at Providence in July, which resulted in seventy-five traffic stops for speeding. These types of patrol details are continuing as we target high crash areas in our efforts to reduce traffic crashes toward the goals and objectives of Vision Zero.

The Columbia Police Department continues to look for additional funding to increase enforcement efforts. For the upcoming fiscal year, the Missouri Department of Transportation Highway & Traffic Safety Division has awarded grants for impaired driving enforcement and hazardous moving violation enforcement. These grants will fund overtime for officers to do enforcement in high crash areas. In addition, the Missouri Department of Transportation (MoDOT) continues to fund part of the salary and benefits of the two full-time DWI officers.





Enforcement

CRITICAL ACTIONS

COMPLETED ACTIONS IN YEAR TWO

CRITICAL ACTION #1:

Increase funding for police traffic safety enforcement.

INITIATIVE B: CONDUCT OUTREACH IN FOCUS NEIGHBORHOODS IDENTIFIED IN THE 2016-2019 STRATEGIC PLAN AND AREAS WITH HIGH CRASH HISTORY.

The Enforcement and Education Teams worked together on this initiative which includes the development and rollout of a “Vision Zero Smart Road User” scholarship program offered to low-income residents. The program aims to provide access to crucial road user training that may not otherwise be available to residents.

Applicants may receive financial assistance allowing them fully paid access to a city cycling class followed by three to six hours of driving instruction courses from a local certified professional driving instructor. Lessons will include learning how to bicycle safely and responsibly in traffic around town. This includes classroom instruction, bike handling skills, and on-road rides. Driver safety sessions are all in-car and may include beginner driver lessons, customized driving lessons, and/or single specific driving lessons. Standard topics covered include braking/acceleration, backing-up, checking for traffic, defensive driving, signage, navigating unique infrastructure, and more.

The program rolled out in April 2019. Promotional materials were provided on the Vision Zero website and were pushed out in the PeachJar newsletters distributed by Columbia Public Schools to students and parents. As of July 2019, we have received nine eligible applications and some have moved forward with initial steps for the program. (see program flyer in Appendix)





what's left in THIS plan?

The following pages summarize the remaining initiatives for each Action Plan Team that are included our first three-year Action Plan in accordance with our timeline. Below is a summary of the remaining action items for each team for the final year.

Remaining Engineering Items:

- Initiate the public process to reduce speed limits

Remaining Education Items:

- Create age-appropriate transportation safety programs in schools
- Provide education on new or unique infrastructure

Remaining Enforcement Items:

- Explore and implement innovative and equitable strategies of enforcing traffic laws
- Explore and implement innovative and equitable traffic violation prosecution strategies

Some items from previous years will continue to be worked on such as Crash Team Analysis reviews, transportation safety training for college students, implementation of public information campaigns, promotion of workplace transportation safety policies, promotion of the “Vision Zero Smart Road User” program, and support for state legislation to ban cell phone use and texting while driving.



CRITICAL ACTION #4: Reduce legal, posted speed limits.

Initiative A: Initiate the public process to reduce speed limits.

Travel speeds that are appropriate to the context and designed to be safe is a critical foundation of Vision Zero. Roadways will be designed to encourage (or discourage) certain levels of speed. Speed limits must be clearly communicated and enforced and roadways should be designed so that the prevailing travel speed is at the speed limit. The general public must be informed and supportive of the established speed limits. Speed limit signs alone are not an effective tool for reducing travel speeds. A policy that gathers public input and support for establishing design speed parameters for new roadway construction for different roadway classifications will be created. This policy will also inform decisions about desirable speed limits for existing roads, high-risk crash areas, and provide guidance regarding steps that will be taken to lower existing speed limits if desired.

Performance Measure: Policy presented to Council for action.

Funding: This will be part of the existing budget. Specifically, Traffic Safety allocations from the Capital Improvement Program.

Timeframe: Timing for this initiative will depend on feedback from the Education Team efforts. Initial time frame May 2019, updated as part of the annual report.



Education **CRITICAL ACTIONS**

CRITICAL ACTION #2: Work with other organizations to develop education campaigns and policies.

Initiative D: Create age-appropriate transportation safety programs in schools.

The Education Team will work with Columbia Public Schools and others as needed, to implement an age-appropriate transportation safety education program. They will also work to combine pedestrian safety for elementary schoolchildren, bicycle and transit training for middle-schoolers, and driver education for high school students in a comprehensive “mobility education approach.”

Performance Measure: Development of programs and implementation plans.

Funding: PedNet Grant Funding/existing City budget as needed.

Timeframe: March 2020.

CRITICAL ACTION #3: Promote traffic safety innovations and improvements.

Initiative A: Provide education on new or unique infrastructure.

The Education and Engineering Teams will use various outreach methods to educate road users on how to use new roadway designs and infrastructure that may be unique. Outreach methods may include the use of roadside reader boards, brief videos, press releases, reaching out to media on new policies/improvements, City Source newsletter, etc. Infrastructure that may need outreach may include: roundabouts, pedestrian hybrid beacons (often referred to as HAWK signals), diverging diamond interchange, flashing yellow versus solid green arrow lights, pedestrian crosswalks, etc.

Performance Measure: Outreach schedule/plan.

Funding: Existing City budget.

Timeframe: Schedule/plan by June 2018.



Enforcement **CRITICAL ACTIONS**

CRITICAL ACTION #3: Improve and reform enforcement of speed limits and prosecution of violators.

Initiative A: Explore and implement innovative and equitable strategies of enforcing speed limits.

The Enforcement Team will look into and begin to implement data-driven methods of speed enforcement. Due to significant local opposition and current measures at the state level to ban red-light cameras; the reinstatement of a red-light camera initiative should be reviewed for potential inclusion in future Action Plans.

Performance Measure: A list of data-driven methods compiled for consideration.

Funding: This should be ongoing and be included in the existing City budget.

Timeframe: March 2020.

Initiative B: Explore and implement innovative and equitable speed limit violation prosecution strategies.

The Enforcement Team will work with the Municipal Court to evaluate and implement new methods to prosecute traffic related offenses. This may include sentencing alternatives for high-risk drivers such as the Traffic Offenders Program (TOP).

Performance Measure: A list of methods compiled for consideration.

Funding: This should be ongoing and be included in the existing City budget.

Timeframe: March 2020.

INITIATIVES

TIMELINE

.....
All engineering, education, and enforcement initiative starting timeframes are shown below. Progress will also be available on the Vision Zero website.

JANUARY 2018

✓ Enforcement CA #2-A: Support statewide initiatives to ban cell use and texting while driving

✓ Enforcement CA #4-B: Add bike/pedestrian training to 2018+ law enforcement training

APRIL 2018

✓ Enforcement CA #1-A: Reconstitute a Traffic Safety Unit (tentative)

DECEMBER 2018

✓ Engineering CA #2-A: First Crash Analysis Team report due

✓ Education CA #1-D: Data Analysis Team map due

MARCH 2018

Education CA #2-A: Enhance existing driver safety training course ✓

Education CA #2-C: Develop workplace transportation safety programs/policies ✓

Enforcement CA #1-B: Conduct safety outreach in Strategic Plan neighborhoods ⚠

JUNE 2018

Engineering CA #1-A: Determine a schedule of road safety audits and assessments ✓

Education CA #3-A: Outreach on confusing/new infrastructure ⚠

MARCH 2019

Engineering CA #3-A: Create a list of measures and integration plan ✓

Engineering CA #1-B: Develop a Road Safety Assessment toolkit ✓

MAY 2019

⊘ Engineering CA #4-A: Reduce legal, posted speed limits

✓ Education CA #2-B: Establish safety training for college campus

MARCH 2020

Education CA #2-D: Create age appropriate transportation safety programs in schools ⊘

Enforcement CA #3-A: Explore and implement innovation and equitable speed enforcement tools ⊘

Enforcement CA #3-B: Explore and implement innovative and equitable speed limit violation prosecution strategies ⊘

✓ = Completed

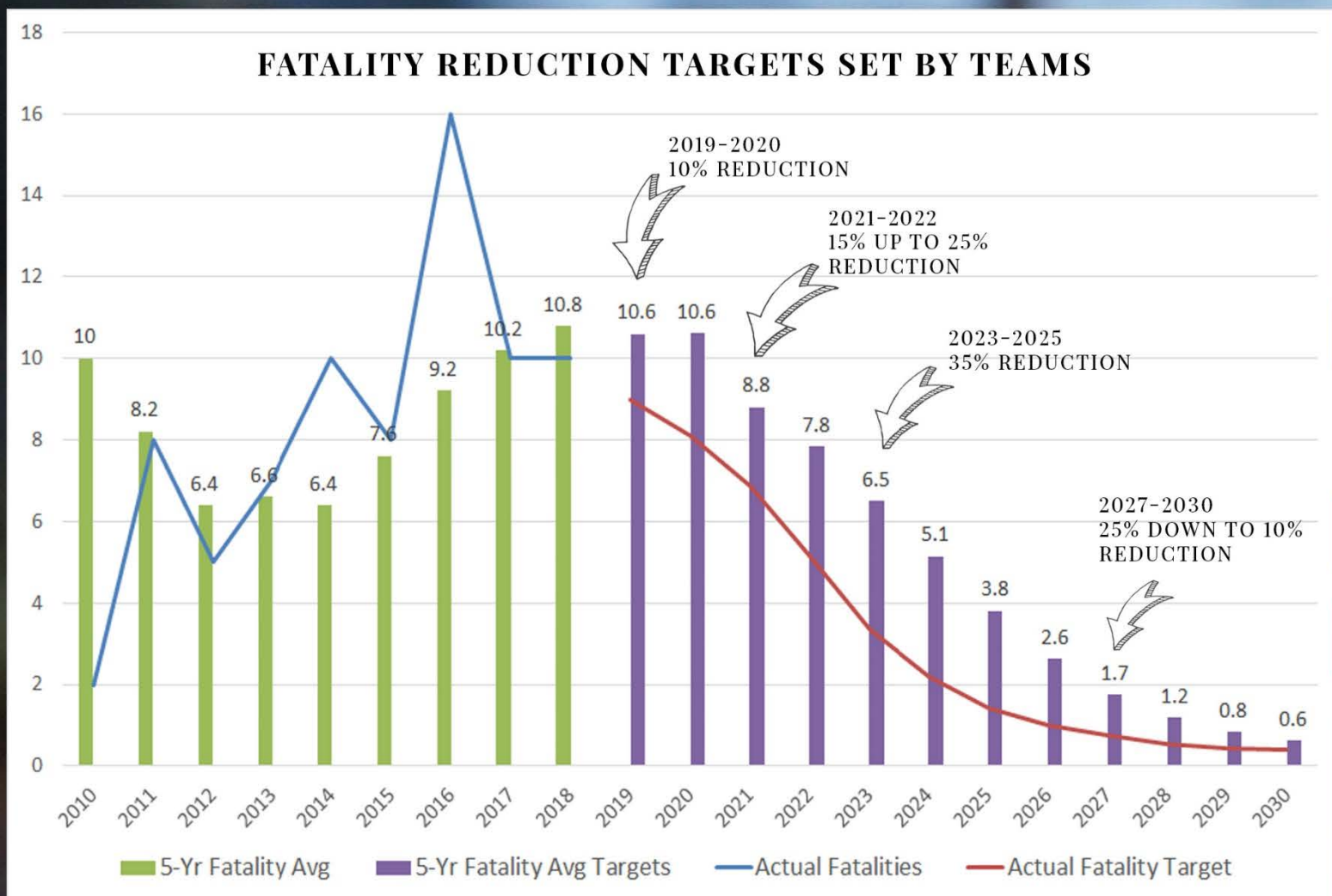
⚠ = In Progress

⊘ = Upcoming



monitoring OUR success

In March 2018 we held a Vision Zero Joint Team meeting for members of all three teams to come together. We set targets for the reduction of fatalities and severe injuries that we hope to see in Columbia as we move forward with our efforts. There was consensus among the teams to start with less aggressive targets as we begin to make the community more aware of Vision Zero and our efforts. Targets will increasingly become more aggressive and then gradually taper back down as we near 2030. These goals will be evaluated on an annual basis giving us flexibility to amend reduction goals as needed.



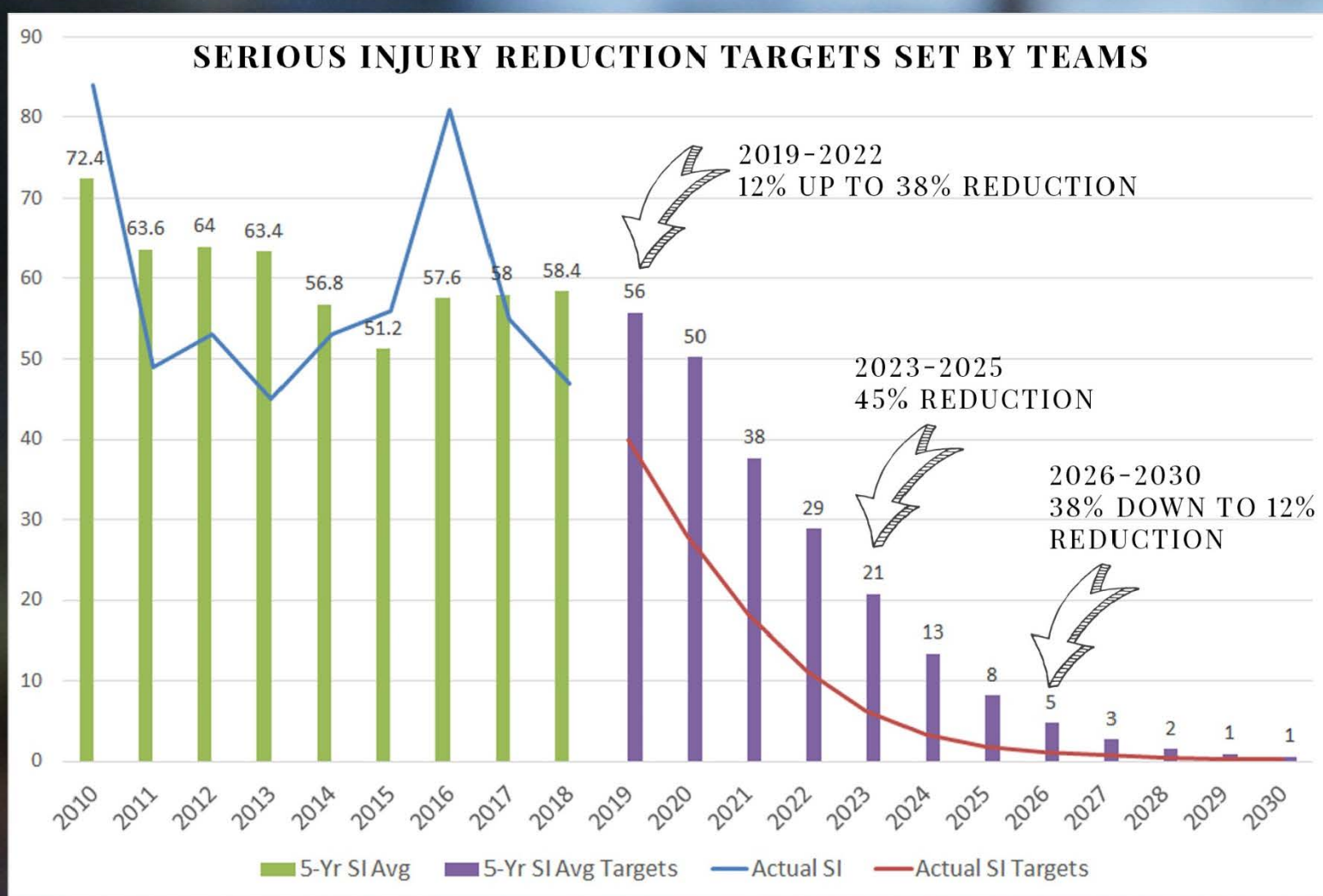
Getting to
Z E R O

Data source:
Statewide Traffic Accident Records System (STARS)
Missouri Department of Transportation
* 2018 data is not finalized



monitoring OUR success

A similar model has been applied to serious injury (SI) targets. Since serious injuries are more prevalent incidents on our streets, more aggressive targets have been set. Targets will begin at 12% and increase as high as 45% from 2023 through 2025 before gradually tapering back down to 12%. It should be noted that in order to reach zero by 2030, we must set targets for both fatalities and severe injuries that are more aggressive than the targets recently adopted by both MoDOT and Columbia Area Transportation Study Organization (CATSO).

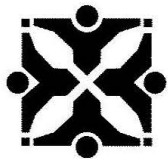


Getting to
Z E R O

Data source:
Statewide Traffic Accident Records System (STARS)
Missouri Department of Transportation
* 2018 data is not finalized



Appendix



City of Columbia

701 East Broadway, Columbia, Missouri 65201

Department Source: City Manager
To: City Council
From: City Manager & Staff
Council Meeting Date: February 18, 2019
Re: Vision Zero Crash Analysis Team Report

Executive Summary

Staff has prepared a Vision Zero Crash Analysis Team Report as it relates to work completed by the Vision Zero Crash Analysis Team. Data from the team has been and will continue to be used to guide aspects of work of the Vision Zero Engineering, Education and Enforcement Teams.

Discussion

This is the first report of work completed by the Vision Zero Crash Analysis Team. The Crash Analysis Team is comprised of: Curtis Perkins, Columbia Police Department; Praveen Edara, P.E., University of Missouri-Columbia; Brad Frazier, Columbia Fire Department; Lawrence Simonson, PedNet Coalition; Jacob Ray, P.E., City of Columbia Public Works Department, Traffic Engineering; Richard Stone, P.E., City of Columbia, City of Columbia Public Works Department.

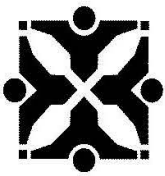
The Team has been analyzing fatal and disabling injury crashes to provide data and help the Education, Engineering and Enforcement Teams.

The Team reviewed all fatal crashes between 2013 and 2017 (42 total crash reports). Focus was examining crashes for potential commonalities and inspecting them for trends in location or route. The Team also examined information for all disabling injury crashes occurring in 2017 (47 total crashes) to see what kinds of common elements were present in both fatal and disabling injury type crashes. The team also looked for overrepresentation of any crash types such as left-turn angle crashes, pedestrian crashes, motorcycle crashes, etc.

Information examined by the Crash Analysis Team is being utilized by the Education, Engineering and Enforcement teams for their initiatives. Additional work by the Crash Analysis Team will continue to be shared with the other teams.

Key information gathered by the Team includes:

1. Motorcycle crashes are a significantly concerning issue with respect to fatal crashes in Columbia. The types of motorcycle crashes were not consistent and varied from one location to another.
2. Left turn related maneuvers are prevalent in both injury and fatal crashes.
3. Run off the road and lane departure collisions were significant.
4. Alcohol or drug impairment was a contributing factor in approximately 40% of fatal crashes.
5. A majority of major collisions involved persons with multiple violations (excessive speed, improperly licensed, unrestrained, etc.) The team will spend time over the next year to

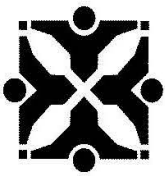


try and see how those factors are related and plan to work with the Education team regarding potential future options to reduce or address those issues.

6. Crash analysis confirmed that vulnerable road users (cyclists and pedestrians) collisions were concerning given the likely limited volume of those types of travel modes. The Education and Engineering teams will be using information from the Crash Team in their separate initiatives.
7. Route B/Paris Road should be examined to see if systematic improvements could be made to lower the risk of fatal and injury crashes. The Crash Analysis Team recommended that the first Road Safety Audit (RSA) should be performed on Route B/Paris Road between College Avenue and Brown Station Road. The Engineering Team and Vision Team Leads agreed with this analysis and are in the process of pursuing the RSA along Route B. The plan is for the RSA to be pursued in 2019.
8. Based on analysis, three other routes: Rangeline St., Business Loop and College Avenue are routes that should be considered for targeted analysis of safety improvements. The fatal and serious injury collisions along these routes had patterns that were similar enough that systematic improvements might help lower collision or severity of collision risks. The Engineering team will utilize the information for additional analysis and if possible formulate recommendations for potential improvements. These routes will also be considered for Road Safety Audits moving forward.
9. Very detailed information is typically available for fatal crashes. Detailed information from disabling injury crashes is not as reliable or as extensive. There are some differences in how disabling injury crashes are reported by officers examining a collision. There also is a variability in what constitutes a disabling injury. Efforts are being taken at the state and federal level to provide better training regarding baseline information for types of injuries. The Team plans to continue to work with the Education and Enforcement teams and state officials to ensure that as good of data as is practicable is available for analysis. This is definitely something that needs to be improved by working with local law enforcement as part of the Vision Zero process. It is likely that several years will be required to refine the reporting process due to the complexity of the issue.
10. Generally, some similar patterns existed between fatal and injury collisions. However, there were some differences. More work will be needed to better understand what is similar and why. Again, improved data may be needed in the long term.

One factor that will be examined more over the next year (and beyond) will be speed information. Speeds 15 MPH in excess of the speed limit were contributing factors in approximately 25% of fatal crashes. There was limited data regarding likely speeds for injury collisions. While speed was attributed as a contributing factor in less than half of the injury collisions (too fast for conditions or exceeding the speed limit), it is not known whether or how much the travel speed contributed to those and other injuries. Again, data reporting for injury collisions could be improved.

Another factor for examination over the next year will be the impact of use or lack of use of seat belts. The statewide pattern is that seat belt use has been typically approximately 75 to 85% in Missouri over the last decade. Depending on the year, more than half to about two-



City of Columbia

701 East Broadway, Columbia, Missouri 65201

thirds of fatalities include non-seat belt use occupants. Therefore, those not using seatbelts are significantly over represented in fatal crashes. There is limited current high confidence level local data regarding percentage of seat belt use within Columbia. A definitive statement can't yet be made regarding seat belt use or potential over representation of non-seat belt use occupants in fatal and injury collisions locally. However, fatal and injury crashes for Columbia appear to mirror state wide trends in this respect.

Included with this report is summary crash information along the Route B, Rangeline Street, Business Loop 70 and College Avenue corridors. Also included is summary information of the 2017 serious injury crashes and 2013-2017 fatal crash information.

The Crash Analysis Team will continue to review crashes moving forward and will work to provide better data and information for the Engineering, Enforcement and Education teams.

Fiscal Impact

Short-Term Impact: \$30,000-\$40,000 for RSA funded from existing Vision Zero and Traffic Safety funding.

Long-Term Impact: We intend to complete one RSA per year. Funding is undecided.

Strategic & Comprehensive Plan Impact

Strategic Plan Impacts:

Primary Impact: Public Safety, Secondary Impact: Operational Excellence, Tertiary Impact: Tertiary

Comprehensive Plan Impacts:

Primary Impact: Livable & Sustainable Communities, Secondary Impact: Mobility, Connectivity, and Accessibility, Tertiary Impact: Tertiary

Legislative History

Date	Action
05/15/2017	REP37-17: City of Columbia Vision Zero Action Plan 2017-2020.
12/19/2016	PR178-16: Adopting a "Vision Zero" Policy; setting a goal of eliminating traffic deaths and serious injuries in Columbia by 2030. The vote on PR178-16, as amended, was recorded as follows: VOTING YES: TRAPP, SKALA, THOMAS, NAUSER, PETERS, TREECE, RUFFIN). VOTING NO: NO ONE. Policy resolution declared adopted.

Suggested Council Action

This report is informational only.

Location	Date	Alcohol/Drugs	Speed Exceeded Limit	Run Off Road	Improperly Licensed Driver	Unrestrained Occupant Killed	Horizontal Curve
Wales Blvd	3/14/2013		x - 4 mph over speed limit	x	x		x
Mexico Gravel Rd	4/7/2013	Alcohol - Witness stated	x - 25 mph over speed limit	x		Unknown	x
Broadway	7/7/2013	Alcohol - BAC 0.176	x - 30 mph over speed limit	x	x		x
Nifong Blvd	7/27/2013	Drugs - Inhalant		x	x	x	
I-70	10/26/2013	Alcohol - BAC 0.19 (Bicyclist)			x (Bicyclist had suspended)		
Route AC	11/17/2013		x - 15 mph over speed limit	x		x	

Collision with Utility Pole	Unsignalized Intersection	Collision with Tree	Commercial Motor Vehicle	Motorcyclists Killed	Pedestrians Killed	Young Driver Involved (15-20)	Head On Crash
		x		1			
x				1			
		x					
Signal Pole			x				

Too Fast for Conditions	Bicyclists Killed	Distracted Driver	Following Too Close	Older Driver Involved - 65+	Older Driver Involved - 76+	School Bus	Signalized Intersection	Work Zone
	x							

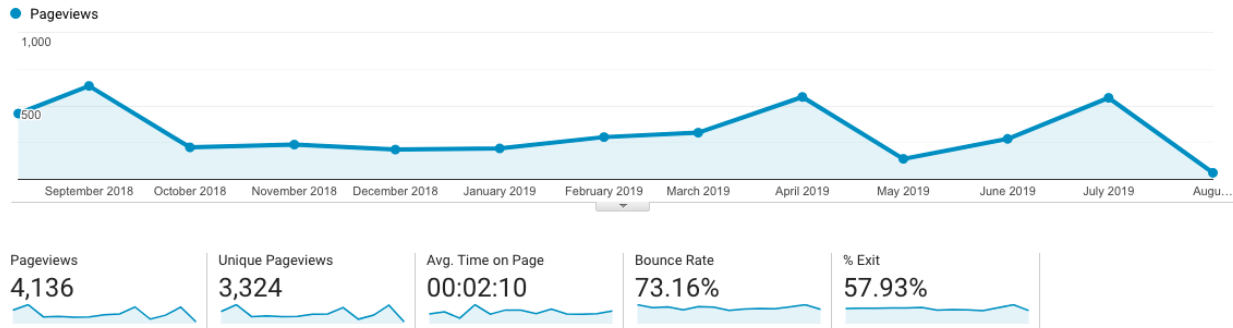
	A	B	C	F	G	H	I	J	K
1	Location	Speed Limit	Roadway Classification	Date	Alcohol/Drugs	Speed Exceeded Limit	Run Off Road	Improperly Licensed Driver	Unrestrained Occupant Injured
2	740 NB On Ramp	65	Expressway	11/28/2017					
3	Business Loop 70	35	Major Arterial	4/14/2017					
4	Business Loop 70	35	Major Collector	5/3/2017			x	x	
5	Business Loop 70	35	Major Arterial	8/31/2017					
6	Business Loop 70	35	Major Arterial	10/9/2017		x			
7	Brown School Rd	40	Major Collector	6/18/2017			x		x
8	B & Oakland Church Rd	60	Minor Arterial	5/31/2017					
9	Rolling Hills Rd	40	Minor Arterial	4/4/2017			x		
10	Bluegrass Ct	25	Residential	8/9/2017			x		
11	Brown Station Rd	35	Major Collector	1/27/2017					
12	Brown Station Rd	35	Major Collector	7/10/2017		x			
13	Chapel Hill Rd	35	Minor Arterial	5/5/2017					
14	Conley Rd	35	Major Collector	7/14/2017					
15	Providence Rd	50	Expressway	1/27/2017					
16	Fairview Ave	20	Residential	10/8/2017			x	x	Unknown
17	Garth Ave	30	Neighborhood Collector	4/30/2017				x	Unknown
18	Rock Quarry Rd	30	Major Collector	10/4/2017		x	x		
19	Scott Blvd	45	Major Arterial	1/9/2017					
20	Spencer Ave	25	Residential	9/25/2017					
21	Vandiver Dr	35	Minor Arterial	4/27/2017					Unknown
22	IS 70 E	60	Freeway	4/28/2017			x		x
23	IS 70 W	60	Freeway	3/25/2017					
24	IS 70 W	60	Freeway	3/27/2017			x		
25	IS 70 W	60	Freeway	8/27/2017			x		x
26	IS 70 W	60	Freeway	11/1/2017		x	x		x
27	MO 163	55	Expressway	4/13/2017					
28	MO 163	50	Expressway	11/4/2017					
29	MO 163	50	Expressway	12/13/2017					Unknown
30	MO 740	40	Expressway	2/8/2017	x - Drugs				
31	MO 740	40	Expressway	10/8/2017					
32	MO 763	35	Major Arterial	4/7/2017	x			x	
33	MO 763	45	Major Arterial	5/9/2017					
34	MO 763	35	Major Arterial	6/12/2017					
35	MO 763	35	Major Arterial	6/13/2017					Unknown
36	MO 763	35	Major Arterial	8/20/2017					
37	MO 763	40	Major Arterial	9/23/2017					
38	RT AC	45	Major Arterial	7/28/2017					x
39	RT B	55	Major Arterial	3/17/2017	x - Alcohol & Drugs		x		x
40	RT B	45	Major Arterial	4/6/2017	x - Alcohol & Drugs		x		x
41	RT B	45	Major Arterial	7/30/2017					
42	RT B	55	Minor Arterial	8/28/2017		x	x		
43	RT E	40	Expressway	9/4/2017	x - Drugs		x	x	x
44	RT PP	45	Minor Arterial	9/9/2017	x - alcohol		x		
45	RT WW	45	Minor Arterial	12/1/2017			x		x
46	RT ZZ	55	Major Arterial	6/2/2017	x - alcohol	x	x		
47	US 63	70	Freeway	10/23/2017					
48	US 63	65	Freeway	11/22/2017			x		x

	L	M	N	O	P	Q	R	S	T
1	Horizontal Curve	Collision with Utility Pole	Unsignalized Intersection	Collision with Tree	Commercial Motor Vehicle	Motorcyclists Injured	Pedestrians Injured	Young Driver Involved (15-20)	Head On Crash
2									
3								Yes - 20	
4		x						Yes - 20	
5			x			x			
6						x			
7				x					
8									
9									
10		x							
11			x						
12			x						
13						x		Yes - 18	
14			x					Yes - 17	
15			x						
16	x	x	x					Yes - 17	
17		x							
18	x								x
19								Yes - 16	
20					x			Yes - 19	
21			x					Yes - 19	
22								Yes - 17	
23	x				x				
24	x								
25									
26									
27									
28			x			x			
29								Yes - 19	
30								Yes - 20	
31									
32			x			x			
33						x			
34	x		x			x			
35							x		
36									
37							x		
38									
39		x							
40		x							
41						x			
42	x			x					
43		x							
44							x		
45		x							
46	x								
47									
48									

	U	V	W	X	Y	Z	AA	AB	AC
1	Too Fast for Conditions	Bicyclists Injured	Distracted Driver	Following Too Close	Older Driver Involved - 65+	Older Driver Involved - 76+	School Bus	Signalized Intersection	Work Zone
2				x					
3									
4	x		Yes - Passenger						
5					Yes - 66				
6									
7									
8									
9									
10					Yes - 71				
11			Yes - Passenger						
12			x	x			City Bus		
13				x					
14			x						
15									
16	x								
17									
18	x					Yes - 88			
19				x					
20									
21									
22	x								
23	x				Yes - 70				
24	x								
25									
26									
27								x	
28									
29				x					
30									
31									
32									
33			x	x				x	
34					Yes - 67				
35								x	
36					Yes - 66				
37								x	
38			x				City bus	x	
39								x	
40								x	
41								x	
42									
43								x	
44									
45									
46									
47									
48	x								

Website: CoMoVisionZero.org

Website pageviews by month for the last 12 months



- The website has continued to be a way to report on the progress of Vision Zero and display interactive data charts and maps.

Radio

- Goal: Establish a business relationship with sometimes counterproductive radio personalities to help adjust their message.
- Purchased ~\$8,000 of drive time ads
 - Zimmer
 - September 3-12 2018
 - Clear99: 24 spots
 - Y107: 26 spots
 - KCMQ: 26 spots
 - Cumulus
 - Sept 17-23, 2018
 - BXR: 30 spots
 - KFRU: 30 spots
 - KPLA: 30 spots
 - Q106.1: 30 spots

Measurable Radio Results



- While the campaign drove nearly 400 new visitors from our radio experiment, that's not the exciting result.
- That money was spent with a clear expectation that if Zimmer or Cumulus messaging is detrimental to ours, we won't be advertising with them again.
- It got us a reasonably sympathetic spot on the Gary Nolan show with an invite to return
- The real payout was this: it bought Vision Zero a voice in the discussion on an otherwise hostile show.

MU Adzou Capstone Projects

- 2 Missouri School of Journalism advertising capstone groups were hired to develop ideas for two aspects of the Vision Zero project:
 - Addressing news media language about crashes
 - Developing a plan for amplifying public advocacy for transportation safety

Facebook Video Boosts

- As tests of our ability to push Vision Zero videos to constituents, the prototype Vision Zero mission video was uploaded to Facebook and boosted two times:
 - Over 17,000 video views of 10 seconds or more
 - 3000 engagements / likes / comments (mostly positive)
 - Biggest lesson learned:
 - Don't post about streets/traffic at the end of winter when freezing/thawing has opened up potholes. Wait until the City has had a chance to patch them.



VISION ZERO

SMART ROAD USER PROGRAM

The Vision Zero Smart Road User Program is **free to low-income participants** with a valid driver's license or driver's permit.



One-on-One Driving Lessons



Bicycle Education Courses



Safe Travel Tips

Register for summer courses by May 1, 2019
at CoMoVisionZero.org

After completing the program, participants may receive a voucher for a **free bike!**



VISION 2030 Zero

STAY UP TO DATE | COMOVISIONZERO.ORG