

BALTIMORE CITY DEPARTMENT OF TRANSPORTATION

# ADVANCING VISION ZERO IN BALTIMORE



# AGENDA

- I. Traffic Safety in Baltimore
- II. Toward Zero Program, Past and Present
- III. Looking to the future: Vision Zero Baltimore
- IV. Conclusion and Questions



# TRAFFIC SAFETY IN BALTIMORE

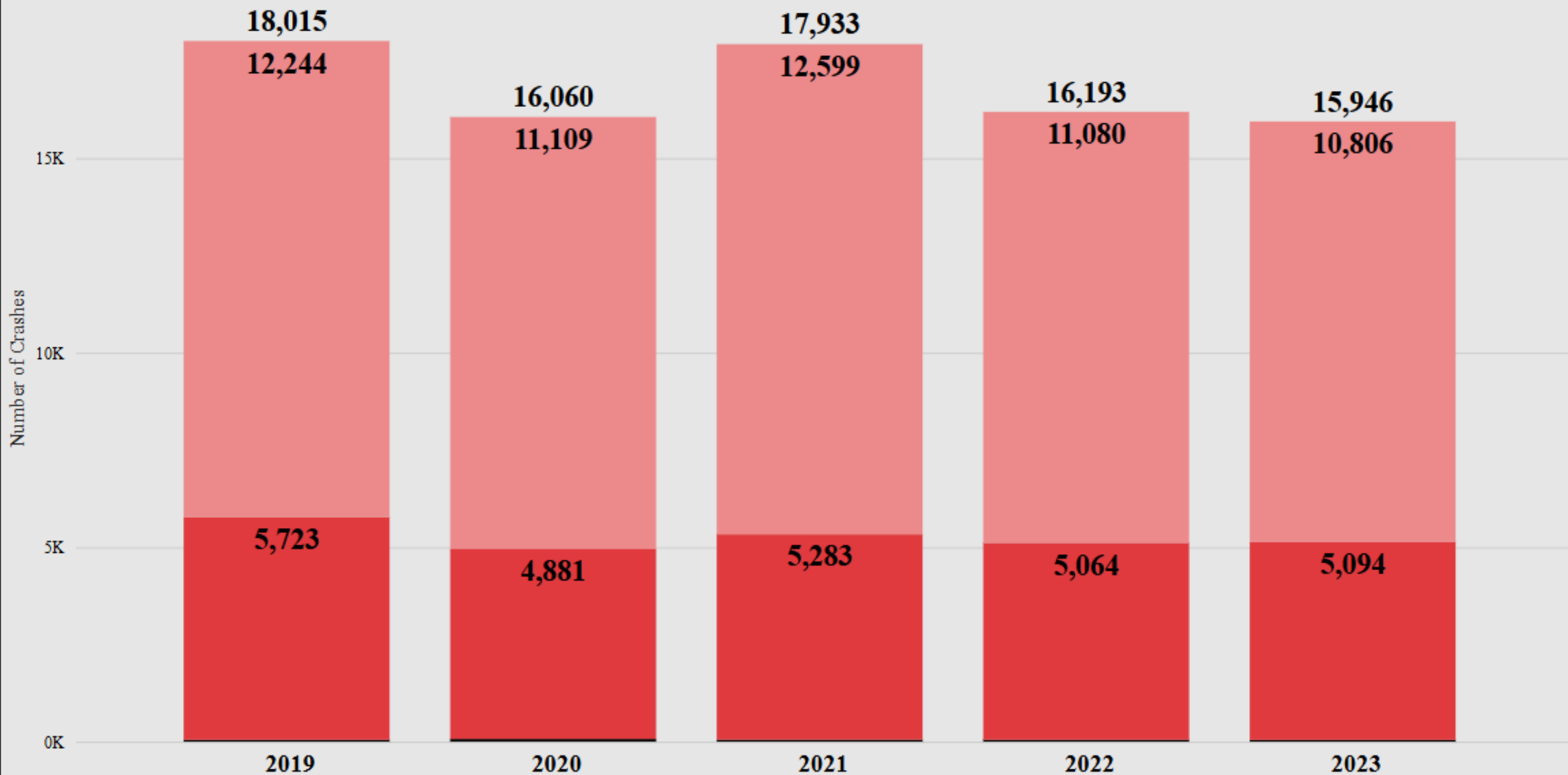


**Brandon M. Scott**  
Mayor



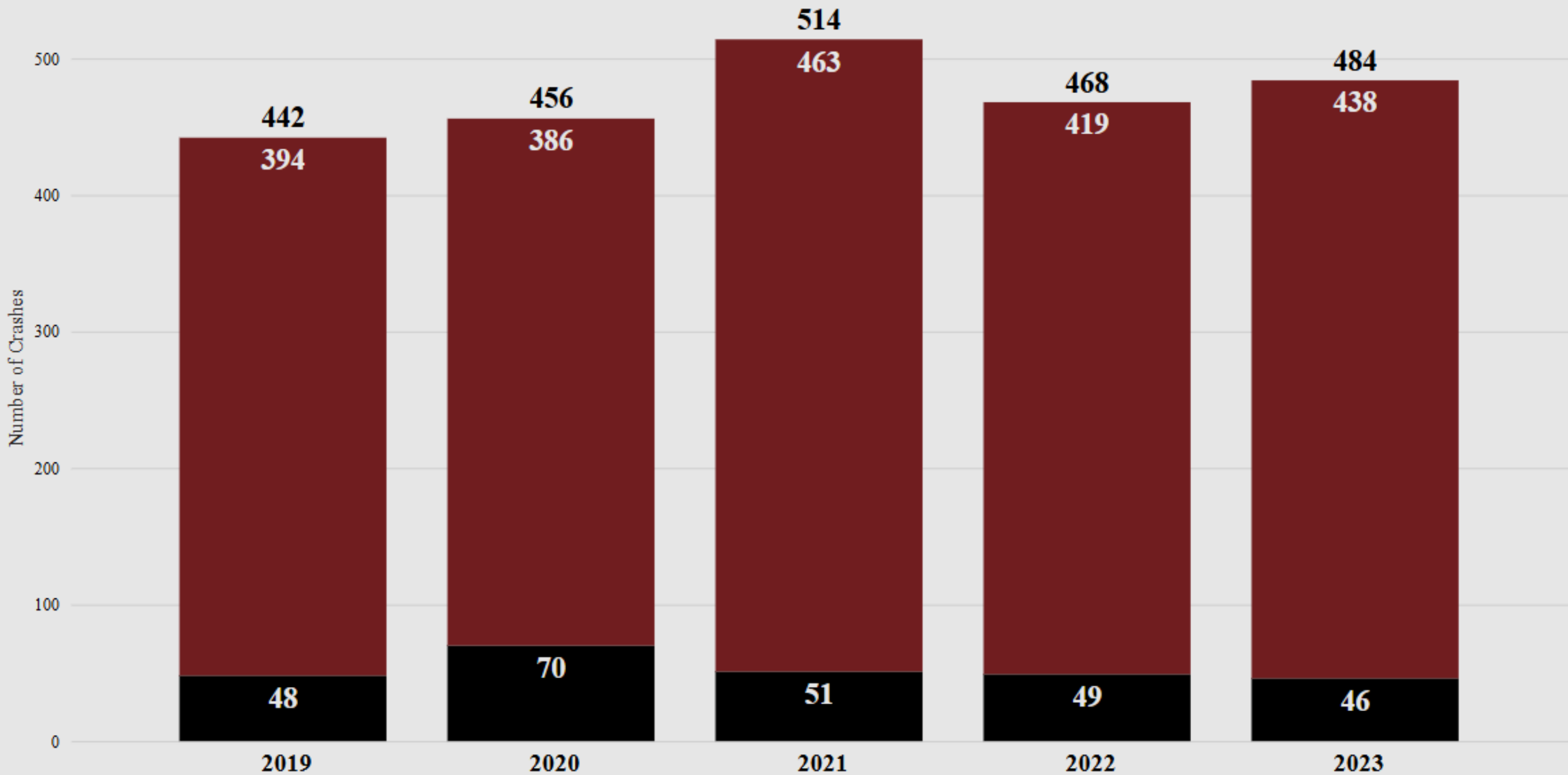
### Baltimore City: Annual Crashes

Report Type: ● Fatal Crash ● Injury Crash ● Property Damage Crash



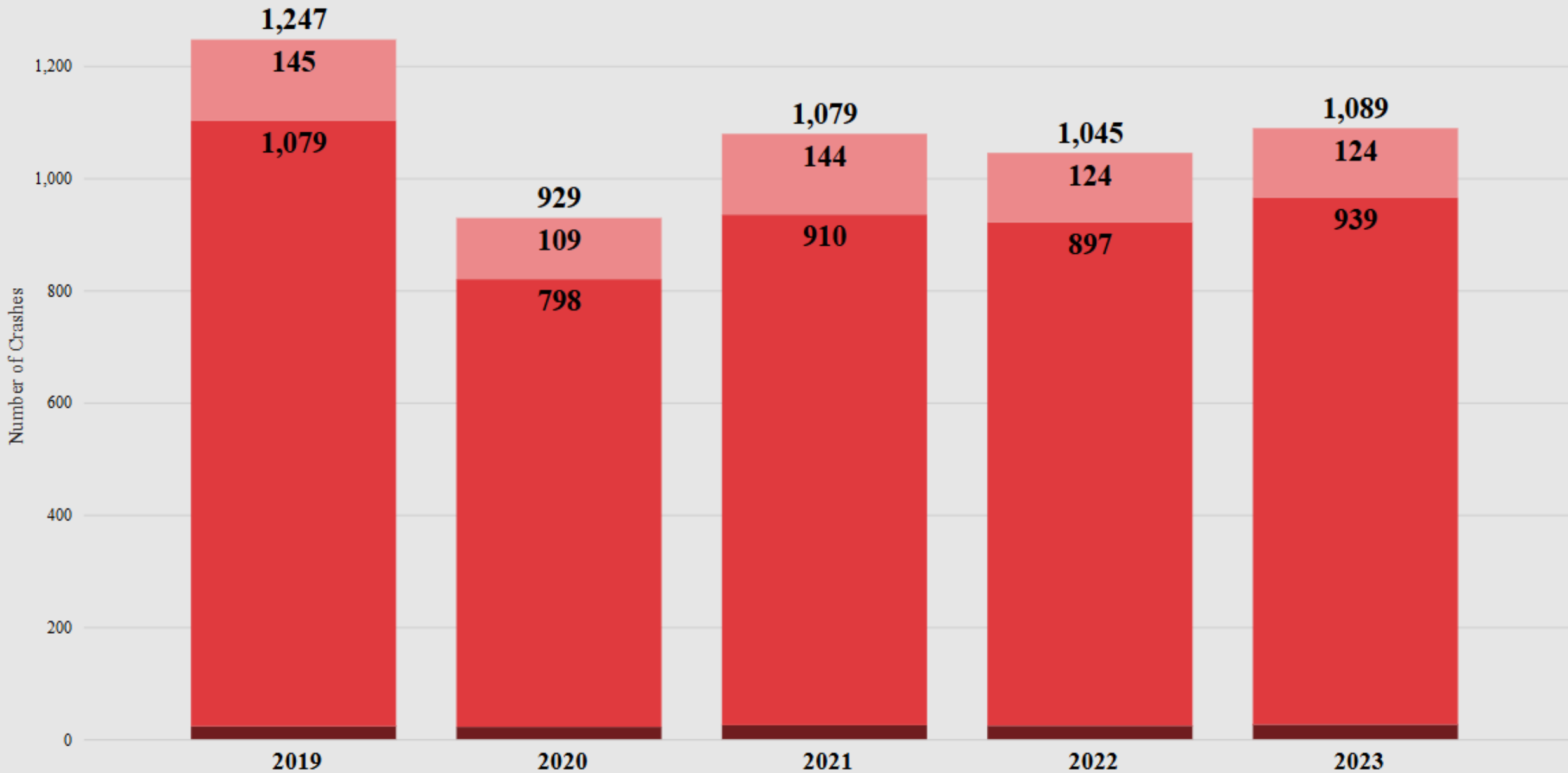
### Baltimore City: Annual Serious & Fatal Injury Crashes

Most Severe Crash Injury: ● Fatal Injury ● Suspected Serious Injury



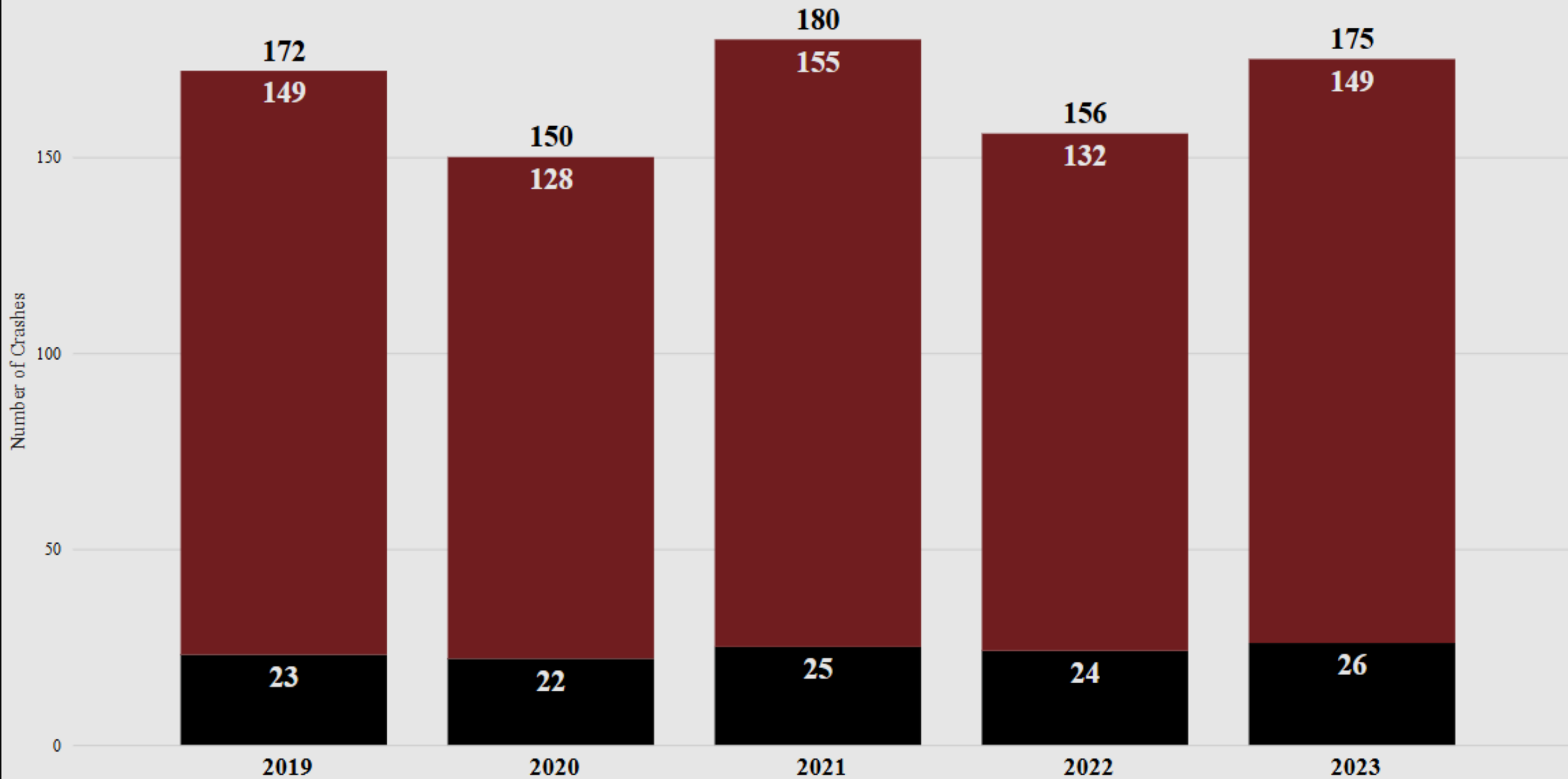
### Baltimore City: Annual Non-Motorist Crashes

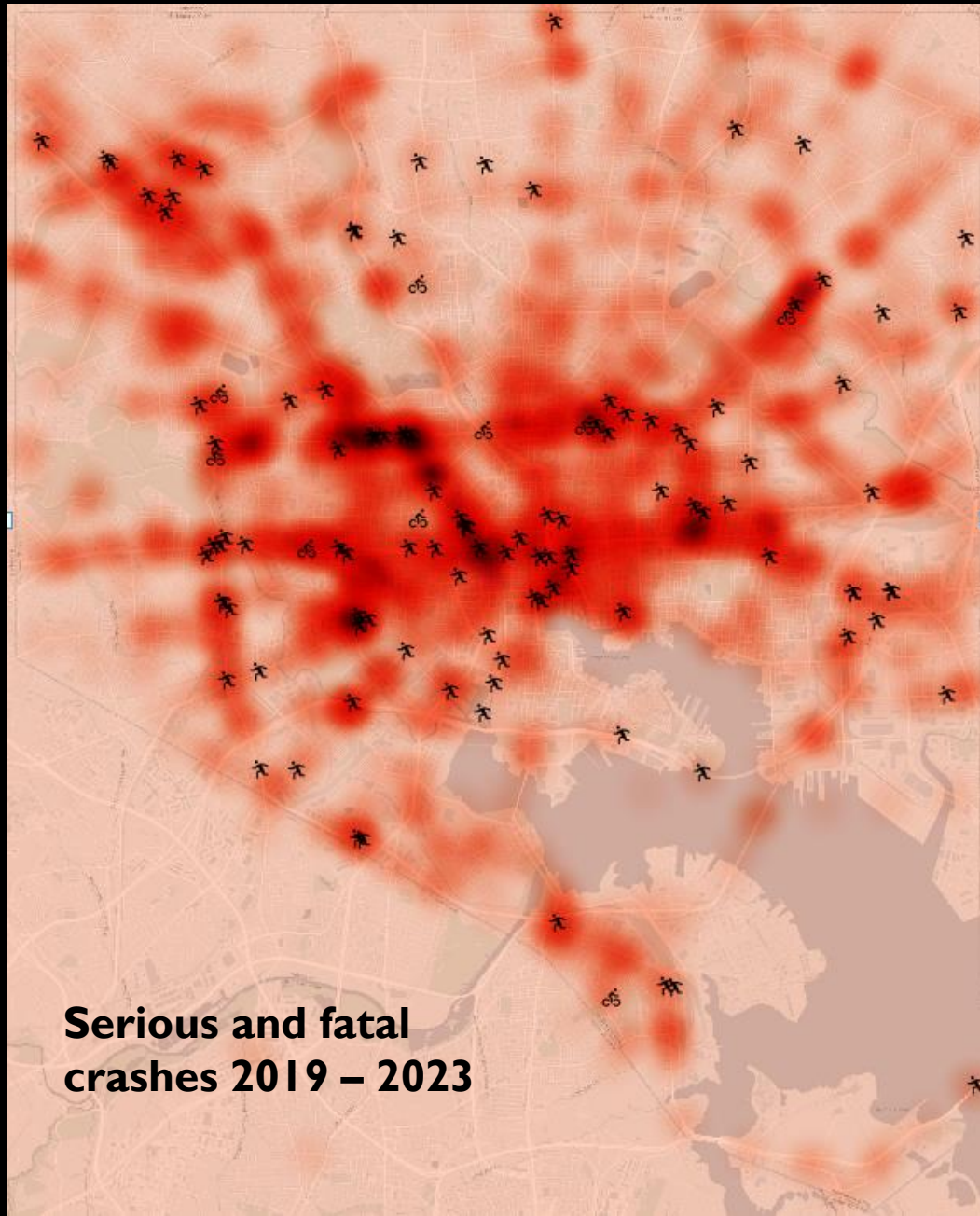
Report Type: ● Fatal Crash ● Injury Crash ● Property Damage Crash



# Baltimore City: Annual Non-Motorist Serious & Fatal Crashes

Most Severe Crash Injury: ● Fatal Injury ● Suspected Serious Injury





**Serious and fatal  
crashes 2019 – 2023**

- Major problem roads and areas:
- West North Ave and Pennsylvania Ave
- Rt 40
- East North Ave
- All of Downtown
- Belair/Gay/Ensor (south of Moravia)
- Monroe
- Hilton Pkwy
- Park Heights area
- Park Heights Ave/Reisterstown Ave
- Mondawmin area
- Bayview area



# TOWARD ZERO PROGRAM, PAST AND PRESENT




Brandon M. Scott  
Mayor



# TOWARD ZERO PROGRAM: HISTORY

- Toward Zero Baltimore, established in 2018
- High Crash Reduction Report, 2021
- Toward Zero Quickbuild Program, 2021 - present
- Neighborhood Traffic Calming Program, 2022 - present
- Strategic Highway Safety Plan, 2022
- HSIP funds awarded 2022, 2023, 2024
- Unofficial High Injury Network updated annually



**TOWARD  
ZERO**  **SAFER STREETS.  
SAFER PEOPLE.**  
**ZERO DEATHS.**



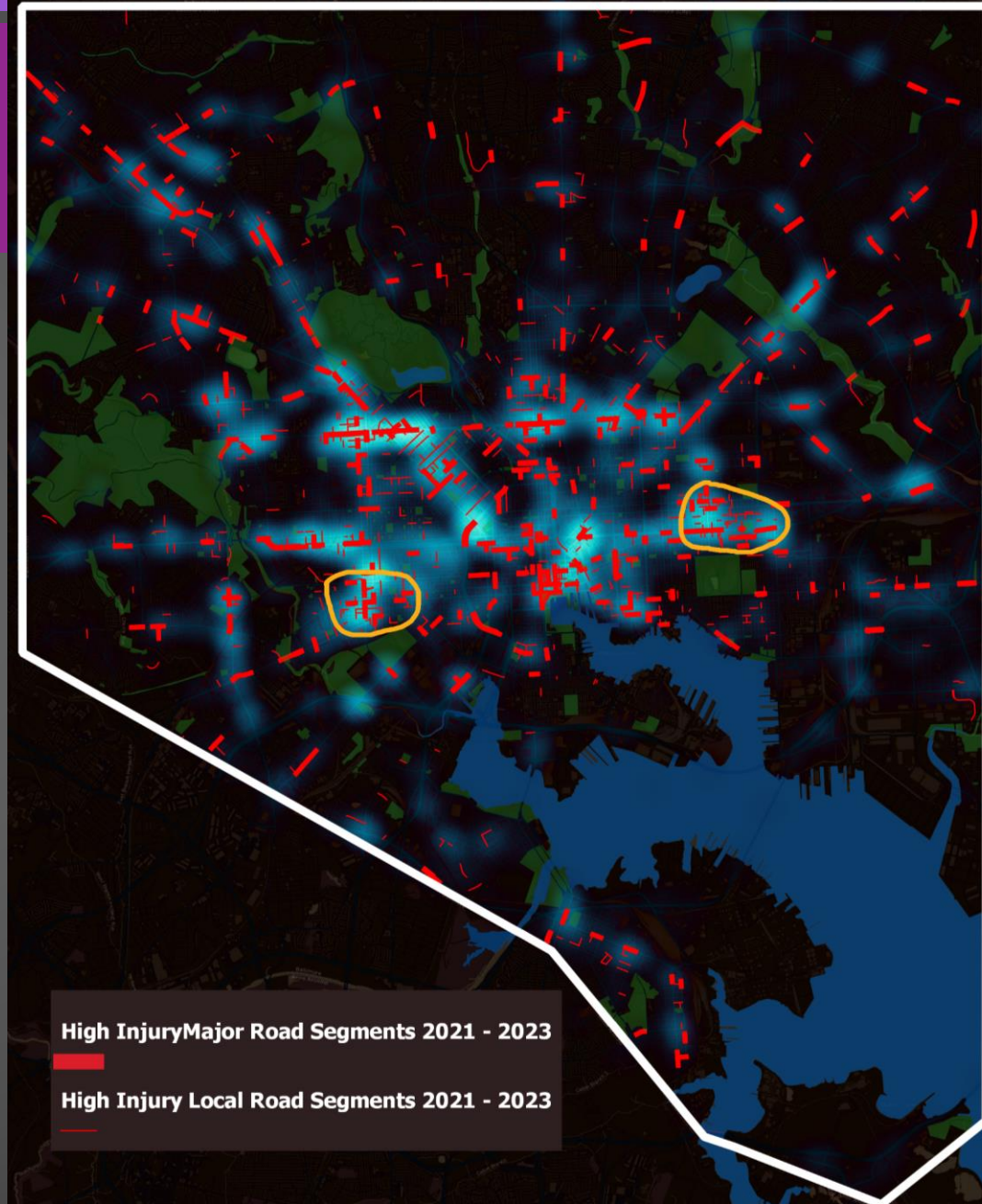
# TOWARD ZERO PROGRAM: COMPLETE STREETS ARE THE BEST TOOLS TO IMPROVE TRAFFIC SAFETY

Corridor/Project Name	2015	2016	2017	2018	2019	2020	2021	2022	Crash Reduction*
<b>Monument/Centre</b> <i>Protected Cycle Track</i>	131	122	118	111	68	65	79	68	40%
<b>Big Jump</b> <i>Shared Use Path</i>	34	52	39	31	23	20	24	28	46%
<b>39th Street</b> <i>Bike Lane</i>	22	31	31	14	20	9	16	6	35%
<b>North Avenue</b> <i>Bus/Bike Lanes</i>	474	629	497	503	449	448	546	389	23%
<b>Potomac Street</b> <i>Protected Cycle Track</i>	9	10	8	7	4	5	8	5	43%
<b>Maryland Avenue</b> <i>Protected Cycle Track</i>	107	124	106	99	99	59	88	76	11%**
<b>University Parkway</b> <i>Protected Bike Lanes</i>	8	9	9	12	7	2	3	2	***
<b>Central Avenue</b> <i>Protected Bike Lanes</i>	26	35	20	21	20	20	20	15	***



# TOWARD ZERO PROGRAM: PRESENT

- Use to identify Toward Zero quickbuild projects
- Rather than separate, disconnected locations, identifying hot spot areas to create systemic improvements
- 2025 identified areas include:
  - Union Square
  - Boyd-Booth
  - Carrollton Ridge
  - Mount Clare
  - Ellwood Park
  - McElderry Park
  - Milton-Montford
  - Madison-Eastend



# TOWARD ZERO PROGRAM: QUICKBUILD PROJECTS TIMELINE



**FALL 2024**

Analyze geographic crash data to identify locations

Review 311 requests to better understand safety issues

Engage with neighborhood associations and host neighborhood walks to learn more

**WINTER/  
SPRING 2025**

Host community meetings and identify solutions to address safety issues

**SUMMER 2025**

Review and revise solutions with community

**2026**

Finalize solutions and install



# TOWARD ZERO PROGRAM: CHALLENGES

- Existing safety plans are mostly philosophical and not adopted in any formal way
- Crash data is the only safety metric
- Lack of measurement and evaluation of infrastructure
- Lack of partnerships on safety, between city agencies or externally
- Small budget for a big goal
- Lack of integration of Toward Zero throughout the City
- Poor public understanding of how to achieve traffic safety



## II. LOOKING TO THE FUTURE: VISION ZERO BALTIMORE



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Mayor



# LOOKING TO THE FUTURE: VISION ZERO BALTIMORE

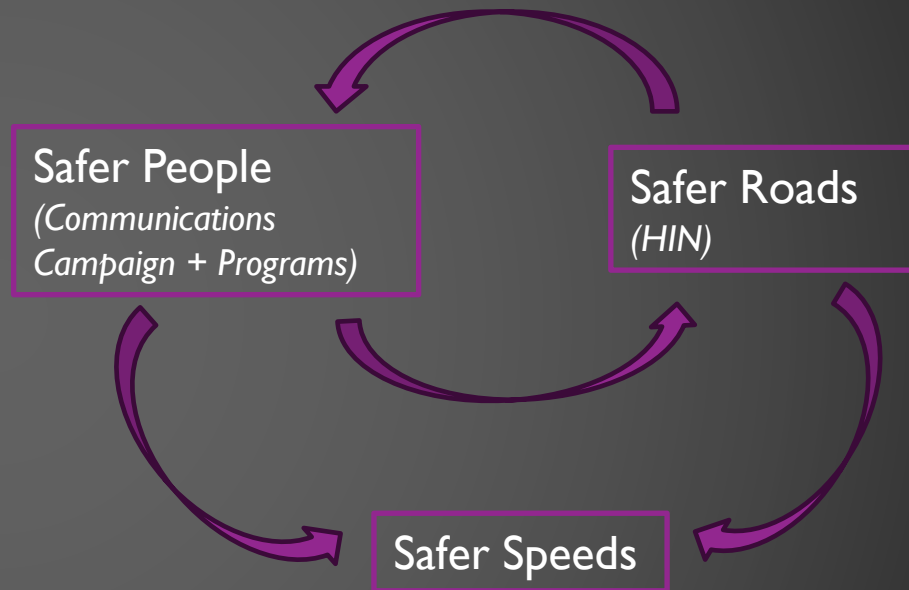
## Problems:

- Existing safety plans are mostly philosophical
  - Crash data is the only safety metric
  - Measurement and evaluation of infrastructure
  - Lack of partnerships on safety
  - Small budget for a big goal
  - Lack of integration of Toward Zero throughout the City
  - Poor public understanding of how to achieve traffic safety
- Let's make a prioritized list of specific projects
  - Let's collect more safety data and come up with ways of using it to identify and evaluate projects
  - Let's collect infrastructure data so we can perform safety analyses
  - Let's explicitly link transportation safety issues to public health issues to bring more people to the table
  - Let's get \$\$\$\$\$\$\$
  - Let's make policy recommendations for embedding Vision Zero in City functions
  - Let's make a communications campaign to get the word out about what actually works





# VISION ZERO ACTION PLAN



\$1.3M plan, with \$1M from SS4A



# VISION ZERO ACTION PLAN: IDENTIFYING THE HIGH INJURY NETWORK



Partnering with:



# VISION ZERO ACTION PLAN: IDENTIFYING THE HIGH INJURY NETWORK: COLLECTING DATA

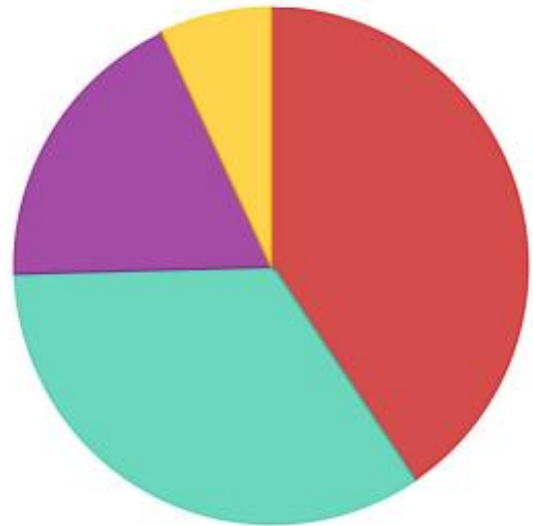
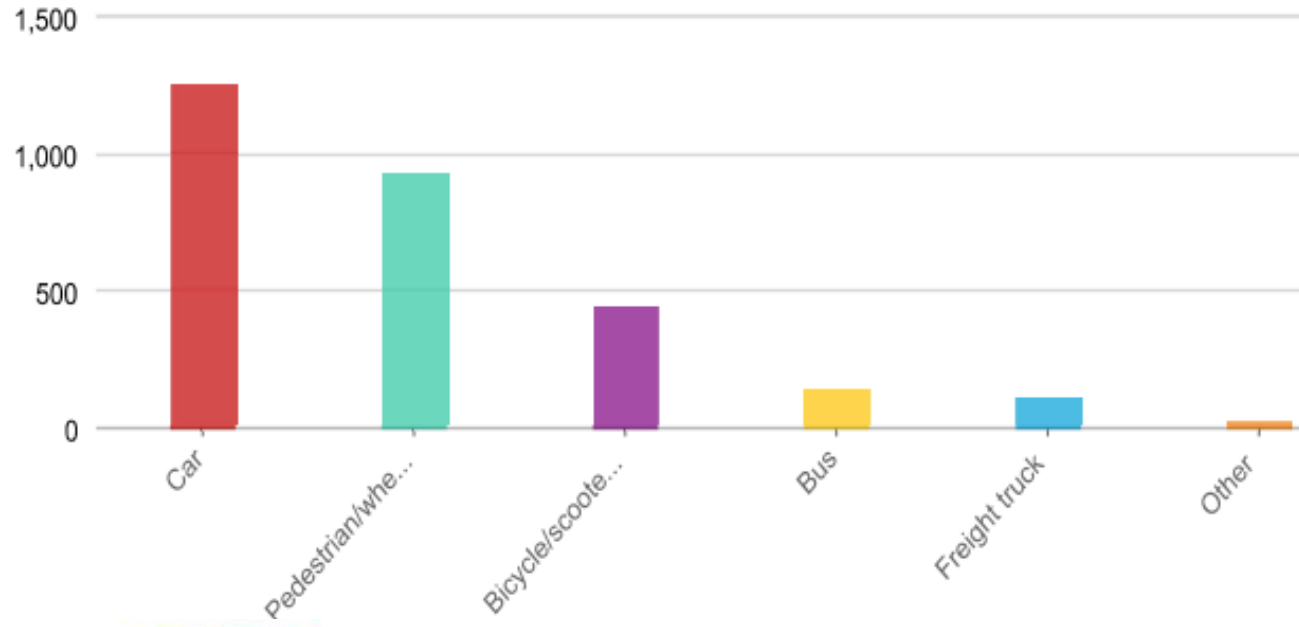
## Safety and Infrastructure Data

- Compiling citywide infrastructure and land use data
  - Land use can help us determine the likelihood of non-motorists, their age, compounding vulnerabilities (age, disability, chronic illness)
- Compiling citywide speed data
- Examine and clean existing crash data

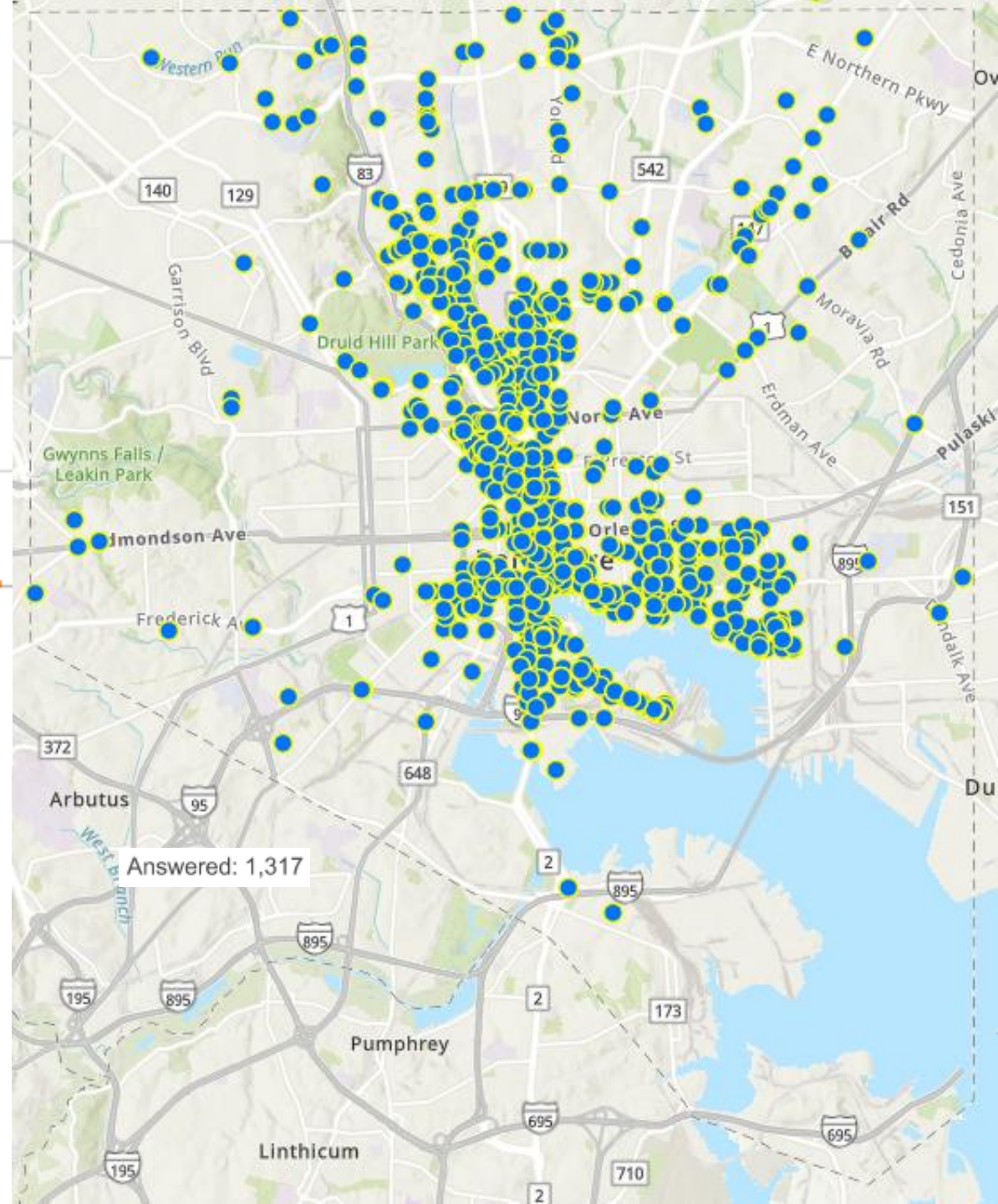


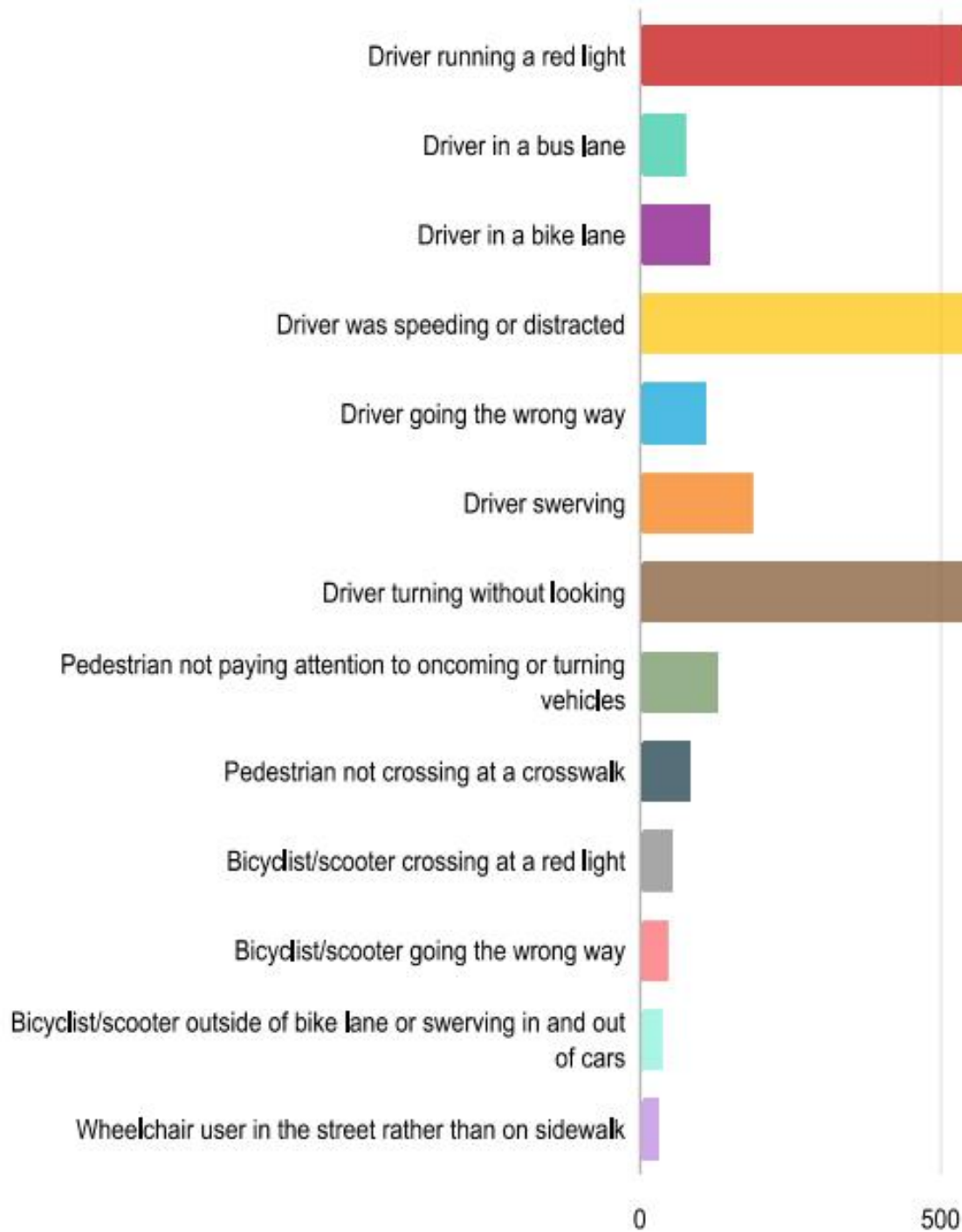
# Almost been hit by a car in Baltimore? Transportation officials want to know where

**B** THE BALTIMORE BANNER

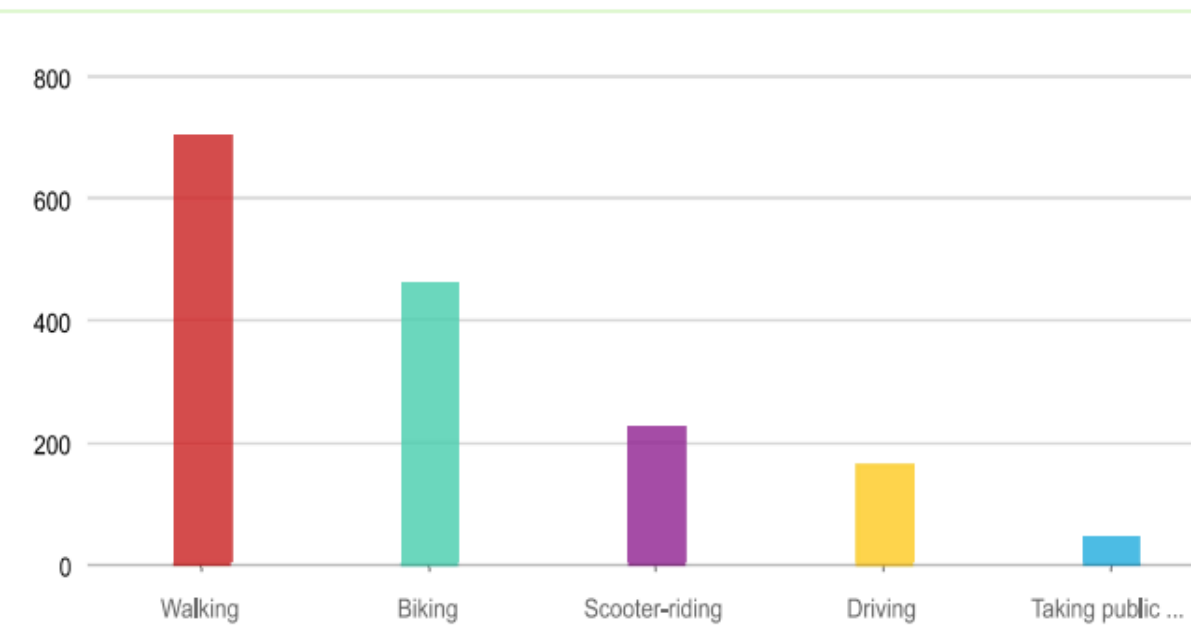


- Very often (more than once a week)
- Often (a few times a month)
- Occasionally (several times a year)
- Rarely (only one or two times ever)



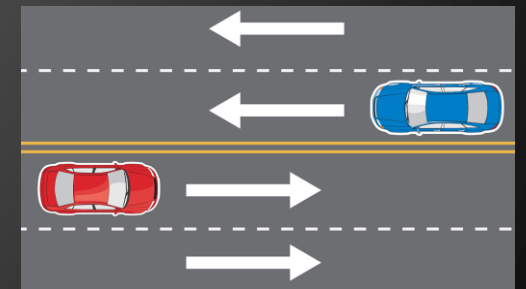
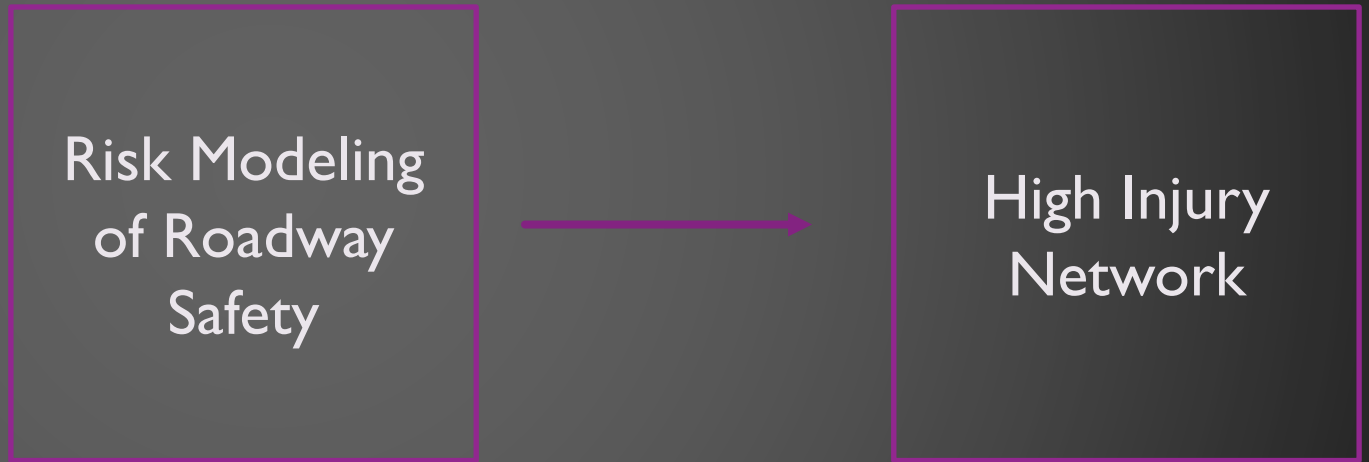


6. Do safety concerns at this location prevent you from using any of the following modes?



# VISION ZERO ACTION PLAN: IDENTIFYING THE HIGH INJURY NETWORK - RISK MODELING

- Crash frequency predictive models
- Evaluating safety benefits of existing infrastructure



# VISION ZERO ACTION PLAN: PUBLIC HEALTH EVALUATION OF THE HIN

- Goal: determine the order in which the HIN is implemented, and the types of treatments used. Based on equity need pertaining to health.
- BCDOT is partnering with Johns Hopkins University to conduct Health Impact Assessments of the City's HIN.
- guidance on interventions to meet the needs of adjacent populations.
- Example metrics:
  - Vulnerable populations' (children, elderly, ill) exposure to risk
  - Access to health-supportive resources and jobs
  - Chronic disease
  - Noise pollution
  - Air pollution
  - Stress
  - Physical activity



# VISION ZERO ACTION PLAN: DEVELOPING THE COMMUNICATIONS STRATEGY

- Goal: Improve public perception of feasibility for different travel modes
- Strategies:
  - Spread awareness of Complete Streets
  - Activate new allies in support of safe transportation systems
  - Increase walking, biking, and transit trips to promote respect between travel modes





# VISION ZERO ACTION PLAN: DEVELOPING THE COMMUNICATIONS STRATEGY

- Researching best practices in Complete Streets community engagement
- Finding the population who is unfamiliar/undecided on Complete Streets
- Recruiting a paid “brain trust” to develop content, messaging
- Recruiting paid focus groups from the unfamiliar/undecided population
- Develop overarching strategy for a public information campaign about Complete Streets



# VISION ZERO ACTION PLAN: DEVELOPING POLICY RECOMMENDATIONS

- Documenting policies and programs from cities that are making progress on their Vision Zero goals
- Conducting interviews with City staff
- Recommending policies, processes, and programs to fit the Baltimore context
- This includes how to authorize Vision Zero as a Baltimore City policy and how it should be governed, measured, and held accountable



# TIMELINE

Summer 2024

Vision Zero Action Plan kicked off with university partners

Fall 2024

Baltimore Annual Neighborhood Survey is distributed

Winter 2025

Website and Near-Miss survey are launched

Spring 2025

Community pop-up events for more near-miss input. Brain trust recruitment begins

Summer 2025

Brain trust meets, focus groups meet.  
End of summer – draft HIN is ready for public review

Fall 2025

Open house-style events and online public input on the HIN, recommended policies and programs, communications strategies

Winter 2026

Draft Vision Zero Action Plan is released

Early Spring 2026

Vision Zero is adopted as an official City policy and Vision Zero Action Plan is approved by the Planning Commission



# III. CONCLUSION AND QUESTIONS



# HOW TO ENGAGE WITH TOWARD ZERO AND VISION ZERO

Vision Zero Action Plan Website



<https://streetsofbaltimore.com/visionzero>

Vision Zero Near-Miss Survey



Toward Zero Quickbuild Projects



<https://streetsofbaltimore.com/towardzeroquickbuild>



# WHAT'S NEXT?

Preview of what's next for Vision Zero:  
\$10M SS4A Demonstration Grant



QUESTIONS?

Thank you!

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