
CITY OF KANSAS CITY, MO

#visionzeroKC



ASHLEY Z. HAND, AIA, LEED AP BD+C
Co-Founder + Partner, Cityfi LLC
@teamcityfi @azhandkc

The kcrta logo features the lowercase letters "kcrta" in a white, sans-serif font, centered within a dark gray square background.

Kansas City Regional Transit Alliance
KCRTA.org
@kcrta

Traffic violence is
preventable.

DEFINING VISION ZERO

Vision Zero is a **systemic, holistic approach** to transportation that doesn't zero in on any one problem but rather calls attention to the most important factors, **based on data**, that influence traffic safety – from unsafe speeds to dark roadways to roadway and vehicle design.

Vision Zero Network

[#visionzeroKC](#)

WHY NOW?

There were more than
40,000 traffic fatalities
in the U.S. in 2018.

National Safety Council

#visionzeroKC

The urban portions of the Kansas City region have pedestrian fatality levels similar to nationwide trends; however, it is *perceived* that the exposure for pedestrians in the region is relatively low.

Together Toward Zero: 2018-2022
KC Regional Transportation Safety Blueprint

WHY NOW?

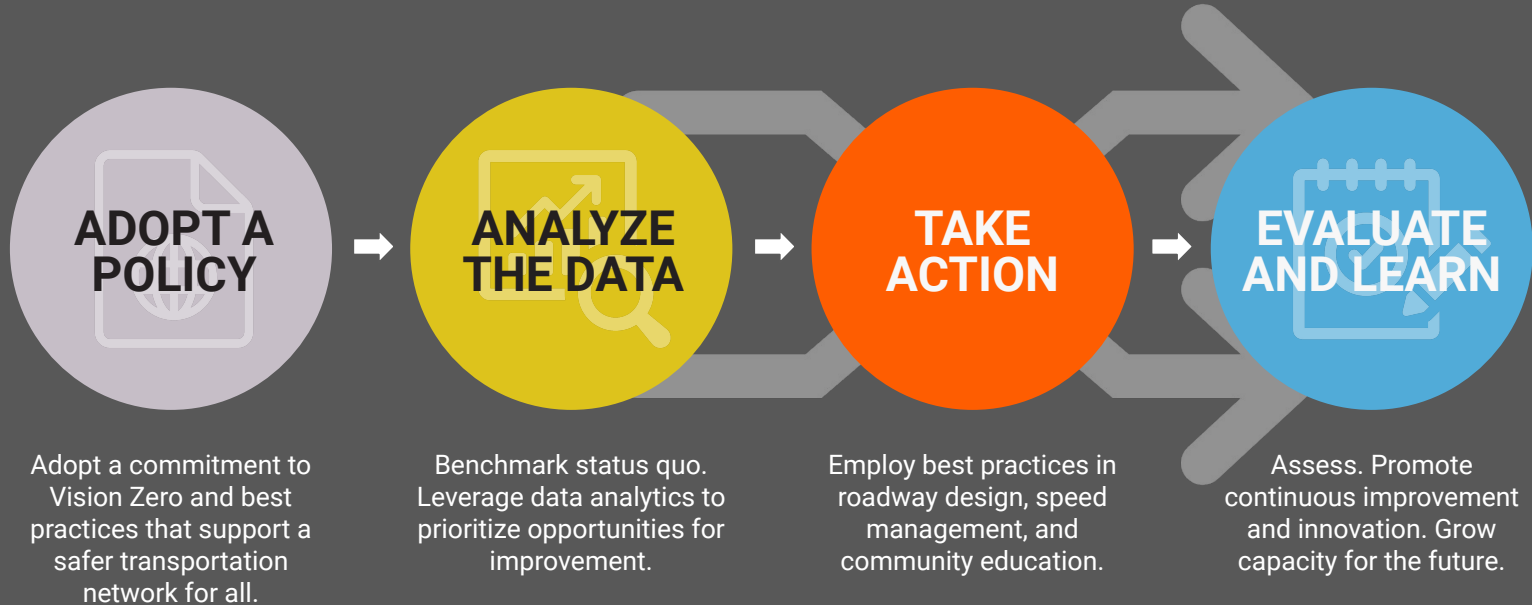
**Kansas City
residents die in
KCMO each year.**

Destination Safe

50+

[#visionzeroKC](#)

A DATA-DRIVEN APPROACH



APPLYING DESIGN FLEXIBILITY

FIELD OF VISION VARIES WHEN DRIVING AT DIFFERENT SPEEDS



DRIVING AT 20 MILES PER HOUR



DRIVING AT 40 MILES PER HOUR

CRASHES ARE MORE SEVERE AT HIGHER SPEEDS

IF HIT BY A
PERSON DRIVING

THE CHANCE
OF SURVIVAL IS



80%

IF HIT BY A
PERSON DRIVING

THE CHANCE
OF SURVIVAL IS



10%

Potential conflicts
exist at a typical
four-way
intersection.

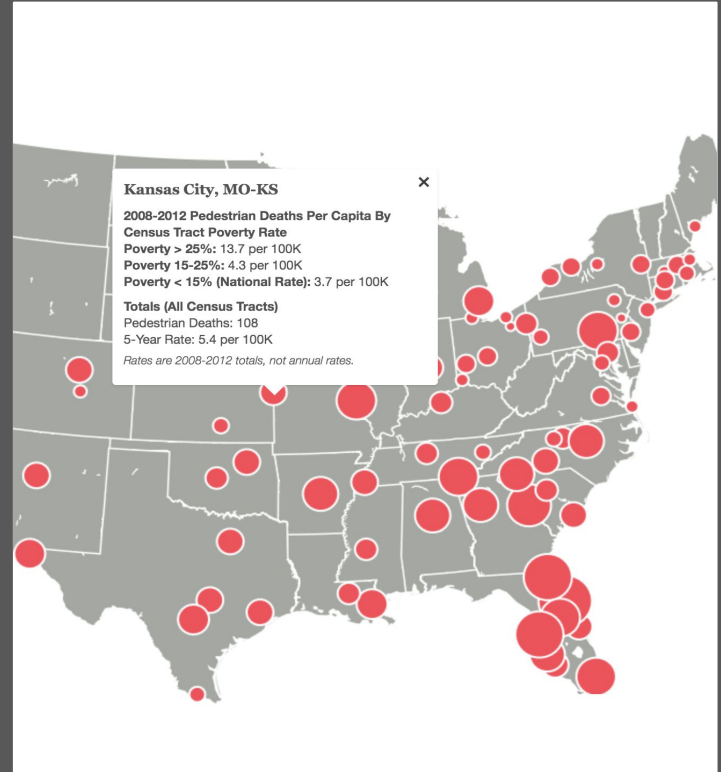
32

Together Toward Zero: 2018-2022
KC Regional Transportation Safety Blueprint

Traffic violence is
inequitable.

Pedestrians are killed at disproportionately higher rates in the nation's poorer neighborhoods.

Governing Magazine, 2013



EQUITY

**Pedestrians
involved in
crashes, highest
in four years**

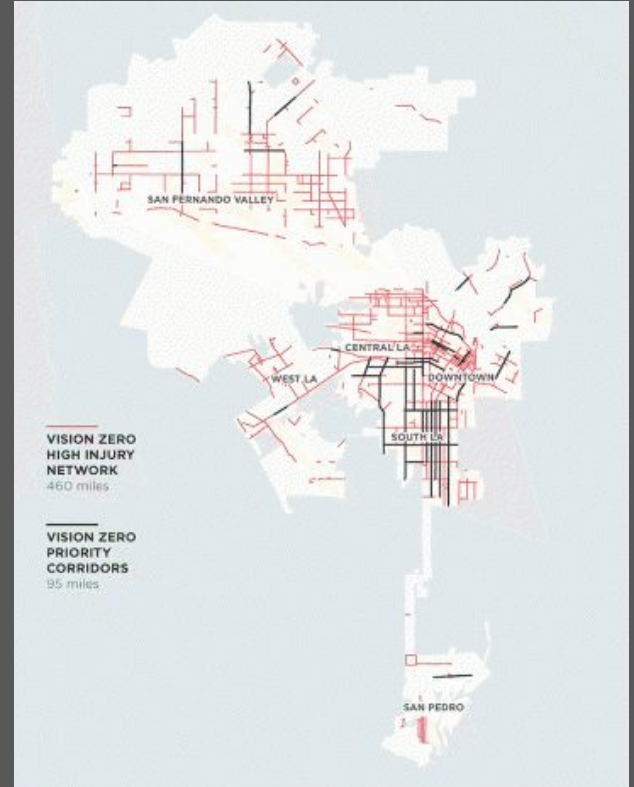
KCPD, 2018

360

[#visionzeroKC](#)

65% of severe and fatal collisions involving people walking and biking happen on just 6% of LA streets.

City of Los Angeles High Injury Network (2018)



PROTECT OUR MOST VULNERABLE



CHILDREN



SENIORS



**PEOPLE WITH
DISABILITIES**



**TRANSIT-
DEPENDENT**

Cost to society for
crashes
along Linwood
corridor.

\$69M

(\$2016)

MARC / MoDOT, 2008-2017

Cost to society for
crashes
within a ¼ mile
of Linwood.

\$579.6M
(\$2016)

MARC / MoDOT, 2008-2017

Traffic violence is
preventable.

VISION ZERO STREETS

“Someone who reduces their speed from 25 to 20 miles per hour, that means a pedestrian is twice as likely to survive.”

Leah Treat, Former Director, Portland Bureau of Transportation



#visionzeroKC

VISION ZERO STREETS

“since the installation of the scramble in November, 2015, there have been zero deaths and serious injuries because of a collision.”

LA Vision Zero Action Plan



Los Angeles Great Streets

#visionzeroKC

VISION ZERO STREETS

LPIs have been shown to reduce pedestrian-vehicle collisions as much as 60% at treated intersections.

NACTO, Urban Street Design Guide



City of New York, Lead Pedestrian Interval (LPI)

#visionzeroKC

VISION ZERO STREETS

We currently have all
the elements of street
design in our toolkit.

KCMO Complete Streets Ordinance



#visionzeroKC

A COMMITMENT TO ZERO

Resolution 200019

- Convene a multi-disciplinary task force
- Identify through data the hot spots
- Prioritize actionable next steps

#visionzeroKC

CITY OF KANSAS CITY, MO

Thank you for your support.
#visionzeroKC



ASHLEY Z. HAND, AIA, LEED AP BD+C
Co-Founder + Partner, Cityfi LLC
@teamcityfi @azhandkc

The kcrta logo features the lowercase letters "kcrta" in a white, sans-serif font, centered within a dark gray square background.

Kansas City Regional Transit Alliance
KCRTA.org
@kcrta