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2023-2028 ACTION PLAN

VISION ZERO
COLUMBUS
DRIVE SAFE. WALK SAFE. BIKE SAFE.



MORE THAN A STATISTIC



This Action Plan is dedicated to all the moms and dads, daughters and sons, spouses, siblings, and friends affected by serious traffic crashes. **We commit to protecting lives above all else on our city transportation system.**

VISIONZERO
★
COLUMBUS
DRIVE SAFE. WALK SAFE. BIKE SAFE.



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INTRODUCTION



A MESSAGE FROM MAYOR ANDREW J. GINTHER

No one should lose their life to a crash on Columbus streets. Safe and equitable travel throughout our community is a right that belongs to all residents traveling as pedestrians, cyclists, motorists, or transit users on our local transportation system.

As we prepare to begin the work outlined in our second Vision Zero Columbus Action Plan, I am determined to keep advancing actions that prioritize safety first for all forms of travel. The time is more critical than ever to end traffic violence.

Recently, the Mid-Ohio Regional Planning Commission, a Vision Zero partner, increased its population forecast for Central Ohio by 150,000 people to 3.15 million by 2050. Columbus and the surrounding region continue to experience unprecedented growth that places greater demands on our transportation system. It also makes the work of Vision Zero Columbus more important than ever to ensure that no one's opportunity in the region is limited by access to safe transportation.

The initial two-year Action Plan made effective strides in broadening awareness and the community conversation about traffic violence; identifying and implementing infrastructure changes to elevate safety; and committing resources to help achieve the goal of zero crash deaths and serious injuries on our streets.

Progress is happening, with a focus on locations where data indicates crash severity is high. Almost 200 crosswalks have been installed or improved, and 51 intersections now have upgraded safety features. Working together with our Vision Zero partners at the Ohio Department of Transportation, the speed limit in the city's downtown district has been reduced to 25 mph. We know that slower speeds save lives.

Infrastructure safety improvements have been made to slow dangerous speeds along multiple corridors, including Livingston Avenue and Sullivant Avenue, and improvements are being designed for another stretch of Livingston in the Driving Park neighborhood. In fact, the project recently was awarded a \$12 million federal Safe Streets for All grant to fund improvements for safer walking, biking, and driving along Livingston Avenue. It matches a \$12 million capital investment by the city.

The Biden administration's Bipartisan Infrastructure Law provides Vision Zero with opportunities to apply for numerous grants to fund more transportation safety projects, and to maximize the city's capital investments in critical safety infrastructure upgrades.

Our commitment to ending traffic violence requires each of us to do our part. I urge everyone to take and honor the Vision Zero Pledge. We must work together to end crash deaths that too often devastate families in our community.



EXECUTIVE COMMITTEE MEMBERS

Lourdes Barroso de Padilla
Councilmember, Columbus City Council

Quay Barnes
Chair, Mid-East Area Commission

Assistant Chief David Baugh
Columbus Division of Fire

Jennifer Gallagher
Director, Columbus Department of Public Service

Edward Johnson
Public Health Policy Director, Columbus Public Health

Michelle May
Highway Safety Program Manager, Ohio Department of Transportation

William Murdock
Executive Director, Mid-Ohio Regional Planning Commission

Joanna M. Pinkerton
President/CEO, Central Ohio Transit Authority

Assistant Chief LaShanna Potts
Columbus Division of Police

Stephen Sayre
City of Columbus Mayor's Office

Nana Watson
President, Columbus NAACP

Carla Williams-Scott
Director, Columbus Department of Neighborhoods

Dr. Angela Chapman
Superintendent/CEO, Columbus City Schools

THE NEED FOR VISION ZERO IS UNDENIABLE.

In Columbus, and across the nation, traffic violence remains a real threat to human lives, and too many people are killed or seriously injured in preventable crashes. Safe travel on our transportation system is essential for community members to access jobs, education, healthcare, and other opportunities and services that impact quality of life.

As traffic patterns changed and fewer vehicles were on the road during the pandemic, unsafe behaviors and speeds increased, often with worse outcomes. On Columbus streets, 61 people were killed in 58 fatal crashes in 2020, and 73 died in 72 crashes in 2021. During those two years, 618 serious injury crashes occurred. Initial 2022 data indicated 72 people were killed in 67 crashes.

These life-altering crashes are unacceptable. They are preventable. Vision Zero acknowledges that human error may occur when people use the transportation system. But the outcome of those mistakes should not cost or irrevocably change lives. Our commitment to achieving zero deaths and serious injuries on Columbus streets by 2035 was guided by our first ambitious Vision Zero Columbus Action Plan 1.0, adopted in March 2021. In this next phase of our Action Plan, pursuit of this goal will be just as strong. More safety-prioritizing strategies are outlined to guide these efforts during the next five years.

In this Action Plan 2023–2028, Vision Zero partners have identified many strategies to slow speeds, focus on safe street design, and foster community engagement and a culture change that prioritizes protecting lives above all else, for all forms of travel along our city streets — for walking, biking, rolling, driving and using transit. Eliminating the worst crashes is a responsibility shared by our transportation system users, designers and decision makers.



VISION ZERO COLUMBUS COMMITMENT

The Vision Zero Columbus Executive Advisory Committee pledges to incorporate the Action Plan actions, strategies, principles, and values into the work of our departments, agencies, and organizations. We commit to implementing these strategies toward the pursuit of zero traffic-related fatalities and serious injuries occurring on City of Columbus streets.

THE GUIDING PRINCIPLES OF VISION ZERO ARE DRIVING OUR EFFORTS

These principles influence the strategies outlined in this Action Plan. We are committed to making systemic change in pursuit of reaching our goal of zero crash deaths or serious injuries on Columbus streets by 2035. By building a community of safe drivers, pedestrians, and bicyclists, we can help to ensure everyone safely arrives at their destination.



Traffic deaths and severe injuries are acknowledged to be **preventable**



Human life and health are prioritized within all aspects of transportation systems



Speed is recognized and prioritized as the fundamental factor in crash severity



Safety work should focus on **systems-level changes** above influencing individual behavior



Equity guides the principles of this plan



Human error is inevitable and transportation systems should be **forgiving**

The faster a car is driving, the more likely it is that a pedestrian will die if hit. Increased vehicle speed also narrows a driver's field of vision and slows their reaction time.



Driver field of vision at 20 MPH. A pedestrian's risk of death is **10% if hit at this speed.**



Driver field of vision at 30 MPH. A pedestrian's risk of death is **40% if hit at this speed.**



Driver field of vision at 40 MPH. A pedestrian's risk of death is **80% if hit at this speed.**

REDUNDANCY IS ESSENTIAL

Using a safe-systems approach, Vision Zero looks to build redundancy in safety measures — multiple factors that influence and increase achieving the desired outcomes. Each of these factors provides a level of safety to reduce crash severity.



Safe People: Vulnerable transportation users (bicyclists, pedestrians, transit users, motorcyclists) of every age, ability, and income can travel on Columbus streets comfortably and safely.



Safe Speeds: The City of Columbus will pursue actions that will slow speeds of motor vehicles to protect all road users.

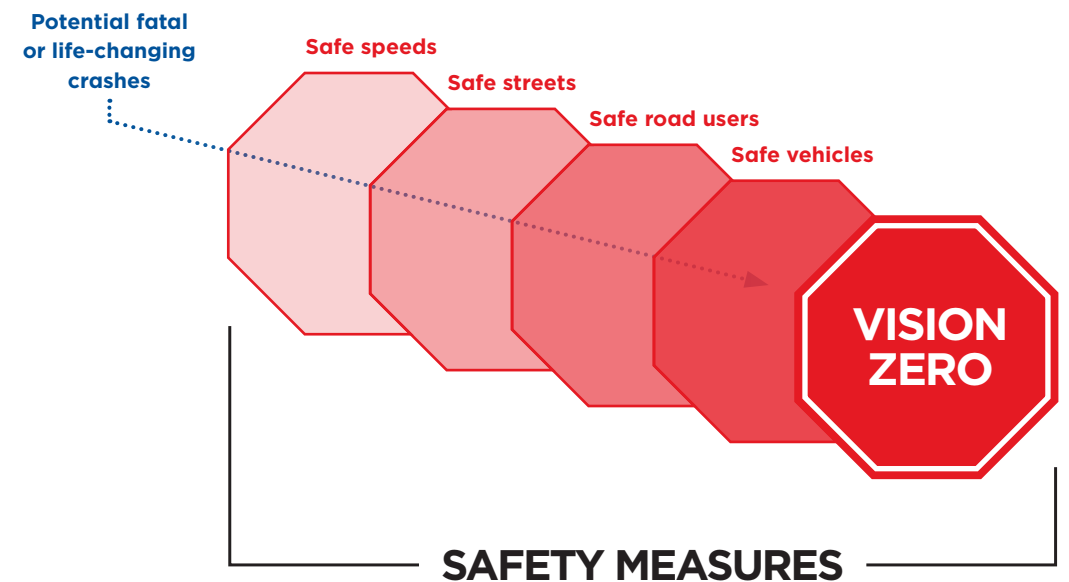


Safe Streets: Columbus streets must be designed and built to eliminate fatal and serious injury crashes and promote safe mobility for all users.



Safe Vehicles: All vehicles must be equipped, operated, and maintained to prioritize the safety for all road users.

Redundancy strengthens all parts of our transportation system so that if one part fails, people using the system are still protected by other parts.



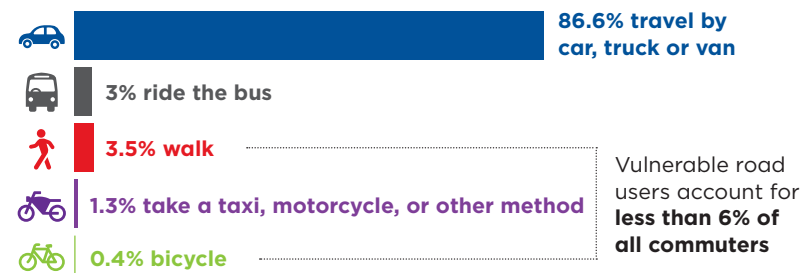
CURRENT DATA & TRENDS

Data continues to guide our efforts in implementing Vision Zero Action Plan strategies.

As a foundation for prioritizing improvements, when new information sources become available data collection will continue to be expanded and enhanced. The Vision Zero High Injury Network guides the city's investments in safety-focused infrastructure and programs, and ensures that Vision Zero projects support those most in need.

COLUMBUS CRASH STATISTICS

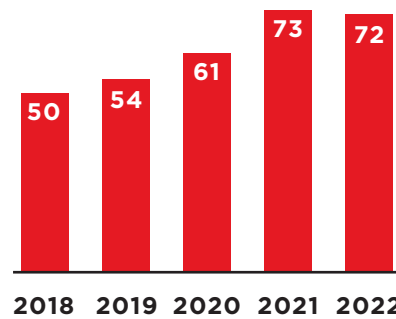
HOW COLUMBUS COMMUTES TO WORK (2019 ACS CENSUS) VS. FATAL CRASHES BY MODE (2017-2021)



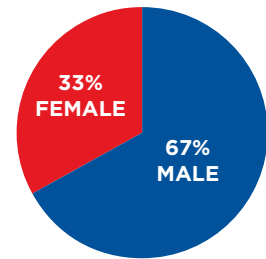
Vulnerable road users account for less than 6% of all commuters

Vulnerable road users account for 53% of all crash fatalities

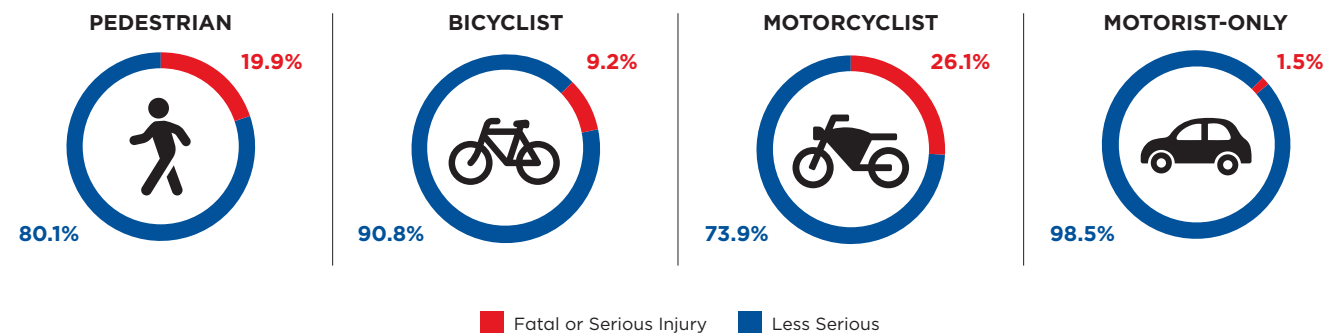
NUMBER OF TRAFFIC DEATHS IN COLUMBUS (2018-2022)



67% OF PEOPLE KILLED IN TRAFFIC CRASHES WERE MALE



VULNERABLE ROAD USERS ARE INHERENTLY MORE AT RISK OF INJURY WHEN INVOLVED IN ANY TRAFFIC CRASH.



BEHAVIOR TRENDS FOR FATAL AND SERIOUS INJURY CRASHES

DRUG/ALCOHOL USE CONTRIBUTING TO CRASHES

DOUBLED

SINCE 2019 COMPARED TO PRIOR YEARS

SPEEDING AS A CONTRIBUTING FACTOR IS

UP 40%

COMPARED TO 5 YEARS AGO

SAFETY BELT USAGE HAS BEEN

IN DECLINE

PARTICULARLY FOR OCCUPANTS UNDER 35

OUR EQUITY AGENDA AND FOCUS

Equity is a core principle of the Vision Zero Columbus Action Plan. We must develop and implement our Action Plan through an equity lens to achieve just outcomes and save lives. Our transportation system must be safe for all users, and for all modes of transportation.

Communities of Interest have been updated with the latest census data. While there have been some shifts in the census blocks, the general boundaries remain relatively consistent.

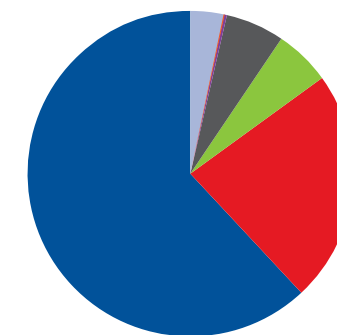
45% of fatal and serious injury crashes occurred in Communities of Interest, which make up 31% of the city's geographic area

This overrepresentation is occurring in communities where residents have fewer choices about how, when, and where they travel, putting them at higher risk as they move around.

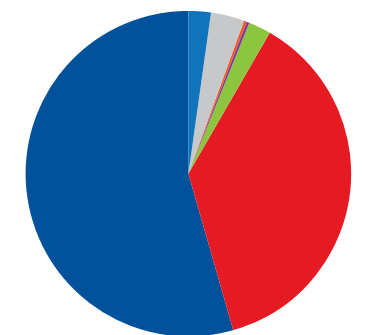
Data indicates that African Americans were overrepresented as trauma patients in vehicle crashes, as motorists and as pedestrians.

- 24% of Franklin County residents identify as African American, yet 32.5% of crash trauma patients (in vehicles) were African American
- 37% of the pedestrian trauma patients were African American

CRASH TRAUMA PATIENTS BY RACE



RACE OF PEDESTRIAN TRAUMA PATIENTS



Legend for Race: Caucasian or White, Black or African American, Asian, Hispanic or Latino, American Indian and Alaska Native, Native Hawaiian or Other Pacific Islander, Two or more races, Unknown, Other race

Additional trauma data can be found on the Vision Zero Columbus website.

COLUMBUS HIGH INJURY NETWORK (HIN) AND COMMUNITIES OF INTEREST (COI)

High Injury Networks (HIN) are corridors consisting of a higher density of fatal, serious injury, and/or vulnerable road user crashes per half-mile segment.

Vulnerable Road Users are pedestrians, bicyclists, and motorcyclists — individuals inherently more at risk of injury when involved in any traffic crash.

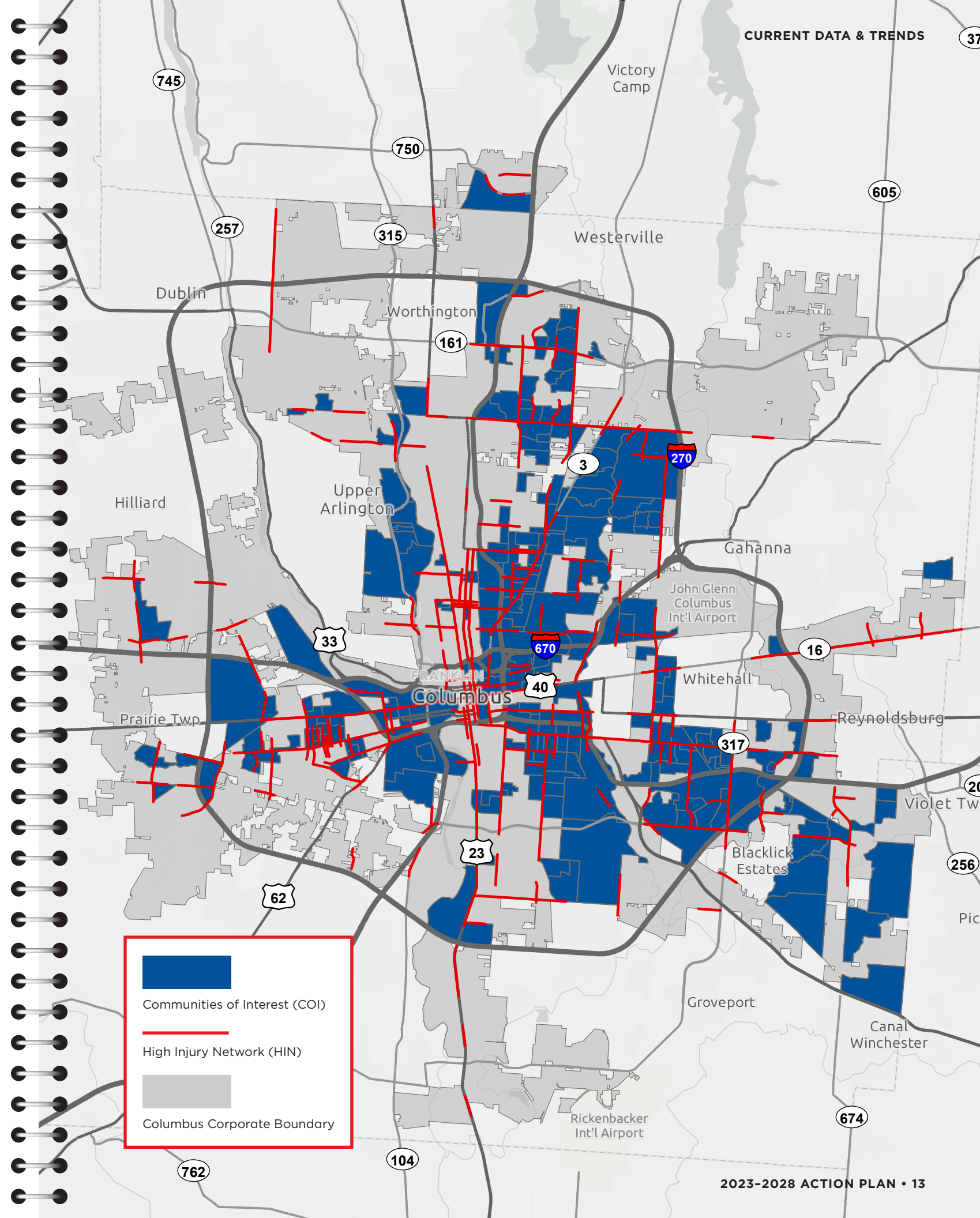
Communities of Interest (COI) are areas with populations that have a higher density of seven equity indicators: people of color, low-income households, people with disabilities, people with low English proficiency, children, elderly adults, and poor vehicle access.

Over the past two years, the High Injury Network has remained relatively consistent. Overall, 65% of fatal, serious injury, and vulnerable road user crashes are occurring on 10% of Columbus streets.

The Department of Public Service has focused the majority of its safety improvements along High Injury Network streets, including:

- 71% of total intersection improvements
- 67% of total crosswalk marking upgrades
- 100% of total corridor improvements

Data collection to measure the effectiveness of these improvements is ongoing; initial data looks promising and corridor improvements appear to be encouraging safe speeds and improved Vulnerable Road User access.



WHAT WE HAVE ACCOMPLISHED

The first Vision Zero Action Plan completed nearly all outlined strategies, and exceeded the goals of several. The data-driven, multidisciplinary, and multi-agency commitments made to implement these actions were held to the standard of protecting lives above all else on our transportation system.



PROMOTE A CULTURE OF SAFETY

MULTILINGUAL COMMUNICATIONS AND EDUCATION CAMPAIGN

A multilingual communications and education campaign was launched and supported by earned and paid media and outreach tactics such as an ambassador program and street teams to engage residents at community events.

Paid media included TV, radio, and social media ads as well as dozens of in-person engagement opportunities. Ads were produced in English and Spanish and posters were created in several languages.

Through a partnership with The Ohio State University Professor Brittany Shoots-Reinhard, relevant messaging was developed, and a statistically significant survey of 1,410 people was conducted in December 2021.

Follow-up survey results one year later indicated that awareness of Vision Zero increased. Yet participants still lack knowledge on:

- The impact of speeds on pedestrian fatalities
- Traffic safety laws such as being required to yield to pedestrians in crosswalks
- Bicyclists being expected to ride on the street, not the sidewalk

Vision Zero will keep working to close the knowledge gap and promote positive behavior changes.

In-person outreach and engagement accelerated in 2022, and **Vision Zero participated in numerous events to educate and interact with people about our mission and the need for everyone to do their part to end traffic violence.**

- My Brother's Keeper Career, College and Community Fair at Nationwide Arena
- SUMMER614 music festival at Columbus Commons
- City of Columbus Rise Up events in Communities of Interest
- Heritage Music Festival concert series at the King Arts Complex
- African American Male Wellness Walk
- COSI After Dark

In a partnership with Radio One Columbus and Magic 95.5 FM, Vision Zero and supporters participated in a series of Eye on the Community interviews to promote our mission. The urban radio programming reaches a community demographic disproportionately affected by traffic violence.



VISION ZERO COMMUNITY AMBASSADORS

In a strategy implemented to promote a culture of safety, Vision Zero developed and launched an Ambassador Program to reach historically underserved communities and residents, expand community participation, and increase engagement from priority populations in these HIN corridor neighborhoods:

- **Cleveland Avenue**
(South Linden to Northern Lights)
- **Livingston Avenue**
(Southern Orchards, Livingston Park, Old Oaks, Driving Park)
- **West Broad Street and Sullivant Avenue**
(West Franklinton and Hilltop)
- **Refugee Road**
(Winchester Pike to Hamilton Road)
- **Morse Road and SR 161**
(Sinclair Road to Westerville Road)

Five community members were trained as Ambassadors to help advance the Vision Zero message by engaging people in conversations. They encouraged residents to incorporate Vision Zero principles into daily travel behaviors and to share the Vision Zero message with others.

From May to August 2022, the Ambassadors had Vision Zero conversations with more than 2,000 residents. They reached people at neighborhood events: a block party, Juneteenth celebrations, Father’s Day, 4th of July, and back-to-school events. They talked with people at large outdoor activities like Jazz and Rib Fest, ComFest, and the Ohio State Fair. And at a craft festival and reproductive justice, voter registration, and stop gun violence gatherings. In every encounter, the Ambassadors encouraged people to take the Vision Zero Pledge.

VISION ZERO COLUMBUS PLEDGE

Vision Zero Columbus needs everyone’s support and commitment to achieve our goal of ending all traffic deaths and serious injuries on Columbus streets. A safe transportation system, and saving lives, starts with each of us.

Take the pledge to become a safe driver, cyclist, and pedestrian. Help our community to achieve zero traffic deaths and protect the lives of those you love.

I pledge to:

- Be aware of my surroundings and look out for all fellow travelers — motorcyclists, cyclists, pedestrians, and transit users.
- Obey the speed limit and rules of the road when driving, walking, and biking.
- Stop at red lights and stop signs.
- Stay focused and not drive distracted or impaired.
- Use seatbelts and child safety car and booster seats.
- Say “crash” and not “accident” to reinforce that crashes are preventable, not inevitable.



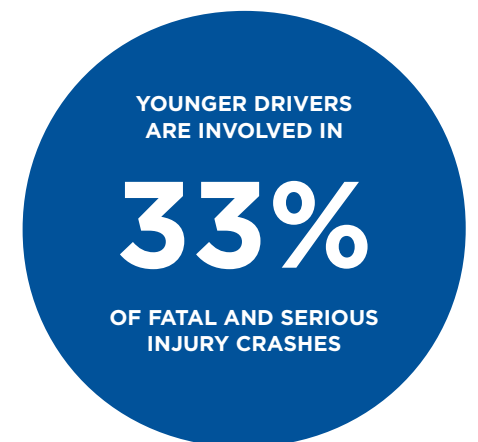
INCLUDE ANNUAL TRANSPORTATION SAFETY CURRICULUM/ REFRESHER FOR ALL STUDENTS

In spring 2022, Columbus City Schools (CCS) staff developed a curricula “choice board” for all grade levels. These choices were shared with all teachers and principals early in the 2022-23 school year to implement during School Bus Safety Week Oct. 17-21. In-person follow-up was conducted at a few focus schools in Communities of Interest to see how well they were able to use the curricula options.

Other school activities during School Bus Safety Week included sharing traffic safety tips in morning announcements; wearing orange wristbands and orange shirts in support of safety; and partnering with WBNS-TV sports anchor Dom Tiberi at Independence High School to share Maria’s Message with students about the dangers of distracted driving. CCS staff continues to expand development of School Bus Safety Week programming for future implementation.



Students at **West Mound Elementary** talked about being a safety hero and completed links for a safety pledge chain.

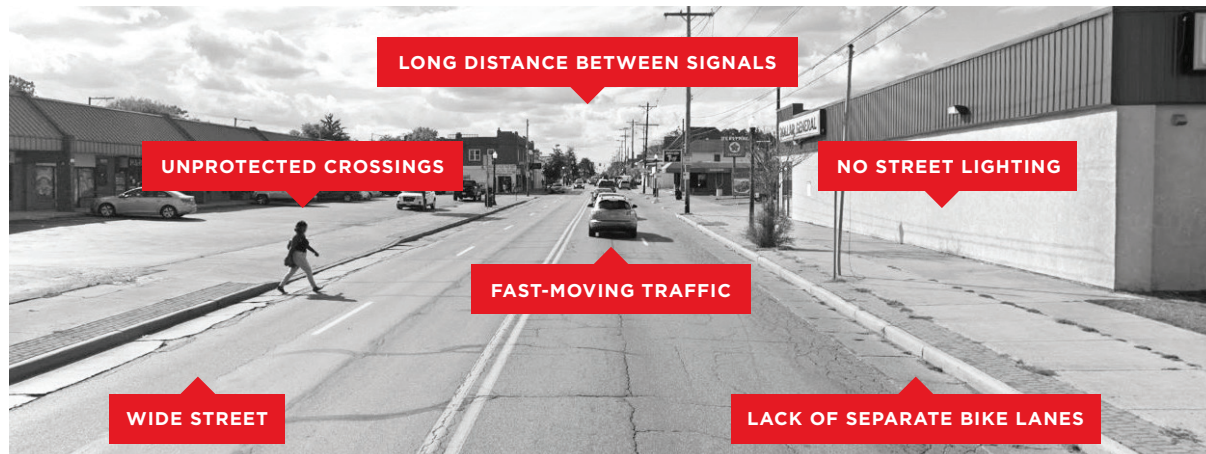


Students at **Independence High School** tested the Distracted Driving Simulator.

PLAN AND BUILD SAFE STREETS FOR ALL USERS

Vision Zero partners, led by the City of Columbus Department of Public Service, completed implementation of several strategies to make physical and other roadway changes that prioritize safety for all users.

WE ARE TRANSFORMING THE ANATOMY OF A DANGEROUS STREET FROM THIS...



TO THIS...



These are some highlights:

CORRIDOR IMPROVEMENTS



◀ **The city completed \$10 million in infrastructure safety upgrades on Sullivant Avenue from I-70 to Hague Avenue.** Improvements included rehabilitating the roadway, repairing sidewalks, upgrading traffic signals and street lights, and constructing sidewalk bump-outs, transit curb extensions, and median islands.

Data collection soon after construction indicated **driver speeds reduced by as much as 8 mph.** The incidence of drivers traveling in excess of 50 mph on the 35 mph corridor was reduced by as much as 92%, and all **crashes were reduced by 50%.**



◀ **Safety improvements were implemented on Livingston Avenue, from College Avenue to James Road,** by reconfiguring and restriping the roadway from two lanes in each direction to one lane each way with a center turn lane added. Several crosswalks were upgraded, including a pedestrian signal upgrade, and concrete median islands added to help reduce speeds.

Initial data indicated motorists' speeds were reduced by as much as 9 mph, and extreme speeding was reduced by as much as 90%.



◀ SET ALL SPEED LIMITS IN THE DOWNTOWN AREA TO 25 MPH

The Ohio Revised Code allows for a minimum speed limit of 25 miles per hour within a business district. **The city worked with the Ohio Department of Transportation to establish boundaries for the Columbus downtown business district and authorize the reduced speed limit.** More than 100 new 25 mph speed limit signs were installed throughout downtown, and 134 traffic signals were retimed to synchronize with the reduced speed limit and encourage compliance.



◀ CROSSWALK IMPROVEMENTS

Procedures to evaluate when and where to mark roadway crosswalks were developed and include considerations for the presence of Vulnerable Road Users, Safe Routes to School, and High Injury Network locations. **Almost 200 crosswalks were installed or enhanced, far exceeding the first Action Plan goal of 60.**

The **Leading Pedestrian Interval (LPI)** crosswalk safety feature is being implemented at seven downtown signalized intersections to increase visibility of pedestrians. **LPI gives pedestrians a head start in the crosswalk, with the WALK signal displayed up to seven seconds while the signal remains red in all directions for vehicle movement. More LPI installations are planned.**



◀ INTERSECTION IMPROVEMENTS

Various intersection safety improvements, from street redesign to new traffic signal installation, were made at 51 intersections. "Night flash" operation was removed from 20 signals for full operation around the clock. This especially benefits pedestrians for activating regular signal phases to safely cross the street.

A sight distance policy was developed to ensure motorists approaching intersections are able to see oncoming traffic without obstructions such as hedges, trees, or parked vehicles. **This policy was used to evaluate 158 intersections and guide future improvement projects.**



DO IT BETTER: ENHANCE PROCESSES & COLLABORATION

SUPPORT STATEWIDE HANDS FREE OHIO LEGISLATION

Vision Zero Columbus, our partners and transportation safety advocates participated in the Ohio legislative process and testified in support of H.B. 283 to make the use of an electronic wireless device while driving a primary offense. **The distracted driving legislation passed in Amended Substitute S.B. 288. The new state law took effect in April 2023 following Gov. Mike DeWine's signing in January 2023.**



IDENTIFY AND COMMIT RESOURCES

\$5 MILLION OF DEDICATED GAS TAX AND CAPITAL FUNDS PER YEAR TO FUND VISION ZERO ACTION PLAN STRATEGIES

During our first two-year Action Plan, **more than \$15 million was invested** directly in implementing Vision Zero strategies.

Funding supported several projects on the city's built transportation environment, including:

- Upgraded pedestrian crossings, traffic signals and street lighting on Sullivant Avenue
- Reduced and resurfaced vehicle travel lanes on E. Livingston Avenue from College Avenue to James Road to slow speeds
- Improvements to multiple intersections, including Main Street at McNaughten Road and James Road at Livingston Avenue
- Upgraded traffic signals along Neil Avenue, with countdown timers and refreshed crosswalks for pedestrians, and installation of ADA-compliant curb ramps
- New curb extensions along Bryden Road from 17th Street to Fairwood Avenue

Columbus received a \$12 million federal Safe Streets for All Implementation Grant to make safety improvements on another High Injury Network section of Livingston Avenue, from 18th Street to Nelson Road. The grant matches the city's capital investment of \$12 million to prioritize safe travel and reduce traffic violence along the corridor.

The project is one of 37 across the U.S. to receive a historic \$590 million in implementation grant awards through the program, which funds initiatives to prevent roadway deaths and serious injuries.

The city will soon begin design to reduce travel lanes to one in each direction and stripe a center turn lane on this section of Livingston. The reconfiguration will help to slow speeds and reduce crashes. Other enhancements will support safer pedestrian movement and protected bicycle travel.

Several other HIN corridors are being evaluated for future improvements, focused on reducing speeds and providing safer accommodations for vulnerable road users.

SUCSESSES, CHALLENGES, LESSONS LEARNED

Vision Zero accomplished most strategies identified in our initial Action Plan and exceeded some goals to move us toward reaching zero fatal and serious injury crashes by 2035.

The concept that traffic violence is preventable and not inevitable — that we all must do our part to prioritize safety — is new to many people. Changing attitudes begins with building awareness.

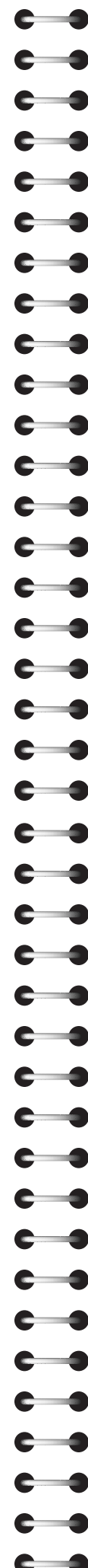
In promoting a culture of transportation safety, we reached thousands of people in Central Ohio who previously were not aware of Vision Zero. In shifting this narrative, we gain support for change. We will continue vital community outreach efforts and encourage a partnership with the public.

The physical infrastructure improvements projects made under the first Vision Zero Action Plan are tangible progress that residents can see. They are a good start to changing the built environment of our city streets to prioritize safe mobility and reduce speeds and serious crashes.

Yet, much more needs to be accomplished to reduce, and ultimately end, serious and fatal crashes. HIN corridors that exhibit the anatomy of a dangerous street — wide, multi-lane streets which yield motorists driving at higher, unsafe speeds — will benefit from physical alterations along the complete corridor to optimize safe travel for all.

Vision Zero has heard from the community, and advocates have been vocal about this concern: People are driving too fast. Slowing speeds on neighborhood streets is a consistent concern residents share with Vision Zero and the city. We are committed to addressing this — it is essential to saving lives.

We are urged to act sooner, to narrow streets and provide more separated bikeways and safe pedestrian crossings. More “quick build” projects to evaluate the effectiveness of potential infrastructure improvements potentially may provide safer conditions in the short term while longer-term projects are planned and designed for construction.



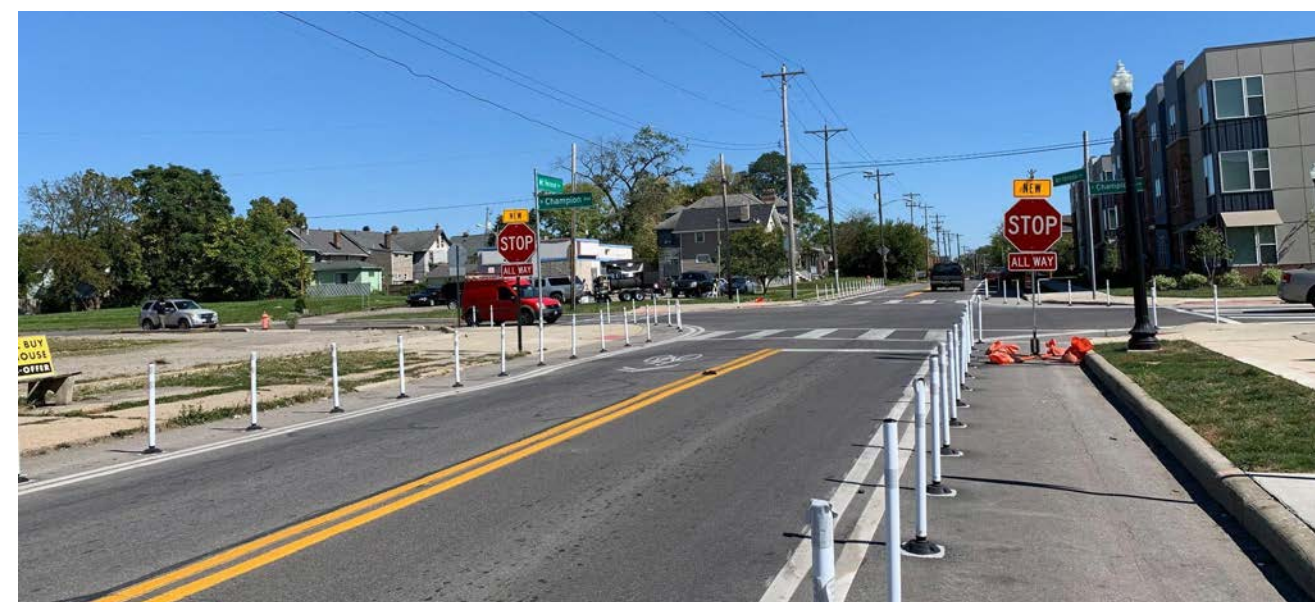
For example, a Vision Zero quick build project implemented at the Mount Vernon Avenue and Champion Avenue intersection installed all-way STOP signs, flexible delineator posts and striped parking lanes with curb extensions.

The delineator posts were placed in a denser configuration and yielded an average speed reduction of 3 mph along Mount Vernon. In addition, crashes at the intersection were reduced to zero following installation. The city’s project to make long-term infrastructure improvements on the Mount Vernon corridor is in design for construction.

FROM THIS...



TO THIS...



CURRENT SAFETY PLAN EFFORTS

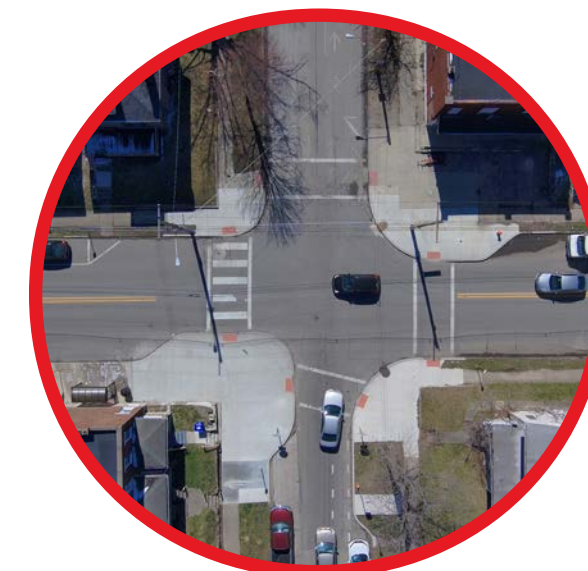
The Columbus Department of Public Service is leading the planning, design and construction of many city infrastructure projects supporting Vision Zero principles to slow speeds and create safe conditions for pedestrians, cyclists, motorists and transit users.



EXAMPLES INCLUDE:

Sidewalk bump-outs will be installed at several intersections along Bryden Road and along Summit Street.

Bump-outs, or curb extensions, extend the sidewalk farther into the street to enhance pedestrian safety by shortening the crossing distance. Bump-outs also constrict the roadway width, which inherently encourages drivers to reduce their speeds.



Protected bikeway pilot projects will be installed to physically separate cyclists from vehicular traffic and create safer travel conditions.

Projects will be implemented on Long Street downtown and on Busch Boulevard to pilot concrete blocks with reboundable posts as a buffer between the marked bike lane and vehicular traffic.

Shared-use paths for cyclists and pedestrians are being designed or constructed at several city locations, including:

- Worthington Woods Boulevard from Sancus Boulevard to Park Road, and Park Road from Worthington Woods Boulevard to Deer Creek Drive
- Hudson Street from I-71 to Cleveland Avenue
- Eakin Road from Whitethorn Avenue to Harrisburg Pike
- Georgesville Road from Parkwick Drive to Sullivant Avenue
- Tussing Road from Brice Road to Hines Road



Numerous sidewalk projects are also being planned, designed and constructed throughout Columbus, including:

- Maple Canyon Avenue north of SR 161
- Noe-Bixby Road from Refugee Road to Carbondale Drive
- Ann Street and 17th Avenue
- Courtright Road from Groves Road to Refugee Road
- Sinclair Road from Morse Road to Strimple Avenue
- Agler Road from Sunbury Road to Cassady Avenue
- Barnett Road from Astor Avenue to Main Street

2023-2028 ACTION STRATEGIES

The 2023-2028 Strategies focus on the next phase of our efforts to achieve zero crash deaths and serious injuries on city streets. These targeted actions, changes to policies and practices, and transportation system investments will be held to the Vision Zero standard that prioritizes protecting human lives above all else on our transportation system.



USE DATA TO DRIVE SAFETY IMPROVEMENTS

Expanded data collection, due in large part to the city's Department of Public Service Asset Information Management System, will allow us to make informed safety improvement decisions beyond the High Injury Network.

The broader data will assist in identifying:

- Safety improvements most needed
- Infrastructure upgrades needed
- Vision Zero 5-year program of capital improvements safety projects

We have identified specific data-driven strategies:

1. ESTABLISH AN ANNUAL CITYWIDE TOP 25 PRIORITY INTERSECTIONS FOR SAFETY ANALYSIS

The list will be developed and updated annually based on our data collection identifying intersections with high incidence of serious crashes.

The data-driven list will:

- Identify and set specific safety project priorities for corridors
- Identify corridor-wide safety issues based on the number of these intersections within a corridor
- Be paired with a list intersections that have been improved

Action Item: Establish an Annual Citywide Top 25 Priority Intersections for Safety Analysis

Who: Department of Public Service

Timeframe: 2023, Updated Annually

2. UPGRADE TRAFFIC SIGNAL INFRASTRUCTURE

A data-driven approach will identify outdated city traffic signals that are most in need of being refurbished in-house or of being rebuilt through the city's Capital Improvements Program.

Safety upgrades may include:

- Installing Leading Pedestrian Interval (LPI) at signalized intersections to give pedestrians the WALK signal up to 7 seconds before motorists turning left or right get a green light
- Adding signal back plates to enhance visibility
- Upgrading dated traffic signals to include left turn arrows

Action Item: Refurbish 25 Signals In-House, Rebuild 50 Signals with Capital Improvement Projects

Who: Department of Public Service

Timeframe: By Action Plan Completion

3. CONTINUE HIGH INJURY NETWORK CORRIDOR IMPROVEMENTS

Building upon data trends identified in the 25 Priority Intersections List, corridors where improvements may have the greatest safety impact will be identified for short- and long-term improvements using a standard evaluation form to be developed. Three corridors will be extensively evaluated per year for short-term safety upgrades and three for longer-term further safety improvements study.

Short-term maintenance upgrades may include:

- Improving pavement conditions
- Adding or improving pavement markings and signage
- Making sidewalk repairs

Longer-term improvements may include:

- Reducing travel lanes to slow speeds
- Adding or upgrading pedestrian and bicycle facilities
- Constructing intersection improvements

Action Item: Develop a Standard Corridor Evaluation Form
Who: Department of Public Service
Timeframe: 2023-24

Action Item: Evaluate 3 Corridors per Year; Identify Maintenance Upgrades, Short-Term Improvements, and Initiate Studies for Long-Term Improvements where applicable
Who: Department of Public Service
Timeframe: Annual Cycle through Action Plan Completion

4. DEVELOP A VISION ZERO 5-YEAR PROGRAM OF PROJECTS

Our commitment to making Vision Zero infrastructure safety improvements includes dedicated funding in the city’s capital improvements budget, for which a program of projects will be established. The program will incorporate safety projects identified in this Action Plan and a data-driven approach focused on eliminating fatal and serious crashes on our streets.

Action Item: Develop Vision Zero 5-Year Program of Projects
Who: Department of Public Service
Timeframe: Establish 2023, Continuous through Action Plan Completion

AFFECT CHANGE BY IMPROVING SAFETY PRACTICES

Vision Zero can advance our objective of prioritizing safety for all who walk, bike, or drive along Columbus streets by changing public policies, procedures, or our practices for how we deliver roadway projects or govern — ranging from how we design projects to technology integrated into our transportation system.

Strategies that address safety in policies, procedures, and practices include:

1. IMPLEMENT A ROUNDABOUT POLICY

Compared to a traditional intersection, roundabouts provide safety benefits proven to reduce the number and severity of potential conflict points between travelers. Vehicle speeds are typically reduced, which presents safe pedestrian crossings. Replacing an intersection with a roundabout reduces total crashes 35% and injury crashes 76%, the FHWA cites.

Vision Zero will:

- Consider roundabouts first, where feasible, when intersection improvements are being planned or designed
- Establish a Roundabouts Policy and integrate it into the city’s planning and design practices

Action Item: Develop a Roundabout Policy, Publish for implementation
Who: Department of Public Service
Timeframe: 2023

2. CREATE DESIGN GUIDANCE FOR LEADING PEDESTRIAN INTERVALS

A Leading Pedestrian Interval (LPI) displays WALK to pedestrians to enter an intersection crosswalk up to 7 seconds before vehicles are given a green indication. This head start makes pedestrians more visible to motorists turning left or right and increases the likelihood they will yield to a pedestrian. LPIs are most effective at intersections with higher pedestrian and turning vehicle activity.

This strategy will:

- Create design guidelines for when, where, and how to use LPI signalization in intersection improvements

Action Item: Create and Publish Design Guidance for LPIs
Who: Department of Public Service
Timeframe: 2023

Action Item: Evaluate 50 Signalized Intersections for LPIs
Who: Department of Public Service
Timeframe: Continuous through Action Plan Completion



3. ESTABLISH A FLASHING YELLOW ARROW PROGRAM

A flashing yellow arrow is a new type of signal used at the left turn lane at a signalized intersection. In addition to allowing motorists to turn left when the arrow is green, they may proceed on flashing yellow after yielding to oncoming traffic and pedestrians for a safer, more efficient turn.

The new program will:

- Evaluate the flashing yellow arrow pilot in place on the Roberts Road and Hilliard-Rome Road corridors
- Identify more corridors where flashing yellow arrow signals can most effectively yield the highest safety outcomes if added to redesigned and reconstructed traffic signals

Action Item: Determine Corridors to Study for Flashing Yellow Arrows; Program a Minimum of 3 Corridor Projects for Implementation
Who: Department of Public Service
Timeframe: Initiate 2023-24, Implement by Action Plan Completion

4. CREATE DESIGN GUIDELINES FOR WHERE SPEED LIMIT SIGNS SHOULD BE INSTALLED

The posted speed limit is not always apparent to motorists driving on Columbus streets, and there is no established guidance on how often or where speed limit signs should be installed.

This strategy will:

- Standardize a design practice for uniformity in speed limit sign placement to support motorist awareness and compliance

Action Item: Create and Publish Design Guidance for Speed Limit Sign Placement and Incorporate Into Design Projects
Who: Department of Public Service
Timeframe: 2023-24

5. IMPROVE SAFETY FOR EMERGENCY RESPONDERS THROUGH ENHANCED TECHNOLOGY

Two types of technology can improve how emergency responders safely navigate busy intersections and improve response times to an emergency:

- Emergency Vehicle Preemption is a traffic signal technology designed to give emergency response vehicles a green light on their approach to a signalized intersection while providing a red light to the other intersection legs.
- The HAAS Alert Collision Prevention for emergency responders allows first responders to send signals to smart devices and connected vehicles, alerting them of an emergency vehicle approaching.

Action Item: Develop and Utilize Criteria to Evaluate When to Install Emergency Vehicle Preemption in New Construction Projects
Who: Department of Public Service; Department of Public Safety — Division of Fire
Timeframe: 2023-24

Action Item: Implement the HAAS Alert Program on All Division of Fire Fleet Vehicles
Who: Department of Public Safety — Division of Fire
Timeframe: 2023-24

6. WORK WITH COLUMBUS POLICE CHIEF’S ADVISORY PANEL TO DEVELOP SPEED ENFORCEMENT PLANS

The Columbus Division of Police meets monthly with the Chief’s Advisory Panel, which assists the division in developing and reviewing policies and enforcement plans.

Action Item: Public Service and CPD to Meet Quarterly to Discuss HIN Corridors of Concern that Need Targeted Safety Enforcement
Who: Department of Public Service; Department of Public Safety — Division of Police
Timeframe: Initiate 2023-24, Continuous through Action Plan Completion

Action Item: Division of Police Develop Monthly Speed Enforcement Plans
Who: Department of Public Safety — Division of Police
Timeframe: Initiate 2023-24, Continuous through Action Plan Completion

7. PROVIDE ENFORCEMENT TRAINING ON NEW OHIO DISTRACTED DRIVING LAW

The state’s new distracted driving law is intended to reduce the number of distracted driving crashes in Ohio.

Action Item: Train CPD Officers on How to Enforce New Distracted Driving Law
Who: Department of Public Safety — Division of Police
Timeframe: 2023

8. REFINE SPEED STUDY PROCESS TO CONSIDER MORE FACTORS IN URBAN ENVIRONMENTS

Ohio Revised Code sets minimum speed limits for all roads. To reduce speed limits, streets must be studied for recommendations by ODOT. Recent updates consider more factors, including the presence of Vulnerable Road Users, but the speed study process still places heavy emphasis on driver behavior that often exceeds the existing speed limit. This results in the speed limit not being reduced.

To potentially refine the process:

- Investigate including context-sensitive analysis concerning speed limits and roadway projects in the project development process
- Explore incorporating a complete streets approach to urban speed zoning
- Investigate new data sources and tools to potentially incorporate into current speed zoning processes
- Incorporate bike and pedestrian data into the speed limit criteria where appropriate

Action Item: Work with ODOT to Consider More Factors in Urban Environments in the Speed Study Process
Who: ODOT, Department of Public Service
Timeframe: 2023-24

9. ESTABLISH A FUNDING PROGRAM TO REDESIGN EXISTING CORRIDORS TO ACHIEVE DESIRED SPEED

Funding will support an existing speed limit reduction through a street redesign that encourages drivers to follow the desired speed limit. This allows for certain traffic calming design elements not permitted for use at the existing speed limit to be used in a redesign that simultaneously can change the speed limit.

Action Item: Establish a Statewide Funding Program to Redesign Existing Corridor to Achieve Desired Speed
Who: ODOT Safety Program
Timeframe: 2025-26

10. UPDATE COTA SAFETY EQUIPMENT

Operating a transit bus on multi-lane roadways in an urban environment is challenging. COTA bus operators, riders, and motorists driving alongside the transit vehicles can benefit from up-to-date safety technology incorporated into those vehicles such as:

- Improved blind side monitoring to alert COTA vehicle operators to pedestrians, bicyclists, and other vehicles in their blind spot
- Camera systems to provide improved visibility and real-time connectivity for live views of activity in and around the COTA vehicle

Action Item: Implement Blind Side Detection Systems on all COTA Buses
Who: COTA
Timeframe: By Action Plan Completion — Pending Approval by the COTA Board of Trustees for Capital Funding Requests

Action Item: Update COTA Vehicle Camera Systems with Improved Visibility and Real-Time Connectivity
Who: COTA
Timeframe: By Action Plan Completion — Pending Approval by the COTA Board of Trustees for Capital Funding Requests

11. CONTINUE TO INTEGRATE VISION ZERO PRINCIPLES INTO MORPC REGIONAL PLANS, PROGRAMS, AND PUBLIC POLICY ADVOCACY

The Mid-Ohio Regional Planning Commission (MORPC) is a leader for regional transportation policy, planning, and advocacy in Central Ohio. They are the lead agency for distributing millions in federal transportation dollars to Central Ohio communities for projects that may integrate Vision Zero principles.

Action Item: Integrate Vision Zero Principles into the Current Metropolitan Transportation Plan
Who: MORPC
Timeframe: 2023-24

Action Item: Update the Central Ohio Transportation Safety Plan and Integrate Vision Zero Principles
Who: MORPC
Timeframe: 2024

Action Item: Continue to Host Annual Regional Safety Forum and Advocate for Public Policy Supporting Vision Zero Principles
Who: MORPC
Timeframe: Continuous through Action Plan Completion

Action Item: Continue to Emphasize Vision Zero Principles and Safety Improvements in MORPC's Federal Transportation Funding Criteria
Who: MORPC
Timeframe: Continuous through Action Plan Completion



TRANSFORMING THE BUILT ENVIRONMENT

Changing the built environment of our local transportation system is based on data analysis and adopting and implementing policies and practices that prioritize safety to help eliminate fatal and serious crashes.

Strategies that will improve safety on the built transportation environment include:

1. REDUCE VEHICLE SPEEDS

Speed is recognized and prioritized as the fundamental factor in crash severity, especially for Vulnerable Road Users like pedestrians and cyclists.

Action Item: Identify and Pursue Speed Limit Reduction on Minimum of 10 Streets

Who: Department of Public Service in Coordination with ODOT

Timeframe: Continuous through Action Plan Completion

Action Item: Improve Signal Coordination along 15 Corridors

Who: Department of Public Service

Timeframe: Continuous through Action Plan Completion

Action Item: Incorporate New Speed Limit Sign Standards on 5 HIN Corridors

Who: Department of Public Service

Timeframe: Continuous through Action Plan Completion

Action Item: Initiate Construction of Lanes Reconfiguration to Support Speed Reduction on Minimum of 5 Corridors

Who: Department of Public Service

Timeframe: Continuous through Action Plan Completion

Action Item: Replace City's Residential Traffic Calming Program and Implement a Neighborhood Slow Zones Program, Implement 5 Slow Zones

Who: Department of Public Service

Timeframe: Continuous through Action Plan Completion

2. CONSTRUCT SAFETY IMPROVEMENTS

A data-driven approach and safety studies findings will guide determining locations where the built environment must be changed to improve transportation safety.

Action Item: Complete 10 Intersection Redesigns to Shorten Pedestrian Crossing Distance and Slow Turning Motorists' Speed

Who: Department of Public Service

Timeframe: Continuous through Action Plan Completion

Action Item: Construct 5 Safe Routes to School Capital Improvement Projects Identified in the Columbus School Travel Plan

Who: Department of Public Service

Timeframe: Continuous through Action Plan Completion

Action Item: Install 25 Miles of Sidewalk and Shared-Use Paths throughout Columbus

Who: Department of Public Service

Timeframe: Continuous through Action Plan Completion

Action Item: Create 25 Miles of Separated/Protected Bike Facilities by Upgrading Existing Unprotected Facilities and Creating New through Capital Improvement or Lane Reallocation Projects

Who: Department of Public Service

Timeframe: Continuous through Action Plan Completion

Action Item: Install 100 New or Upgraded Crosswalks with In-house Staff

Who: Department of Public Service

Timeframe: Continuous through Action Plan Completion

Action Item: Implement 5 Quick Build Safety Projects Aimed at Reducing Crashes

Who: Department of Public Service

Timeframe: Continuous through Action Plan Completion

3. ADOPT AND IMPLEMENT NEW CITYWIDE BIKEWAYS AND MICROMOBILITY PLAN

Planning for an updated Columbus Bikeways and Micromobility Plan has begun and is anticipated to take 18 months to complete. The plan will establish a bikeway network tying into the region’s bike lanes and trails, and identify the highest priority projects for construction.

Action Item: Identify High-Priority Bikeways Infrastructure Projects for Potential Funding; Complete Preliminary Engineering; Integrate into Capital Improvements Program for Implementation
Who: Department of Public Service
Timeframe: Initiate 2023-24, Continuous through Action Plan Completion

Action Item: Develop Design Guidelines for Micromobility Hubs and Bicycle/Micromobility Parking, Emphasizing Safe Access to the Low-Stress Network; Install 25 Hubs
Who: Department of Public Service
Timeframe: Continuous through Action Plan Completion

Action Item: Establish Community-Based Vision for Low-Stress Bikeway Network Based on Equitable Public Engagement
Who: Department of Public Service
Timeframe: 2023-24

4. DEVELOP A BIKE INFRASTRUCTURE MAINTENANCE PROGRAM

As the city continues to add separated bike infrastructure, a maintenance strategy for snow and ice removal and sweeping as well as development of Asset Performance Standards are critical.

Action Item: Implement a Maintenance Program and Develop Asset Performance Standards for Physically Separated Bike Facilities
Who: Department of Public Service
Timeframe: 2023-24

5. COORDINATE WITH AGENCY PARTNERS TO IMPLEMENT REGIONAL AND CROSS-JURISDICTIONAL INFRASTRUCTURE IMPROVEMENTS

Columbus shares a border with all municipalities in Franklin County, and collaboration between the communities is important to build a cohesive transportation network that provides mobility options throughout the region.

Action Item: Work with COTA to Develop Design Standards for Bus Rapid Transit and Other Transit Corridor Improvements That Enhance Safety for All Roadway Users
Who: Department of Public Service; COTA
Timeframe: 2023-2024

Action Item: Work with LinkUS Partners to Develop and Implement the LinkUS Transit-Supportive Infrastructure (TSI) Program, Emphasizing Creation of Separated Pedestrian and Bicycle Facilities for Safe Access to Transit
Who: Department of Public Service
Timeframe: 2023-2025

Action Item: Work with Regional Trails and Greenways Partners to Expand the Central Ohio Trail System; Prioritize Projects That Improve Safe Access to Trails at 10 Locations
Who: Department of Public Service
Timeframe: Continuous through Action Plan Completion

6. EXPLORE SMART STREET LIGHTING CAPABILITIES TO ENHANCE ROADWAY SAFETY

The Columbus Department of Public Utilities, Division of Power is implementing a program over several years to convert all city street lights to lights with smart technology.

Action Item: Work with Ohio Research Initiative for Locals (ORIL) to Investigate Potential Roadway Safety Uses for Smart Street Lighting
Who: Department of Public Service; Department of Public Utilities – Division of Power
Timeframe: 2023-2024



PURSUE CULTURE CHANGE TO SUPPORT TRAFFIC SAFETY FOR ALL

Community engagement is essential to building awareness of Vision Zero principles and achieving the goal to end crash deaths in our community. Engagement and education opportunities will help promote a culture of change for safe transportation as we are mindful of equity and factors that impact mobility in our Communities of Interest.

Strategies to promote a culture change include:

1. CONTINUE MULTILINGUAL OUTREACH AND EDUCATION CAMPAIGN

The campaign will continue to focus on increasing awareness of Vision Zero principles and traffic safety laws to encourage safe behaviors on our transportation system.

Action Item: Continue Vision Zero Ambassador Program to Facilitate and Encourage Leadership by Neighborhood Residents, Hold Vision Zero Conversations With 4,000+ Residents
Who: Department of Public Service
Timeframe: Continuous through Action Plan Completion

Action Item: Increase Public Awareness of Vision Zero by 20%
Who: Department of Public Service
Timeframe: Continuous through Action Plan Completion

Action Item: Install and rotate Vision Zero Posters in 50 or More Locations throughout the City with Impactful Safety Messages
Who: All Vision Zero Partner Agencies
Timeframe: Continuous through Action Plan Completion

Action Item: Continue Paid and Owned Media Strategies to Encourage Culture Change and Public Involvement in Vision Zero, and Produce Report Documenting Shifts in Public Opinion Toward Vision Zero Principles
Who: Department of Public Service
Timeframe: Continuous through Action Plan Completion

2. DEVELOP EFFECTIVE SAFETY ENFORCEMENT AND EDUCATION MESSAGING WITH THE DIVISION OF POLICE AND DIVISION OF FIRE

The Columbus Department of Safety is committed to supporting Vision Zero and decreasing crash deaths on Columbus streets.

Action Item: Increase Public Awareness through CPD and CFD social media, Earned Media, and Community Interaction
Who: Department of Public Service
Timeframe: Initiate 2023, Continuous through Action Plan Completion

3. ESTABLISH A CITY SCHOOL DISTRICT-WIDE SPEED REDUCTION CAMPAIGN

Columbus City Schools District-Wide Travel Plan Update indicates that, of the parents who responded to the district’s transportation survey, fast traffic speed was the most prevalent safety concern among families whose children walk or bike to school. The campaign will encourage and enforce safe driver behaviors.

Action Item: Develop District-Wide School Zones Speed Reduction Campaign
Who: Columbus City Schools; Department of Public Safety — Division of Police; Columbus Public Health
Timeframe: Initiate 2023-24, Continuous through Action Plan Completion

4. CONTINUE ANNUAL SCHOOL TRAFFIC SAFETY AWARENESS WEEK AND EXPAND THE NUMBER OF SCHOOLS USING THE TRAFFIC SAFETY AWARENESS WEEK ACTIVITIES AND CURRICULA

Columbus City Schools packaged traffic safety curricula and activity options for all grade levels, and followed up with 6 schools for implementation. This effort will work to expand the traffic safety curricula and awareness to additional schools, growing the program each year.

Action Item: Continue School Traffic Safety Awareness Week Curricula and Activities, Encouraging More Schools to Participate Each Year
Who: Columbus City Schools with support from the Department of Public Service
Timeframe: Annually, through Action Plan Completion





TRANSPARENCY & ACCOUNTABILITY

In this second Action Plan, Vision Zero remains committed to transparency and accountability. Evaluating our actions in terms of their impact toward eliminating fatal and serious injury crashes is important to maintaining accountability, identifying opportunities to improve, and ensuring success. Our focus will be both targeted and intentional.

The Vision Zero Columbus website at Columbus.gov/VisionZero has tracked progress of our first Action Plan's implementation, and we will continue these efforts as this Action Plan is carried out through 2028. The progress dashboard on the website will be updated biannually, and an annual report summarizing the work completed on the strategies will be posted.

Vision Zero will continue to update data and monitor our work to understand which strategies are yielding the desired results, and where we may need to pivot.

To ensure communities along the HIN are evaluated from engineering and socioeconomic perspectives, we will continue to improve our data gathering and analysis. Eliminating crashes on the HIN will go a long way toward eliminating fatalities and serious injuries on Columbus streets.

As we noted in our initial Action Plan, our strategies must work for everyone, and be accountable to everyone, for all modes of travel. This accountability in monitoring our performance will ensure that we continue to work collectively on actions that are advancing the goal of zero crash deaths and serious injuries on our city streets.

VISIONZERO
COLUMBUS^{*}
DRIVE SAFE. WALK SAFE. BIKE SAFE.