



Massachusetts Vision Zero Coalition and City of Cambridge release first Cambridge Vision Zero progress report

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MA Vision Zero Coalition in partnership with the City of Cambridge release first Progress Report evaluating Cambridge's traffic safety initiatives; Fatal traffic crashes in Cambridge remain low; Coalition and City outline specific opportunities for further progress

CAMBRIDGE: August 12, 2019 – The Massachusetts Vision Zero Coalition and the City of Cambridge jointly release a Progress Report assessing the City of Cambridge's implementation of its Vision Zero Action Plan. The Report outlines the City's accomplishments and challenges faced in the first year after the release of the Vision Zero Cambridge Action Plan, and provides next steps for implementation. The complete Progress Report may be reviewed online now: https://www.visionzerocoalition.org/year_one_progress_report

Fatalities caused by traffic crashes are relatively infrequent on city-owned streets in Cambridge. In the last ten years, four people have been killed in crashes while biking, and nine people have been killed in crashes while walking. There have been zero people killed in a crash while traveling in a motor vehicle. These low numbers of fatalities reflect the City's long-standing commitment to traffic safety.

"Even one death or serious injury caused by a crash on Cambridge streets is too many," said Joseph Barr, director of the Cambridge Traffic, Parking & Transportation Department. "We are working hard to make streets in Cambridge safe and comfortable for every person. Partnering with the Vision Zero Coalition on this report provides accountability from a third party on our progress, and builds upon our commitment to evidence-based decision-making and the good working relationship between advocates and the City."

Vision Zero has been well-integrated into operations and planning for the City, across departments. The City has set ambitious goals around reducing speeds, committing to implement a speed of 20 mph on primarily local-access streets around the city. In order to build on progress achieved and determine priorities for future action items, the City plans to release an updated Action Plan within the next year.

"It's important that the City is planning to develop indicators of success that can be tracked and shared back with the public," said George Schneeloch, member of local advocacy group, Cambridge Bicycle Safety. "We're looking forward to see what methods they develop to evaluate the safety effects of projects going forward."

In the Progress Report, the City of Cambridge is upfront about the challenges around accessing reliable data, which also impact other cities working towards Vision Zero. In particular, there are limitations around using Emergency

Medical Services (EMS) transport data to indicate serious injury numbers caused by crashes, which is a measure of Vision Zero success in addition to fatalities caused by crashes.

“It’s important that the City of Cambridge is clearly communicating what data is available to them,” said Wendy Landman, executive director of WalkBoston. “We’re confident that the City will work with local partners in the healthcare field, as well as continue to work closely with the Cambridge Police Department, to tackle these issues around crash reports and reliable data.”

“The process of working together on this report has been tremendously helpful for both advocates and city staff,” said Stacy Thompson, executive director of LivableStreets. “The Coalition looks forward to working hand-in-hand with the City of Cambridge on further planning, implementation, and evaluation efforts.”

Next steps from the Progress Report include:

- Update the Vision Zero Action Plan to reflect the progress achieved and to set new goals and timelines.
- Develop a Vision Zero webpage that builds off the existing webpage and incorporates additional information and resources, including an online map to collect public feedback about street safety issues and a data dashboard that provides high-level information like the number of crashes involving people walking and biking in an easy-to-access format.
- Begin conversations with partners in the region about opportunities to improve access to serious injury data.
- Develop a method to evaluate the safety effects of projects.
- Implement projects on Inner Mt. Auburn, Main St. (eastbound), and Ames St. (Main to Memorial Drive) in FY20.
- Implement a speed limit of 20 mph on primarily local-access streets, including a public outreach and education campaign.
- Continue building relationships with rideshare companies to facilitate driver education and training.
- Focus police enforcement on the most dangerous behaviors based on reliable data.