

# VISION ZERO OMAHA



ENDING TRAFFIC DEATHS

## COMMUNITY OPEN HOUSE

SECOND FLOOR  
ROOMS 201/205/209

# VISION ZERO OMAHA



ENDING TRAFFIC DEATHS

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ENDING TRAFFIC DEATHS

## WELCOME TO THE VISION ZERO COMMUNITY OPEN HOUSE



SKIP THE LINE. SIGN IN ONLINE.

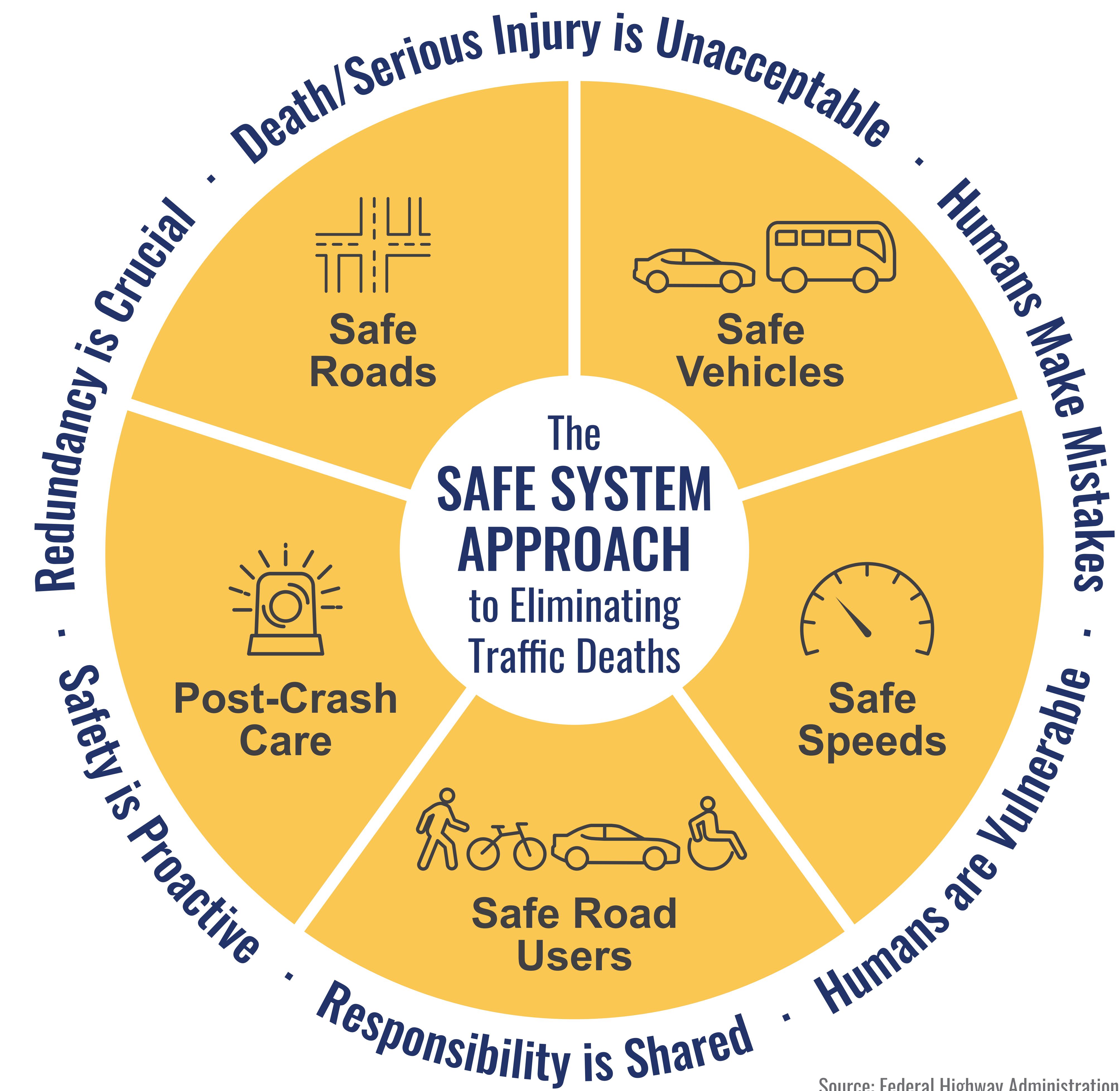


# WHAT IS VISION ZERO?

**Vision Zero is a new approach to traffic safety with the goal of eliminating all FATAL and SERIOUS INJURY traffic crashes.**

We do not have to accept deaths and serious injuries on our roads. Everyone deserves safe, accessible streets and sidewalks. Vision Zero is a global movement that began in Sweden in the 1990s to eliminate traffic deaths worldwide. It has now been endorsed by the US Department of Transportation.

More than 40 communities in the US have adopted the Vision Zero approach and are making progress. Omaha is one of these communities.



Source: Federal Highway Administration





# OMAHA IS COMMITTED TO VISION ZERO

**Omaha is embracing Vision Zero, a global initiative that rejects the belief that deaths and serious injuries on our roads are an acceptable cost of transportation mobility.**

The vision is ZERO deaths and ZERO serious injuries on our roads. Traffic crashes can be prevented. Mayor Jean Stothert made the commitment for Omaha to implement Vision Zero following the recommendations of the Omaha Vision Zero Task Force.

*“Vision Zero is a comprehensive and holistic approach to safer streets that enhances the quality of life for ALL of us in Omaha. The work of Vision Zero requires collaboration and leadership to improve safe mobility and access through a Safe System Approach.”*



**Mayor Jean Stothert,  
City of Omaha**





# WHY IS OMAHA PURSUING A VISION ZERO ACTION PLAN?

**To accomplish the goal of Vision Zero, the City of Omaha has been working to create a Vision Zero Action Plan.**

Based on the Safe Systems Approach, this plan is incorporating broad community and stakeholder input to lay out actionable and measurable strategies, and emphasizing design and policy solutions, including designing Complete Streets and lowering speeds for safety.

A Vision Zero Action Plan outlines the most important contributing factors in fatal and serious injury traffic crashes using a data-driven analysis. To address these factors, the plan includes strategies and the departments or organizations responsible for implementing the strategies needed to achieve our safety goal of ZERO.

**FROM 2011 TO 2020 ON OMAHA STREETS (EXCLUDING FREEWAYS), THERE WERE:**



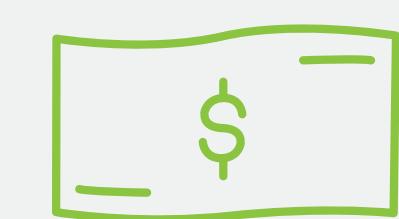
**261**

People Killed



**4,456**

People Injured

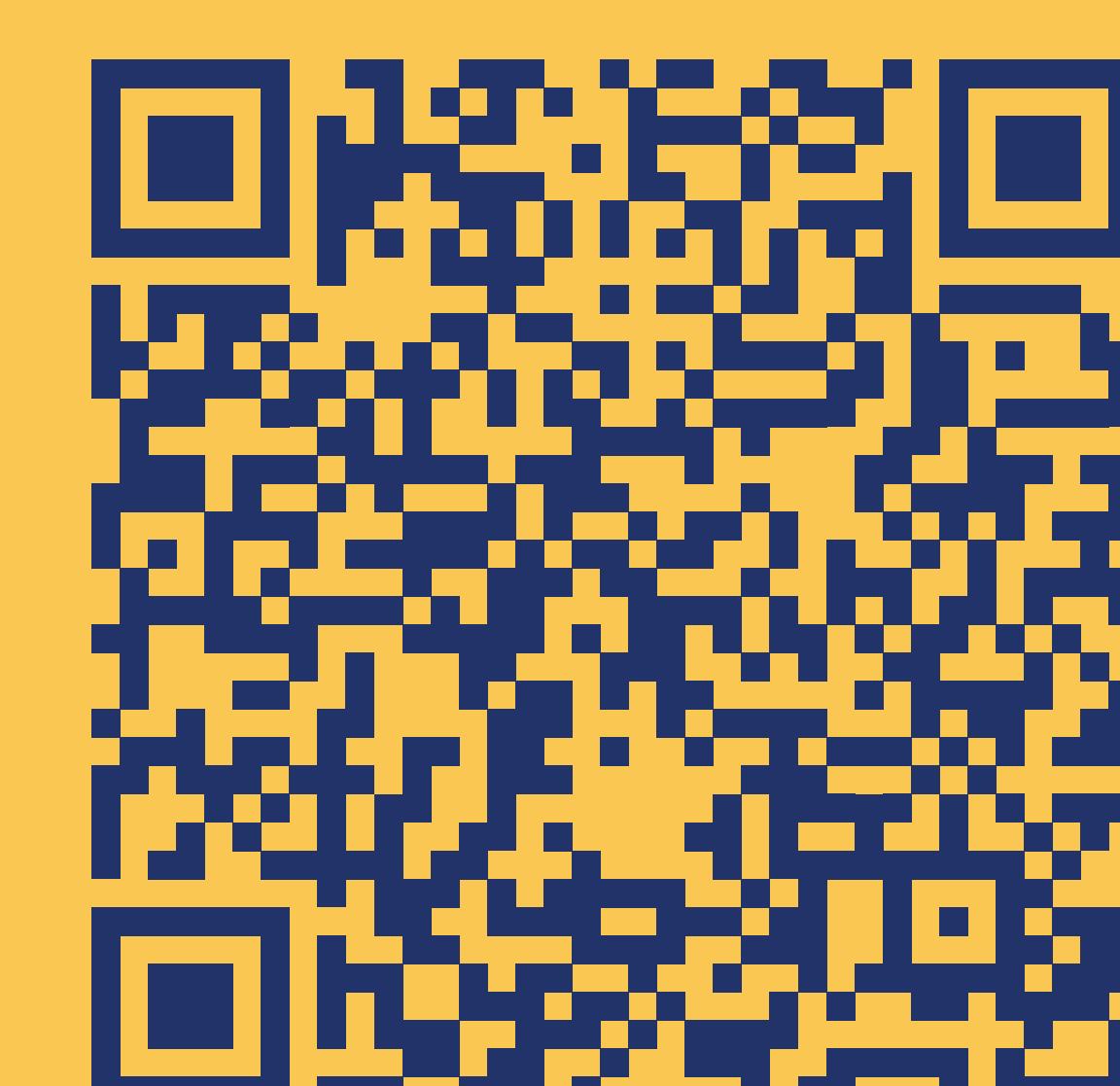


**\$4.1 B**

in Crash Cost to Society

**Nearly 5 people** are seriously injured every week in traffic crashes on average.

**Someone dies every 10 days** in traffic crashes on average.



**THE CITY OF OMAHA SET UP A CRASH DASHBOARD SHOWING THE TRAFFIC FATALITIES IN OMAHA.**

**TO VIEW, SCAN THE QR CODE AT LEFT.**

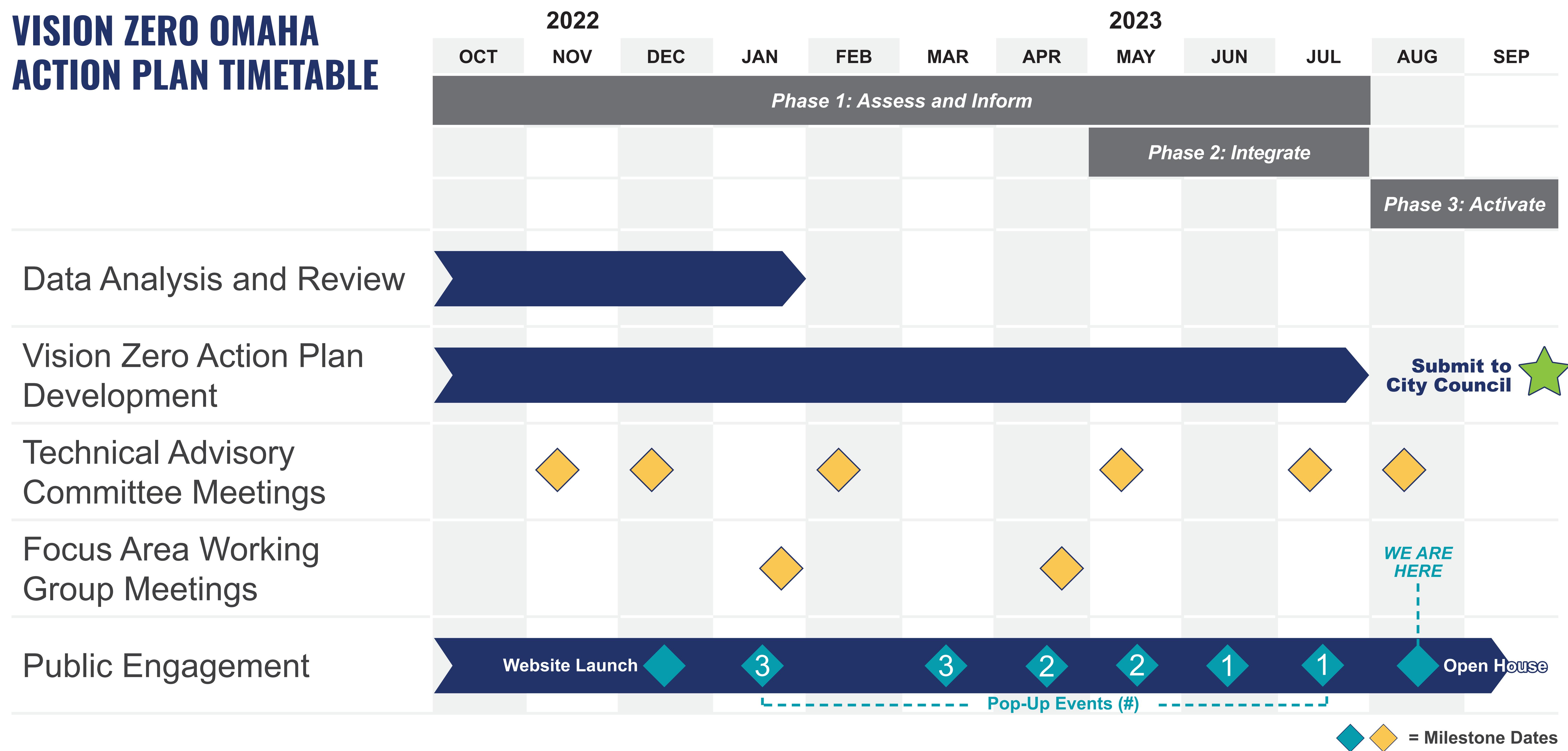




# TIMELINE OF THE VISION ZERO ACTION PLANNING PROCESS

**The Vision Zero Action Plan will be complete by Fall 2023**

## VISION ZERO OMAHA ACTION PLAN TIMETABLE





# VISION ZERO IS COMMUNITY INFORMED

As part of the Vision Zero Action Plan process, a Technical Advisory Committee (TAC) was developed to review data analysis and public input, determine safety focus areas, as well as filter, prioritize, and implement recommendations from specialized Focus Area Working Groups and public engagement.

The TAC was made up of a diverse blend of City of Omaha department staff, partnering agencies representatives, and members of community advocacy groups. The TAC met seven times, from November 2022 to July 2023 with the guiding principles listed at right in mind.

Organizations and members of the TAC included:

- Benson Business Improvement District
- Blackstone Business Improvement District
- Creighton University
- Douglas County Health Department
- Heartland Bike Share
- MAPA
- Metro Transit
- North 24th St BID
- Office of the Mayor
- Omaha City Planning
- Omaha Fire Department
- Omaha Parking & Mobility
- Omaha Police Department
- Project Extra Mile
- Safe Omaha Streets
- The Sherwood Foundation
- Verdis Group

## GUIDING PRINCIPLES OF THE PLAN



### ALL MODES OF TRANSPORTATION

Eliminate traffic deaths for people walking, biking, accessing transit, and driving.



### EQUITY

Focus on equitable safety solutions prioritized to the areas of greatest need to ensure safe access is available to everyone.



### DATA-DRIVEN SOLUTIONS

Based on industry best practices, evidence-based solutions, and local data analysis.



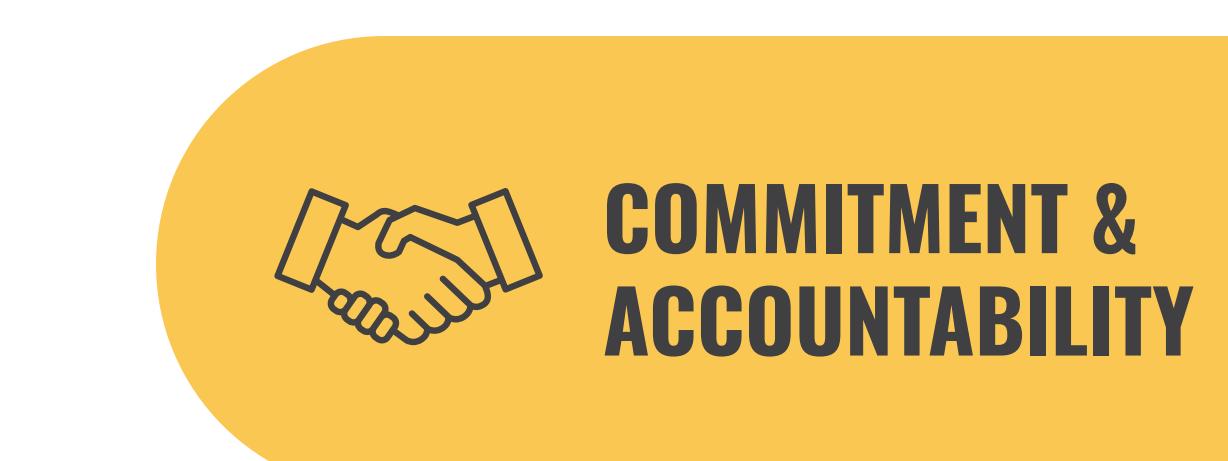
### PUBLIC INPUT

Guided by feedback from the public.



### EDUCATION

Inform the public of the importance of Vision Zero and a shared responsibility of all roadway users and city officials.



### COMMITMENT & ACCOUNTABILITY

Gain buy-in at all levels of leadership and guide alignment of funding, policies, and processes.



### URGENCY

Focus on quick action to address the urgent need to stop the continued loss of life and severe injuries.



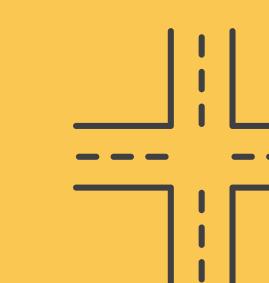


# VISION ZERO FOCUS AREA WORKING GROUPS



**The TAC's input was critical to the development of the Omaha Vision Zero Action Plan.**

Each member of the TAC shared their interest in the following Focus Areas and in which areas they wanted to be involved. They subsequently convened Focus Area Working Groups to help the TAC to identify specific recommendations related to addressing specific safety issues, including:



## INTERSECTIONS



## IMPAIRMENT (Alcohol, Drug, Distraction)



## PEDESTRIANS & BICYCLISTS



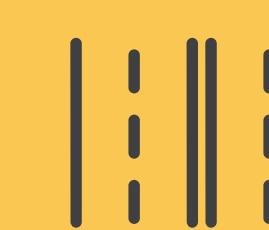
## SPEED



## EQUITY



## FUNDING POLICIES & PROCESSES



## HIGH-RISK ARTERIAL ROADS





“There’s more than you in the world.”

THE TEAM RECEIVED  
MORE THAN 580  
COMMENTS DURING  
OUR PUBLIC  
OUTREACH.

Comments were compiled from our 12 pop-up events and the Vision Zero website. At right is a list of words we heard during our outreach.

# What sticks out most to you?





# WHAT'S MOST IMPORTANT TO YOU?

## VOTING ACTIVITY

The Vision Zero Action Plan has proposed 27 recommendations, and we want the public's feedback on the strategies and policies proposed. Please choose a sheet of stickers and use each sticker as a 'vote.' **We encourage you to give your feedback on what's most important to you for community implementation across all areas of the Vision Zero Action Plan recommendations.**

### FOR THIS ACTIVITY, YOU WILL RECEIVE:

- One sheet of **8 green dot stickers**
- One sheet of **8 red dot stickers**

### RULES ARE AS FOLLOWS:

- Please review, consider and compare all options before sticking/voting with your dots.
- Feel free to vote more than once on a single option or to not vote. You are not required to use all 16 of your dots.
- Please do not add extra dots beyond your 8 dot stickers, and do not peel off dots or move dots.
- Use your **green dots to show your support** for ideas and **red dots to show your opposition.**
- Questions? Ask a project staff member.



**TO PARTICIPATE  
IN THE ACTIVITY  
ONLINE, SCAN THE  
QR CODE AT LEFT**



# SAFE SPEEDS

# VISION ZERO OMAHA



## STRATEGY RECOMMENDATIONS

### SPEED MANAGEMENT PLAN

This plan will review citywide speed limits and driver speeds throughout the city. Recommendations will include reducing speed limits in specific locations, identifying speed management areas, and designating areas for traffic calming.

**SUPPORT**

**OPPOSE**

### SPEED FEEDBACK SIGNS

Speed feedback signs dynamically show the driver's speed and the posted speed limits and have been shown to slow overall speeds where deployed. The decision of where to deploy these signs will be determined through a data-driven and public input process.

### ENHANCED POLICE SPEED ENFORCEMENT

Speed enforcement is highly effective in slowing speeds and encouraging drivers to obey speed limits. The Omaha Police Department currently conducts speed enforcement, but this enforcement should be expanded. Alternate enforcement tactics such as police-operated photo radar enforcement and high-visibility speed enforcement should be explored.



# SAFE SPEEDS

# VISION ZERO OMAHA



## POLICY RECOMMENDATIONS

### SAFE SPEED LIMITS

The City Engineer will adopt a policy outlining the process for setting posted speed limits on specific streets. The speed limits will incorporate prevailing speed, as well as crash history, pedestrian and bicycle activity, and land use context among other aspects.

**SUPPORT**

**OPPOSE**

### TRAFFIC CALMING PROGRAM

Traffic calming measures include speed humps/tables, chicanes, and other features that use self-enforcing physical or psycho-perception means to produce desired effects. The city will establish a project prioritization framework based on crash and speed data.



## STRATEGY RECOMMENDATIONS

### COMMUNICATIONS + OUTREACH SUPPORTING LAW ENFORCEMENT

Reinvest in existing efforts and effectively promote traffic safety priorities and engage the public, communications campaigns should focus on speed enforcement, red-light running, impairment, and occupant protection.

**SUPPORT**

**OPPOSE**

### LEVERAGE PUBLIC-PRIVATE PARTNERSHIPS

The City of Omaha has a history of strong private support for public projects, and this can extend to Vision Zero. The city should seek private support in the form of funding, expertise, volunteers, and marketing.

### ENHANCED POLICE IMPAIRMENT ENFORCEMENT

OPD currently conducts impairment enforcement and it is highly effective in removing impaired drivers from the roads. Alternate enforcement tactics such as high visibility saturation patrols and publicized sobriety checkpoints should be explored.

### SUPPORT TRANSIT USE EXPANSION

Increasing transit use is one of the best ways to achieve Vision Zero. Make strategic investments in first-mile/last-mile pedestrian infrastructure, to continue to expand the Streetcar system, and to enhance bus operations.



## POLICY RECOMMENDATIONS

### POLICE TRAFFIC SAFETY VISION AND VALUES

OPD has a set of Vision and Values statements focused on crime prevention, public service, transparency, and employee growth, but should revise to explicitly include traffic safety as a core component of the department.

**SUPPORT**

**OPPOSE**

### DRIVERS EDUCATION FINANCIAL ASSISTANCE

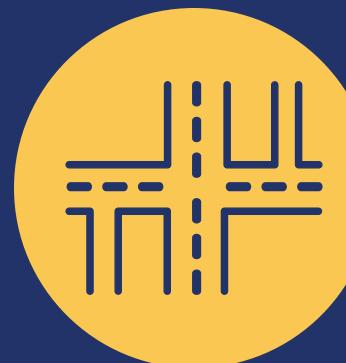
Effective driver's education is critical to safer roads. The City of Omaha should provide financial assistance for teens in low income households for this drivers education program or a similar program.

### CRIMINAL JUSTICE REFORM

The City of Omaha should establish a Committee for Criminal Justice Reform for Impairment, including stakeholders from the county, city, police, prosecutors, and experts to assess existing and new policies to handle impairment more effectively.

### COMMUNITY MENTAL HEALTH AND SUBSTANCE ABUSE PROGRAMS

The city should provide support by including educational campaigns and outreach efforts to raise awareness about the risks of impaired driving. Additionally, investing in accessible and comprehensive treatment and rehabilitation services. Additionally, investing in accessible and comprehensive treatment and rehabilitation services, can greatly assist individuals in overcoming addiction and managing their mental health effectively.



## STRATEGY RECOMMENDATIONS

### SAFE ROUTES TO SCHOOL

The Safe Routes to Schools (SRTS) program is a national framework to improving safety of students walking and biking to school. The city should strive to have an SRTS plan for every elementary school in the city.

**SUPPORT**

**OPPOSE**

### PEDESTRIAN SAFETY ZONES

Pedestrian Safety Zones are geographic areas where a high concentration or potential of severe crashes exist. These locations should be identified and a plan created to systematically improve pedestrian safety and slow vehicle speeds in the area.

### FATAL CRASH REVIEW COMMISSION

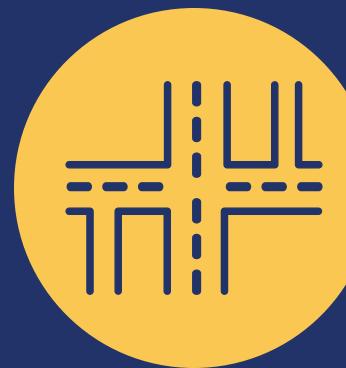
Omaha should convene a multi-disciplinary commission to review crash circumstances for all fatal crashes and make recommendations on systemic changes within the Safe System framework to incorporate into future safety efforts.

### ROAD SAFETY AUDITS

Road Safety Audits follow a formal process utilizing a multidisciplinary group that reviews street safety aspects and makes recommendations. The city should choose target multiple locations each year to perform a Road Safety Audit.

### VISION ZERO CAPACITY BUILDING

To enhance the integration of Vision Zero practices with various city departments, the City should develop a comprehensive training program for all city staff on Vision Zero issues, policies, and countermeasures.



## POLICY RECOMMENDATIONS

### DEI BOARD INVOLVEMENT

To promote equity within the Vision Zero framework, the city should empower the Diversity, Equity, and Inclusion Board to work collaboratively with city agencies to ensure activities prioritize safety and equity while avoiding disproportionate impacts on vulnerable communities.

**SUPPORT**

**OPPOSE**

### VISION ZERO RESOLUTION

The City of Omaha should create a Vision Zero resolution outlining concrete objectives. These goals should involve reducing fatal and serious injury crashes by 50% by 2035 and eliminating them by 2045.

### INTERSECTION CONTROL EVALUATION POLICY

Omaha Public Works will adopt an Intersection Control Evaluation (ICE) process to evaluate the safety, operations, ped/bike access, cost, and other factors. A benefit-to-cost ratio will be utilized to select the most appropriate control type.

### COMPLETE STREETS DESIGN GUIDE

Omaha's Complete Streets Design Guide (CSDG) encompasses project design steps from project development, design, to construction. The city should update the CSDG to supplement the strategies to align with the principles, focus areas, and countermeasures outlined in this plan.

### TRAFFIC SAFETY GUIDELINES FOR PRIVATE DEVELOPMENT IMPACT STUDIES

The Driveway Regulations and Guidelines manual establishes a set guidelines to private developers in order to provide access to public streets. A crash analysis should be performed and require positive safety benefits.

### PRIORITIZED CIP PROCESS

Safety has always been part of the Capital Improvement Program (CIP) process, but not as a formally adopted performance criteria. The City of Omaha should formally incorporate the goals and language of the Vision Zero Action Plan into the 2025-2030 CIP.

# High Injury Network (HIN) & High Injury Intersections (HII)



The HIN makes up only **9.5%** of road miles in Omaha, but accounts for **62%** of all fatal and serious injury crashes.



**Over 40%** of the HIN is located in historically disadvantaged areas.



Out of 15,000+ intersections in Omaha, just **156 account for 33%** of all fatal and serious injury crashes.

## TOP 3 HIGH INJURY SEGMENTS IN OMAHA


SEGMENT	FATAL CRASHES (10-YEARS)	SERIOUS INJURY CRASHES (10-YEARS)
Sprague Street N 20th St to N 24th St	1	4
Woolworth Avenue S 29th St to S 32nd Ave	2	2
I Street S 116th St to S 120th St	1	3

## TOP 3 HIGH INJURY INTERSECTIONS IN OMAHA

INTERSECTION	FATAL CRASHES (10-YEARS)	SERIOUS INJURY CRASHES (10-YEARS)
Saddle Creek Road & Leavenworth Street	2	7
N 42nd Street & Sorensen Pkwy	3	4
N 42nd Street & Ames Avenue	1	7

## LEGEND

- Highest-Injury Intersection
- Higher-Injury Intersection
- ● High-Injury Intersection
- High-Injury Network
- Historically Disadvantaged Census Tract



# Pedestrian & Cyclist Fatal & Serious Injury Crashes



**61%** of pedestrian fatal and serious injury crashes occur on just **2.7%** of our roadways.



**2 out of 3** pedestrian fatal and serious injury crashes are in **historically disadvantaged areas**.




**44%** of bicycle fatal and serious injury crashes are in **historically disadvantaged areas**.

## TOP 5 HIGH INJURY PEDESTRIAN & CYCLIST SEGMENTS IN OMAHA

SEGMENT	FATAL CRASHES (10-YEARS)	SERIOUS INJURY CRASHES (10-YEARS)
Cuming Street N 15th St to N 24th St	2	4
Dodge Street S 30th St to N Saddle Creek Rd	3	14
Maple Street S 90th St to N 102nd St	2	5
Q Street S 27th St to S 36th St	1	4
Leavenworth Street S 42nd St to S 24th St	4	2

## LEGEND

- Pedestrian/Bicycle Fatal Crash
- Pedestrian/Bicycle Serious Injury Crash
- Historically Disadvantaged Census Tract





# Safety Countermeasures

## INTERSECTION

### Roundabouts 80% Crash Reduction Potential

Construct modern roundabout where a stop control or signalized intersection exists.

### Systemic Traffic Signal Improvements 10-40% Crash Reduction Potential

Upgrade signal hardware, signal timing (Leading Pedestrian Intervals, flashing yellow arrow, etc.), red light indicator lights, or remove signal.

### Intersection Traffic Calming/Curb Extensions 30% Crash Reduction Potential

Narrow overall width of the road at the intersection with curb extensions (bulb outs/bump outs).

### Reduced Left-turn Conflict Intersections 55% Crash Reduction Potential

Implement Restricted Crossing U-turn (RCUT) or Median U-turn (MUT), right-in/right-out designs in either an unsignalized or signalized format.

## ROADWAY

### Road Diets 40% Crash Reduction Potential

Reduce the number of through lanes on roadways with excess capacity and/or safety issues. For example convert 4-lane undivided to 3-lanes with center turn-lane.

### Traffic Calming 30% Crash Reduction Potential

Systematically install bulb outs, intersection curb extensions, chicanes, and tighten curb radii.

### One-way to Two-way Conversion 30% Crash Reduction Potential

Convert one-way streets to two-way, incorporating elements of road diets and traffic calming.

### Roadway Lighting 10% Crash Reduction Potential

Install and improve lighting on roadways, especially at known low-light road segments and at all pedestrian crossings.

### Access Management/Raised Medians 20% Crash Reduction Potential

Install raised medians for access management and to create a physical barrier between opposing directions of traffic.

### Add Center Median 45% Crash Reduction Potential

Expand roadway to add a center median to provide left turn lanes and raised median access management.

## PEDESTRIAN & CYCLIST

### Sidewalks & Paved Shoulders 65% Crash Reduction Potential

Install or update all roads to have ADA compliant pedestrian walkways, shared use paths, sidewalks, or roadway shoulders.

### High Quality Pedestrian Crossing 30-60% Crash Reduction Potential

Possible enhancements include: high visibility crosswalk, flashing beacon, and/or refuge island. Crosswalk should have street lighting.

### Off-Street Trails 65% Crash Reduction Potential

A path alongside a road separated from traffic, designed for use by pedestrians, cyclists, and other non-motorized modes.

### Bicycle Boulevards 60% Crash Reduction Potential

A street that's redesigned to prioritize cycling, with traffic calming measures and bike-friendly infrastructure. Only appropriate for low volume roads.

### Bicycle Lanes 60% Crash Reduction Potential

Dedicated areas of the road for cyclists, marked with painted lines to provide safe and separated travel paths. Only appropriate for low volume roads.

### Protected Bicycle Lanes/Cycle Tracks 70% Crash Reduction Potential

A bike path that is physically separated from the road and other traffic, often by a curb or barrier.

## Comments



# STAY ENGAGED WITH VISION ZERO



## Engage with Us

Have questions or ideas you want to share?  
We want to hear from you.

[www.OmahaVisionZero.com](http://www.OmahaVisionZero.com)

Phone: 402-444-5220

Email: [VisionZero@cityofomaha.org](mailto:VisionZero@cityofomaha.org)

Twitter: [@omahapublicwrks](https://twitter.com/omahapublicwrks)



## Give Input

Visit [www.OmahaVisionZero.com](http://www.OmahaVisionZero.com) to identify a location on a map where you feel unsafe driving, walking, or biking.

Scan the QR code at right to submit comments online.

