

From: [Martha Silver](#)
To: [Martha Silver](#)
Subject: VISION ZERO AND BEYOND: Some Unconventional Thoughts
Date: Thursday, February 22, 2024 11:26:13 AM

From: Howard
Date: Sunday, February 18, 2024 at 9:55 PM
To: Ky-Nam Miller <kmiller@bayareametro.gov>, Martha Silver <MSilver@bayareametro.gov>
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VISION ZERO AND BEYOND + Doing More With Less

Hi Everyone, Food for unconventional thought. With budget crisis after crisis, simplicity and design clarity seems a wise approach, merging multiple projects and disciplines---with beauty and efficiency paramount. Post-pandemic, things have changed, requiring more imaginative ways to solve problems. For example, the public realm is one of those universal connectors of everything we do. So, combining art, design, engineering, psychology, technology and multi-disciplines can be cheaper, safer, simpler---and more beautiful. Not every world-class public realm is the same. Sometimes, urban chaos is exciting. Sometimes, urban clarity is calming. But essentially, streetscape design needs to energize spaces---throughout the day. Whether by pedestrians, traffic or transit (all mobility modes), crowded/ congested streets slow things down. When intersections are painted with artwork, even if all traffic lights/ stop signs are removed, pedestrian/ driver safety improves because the psychology is that people are forced to look into each others' eyes---to see what the other is doing. Our brains automatically say "Slow down! Be extra careful!" Best, Howard Wong, AIA

STREETS BLOG: STUDY: Asphalt Art Decreases Vulnerable Road User Crashes By 50 Percent https://usa.streetsblog.org/2022/04/22/study-asphalt-art-decreases-vulnerable-road-user-crashes-by-50-percent/#new_tab Turns out, paint *can* be protection, at least when it's done right. Installing asphalt art on roads and intersection can cut crashes between motorists and other road users by a staggering 50 percent, a new study finds — and the experts behind it say its time for policymakers to treat this life-saving traffic-safety treatment as more than just a frill. Not only did the projects slash crashes involving vulnerable road users in half, they also lessened injury-causing crashes by an average of 37 percent, and cut *overall* crashes by 17 percent, too. Drivers even yielded to pedestrians in colorful crosswalks 27 percent more often, even though many intersections featured high-visibility paint before.

ARCHITECT: Asphalt Art Initiative expands pedestrian safety program to these 25 North American Cities <https://archinect.com/news/article/150398775/asphalt-art-initiative-expands-pedestrian-safety-program-to-these-25-north-american-cities>



PROJECT FOR PUBLIC SPACES: Hans Monderman:
<https://www.pps.org/article/hans-monderman>

MEDIUM: Less is More: Designing Streets for Safety
<https://medium.com/sutherland-labs/less-is-more-designing-streets-for-safety-18c324b248d4>

YOUTUBE: Shared Spaces - Naked Streets - How it all started.
<https://www.youtube.com/watch?app=desktop&v=jYpUbnjJgM>

CLEAN TECHNICA: Why Doesn't The U.S. Have More Roundabouts?
https://usa.streetsblog.org/2022/09/22/we-couldnt-take-a-roundabout-out-if-we-wanted-to-an-interview-with-jim-brainerd-mayor-of-carmel-ind#new_tab

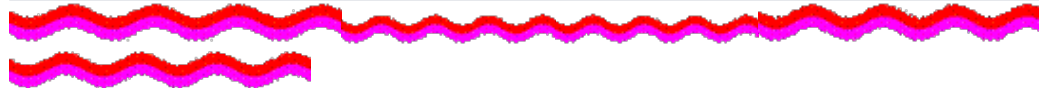


REUTERS: Bike-friendly Paris votes to triple parking fees for SUVs
<https://www.reuters.com/sustainability/bike-friendly-paris-votes-raising-parking-fees-suvs-2024-02-03/>

ARCHDAILY: How Tactical Urbanism Helped Conquer the Streets of Jersey City
https://www.archdaily.com/995264/how-tactical-urbanism-helped-conquer-the-streets-of-jersey-city?utm_medium=email&utm_source=ArchDaily%20List&kth=3,660,081

DEZEEN: [Champs-Élysées avenue in Paris to become "an extraordinary garden"](https://www.dezeen.com/2021/01/12/champs-elysees-avenue-paris-extraordinary-garden/)
<https://www.dezeen.com/2021/01/12/champs-elysees-avenue-paris-extraordinary-garden/>

BLOOMBERG: Car-Clogged Paris Avenue Gets a Pedestrian Makeover
<https://www.bloomberg.com/news/features/2023-06-26/avenue-de-la-grande-armee-gets-new-design-to-remove-car-lanes>



BICYCLING: Oslo Just Proved Vision Zero Is Possible
<https://www.bicycling.com/news/a30433288/oslo-vision-zero-goal-2019/>

CBS: Hoboken touts success of Vision Zero safety program; city hasn't had a traffic fatality in 7 years
<https://www.cbsnews.com/newyork/news/hoboken-vision-zero/>

WNYC: A New Jersey city achieved 0 traffic deaths in 4 years with quick, high impact ideas
<https://www.wnyc.org/story/a-new-jersey-city-achieved-0-traffic-deaths-in-4-years-with-quick-high-impact-ideas/>

BLOOMBERG: The New Jersey Mayor With a Plan to End Traffic Death
<https://www.bloomberg.com/news/features/2023-11-20/this-new-jersey-mayor-ended-traffic-deaths-with-a-vision-zero-plan>

BLOOMBERG: Where "Vision Zero" Is Working
<https://www.bloomberg.com/news/articles/2022-11-25/the-us-cities-where-vision-zero-traffic-safety-fixes-are-working>

STREETSBLOG: Five Things to Learn From NYC's Decade of Vision Zero

Successes And Shortcomings M<https://usa.streetsblog.org/2024/02/12/five-things-to-learn-from-nycs-decade-of-vision-zero-successes-and-shortcomings>

STANDARD: San Francisco is losing 14,000 street parking spaces. Here's why <https://sfstandard.com/2024/01/11/san-francisco-street-parking-crosswalks-california-law/> In 2024, in addition to curbing tires, checking bumpers and [always reading street signs](#), motorists must now avoid parking within 20 feet of the approach of a crosswalk. The change to the Vehicle Code is a result of [Daylighting to Save Lives Bill AB 413](#), which requires cities across the state to “daylight”—clear sight lines between drivers and people crossing the street by removing parking—to reduce the chances of dangerous crashes.

