



**VISION
ZERO
CHICAGO**

West Side Plan



TABLE OF CONTENTS



Vision Zero West Side Initiative	1
What is Vision Zero?	2
Vision Zero Principles	3
Vision Zero West Side Principles	4
Why This Matters	5
Vision Zero Engagement Method	6
What People Said	10
What the Data Shows	12
Aligning Common Goals	16
Scalable Solutions	18
Recommendations - Austin	21
Recommendations - Garfield Park	33
Recommendations - North Lawndale	43
Appendix	55



VISION ZERO WEST SIDE INITIATIVE

The Vision Zero West Side Plan is a guiding document that describes the traffic safety priorities of three West Side communities and the resources available or needed to address them. Austin, North Lawndale, and Garfield Park are the focus West Side neighborhoods identified as High Crash Areas in the Vision Zero Chicago Action Plan.

As part of Vision Zero is city-wide efforts to eliminate traffic fatalities and serious injuries by 2026, community-led traffic safety plans such as this one are being developed to reflect community-specific needs and character. The strategies recommended in this plan include community-led and data-driven solutions to address the conditions of the physical environment and the behaviors that cause severe traffic crashes.

The Vision Zero West Side initiative and community engagement rolled out in conjunction with the release of the Vision Zero Chicago Action Plan in Summer 2017. The table below summarizes milestones from the West Side engagement process.

Vision Zero Chicago data summary

Vision Zero Chicago identified

8

communities as High Crash Areas

Only

25%

of the City's total population resides in these eight communities

But they collectively account for

36%

of fatal crashes annually

Milestones

SUMMER 2017	Initiative rolled out. Four organizers engaged community members at multiple community events and meetings.
FALL 2017	Held three Vision Zero open houses.
WINTER 2017	Facilitated a West Side "round table" with dozens of community groups and stakeholders.
SPRING 2018	Continuous one-on-one conversations with key community stakeholders.
SUMMER 2018	Facilitated West Side Events Series. Department of Transportation Bicycle Ambassadors led outreach in the Vision Zero High Crash Areas.
FALL 2018	Developed draft recommendations for the West Side and reviewed the document with community stakeholders.

WHAT IS VISION ZERO?

VISION ZERO'S CORE CONCEPTS BEGAN IN SWEDEN IN THE 1990S, BUT HAVE SINCE BEEN ADOPTED BY A NUMBER OF MAJOR U.S. CITIES AND ACROSS THE WORLD. VISION ZERO CHICAGO IS COMMITTED TO ELIMINATING DEATH AND SERIOUS INJURY FROM CRASHES BY 2026.

VISION ZERO IS BOTH THE COMMITMENT AND THE APPROACH TO ELIMINATING DEATH AND SERIOUS INJURY FROM TRAFFIC CRASHES.

BY CHANGING HOW WE DESIGN, USE, AND VIEW OUR STREETS, WE CAN MAKE THEM SAFER FOR EVERYONE.



VISION ZERO PRINCIPLES



EVEN ONE LIFE LOST IN A TRAFFIC CRASH IS UNACCEPTABLE

We all have the right to walk, bike, take public transit, and drive on streets that are safe for everyone, regardless of who we are or where we live.

TRAFFIC CRASHES ARE PREVENTABLE

Traffic crashes are not “accidents.” Vision Zero brings together the policies, partnerships, and technologies to influence the conditions and behaviors that lead to serious crashes and prevent fatalities.

TRAFFIC SAFETY IS A SHARED RESPONSIBILITY

The Vision Zero initiative builds a partnership between City leadership and the public to prioritize human life and the safety of our streets. Vision Zero Chicago is committed to reducing traffic crashes that cause death and serious injury through an equitable distribution of resources and inclusive community engagement.

VISION ZERO WEST SIDE PRINCIPLES

INVEST EQUITABLY

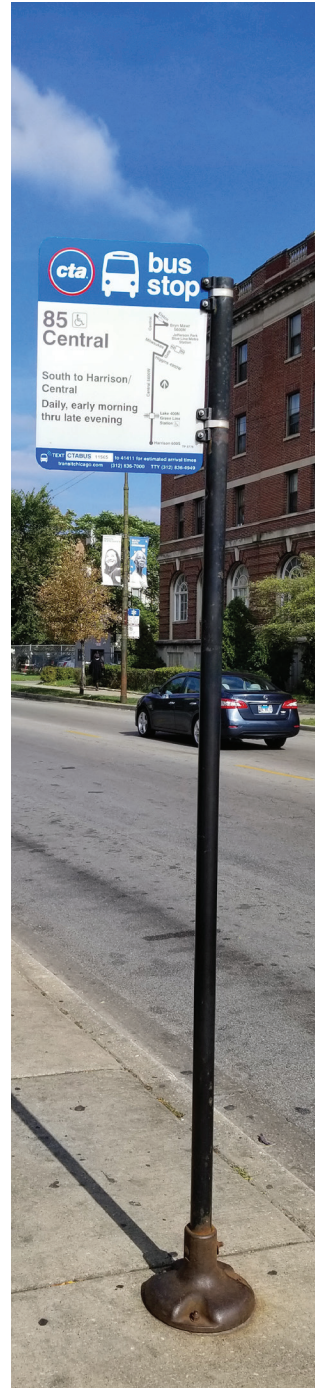
All Chicagoans have the right to safe streets. Traffic crashes cannot be addressed without considering the disparity of where they occur and whom they impact. In the West Side, Vision Zero Chicago commits to prioritizing equity in all projects, programs and policies, and to implementing a comprehensive approach to address traffic violence in the context of interpersonal violence, quality of life, business development and job creation.

EDUCATE & ENCOURAGE

Vision Zero Chicago is committed to educating community members on the impacts of traffic violence and encouraging them to adopt safer behaviors when driving, walking, biking, and taking public transit. In addition, Vision Zero Chicago encourages individuals and businesses to consider other alternatives to single occupancy automobile trip choices to mitigate traffic congestion, improve air quality, and increase positive community health impacts.

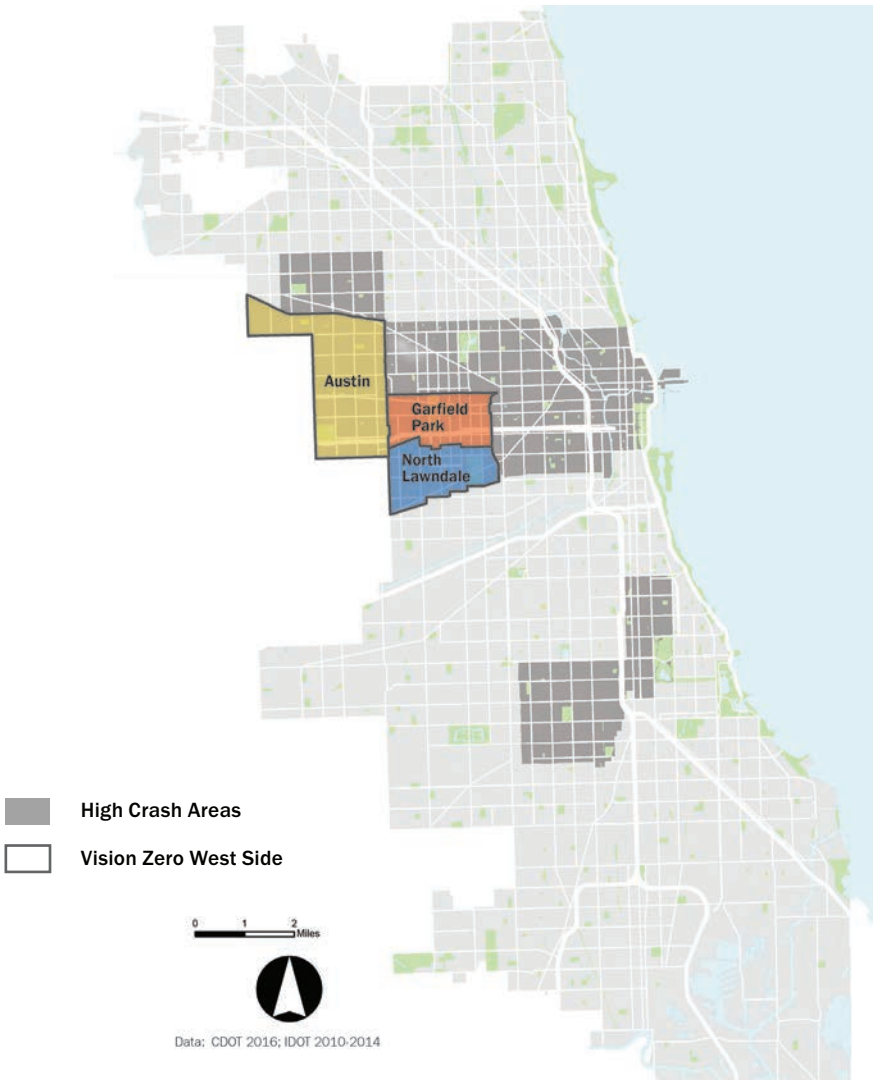
ECONOMIC & COMMUNITY COHESION

Streets should serve the needs of all community members, no matter how they get around. Well-designed and programmed streets provide more than mobility for all modes of transportation. Vision Zero Chicago and its partners will work together to develop a healthy and safe environment to support the local economy and promote community cohesion through effective programming that engages community members and reactivates public spaces.



WHY THIS MATTERS

THE WEST SIDE EXPERIENCES SIGNIFICANTLY HIGHER RATES OF FATAL CRASHES AND SERIOUS INJURIES THAN OTHER CHICAGO COMMUNITIES.



VISION ZERO ENGAGEMENT METHODS

The primary goal of this enagement process was to collect input from residents to develop strategies that reflect community priorities and address the five most dangerous driving behaviors (see page 13) and other traffic safety issues.

All Chicagoans use streets daily, and they all want to feel safe doing so. However, street design and infrastructure are not something most people think about on a regular basis as priorities to increase safety.

Uneven sidewalks, lack of street lighting, dangerous intersections and other issues affect us all. Vision Zero helps community members understand the connection between elements in our built environment that contribute to creating safer streets, such as crosswalks and pedestrian islands, to the behavioral changes needed to build a culture of safety.



FRAMING THE MESSAGE

Vision Zero’s message is framed to enhance collaboration and understanding on how traffic safety strategies can move forward community goals such as:

- Improving public health by encouraging walking, running, and cycling.
- Creating more vibrant streets where people feel safer.
- Improving the perception of safety by reactivating streets and public spaces.
- Reducing traffic congestion and speeding by installing bike lanes, pedestrian islands, and other street design elements.
- Spurring more community pride and a stronger sense of place.
- Sharing the responsibility of improving traffic safety with police, community members and other partners.



Vision Zero West Side outreach:

9,000

West Side residents engaged by Vision Zero organizers

130+

Meetings and Events attended by organizers

329

Map data points collected from residents

285

Written surveys collected

73

Locations where behavioral observations were conducted

Vision Zero West Side
engagement:

4

West Side Community
Events

800+

People engaged

170

Vision Zero Pledges
signed

50

Events attended by
Bike Ambassadors in
the West Side

1

Rapid Delivery Safety
Improvement Lake &
Kedzie

LEARNING FROM COMMUNITY INPUT

The lessons learned that guided the development of the Vision Zero West Side Plan include the following:

- Factors that influence safe streets include and extend beyond traffic and infrastructure. Personal violence and criminal activity are the main reasons for not feeling safe biking, walking or using public transportation, followed by dangerous driving.
- A lack of destinations is seen as one of the biggest barriers to traveling throughout the West Side. People feel there are not enough places they want to go in their neighborhoods.
- Residents would like to see the Chicago Police Department involved in Vision Zero primarily through education and community engagement events.
- Respondents want events such as walking tours, community bike rides, and community-led forums in their neighborhoods.
- Community members are eager to implement actions to improve traffic safety in the West Side.

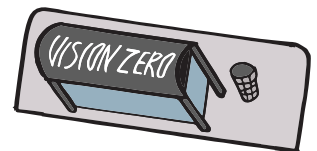
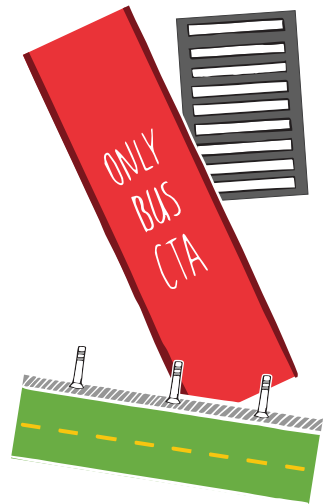


ENGAGEMENT TOOL HIGHLIGHT: “DESIGN A STREET”



The goal of the “Design a Street” activity was to help community members envision an ideal safe street while learning about different changes that can be made to any given street.

Participants experiment with dozens of magnetic pieces depicting streetscape elements such as stop lights, sidewalks, kids on bikes, emergency vehicles, bus shelters and bump-outs. Buildings and landmarks from each community make the exercise more personal. All the pieces are labeled and reference photos were provided so to help people become more familiar with engineering terms such as “bump-outs.”



This approachable activity allows people of all ages to learn about street design and infrastructure through interactive visualization. It also encourages them to ask questions and imagine possibilities to transform their own streets.

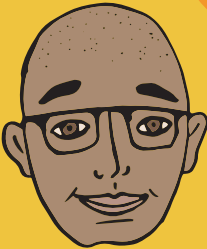
WHAT PEOPLE SAID

The following perspectives from West Side residents represent common themes the Vision Zero team heard throughout the engagement process:



"Everyone goes way too fast down Ogden. And off the busy streets, no one pays attention to the stop signs. It can be hard to cross the street even in a car, let alone walking or biking. It's dangerous and no one seems to be enforcing traffic laws."

"A lot of people come through Lake and Kedzie going to and from the Green Line. The lighting is bad there and it doesn't feel safe."



"I was surprised that I live near a High Crash Area and that my community has so many crashes despite not having as much density as other places. I don't know how to undo decades of disinvestment on the West Side, but education would help change the culture to make it unacceptable to violate traffic rules."

"My ideal street would have a bike zone, so that cars know that's not where they're supposed to go. A lot of people ride bikes so we don't want them getting run over because of the cars."



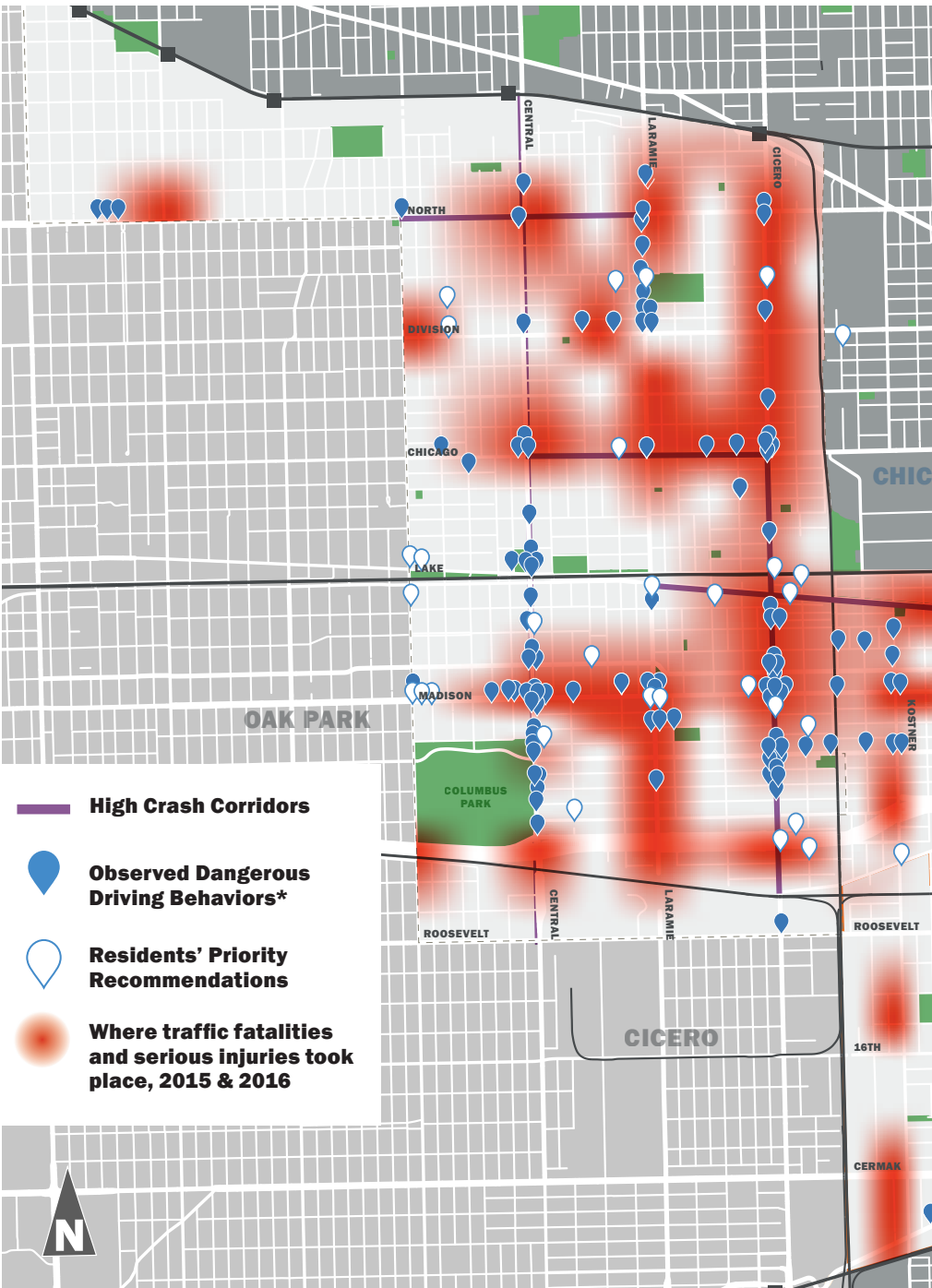
"I frequently drive on Lake Street, but I'm still not used to the bike lane there. I was trying to turn and wasn't sure where to do it with all the new markings. I got pulled over, but I just had no idea about how to drive with a bike lane!"

"I'm a competitive runner but I run far from home because it's just not worth it when the sidewalks aren't shoveled or in good condition."

"There's a great park on our block but someone was shot there recently. I don't feel safe walking there with my kids, so we all drive to parks elsewhere."



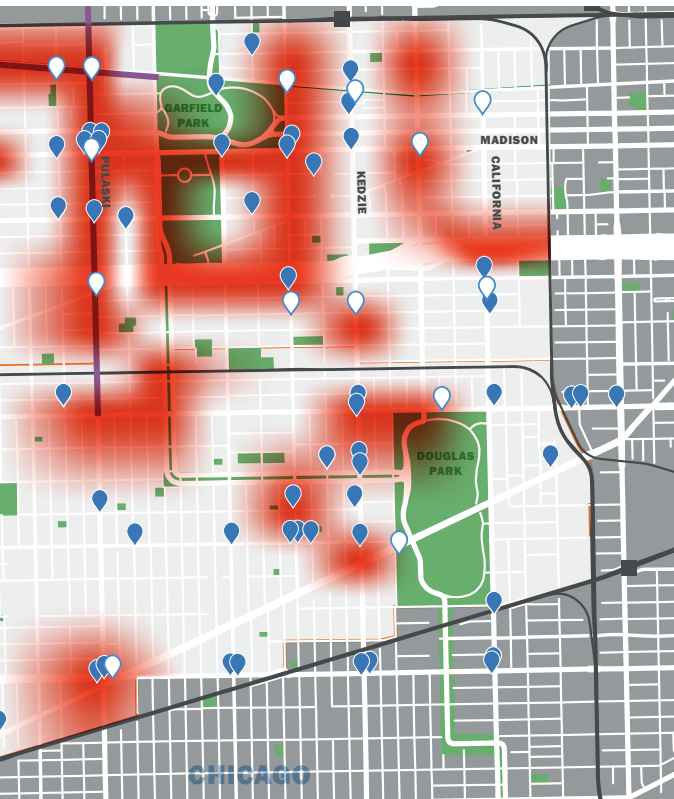
WHAT THE DATA SHOWS



This map overlays the number of crashes resulting in serious injuries and fatalities with two sets of community input. One set of community input identifies the locations where dangerous driving behaviors have been observed by residents. The second set indicates the residents' priority locations where infrastructure improvements should take place to improve safety conditions.

Viewing these data together helps identify two main points. First, the data on fatal and serious injury crashes

align with community members' input and their observations of dangerous driving behaviors, providing a more comprehensive picture of the safety conditions (or lack thereof) on the West Side. Secondly, it reinforces the fact that community residents are aware of the issues in their communities and are local experts on these matters.

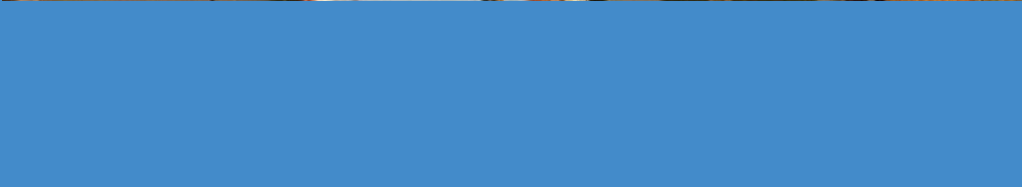


* The five identified dangerous driving behaviors are:

- Speeding
- Failure to give the right of way
- Using a cell phone while driving
- Driving under the influence
- Disobeying traffic signals

72%

Of all crashes city-wide resulting in death involve one or more of the five dangerous driving behaviors.





RECOMMENDATIONS

ALIGNING COMMON GOALS

Aligning Vision Zero recommendations with other West Side and city-wide planning efforts helps reinforce the community's vision for safer streets, infrastructure investments, and traffic safety education.

The Vision Zero West Side Plan builds on the strategies and priorities identified in four different documents - two of these are guiding documents for Chicago's Vision Zero city-wide efforts. Quality of Life Plans developed by Chicago's Local Initiatives Support Corporation (LISC) were referenced to align recommendations with community-wide priorities. The last document "Countermeasures That Work" (CTW), published by the National Highway Traffic Safety Administration (NHTSA) is a resource to assist with selecting effective, data-driven behavioral strategies to improve traffic safety in all communities.



AUSTIN

	QUALITY OF LIFE PLAN (LISC)	VISION ZERO ACTION PLAN	VISION ZERO HIGH CRASH CORRIDOR FRAMEWORK PLAN	NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION
Implement & enforce safer speeds for all travel choices along Chicago Avenue.	●	●	●	●
Target safety improvements around public transit stops/stations.		●	●	
Advocate for traffic safety & air quality over truck traffic capacity on Cicero Avenue.	●			
Implement programs that encourage safe and active transportation to and from school.	●	●		●
Strengthen community and police partnerships.	●	●		

GARFIELD PARK

Prioritize investment in pedestrian safety on Madison Street.	●	●		●
Implement programs that encourage safe active transportation to and from schools.		●		●
Explore other opportunities for "Rapid Delivery Projects" in the neighborhood.		●	●	

NORTH LAWNDALE

Prioritize efforts and investment that focus on safety for all modes along Ogden Avenue.	●	●		●
Implement a Street Transformation Project at the "Five Corners" - Pulaski/Ogden/Cermak Avenues.	●	●	●	
Target safety improvements around public transit stations.	●	●	●	
Prioritize pedestrian safety investments along 16th Street.	●	●		●
Advocate for bike share network expansion.	●	●		
Promote programming that advances both physical wellness and safety.	●	●		
Strengthen community and police partnerships.	●	●		●

SCALABLE SOLUTIONS



The plan's recommendations are organized at three scales:

- Community scale, addressing initiatives that impact the entire neighborhood.
- Corridor scale, focused on a stretch of one single street.
- Targeted site, with unique strategies for a specific location.

Identifying the scale at which the strategies in this plan are recommended will help communities develop SMART (Specific, Measurable, Achievable, Relevant, Timed) neighborhood-specific objectives and impactful action steps.

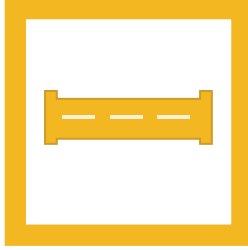
Recommendations at all scales are included for each of the three communities. Additionally, one project is highlighted in each community as a “Big Idea” or a priority to be implemented at one specific scale. These “Big Ideas” illustrate how implementing Vision Zero strategies can help each community move forward with already identified priority projects.

COMMUNITY



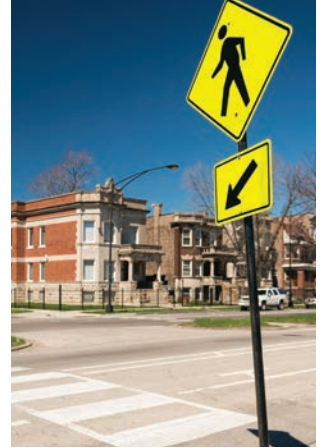
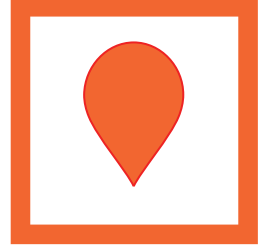
Working at this scale provides a comprehensive perspective of issues impacting the entire neighborhood. This scale's high-level approach allows stakeholders to develop solutions that benefit all and address community-wide priorities such as education and outreach initiatives.

CORRIDOR



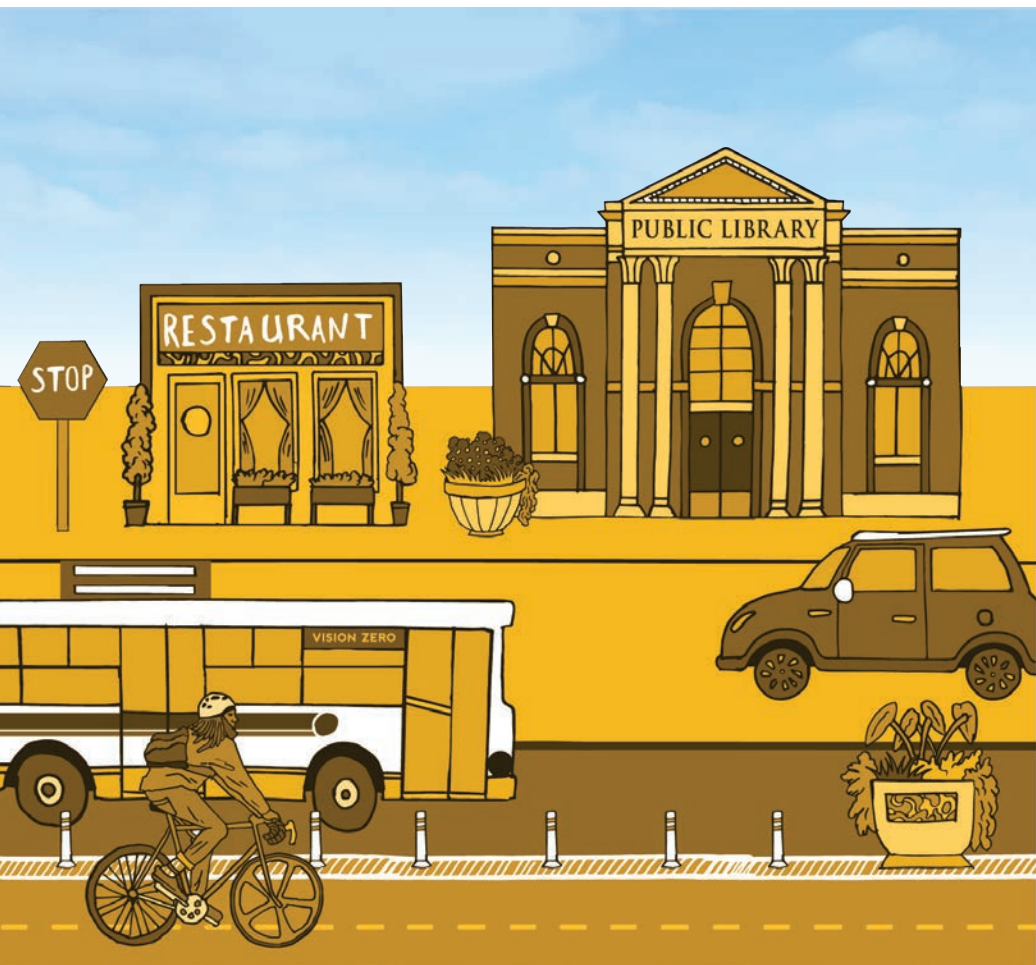
Corridor projects are opportunities to address issues on a particular segment of a street. The Vision Zero Action Plan identified 70 miles of High Crash Corridors where a disproportionate number of crashes occur. Five of these corridors are located in the West Side.

TARGETED SITE



This is the smallest scale for implementation strategies and refers to small, well-defined areas such as a single intersection, portion of a block, bus stop or transit station. These sites provide opportunities to pilot Rapid Delivery Projects (see p. 62) in order to find longer-lasting design and infrastructure changes at targeted locations.





AUSTIN

AUSTIN PARTNERS



Vision Zero co-hosted a “Light the Night” event with BUILD Chicago at the Hubbard Playlot. Weekly events are held at this park with the intention of reactivating the space with positive activities and diffusing the presence of gangs and gun violence. In August 2018, the Vision Zero Chicago team and BUILD Chicago sponsored a night featuring activities, food, and music to remind people of the importance of organizing to foster a culture of safety in their community. Community feedback demonstrated that attendees walked away with a better understanding of the connection between traffic and interpersonal violence.



LIGHT THE NIGHT events reactivate public spaces perceived or identified as “hot spots” by the police department. The activities are intended to reduce the prevalence of violence by engaging the community and connecting them with available resources such as health and wellness, employment, education opportunities and other services. Metropolitan Family Services sponsors multiple events throughout the summer in different communities on the West and South Sides of Chicago.

BUILD
HOPE · LIVES · FUTURES

RECOMMENDATIONS - AUSTIN

COMMUNITY ASSETS ALONG CENTRAL AVENUE



BIG IDEA: CENTRAL AVENUE

Central Avenue is regarded by Austin’s residents as both the community’s “spine” and a potential driver of economic development. Being one of Chicago’s largest community areas, Austin encompasses four distinct neighborhoods and, in many ways, Central Avenue knits them together by connecting residential areas, businesses, schools, parks, and other community assets.

In the Austin Quality of Life Plan, community members expressed their desire for Central Avenue to become Austin’s Main Street. Beyond establishing a unifying identity through consistent branding from north to south, residents would like to see Central Avenue transformed into a safer road where all modes of transportation can comfortably interact to better access the multiple community assets along this corridor.

Recommended implementation strategies to move the community’s vision for this corridor forward are provided here.



Safer Speeds for all Travel Choices

- Lower speed limits along the entire corridor.
- Enhance tree canopy or other green elements to improve streetscaping conditions and facilitate lowering speeds with streetscaping elements.

Intersection Improvements

- Install bump-outs to shorten pedestrian crossings.
- Add right turn on red restrictions.
- Install ADA-compliant curb ramps.

Infrastructure improvements around transit stations

- Prioritize improvements around transit stops to facilitate safer transfers.
- Upgrade to pedestrian countdown timers and incorporate Leading Pedestrian Intervals (LPI). Refer to page 64.





1. IMPLEMENT & ENFORCE SAFER SPEEDS AND PRIORITIZE INVESTMENT IN PEDESTRIAN SAFETY ALONG CHICAGO AVENUE

The Chicago Avenue commercial corridor would highly benefit from prioritizing investment to transform this street into a P-Street (see box). A Pedestrian Street (P-Street) includes sidewalks that are sufficiently wide for the full range of anticipated pedestrian activity, provides safe and short crossing opportunities, and includes features that contribute to pedestrian comfort and enjoyment, such as street furniture and trees.

	Recommended Actions
A	Conduct a community-led walk audit to observe and record pedestrian safety conditions and dangerous driving behaviors along these corridors (see pg. 63).
B	Coordinate Education & Enforcement Missions with CDOT Safe Routes Ambassadors and the Chicago Police Department (see pg. 27).

WHAT IS A PEDESTRIAN STREET (P-STREET)?

Nearby P-Streets:

- 26th St. in Little Village
- 18th St. in Pilsen
- Taylor St. in Little Italy
- Cermak Rd. in Marshall Square

A P-Street is a zoning classification that recognizes Chicago's key pedestrian-oriented shopping streets and intersections. It is a tool to promote transit, economic vitality, and pedestrian safety and comfort and prioritizes walking as the primary mode of travel.

P-Streets prohibit drive-thru and car-oriented businesses. They also require new construction and renovations to have a certain amount of transparency in all pedestrian-facing facades.



2. IMPLEMENT PROGRAMS THAT ENCOURAGE SAFE AND ACTIVE TRANSPORTATION TO AND FROM SCHOOLS

The Chicago Department of Transportation provides free resources to help schools implement safe transportation-related activities through its Safe Routes Ambassadors program. Schools and community partners can collaborate with the Ambassadors to facilitate education workshops and events for students, school personnel, parents, and community members to learn about safe walking and bicycling behavior.

	Recommended Actions
A	Collaborate with CDOT Safe Routes Ambassadors to facilitate events at schools.
B	Organize Walk and/or Bike to School events with schools in the neighborhood in collaboration with other community partners.





3. STRENGTHEN COMMUNITY AND POLICE PARTNERSHIPS

Austin community members value the importance of developing partnerships with the Chicago Police Department (CPD) to bridge the divide between law enforcement and residents. At a time when there are concerns about over-policing and profiling over minor infractions that discourage biking and walking, better engagement with CPD would be beneficial overall.

Regarding traffic safety enforcement, the Vision Zero Chicago Action Plan prioritizes education over fines or other punishment. Traffic safety interactions are to be treated as educational opportunities in most cases.

CDOT's Safe Routes Ambassadors can leverage their relationships with the Police Department to support programming of traffic safety and traffic education events with schools and other community organizations.

	Recommended Action
A	Coordinate Education & Enforcement Missions with CDOT Safe Routes Ambassadors and the Chicago Police Department.



4. TARGET SAFETY IMPROVEMENTS AROUND PUBLIC TRANSIT STOPS AND STATIONS

Transportation challenges are considered a barrier to access services, jobs, and other resources.

Undesirable conditions around transit stops and stations put the residents who use these facilities at a disadvantage and can deter other residents from using public transit services. Decreased ridership may lead to service cuts, which further limits mobility options of residents to access businesses, jobs, and schools. The burden of car ownership is also then placed on the community, furthering economic hardship for many residents.

Recommended Action	
A	Conduct walk audits and observation studies to identify safety issues and potential improvements around transit stations (see pg. 63).





5. ADVOCATE FOR SAFETY & AIR QUALITY OVER TRUCK TRAFFIC CAPACITY ON CICERO

Prioritizing safety for all modes of transportation on all streets is a core tenet of Vision Zero.

Cicero Ave / IL 50 is an Illinois Department of Transportation (IDOT) designated Class II truck route and carries a significant volume of freight traffic through Austin. Exploring options to better manage this truck traffic could increase safety conditions for all road users and improve air quality for residents along Cicero Avenue and its immediate surroundings.

	Recommended Actions
A	Identify traffic safety issues taking place on Cicero Avenue.
B	Collaborate with Chicago Department of Public Health to conduct asthma counts or more in-depth asthma research in community.
C	Identify potential solutions to address issues that most impact air quality along Cicero Ave.

SAFE STREETS + AIR QUALITY

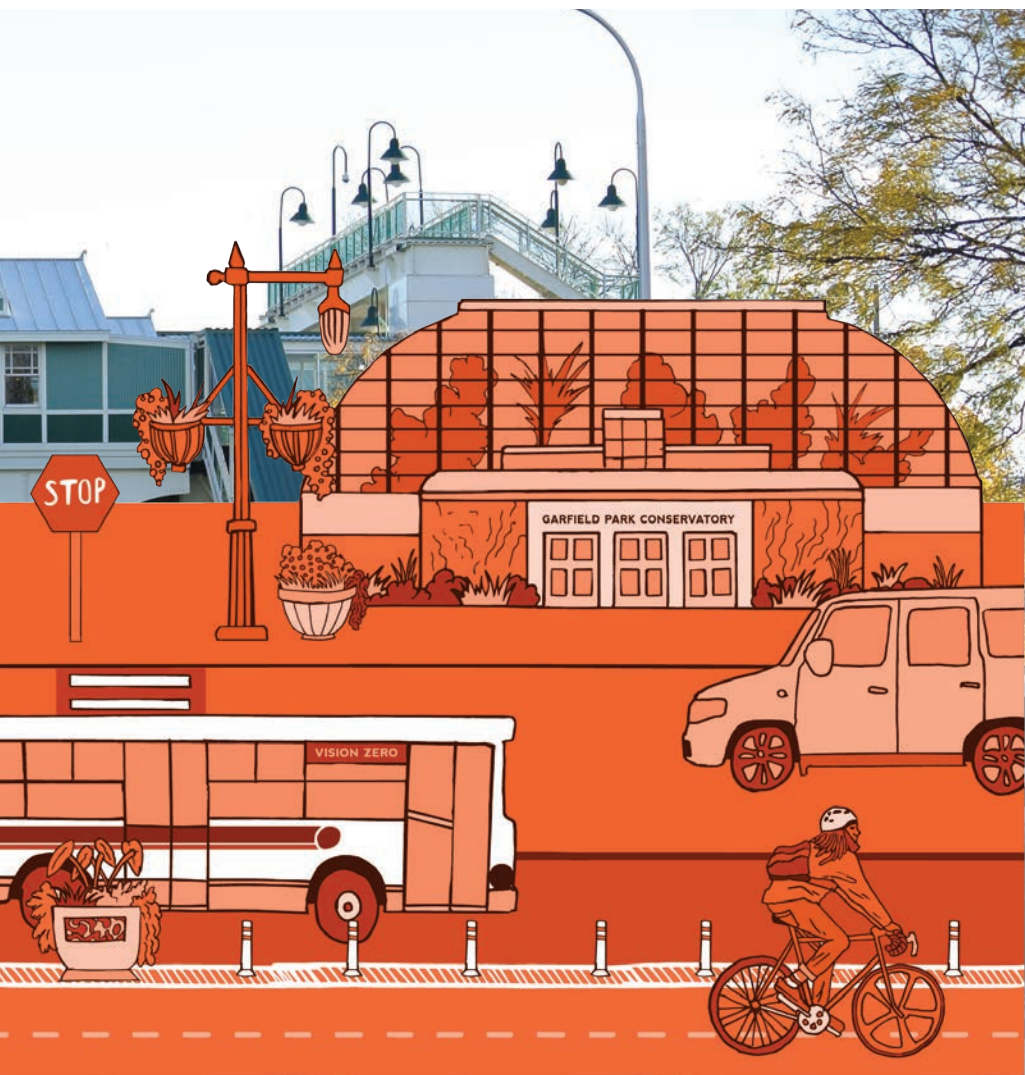
A growing body of research shows that well-designed streets are not only safer, more efficient, and more enjoyable for all users, but also can improve air quality by minimizing engine idling and lowering traffic congestion that adds harmful particulates into the air we all breathe. In this way, a complete street is also a healthier street!

Redesigning streets to include trees, bioswales, and sidewalk cafes with planters also help absorb air pollution and benefit quality of life for the city as a whole – without detracting from the area's capacity to serve as an industrial corridor. Refer to pg. 61 for more information on Chicago Complete Streets Plan.





Photo credit: Chicago Botanic Garden



GARFIELD PARK

GARFIELD PARK PARTNERS:

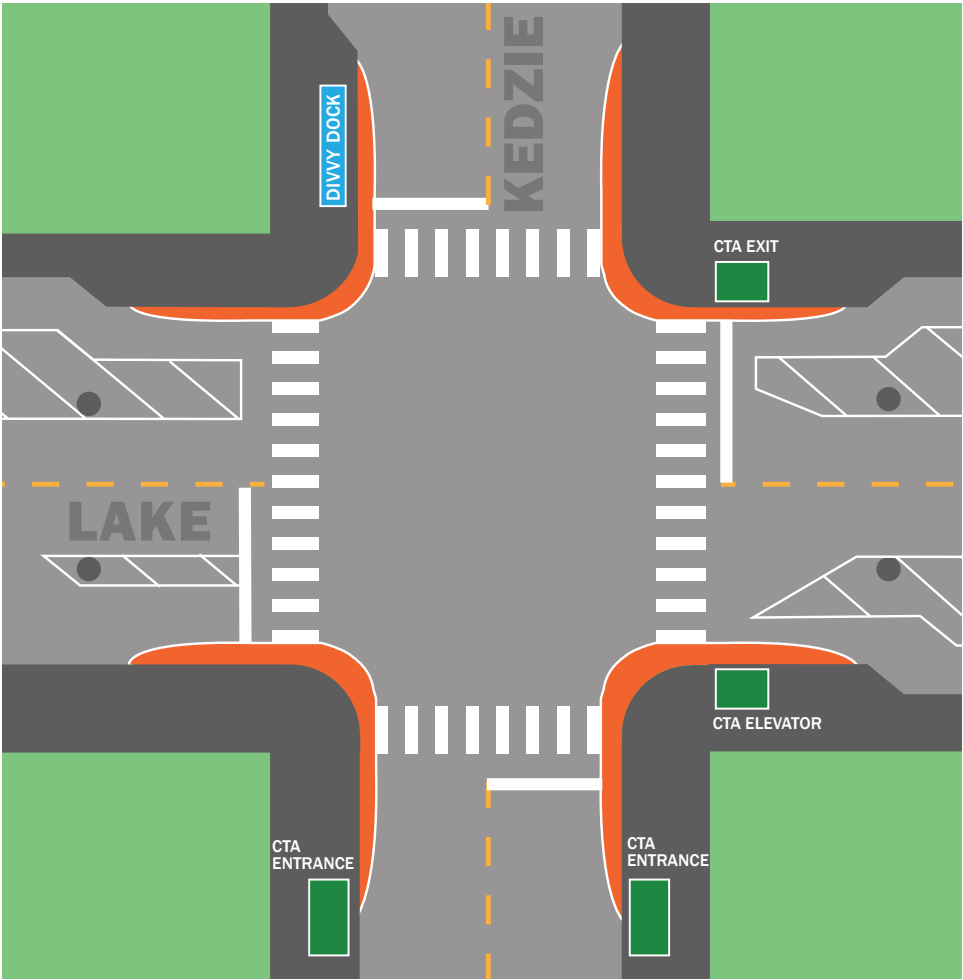


In Garfield Park, Vision Zero partnered with the Garfield Park Community Council and Breakthrough Ministries to co-host a “Light the Night” event with each organization. Music, a petting zoo, a bouncy house and food were some of the attractions – along with Vision Zero Swag, kiosks, and games to engage residents in discussing traffic safety.

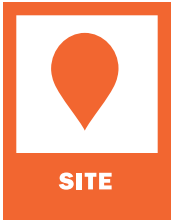


RECOMMENDATIONS - GARFIELD PARK

BIG IDEA: LAKE STREET & KEDZIE AVENUE BUMP-OUTS



This site was identified by the community as a location where design and infrastructure improvements are needed - particularly due its proximity to schools, transit stations, and other assets. Temporary bump-outs were installed as part of a Rapid Delivery Project to improve crossing conditions for pedestrians by shortening the crossing distance and slowing down turning vehicles.



Intersection Improvements

- Permanent bump-out installation at this intersection.

Enhancing Safety

- Installation of additional street lighting under the “L”.
- Fresh paint on crosswalks and bike lane.
- Repair ADA compliant curb ramps.

Improve Education and Awareness of Community Members

- Roll out an awareness campaign to build support for this project.
- Conduct surveys to collect residents' input on improvements.
- Conduct walk audits and behavioral observations.
- Coordinate Education and Enforcement missions with the Chicago Department of Transportation Bicycle & Safe Routes Ambassadors and the Chicago Police Department.





1. PRIORITIZE INVESTMENT IN PEDESTRIAN SAFETY ON MADISON STREET

Improving pedestrian safety along Madison Street is key when measured through a lens of economic development. Poorly maintained transportation facilities and dangerous conditions around stations deter residents from using public transit, limiting their mobility to and from services, jobs, and school. This corridor would highly benefit from prioritizing investment to transform it into a P-street (see pg. 26).

Community stakeholders can lead walk audits or other evaluations to identify the desired design priorities and advocate for appropriate solutions with the elected officials.

	Recommended Action
A	Seek opportunities to leverage resources with other initiatives to improve walkability conditions such as beautifying streetscapes.
B	Facilitate walk audits along this corridor (see pg. 63).





2. IMPLEMENT PROGRAMS THAT ENCOURAGE SAFE ACTIVE TRANSPORTATION TO AND FROM SCHOOLS

CDOT provides free resources to help schools implement safe walking and biking to school activities through its Bicycle and Safe Routes Ambassadors program to help increase the rates of students walking and biking to and from school.

Schools and community partners can collaborate with Safe Routes Ambassadors on workshops and events for students, school staff, parents, and neighbors about safe walking and bicycling.

	Recommended Action
A	Collaborate with Safe Routes Ambassadors to facilitate workshops and presentations across at community events and schools.
B	Work with schools that would most benefit from traffic education and programs - based on the proximity to where a high number of traffic crashes occur.





3. EXPLORE OTHER OPPORTUNITIES FOR RAPID DELIVERY PROJECTS IN THE NEIGHBORHOOD

Safety improvements at Lake Street & Kedzie Avenue could become a catalyst for a comprehensive re-envisioning process of other intersections across East and West Garfield Park. In partnership with Vision Zero, stakeholders can engage the community on pilot projects to educate residents on the importance of designing our streets to prioritize safety. Walkability assessments and other built environment evaluations are recommended to help identify the most dangerous intersections and prioritize resources and capacity to address the issues.

	Recommended Actions
A	Engage the community to envision better designed streets and facilitate pilot or demonstration projects.
B	Facilitate walk audits and other built environment evaluations (see pg. 63).





PARTNER PROFILE: BUILDING A BETTER KEDZIE

A program of the Garfield Park Community Council, Building a Better Kedzie works to boost the neighborhood's vitality via:

- *Keeping local businesses in place.*
- *Redeveloping commercial corridors.*
- *Building stronger business networks attracting retailers and marketing.*

Strategies include increasing access to CTA rail and bus facilities, plus increasing public safety. The intersections of Madison Street & Kedzie Avenue, and Lake Street & Kedzie Avenue are focus sites of this work.

Learn more:

www.gpcommunitycouncil.org/GPCC-Programs/Retail.html



Photo credit: Chicago Botanic Garden



NORTH LAWNDALE

NORTH LAWDALE PARTNERS



The 1,500-plus attendees of the Lawndale Christian Health Center 11th annual Lawndale 5K had a surprise waiting for them - a pop-up Vision Zero Oasis complete with palms, grass, and chairs, plus live-painting, chair-massages, and more! That day, the Vision Zero Chicago team talked to several hundred runners and spectators of all ages about what safe streets can look like and how to achieve them. The “Design a Street” activity (see pg. 9) - aside from familiarizing people with common



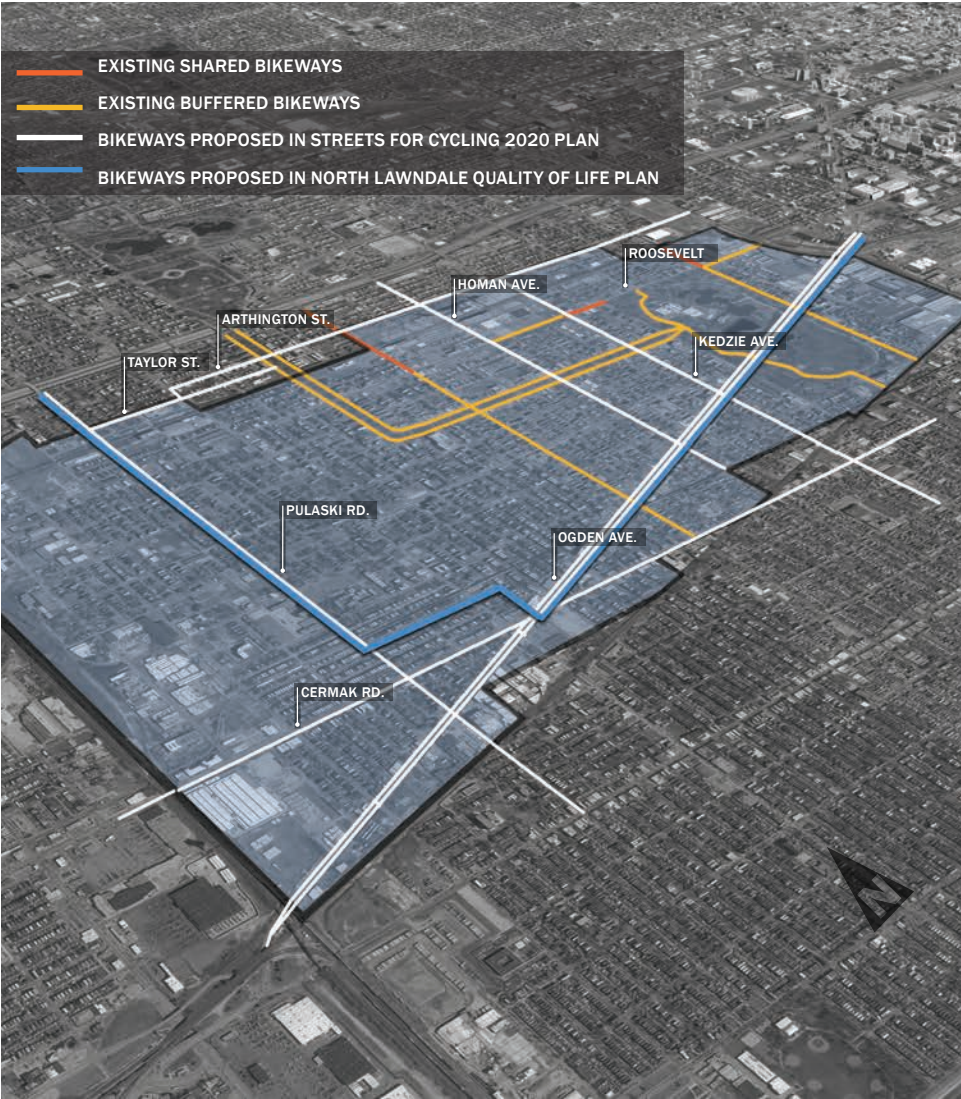
transportation lingo - sparked thoughtful conversations about the ways each individual can tackle their neighborhoods' most pressing safety issues.

Other partners on hand included:

- **Divvy Bikes** with a photo-booth and cookie-decorating activity;
- **Active Transportation Alliance** advocating for infrastructure investment;
- **Urban Art Dreams** with a pop-up paint studio, facilitating a community painting experience about safe streets.

RECOMMENDATIONS- NORTH LAWNSDALE

BIG IDEA: NEIGHBORHOOD BIKE NETWORK





North Lawndale stakeholders want to harness the transformative power of bicycling that other communities have experienced across the City by supporting efforts to expand both the physical bike network and awareness of the benefits of bike riding.

Investment in infrastructure and education to increase safety conditions and perceptions for bicyclists is a priority for community members as expressed during the planning process of the Quality of Life Plan.

It is recommended that North Lawndale scale-up efforts to improve the hard and soft infrastructures through the following efforts:

HARD INFRASTRUCTURE :

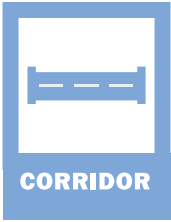
(Bikeways, bike-sharing system, route network, bike shops)

- Advocate for the installation of bike facilities with elected officials.
- Leverage resources with other planning efforts.
- Pilot temporary projects to help build ownership of the infrastructure.
- Invite Divvy's Outreach Team to community events.
- Advocate for the expansion of the Divvy system and recommend locations for new stations.

SOFT INFRASTRUCTURE:

(Bike safety education, bike repair workshops, education on biking)

- Invite CDOT Bike Ambassadors to participate in community events such as block parties, and neighborhood festivals to raise awareness about the benefits of biking and educate residents on safe cycling behavior.
- Invite Safe Routes Ambassadors to facilitate workshops at schools and other community institutions.
- Organize community bike rides in partnership with local stakeholders, Safe Routes Ambassadors and Divvy.



1. PRIORITIZE EFFORTS AND INVESTMENTS THAT FOCUS ON SAFETY FOR ALL MODES ALONG OGDEN AVENUE

Through the planning process for the Quality of Life Plan in North Lawndale, community members identified Ogden Avenue as a focus area ideal for transformation to better accommodate traffic, while also providing a more pedestrian and bicycle-friendly environment.

To better understand the improvements needed for all modes of transportation, stakeholders can pilot community-led demonstration projects and design studies. At the same time, these type of projects will allow residents to understand the impact street design elements can have on improving safety for all modes.

	Recommended Actions
A	Conduct community-led walk audits (see page 63) to learn about pedestrian and bicycle safety issues.
B	Coordinate education and enforcement with CDOT Safe Routes Ambassadors and the Chicago Police Department.





2. IMPLEMENT A STREET TRANSFORMATION PROJECT AT THE “FIVE CORNERS” OF PULASKI/ CERMAK/OGDEN AVENUES

The North Lawndale Quality of Life Plan recommends a significant reconfiguration of this intersection to make it safer for all users. The scale and level of impact of such a project will require significant coordination with community partners and local & state agencies, particularly because Ogden, Cermak, and Pulaski are under the jurisdiction of the Illinois Department of Transportation (IDOT). Educational activities to discuss design options to improve safety can be facilitated with the support of the Vision Zero Chicago team. Such outreach and design processes can help community members envision possible solutions.

	Recommended Actions
A	Coordinate efforts to install Rapid Delivery Projects (refer to Vision Zero Vocabulary section page 62) to evaluate the effectiveness of potential permanent improvements.
B	Advocate for funding allocation for this project with elected officials.





3. TARGET SAFETY IMPROVEMENTS AROUND PUBLIC TRANSIT STATIONS

For many in the community, transportation challenges are a systemic barrier to accessing basic services, jobs, and other opportunities. Making improvements to local transit could make a vast difference in the lives of North Lawndale residents.

Looking at this issue through an economic development lens, poorly maintained transportation facilities and dangerous conditions around them reduce transit use, limiting residents’ mobility options to access businesses, jobs, and schools.

Recommended Action	
A	Conduct walk audits and observation studies to identify safety issues around transit stations (see pg.63).



4. PRIORITIZE PEDESTRIAN SAFETY INVESTMENTS ALONG 16TH STREET

The community has identified a six-block stretch of 16th Street between Spaulding Avenue and Central Park Avenue as ideal for a local vibrant commercial corridor. Improving pedestrian safety here would lay the foundation for a place that is desirable for walking, shopping, and participating in other activities along the street.

To achieve this, the community can advocate for walkability studies to identify key priorities and projects such as new refuge islands, curb extensions, and upgraded traffic signals. Additionally, the street can be designated as a “P-Street,” a designation that would codify 16th Street as a pedestrian-focused shopping district.

Recommended Action	
A	Facilitate walk audits along 16th Street and collect observations and data to identify issues, priorities and assets (see pg. 63).



5. ADVOCATE FOR BIKE SHARE NETWORK EXPANSION

A closer collaboration with the Divvy for Everyone Outreach team is highly recommended. The team can partner in community events such as neighborhood festivals and share resources and information on its \$5 dollar memberships for qualifying applicants. Divvy’s outreach team can also support community bike rides to help residents understand how to use and benefit from the City’s bike share system.

These activities can help the community explore how to improve connectivity across the neighborhood.

Recommended Actions	
A	Invite the Divvy for Everyone team to community events.
B	Submit recommendations for new stations through the Divvy station suggestion portal (For more information on Divvy see page 61).

DIVVY FOR EVERYONE:

Divvy’s D4E program provides a one-time \$5 Divvy annual membership to qualifying Chicagoans and incorporates a cash payment option for those who do not have a debit or credit card.

After the first year, the cost gradually increases over a period of 4 years to \$75. D4E members have the option for cash payment for overage fees at participating 7-Eleven, Family Dollar stores, and CVS. Learn more: www.divvybikes.com/pricing/d4e





6. PROMOTE PROGRAMMING THAT ADVANCES BOTH PHYSICAL WELLNESS AND SAFETY

It is important to reinforce the connection between safety conditions in our built environment and physical wellness. Well-established health & wellness partners can support advocacy efforts and implementation strategies to improve the overall built environment. Community-based organizations, such as walking/running clubs, can play a key role leading and facilitating walk audits and other built environment evaluations.

	Recommended Actions
A	Coordinate community walks and bike rides and other events that encourage active transportation.
B	Facilitate walk audits, and other similar built environment evaluations.

PROGRAM HIGHLIGHT: THE LAWNDALE 5K



For the past 11 years, the Lawndale Fitness Center's 5k run/walk has promoted wellness in the community. The 2018 race brought over 1,250 participants for a day of fun and celebration for being healthy and active.

The race is also a chance to re-envision Lawndale's streets as more than just conduits for cars, as the event takes over streets where residents want to see a myriad of safety improvements.



7. BUILD STRONG COMMUNITY/POLICE PARTNERSHIPS

North Lawndale community members value the importance of developing engagement opportunities between community and the Police Department to bridge the divide between law enforcement and residents.

The CDOT Bicycle and Safe Routes Ambassadors can leverage their relationships with the Police Department to support programming and events relating to traffic safety and traffic education with schools and other community organizations.

	Recommended Action
A	Conduct Education and Enforcement missions with CDOT Safe Route Ambassadors and the Chicago Police Department (see pg. 63)







APPENDIX

INGREDIENTS FOR SUCCESS

Safety-focused community engagement is not different from other types of engagement. The following is a recommended process to facilitate Vision Zero-centered outreach efforts:

1. Build on existing community assets

Why start from scratch when you can build on work already being done? Partner with other community organizations to sponsor and co-host an event where traffic safety IS NOT the sole theme. Community members are most receptive to Vision Zero when the message is embedded into existing community-led initiatives and events.

2. Ask the right questions and share the right message

Collecting data is not just about gathering statistics. It is a way to connect and build relationships with other community members. For this reason, it is important to identify what you want to learn to ensure you ask the right questions. This feedback can be collected in the form of maps, surveys, or other activities. Make sure the format fits the type of questions.

3. Street design and traffic safety do not have to be boring

Even though it impacts our daily lives, street design is not something we think about all the time. Get creative when facilitating educational activities regarding street design/engineering and traffic safety; but remember you do not need to reinvent the wheel! Reach out to the Vision Zero team for additional ideas and support.

4. Recognizing the value of community expertise

Those who live, work, and invest in a community are the experts who know the assets, the needs, and the vision for their community. Seek their input at events and use it to build momentum around needed safety improvements. Advocate with your elected officials to leverage resources to make those improvements possible.

HOW TO BE A VISION ZERO ALLY

Do you see reckless driving in your community? Cars speeding down your block? Kids afraid to cross the street? Here are five small ways you can advocate for safer streets and start making a difference!

1. Decide to make a difference

- We can't achieve Vision Zero's goals alone. It's up to each of us to play a part in envisioning safer streets - for all!
- Whether you decide to advocate for an intersection, a corridor, or an entire community, it is all helpful.

2. Get in the know

- It's hard to argue with data, and it helps having the numbers to back your argument.
- Look for recent plans for your community, this information is always available online. If you need more direction on where to find specific information, you can always email our Vision Zero team with questions at info@visionzerochicago.org

3. Spread the word

- Think of everyone you know - kids walking to school, friends with any physical disability, and your friends who ride bicycles - and how solving the problems you identified can benefit them.
- Whether you're 8 or 80, each of us stands to benefit from safer streets and the more allies you have, the more momentum you can build!

4. Celebrate small victories

- This work takes time and change can be incremental. Whether its getting face-time with local leaders, hosting a round-table discussion, or a newly-painted crosswalk - these steps help change minds & spread the message of Vision Zero!

5: Dream big!

- How different would Chicago streets need to be for Vision Zero to be a reality? Use that vision to guide your advocacy.

VISION ZERO CHAMPIONS

As more cities around the the country adopt Vision Zero, more are implementing innovative and creative strategies to advocate for safer streets. Some of these strategies include commissioning artists to design murals and yard signs, holding rallies, and partnering with high schools to help change a culture that accepts traffic violence as a normal and regular occurrence. The following are examples of Vision Zero engagement efforts from Denver, Tampa, and Los Angeles.

DENVER



Artists worked with youth to decorate utility boxes with Vision Zero stencils.



Photos: Vision Zero Denver



Vision Zero Denver held a “Love-In” on Valentine’s Day with a procession from Union Station to City Hall.

LOS ANGELES

In the year since this pedestrian scramble was installed, the number of crashes here dropped from 19 to just one!



These markers count collisions and are updated as new ones occur.



TAMPA

The community painted temporary crosswalks while the county explores permanent solutions.



A high school along a high crash area where the students were tapped to spread the Vision Zero message.

RESOURCES

CMAP'S COMMUNITY SNAPSHOTS:

cmap.illinois.gov/data/community-snapshots

- These snapshots - for Chicago and each of its 77 community areas are packed with useful demographics.

HOUSING + TRANSPORTATION INDEX:

htaindex.cnt.org

- Explore the connection between transportation access and housing costs in this nationwide survey. See how your community ranks.

TRAFFIC VOLUME DATA:

gettingaroundillinois.com

- This website has data about Illinois streets and roads such as the Annual Average Daily Traffic for major streets and jurisdiction information.

THE BUSINESS CASE FOR TRANSIT:

transitmeansbusiness.metroplanning.org

- The Metropolitan Planning Council explores the connection between economic output and a well-functioning transit system.

CHICAGO HEALTH ATLAS

www.chicagohealthatlas.org

- This portal makes accessible health-related data for the public to review, explore and compare over time and across communities.

CHICAGO DATA PORTAL- TRAFFIC CRASHES

www.data.cityofchicago.org/Transportation/Traffic-Crashes-Crashes

- Data about each traffic crash on Chicago streets and under CPD's jurisdiction. Anonymized data are shown from CPD's E-Crash reporting system.

VISION ZERO NETWORK

www.visionzeronetwork.org

- The Network is helping communities across the nation mobilize to address the crisis of 40,000 traffic deaths a year in this country, and millions more injuries.

RETAIL THRIVING ZONE:

<https://thrivezones.com/>

- Browse maps of the zones and learn more about tax incentives and how this initiative can help revitalize commercial corridors.

CHICAGO WARDS INFORMATION

<https://www.chicago.gov/city/en/about/wards.html>

https://www.chicago.gov/city/en/depts/doit/supp_info/ward_maps.html

- Find your Ward and Alderman office location. Learn about your ward and download ward maps.

CHICAGO STREETS FOR CYCLING 2020 PLAN

<https://www.chicago.gov/content/dam/city/depts/cdot/bike/general/ChicagoStreetsforCycling2020.pdf>

- This plan is the blueprint for the vision of a world-class bike network in Chicago.

DIVVY

<https://www.divvybikes.com/>

- Learn more about the system, the network, memberships and suggest locations for new stations.

CHICAGO COMPLETE STREETS PLAN

<http://chicagocompletestreets.org/resources/design-guidelines/>

- Review the documents that guide policy on safety for all road users.

AARP WALK AUDIT TOOLKIT

<https://www.aarp.org/livable-communities/getting-around/info-2014/aarp-walk-audit-tool-kit.html>

- Downloadable resources to survey and report on safety and walkability challenges and concerns.

TACTICAL URBANIST'S GUIDE

<http://tacticalurbanismguide.com/about/>

- Explore a comprehensive guide to install your own tactical urbanism project.

VISION ZERO VOCABULARY

BUMP-OUTS

These visually and physically narrow the roadway, creating safer and shorter crossings for pedestrians while increasing the available space for street furniture, benches, plantings, and street trees.

BUS BULB

This brings the bus stop out toward the parking lane, allowing buses to stop and board passengers without ever leaving their travel lane.

A bus bulb can also act as a traffic-calming device and gives more space to pedestrians.

DUTCH REACH

The “Dutch reach” is a simple, but potentially lifesaving habit that people exiting cars can adopt to reduce the danger of “dooring” a bicyclist.

Drivers and passengers in vehicles each use their far hand to open the car door and reach across for the door handle. This technique forces you to turn your body and puts you in a better position to view oncoming bicyclists.

HIGH CRASH AREA

These are communities that experience significantly higher rates of crashes

that cause death and serious injury than Chicago’s average. Twelve distinct neighborhoods have been identified as High Crash Areas.

HIGH CRASH CORRIDOR

The Vision Zero Chicago Action Plan identified corridors with disproportionately high rates of severe crashes. Across the City, there are 43 High Crash Corridors covering 70 miles of major streets.

PROTECTED BIKE LANE

Providing more distance between drivers and bicyclists protects cyclists from fast-moving traffic and encourages cycling by making it feel safer.

LANE WIDTH

Historically, travel lanes of 11–13 feet have been favored to facilitate faster traffic movement.

Studies show that narrowing travel lanes is a key way to calm traffic and avoid the severity of all crashes, particularly involving pedestrian.

LEADING PEDESTRIAN INTERVAL (LPI)

Traffic signals that give pedestrians a head-start crossing an intersection

before cars. Even a few second of priority, allow pedestrians become more visible in the middle of the crosswalk.

PEDESTRIAN REFUGE ISLAND

These reduce the time a pedestrian is exposed while crossing an intersection and make pedestrians more visible - helping drivers also.

Islands may be used on both wide and narrow streets, but are generally applied where speeds and volumes make crossings prohibitive, or where three or more lanes of traffic make pedestrians feel exposed in the intersection.

RAPID DELIVERY PROJECT

These are interim solutions to safety challenges. Rapid Delivery Projects can be completed quickly, within six months to one year. Common elements include: pavement treatments, flexible delineators, changes to signage, bump-outs and traffic signal timing improvements.

STREET TRANSFORMATION PROJECT

Street Transformation Projects significantly reconfigure the street to make it safer and more comfortable for all users.

The scale and level of impact of these projects requires significant coordination with local community members and agency stakeholders. Due to complexity, these projects typically take two to five years to complete.

TARGETED CAPITAL PROJECT

Target Capital Projects consist of safety improvements as strategic locations along a corridor.

They do not drastically change a street's configuration as they minimally impact the street.

These improvements typically take one to two years to be completed.

WALK AUDIT

Walk audits can help highlight neighborhood strengths and assets, while also identifying challenges and concerns to pedestrian safety.

There are a number of free tools; stakeholders can use any of these free tools that best work with their community context or create their own. A link to a free walk audit toolkit is listed on page 61.

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Stay Connected

Sign the Vision Zero pledge to commit to safe travel behavior and stay in touch with Vision Zero Chicago at www.visionzerochicago.org/pledge.

You can also follow us on Twitter [@VZChicago](https://twitter.com/VZChicago) or visit www.visionzerochicago.org for more information.

For any questions or feedback on the Annual Report, please contact us at: info@visionzerochicago.org





**Chicago's Initiative to Eliminate
Traffic Fatalities and Serious
Injuries by 2026.**

West Side Plan

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