Vision Zero: More than a Slogan
An estimated 40,000 deaths and rising

Motor Vehicle Fatalities

14% Increase


[Graph showing declining and then rising motor vehicle fatalities]

“OUR COMPLACENCY IS KILLING US.”
Debbie Hersman
President and CEO
National Safety Council

#FatalFacts
Vision Zero Cities

A Vision Zero City meets the following minimum standards:

- Sets clear goal of eliminating traffic fatalities and severe injuries
- Mayor has publicly, officially committed to Vision Zero
- Vision Zero plan or strategy is in place, or Mayor has committed to doing so in clear time frame
- Key city departments (including Police, Transportation and Public Health) are engaged.

Updated
January 2018
TRADITIONAL APPROACH

Traffic deaths are INEVITABLE
PERFECT human behavior
Prevent COLLISIONS
INDIVIDUAL responsibility
Saving lives is EXPENSIVE

VISION ZERO

Traffic deaths are PREVENTABLE
Integrate HUMAN FAILING in approach
Prevent FATAL AND SEVERE CRASHES
SYSTEMS approach
Saving lives is NOT EXPENSIVE
Acknowledges that traffic losses are *preventable*

Takes *systems approach* to prevention

Is data-driven

Not all E’s are created equal

Leadership = essential!
The Spectrum of Prevention

- Influencing Policy & Legislation
- Changing Organizational Practices
- Fostering Coalitions & Networks
- Educating Providers
- Promoting Community Education
- Strengthening Individual Knowledge & Skills
Vision Zero Ethical Platform

System Designers
Responsible for safety level in entire system

If road users fail to comply
System designers take new steps to

Road Users
Responsible for following rules
Data: Death and serious injury concentrated on small % streets

Los Angeles

San Francisco

6% of all deaths and severe injuries involving people walking occur on just 6% of our streets.

HIGH-INJURY STREETS

12% of total streets

70% of total crashes
Focusing on the Issues

While fatal crashes have occurred throughout the city, they are more concentrated in certain areas.

Arterial roadways are disproportionately dangerous for all modes.

- More pedestrians died on arterial roads than on local roads (8x).
- More bicyclists died on arterial roads than on local roads (9x).
- More drivers died on arterial roads than on local roads (8x).

Boston Police Department Reported Crash Fatalities 2010-2014
- pedestrian fatality
- bicyclist fatality
- motorist fatality

Crash data does not include crashes on roadways that are not owned by the City of Boston.
Vision Zero Denver

50% of Denver’s traffic fatalities occur on just 5% of our streets.

Arterial roadways are disproportionately dangerous for all modes in Denver:

- 6x more pedestrians died on arterials than other roads
- 7x more bicyclists died on arterials than other roads
- 4x more drivers died on arterials than other roads

VISION 411 NETWORK
Data: Not all Communities’ Safety is Treated Equitably

People Killed While Walking by Income

| Low-Income | 2x as likely |
| High-Income | |

Governing, August 2014
© 2015 Safe Routes to School National Partnership

People Killed While Walking

| African American | 2x as likely |
| Latino | 2x as likely |
| White | |

Governing, August 2014
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Communities with Sidewalks

| high income | 90% |
| low income | 49% |

Bridging the Gap, Income Disparities in Street Features that Encourage Walking, 2012
© 2015 Safe Routes to School National Partnership
SAFE TRAVEL FOR ALL

SAFE STREETS
SAFE SPEEDS
SAFE VEHICLES
SAFE PEOPLE

VISION NETWORK
Safe Systems, not traffic stops
Focus on Roadway Redesign & Managing Speed
Hit by a vehicle traveling at 20 MPH: 9 out of 10 pedestrians survive.

Hit by a vehicle traveling at 30 MPH: 5 out of 10 pedestrians survive.

Hit by a vehicle traveling at 40 MPH: only 1 out of 10 pedestrians survives.
Vision Zero Success = Managing Speed for Safety

SAFE STREET DESIGN
SAFE SPEED LIMITS
AUTOMATED SPEED ENFORCEMENT
Mexico City
Fremont
Double Down on What Works

Accelerate Advanced Technology

Prioritize Safe Systems

Safety in All Policies
9 Components of a Strong Vision Zero Commitment

Based on the experiences of early-adopter cities in the United States, these nine components have proven to be an effective high-level framework for communities considering a Vision Zero commitment. While these are not the only factors to consider, they are critical aspects to ensure a strong and lasting commitment to Vision Zero.

**POLITICAL COMMITMENT**
The highest-ranking local officials (Mayor, City Council, City Manager) make an official and public commitment to a Vision Zero goal to achieve zero traffic fatalities and severe injuries among all road users (including people walking, biking, using transit, and driving) within a set timeframe. This should include passage of a local policy laying out goals, timeline, stakeholders, and a commitment to community engagement, transparency, & equitable outcomes.

**MULTI-DISCIPLINARY LEADERSHIP**
An official city Vision Zero Taskforce (or Leadership Committee) is created and charged with leading the planning effort for Vision Zero. The Taskforce should include, at a minimum, high-ranking representatives from the Office of the Mayor, Police, Transportation (or equivalent), and Public Health. Other departments to involve include Planning, Fire, Emergency Services, Public Works, District Attorney, Office of Senior Services, Disability, and the School District.

**ACTION PLAN**
Vision Zero Action Plan (or Strategy) is created within 1 year of initial commitment and is implemented with clear strategies, owners of each strategy, interim targets, timelines, & performance measures.

**EQUITY**
City stakeholders commit to both an equitable approach to Vision Zero by establishing inclusive and representative processes, as well as equitable outcomes by ensuring measurable benchmarks to provide safe transportation options for all road users in all parts of the city.

**SYSTEMS-BASED APPROACH**
City leaders commit to and prioritize a systems-based approach to Vision Zero — focusing on the built environment, systems, and policies that influence behavior — as well as adopting messaging that emphasizes that these traffic losses are preventable.

**DATA-DRIVEN**
City stakeholders commit to gather, analyze, utilize, and share reliable data to understand traffic safety issues and prioritize resources based on evidence of the greatest needs and impact.

**COMMUNITY ENGAGEMENT**
Opportunities are created to invite meaningful community engagement, such as select community representation on the Taskforce, broader community input through public meetings or workshops, online surveys, and other feedback opportunities.

**TRANSPARENCY**
The city’s process is transparent to city stakeholders and the community, including regular updates on the progress on the Action Plan and performance measures, and a yearly report (at minimum) to the local governing board (e.g., City Council).

For more visit the Vision Zero Network at visionzeronetwork.org. Questions or ideas? Contact info@visionzeronetwork.org