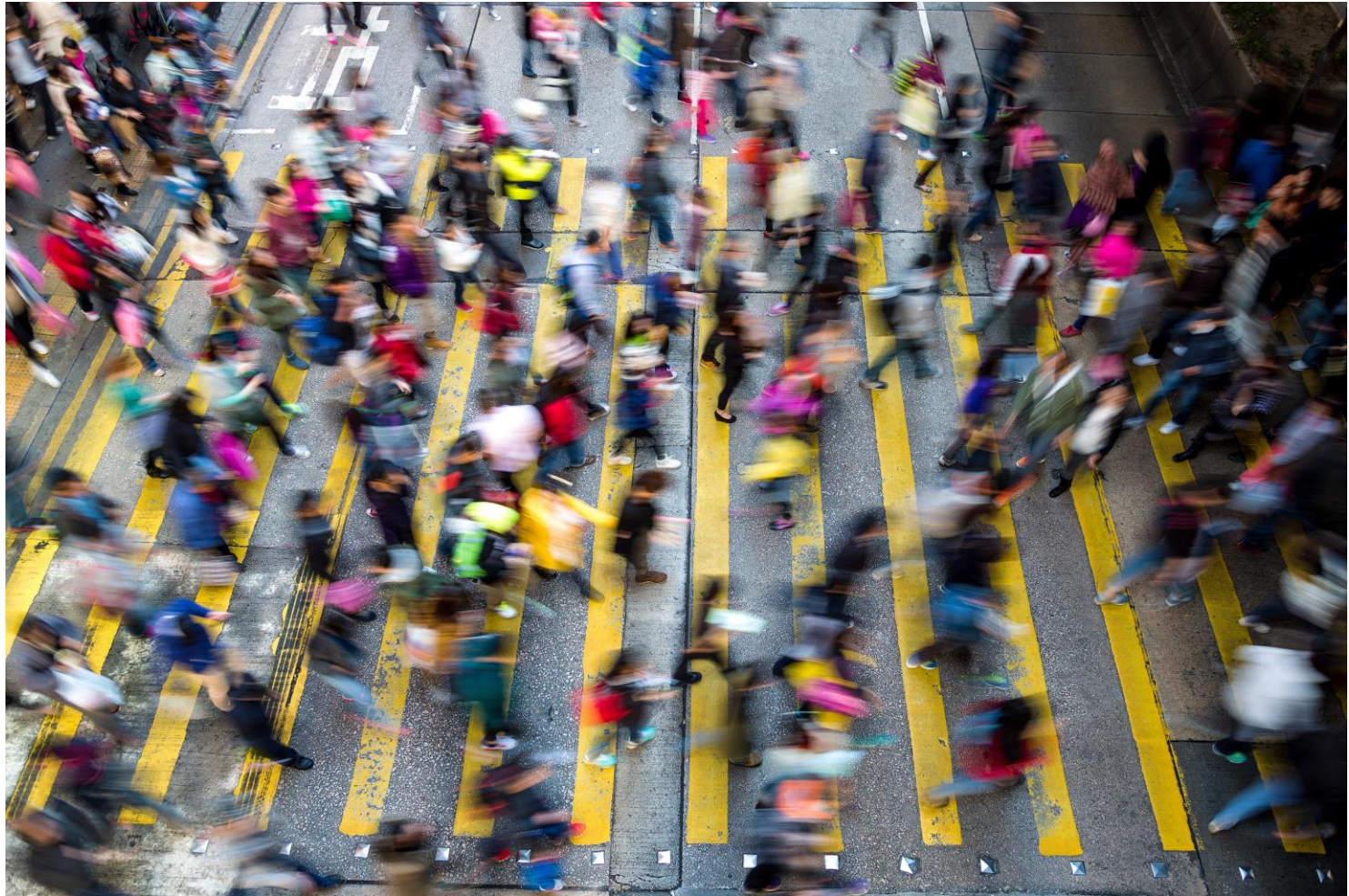
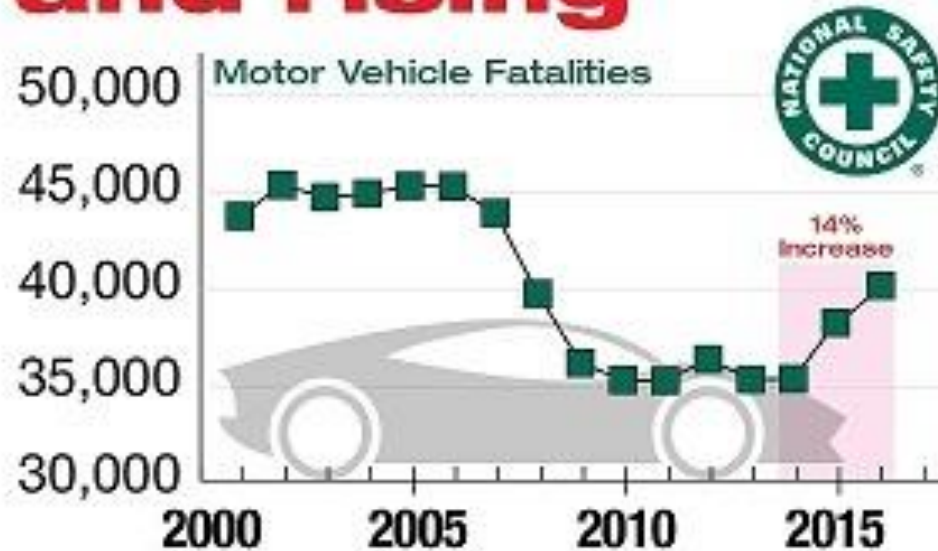


# Growing the Vision for Safe Mobility



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# An estimated 40,000 deaths and rising



**“OUR  
COMPLACENCY  
IS KILLING US.”**

Debbie Hersman  
President and CEO  
National Safety Council

#FatalFacts

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# Motor vehicle crash deaths in 10 comparison high-income countries, 2013



Deaths per 100,000 people

SOURCE: WHO Global Status Report on Road Safety, 2015.

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# Vision Zero Cities

## A Vision Zero City meets the following minimum standards:

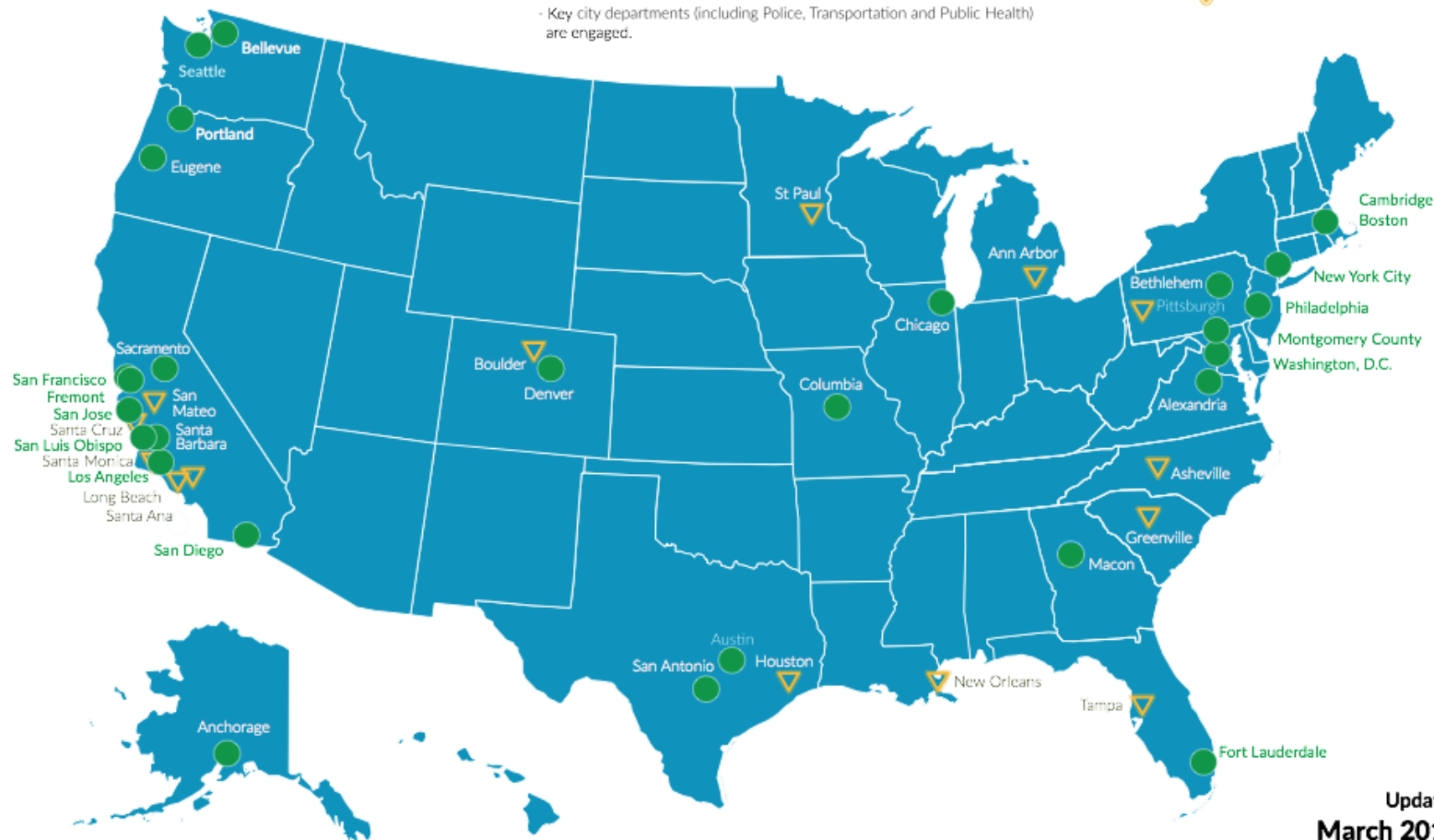
- Sets clear goal of eliminating traffic fatalities and severe injuries
- Mayor has publicly, officially committed to Vision Zero
- Vision Zero plan or strategy is in place, or Mayor has committed to doing so in clear time frame
- Key city departments (including Police, Transportation and Public Health)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



Vision Zero City



Considering Vision Zero



Updated  
March 2017

VISION4FRONETWORK



VISION 440 NETWORK



◆ Acknowledges that traffic deaths are *preventable*

Takes *systems approach* to prevention

Is data-driven

Not all E's are created equal

Leadership = essential!

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CRASH

ACCIDENT

VISION440NETWORK





Acknowledges that traffic losses are *preventable*

◆ Takes *systems approach* to prevention

Is data-driven

Not all E's are created equal

Leadership = essential!

VISION44:0NETWORK

# **The Spectrum of Prevention**

Influencing Policy & Legislation

Changing Organizational Practices

Fostering Coalitions & Networks

Educating Providers

Promoting Community Education

Strengthening Individual Knowledge & Skills



Acknowledges that traffic losses are *preventable*

Takes *systems approach* to prevention

◆ Is data-driven

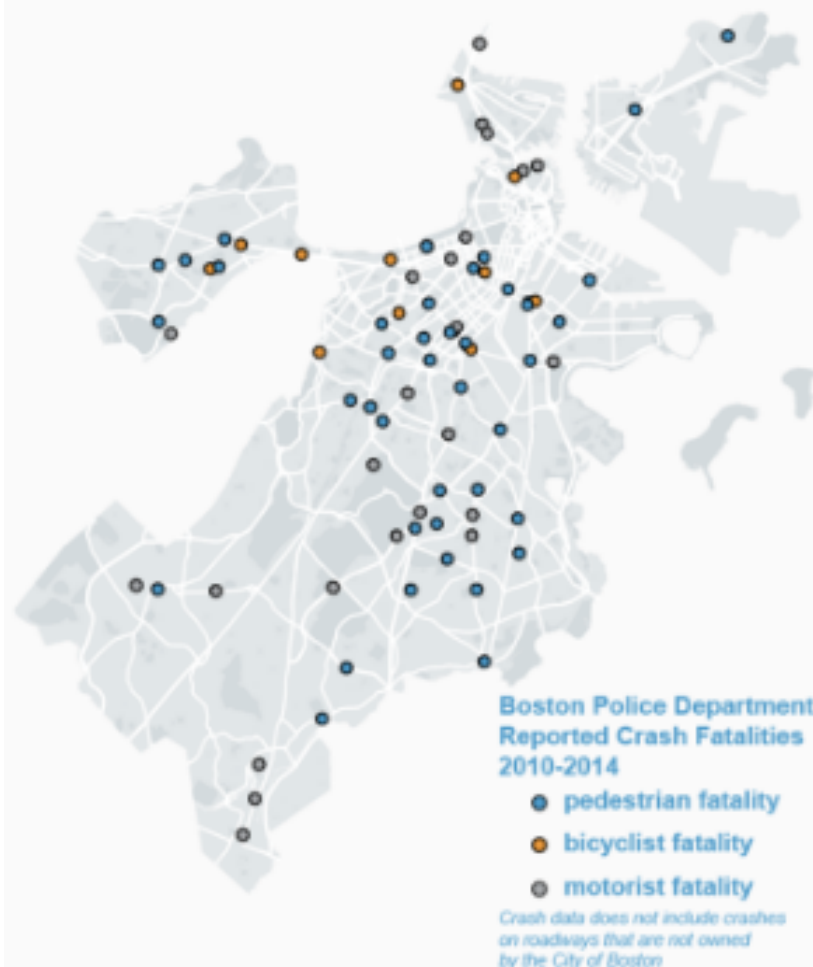
Not all E's are created equal

Leadership = essential!

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## 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.



**8x**

more pedestrians died on arterial roads than on local roads



**9x**

more bicyclists died on arterial roads than on local roads

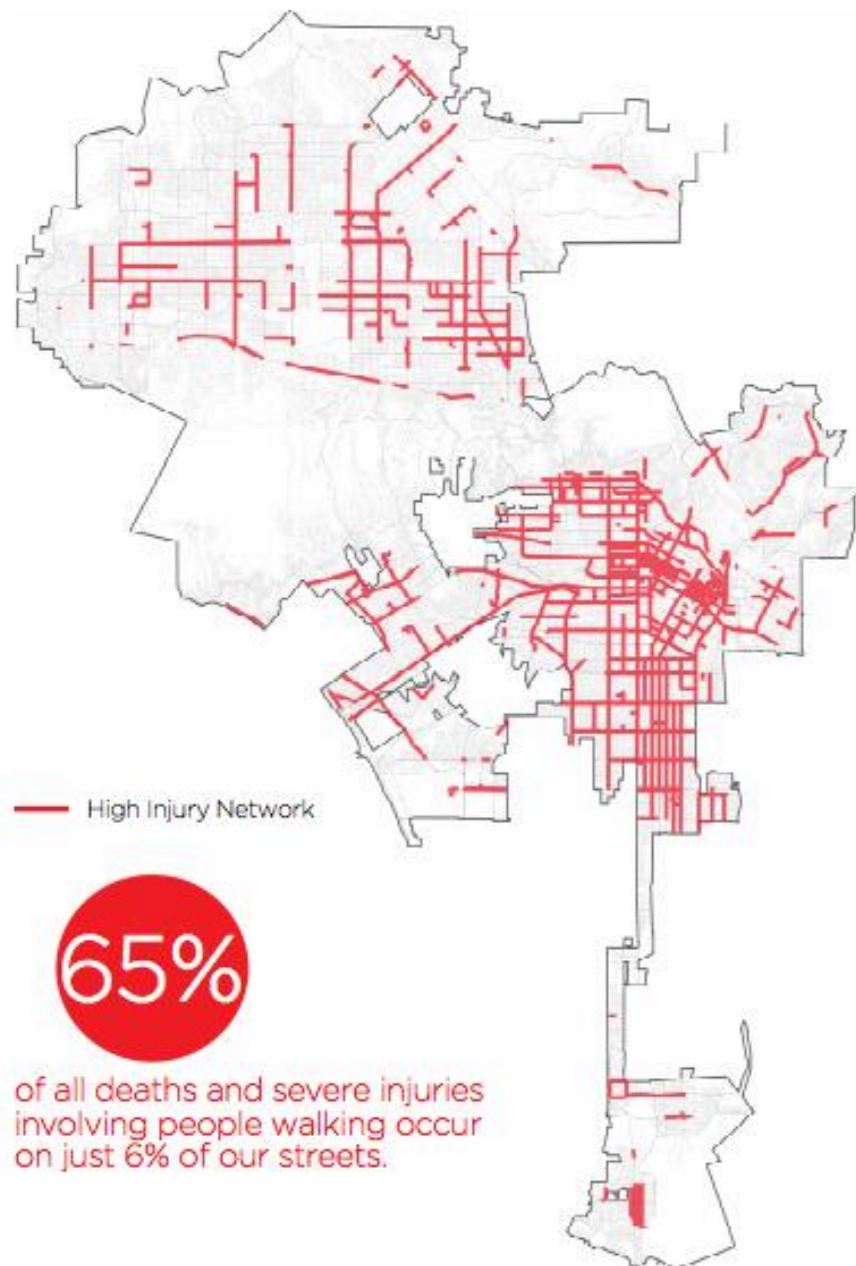


**8x**

more drivers died on arterial roads than on local roads

# VISION 4 F.R. NETWORK

L.A.



VISION 4400 NETWORK

# People Killed While Walking by 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

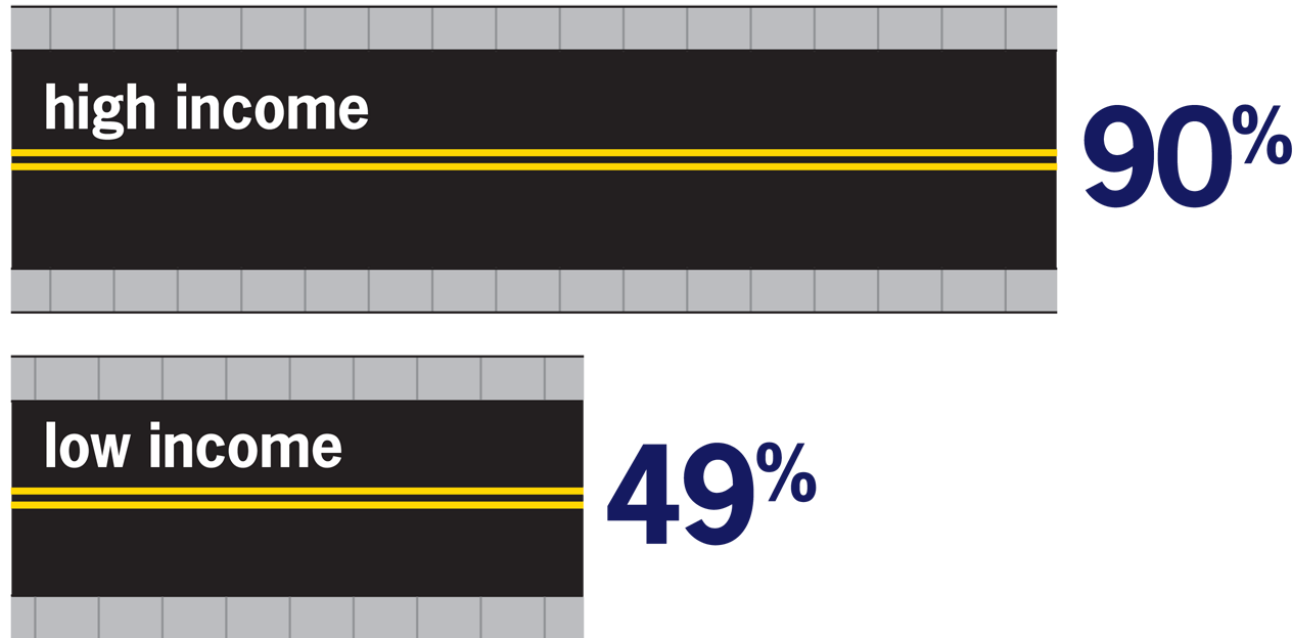


*Governing*, August 2014

© 2015 Safe Routes to School National Partnership

VISION 4 FUTURE NETWORK

## Communities with Sidewalks



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Bridging the Gap, *Income Disparities in Street Features that Encourage Walking*, 2012

© 2015 Safe Routes to School National Partnership



Acknowledges that traffic losses are *preventable*

Takes *systems approach* to prevention

Is data-driven

◆ Not all E's are created equal

Leadership = essential!

VISION44:0NETWORK



# **SAFE TRAVEL FOR ALL**

```
graph TD; A[SAFE TRAVEL FOR ALL] --> B[SAFE STREETS]; A --> C[SAFE SPEEDS]; A --> D[SAFE VEHICLES]; A --> E[SAFE PEOPLE];
```

**SAFE STREETS**

**SAFE SPEEDS**

**SAFE VEHICLES**

**SAFE PEOPLE**

**VISION 4400 NETWORK**

Hit by a vehicle traveling at

**20**  
MPH



9 out of 10 pedestrians survive.

Hit by a vehicle traveling at

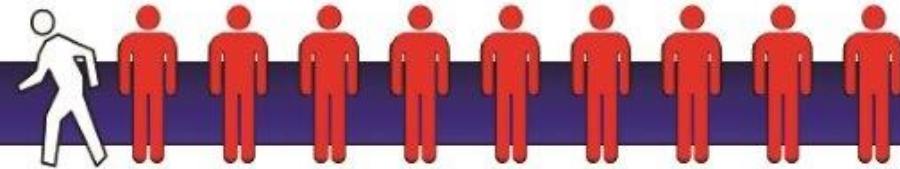
**30**  
MPH



5 out of 10 pedestrians survive.

Hit by a vehicle traveling at

**40**  
MPH



only 1 out of 10 pedestrians survives.



Acknowledges that traffic losses are *preventable*

Takes *systems approach* to prevention

Is data-driven

Not all E's are created equal

◆ **Leadership = essential!**

VISION44:0NETWORK



# NYC Success: 23% fewer deaths



**FOR A SAFER NYC**  
**SPEED LIMIT 25**  
**VISION ZERO**

VISION 440 NETWORK

# SEATTLE Project Success: 40% reduction in crashes, 30% reduction in injury crashes



VISION 440 NETWORK

## 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.



### COOPERATION & COLLABORATION

A commitment is made to encourage meaningful cooperation and collaboration among relevant governmental agencies & community stakeholders to establish a framework for multiple stakeholders to set shared goals and focus on coordination and accountability.



### 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](http://visionzeronetwork.org).  
Questions or ideas? Contact [leah@visionzeronetwork.org](mailto:leah@visionzeronetwork.org).

**VISION ZERO NETWORK**

VISION ZERO NETWORK







## Contact

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