Growing the Vision for Safe Mobility
An estimated 40,000 deaths and rising

Motor Vehicle Fatalities


14% Increase

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

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

- United States: 10.3
- New Zealand: 5.6
- Canada: 5.4
- France: 5.1
- Japan: 4.5
- Germany: 4.0
- Spain: 3.6
- Switzerland: 3.3
- United Kingdom: 2.8
- Sweden: 2.7

Deaths per 100,000 people

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
March 2017
Acknowledges that traffic deaths are *preventable*

Takes *systems approach* to prevention

Is data-driven

Not all E’s are created equal

Leadership = essential!
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
Acknowledges that traffic losses are *preventable*

Takes *systems approach* to prevention

◆ *Is data-driven*

Not all E’s are created equal

Leadership = essential!
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).
65% of all deaths and severe injuries involving people walking occur on just 6% of our streets.
People Killed While Walking by Income

Low-Income: 2x as likely

High-Income

Governed, 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%


© 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!
SAFE TRAVEL FOR ALL

SAFE STREETS
SAFE SPEEDS
SAFE VEHICLES
SAFE PEOPLE
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!**
NYC Success: 23% fewer deaths

FOR A SAFER NYC
SPEED LIMIT 25
VISION ZERO

VISION4:0 NETWORK
SEATTLE Project Success: 40% reduction in crashes, 30% reduction in injury crashes
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, and 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, and 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.
Questions or ideas? Contact leah@visionzeronetwork.org.
Contact

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