Growing Vision – *and Action* – for Safe Mobility: Vision Zero
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.
**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!
CRASH
ACCIDENT
VISION NETWORK
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
Acknowledges that traffic losses are *preventable*

Takes *systems approach* to prevention

*Is data-driven*

Not all E’s are created equal

*Leadership = essential!*

**VISION NETWORK**
Data: Death and serious injury concentrated on small % streets

Los Angeles

San Francisco

Denver

HIGH-INJURY STREETS

12% of total streets

70% of total crashes

50% of Denver’s traffic fatalities occur on just 5% of our streets.
Data: Not all Communities’ Safety is Treated Equitably

**People Killed While Walking by Income**

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

**People Killed While Walking**

- African American: 2x as likely
- Latino: 2x as likely
- White

**Communities with Sidewalks**

- High income: 90%
- Low income: 49%

References:
- Governing, August 2014
- © 2015 Safe Routes to School National Partnership
- Bridging the Gap, Income Disparities in Street Features that Encourage Walking, 2012
- © 2015 Safe Routes to School National Partnership
WHO IS TRANSPORTED TO HOSPITAL BUT NOT REFLECTED IN POLICE REPORTS?

- Severely-injured bicyclists: 39%
- Severely-injured pedestrians: 24%
- Severely-injured people in vehicles: 28%
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
Safe Systems,
not traffic stops
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
NYC

SPEED CAMERAS PROTOCOLS

SPEED LIMIT 30 ON LOCAL ROADS

COULD HAVE PREVENTED >22,000 DEATHS OR INJURIES NATIONWIDE IN 2015

VISION4ROADWEIGHT

SOURCE: INSURANCE INSTITUTE FOR HIGHWAY SAFETY, IIHS.ORG
Portland, OR
Charlotte, NC

Get ready for lower speed limits, more speed humps and more stop signs in Charlotte

VISION ZERO
SAFER STREETS FOR CHARLOTTE
As a community, it’s our responsibility to eliminate traffic deaths and serious injuries for all who share Charlotte streets by 2030.

- Vision Zero Commitment
Fort Lauderdale, FL
Macon, GA
Acknowledges that traffic losses are *preventable*

Takes *systems approach* to prevention

Is data-driven

Not all E’s are created equal

**Leadership = essential!**
Double Down on What Works

Accelerate Advanced Technology

Prioritize Safe Systems

Safety in All Policies
Leah Shahum
leah@visionzeronetwork.org
www.visionzeronetwork.org
@visionzeronet