Vision Zero:
Moving from Vision to Action
An estimated 40,000 deaths and rising

Motor Vehicle Fatalities


30,000 35,000 40,000 45,000 50,000

14% increase

“OUR COMPLACENCY IS KILLING US.”

Debbie Hersman
President and CEO
National Safety Council

#FatalFacts

VISION4K NETWORK
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.
Acknowledges that traffic losses 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

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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!
Data: Death and serious injury concentrated on small % streets

Los Angeles

San Francisco

VISION 4 NETWORK
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 A4K NETWORK
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%

Sources:
- 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
Safe Systems, 

not traffic stops
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

VISION 4 K NETWORK
Focus on Roadway Redesign & Managing Speed
SAFETY OVER SPEED

VISION 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.
Vision Zero Success = Managing Speed for Safety

SAFE STREET DESIGN
SAFE SPEED LIMITS
AUTOMATED SPEED ENFORCEMENT
SPEEDING FATALITY RATES ON LOCAL ROADS ARE 3X HIGHER THAN ON HIGHWAYS.

SOURCE: INSURANCE INSTITUTE FOR HIGHWAY SAFETY, IIHS.ORG
SPEED CAMERAS ON LOCAL ROADS COULD HAVE PREVENTED >22,000 DEATHS OR INJURIES NATIONWIDE IN 2015

SOURCE: INSURANCE INSTITUTE FOR HIGHWAY SAFETY, IIHS.ORG
Portland, OR
VISION 14K NETWORK

TOTAL DEATHS PER ROADWAY MILE OF POSTED SPEED LIMIT

PBOT

1 DEATH - PER MILE

- TOP 30 HIGH CRASH STREETS
- TOP 30 HIGH CRASH INTERSECTIONS
- COMMUNITY OF CONCERN
Fremont, CA
Acknowledges that traffic losses are *preventable*

Takes *systems approach* to prevention

Is data-driven

Not all E’s are created equal

**Leadership = essential!**
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. Questions or ideas? Contact leah@visionzeronetwork.org.