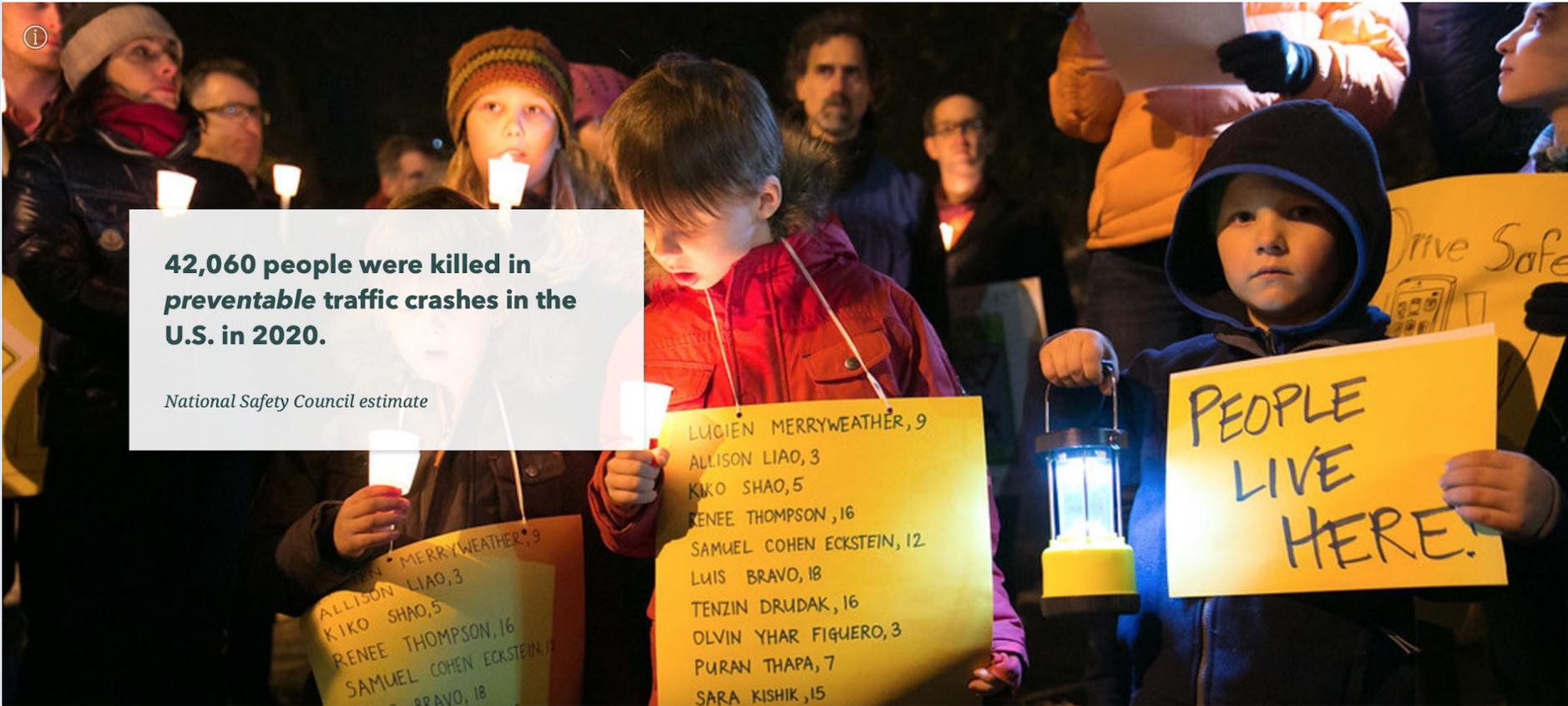


# Vision Zero: Shifting the Paradigm for Safety

June 21, 2022



VISION ZERO NETWORK



**42,060 people were killed in preventable traffic crashes in the U.S. in 2020.**

*National Safety Council estimate*

LUCIEN MERRYWEATHER, 9  
ALLISON LIAO, 3  
KIKO SHAO, 5  
RENEE THOMPSON, 16  
SAMUEL COHEN ECKSTEIN, 12  
LUIS BRAVO, 18

LUCIEN MERRYWEATHER, 9  
ALLISON LIAO, 3  
KIKO SHAO, 5  
RENEE THOMPSON, 16  
SAMUEL COHEN ECKSTEIN, 12  
LUIS BRAVO, 18  
TENZIN DRUDAK, 16  
OLVIN YHAR FIGUERO, 3  
PURAN THAPA, 7  
SARA KISHIK, 15

Drive Safe  
PEOPLE LIVE HERE!

1

## Some are suffering more than others

Traffic deaths are the *leading*  
cause of deaths among youth  
(ages 1-19)

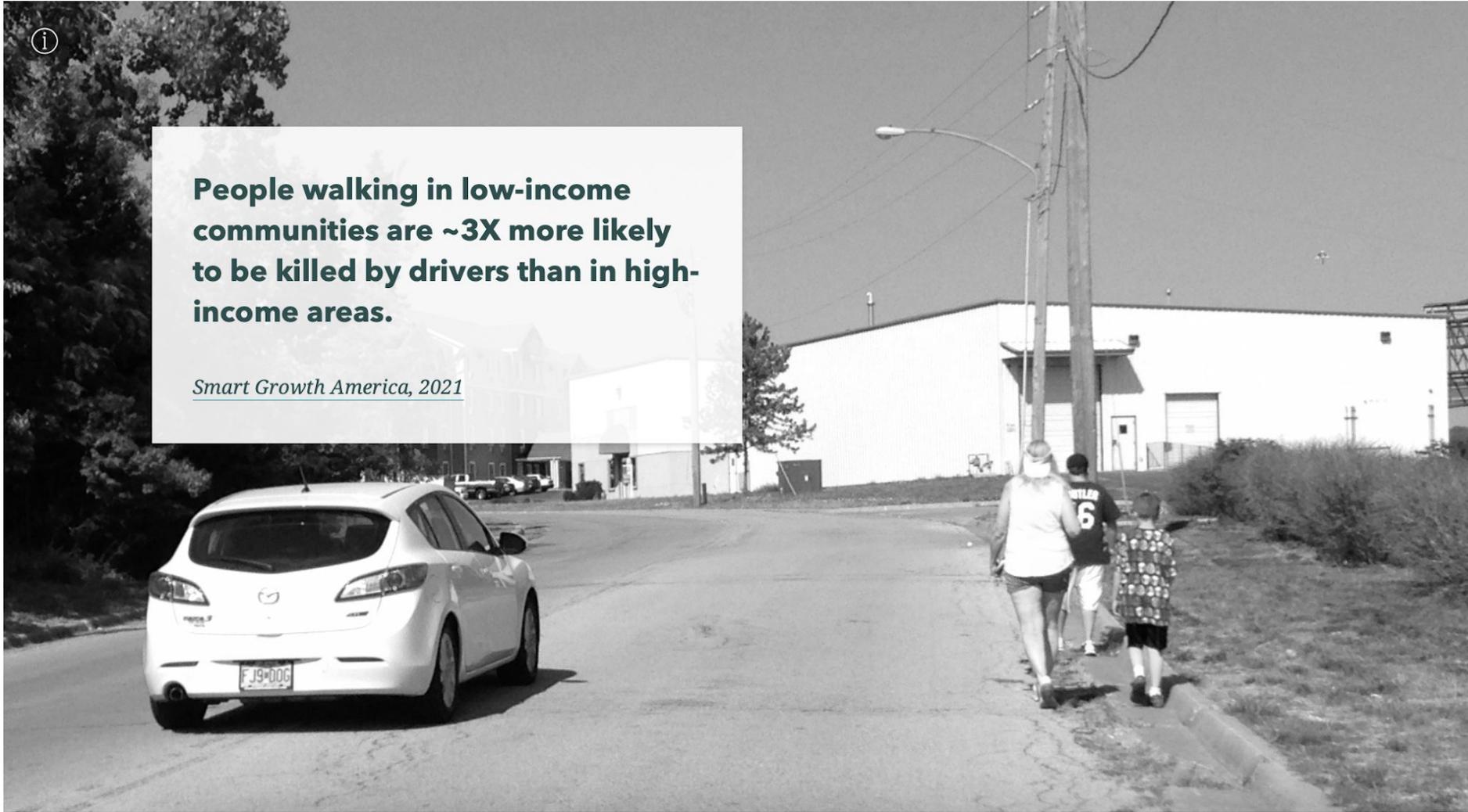
*New England Journal of Medicine, 2018*

VISION4KIDNETWORK

①

**People walking in low-income communities are ~3X more likely to be killed by drivers than in high-income areas.**

*Smart Growth America, 2021*



**VISION 4 H:O NETWORK**



**Black people are ~80% more likely to be killed by drivers while walking than White, non-Hispanic Americans.**

*Smart Growth America, 2021*

**VISION 4 R.O. NETWORK**

An aerial, black and white photograph of a dense urban environment. The central focus is a complex, multi-level highway interchange with several curved ramps and overpasses. The surrounding area is filled with various buildings, including high-rise structures and smaller commercial buildings. The overall scene depicts a well-developed infrastructure within a city.

**We get the results  
we design for.**

**VISION4IRONETWORK**



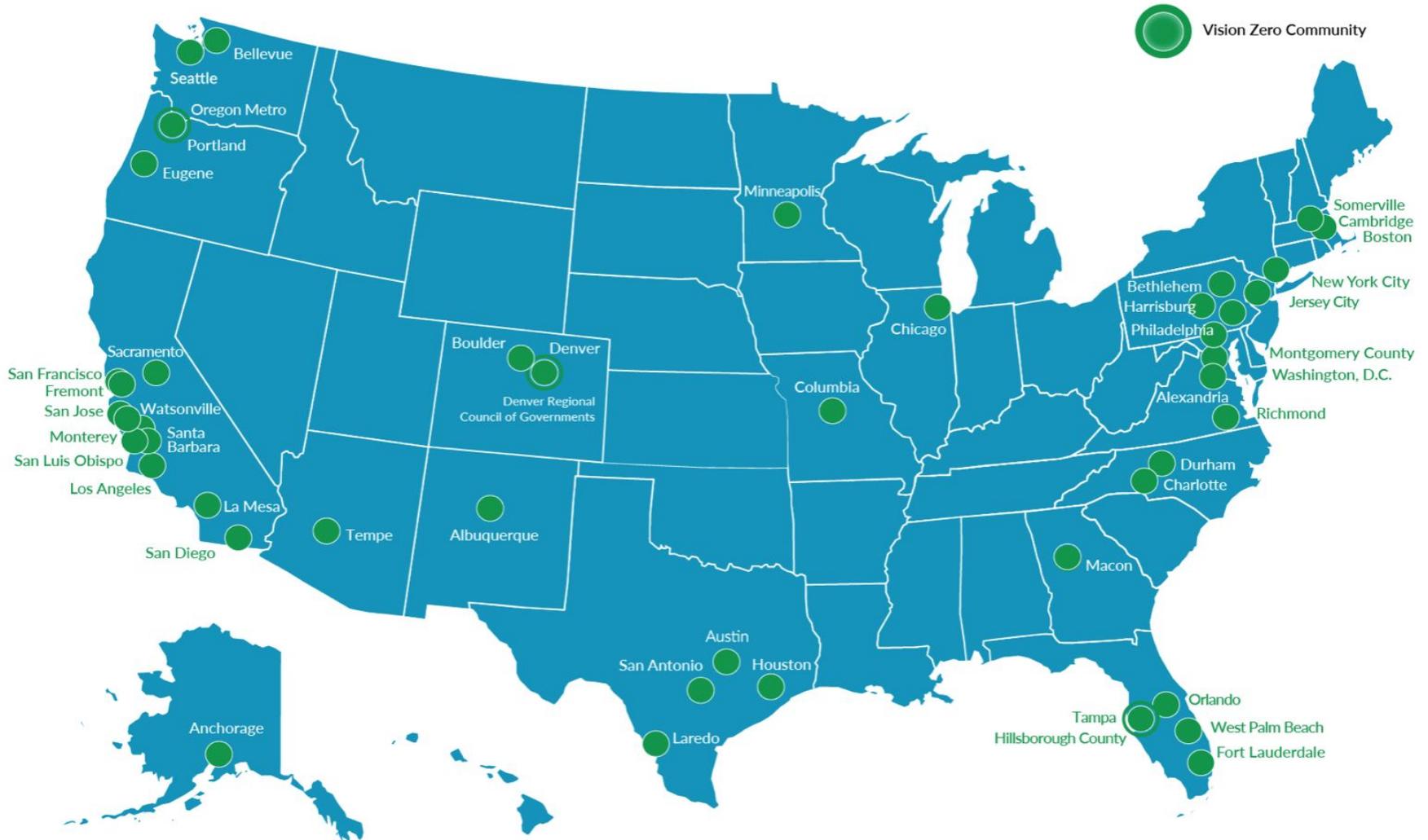
**We get the results  
we design for.**

**VISION4RONETWORK**

**We can make change.**

**VISION4H2O NETWORK**

# Vision Zero Communities



VISION 4 FUTURE NETWORK

# If something doesn't work, let's do it differently

## TRADITIONAL APPROACH

Traffic deaths are **INEVITABLE**

**PERFECT** human behavior

Prevent **COLLISIONS**

**INDIVIDUAL** responsibility

Saving lives is **EXPENSIVE**

**VS**

## VISION ZERO

Traffic deaths are **PREVENTABLE**

Integrate **HUMAN FAILING** in approach

Prevent **FATAL AND SEVERE CRASHES**

**SYSTEMS** approach

Saving lives is **NOT EXPENSIVE**

VISION4FORNETWORK

CRASH

ACCIDENT

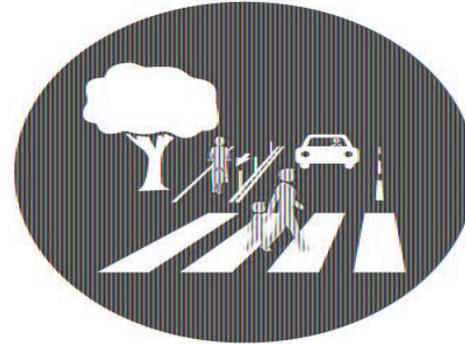
VISION4FRONTNETWORK

# Systems Approach to Safety



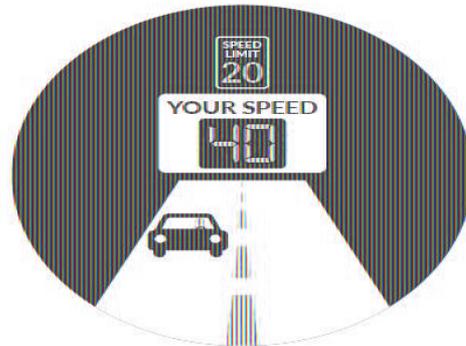
VISION 4 H:O NETWORK

# Safe Systems = Safe M



## System Planners & Policy Makers

Responsible for prioritizing safety in designs, polic



## If road users make mistakes

Designs & policies analyzed for safety improvements



## Individuals

Responsible f

VISION4ROADNETWORK

# Managing Speed for Safety



# Designing Complete Streets, Slow Streets

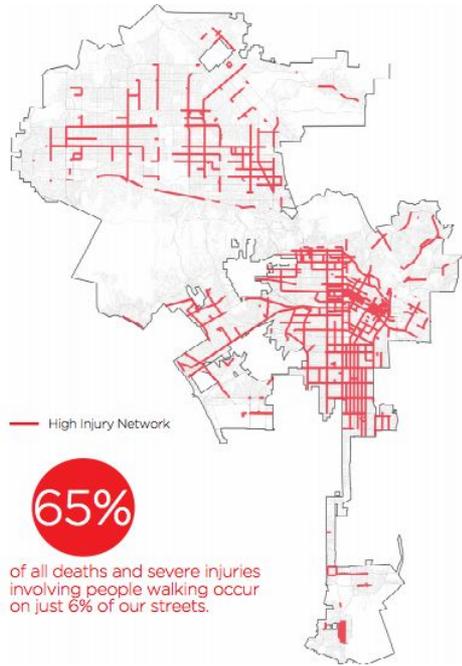


VISION 4 H2O NETWORK

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

Los Angeles

6%

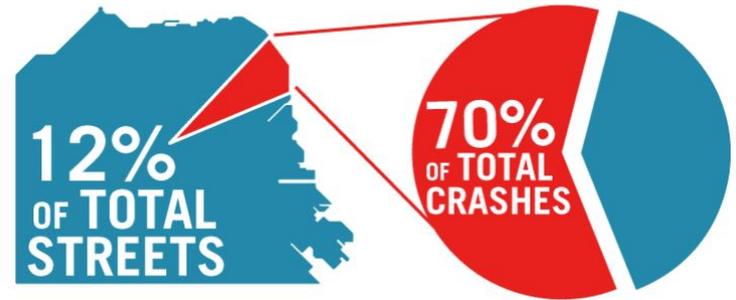


65%

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

San Francisco

HIGH-INJURY STREETS



Denver

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

VISION 4 FUTURE NETWORK



# SAFE SYSTEM

## APPROACH

Zero is our goal. A Safe System is how we get there.



## SAFE SYSTEM PRINCIPLES



### Death/Serious Injury is Unacceptable

While no crashes are desirable, the Safe System approach prioritizes crashes that result in death and serious injuries, since no one should experience either when using the transportation system.



### Humans Make Mistakes

People will inevitably make mistakes that can lead to crashes, but the transportation system can be designed and operated to accommodate human mistakes and injury tolerances and avoid death and serious injuries.



### Humans Are Vulnerable

People have limits for tolerating crash forces before death and serious injury occurs; therefore, it is critical to design and operate a transportation system that is human-centric and accommodates human vulnerabilities.



### Responsibility is Shared

All stakeholders (transportation system users and managers, vehicle manufacturers, etc.) must ensure that crashes don't lead to fatal or serious injuries.



### Safety is Proactive

Proactive tools should be used to identify and mitigate latent risks in the transportation system, rather than waiting for crashes to occur and reacting afterwards.



### Redundancy is Crucial

Reducing risks requires that all parts of the transportation system are strengthened, so that if one part fails, the other parts still protect people.



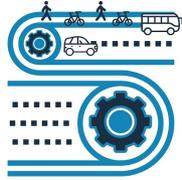
U.S. Department of Transportation  
Federal Highway Administration

FHWA-SA-20-015



# VISION 4 FUTURE NETWORK

# Managing Speed for Safety



## VISION ZERO CORE ELEMENTS



Hit by a vehicle traveling at

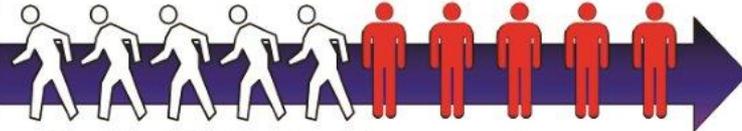
20  
MPH



9 out of 10 pedestrians survive.

Hit by a vehicle traveling at

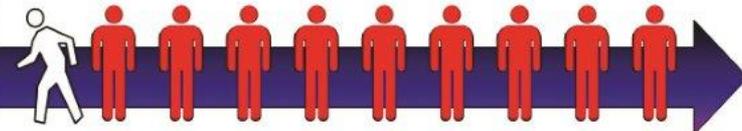
30  
MPH



5 out of 10 pedestrians survive.

Hit by a vehicle traveling at

40  
MPH



only 1 out of 10 pedestrians survives.

VISION 4 TO NETWORK

# Vision Zero is Possible

We know how to save  
31,500 lives a year.

What are we  
waiting for?

Improved Emergency Response  
2,500 lives per year

Modal Shift  
3,000 lives per year

Roadway Design  
3,000 lives per year

Lowering Speeds  
4,000 lives per year



Driver Assistance Systems  
10,000 lives per year

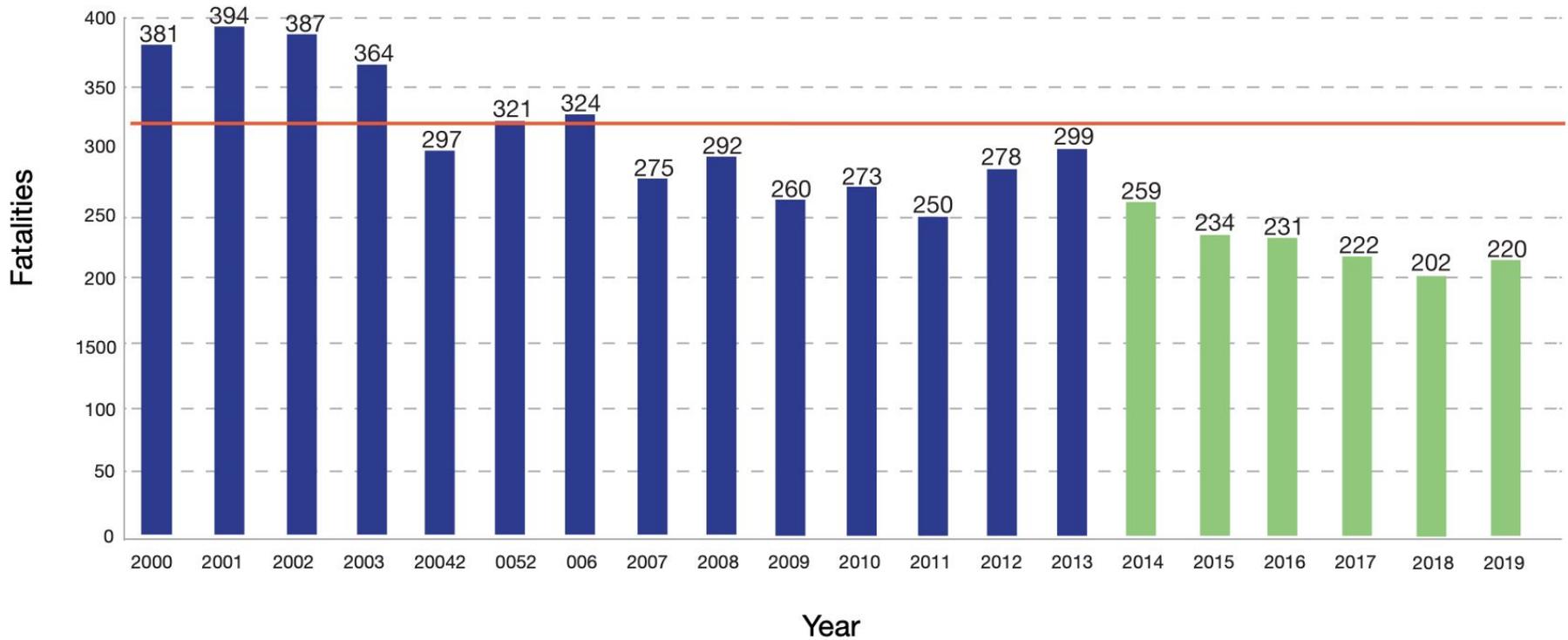
Alcohol Detection Systems  
9,000 lives per year

**VISION4RN** NETWORK

**VISION4RN** NETWORK

# How it Works: New York City

■ Before Vision Zero    ■ Vision Zero    — 2000-2013 average prior to Vision Zero



VISION 4:0 NETWORK



NYC



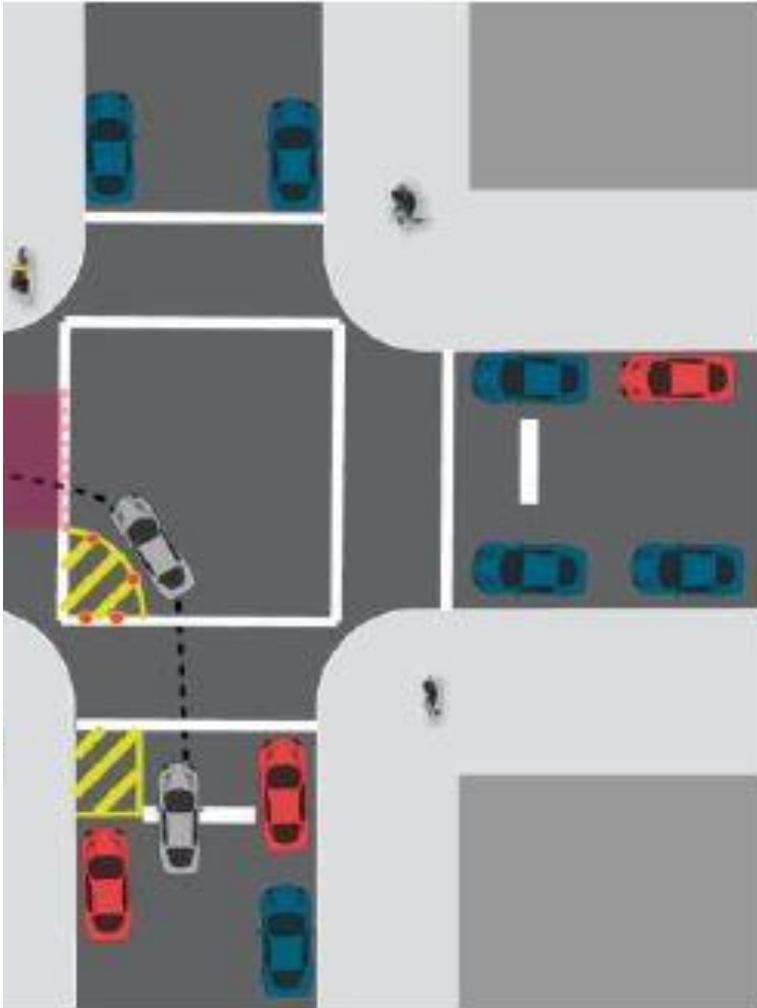
VISION4RONETWORK

# NYC, Queens Boulevard



BEFORE	AFTER
300+ crashes each year	Pedestrian injuries ↓ 49%
65+ crashes with injuries each year	Bicyclist injuries ↓ 42%
	Injury crashes ↓ 4%

# Safe Systems approach: NYC

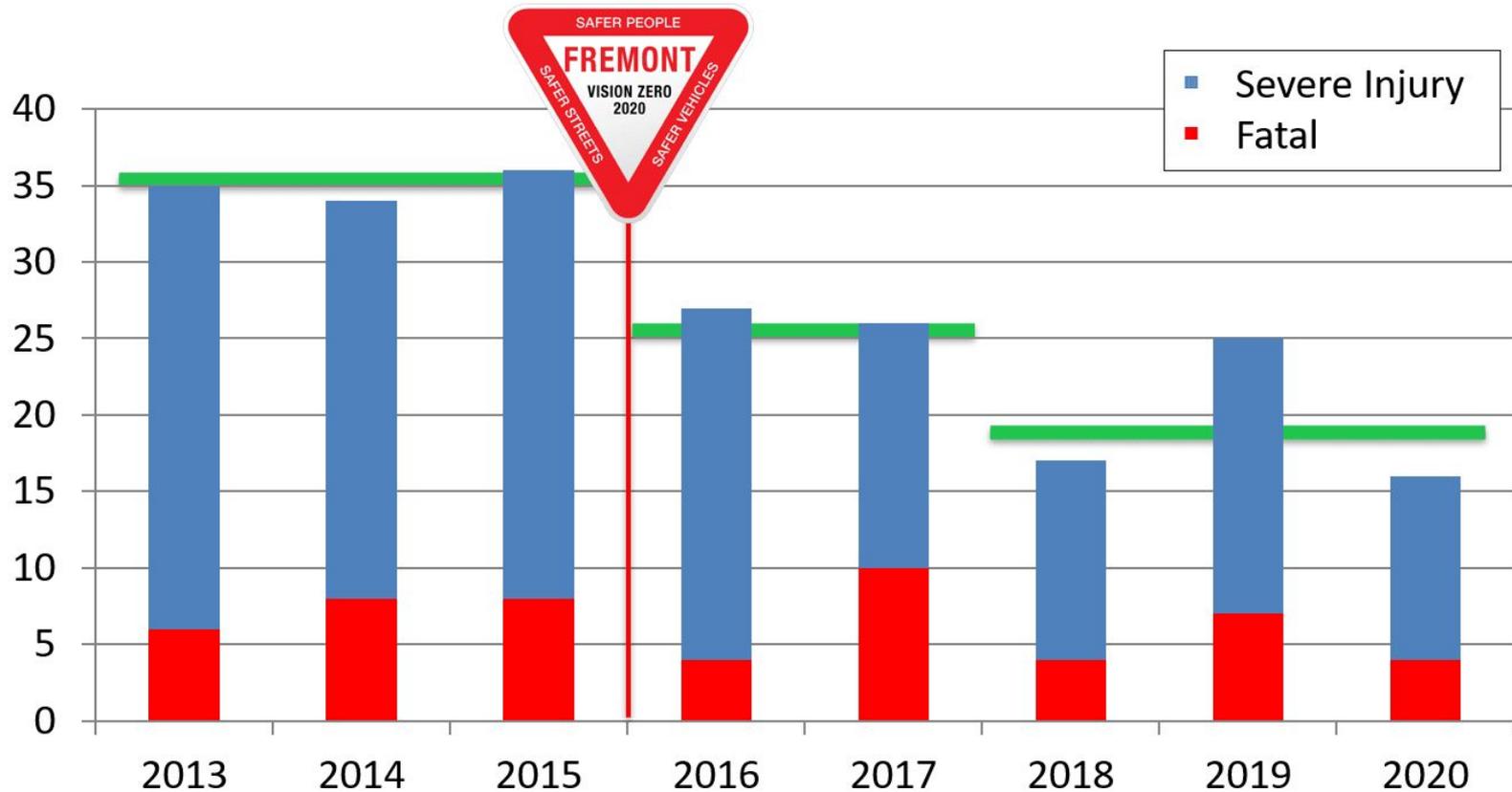


VISION4FOURNETWORK

# Fremont Major Traffic Crash Trends

Since start of Vision Zero program, major traffic crashes are down by 45%\*

\* Three-year rolling average



# Fremont, CA



VISION 4 FUTURE NETWORK

# Fremont, CA



## Get State Legislation for Safer Speeds

1. Enable Speed Safety Cameras
2. Allow Lower Speed Limits



## Continue Local Actions for Safer Streets

3. Manage Speeds with Signal Timing & Speed Feedback
4. Enhance Pedestrian Crosswalks
5. Improve Intersection Safety for Everyone
6. Restripe Major Streets to be "Safe & Complete Streets"
7. Build Better Bikeways

FVZ 2025 Action Plan Graphic



## Encourage Support from Regional Partners

8. Make State Highways & Interchanges Safer
9. Promote Safer Vehicles & Drivers
10. Foster a Bay Area Culture of Safety & Equity

# Charlotte, NC



**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

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

**VISION440NETWORK**

# Portland, OR



VISION ZERO NETWORK

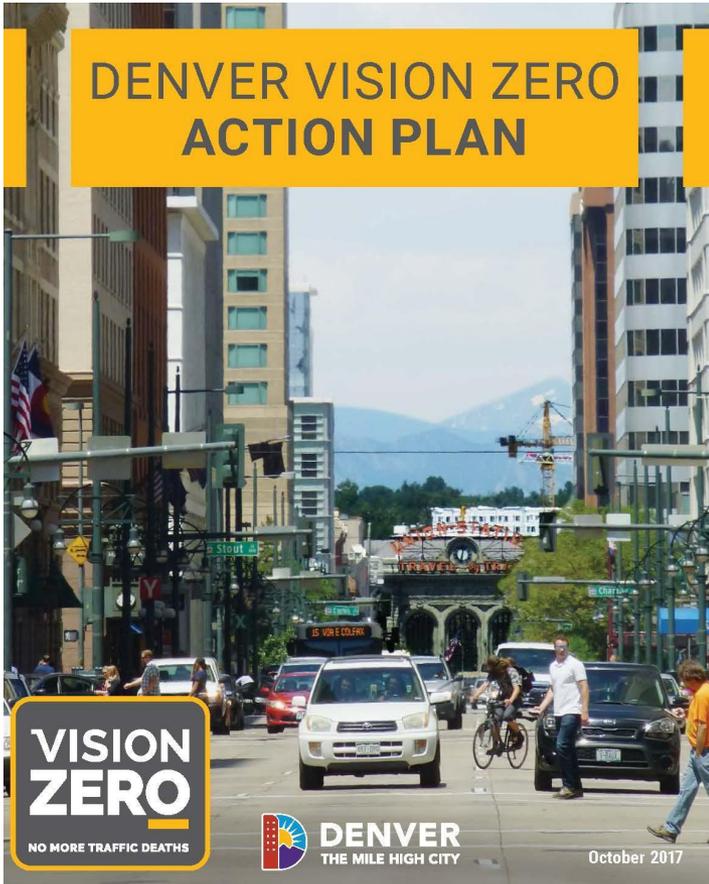
# Macon, GA



VISION4RONETWORK

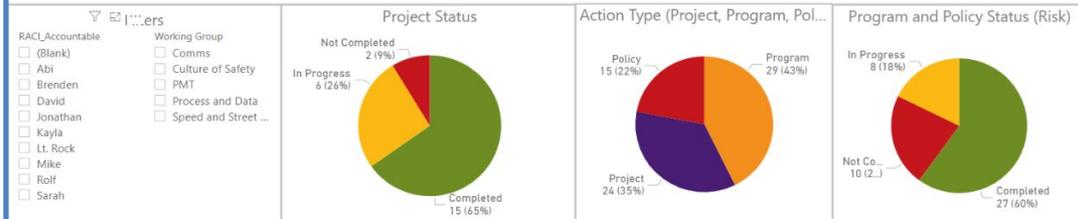
# Denver, Co

Denver city council votes to lower residential speed limits from 25 to 20



## Tracking all 67 Action Items

### Vision Zero Action Plan



CONNECT WITH US 311 | POCKETGOV | DENVERGOV.ORG | DENVER 8 TV

VISION 4 R NETWORK

# Denver's Vision Zero Action Plan

Action	0-2 Years	3-5 Years	Partners*
<b>Establish a Vision Zero program within the City</b>			
Establish a permanent, dedicated funding source for Vision Zero implementation and coordination. Continue to create a Vision Zero program with dedicated staff.	\$2M/year; 1.5 FTE/year	\$3M/year; 2 FTE/year	DPW, Mayor's Office, DPD, DEH, CDOT
Coordinate existing funding already going to Vision Zero projects or that could be applied to such projects.	Complete action		DPW, BMO, CDOT
<b>Institutionalize Vision Zero as the City's approach to its transportation system</b>			
Convene regular meetings of safety stakeholders to review traffic safety performance and determine strategies for improvement.	6 meetings/ year	6 meetings/ year	DPW or Mayor's Office, DPD, DEH, others
Convene regular meetings of executive-level departmental representatives to coordinate Vision Zero efforts.	4 meetings/ year	4 meetings/ year	Mayor's Office, Xcel Energy, DPW, DPD, DEH, others
Ensure that Denver Vision Zero staff are represented at CDOT Region 1/City and County of Denver coordination meetings.	Ongoing action	Ongoing action	DPW, CDOT
Make the City and County of Denver a model Vision Zero adopter, including possible fleet modifications, operational changes, and training.	Ongoing action	Ongoing action	DPW



## VISION4RN NETWORK

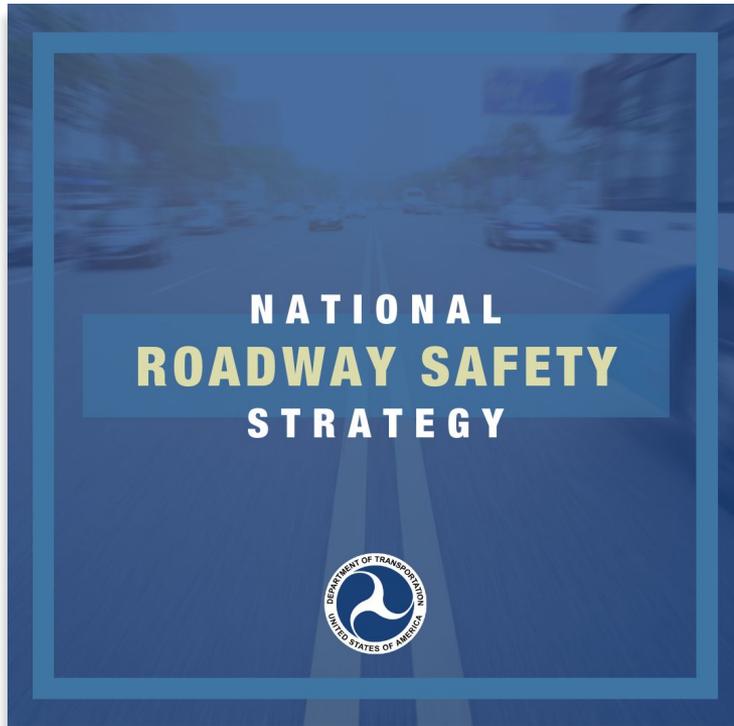
“

Today we commit that our goal is this: Zero. ***Our goal is zero deaths***; a country where, one day, nobody has to say goodbye to a loved one because of a traffic crash.

*Pete Buttigieg, U.S. Secretary of Transportation,  
on National Roadway Safety Strategy release,  
January 27, 2022*

VISION4RN NETWORK

# Why this matters:



- First National Roadway Safety Strategy
- Acknowledges crisis as “unacceptable” & “solvable”
- Shifts to Safe System approach!
- Focuses on fixing systems, not blaming people
- Designates actions, timelines & responsibilities
- Acknowledges historic & current problems, incl. inequitable enforcement
- Lifts up safety needs of people outside of cars (walking, biking, wheelchairs, scooters)

VISION 4H:O NETWORK

# Vision Zero is about *MORE*...

ZERO <sup>IS</sup> <sub>ES</sub> MORE MÁS 零更多 ししょうしゃゼロ 제로는 더 많다  
ANG WALA AY MAS MARAMI BIRTHDAYS CUMPLEAÑOS 생일  
学习 LEARNING 学び APRENDIZAJE 배움 WONDER ASOMBRO  
CELEBRATIONS 庆祝活动 MGA PAGDIRIWANG幸せ HAPPINESS  
MORE MÁS 更多 もっと 더 LIFE VIDA

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**Thank you!**

**Leah Shahum**

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**[visionzeronetwork.org](http://visionzeronetwork.org)**

**VISION ZERO NETWORK**