

Growing the Vision – *and Action* – for Safe Mobility



VISION4FORNETWORK

An estimated 40,000 deaths and rising



**“OUR
COMPLACENCY
IS KILLING US.”**

Debbie Hersman
President and CEO
National Safety Council

#FatalFacts



VISION4ROADNETWORK

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 NETWORK

NYC Success: 23% fewer deaths



Highway-like existing conditions



Key Design Treatments:
Median-side bicycle and
pedestrian path

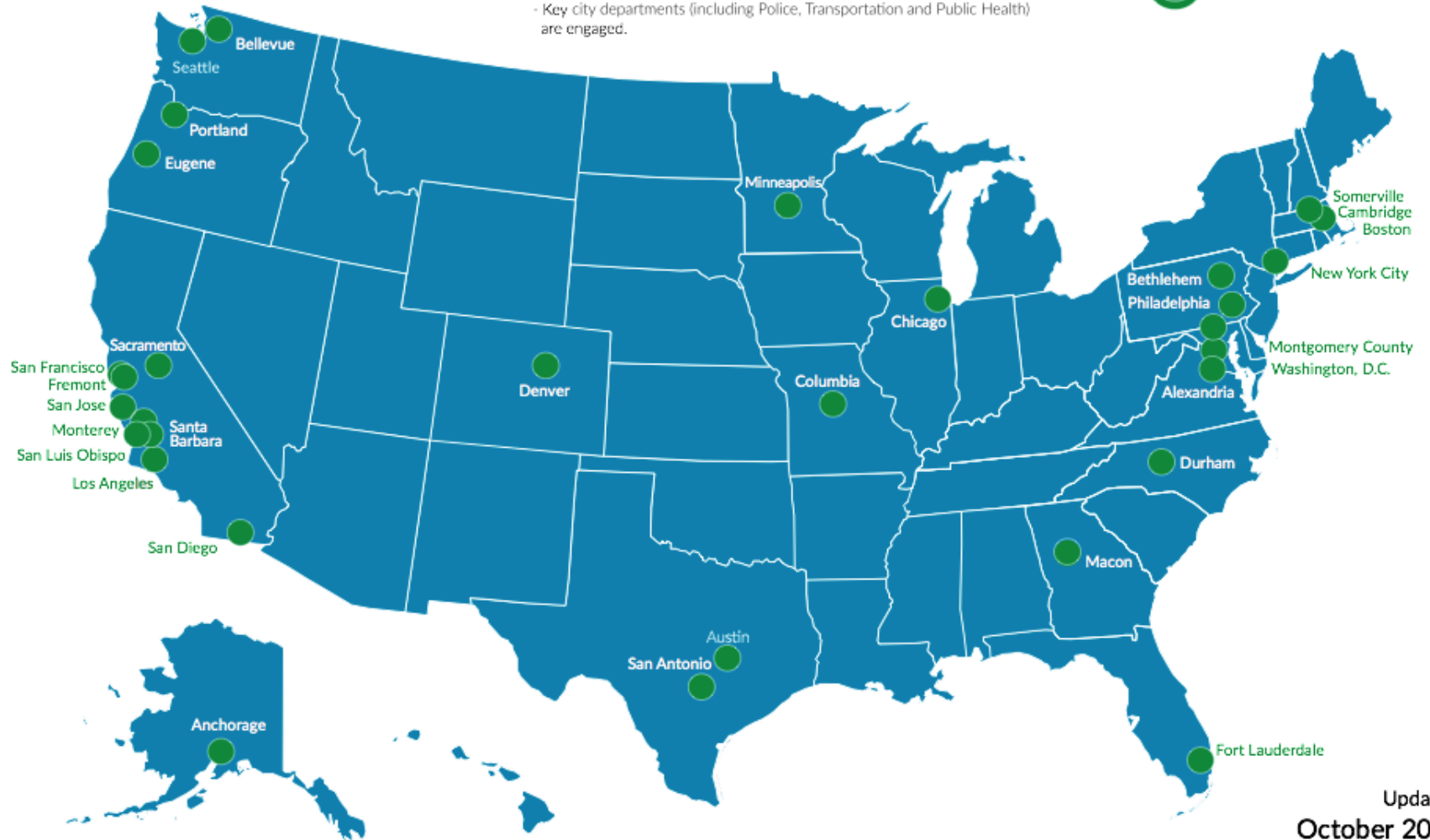
FOR A SAFER NYC
SPEED LIMIT 25
VISION ZERO

VISION 4 R:O 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.



Updated
October 2017

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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**

VISION 4:0 NETWORK



◆ Acknowledges that traffic losses are *preventable*

Takes *systems approach* to prevention

Is data-driven

Not all E's are created equal

Leadership = essential!

VISION4H2O NETWORK

CRASH

ACCIDENT

VISION4FRONTNETWORK



Acknowledges that traffic losses are *preventable*

◆ Takes *systems approach* to prevention

Is data-driven

Not all E's are created equal

Leadership = essential!

VISION4R2NETWORK

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!

VISION44:0 NETWORK

Focusing on the Issues



Boston Police Department
Reported Crash Fatalities
2010-2014

- pedestrian fatality
- bicyclist fatality
- motorist fatality

Crash data does not include crashes on roadways that are not owned by the City of Boston

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



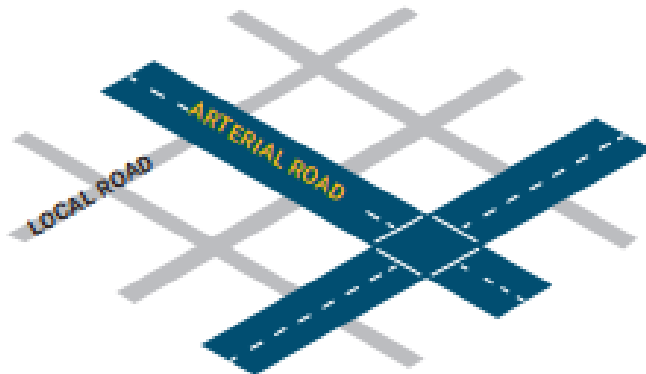
8x

more drivers died on arterial roads than on local roads

Vision 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 440 NETWORK

People Killed While Walking by Income



Governing, August 2014

© 2015 Safe Routes to School National Partnership

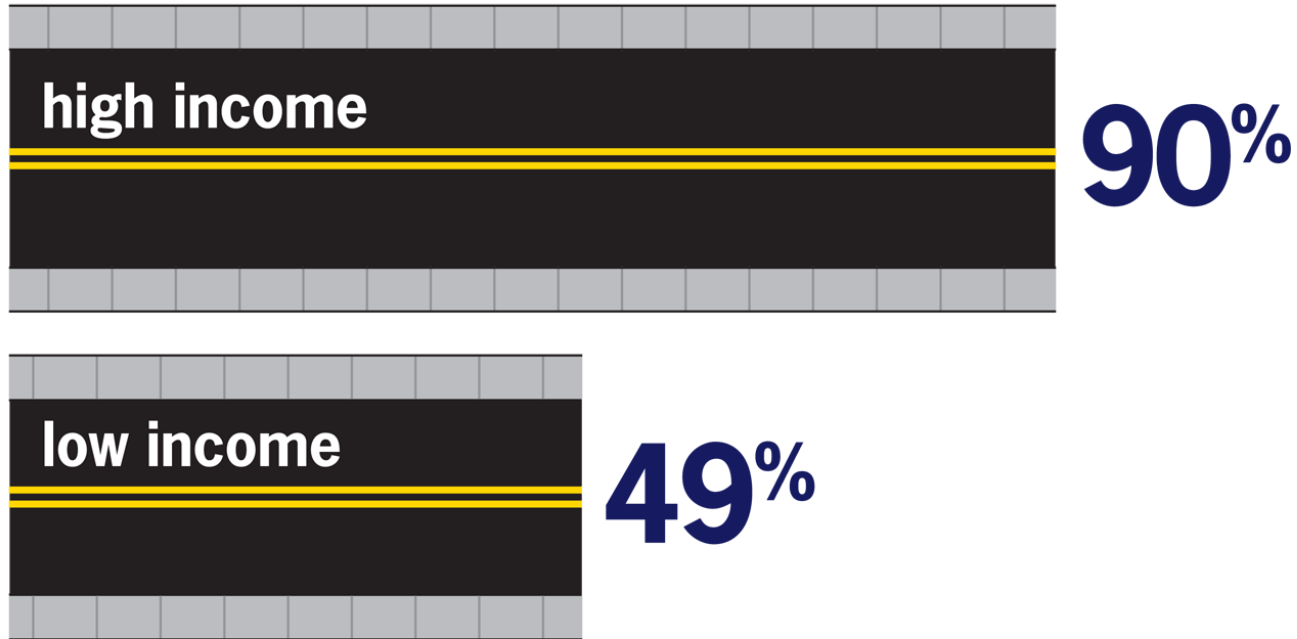
People Killed While Walking



Governing, August 2014

© 2015 Safe Routes to School National Partnership

Communities with Sidewalks



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*

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◆ Not all E's are created equal

Leadership = essential!

SAFE TRAVEL FOR ALL

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

SAFE SPEEDS

SAFE VEHICLES

SAFE PEOPLE

VISION 4H:O NETWORK



VISION 4:0 NETWORK



VISION4IRONETWORK



VISION4H2O NETWORK



VISION 4:0 NETWORK



VISION4HONORNETWORK



VISION 4 H2O NETWORK

Hit by a vehicle traveling at

20
MPH



9 out of 10 pedestrians survive.

Hit by a vehicle traveling at

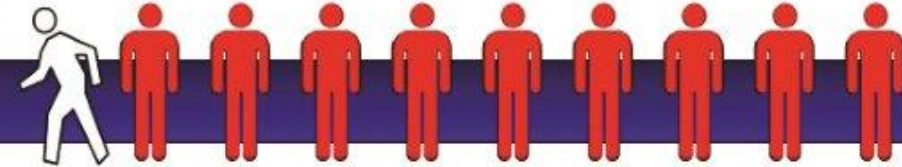
30
MPH



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



VISION 44:0 NETWORK



Acknowledges that traffic losses are *preventable*

Takes *systems approach* to prevention

Is data-driven

Not all E's are created equal

◆ **Leadership = essential!**

LEADERSHIP STRUCTURE



Mayor's office

Commits the city to Vision Zero and plays a key role in managing the process to achieve it

In New York City, the Mayor's Office of Operations created and continues to convene the Vision Zero Task Force.

When Vision Zero first launched in San Francisco, the Mayor dedicated a full-time staff member to Vision Zero.

Vision Zero Task Force / Steering Committee

Key city agencies — including transportation, police, health and the mayor's office — appointed by the mayor to lead the strategy and implementation of Vision Zero

The NYC Vision Zero Task Force includes the Police Dept, Dept of Transportation, Taxi & Limousine Commission, Dept of Health & Mental Hygiene, Dept of Citywide Administrative Services, Law Dept and Office of Management & Budget.



In LA, the Mayor appointed the General Manager of the Dept of Transportation and the Chief of Police (or their designees) as co-chairs of the Vision Zero Executive Steering Committee.

In D.C., the Mayor tapped the Department of Transportation as the lead agency on the Vision Zero Task Force.

Many cities engage community stakeholders in their Task Forces in some way, too

Vision Zero Working Groups / Subcommittees

Often interdisciplinary groups focused on specific aspects of achieving Vision Zero, like engineering or marketing

San Francisco has standing committees on Engineering, Enforcement, Education, Policy, Evaluation, and Budget.



In Los Angeles, subcommittees include Engineering, Enforcement, Education, and Evaluation.

New York City convenes Marketing and Data Working groups.

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.

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