Vision Zero & Power of Advocacy
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**
Data: Death and serious injury concentrated on small % streets

Los Angeles

6%

San Francisco

12% of total streets
70% of total crashes

Denver

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

Governed, August 2014
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Communities with Sidewalks

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

Bridging the Gap, Income Disparities in Street Features that Encourage Walking, 2012
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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
Focus on Roadway Redesign & Managing Speed
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.