Vision Zero: Safe, Livable, Equitable Communities
From 2008-2017, pedestrian fatalities increased by 35%. When combined, all other traffic deaths decreased 6% over the same period.

Source: NHTSA Fatality Analysis Reporting System
2018 is projected to have the largest number of pedestrian fatalities in the U.S. since 1990.
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

VISION4K NETWORK
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

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 4 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

12% of total streets

70% of total crashes

Denver

50% of Denver’s traffic fatalities occur on just 5% of our streets.
High Injury Networks

Sacramento
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%

Bridging the Gap, Income Disparities in Street Features that Encourage Walking, 2012

© 2015 Safe Routes to School National Partnership
49% of Los Angeles’ HIN falls within the most vulnerable communities
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
Focus on Roadway Redesign & Managing Speed

VISION 410 NETWORK
Vision Zero Success = Managing Speed for Safety

SAFE STREET DESIGN
SAFE SPEED LIMITS
AUTOMATED SPEED ENFORCEMENT
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.
Fremont, CA
Portland, OR
SPEED CAMERAS ON LOCAL ROADS COULD HAVE PREVENTED >22,000 DEATHS OR INJURIES NATIONWIDE IN 2015

VISION-1-RONETWORK

SOURCE: INSURANCE INSTITUTE FOR HIGHWAY SAFETY. IIHS.ORG
San Francisco & San Jose
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!**
## Denver’s Vision Zero Action Plan

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

**VISION400 NETWORK**