Growing the Vision for Safe Mobility: Vision Zero
Motor vehicle crash deaths in 10 comparison high-income countries, 2013

Highest:
- United States: 10.3
- New Zealand: 5.6
- Canada: 5.4
- France: 5.1

Mid:
- Japan: 4.5
- Germany: 4.0
- Spain: 3.6

Lowest:
- Switzerland: 3.3
- United Kingdom: 2.8
- Sweden: 2.7

Deaths per 100,000 people

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
- Addresses all road user (i.e. moves out of silos)
- Engages diverse, critical stakeholders
- Brings new URGENCY
CRASH
ACCIDENT
VISION4K NETWORK
Acknowledges that traffic losses are preventable

Takes systems approach to prevention

Is data-driven

Addresses all road user (i.e. moves out of silos)

Engages diverse, critical stakeholders

Brings new URGENCY
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
- Addresses all road user (i.e. moves out of silos)
- Engages diverse, critical stakeholders
- Brings new URGENCY
HIGH-INJURY STREETS

12% OF TOTAL STREETS

70% OF TOTAL CRASHES
Acknowledges that traffic losses are preventable

Takes systems approach to prevention

Is data-driven

Addresses all road user (i.e. moves out of silos)

Engages diverse, critical stakeholders

Brings new URGENCY
◆ Speed matters most
◆ Data = knowledge
◆ Not all E’s are created equal
◆ Leadership & collaboration essential
◆ Zero is the right goal
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.
◆ Speed matters most
◆ **Data = knowledge**
◆ Not all E’s are created equal
◆ Leadership & collaboration essential
◆ Zero is the right goal
Disproportionate impact of injury crashes in low income communities
Speed matters most

Data = knowledge

Not all E’s are created equal

Leadership & collaboration essential

Zero is the right goal
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SAFE STREETS SAVE LIVES
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