

# Vision Zero Traffic Safety Task Force

October 9, 2015



# Today's Presentation

- Announcements
- Aiming for Zero presentation
- Activity:
  - Review draft Action Plan & make recommendations, including:
    - Focus on actions
    - Is 2025 our goal?
    - How should the Task Force continue post-adoption?
- Next Steps:
  - Public draft & adoption process
  - Continue analysis



# Aiming for Zero

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FHWA – Texas Division*



 Safe Roads for a Safer Future  
Investment in roadway safety saves lives  
<http://safety.fhwa.dot.gov>

# Agenda

- Why zero?
- The history of zero goals
  - European development
  - US State adoption of zero goals
  - Local adoption of zero goals
- Implementing a zero goal
- Conclusion



# Why Zero?

- The Sweden example:



<http://www.visionzeroinitiative.com/>



# Vision Zero

## *A Brief History*



U.S. Department of Transportation  
**Federal Highway Administration**



**Safe Roads for a Safer Future**  
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# Vision Zero starts in Sweden



1997

"No one shall be killed  
or seriously injured within  
the road traffic system."

# The SUN examples

- Early 2000s brings attention to Sweden, United Kingdom, and Netherlands (SUN) for having consistently low fatality rates
  - Netherlands – “sustainable safety”
    - Similar systems / comprehensive public health approach
  - UK – “Safer drivers, safer roads”
    - Most traditional approach compared to US practices



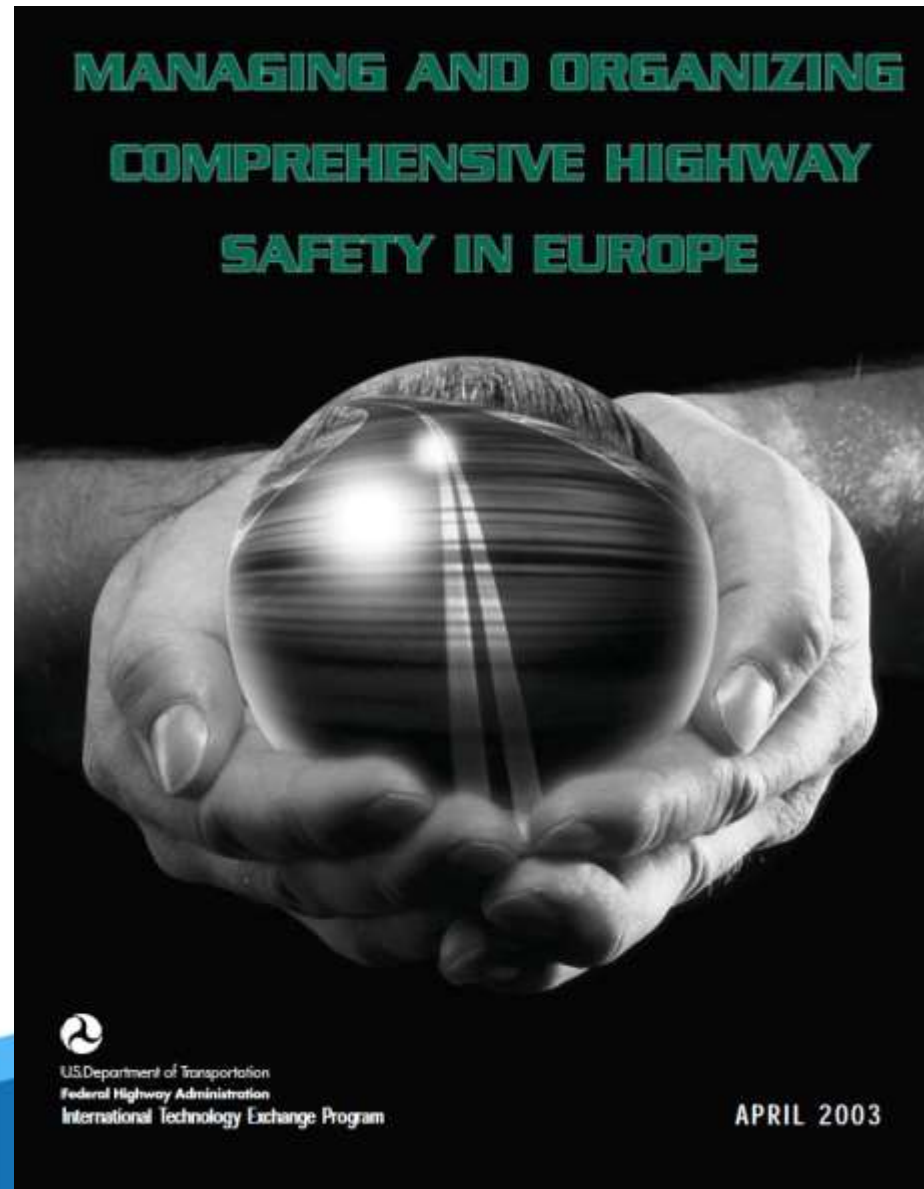
# International Comparisons

2012 fatalities per 100,000 population



# Export to the United States

- 2003 joint AASHTO/TRB/FHWA international scan
- SUN + Germany visited
- Key themes:
  - Public Health approach
  - Quality of Life
  - Comprehensive and Coordinated Plans
  - Highway Safety Programs
  - Goal Setting



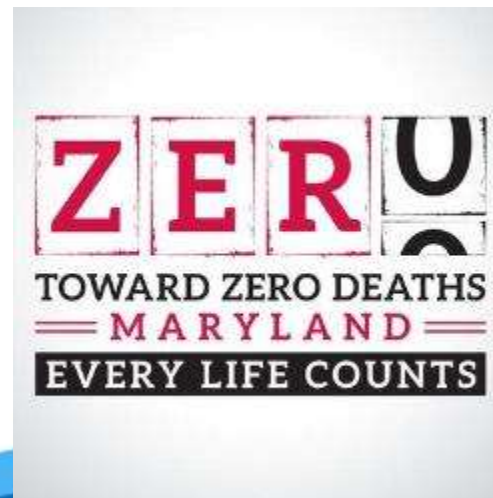
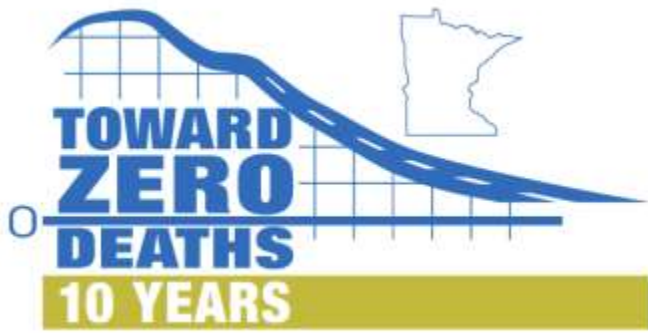
# Adoption in the United States

- In 2004 FHWA promotes the use of Comprehensive Highway Safety Plans at the state level
- In 2005, Strategic Highway Safety Plans are written into SAFETEA-LU and are required for all states
- FHWA/AASHTO/TRB coordinate several SHSP peer exchanges to facilitate development of SHSPs

# States Adopting Zero Goals

- States begin adopting Zero goals, primarily under the Towards Zero Deaths label.
- 36 States + DC and Puerto Rico have adopted some form of Zero goal.
  - First state: Washington, in 2000

**zero Fatalities**  
*A Goal We Can All Live With*



# TZD National Strategy

- On March 10, 2015, AASHTO joined other partners in the National Strategy on Highway Safety Toward Zero Deaths
- US DOT Secretary Foxx issued a statement the same day reaffirming that safety is US DOT's number one priority across all modes and will support TZD

[www.dot.gov/fastlane/tzd](http://www.dot.gov/fastlane/tzd)





# Adoption by Cities

- Around 2010, advocate groups begin picking up on the international themes
  - Transportation Alternatives Vision Zero plan for New York City, published 2011
- 2012 – adoption by Chicago as part of Comprehensive traffic plan
- 2014 – adoption by New York City
- 2015 – media reports a “wave” of Vision Zero
  - Adoption by SF, LA, Seattle, DC, Boston, others



VISION  
ZERO  
SF

VISION  
ZERØ  
SAFER STREETS FOR SEATTLE



# Implementing a Zero Goal

*What's it mean?*



U.S. Department of Transportation  
**Federal Highway Administration**



**Safe Roads for a Safer Future**  
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<http://safety.fhwa.dot.gov>

# Implementation

- Comprehensive planning:
  - Engineering, Education, Enforcement, Emergency Medical Services (the 4E's)
- Traffic safety culture
- Short and long term goal setting
- Advancing the most effective solutions







## Traditional thinking



Focus on accidents

Perfect human behavior

Individual responsibility

Industry must be forced

Saving lives is expensive

## Vision Zero



Focus on fatalities and serious injuries

Integrate the failing human in design

Shared responsibility between system and design

Industry can be stimulated

saving lives is cheap

# Vision Zero



Public  
Messaging

Data  
Analysis

Focus Areas  
and Plans

Targets and  
Goals

Priority  
Improvements

Funding  
Opportunities

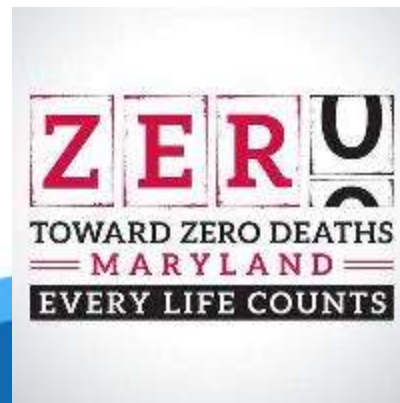


# Vision Zero is a Brand

- Vision Zero is essentially the same as the SHSP, with a unified, specific outreach and public awareness plan
- Easily relates to the public, spreads awareness

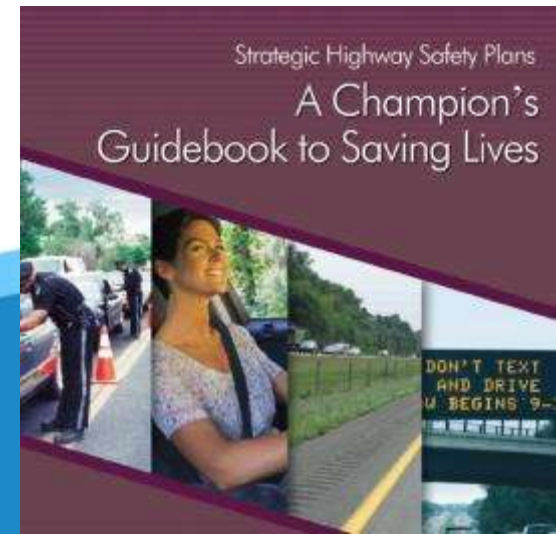


**VISION ZERO**



# Need Help?

- FHWA's safety planning guides  
<http://safety.fhwa.dot.gov/hsip/shsp/>
- <http://safety.fhwa.dot.gov/provencountermeasures/>
- FHWA Focused approach to safety  
<http://safety.fhwa.dot.gov/fas/>



# Other Sources

- <http://visionzeronetWORK.org/>
- FHWA SHSP community of practice:
  - [http://rspcb.safety.fhwa.dot.gov/shsp\\_cop.aspx](http://rspcb.safety.fhwa.dot.gov/shsp_cop.aspx)
- <http://www.pedbikeinfo.org/>
- <http://www.saferoutesinfo.org/>
- AASHTO: <http://safety.transportation.org/>
- <http://www.highwaysafetymanual.org>
- ATSSA TZD Guides <http://www.atssa.com/>
- <http://www.towardzerodeaths.org/>



**VISION ZERO NETWORK  
LAUNCHES TO ADVANCE SAFE  
STREETS**

# Key Takeaways

- Zero isn't a target for the short term
- Zero is a defensible message to the public
- Leverage leadership at whatever level it is available to you
- Leverage best practices and local momentum

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# ROAD TO VISION ZERO

NOV 2014  
CITY COUNCIL CREATES  
TASK FORCE



JAN - AUG 2015  
RESEARCH +  
ANALYSIS

AUG - NOV 2015  
DRAFT POLICY +  
RECOMMENDATIONS

WINTER 2015 - 2016  
REVIEW BY COMMUNITY +  
CITY COUNCIL ADOPTION



# Next Steps

**Next Task Force meeting**  
**scheduled** for November 13