Aiming for Zero

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Agenda

• Why zero?
• Implementing a zero goal
• State and National Activities
• Conclusion
Why Zero?

• What does zero fatalities mean?
• The Iowa example:

https://www.youtube.com/watch?v=nsoh8D1sVNk
Why Zero?

• What does Vision Zero mean?
• The Sweden example:

http://www.visionzeroinitiative.com/

“No one shall be killed or seriously injured within the road traffic system.”
Implementing a Zero Goal

What’s it mean?
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
Safety as a System

• Vision Zero and the focus on systems approaches
  – Crash injuries are predictable and preventable
  – Not all human error can be eliminated
  – A social contract between the public and government
    • Public – driving appropriate speeds, not drinking
    • Government – road design measures for protection

• Focus on traffic safety as public health
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
Safety as a System (2)

• VZ countries have largely moved beyond traditional “hot spot” safety approaches
• Systemic review of crash types by contributing factors and roadway types
  – Mismatch between road use and road messaging
  – Updates to design standards and systematic improvement
  – Managing kinetic energy and reducing severity over preventing crashes
  – Human oriented thinking
Vision Zero

- Targets and Goals
- Data Analysis
- Public Messaging
- Focus Areas and Plans
- Priority Improvements
- Funding Opportunities
Vision Zero is a Brand

• Vision Zero is essentially the same as other comprehensive safety plans, with a unified specific outreach and public awareness plan
• Easily relates to the public, spreads awareness
National and State Perspectives

Current Activities

U.S. Department of Transportation
Federal Highway Administration

http://safety.fhwa.dot.gov
Adoption by Cities

- The context of cities enables ready adoption
  - “zero” appears more achievable at the local level
  - Known for its focus on all roadway users
  - Public health tie-ins
  - Ethics, social justice, equity, and community values

http://visionzeronetwork.org/
Vision Zero 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 2016
Adoption by States

• States are adopting Zero goals, primarily under the Towards Zero Deaths label.
• Work in conjunction with State’s Strategic Highway Safety Plans (SHSP)
• >40 States have adopted some form of Zero goal.
  – First state: Washington, in 2000
Texas

• Solutions for Saving Lives on Texas Roads
  – Texas Traffic Safety Task Force Report

• 2017 Strategic Highway Safety Plan update
  – Feedback being gathered now through Spring 2017
  – To be completed August, 2017
Towards Zero Deaths – The National Strategy

• On March 10, 2015, AASHTO joined other partners in the National Strategy on Highway Safety Toward Zero Deaths

http://www.towardzerodeaths.org/home.php
Road to Zero

- U.S. DOT and National Safety Council led coalition
  - $1 million in funding to aid small non-profits in advancing zero fatalities goals
Need Help?

- FHWA guides
- TRB subcommittee
- TZD national strategy
- Vision Zero Network
Key Takeaways

• Zero isn’t a target for the short term
• Zero is a defendable message to the public
• Leverage leadership at whatever level it is available to you
• Leverage best practices and momentum
Questions?

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VISION ZERO
SAN ANTONIO

VISION ZERO
any traffic death is too many

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

U.S. Department of Transportation
Federal Highway Administration