

The Vision Zero Movement



Can it be a Solution for Sparks?

What Gives a Neighborhood Life?



How is Vision Zero Different?

Traditionally we build streets assuming that drivers and pedestrians will do the right thing even though we know that humans are flawed,” says Claes Tingvall, [the director of Traffic Safety for the Swedish Transport Administration](#), in an interview with Yahoo News. “You don’t design an elevator or an airplane or a nuclear power station on the assumption that everyone will do the right thing. You design it assuming they will make mistakes, and build in ways that withstand and minimize error.”

In Every Situation, the Person May Fail...

...the Road Should Not



Vision Zero vs. Statas Quo

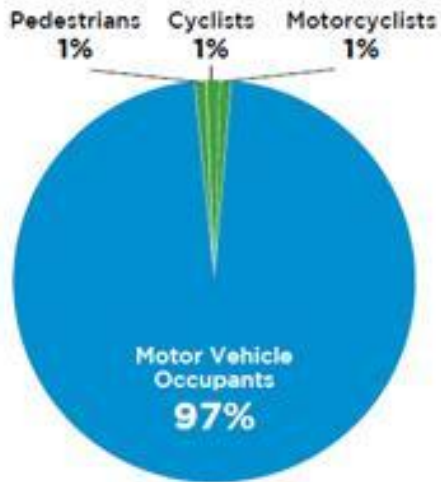


Traditional thinking	Vision Zero
Focus on accidents	Focus on fatalities and serious injuries
Perfect human behavior	Integrate the failing human in design
Individual responsibility	Shared responsibility between system and design
Industry must be forced	Industry can be stimulated
Saving lives is expensive	saving lives is cheap

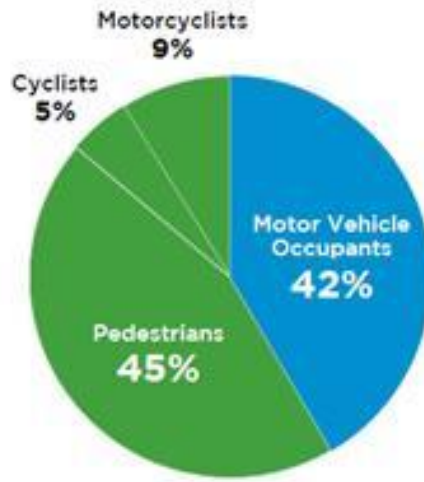
Less Than Half the Fatalities are MVO

Vulnerable road users

Pedestrians, cyclists, and motorcyclists are involved in only 3% of collisions, but account for almost 60% of fatalities.

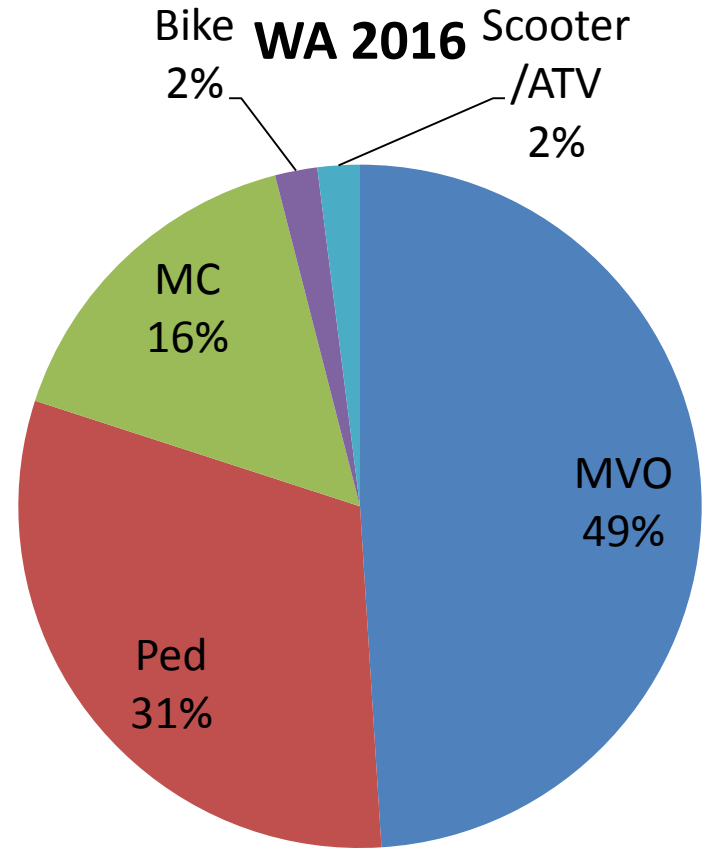


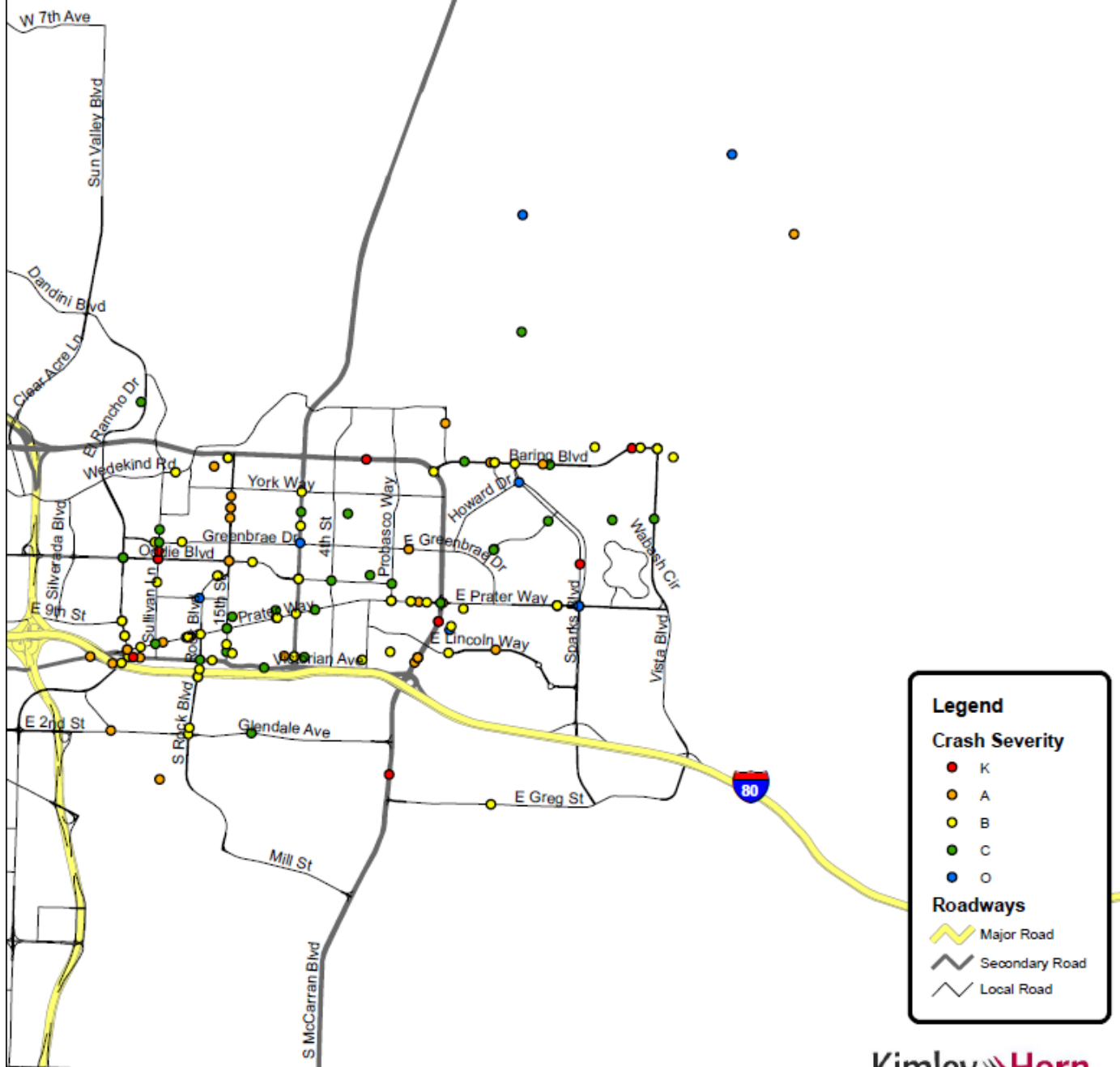
Collisions



Fatalities

Source: ICBC 2005-2010, VPD 2005-2010





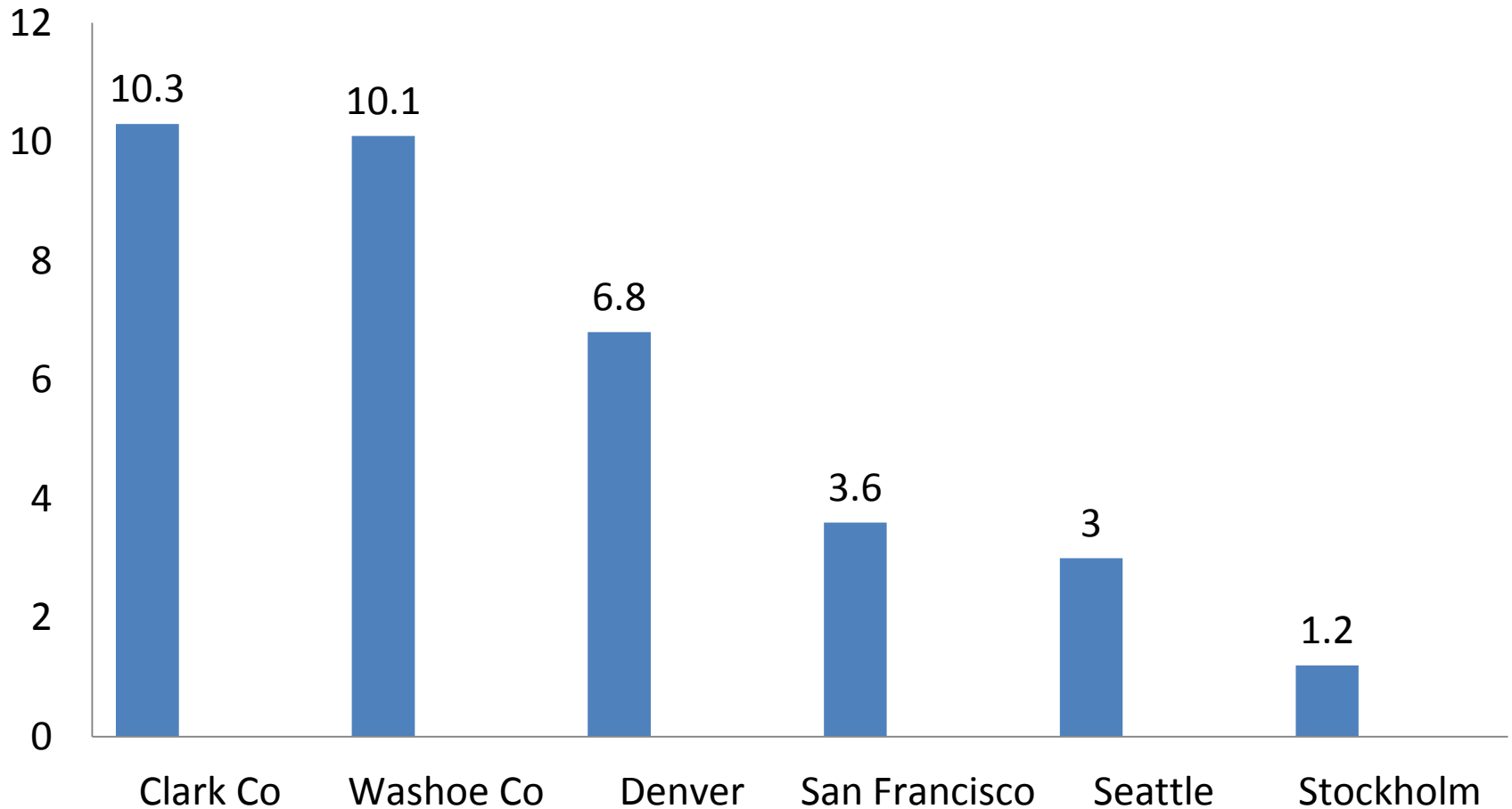
Data Source:
 NDOT 07/06/2011-06/10/2016





Data Source: _____

Fatalities per 100,000 population



Vision Zero Cities

A Vision Zero City meets the following minimum standards:

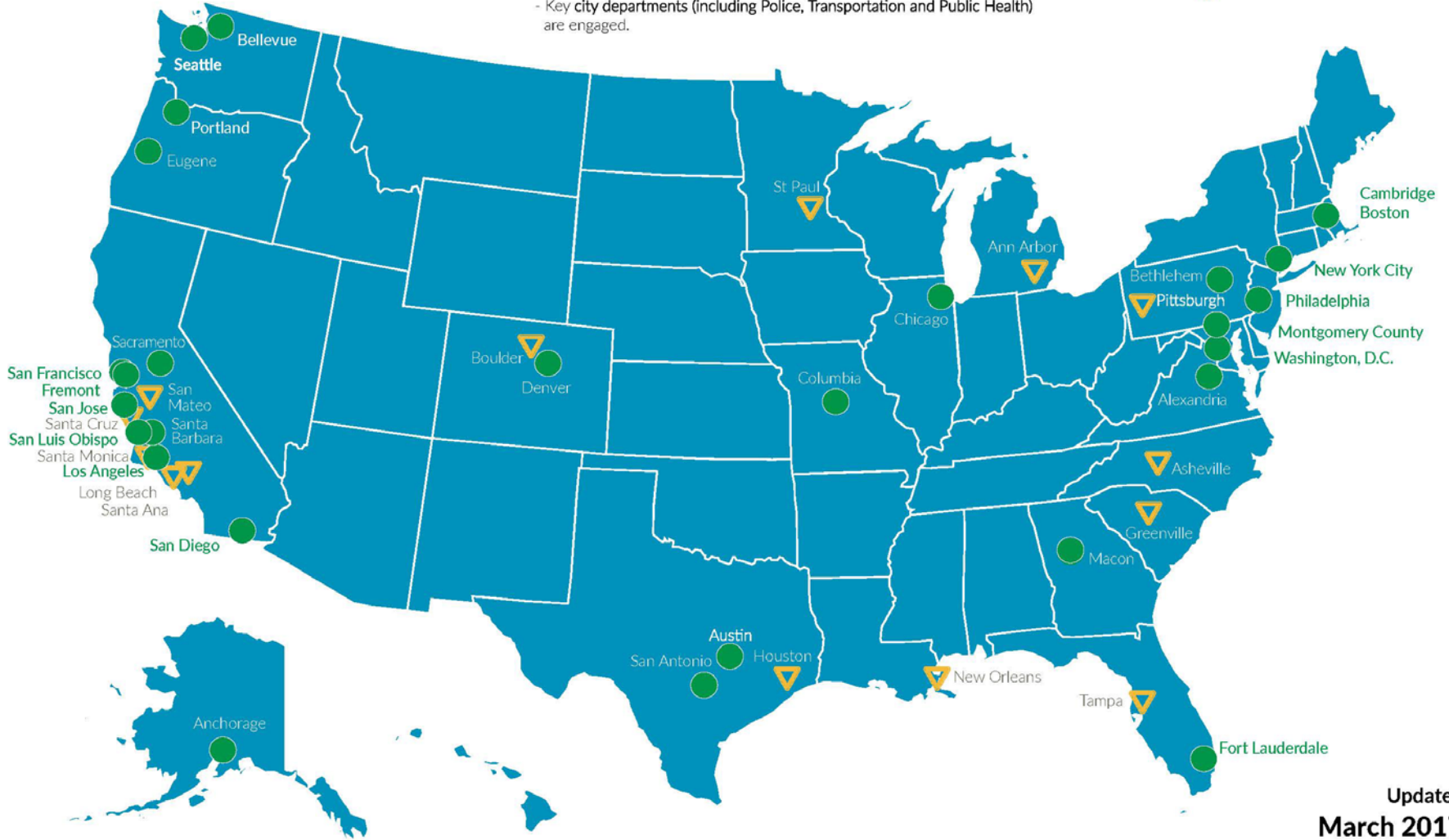
- Sets clear goal of eliminating traffic fatalities and severe injuries
- Mayor has publicly, officially committed to Vision Zero
- Vision Zero plan or strategy is in place, or Mayor has committed to doing so in clear time frame
- Key city departments (including Police, Transportation and Public Health) are engaged.



Vision Zero City



Considering Vision Zero

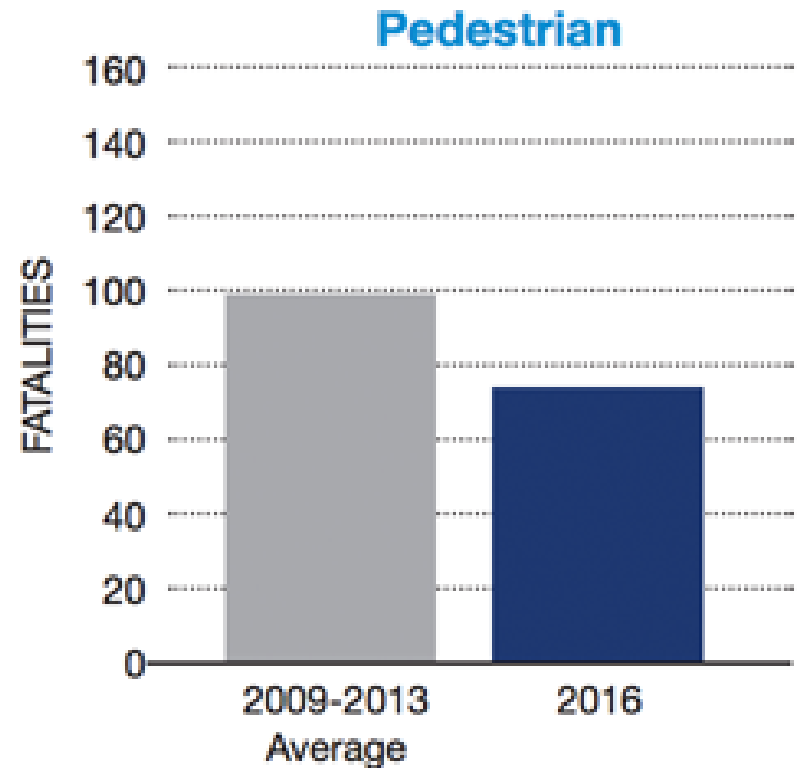
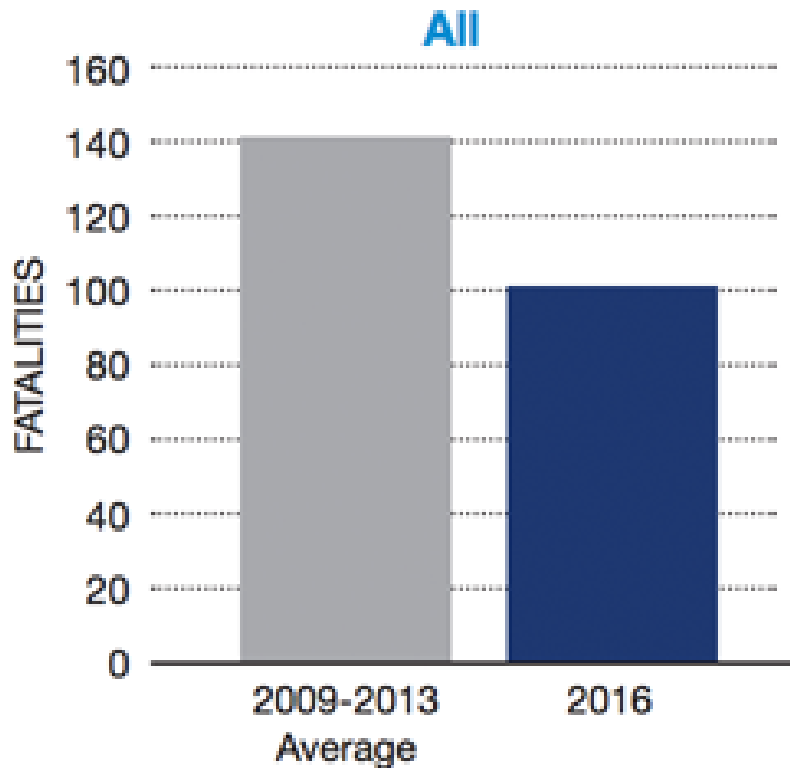


Updated
March 2017

Priority Locations

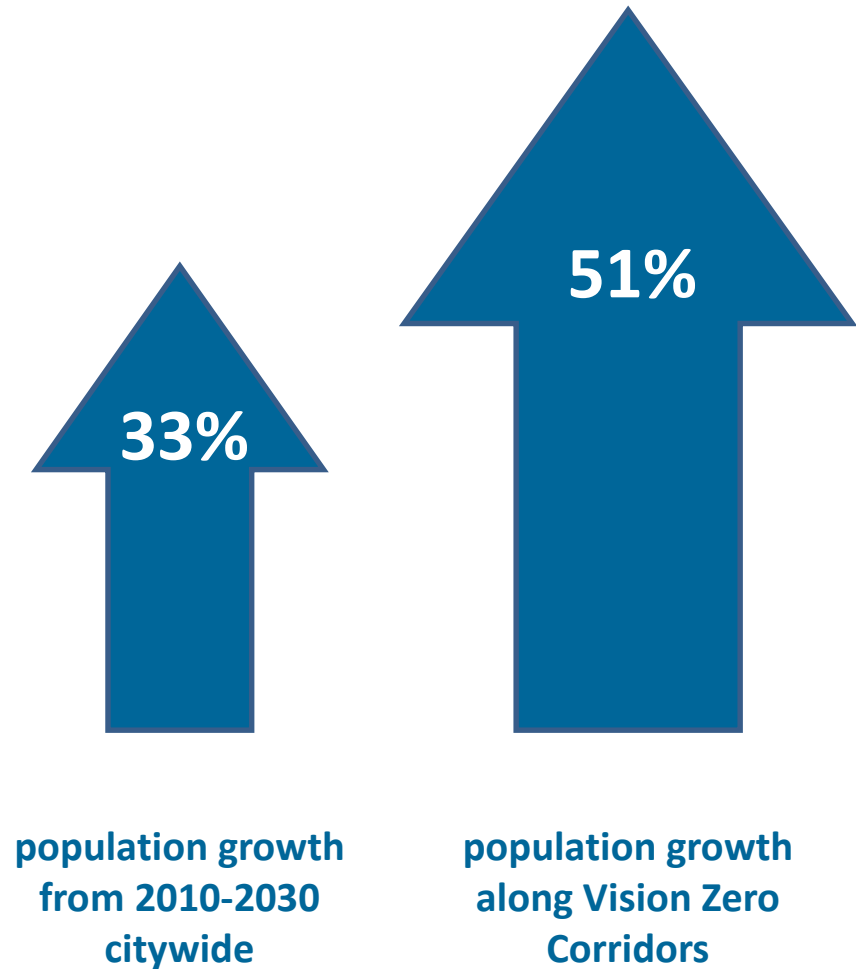
Fatalities at Vision Zero Priority Locations

Source: NYC DOT



Results

- Drop in fatalities
- Drop in injuries
- Increase in livability
- Drop in crime
- Increased mobility
- Increased physical activity
- Revitalize the area
- Increased revenue



Three Tenants of a Vision Zero Plan

- People are

KNOW THE LIMIT

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

crucial

vision zero.

seattle.gov/visionzero



City of Seattle



Downtown District?



Potential for Use





Image Courtesy of Dmitry Gudkov

Let's Talk

If we can't change human behavior how can we minimize the risk of death?



Could We...

- Focus on serious injuries and fatalities?
- Integrate the failing human in design?
- Establish shared responsibility between system and design?
- Recognize that the system can be stimulated?
- Agree saving lives is cheap?
- Inspire community support and political will?

Moving Forward

- Council Commits to Vision Zero Sparks: (Council to determine level of involvement in Sparks)
 - Steering Committee, Task Force, Alliance...
 - Develop action plan
 - Publish Implementation Plan with:
- Goals in short term by year, under an:
- Over-Arching Zero Goal by 2025, 2030?
- Become Vision Zero Sparks or join with Reno for VZ Washoe County?





Thank You for Your Time

Erin Breen,
UNLV Transportation Research Center
scp.unlv@gmail.com, 702-895-2015