



Vision Zero: Shifting the Paradigm

Leah Shahum | visionzeronetwork.org

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VISION ZERO NETWORK

Vision Zero: Shifting the Paradigm

1. Status of Vision Zero in U.S.
2. How is SF Measuring Up?
3. Vision Zero Path Forward



TRADITIONAL APPROACH

Traffic deaths are **INEVITABLE**

PERFECT human behavior

Prevent **COLLISIONS**

INDIVIDUAL responsibility

Saving lives is **EXPENSIVE**

VS

VISION ZERO

Traffic deaths are **PREVENTABLE**

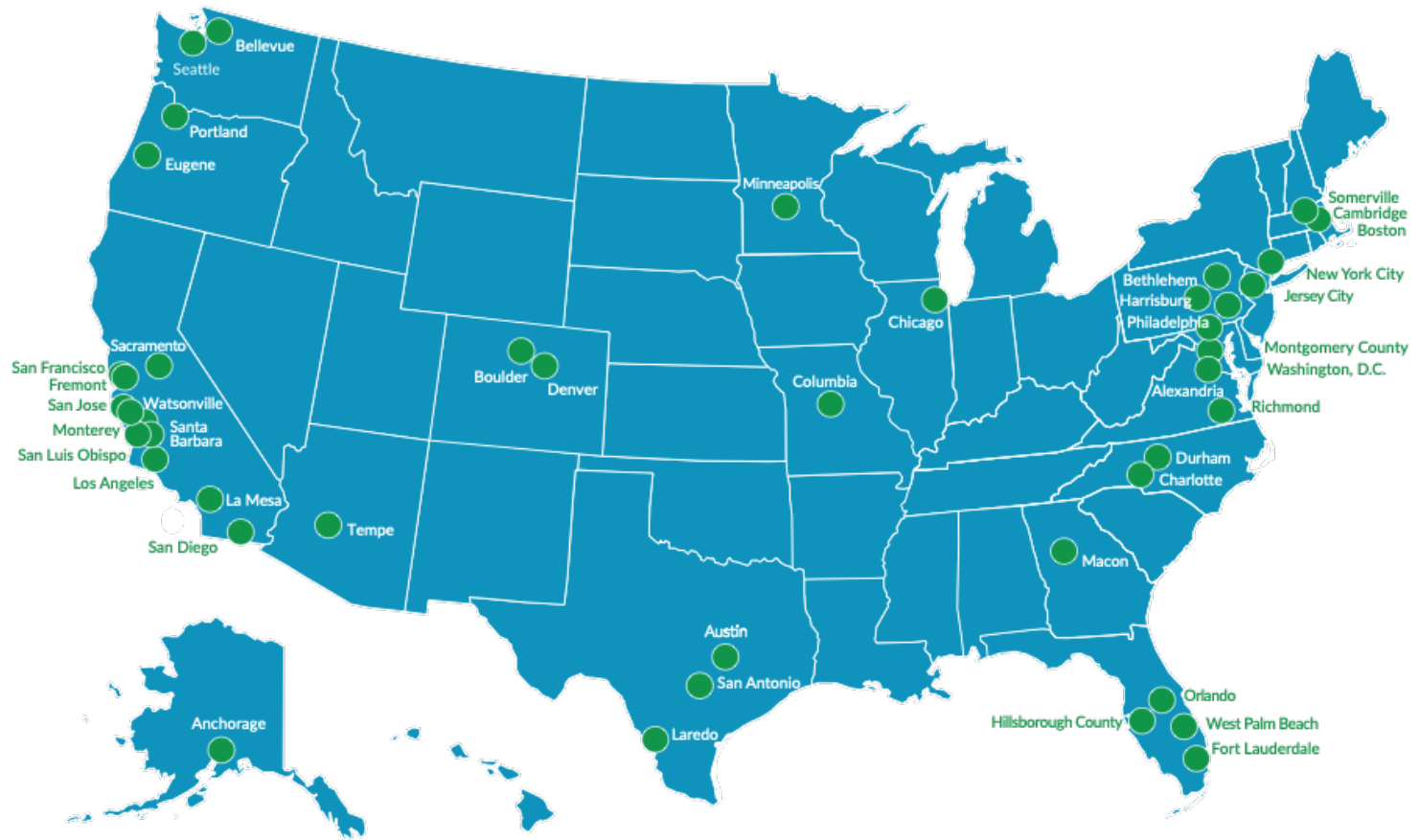
Integrate **HUMAN FAILING** in approach

Prevent **FATAL AND SEVERE CRASHES**

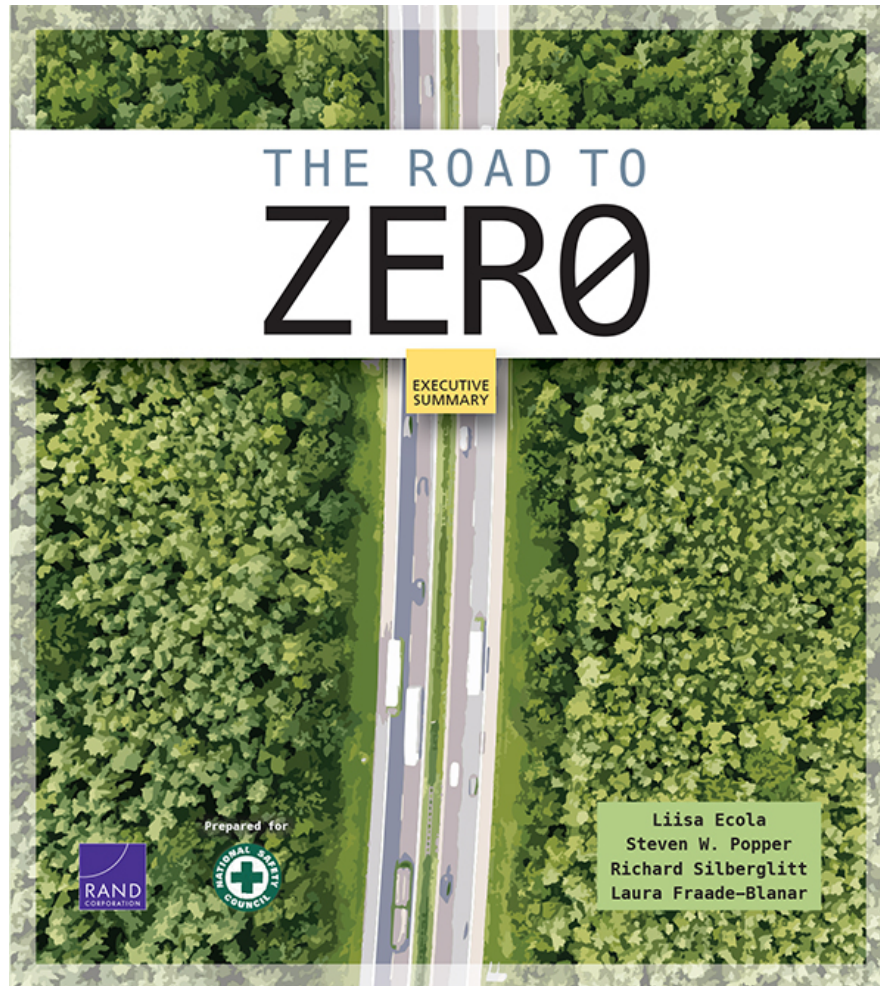
SYSTEMS approach

Saving lives is **NOT EXPENSIVE**

Vision Zero Cities



1. Status of Vision Zero in U.S.



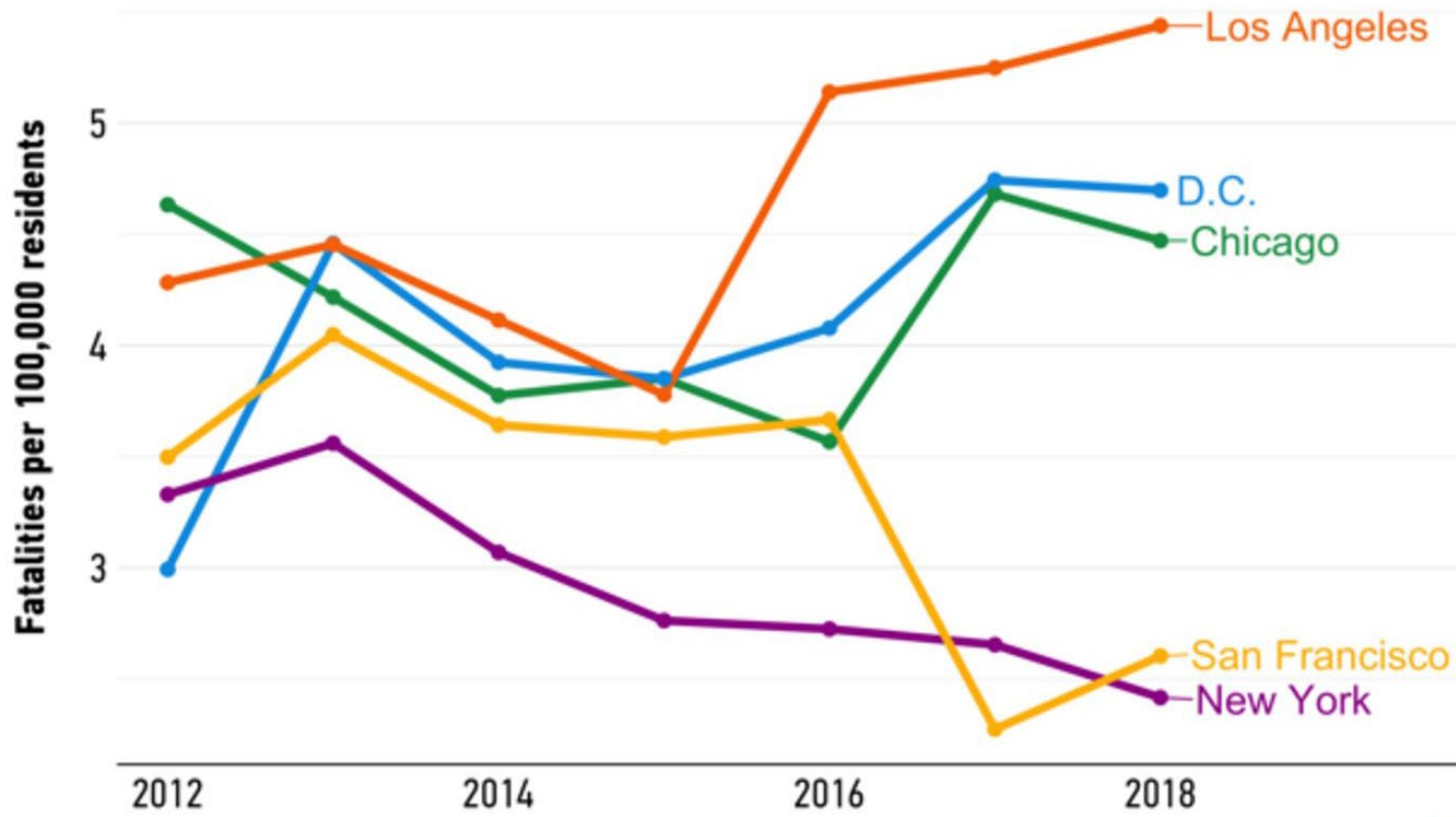
Double Down on
What Works

Accelerate Advanced
Technology

Prioritize *Safe
Systems*

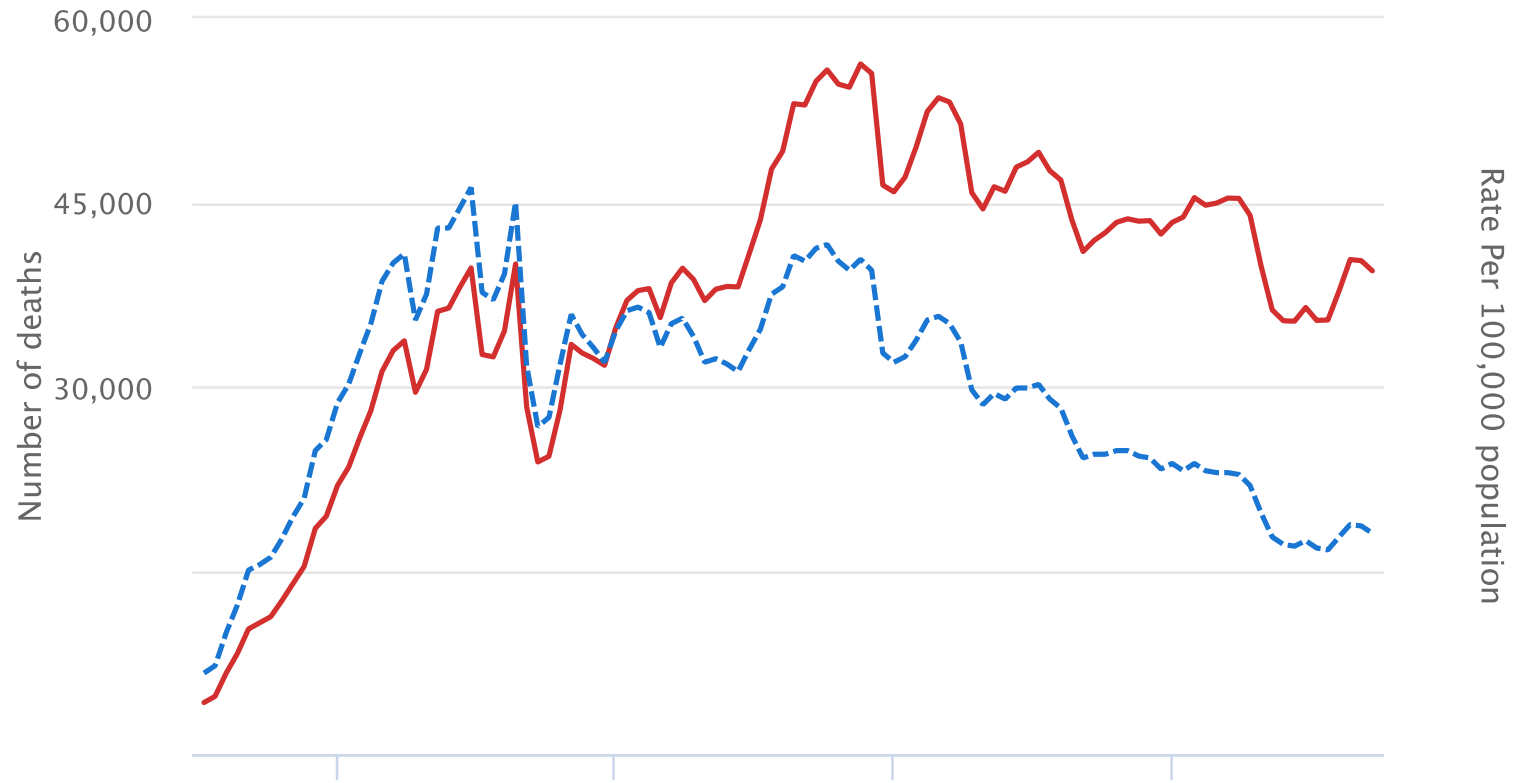
Safety in All Policies

Traffic Fatalities, 2012-2018

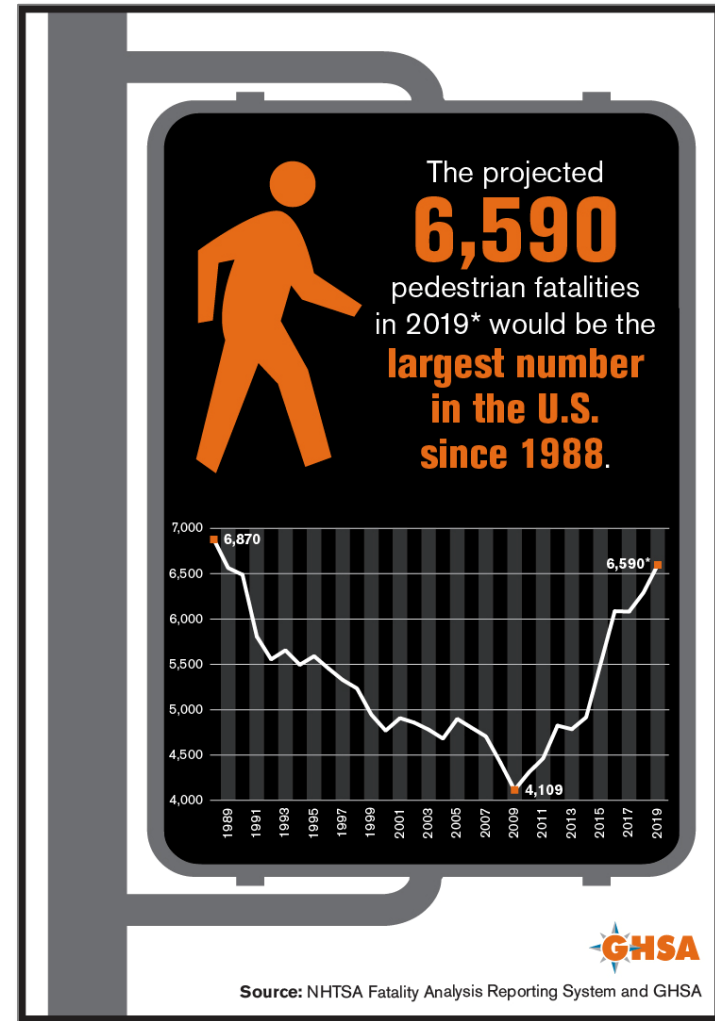
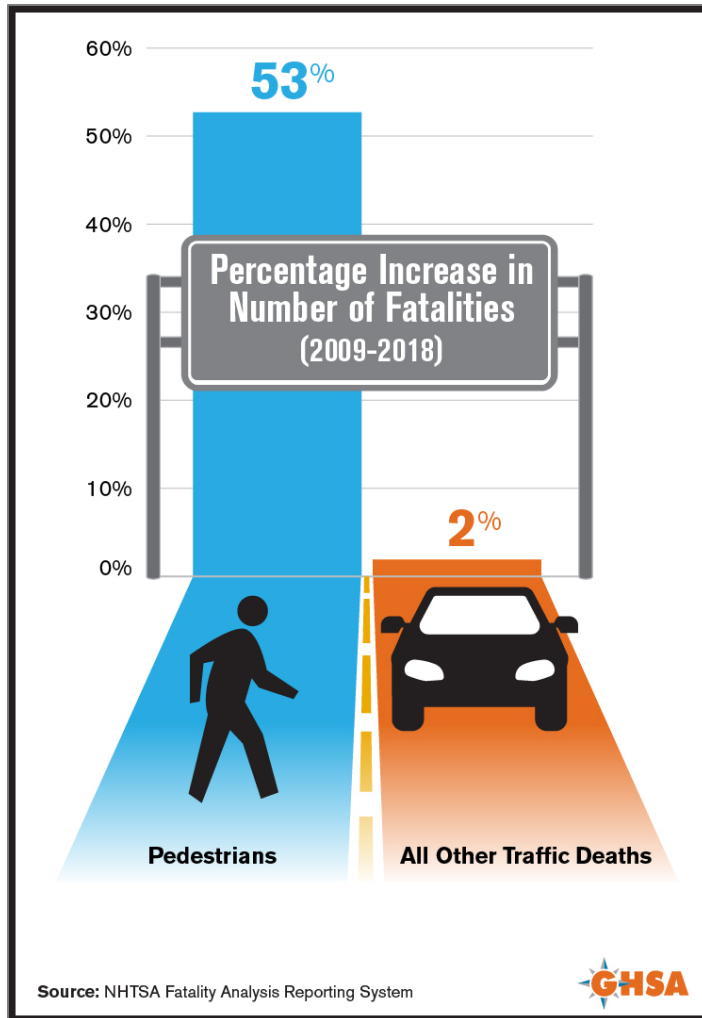


Source: CityLab, 11/2019

Deaths & Population Rates, 1913-2018




1. Status of Vision Zero in U.S.



Source: Governors Highway Safety Association

Report: 2020 Roadway Deaths are Way Higher Than Normal

By Gersh Kuntzman | Aug 31, 2020 | 




Federal Transportation Policy Is an Obstacle to Achieving Vision Zero

By Beth Osborne and Emiko Atherton | Oct 15, 2020 | 



Study Links Rise of SUVs to the Pedestrian Safety Crisis

By Angie Schmitt | May 9, 2018 |  56 COMMENTS



Not all Communities' Safety is Treated Equitably

People Killed While Walking by Income



Governing, August 2014

© 2015 Safe Routes to School National Partnership

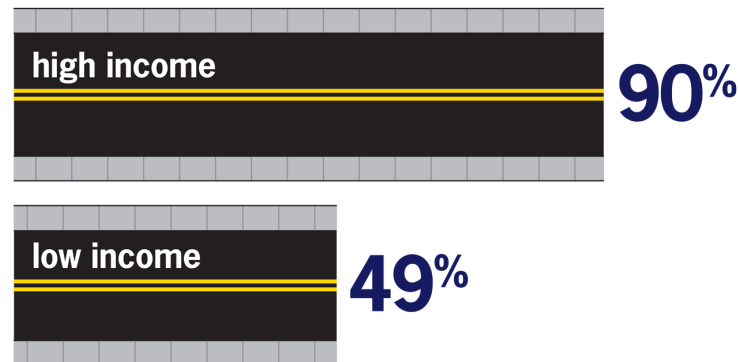
People Killed While Walking



Governing, August 2014

© 2015 Safe Routes to School National Partnership

Communities with Sidewalks



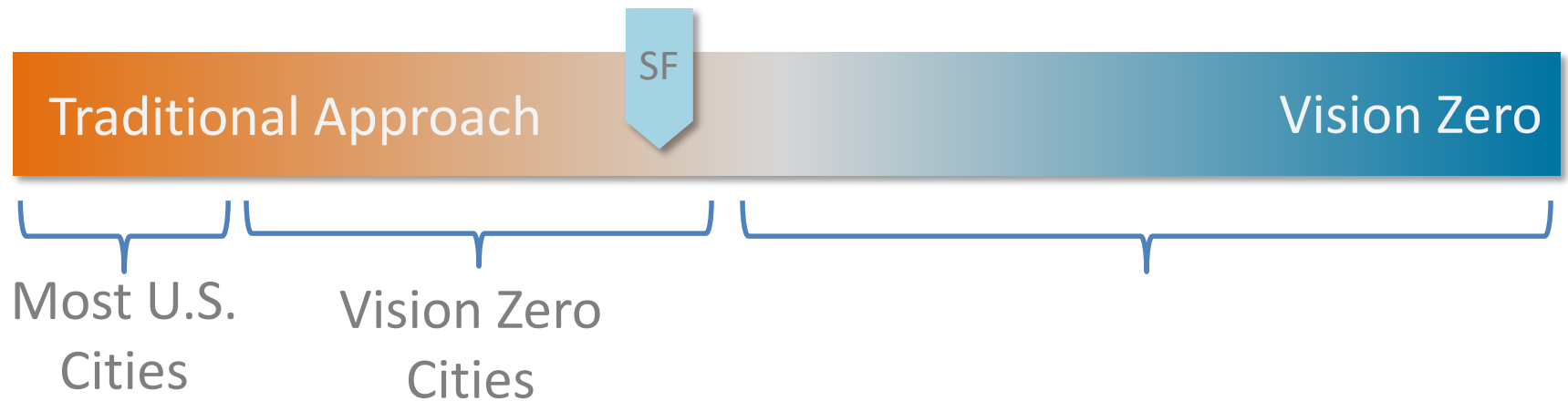
Bridging the Gap, *Income Disparities in Street Features that Encourage Walking*, 2012

© 2015 Safe Routes to School National Partnership

Safe Systems, *not traffic stops*

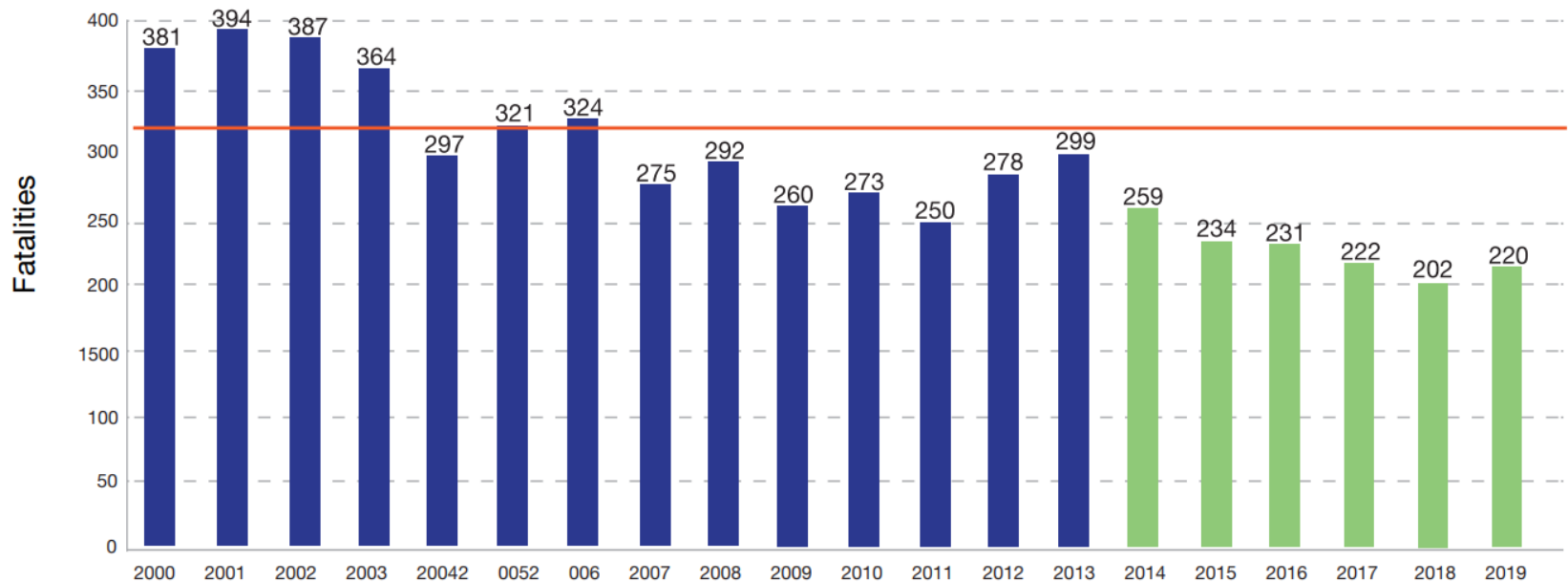


Road to Vision Zero



New York City, 2013 to 2019:

- ▶ Traffic Deaths Down 26%
- ▶ Pedestrian Deaths Down 33%



■ Before Vision Zero ■ Vision Zero — 2000-2013 average prior to Vision Zero

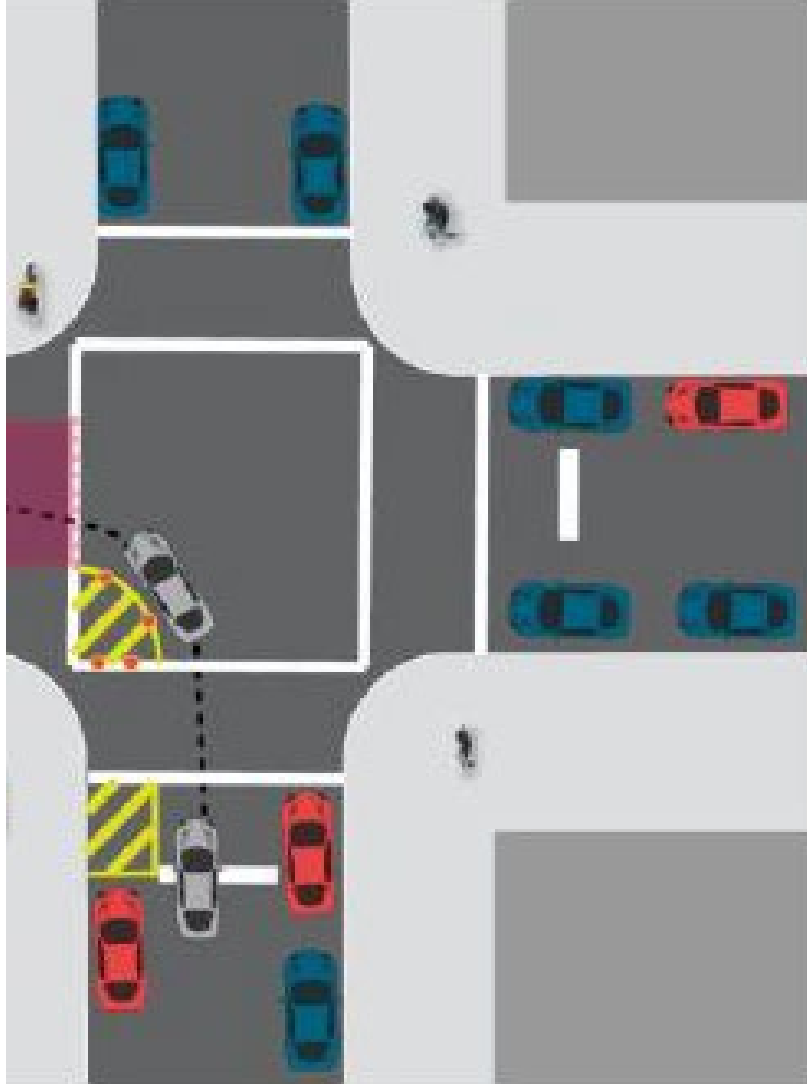
New York City

2. How is SF Measuring Up?



VISION 4 FUTURE NETWORK

New York City



2. How is SF Measuring Up?



London

“Responses to COVID-19 have shown potential for systemic changes to the mobility sector.”

- The Global Foresight Project on Transforming Mobility by Mid-Century



Brussels



Paris

2. How is SF Measuring Up?



Bogota

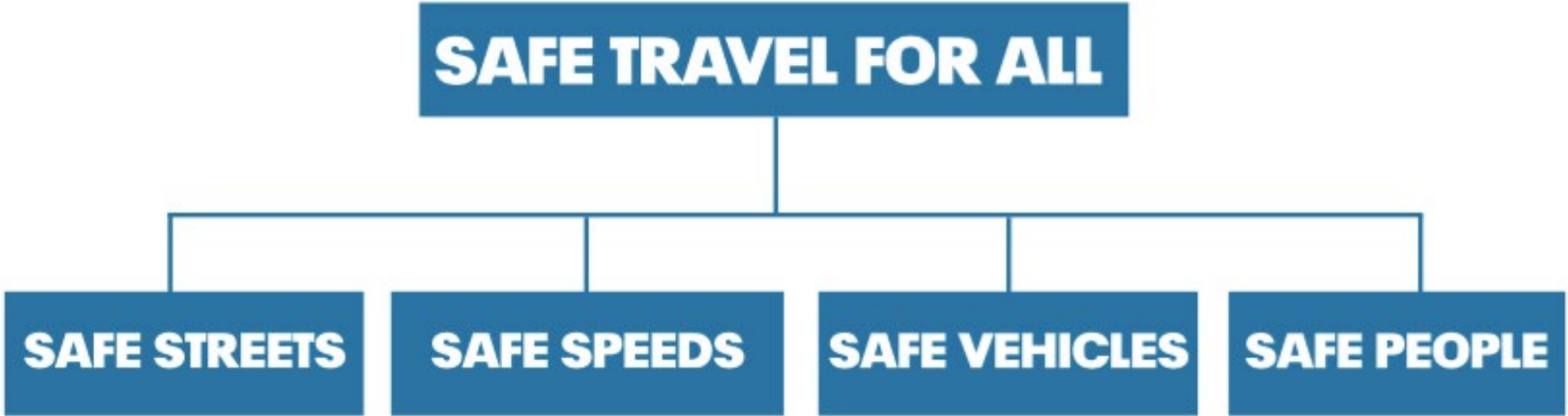
“We want a city with more public space for children than for motor vehicles; a high population density and relatively short travel distances; people in public spaces; autonomy and freedom of movement for the children and the elderly...”

- Master Plan for Bogota

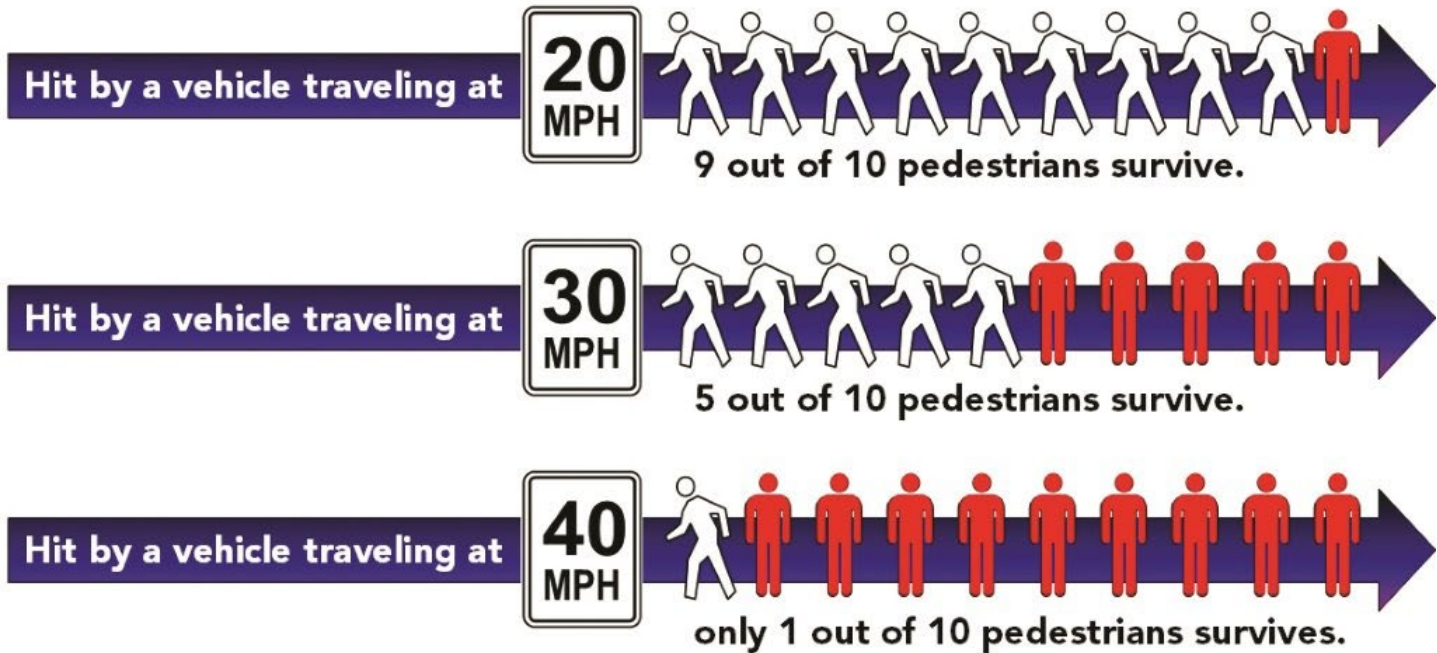


Mexico City

VISION 4 FUTURE NETWORK



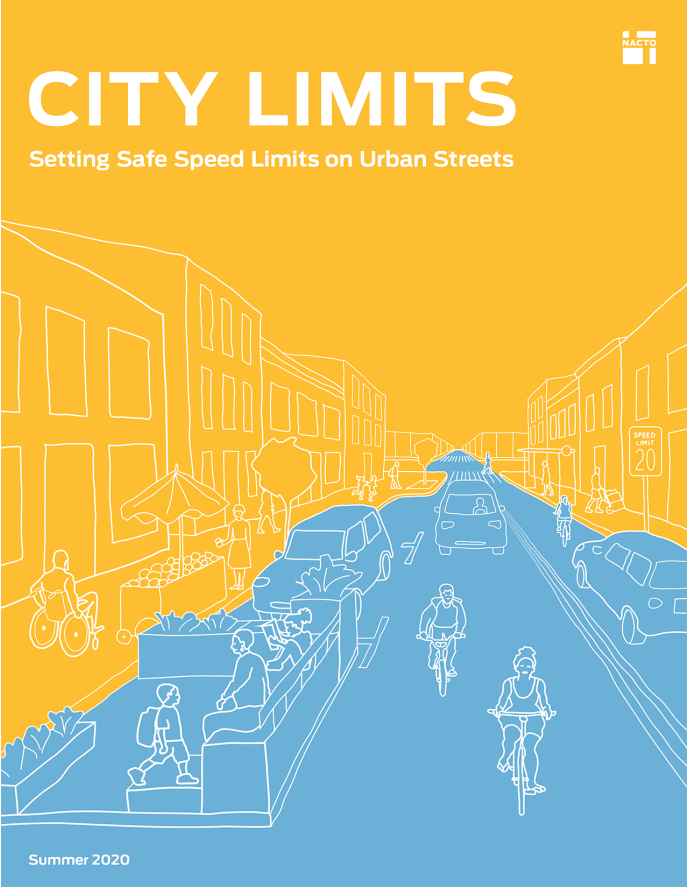
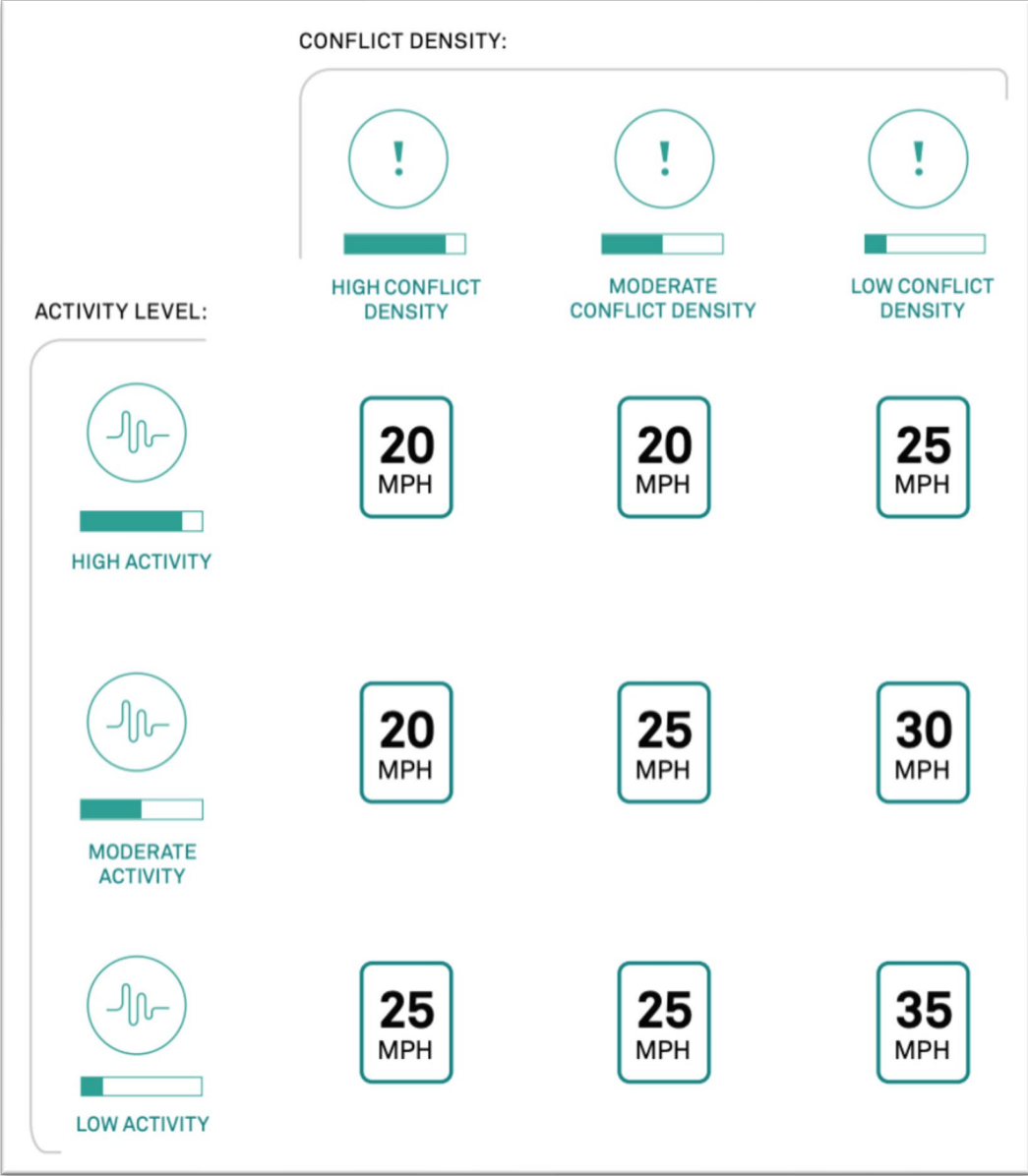
Lesson 1: Trust the Science: Our bodies can only withstand so much in a crash



Lesson 2: Do What Works

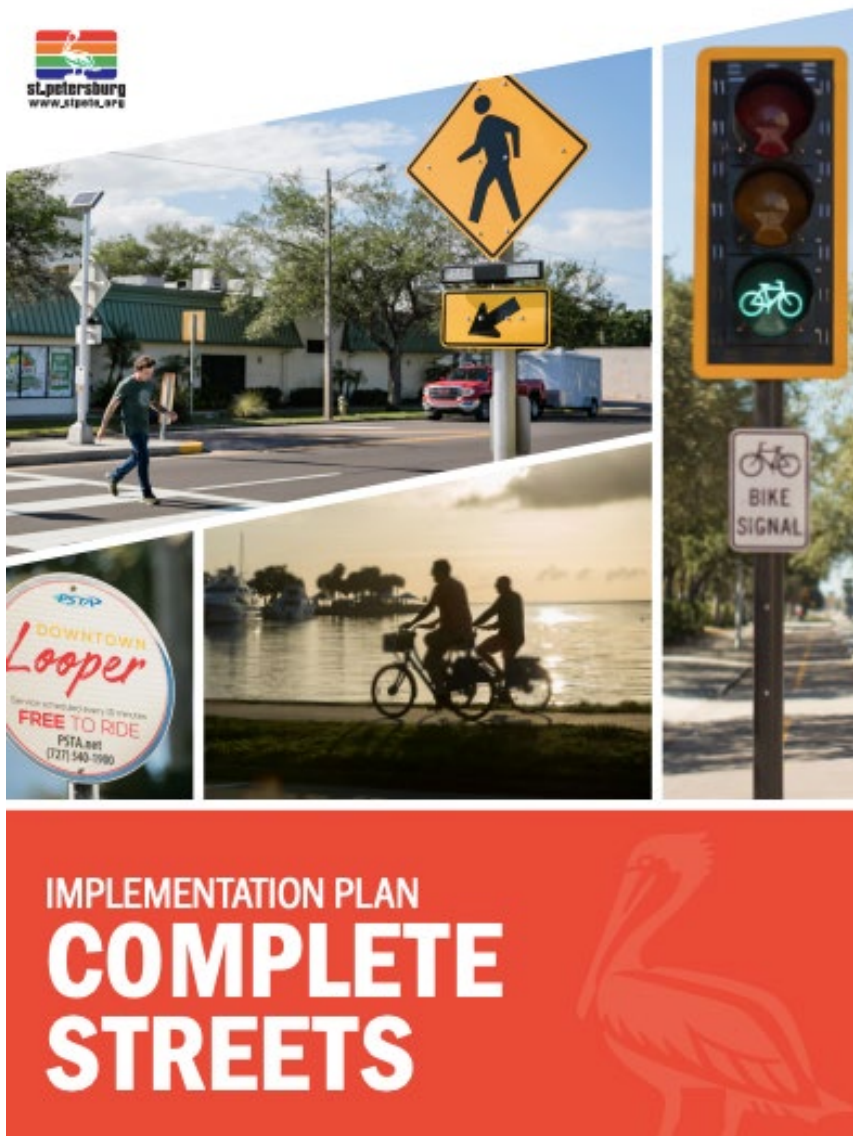


3. Vision Zero Path Forward



Source: National Assoc. of City Transportation Officials (NACTO)

3. Vision Zero Path Forward



Driving too fast is an epidemic which not only causes crashes but leads to more serious injuries and deaths....

Furthermore, drivers who drive too fast cannot bear the full blame. This is because that's how engineers, planners and city leaders here and in other cities have designed roads for decades – we invite people to drive too fast.

- Rick Kriseman,

Mayor

St. Petersburg,

Florida

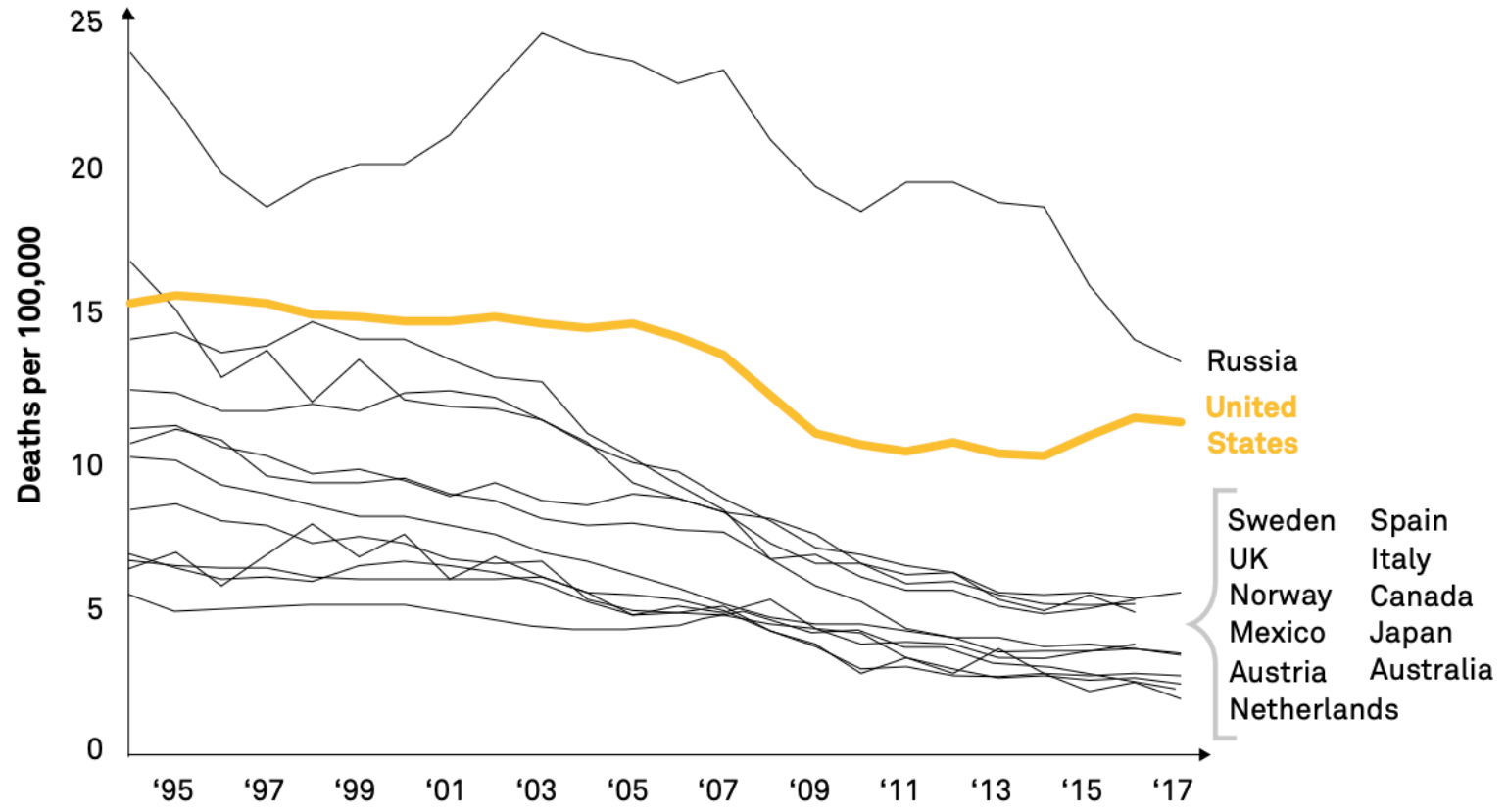
3. Vision Zero Path Forward



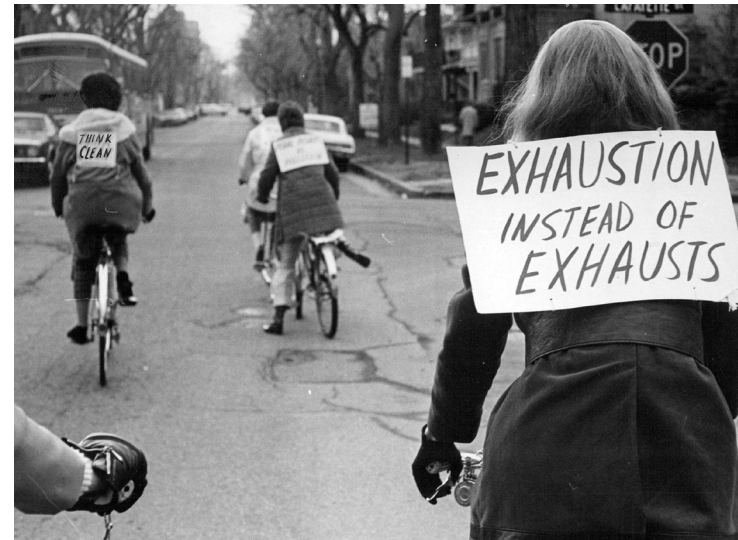
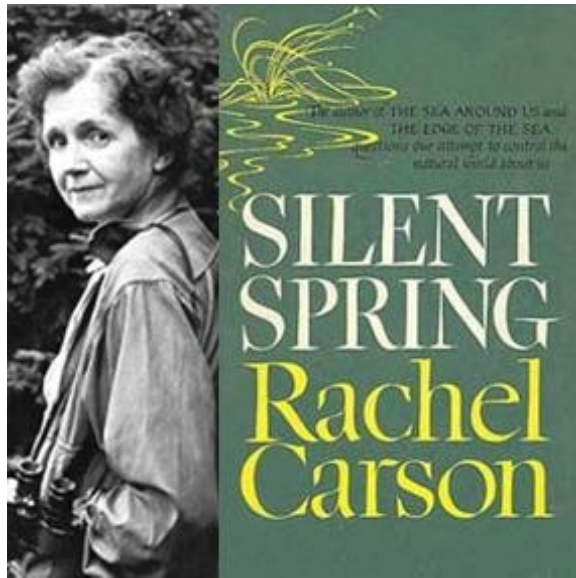
VISION4FRONTNETWORK

3. Vision Zero Path Forward

TRAFFIC FATALITIES ARE DECLINING IN MOST OTHER INDUSTRIALIZED COUNTRIES, BUT RISING IN THE US¹¹









The Global Foresight Project on Transforming Mobility by Mid-Century

“The most sustainable and inclusive modes are the easiest and the cheapest to accommodate”

“A recurring and dangerous distraction is that the transport transition is expensive. In absolute terms, it is expensive, but it is actually vastly cheaper than the prodigious efforts to perpetuate unsustainable mobility.”

“The main thing is to get people out of the car, not just out of the driving seat.”

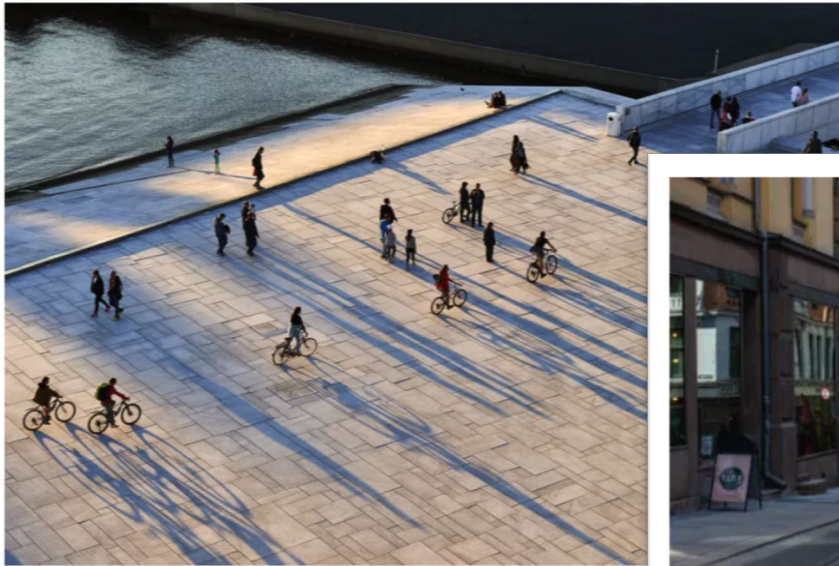
“We cannot pursue change in engineering, in policy, and in social norms separately...”

Source: <https://www.t4under2.org/>

Oslo saw zero pedestrian and cyclist deaths in 2019. Here's how the city did it.

Reducing the number of cars reduced the number of traffic fatalities

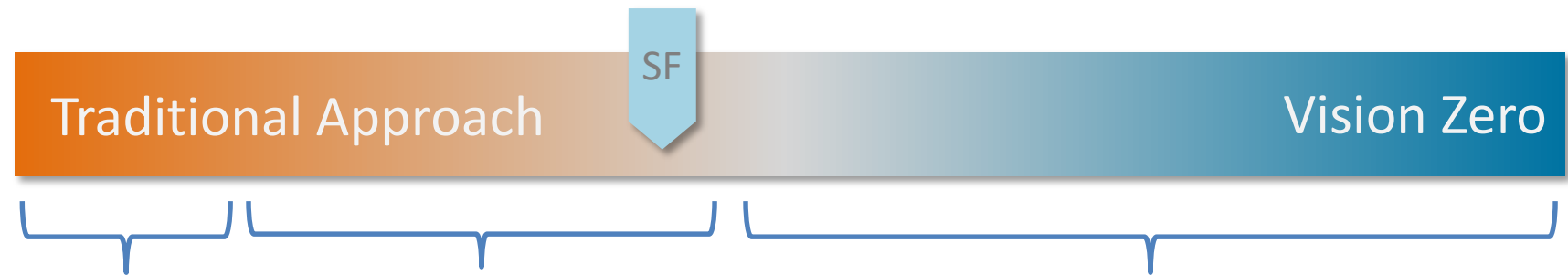
By [Alissa Walker](#) | [@awalkerinLA](#) | Jan 3, 2020, 1:50pm EST



How Helsinki and Oslo cut pedestrian deaths to zero

After years of committed action, neither city recorded a single pedestrian fatality in 2019

Road to Vision Zero



Most U.S.
Cities

Vision Zero
Cities

TRANSFORMATIVE CHANGE

- Fewer motor vehicles
- Slower Speeds
- Less conflict between road users

3. Vision Zero Path Forward



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3. Vision Zero Path Forward



Recommendations of
the Academic Expert Group
for the 3rd Global Ministerial

SUSTAINABLE PRACTICES AND REPORTING: including road safety interventions across sectors as part of SDG contributions.	SAFE VEHICLES ACROSS THE GLOBE: adopting a minimum set of safety standards for motor vehicles.
PROCUREMENT: utilizing the buying power of public and private organizations across their value chains.	ZERO SPEEDING: protecting road users from crash forces beyond the limits of human injury tolerance.
MODAL SHIFT: moving from personal motor vehicles toward safer and more active forms of mobility.	30 KM/H: mandating a 30 km/h speed limit in urban areas to prevent serious injuries and deaths to vulnerable road users when human errors occur.
CHILD AND YOUTH HEALTH: encouraging active mobility by building safer roads and walkways.	TECHNOLOGY: bringing the benefits of safer vehicles and infrastructure to low- and middle-income countries.
INFRASTRUCTURE: realizing the value of Safe System design as quickly as possible.	

3. Vision Zero Path Forward



**AUTOMATED
ENFORCEMENT**



**PRICING AND
REDUCING VEHICLE
MILES TRAVELLED**



**URBAN SPEED
LIMIT SETTING**



**LOCAL REGULATION
OF TRANSPORTATION
NETWORK COMPANIES**

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3. Vision Zero Path Forward



ZERO ^{IS} ES MORE MÁS 零更多 ししょうしゃゼロ 제로는 더 많다
ANG WALA AY MAS MARAMI BIRTHDAYS CUMPLEAÑOS 생일
学习 LEARNING 学び APRENDIZAJE 배움 WONDER ASOMBRO
CELEBRATIONS 庆祝活动 MGA PAGDIRIWANG 幸せ HAPPINESS
MORE MÁS 更多 もっと 더 LIFE VIDA

Leah Shahum

leah@visionzeronetwork.org

www.visionzeronetwork.org

@visionzeronet

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