



August 25, 2015

# Vision Zero:

## A Big Idea, Aiming for Very Real Results

- Goal:  
Zero deaths and serious injuries in the transportation system by the year 2024
- Strategy:  
Focusing on 4 areas of policy & practice

# Background:

## Vision Zero Origins & Philosophy



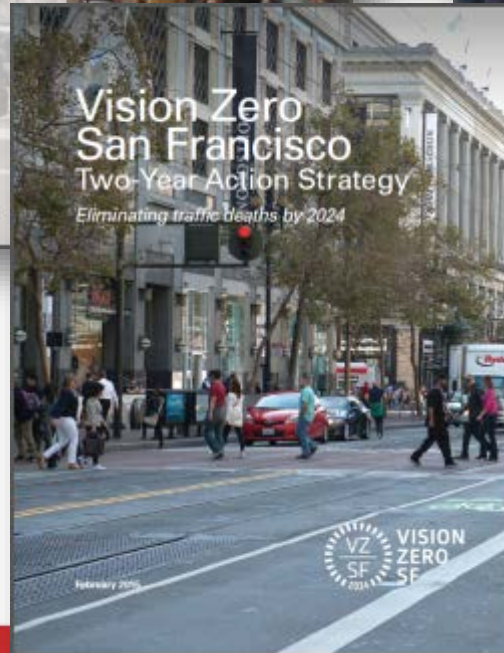
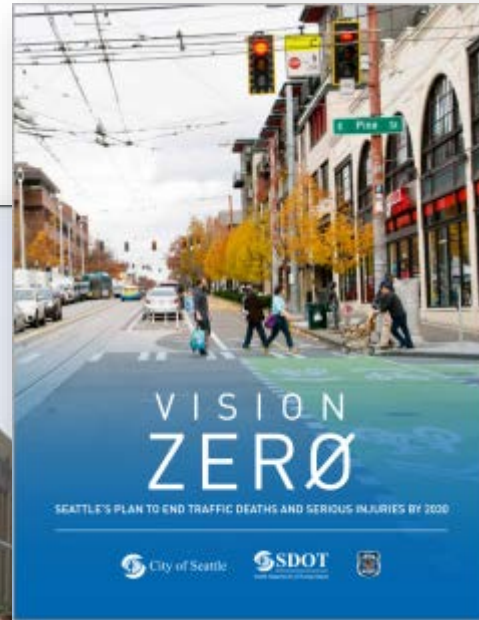
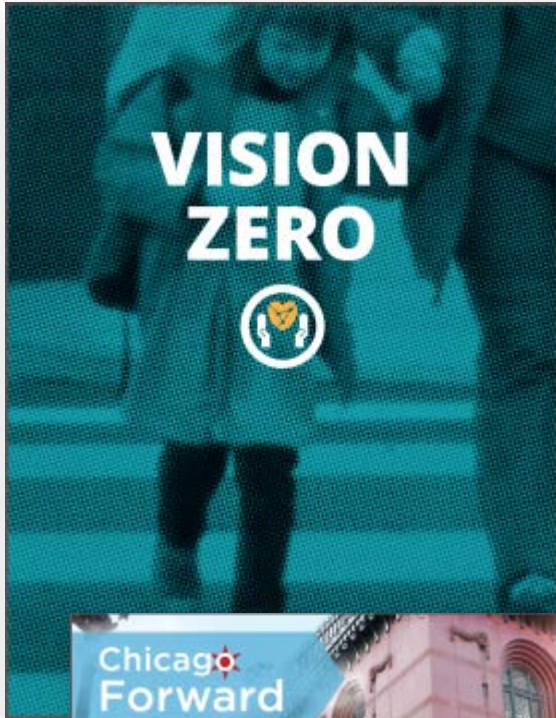
Traditional thinking	→	Vision Zero
Focus on accidents		Focus on fatalities and serious injuries
Perfect human behavior		Integrate the failing human in design
Individual responsibility		Shared responsibility between system and design
Industry must be forced		Industry can be stimulated
Saving lives is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

No Loss of Life is Acceptable.

Humans Make Mistakes –

The Transportation System Shouldn't

# U.S. Peer Cities



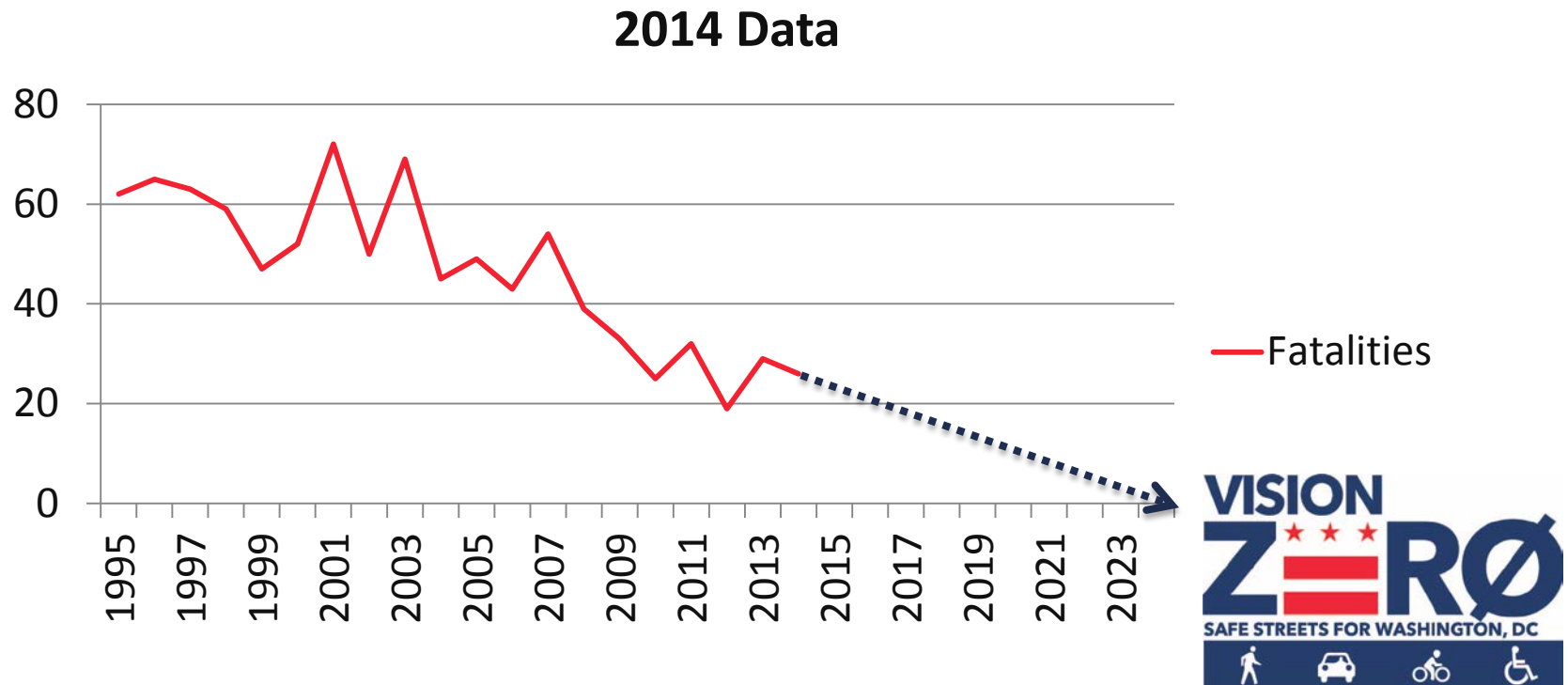
# Momentum

- No need to start from scratch
- Many cutting-edge tools already in place
- District plans since 2010 and before have stated a “Vision Zero” goal without being explicit
- Many projects already embrace approach



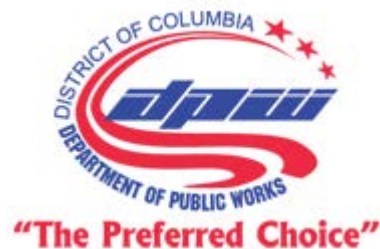
# Zero Deaths by 2024

- Vision Zero Action Plan
- 10-year timeline for goal: Zero Deaths / Zero Serious Injuries



# Kicked Off in February

## Interagency Work Group Meetings from March - July





# Building Awareness Seeking Input



Ward 3 public awareness event, Cleveland Park Metro, 7/16/15



"Road Rules" campaign Metrobus wrap



Ward 8 public awareness event, Anacostia Metro, 7/23/15

# Public Awareness Events

Averaging over 300 surveys per event



Top 3 issues:

- People driving too fast
- Distracted driving
- People ignoring traffic signals

# VZ SYEP Youth Summit

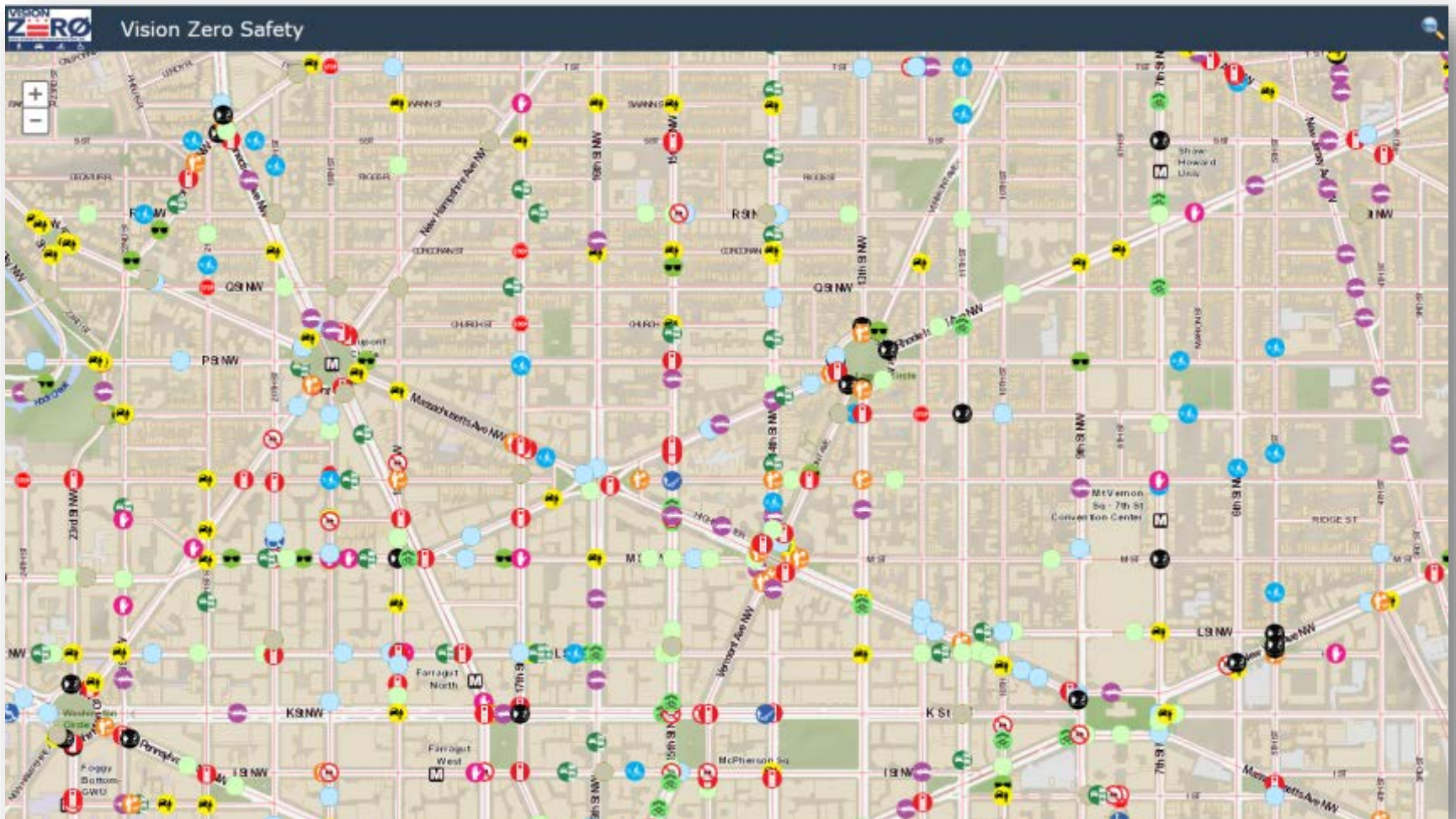
150+ Youth

70+ Surveys completed



# VZ Safety Map

Nearly 4,000 records so far...



# Education

Culture Change

Knowing the Rules

Captive Audiences



# Enforcement

Do More of What Works

New Strategies

Harsher Penalties

Inter-jurisdictional  
coordination

Inter-agency coordinaton



# Engineering

Safer street design for the most vulnerable

Greater capacity to act fast

New tools and techniques



# Data

Open Data

Better government-wide access to safety data

Constantly improving methodology that guides safety improvements

Risk factors / forward-looking analysis vs. historical look at crash stats

Perception of safety

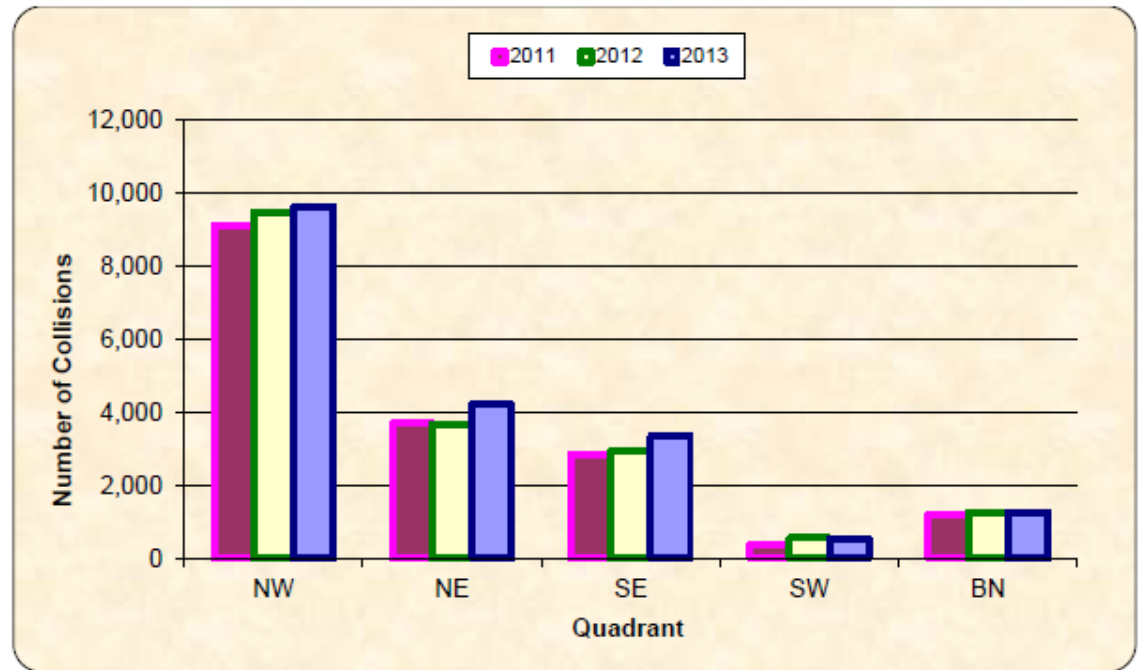


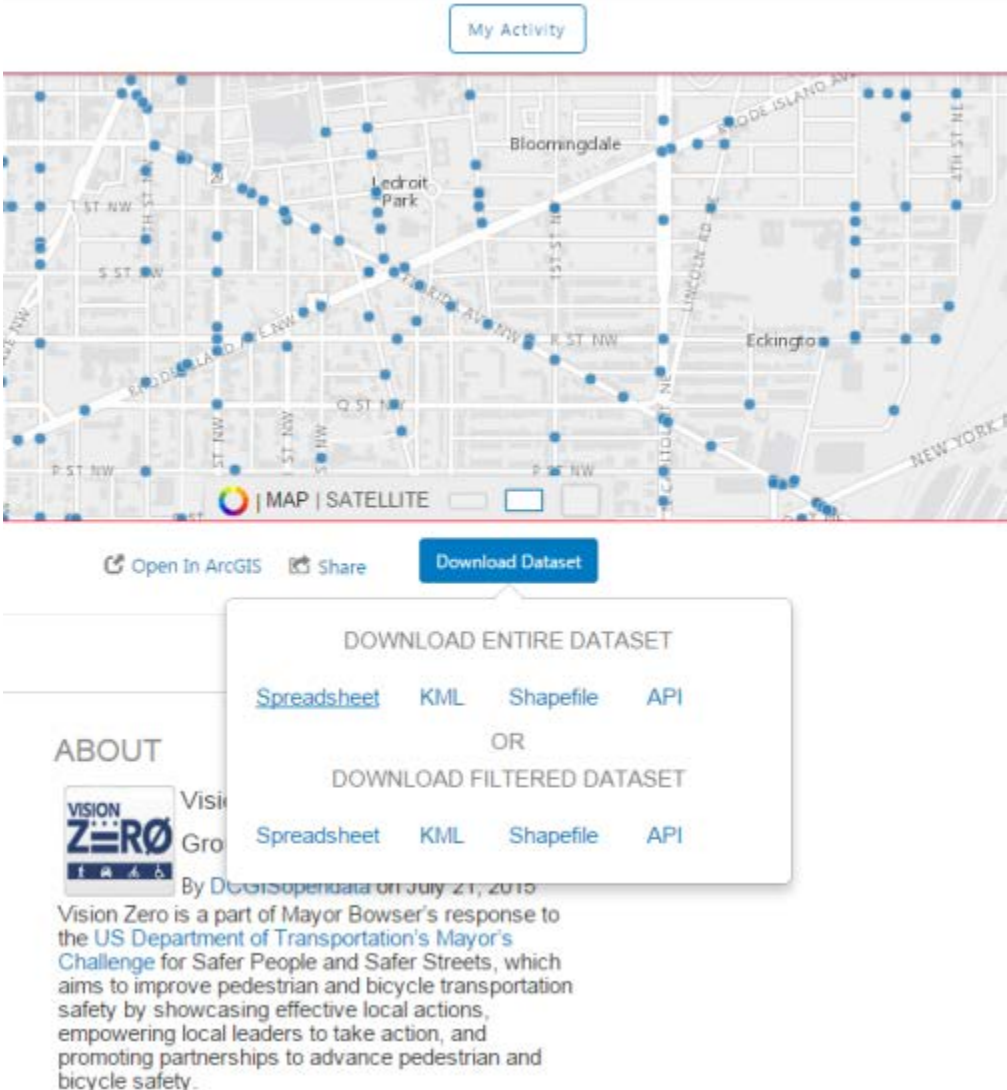
Figure 4.6: Total Crashes by Quadrant for 2011-2013



# Safety Map - Open Data

Vision Zero safety map data is as open, discoverable and usable as possible in hopes of fostering greater participation and collaboration.

Public perceptions of safety are a rich source of information to complement crash statistics.



My Activity

Bloomingdale  
Leclerc Park  
Eckington

MAP | SATELLITE

Open In ArcGIS Share Download Dataset

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ABOUT

 Vision Zero is a part of Mayor Bowser's response to the US Department of Transportation's Mayor's Challenge for Safer People and Safer Streets, which aims to improve pedestrian and bicycle transportation safety by showcasing effective local actions, empowering local leaders to take action, and promoting partnerships to advance pedestrian and bicycle safety.

d. delivers

