Vision Zero: Shifting the Paradigm

Leah Shahum | visionzeronetwork.org
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Vision Zero: Shifting the Paradigm

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

TRADITIONAL APPROACH

Traffic deaths are INEVITABLE
PERFECT human behavior
Prevent COLLISIONS
INDIVIDUAL responsibility
Saving lives is EXPENSIVE

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.
1. Status of Vision Zero in U.S.
Traffic Fatalities, 2012-2018

Source: CityLab, 11/2019
1. Status of Vision Zero in U.S.

Deaths & Population Rates, 1913-2018
1. Status of Vision Zero in U.S.

Source: Governors Highway Safety Association

Percentage Increase in Number of Fatalities (2009-2018)

53%

Pedestrians

All Other Traffic Deaths

Source: NHTSA Fatality Analysis Reporting System

The projected 6,590 pedestrian fatalities in 2019* would be the largest number in the U.S. since 1988.

Source: NHTSA Fatality Analysis Reporting System and GHSA
1. Status of Vision Zero in U.S.

Report: 2020 Roadway Deaths are Way Higher Than Normal
By Gersh Kuntzman | Aug 31, 2020

Study Links Rise of SUVs to the Pedestrian Safety Crisis
By Angie Schmitt | May 9, 2018

Federal Transportation Policy Is an Obstacle to Achieving Vision Zero
By Beth Osborne and Emiko Atherton | Oct 15, 2020
Not all Communities’ Safety is Treated Equitably

People Killed While Walking by Income

- Low-Income: 2x as likely
- High-Income

People Killed While Walking

- African American: 2x as likely
- Latino: 2x as likely
- White

Communities with Sidewalks

- High income: 90%
- Low income: 49%

Bridging the Gap, Income Disparities in Street Features that Encourage Walking, 2012
© 2015 Safe Routes to School National Partnership
Safe Systems, not traffic stops

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

Road to Vision Zero

Traditional Approach  
Most U.S. Cities  
Vision Zero Cities  
SF  
Vision Zero
2. How is SF Measuring Up?

New York City, 2013 to 2019:

- Traffic Deaths Down 26%
- Pedestrian Deaths Down 33%
New York City

2. How is SF Measuring Up?
New York City

2. How is SF Measuring Up?
2. How is SF Measuring Up?

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

- The Global Foresight Project on Transforming Mobility by Mid-Century
“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
3. Vision Zero Path Forward

SAFE TRAVEL FOR ALL

SAFE STREETS  SAFE SPEEDS  SAFE VEHICLES  SAFE PEOPLE
Lesson 1: Trust the Science: Our bodies can only withstand so much in a crash

- 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.
Lesson 2: Do What Works

- Safe Street Design
- Safe Speed Limits
- Automated Speed Enforcement
3. Vision Zero Path Forward

Source: National Assoc. of City Transportation Officials (NACTO)
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
TRAFFIC FATALITIES ARE DECLINING IN MOST OTHER INDUSTRIALIZED COUNTRIES, BUT RISING IN THE US\textsuperscript{11}
“What if we don’t change at all ... and something magical just happens?”
3. Vision Zero Path Forward

**Silent Spring**
Rachel Carson

**Inconvenient Truth**
Al Gore

**Earth Day**
April 22

**Vision 4 Network**
“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.”

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

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

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

TRANSFORMATIVE CHANGE

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

- Automated Enforcement
- Pricing and Reducing Vehicle Miles Traveled
- Urban Speed Limit Setting
- Local Regulation of Transportation Network Companies
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