



Adopting and endorsing a Vision Zero policy to eliminate fatalities and serious injuries that are a result of crashes on streets and paths within the City of Madison by 2030.

June, 2020

What is Vision Zero

Vision Zero is a strategy to eliminate all traffic fatalities and severe injuries, while increasing safe, healthy, equitable mobility for all. First implemented in Sweden in the 1990s, Vision Zero has proved successful across Europe — and now it's gaining momentum in major American cities.



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**

From Engineering to a Public Health Perspective

While traditional approaches to transportation safety have prioritized reducing or preventing collisions, Vision Zero instead advocates for the focus to be *preventing injuries*.

Instead of asking “Why did that person crash?” the Vision Zero framework examines “Why was that person so seriously injured in the crash?” This change in thinking, from collision reduction to injury prevention, represents a significant shift from an *engineering to a public health perspective*.

Vision Zero Strategies

- Building and sustaining leadership, collaboration, and accountability – especially among a diverse group of stakeholders to include transportation professionals, policymakers, public health officials, police, and community members;
- Collecting, analyzing, and using data to understand trends and potential disproportionate impacts of traffic deaths on certain populations;
- Prioritizing equity and community engagement;
- Managing speed to safe levels; and
- Setting a timeline to achieve zero traffic deaths and serious injuries, which brings urgency and accountability, and ensuring transparency on progress and challenges.

What makes a Vision Zero city?

Vision Zero cities must meet the following minimum criteria:

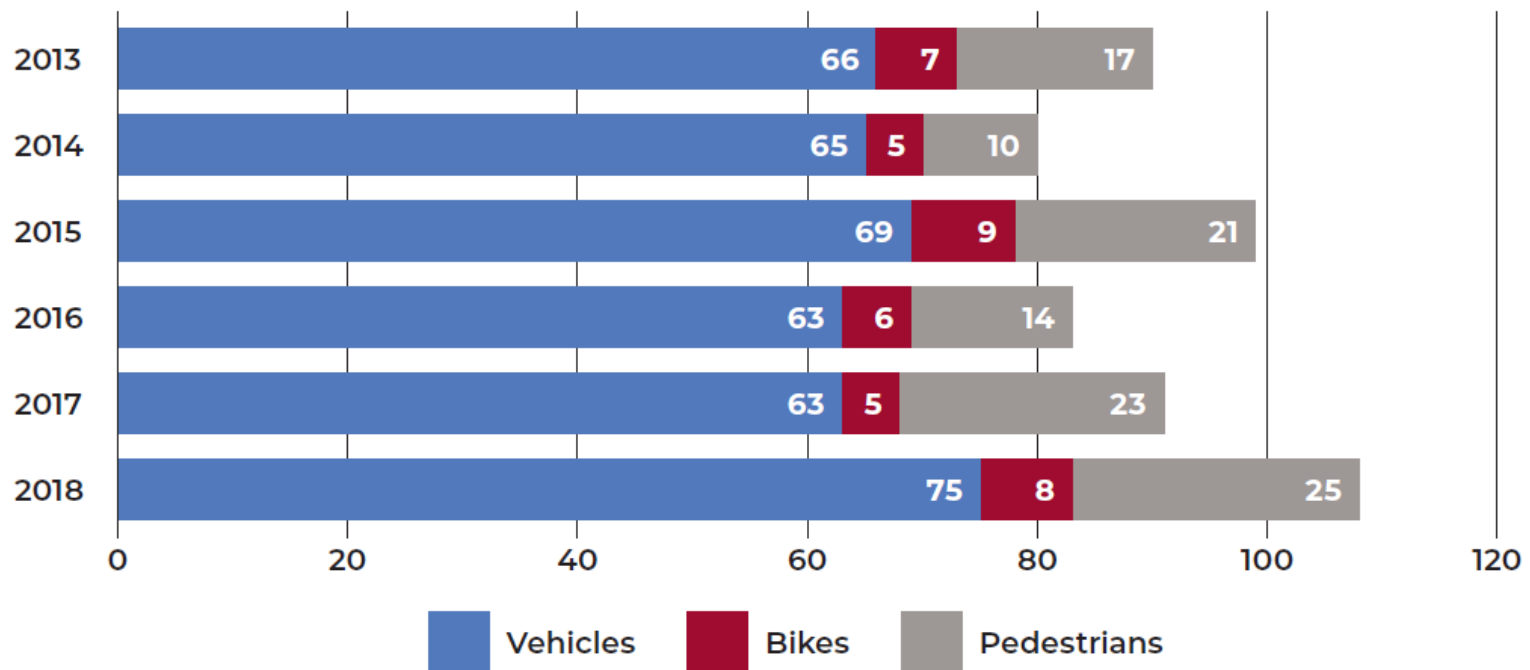
- A clear goal of eliminating traffic fatalities and severe injuries has been set.
- The Mayor (and/or the City Council) has publicly, officially committed to Vision Zero.
- A Vision Zero plan or strategy is in place, or the Mayor (and/or the City Council) has committed to doing so in a clear time frame.
- Key departments are engaged in Vision Zero.

VISION ZERO NETWORK

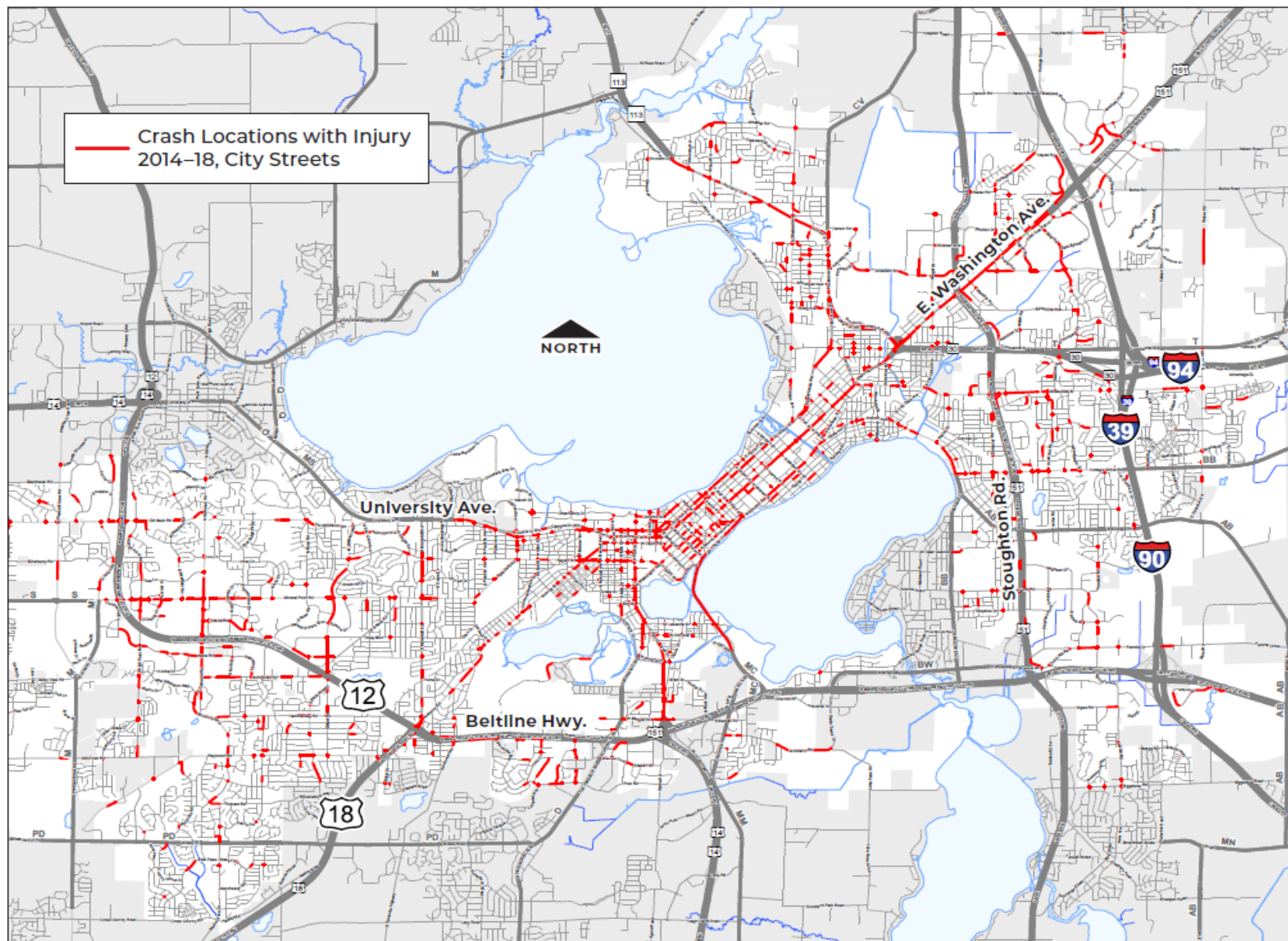
Why Vision Zero in Madison?

Traffic Injuries and Fatalities are a Growing Health Concern

Madison Fatalities and Severe Injuries



50% of Fatal and Critical Injury Crashes Occur on Just 4% of City Streets




City Steering Team

- Mayor's Office
- Traffic Engineering
- Engineering
- Fleet Services
- Police Department
- Metro Transit
- Public Health



Coming Soon

- Vision Zero advance projects
- Website
- Email list
- Slogan
- Strategic vision Informational brochure
- Action Plan workgroups
- Community engagement



Vision Zero

Is a data driven approach intended to eliminate traffic deaths and severe injuries on city streets by 2030.

This Vision Zero Strategic Vision Plan outlines key steps to develop the Action Plan to reach toward our 10 year goal of zero deaths.

Stemming from a collaboration of multiple city departments, the intent is to increase safe, healthy and equitable mobility for all roadway users.

