Figure 1: Percentage Change in Fatalities in Every Quarter as Compared to the Fatalities in the Same Quarter During the Previous Year

Source: NHTSA, Traffic Safety Facts, October 2016
Vision Zero is a strategy to eliminate all traffic fatalities and severe injuries for all modes.
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**Attitudes**
Traffic deaths and severe injuries are preventable, altered by conditions we control.

**Accountability**
Responsibility taken through set timeline and clear, data-driven, measurable strategies.

**Collaboration**
Cross-disciplinary involvement to tackle various factors that contribute to safe mobility.
What does the process look like?
COMMIT to multidisciplinary engagement
BUILD the Vision Zero database
DEVELOP

the “High Injury Network”
ANALYZE

descriptive statistics & identify collision profiles

Each year in San Francisco,

100
Severely Injured or Killed

At least
800
Injured

64%
motorists at fault

Motorists often are not yielding to pedestrians,
Failure to yield accounts for 41% of the 64% total.

Left turns disproportionately contribute to injuries.

28%
Left turns were the movement preceding collision in 28% of injuries
ANALYZE

descriptive statistics & identify collision profiles

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.
MATCH

countermeasures to collision profiles
MATCH

Corner Bulbs and Chokers

Advance Stop or Yield Lines / Red Visibility Curbs

Turn Prohibitions
PRIORITIZE projects through scenario planning
A TECHNICAL GUIDE FOR CONDUCTING PEDESTRIAN SAFETY ASSESSMENTS FOR CALIFORNIA COMMUNITIES

University of California, Berkeley
Institute of Transportation Studies
Technology Transfer Program
STRATEGY 4

PRIORITY INJURY LOCATIONS

Phase I: quick, effective
Phase II: comprehensive

Fatal/Severely
Injured Covered

Phase I: 49%
Phase II: 71%

Total Cost of Countermeasures
Phase I: $8.5M
Phase II: $74.4M

Average Cost/Injury
Phase I: $42K
Phase II: $381K

Average Cost/Injury
Phase I: $981K
Phase II: $983K

Total Cost for Scenario 4 - $82.8M
Total Cost Across High Injury Network - $21.2M

Number of Citywide Injuries by Vulnerable Population

162
324
1,003
Total Injuries

Child
Senior
Other

Covered by Scenario

Selected Countermeasures
(Phase I, Phase I and II, Phase II only)

Phase I Countermeasure Attributes

Effectiveness

Timeframe

Complexity

Phase II Countermeasure Attributes

Effectiveness

Timeframe

Complexity

Impacts to Other Modes

Bike
Transit
Auto
Parking

Figure 8
Evaluation Metrics Infographic of Selected Strategy Prioritized Locations.
Discussion

In your jurisdiction:

- Are you currently considering VZ? Why or why not?
- Who are the strongest VZ supporters? What are the biggest anticipated hurdles?
- Who would you need to bring to the table as your Task Force?
- What data would you need and where would you get it?
- How would VZ fit with other ongoing initiatives?
- What level of investment could you see made in VZ?