

Greensboro Vision Zero Program Overview

WHAT IS IT Started in Sweden in the late 1990s, Vision Zero is a traffic safety policy that takes an ethical approach toward achieving safety for all road users, setting the goal of zero traffic fatalities or severe injuries.

CORE PRINCIPLES

1. First, it holds that traffic deaths and severe injuries are preventable and focuses attention on the shortcomings of the transportation system itself, including the built environment, policies, and technologies that influence behavior.
2. Second, Vision Zero acknowledges that people *will* make mistakes; the focus is not on avoiding all crashes, but rather on lowering the likelihood of crashes resulting in severe injuries.
3. Vision Zero sets the highest level of responsibility on the system designers – transportation planners and engineers, policymakers, police, etc.
4. Individuals have the responsibility to abide by the systems, laws, and policies set by the system designers. If safety problems persist, then the responsibility comes back to the system designers to take further measures to ensure safety.

Through its commitment to Vision Zero, Sweden has halved its traffic deaths nationally and is, today, one of the safest places in the country to move about.

A VISION ZERO CITY MINIMUM STANDARDS

- ❖ **Sets clear goal** of eliminating traffic fatalities and severe injuries
- ❖ Mayor (or top official) has publicly, **officially committed to Vision Zero**
- ❖ Vision Zero **plan or strategy is in place**, or Mayor has committed to doing so in clear time frame
- ❖ **Key city departments** (including Police, Transportation and Public Health) are engaged.

FUNDAMENTAL PRINCIPLES

- ❖ Traffic deaths and severe injuries are acknowledged to be **preventable**.
- ❖ Human life and health are **prioritized** within all aspects of transportation systems.
- ❖ Acknowledgement that **human error is inevitable**, and transportation systems **should be forgiving**.
- ❖ Safety work should focus on **systems-level changes above influencing individual behavior**.
- ❖ **Speed** is recognized and prioritized as the fundamental factor in crash severity.

GDOT EXPECTATIONS

- ❖ **Multi-prong** approach (user, vehicle, infrastructure/ environment)
- ❖ Easily, identifiable program that evolves into **a top priority** for the entire city
- ❖ Very broad, **inclusive**, comprehensive stakeholder base (bigger better, then narrow down)
- ❖ Stakeholder **active** participation

VHB MAJOR TASKS

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| *Develop Safety stakeholders list | *Review existing safety partners plans |
| *Initial branding and communication (letterhead) | *First stakeholders meeting |
| *Data Analysis | *Second stakeholders meeting |
| *Formation of focus area working groups | |