VISION ZERO
COLUMBUS
DRIVE SAFE. WALK SAFE. BIKE SAFE.
Me & Johnny
What is Vision Zero?

A fundamental change in approach to traffic safety by looking at the transportation system as a whole – with input from local agencies, experts and residents – to consider all transportation users, including motorists, cyclists and pedestrians.
A shift in mindset

Traffic deaths and serious injuries are preventable, not inevitable.
Vision Zero Columbus goal

Achieve zero serious injuries or deaths, while increasing safe, healthy and equitable mobility for all residents and visitors.

How?

By making protecting human lives the single highest priority of the transportation system.
How is Vision Zero different?

Traditional Approach

- Traffic deaths are **INEVITABLE**
- **PERFECT** human behavior
- Prevent **CRASHES**
- **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**
No more victim blaming

Raquel and A.J. Nelson’s Story
Blame vs. Vision Zero approach

Blame for human error: “Well, they shouldn’t have been ___________”

Vision Zero approach: “Why did this behavior occur?”
Understanding behavioral influences

- Organizational: Management Decisions and Organizational Processes
- Environmental: Error-Producing Violations
- Individual: Errors and Violations
- Engineering Defenses

Crashes
<table>
<thead>
<tr>
<th>Instead of</th>
<th>Use</th>
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<td><strong>Accident</strong> – Using the word “accident” implies traffic collisions - and fatalities and serious injuries that result - are inevitable and acceptable.</td>
<td><strong>Crash</strong> – Using the word “crash” reinforces the fact that fatalities and serious injuries are preventable and can be avoided.</td>
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<td><strong>Speculating</strong> – Guessing what is causing crashes based on personal perceptions is not productive.</td>
<td><strong>Facts and Statistics</strong> – Create a clear picture of what caused the collision based on data, without editorializing.</td>
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<td><strong>Dehumanizing</strong> – Associating the actions with a vehicle rather than a human dehumanizes the incident.</td>
<td><strong>Humanize</strong> – Behaviors should be associated with the people affected. For example, instead of saying “a truck hit a pedestrian crossing a street,” say “a person driving struck and killed a person walking across a street.”</td>
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<td><strong>Unavoidable</strong> – Don’t imply that the crash could’ve been prevented or was out of someone’s control.</td>
<td><strong>Personal Choice/Responsibility</strong> – Focus on the decisions and choices that everyone can make (such as slowing down) to prevent crashes.</td>
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Speed kills

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
1 out of 10 pedestrians survive
Contributors to high speeds

- Roadway design
- Speed limit
- Enforcement
- Education
- Culture
Vision Zero works!

- It first started in Sweden in 1997 and has spread throughout Europe.
- In 2019 Oslo, Norway – a population comparable to Columbus – had only one traffic fatality.
- Idea: #FlattenTheCurve
#1

Reason of children’s lives lost (ages 2-14)
Pedestrians are approximately 14x more likely than a motorist to die or be seriously injured in a crash.

Bicyclists are approximately 6x more likely than a motorist to die or be seriously injured in a crash.

Motorcyclists are approximately 16x more likely than a motorist to die or be seriously injured in a crash.
Lives lost in traffic crashes on Columbus roads in 2018
Traffic deaths by age in Columbus
2014-2018

- 9 deaths for ages 0-17
- 18-25 age group had 50 deaths
- 18-25 age group had 52 people, with 50 deaths
- 36-45 age group had 42 deaths
- 46-55 age group had 42 deaths
- 56-65 age group had 23 deaths
- 65+ age group had 22 deaths
Pedestrian deaths

- 2014: 13
- 2015: 11
- 2016: 16
- 2017: 16
- 2018: 18 People Died in 2018
Male vs. female traffic deaths

70%  
30%
Identify risk through data
High injury network

60% Severe or Fatal Crashes Happen on 10% Columbus Streets
Identify risk through public input

Columbus.gov/VisionZero
Equal, equitable access for everyone
Vision Zero Columbus

Action Plan
A shared vision where ALL contribute

- Neighborhood residents
- Bicyclists, pedestrians, motorcyclists, transit users
- Health, safety and transportation experts
- City departments
- Community leaders
- EVERYONE!
Action plan components

Safe Travel for All

Safe streets  Safe speeds  Safe vehicles  Safe people
Vision Zero Columbus

Next Steps
Next Steps

• Continue to gather and data – with community input
• Convene working groups to help develop the Action Plan
• Share and implement the Action Plan
• Continue to engage and educate
Protecting lives takes priority over all other objectives of our transportation system.

Columbus.gov/VisionZero
So we can all go home to our loved ones tonight.