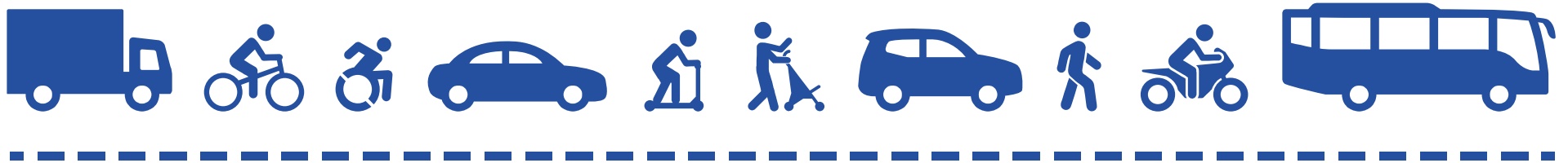



VISIONZERO

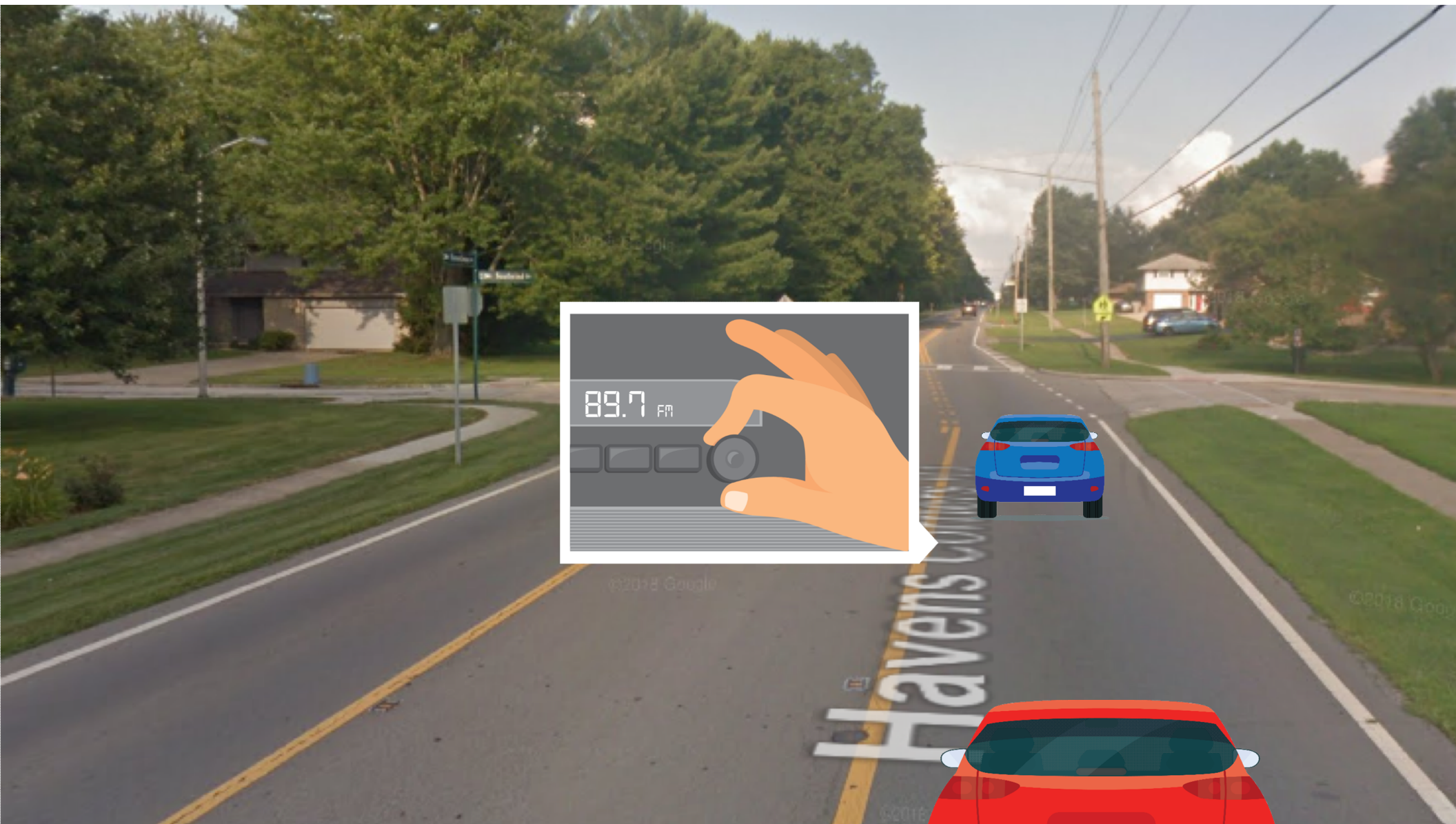
COLUMBUS

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

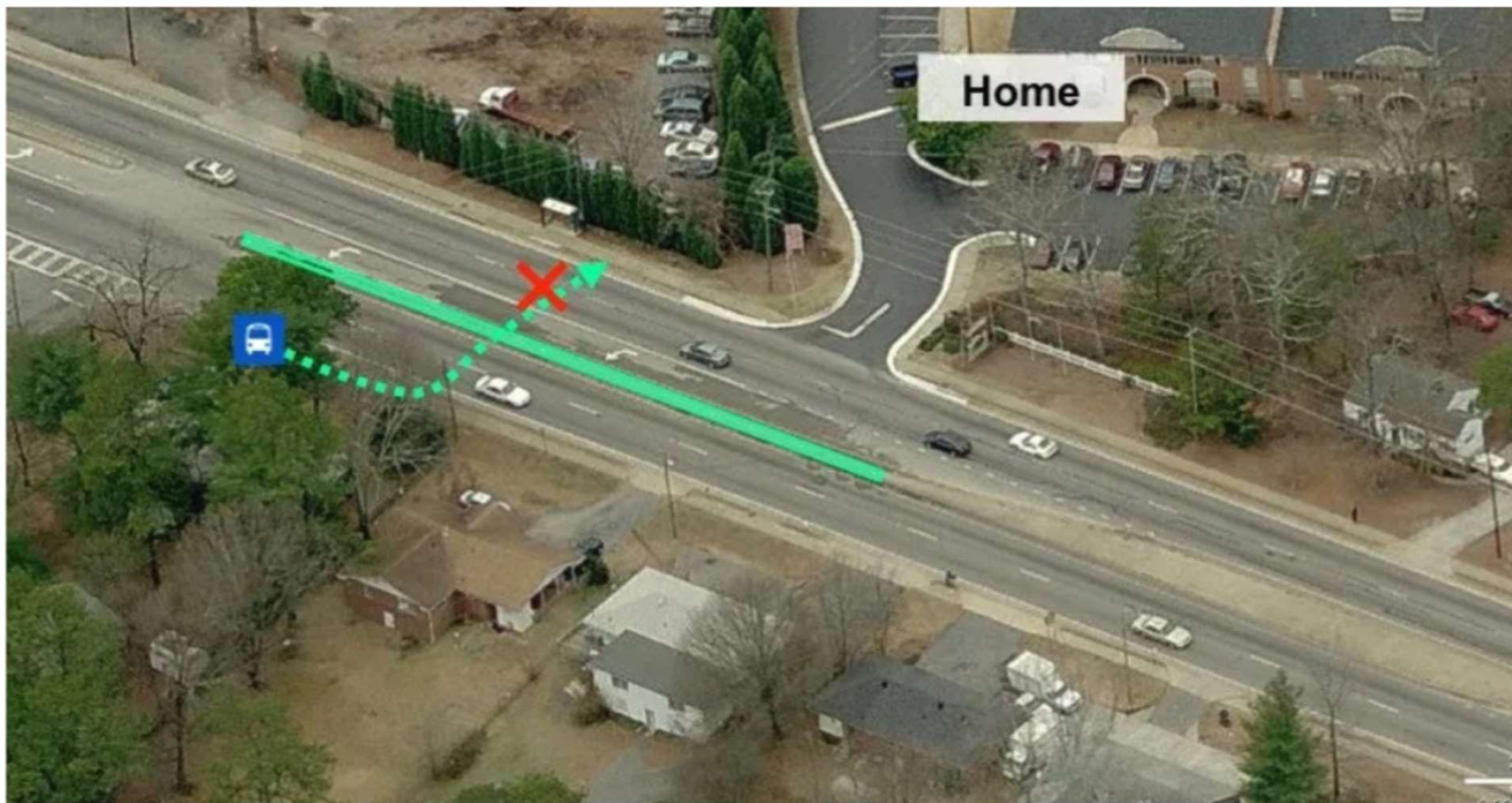
Saving lives is **NOT EXPENSIVE**

No more victim blaming

Raquel and A.J. Nelson's Story





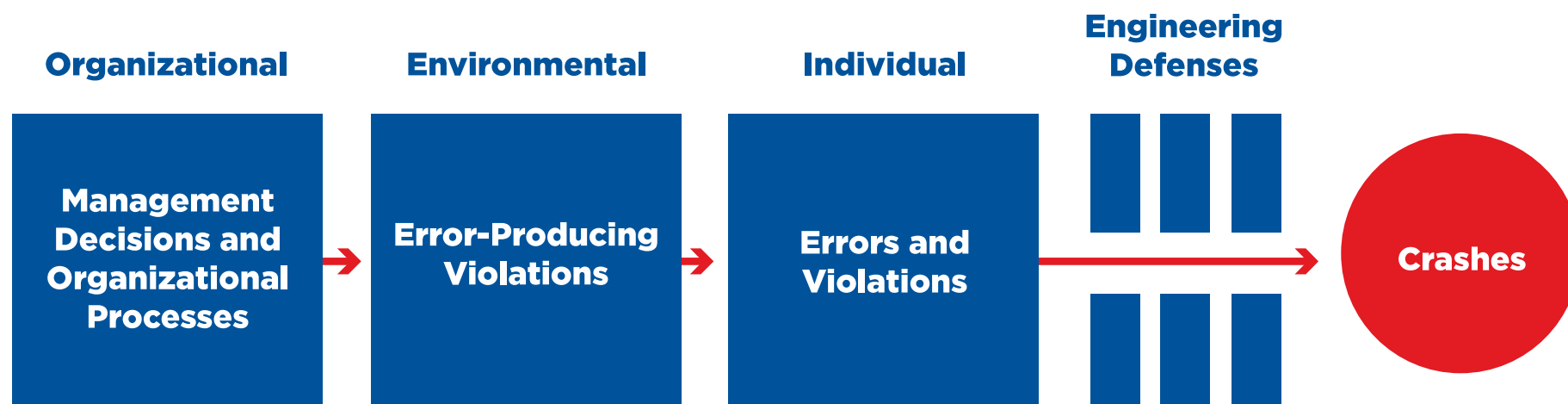




Blame vs. Vision Zero approach

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

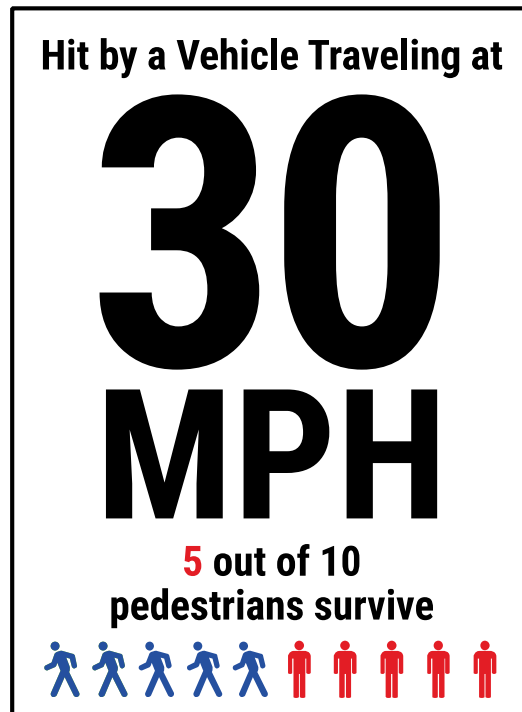
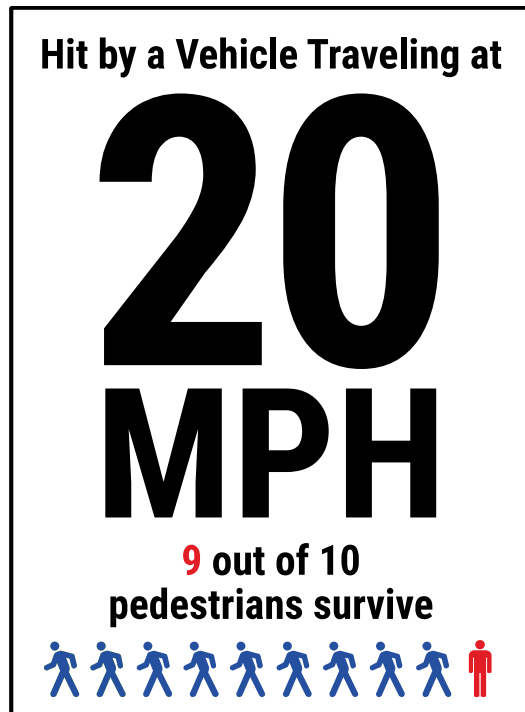
Vision Zero approach: “*Why* did this behavior occur?”

Understanding behavioral influences



 Instead of	 Use
Accident – Using the word “accident” implies traffic collisions – and fatalities and serious injuries that result – are inevitable and acceptable.	Crash – Using the word “crash” reinforces the fact that fatalities and serious injuries are preventable and can be avoided.
Speculating – Guessing what is causing crashes based on personal perceptions is not productive.	Facts and Statistics – Create a clear picture of what caused the collision based on data, without editorializing.
Dehumanizing – Associating the actions with a vehicle rather than a human dehumanizes the incident.	Humanize – 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.”
Unavoidable – Don’t imply that the crash could’ve been prevented or was out of someone’s control.	Personal Choice/Responsibility – Focus on the decisions and choices that everyone can make (such as slowing down) to prevent crashes.

Speed kills



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

Vision Zero cities



#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

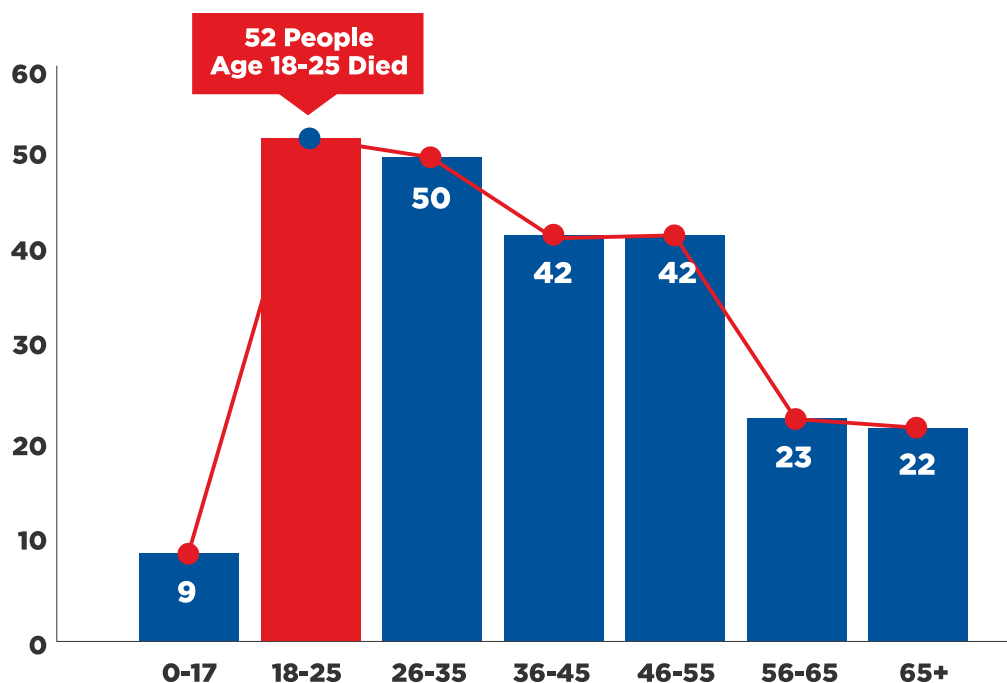
**more likely
than a motorist to
die or be seriously
injured in a crash**

57

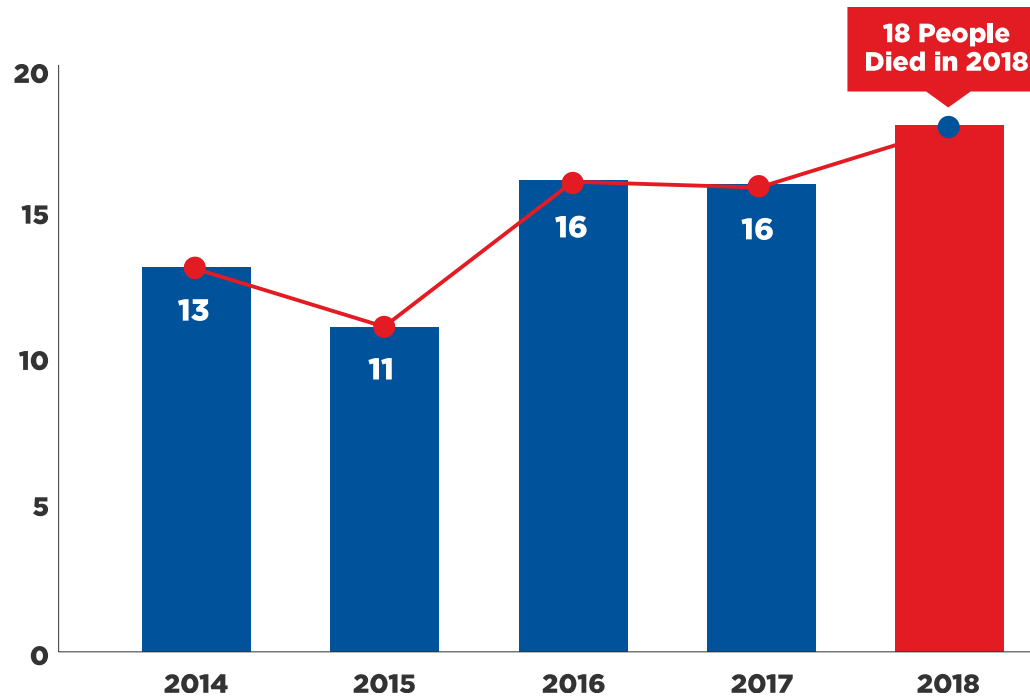
**Lives lost in traffic crashes
on Columbus roads in 2018**

Traffic deaths by age in Columbus

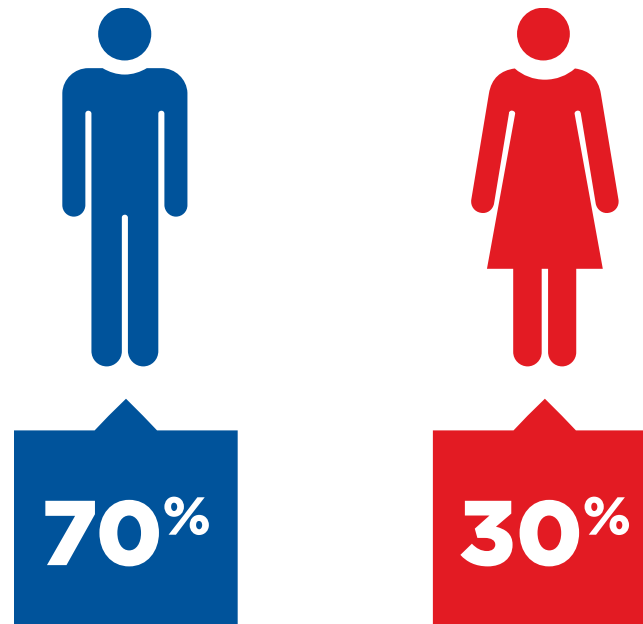
2014-2018



Pedestrian deaths



Male vs. female traffic deaths



Identify risk through data

High injury network

60%

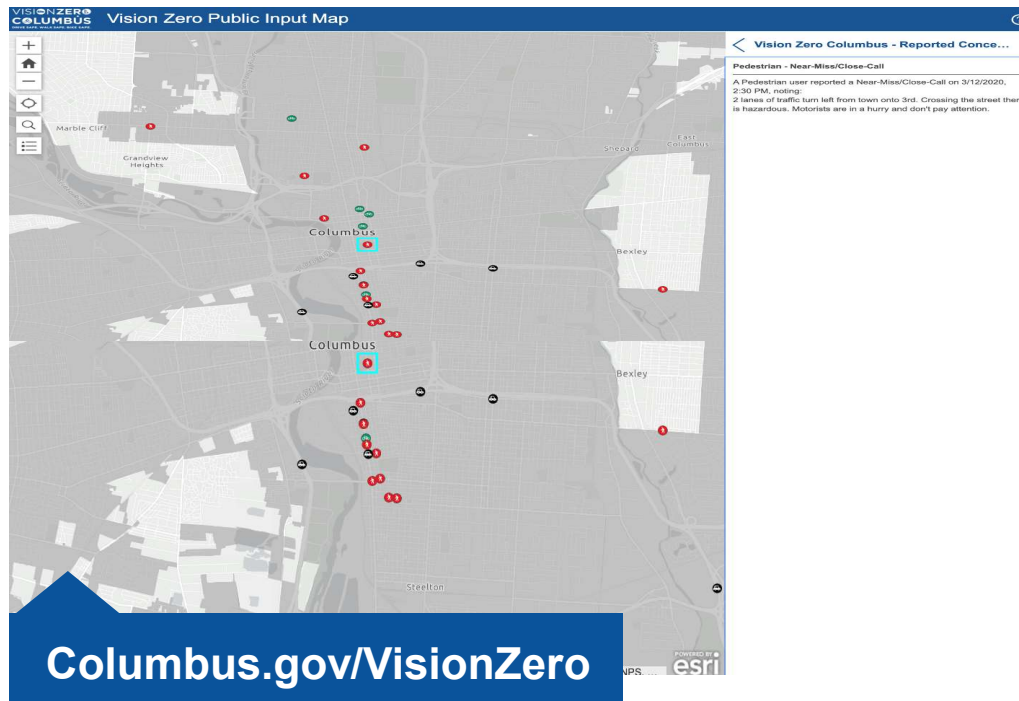
**Severe or
Fatal Crashes**

Happen on

10%

Columbus Streets

Identify risk through public input



Transportation Safety Survey

VISIONZERO
COLUMBUS
DRIVE SAFE. WALK SAFE. BIKE SAFE.

NOTE: This form is not a replacement for 311 Service Requests.
If there is a problem such as a pothole or traffic calming request, please submit via [311 here](#).

Please be honest, this survey is anonymous.

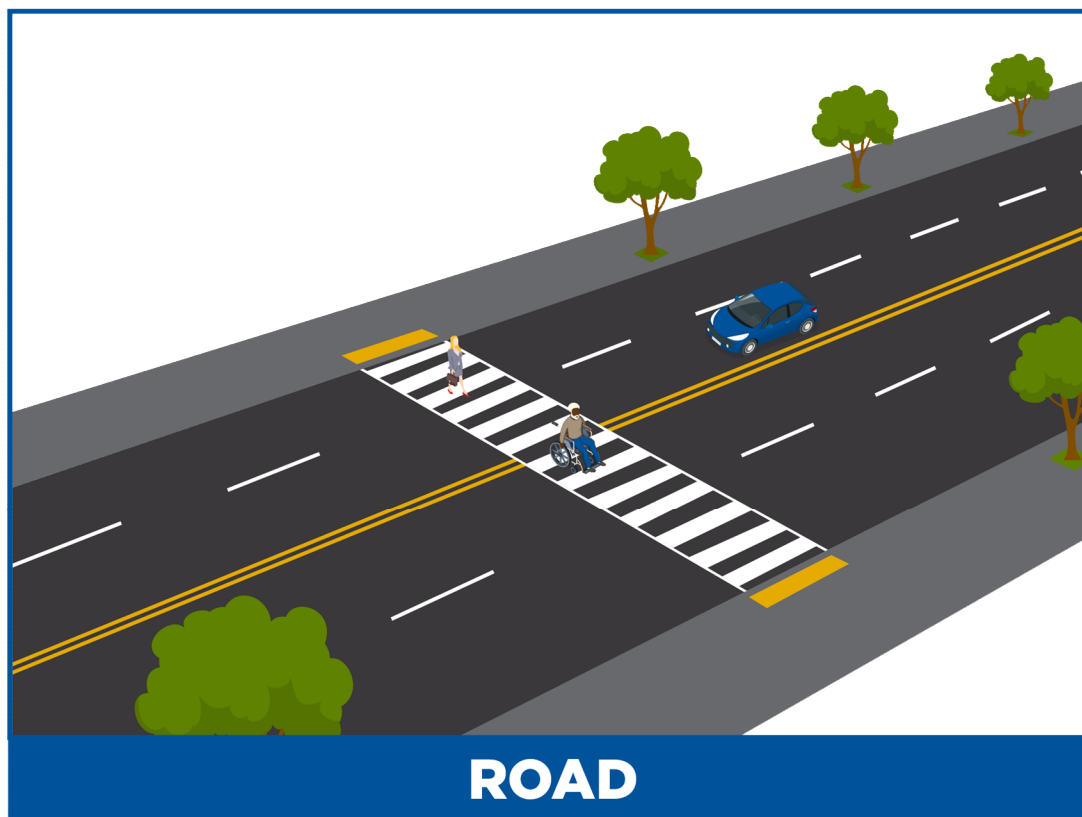
Over the last year, how often have you traveled in Columbus by:

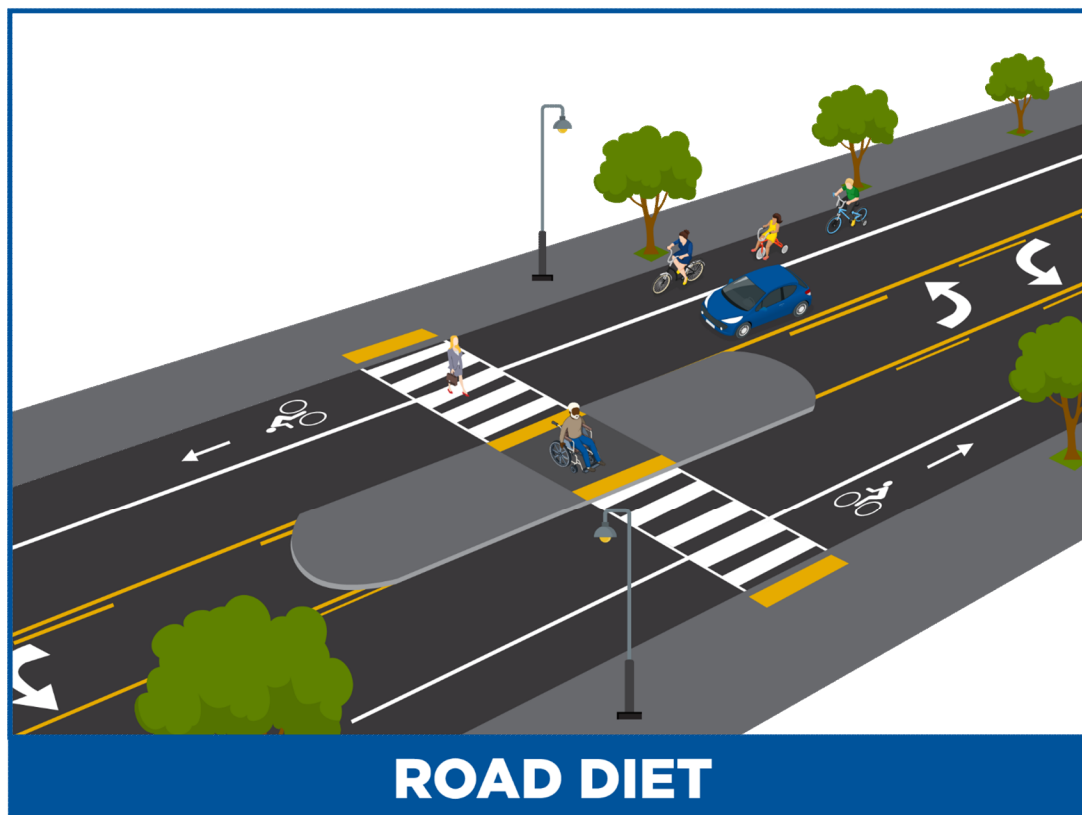
Scooter

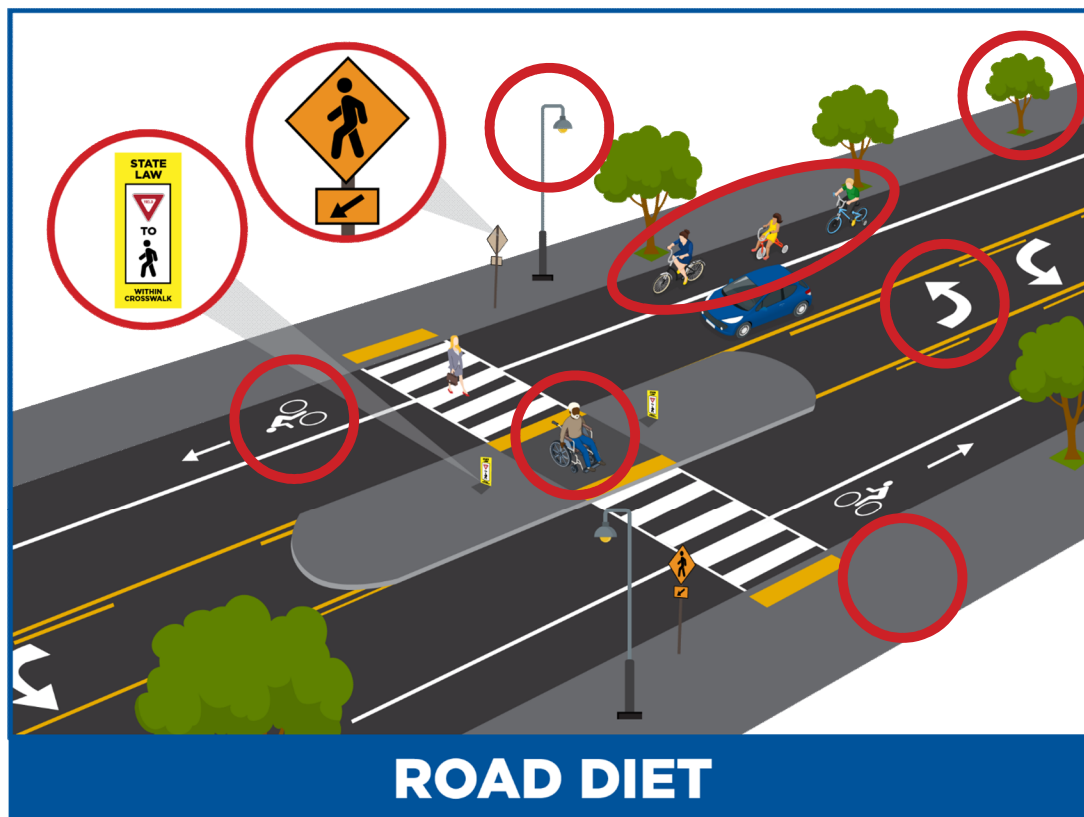
☐ Daily

☐ Weekly

☐ Monthly







Equal, equitable access for everyone



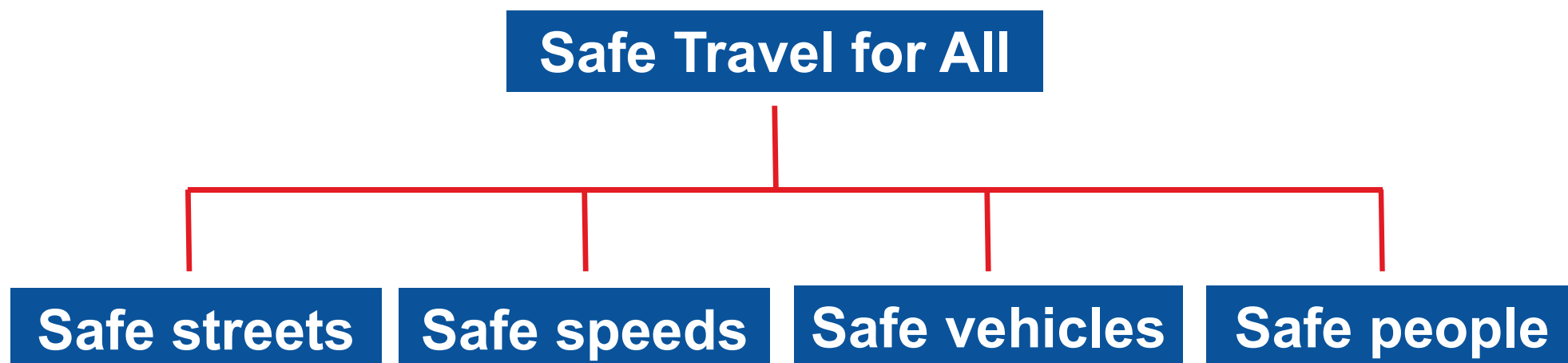
Vision Zero Columbus

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



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

ZERO

Protecting lives takes priority
over all other objectives of our
transportation system.

[Columbus.gov/VisionZero](https://columbus.gov/VisionZero)

So we can all go
home to our loved
ones tonight.

