### INTRODUCTION

**Vision Zero** – the strategy to eliminate traffic fatalities and severe injuries – is being adopted by a growing number of communities across North America and beyond. While safe mobility is not a new concept, Vision Zero requires a shift in how communities approach decisions, actions, and attitudes around safe mobility.

A fundamental part of this shift is moving from a traditional approach to a Safe Systems approach toward traffic safety. A traditional approach accepts that a certain number of traffic deaths and severe injuries will occur as unavoidable consequences of mobility and focuses on changing individual behavior to reduce the frequency of these incidents. In contrast, Vision Zero is built on the basis that traffic deaths and severe injuries are preventable. Vision Zero emphasizes a Safe Systems approach, which acknowledges that people make mistakes, and focuses on influencing system-wide practices, policies, and designs to lessen the severity of crashes.

Approaching the issue of safe mobility in a new way can be challenging, even when everyone agrees on the ultimate goal – in this case, safety for all road users. One limitation to the success and proliferation of Vision Zero in this moment is the lack of a unifying definition and “best practice benchmark.” While an increasing number of jurisdictions may call themselves Vision Zero communities, the authentic and ongoing commitment to the fundamental shift in safety perspective can be uneven.

The Vision Zero Network, with support from partners, developed this set of Vision Zero Core Elements to help communities set priorities, work toward tangible results in promoting safety, and benchmark their progress relative to best practices. This resource encourages leaders to focus on the most impactful actions and helps hold them accountable to their Vision Zero commitments.

<table>
<thead>
<tr>
<th>TRADITIONAL APPROACH</th>
<th>VISION ZERO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traffic deaths are INEVITABLE</td>
<td>Traffic deaths are PREVENTABLE</td>
</tr>
<tr>
<td>PERFECT human behavior</td>
<td>Integrate HUMAN FAILING in approach</td>
</tr>
<tr>
<td>Prevent COLLISIONS</td>
<td>Prevent FATAL AND SEVERE CRASHES</td>
</tr>
<tr>
<td>INDIVIDUAL responsibility</td>
<td>SYSTEMS approach</td>
</tr>
<tr>
<td>Saving lives is EXPENSIVE</td>
<td>Saving lives is NOT EXPENSIVE</td>
</tr>
</tbody>
</table>
Leadership and Commitment

1. Public, High-Level, and Ongoing Commitment. The Mayor and key elected officials and leaders within public agencies, including transportation, public health, and police, commit to a goal of eliminating traffic fatalities and serious injuries within a specific timeframe. Leadership across these agencies consistently engages in prioritizing safety via a collaborative working group and other resource-sharing efforts.

2. Authentic Engagement. Meaningful and accessible community engagement toward Vision Zero strategy and implementation is employed, with a focus on equity.

3. Strategic Planning. A Vision Zero Action Plan is developed, approved, and used to guide work. The Plan includes explicit goals and measurable strategies with clear timelines, and it identifies responsible stakeholders.

4. Project Delivery. Decision-makers and system designers advance projects and policies for safe, equitable multimodal travel by securing funding and implementing projects, prioritizing roadways with the most pressing safety issues.

Safe Roadways and Safe Speeds

5. Complete Streets for All. Complete Streets concepts are integrated into communitywide plans and implemented through projects to encourage a safe, well-connected transportation network for people using all modes of transportation. This prioritizes safe travel of people over expeditious travel of motor vehicles.

6. Context-Appropriate Speeds. Travel speeds are set and managed to achieve safe conditions for the specific roadway context and to protect all roadway users, particularly those most at risk in crashes. Proven speed management policies and practices are prioritized to reach this goal.

Data-driven Approach, Transparency, and Accountability

7. Equity-Focused Analysis and Programs. Commitment is made to an equitable approach and outcomes, including prioritizing engagement and investments in traditionally under-served communities and adopting equitable traffic enforcement practices.

8. Proactive, Systemic Planning. A proactive, systems-based approach to safety is used to identify and address top risk factors and mitigate potential crashes and crash severity.

9. Responsive, Hot Spot Planning. A map of the community’s fatal and serious injury crash locations is developed, regularly updated, and used to guide priority actions and funding.


Read on for more information about implementing these Vision Zero Core Elements in your community.