The Benefits of Vision Zero
Vision Zero is the goal of zero traffic-related deaths and severe injuries.

Achieving Vision Zero requires a fundamental paradigm shift in how our culture views traffic collisions: every roadway death and life-altering injury is preventable.

Sweden was the first to introduce a Vision Zero policy in 1997. Since 2000, they have reduced traffic-related deaths by half.

- San Francisco and New York City adopted Vision Zero policies in 2014.
- In 2015, San Francisco’s traffic-related deaths did not increase. (City of San Francisco, “State of Vision Zero, 2015.”)
- In 2015, New York City saw a decrease in deaths for pedestrians, cyclists, and motor vehicles. They also saw a decrease in pedestrians injured by vehicles. (New York City, “Vision Zero 2015 Year End Review.”)
The “Five E’s” of Vision Zero
The “Five E’s” are a common framework used in street safety to categorize the types of projects and improvements that will lead to systemic change. These are Evaluation, Engineering, Enforcement, Education, and Encouragement. We encourage municipalities to incorporate two more E’s—Engagement and Equity—as they work toward a Vision Zero program that is inclusive, impactful, and transparent. Keep in mind that all the categories of recommendations are interrelated and interdependent. Vision Zero cannot be achieved with a focus on only one of the E’s alone.

Evaluation and Planning:
- Gather biking and walking data to identify high-risk focus areas.
- Create goals to track progress toward Vision Zero
- Index funding to match mode share goals.

Engineering:
- Adopt and include Complete Streets design elements into the city’s Capital Improvement Program.
- Almost immediately, high-risk locations can be addressed with low cost, easy to implement solutions, such as signal timing, high-visibility paint, and signage.

Enforcement:
- Using traffic data, identify the most dangerous behaviors like speeding or running red lights for enforcement.
- Encourage law enforcement to make collision reports involving people biking or walking to ensure accurate data.

Education:
- Provide roadway behavior education for all road users
  - Safe Routes to School
  - Workshops for adults and families
  - Public safety messaging campaign

Encouragement:
- Promote community events such as Bike to Work Day and Open Streets.
- Ensure adequate bike parking is available in key locations.
- Provide way-finding systems such as network maps and route signage.

Equity and Engagement:
- While implementing Vision Zero, place an emphasis on engaging diverse constituencies within the community

Source: LADOT Vision Zero Report

Source: LADOT Vision Zero Report

Source: CA Dept. of Public Health