

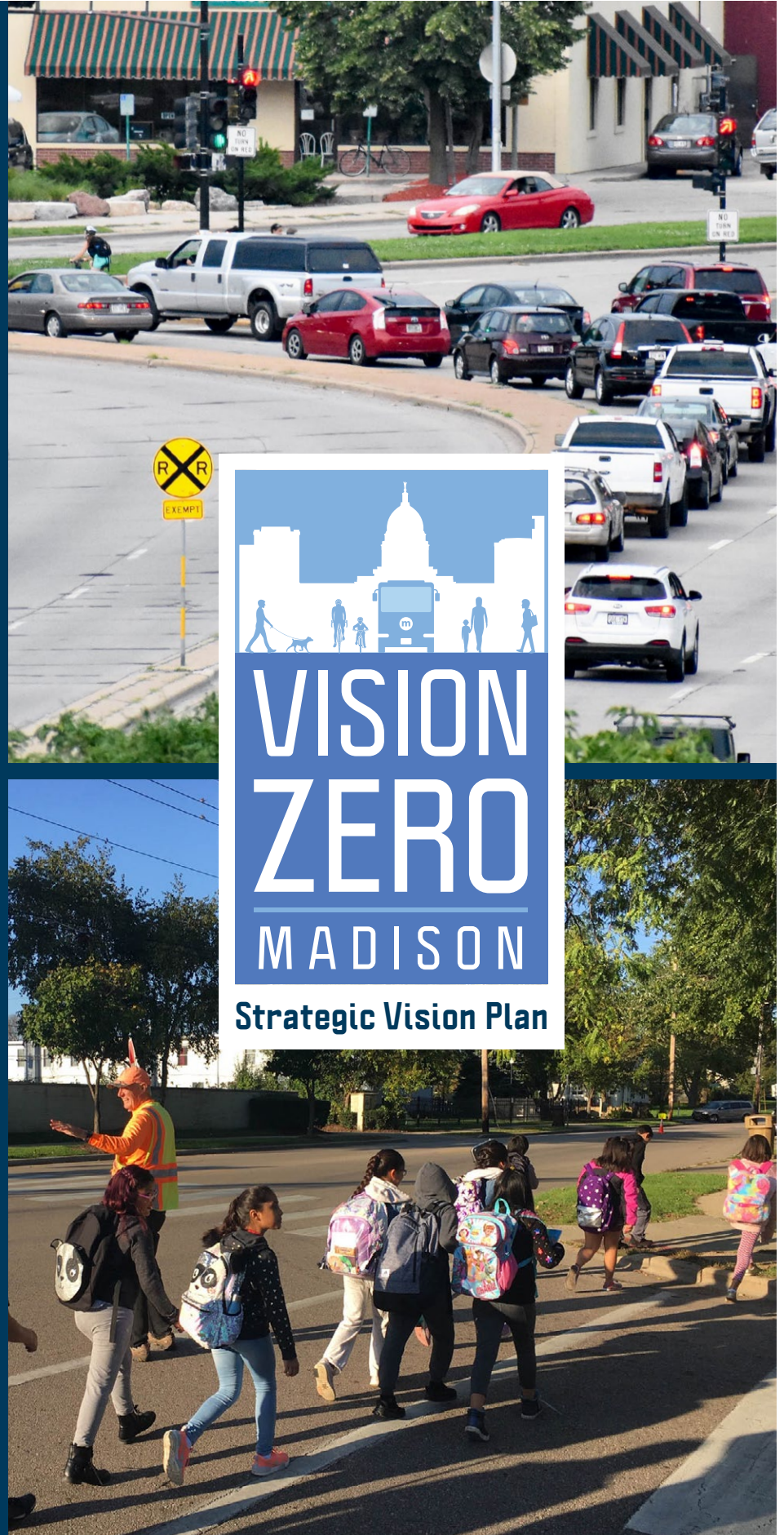


Vision Zero

is a data driven approach intended to eliminate traffic deaths and severe injuries on City streets by 2030.

This Vision Zero Strategic Vision Plan outlines key steps to develop the Action Plan to reach toward our 10 year goal of zero deaths.

Stemming from a collaboration of multiple city departments, the intent is to increase safe, healthy and equitable mobility for all roadway users.

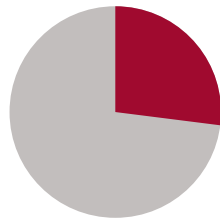
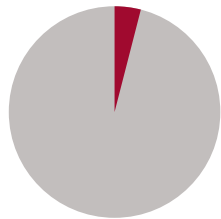


Why Vision Zero?

Vision Zero is a strategy to eliminate all traffic fatalities and severe injuries, while increasing safe, healthy, equitable mobility for all. First implemented in Sweden in the 1990s, Vision Zero has proven successful across Europe and now it's gaining momentum in major American cities.

Pedestrians and Cyclists are Disproportionately Represented in Injuries and Fatalities

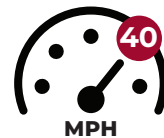
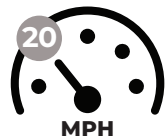
Pedestrians and cyclists are involved in 4% of reported crashes...



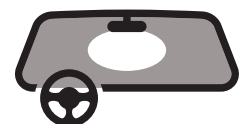
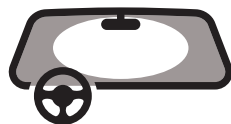
...but they represent 27% of those killed or injured in crashes.

Controlling Speed is a Key Factor in Vision Zero

When a person is driving at...



This is their field of vision:



This is their stopping distance:



And pedestrians hit at this speed have a...



13% likelihood of fatality or severe injury



40% likelihood of fatality or severe injury



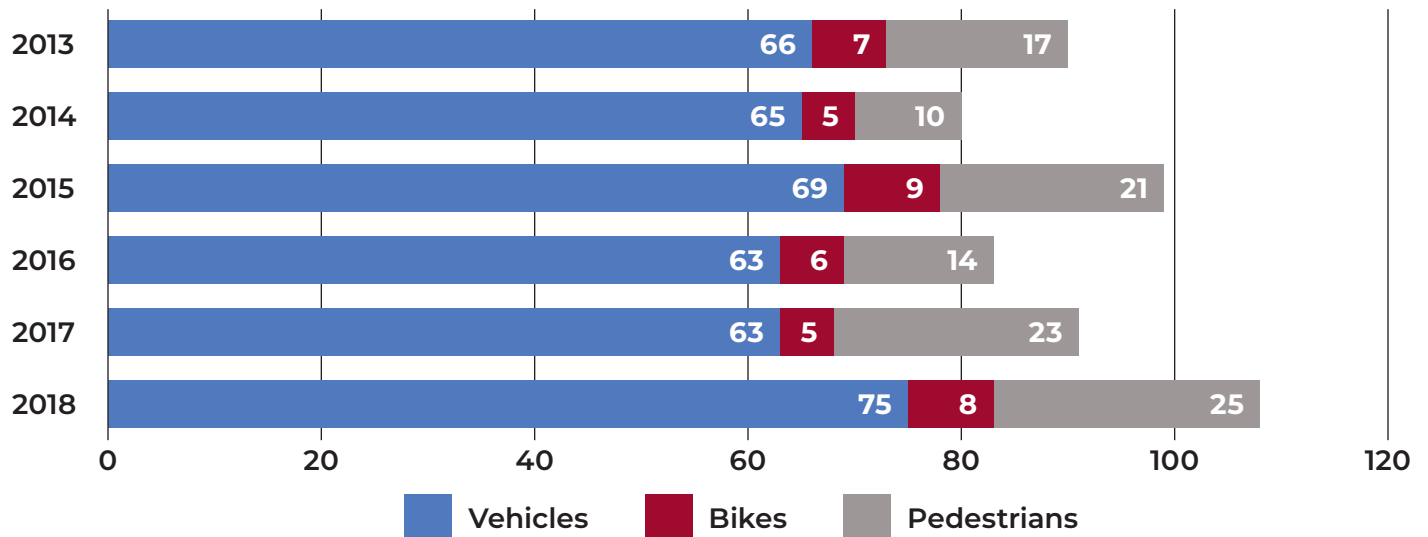
73% likelihood of fatality or severe injury

Concept and data:
Toole Design Group, LLC

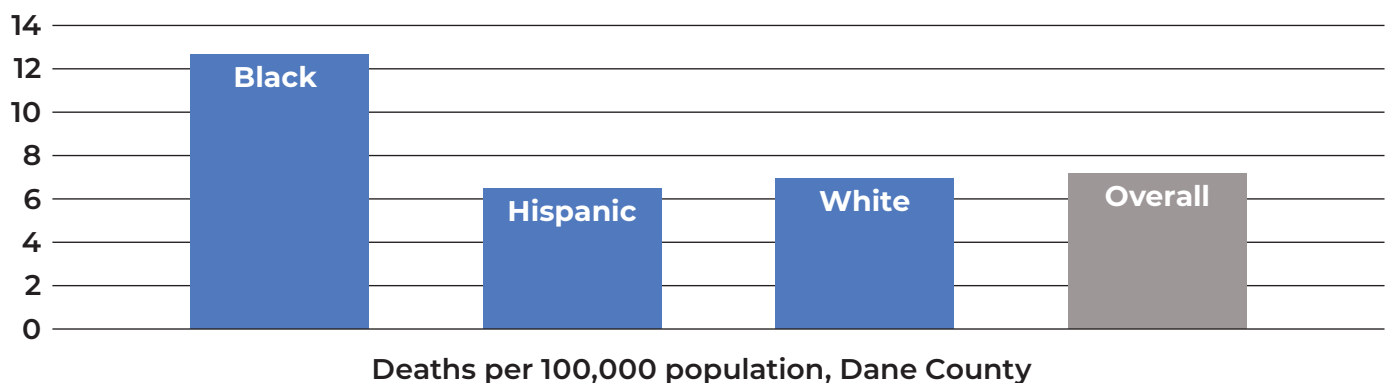
TOOLE
DESIGN

Traffic Injuries and Fatalities are a Growing Health Concern

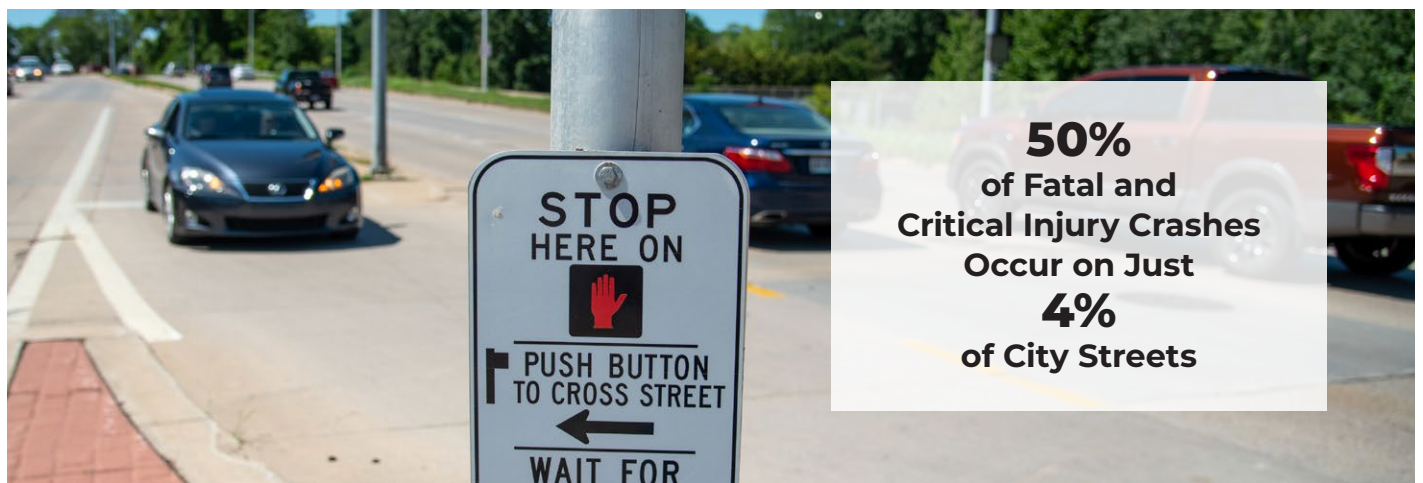
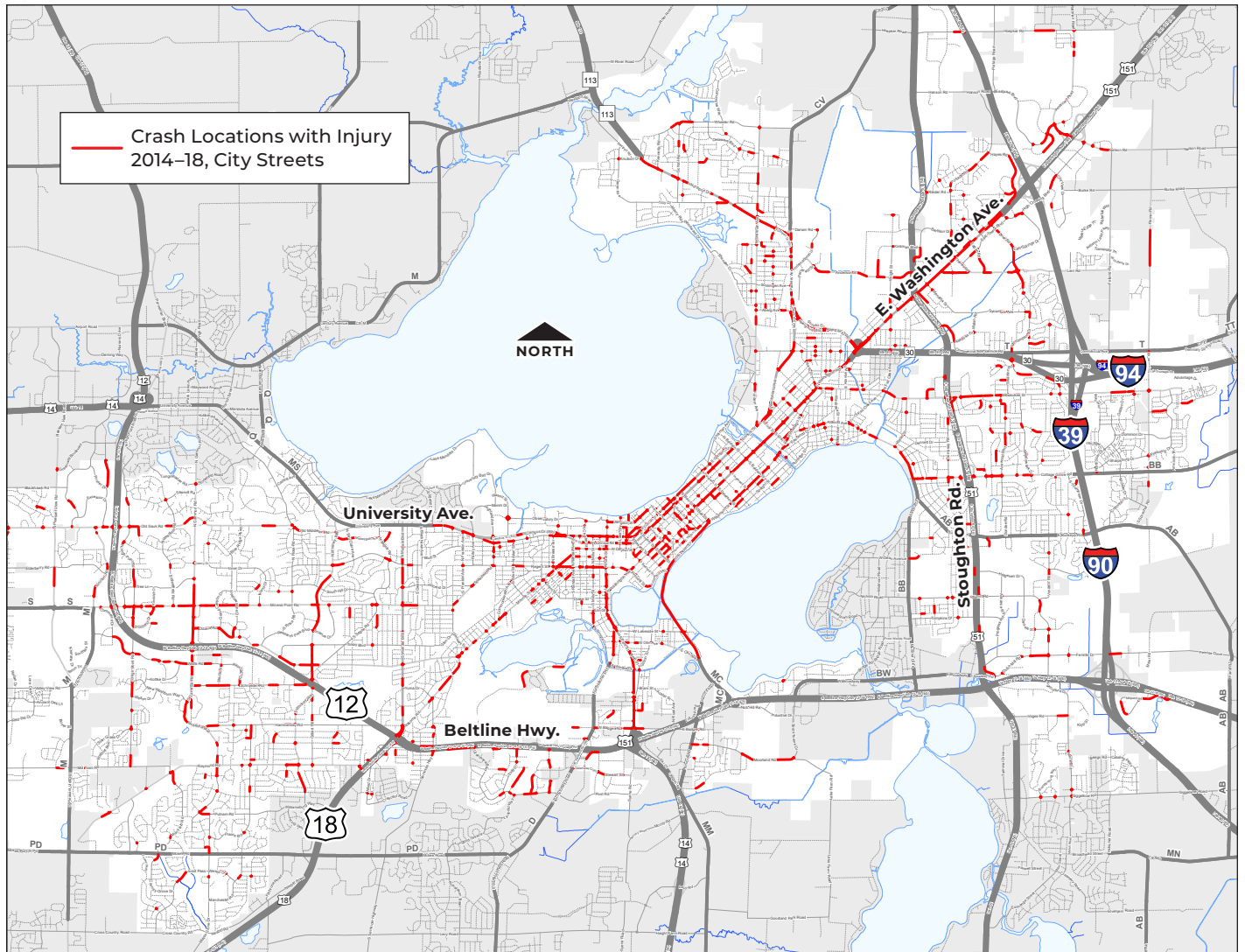
Madison Fatalities and Severe Injuries



Age-Adjusted Death Rate due to Motor Vehicle Collisions by Race/Ethnicity



Most of Madison's Fatal and Injury Crashes Occur on a Small Network of Streets



Vision Zero Seeks Zero Deaths on City Streets

Human life and health are priorities in our community.

Traffic deaths and severe injuries are **preventable**.

We are human and make mistakes. The roadway system should be designed to protect us.

Speed is a critical factor in crash severity. The most effective approach is to systematically prioritize safety over speed.

Responsibility is shared between system designers and road users.

Vision Zero Uses a Different Approach

TRADITIONAL APPROACH	VISION ZERO
Traffic deaths are INEVITABLE	Traffic deaths are PREVENTABLE
PERFECT human behavior	Integrate HUMAN FAILING in approach
Prevent COLLISIONS	Prevent FATAL AND SEVERE CRASHES
INDIVIDUAL responsibility	SYSTEMS approach
Saving lives is EXPENSIVE	Saving lives is NOT EXPENSIVE

Madison Vision Zero Principles

Safety

Safety for all roadway users, including bicycle and pedestrian safety. One life lost on our streets is too many.

Equity

The City of Madison recognizes the disparity, racial and economic difference in neighborhoods and will focus on improving lower income community roadways included in the high injury network

Data-Focused

Data will drive our focus on where to invest time and money in improving the highest injury intersections and roadways

Accountability

The City of Madison will set clear goals and objectives, as long as engaging the community in outreach and collaboration to make Vision Zero a success.

Vision Zero is a City-wide Effort

STEERING TEAM	
	Mayor’s Office
	Traffic Engineering
	Police Department
	Engineering
	Fleet Services
	Metro Transit
	Public Health



Vision Zero is a strategy to eliminate all traffic fatalities and severe injuries, while increasing safe, healthy, equitable mobility for all.

www.cityofmadison.com/visionzero
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