

# The Vision Zero Movement



Why Reno Should Commit

# What Gives a Neighborhood Life?



# How is Vision Zero Different?

Traditionally we build streets assuming that drivers and pedestrians will do the right thing even though we know that humans are flawed,” says Claes Tingvall, [the director of Traffic Safety for the Swedish Transport Administration](#), in an interview with Yahoo News. “You don’t design an elevator or an airplane or a nuclear power station on the assumption that everyone will do the right thing. You design it assuming they will make mistakes, and build in ways that withstand and minimize error.”

In Every Situation, the Person May Fail...

...the Road Should Not



# Vision Zero vs. Statas Quo

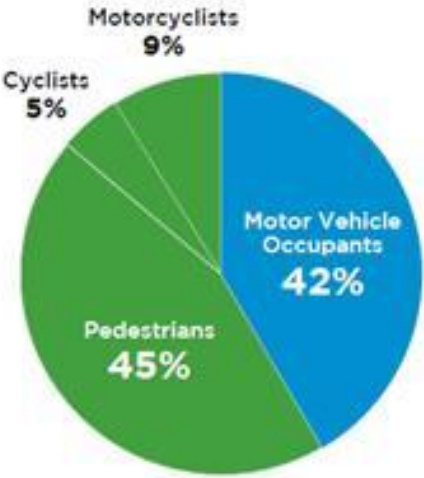
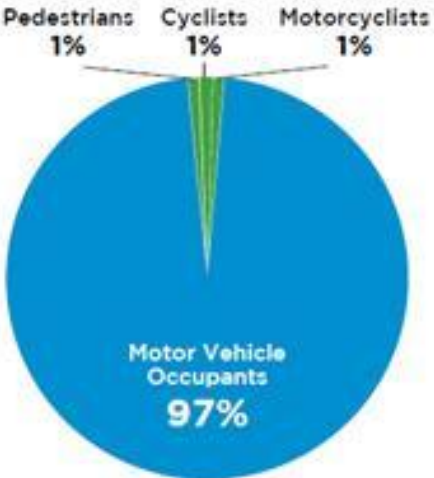


<b>Traditional thinking</b>	<b>Vision Zero</b>
Focus on accidents	Focus on fatalities and serious injuries
Perfect human behavior	Integrate the failing human in design
Individual responsibility	Shared responsibility between system and design
Industry must be forced	Industry can be stimulated
Saving lives is expensive	saving lives is cheap

# Less Than Half the Fatalities are MVO

## Vulnerable road users

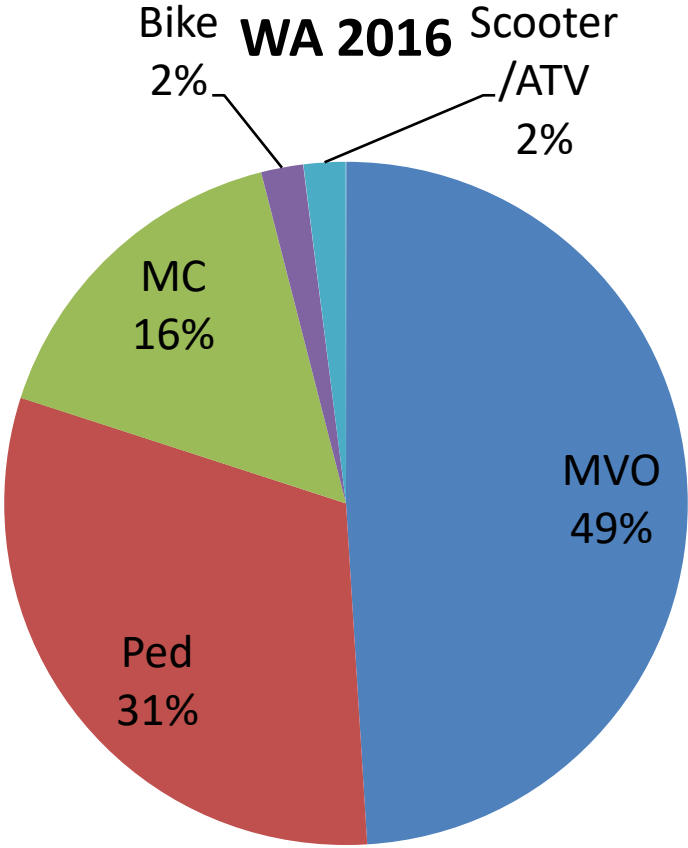
Pedestrians, cyclists, and motorcyclists are involved in only 3% of collisions, but account for almost 60% of fatalities.



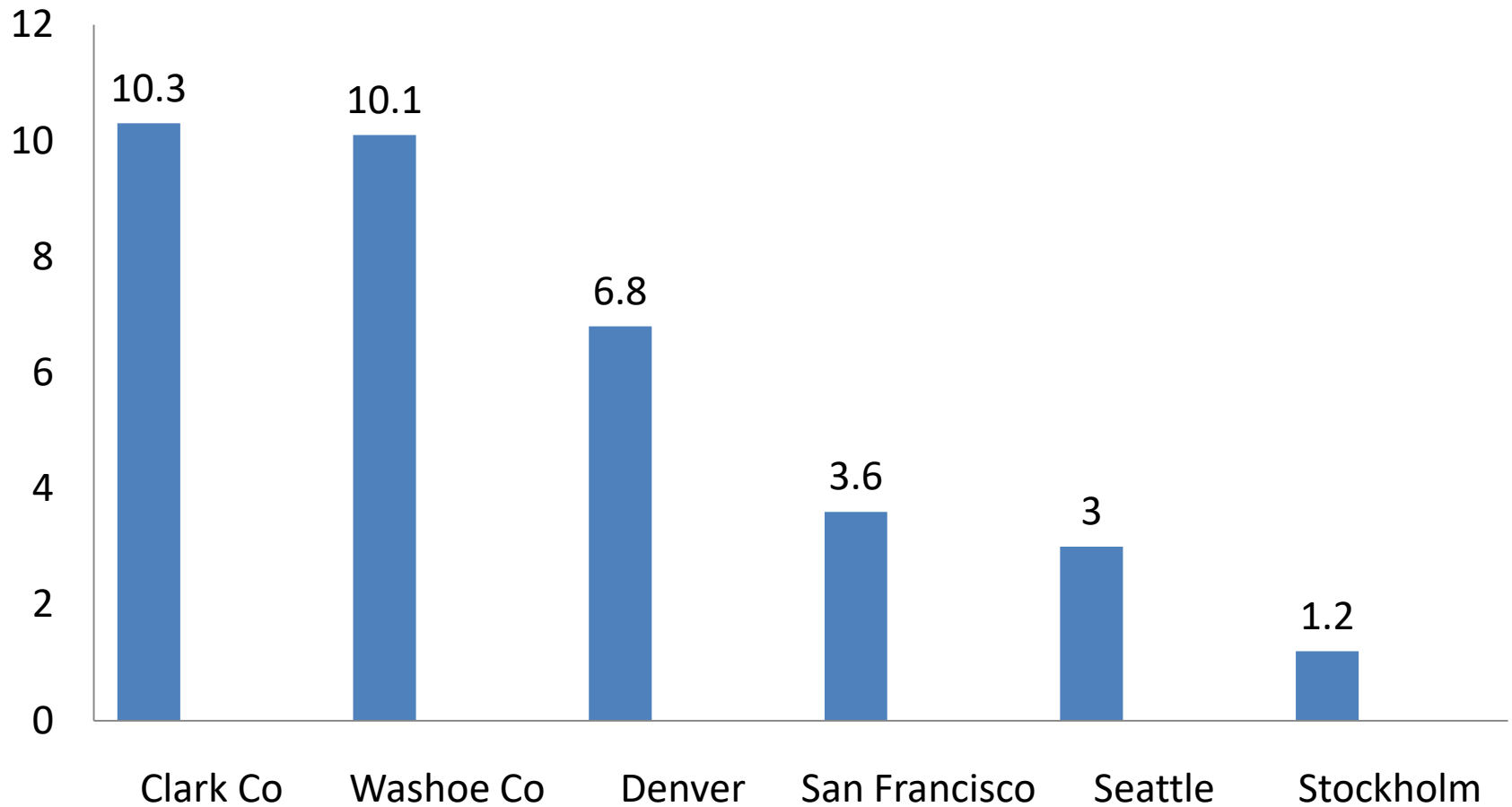
Collisions

Fatalities

Source: ICBC 2005-2010, VPD 2005-2010



# Fatalities per 100,000 population





# Vision Zero Cities

A Vision Zero City meets the following minimum standards:

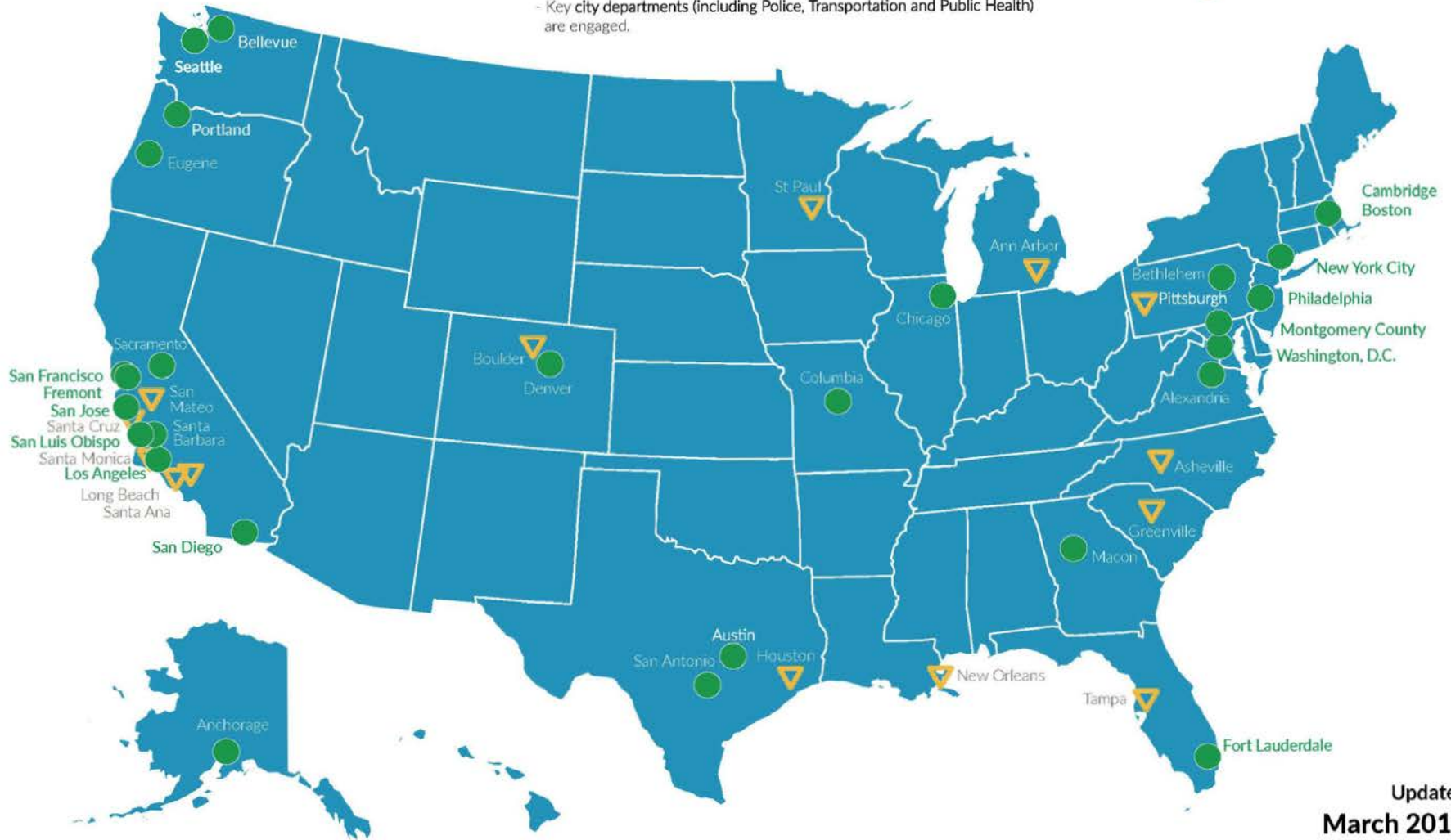
- Sets clear goal of eliminating traffic fatalities and severe injuries
- Mayor has publicly, officially committed to Vision Zero
- Vision Zero plan or strategy is in place, or Mayor has committed to doing so in clear time frame
- Key city departments (including Police, Transportation and Public Health) are engaged.



Vision Zero City



Considering Vision Zero



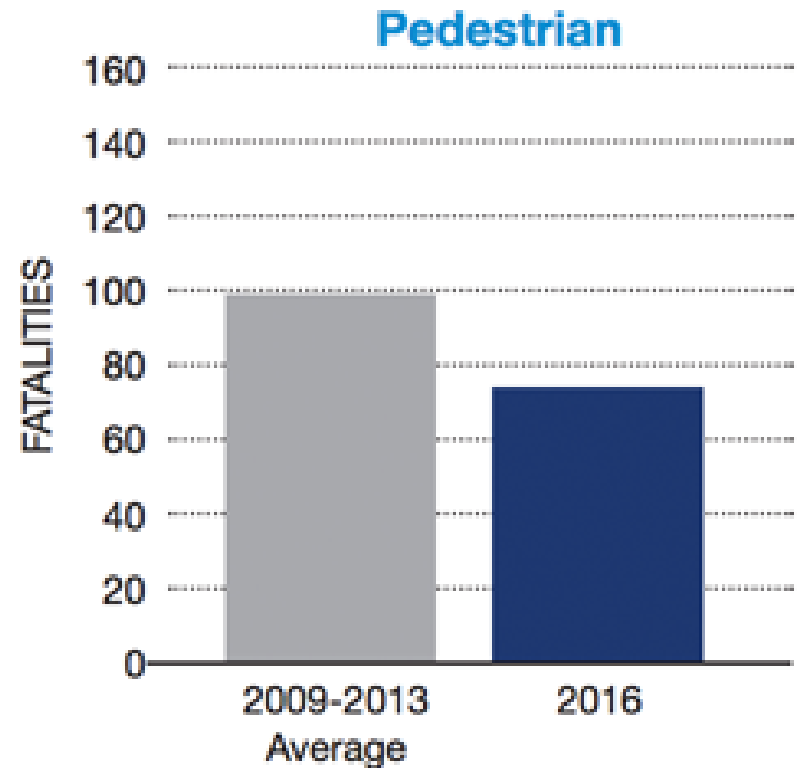
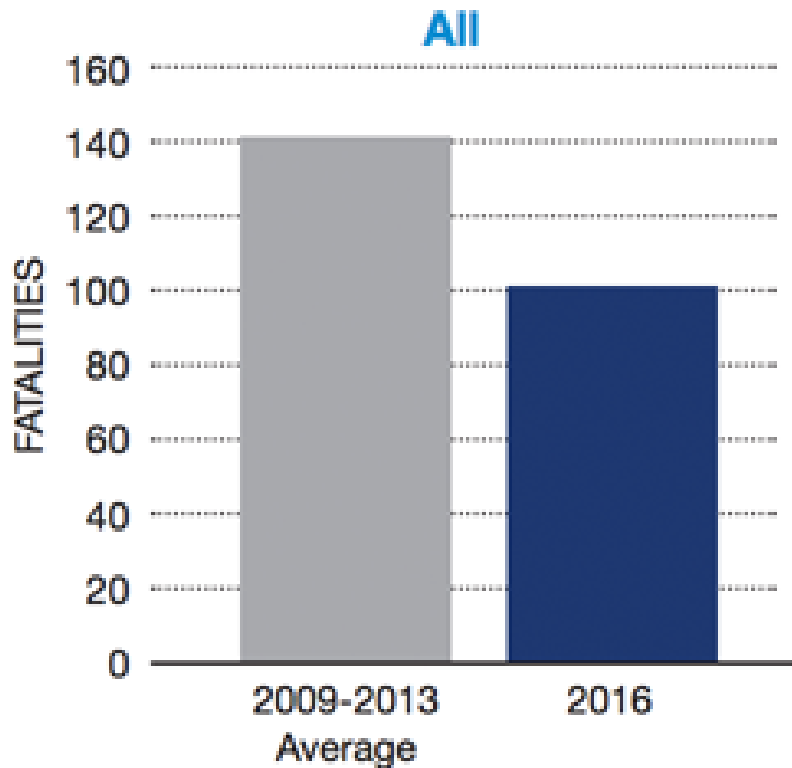
Updated  
March 2017



# Priority Locations

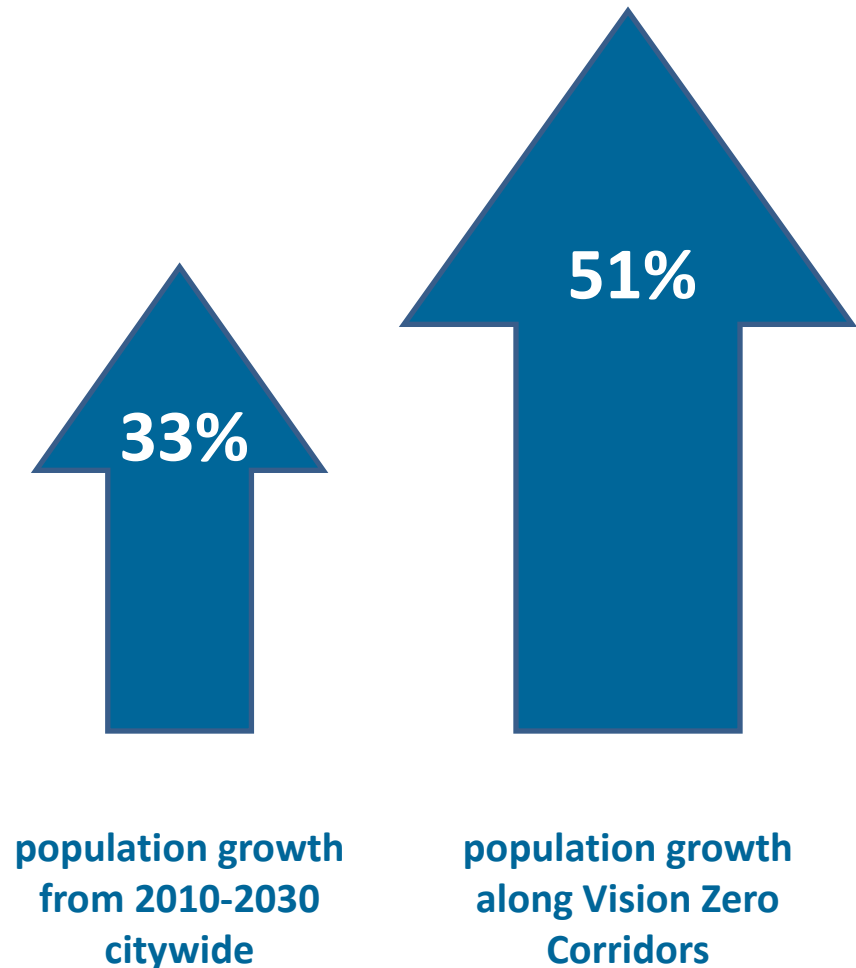
## Fatalities at Vision Zero Priority Locations

Source: NYC DOT



# Results

- Drop in fatalities
- Drop in injuries
- Increase in livability
- Drop in crime
- Increased mobility
- Increased physical activity
- Revitalize the area
- Increased revenue



# Three Tenants of a Vision Zero Plan

- People are

# KNOW THE LIMIT

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



Only 1 out of 10 pedestrians survives

crucial

vision zero.

[seattle.gov/visionzero](http://seattle.gov/visionzero)



City of Seattle



# Downtown District?



# Potential for Use



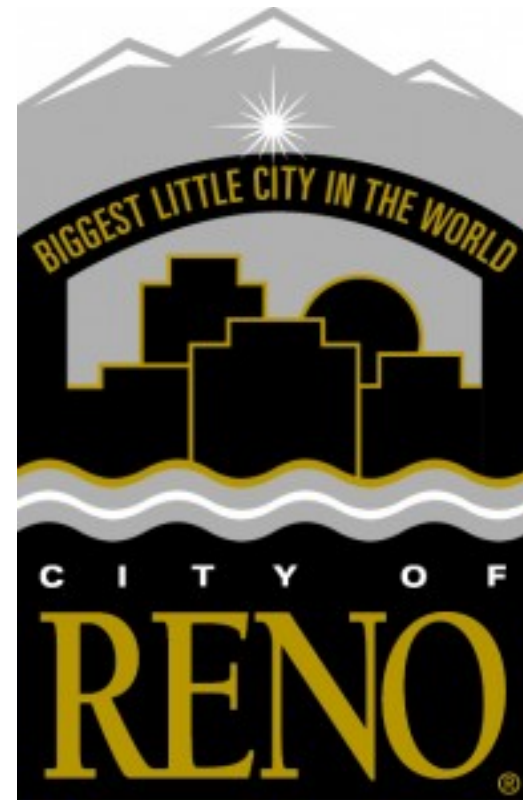
# Why Vision Zero?



**Eat.**  
**Play.**  
**Live...**  
*Better*

# Moving Forward

- Council Commits to Vision Zero Reno: (short-term VZ in downtown area to get feet wet?)
  - Steering Committee, Task Force, Alliance...
  - Develop action plan
  - Publish Implementation Plan with:
    - Goals in short term by year, under an:
    - Over-Arching Zero Goal by 2025, 2030?
    - Become Vision Zero Reno







Thank You for Your Time

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