

# ZERO-FOCUSED TRAFFIC SAFETY PROGRAMS

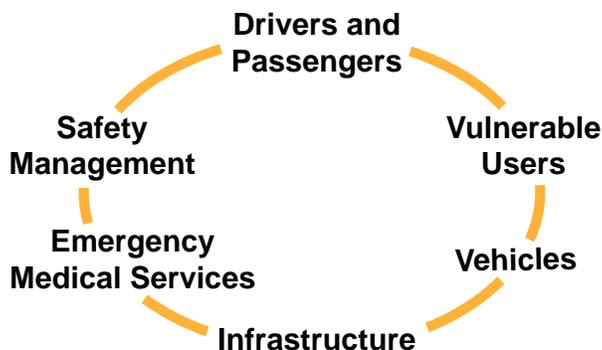


Zero traffic-related fatalities is the only acceptable goal. Unfortunately, our nation sees approximately 40,000 traffic deaths per year. Reducing that number requires a concerted group effort. Currently, there are three national programs focused on reducing traffic fatalities to zero—Toward Zero Deaths (TZD), Vision Zero and Road to Zero. While these approaches to reaching zero use different names, they are complementary efforts that support the shared goal of safe mobility for all people. This collaboration of unified programs promotes a multi-disciplinary approach, meaning they encourage involvement from a variety of stakeholders. The engagement happens across the country, throughout state and local organizations, and within communities large and small that all focus on the goal of zero traffic-related deaths. This document provides an overview for each of these programs.

## TOWARD ZERO DEATHS

Toward Zero Deaths began at a stakeholder workshop in 2009 to develop a national strategic highway safety plan, which grew into “Toward Zero Deaths: A National Strategy on Highway Safety.”

The National Strategy document is the heart and soul of TZD. The document outlines strategies and tactics that any group, organization or agency can use to reduce roadway fatalities for six emphasis areas: Drivers and Passengers, Vulnerable Users, Vehicles, Infrastructure, Emergency Medical Services and Safety Management.



Another major highlight of the National Strategy is the definition of, and guidelines to create, a traffic safety culture. More specifically, we’re trying to create a culture where drivers reject risky behaviors and all those who are involved in our transportation system incorporate safety into all their decisions. Each individual, every community and our country as a whole, must decide that even one life lost on our roads is unacceptable.

TZD Principles are incorporated into state safety programs across the country.

All organizations are welcome to join us on the road Toward Zero Deaths. Many participants are state organizations and government associations, but there are also many higher education institutions, private sector businesses and other associations adopting the vision.

TZD Strategies can be implemented at regional, state or localized levels.

Website: [TowardZeroDeaths.org](http://TowardZeroDeaths.org)  
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# VISION ZERO

Vision Zero aims to eliminate traffic fatalities and severe injuries. First started 20 years ago in Sweden, Vision Zero efforts there have cut traffic deaths in half, even while mobility has increased. This safe systems approach is now gaining momentum in the U.S., with more than 20 local communities adopting Vision Zero commitments between 2014 and mid-2017.

The basic principles include the following: First, Vision Zero acknowledges that traffic deaths are preventable, recognizing this as a public health issue that calls for systems-level, prevention-based strategies. Second, it acknowledges that people will make mistakes and calls for safeguards within our transportation systems to lessen severity of crashes, for example by managing speeds for safety. Third, Vision Zero is an interdisciplinary approach, coalescing diverse stakeholders to address a complex problem, including transportation and public health professionals, policymakers, law enforcement, community members and more. And finally, Vision Zero is a



Road to Zero (RTZ) is a collaboration focused on eliminating traffic fatalities within 30 years. This goal is based on the fact that traffic fatalities are preventable. RTZ is an umbrella organization for the other zero efforts to enable coordination and cooperation, and leaders from Towards Zero Deaths and Vision Zero are on the RTZ Steering Group.

RTZ started in October 2016, and is led by the National Safety Council in partnership with the U.S. Department of Transportation (USDOT), specifically the Federal Highway Administration, the Federal Motor Carrier Safety Administration and the National Highway Traffic Safety Administration.

Emphasis is placed on the strengthening existing roadway safety programs, supporting technology improvements and implementing a Safe Systems approach, which supports a shift in roadway safety culture and greater collaboration. The Road to Zero is developing a long term plan outlining options to reach zero fatalities. This product is a result of a wide variety of stakeholder input over seven days of listening sessions.

More than 350 unique organizations have joined the Road to Zero coalition to date, including many state

data-driven approach that combines the power of data with human experience and an ethical responsibility to keep people safe.

The goal of Vision Zero is safe mobility for all people and particularly benefits those disproportionately impacted by traffic crashes, including children, seniors, low-income communities, communities of color, and those walking and bicycling.

The Vision Zero Network is a nonprofit project started in 2015 to advance Vision Zero with a focus on local action. The Network convenes local leaders to develop and share promising strategies, policies and practices. This includes peer exchange amongst community members and local government staff, including public health and transportation professionals, police officers, and policymakers.

Website: [VisionZeroNetwork.org](http://VisionZeroNetwork.org)  
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Departments of Transportation. Quarterly coalition meetings are held in Washington, D.C., providing the opportunity for invested groups to network and connect. Four meetings have been held so far and have reached over 1,000 people total. Road to Zero has also engaged leading transportation organizations like National Sheriffs Association, GHSA, Safe States, ENO, AWPA and Vision Zero Network to name a few.

USDOT has committed to a grant program providing \$1 million per year for three years to organizations working on roadway safety priority programs. Recent recipients include: Vision Zero programs in Chicago, Los Angeles and San Francisco; National Association of County Engineers; University of Michigan Transportation Research Institute; Roadway Safety Foundation; and National Complete Streets Coalition/Smart Growth America.

Road to Zero implementation is both nationwide (self-driving cars, Safe Systems) and regional/local (grants program).

Website:  
<http://www.nsc.org/learn/NSC-Initiatives/Pages/The-Road-to-Zero.aspx>  
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