

WHAT IS VISION ZERO?

DEFINITION

Vision Zero is a transportation safety philosophy based on the principal that loss of life is not an acceptable price to pay for mobility. Vision Zero exists to eliminate roadway deaths and severe injuries for all users of the transportation system with a proactive, preventive approach.

Vision Zero recognizes that humans make mistakes and therefore the transportation system should be designed to minimize the consequences of human error. The Vision Zero approach is fundamentally different from the traditional traffic safety approach in American communities in **six key ways.**

1

Reframes traffic deaths as **preventable.**

2

Integrates **human failing** into the approach.

3

Focuses on preventing **fatal and severe crashes** rather than eliminating all crashes.

4

Aims to establish **safe systems** rather than relying on individual responsibility.

5

Applies **data driven** decision making.

6

Establishes road safety as a **social equity issue.**



**SAFE
STREETS
PINELLAS**