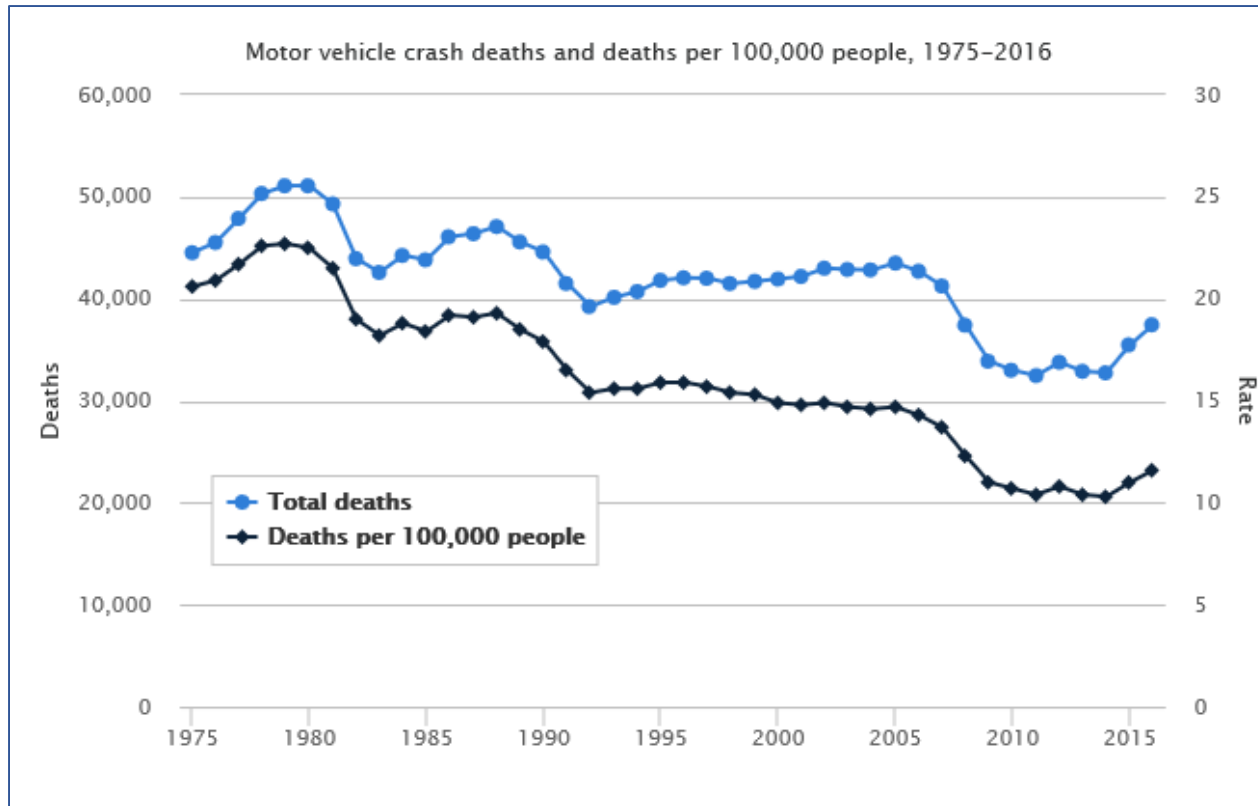


US Trends



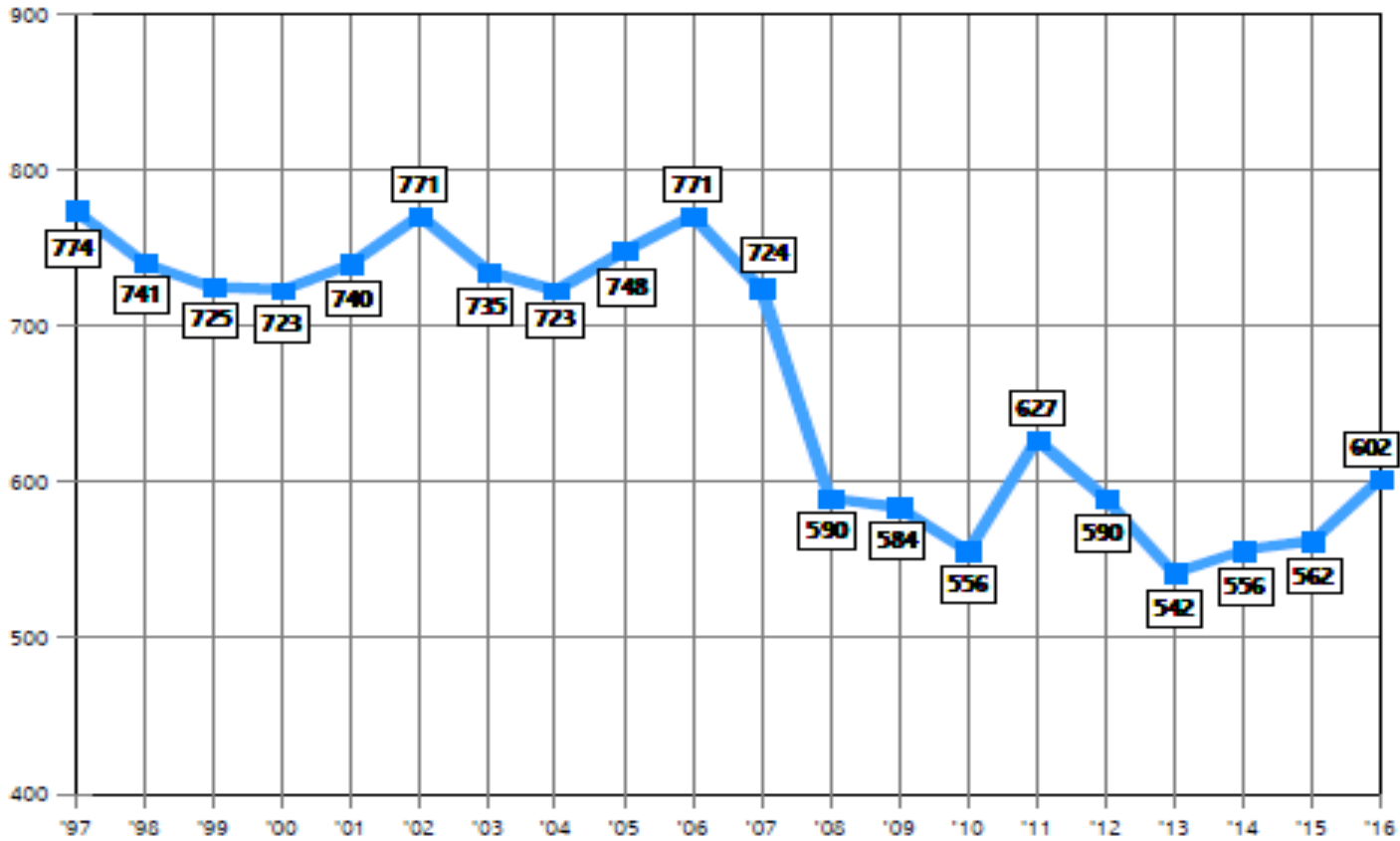
Source: IIHS

2016 5% ▲

NJ Fatalities

TREND IN FATALITIES

20 Year Trend



2017: 626 fatalities

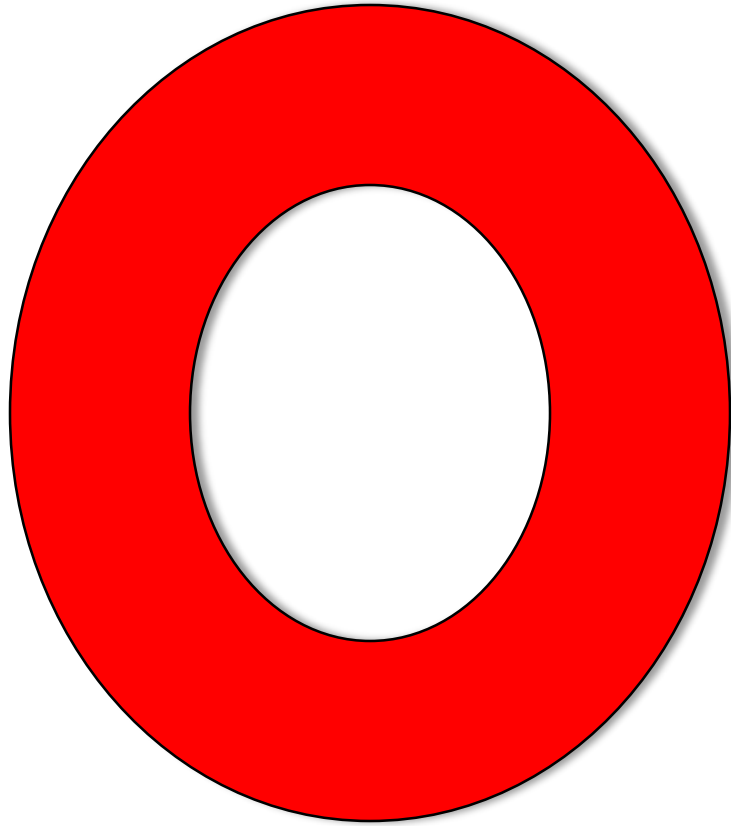
Source: NJ State Police

NJ Fatalities - Circumstances

CONTRIBUTING CIRCUMSTANCES

Contributing Circumstances	2012	2013	2014	2015	2016
Unsafe Speed	98	82	70	83	79
Driver Inattention	175	165	190	166	217
Failed to Obey Traffic Control	39	39	27	34	36
Failed to Yield Right of Way	54	51	37	50	40
Improper Lane Change	6	6	9	5	12
Improper Passing	6	3	5	11	9
Failed to Use Turn Signal	0	0	0	1	0
Improper Turn	4	5	2	3	7
Following Too Closely	4	4	2	3	2
Unsafe Backing	2	3	3	6	2
Improper Vehicle Lights	3	0	0	0	0
Traveling Wrong Way	6	8	6	4	7
Improper Parking	1	0	0	1	0
Failure to Keep Right	33	48	51	39	40
Other Driver Action	28	22	27	27	30
Mechanical Failure	6	2	4	3	5
Road / Environmental Factor	5	6	9	28	4
Pedestrian Violation	126	101	133	129	121
Pedalcyclist Violation	9	10	7	13	12
TOTAL	605	555	582	606	623

NOTE: In some crashes, alcohol and/or drug involvement may have contributed to the crash, however other driving actions are the proximate cause of the crash. For a detailed analysis of alcohol and drug related crashes, see the Alcohol Factor Report on Page 10.



Swedish Approach

No loss of life is acceptable.

The Vision Zero approach has proven highly successful. It is based on the simple fact that we are human and make mistakes. The road system needs to keep us moving. But it must also be designed to protect us at every turn.

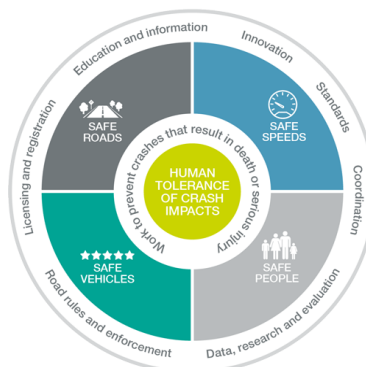
Matts-Ake Belin, WHO



Australian Approach

Guiding Principles

- ***People make mistakes.***
- ***Human physical frailty.***
- ***A ‘forgiving’ road transport system.***



Safe system diagram adapted from [Safer Roads, Safer Queensland: Queensland's Road Safety Strategy 2015–21](#)

Safe System Approach

The principles underpinning the Safe System acknowledge that:



People make mistakes which can lead to crashes; however, no one should die or be seriously injured on the road as a result of these mistakes.



The human body has a limited physical ability to tolerate crash forces – any impact greater than 30km/h increases the risk of dying significantly.



Road safety is a shared responsibility amongst everyone, including those that design, build, operate and use the road system.



All parts of the road system must be strengthened in combination to multiply the protective effects and if one part fails, the others will still protect people.

U.S. Approach

- Towards Zero Deaths

- National Strategy on Highway Safety

<https://www.TowardsZeroDeaths.org>



- Vision Zero

- Vision Zero Network

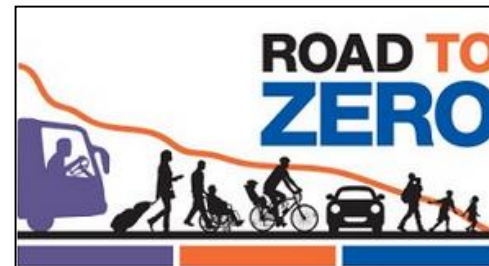
<https://www.Visionzeronetwork.org>



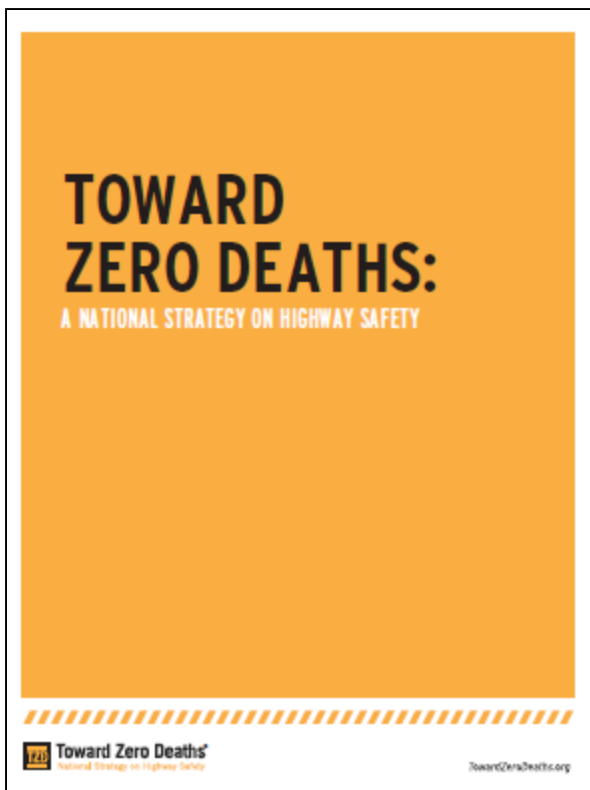
- Road to Zero

- National Safety Council

<https://www.nsc.org>



Towards Zero Deaths



The National Strategy is a *“single specific initiative that brings together all the various stakeholders nationwide with a role in highway safety to unite in a common effort and initiative.”*

The Toward Zero Deaths Steering Committee:

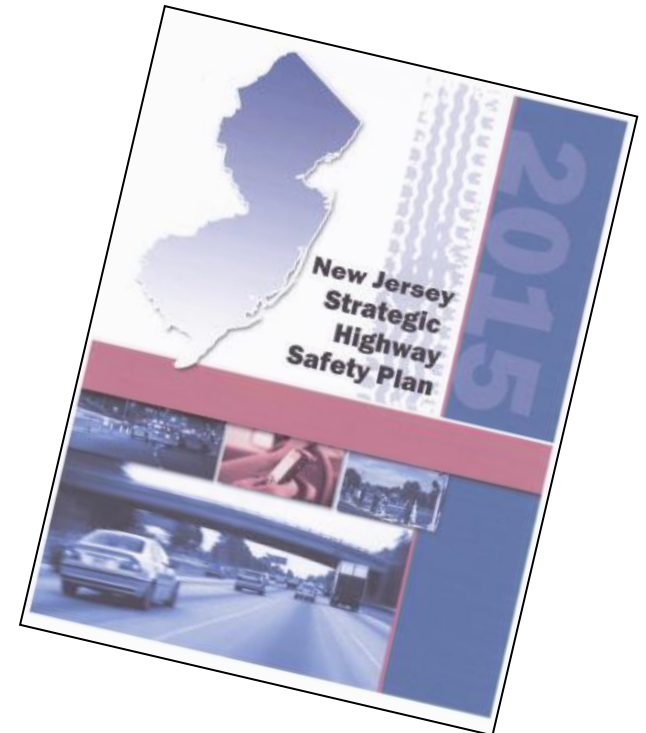


TZD & Strategic Highway Safety Plan (SHSP)

- Mandated by MAP-21 & FAST Act
- Requirement to receive HSIP Funding
- Implementation of TZD through State's SHSP
- Data-Driven
- Comprehensive
- Multidisciplinary
- Guides Investment Decisions



Source: Federal Highway Administration.



VISION ZERO NETWORK

POLITICAL COMMITMENT

The highest-ranking local officials (Mayor, City Council, City Manager) make an official and public commitment to a Vision Zero goal to achieve zero traffic fatalities and severe injuries among all road users (including people walking, biking, using transit, and driving) within a set timeframe. This should include passage of a local policy laying out goals, timeline, stakeholders, and a commitment to community engagement, transparency, & equitable outcomes.



MULTI-DISCIPLINARY LEADERSHIP

An official city Vision Zero Taskforce (or Leadership Committee) is created and charged with leading the planning effort for Vision Zero. The Taskforce should include, at a minimum, high-ranking representatives from the Office of the Mayor, Police, Transportation (or equivalent), and Public Health. Other departments to involve include Planning, Fire, Emergency Services, Public Works, District Attorney, Office of Senior Services, Disability, and the School District.



ACTION PLAN

Vision Zero Action Plan (or Strategy) is created within 1 year of initial commitment and is implemented with clear strategies, owners of each strategy, interim targets, timelines, & performance measures.



EQUITY

City stakeholders commit to both an equitable approach to Vision Zero by establishing inclusive and representative processes, as well as equitable outcomes by ensuring measurable benchmarks to provide safe transportation options for all road users in all parts of the city.



COOPERATION & COLLABORATION

A commitment is made to encourage meaningful cooperation and collaboration among relevant governmental agencies & community stakeholders to establish a framework for multiple stakeholders to set shared goals and focus on coordination and accountability.



SYSTEMS-BASED APPROACH

City leaders commit to and prioritize a systems-based approach to Vision Zero — focusing on the built environment, systems, and policies that influence behavior — as well as adopting messaging that emphasizes that these traffic losses are preventable.



DATA-DRIVEN

City stakeholders commit to gather, analyze, utilize, and share reliable data to understand traffic safety issues and prioritize resources based on evidence of the greatest needs and impact.

COMMUNITY ENGAGEMENT

Opportunities are created to invite meaningful community engagement, such as select community representation on the Taskforce, broader community input through public meetings or workshops, online surveys, and other feedback opportunities.



TRANSPARENCY

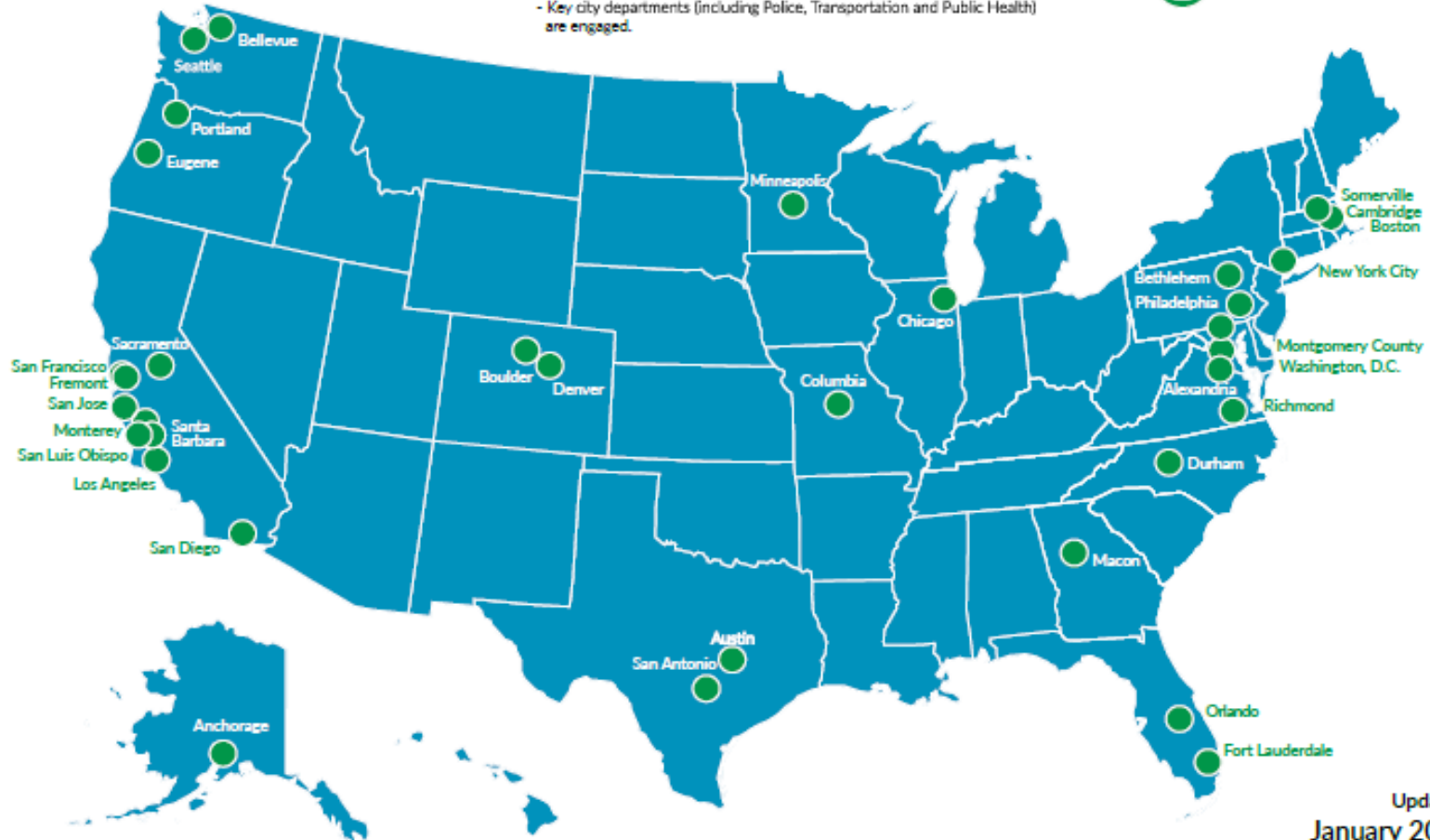
The city's process is transparent to city stakeholders and the community, including regular updates on the progress on the Action Plan and performance measures, and a yearly report (at minimum) to the local governing board (e.g., City Council).

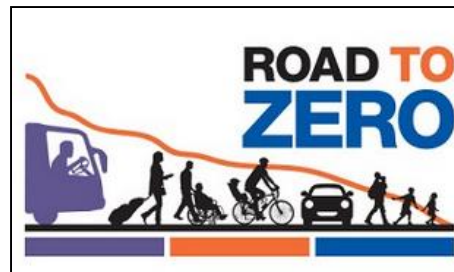


Vision Zero Cities

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.





Zero traffic deaths sounds like a lofty goal, but it's attainable based on a few driving principles:

- Traffic fatalities and injuries are preventable
- A future with zero traffic deaths is more certain than ever with the emergence of self-driving cars and the [Safe Systems transportation approach](#)
- A coordinated effort that brings together multiple stakeholders with the same goal can achieve more than individual organizations working independently



Safe System Approach

The principles underpinning the Safe System acknowledge that:



People make mistakes which can lead to crashes; however, no one should die or be seriously injured on the road as a result of these mistakes.



The human body has a limited physical ability to tolerate crash forces – any impact greater than 30km/h increases the risk of dying significantly.



Road safety is a shared responsibility amongst everyone, including those that design, build, operate and use the road system.



All parts of the road system must be strengthened in combination to multiply the protective effects and if one part fails, the others will still protect people.

Zero Philosophies

Common Themes

- Traffic deaths are preventable
- Coordinated efforts
- Collaboration
- Multidisciplinary
- Data-driven

Differences

- TZD
 - State SHSP focused
 - USDOT partners
- Vision Zero
 - City focused
 - Non-profit supported
 - Speed Mgmt
- Road to Zero
 - NSC lead, USDOT partners
 - Grant funding available
 - Autonomous vehicles

