



Vision Zero

Shifting the Paradigm for
Safety Mobility

May 6, 2025

VISION4RN^{ETWORK}

What is Vision Zero Network?

Resources

Discussions & Webinars

Peer exchange

Policy Initiatives

Events



Learn more at visionzeronetwork.org

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In 2021, the U.S.
experienced a 16-
year high in traffic
deaths

= 42,915 people

&

a 40-year high in
pedestrian deaths

= 7,388 people



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Some are suffering more than others

**Traffic deaths are the *leading*
cause of deaths among youth
(ages 1-19)**

New England Journal of Medicine, 2018

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①

People walking in low-income communities are ~3X more likely to be killed by drivers than in high-income areas.

Smart Growth America, 2021

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Black people are ~80% more likely to be killed by drivers while walking than White, non-Hispanic Americans.

Smart Growth America, 2021

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Traffic-related pedestrian death rates have increased in the U.S., while many other high-income countries experienced decreases*



50% increase
in the U.S.



25% median decrease
across 27 other
high-income countries



Pedestrian deaths are preventable

bit.ly/3FwMGR2

MARCH 13, 2025

* 2013–2022 data, International Road Traffic and Accident Database, U.S. and 27 other high-income countries

MMWR

Source: CDC

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An aerial, black and white photograph of a city street grid. A prominent feature is a large, multi-level highway interchange with several curved ramps and overpasses. The surrounding area is filled with various buildings, some with flat roofs and others with more complex structures. The overall scene depicts a dense urban environment with significant infrastructure.

**We get the results
we design for.**

VISION4IRONETWORK

We get the results we design for



VISION 4:0 NETWORK



**We get the results
we design for.**

VISION4RO-NETWORK

We can make change.

VISION4H2O NETWORK

Shifting the Paradigm for Safety Mobility

A **paradigm** = a framework of thought or a set of assumptions, attitudes, concepts, and values that are widely accepted within a particular discipline or field.

It essentially defines a way of looking at or thinking about something.

**Stop Accepting Preventable
Traffic Deaths**



Demand change now!



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CRASH

ACCIDENT

VISION4FRONTNETWORK

Align Vehicles with Safety Priorities

Stop Super-Sizing Vehicles



Stop Prioritizing Speeds....



...over Safety



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Stop Victim-Blaming

Prioritize Safe Spaces, Safe Speeds, Save Vehicles



**Stop Prioritizing
“Level of
Service”**



**Level of Service prioritizes moving
vehicles**

VS



**Level of Safety prioritizes moving
people**

**Start Prioritizing
“Level of
Safety”**

Safe System Approach



“Safer People: Encourage safe, responsible behavior by people who use our roads and create conditions that prioritize their ability to reach their destination unharmed.”

- National Roadway Safety Strategy



U.S. Department of Transportation

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Examples of interventions related to speed management



WORLD DAY OF REMEMBRANCE



FOR ROAD TRAFFIC VICTIMS IN THE U.S.



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World Day of Remembrance 2024: 70+ communities in 30 states and DC



Metuchen, NJ



Worcester, MA



Albany, NY



San Luis Obispo, CA



Jacksonville, FL



Salt Lake City, UT



Parker, CO



Washington DC

Check out more SS4A tips

New Ideas!



IDEAS FOR LEVERAGING Safe Streets & Roads for All Grant

It's time to go Big & Bold for Vision Zero

Updated
for FY25

APRIL 24, 2025 • BY LEAH SHAHUM • IN NEWS

Don't Pass This Up: SS4A Funds Available for Your Community

A new round of [Safe Streets and Roads for All \(SS4A\)](#) funding has been announced by the U.S. Department of Transportation (USDOT) with a deadline of June 26, 2025. We're pleased to share that it remains a promising opportunity for local, regional and Tribal communities to invest in meaningful roadway safety improvements.

Importantly, the SS4A program continues to emphasize using the [Safe System approach](#), as well as the importance of public commitments from leaders in the jurisdiction to the goal of zero roadway fatalities and serious injuries (see p. 15 in the SS4A [Notice of Funding Opportunity, NOFO](#)). As a USDOT presenter shared in an April 17, 2025 webinar: "We have seen cities achieve a zero goal, so we know it's possible."

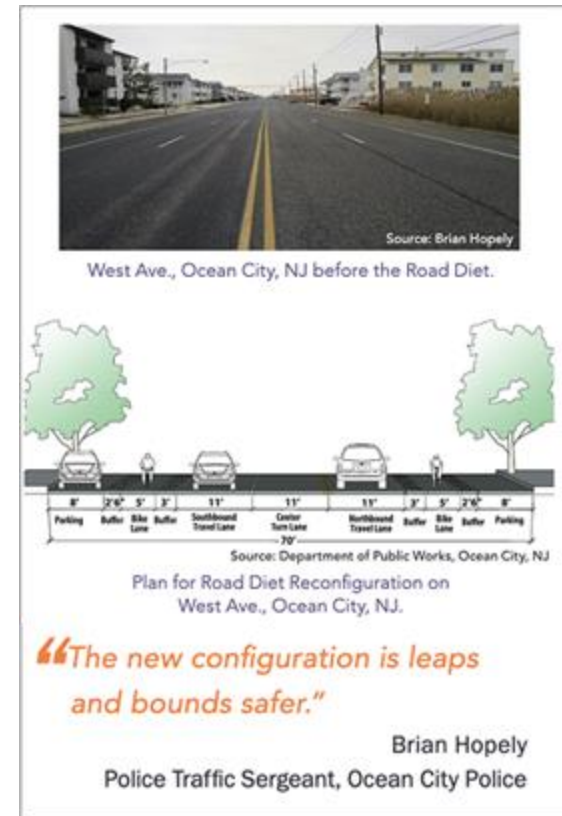
Register for Vision Zero Network's SS4A webinar on April 29th

New Consideration for Implementation Proposals

NOTE new SS4A language:

“...infrastructure reducing lane capacity for vehicles or reducing access for emergency vehicles, delivery vehicles, and vehicles serving the disabled” will be viewed “less favorably by the Department.”

NOFO, p.54



We can do this. We've made big changes before.

“Driving is the new smoking: Lessons from America’s public health victory over tobacco”

By **Nick Sementelli** (Board of Directors) August 24, 2022



**Smoking is down 70%
over the last 60 years**

3 Asks Today: Shifting the Paradigm

1 - *Crash not Accident*

2 - Call for **Safety over Speed** (Level of Safety > Level of Service)

3 - Get \$\$\$ to *show* (not just tell tell) what works (= SS4A)



Thank you!

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