What Is Vision Zero?

A strategy to eliminate all traffic fatalities and severe injuries, while increasing safe, healthy, equitable mobility for all.
Vision Zero has proven successful across Europe – and is gaining momentum in major American cities and counties

- Adopted in the region by Washington DC, Arlington County, Alexandria, Montgomery County and Prince George’s County
A New Vision for Safety

TRADITIONAL APPROACH
- Traffic deaths are INEVITABLE
- PERFECT human behavior
- Prevent COLLISIONS
- INDIVIDUAL responsibility
- Saving lives is EXPENSIVE

VISION ZERO
- Traffic deaths are PREVENTABLE
- Integrate HUMAN FAILING in approach
- Prevent FATAL AND SEvere CRASHES
- SYSTEMS approach
- Saving lives is NOT EXPENSIVE
Prince George’s County Commitment to Vision Zero Strategies

Building and sustaining leadership, collaboration and accountability
Collecting and analyzing data
Managing speed to safe levels
Prioritizing equity and community engagement
Setting a timeline to achieve zero traffic deaths and serious injuries
Take the VISION ZERO Safety Pledge

✿ Only drive while sober, alert, and free of distractions.
✿ Look out for others, especially children, the elderly, persons with disabilities, and people walking or biking.
✿ Slow down and look around, especially at intersections and driveways.
✿ Practice the rules of the road, including yielding to people walking.
✿ Share the Vision Zero pledge with my friends and family.