

A future with zero serious injuries or deaths on our roadways

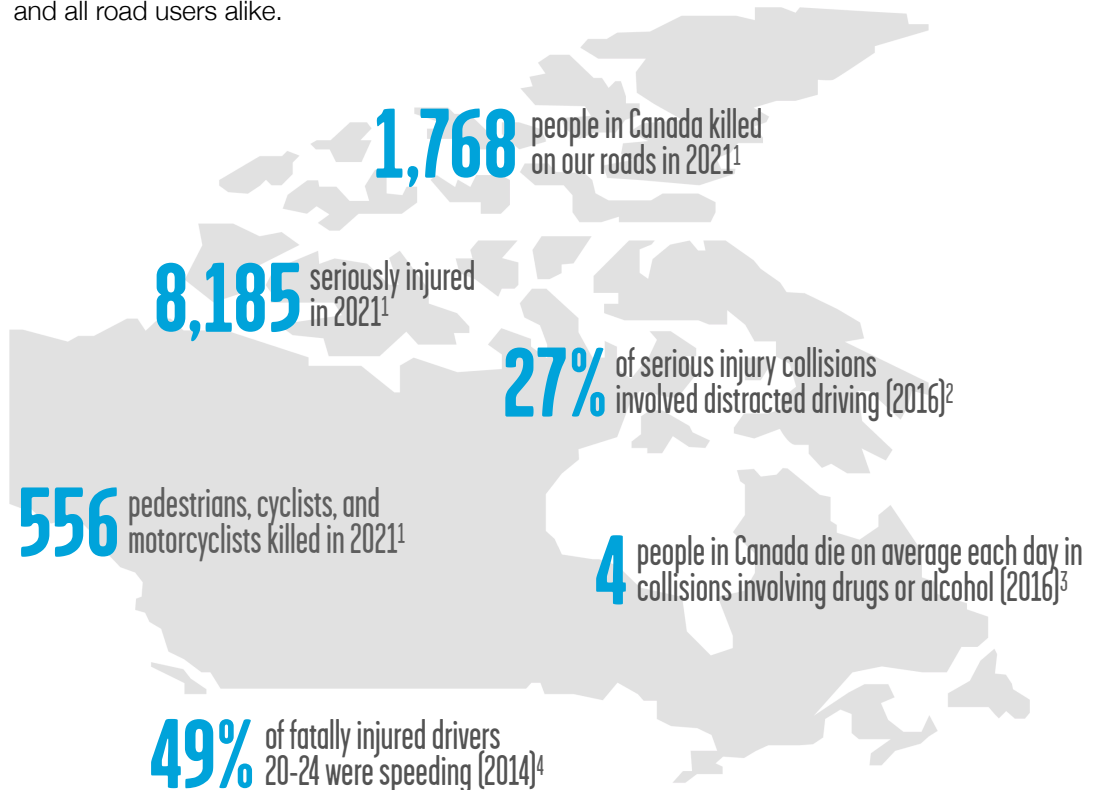
COMMITTING TO VISION ZERO



What is Vision Zero?

Vision Zero is a multi-national traffic safety initiative that is reinventing traditional approaches to traffic safety, based on the philosophy that no one should be killed or seriously injured in the road transport system. Sweden adopted Vision Zero in the 1990s and now has one of the world's lowest traffic-related fatality rates as a result. Vision Zero is based on an approach of shared responsibilities among all those involved in the road system – politicians, planners, vehicle manufacturing companies and all road users alike.

Why is Vision Zero needed?



How is Vision Zero different?

Vision Zero critically analyzes the road system, reinventing system-wide design, practices and policies to lessen the severity of collisions and prevent serious injury and death on our roads⁵. **Built on a systems-based approach, Vision Zero holds everyone accountable for their role in traffic safety. Road users** are responsible for abiding by the systems, laws and policies of the road. **Policymakers** publicly voice their commitment to road safety and demonstrate this commitment in all policies. **Law enforcement** strictly and equitably enforce road safety laws, such as those aimed at speed management and deterring impaired and distracted driving. **System designers** work diligently to design or improve road infrastructure, redesigning it when it fails to keep road users safe.

Vision Zero recognizes that “accidents” on our roads are not accidents at all. They are **predictable** and **preventable**.

A future with **zero serious injuries or deaths** on our roadways

COMMITTING TO VISION ZERO



Does
Vision Zero
really work?

Yes.

Sweden made a Vision Zero commitment more than 20 years ago, and as a result:

- Pedestrian fatalities have fallen nearly 50 per cent in the last five years
- Road deaths of children under seven have dropped from 58 in 1970 to only one in 2012
- Road traffic fatalities were reduced by 34.5 per cent between 1997 and 2009

Cities across **Canada**, the **United States**, **New Zealand**, **Australia**, the **United Kingdom** and **Norway** have also made Vision Zero commitments. In 2015, **Edmonton** became the first Canadian city to adopt Vision Zero, and between 2006 and 2017, traffic-related injuries and fatalities had **dropped by 58.6 per cent**⁶.

What does a
Vision Zero
commitment
entail?

Components of a Strong Commitment

- **Systems-based approach**
- **Multi-disciplinary leadership**
- **Political commitment**
- **Action plan**
- **Data-driven**
- **Community engagement**
- **Co-operation & collaboration**
- **Equity**
- **Transparency**⁷

Key Activities

- **Road infrastructure changes**
- **Enhanced regulation & enforcement**
- **Advocacy for policy change**
- **Raising public awareness & commitment to road safety**

Focus Areas

- **Improving road infrastructure for all road users**
- **Positioning road safety as a top priority in policy-making**
- **Enhancing the safety of vulnerable road users**
- **Increasing enforcement of laws to:**
 - **Manage safe speeds**
 - **Reduce impaired & distracted driving**
- **Strict vehicle regulation & testing**
- **Leveraging innovative technology (red light cameras, automated speed enforcement)**
- **Continued leadership, collaboration, and accountability among all stakeholders**

What can
you do?

Making a Vision Zero commitment requires understanding that the status quo is inadequate and systemic changes are essential in making meaningful progress. Embrace your role in the key activities outlined above to ensure Vision Zero becomes a reality in your community.

For more information and to get involved, please visit parachute.ca/visionzero

¹ Transport Canada. (2023). Canadian Motor Vehicle Traffic Collision Statistics: 2021. <https://www.tc.gc.ca/eng/motorvehiclesafety/canadian-motor-vehicle-traffic-collision-statistics-2017.html>

² Transport Canada. (2019). Distracted driving. <https://www.tc.gc.ca/en/services/road/stay-safe-when-driving/distracted-driving.html>

³ MADD. (2019). *Alcohol and/or Drugs Among Crash Victims*. <https://madd.ca/pages/impaired-driving/overview/statistics/>.

⁴ Traffic Injury Research Foundation. (2018). Collisions among fatally injured drivers of different age groups, 2000-2014. <https://tirf.ca/wp-content/uploads/2018/08/Collisions-Among-Fatally-Injured-Divers-of-Different-Age-Groups-2000-2014-7.pdf>.

⁵ Vision Zero Network. (2018). Core Elements for VZ Communities. https://visionzeronetwork.org/wp-content/uploads/2018/11/VZN_CoreElements_FINAL.pdf.

⁶ The City of Edmonton. (n.d). *About Vision Zero*. https://www.edmonton.ca/transportation/traffic_safety/vision-zero.aspx.

⁷ Vision Zero Network. (2015). *9 Components of a Strong Vision Zero Commitment*. <https://visionzeronetwork.org/project/9-components-of-a-strong-vision-zero-commitment/>.