

Elected Officials Guide



VISION ZERO

CENTRAL FLORIDA

Counting down to zero traffic deaths

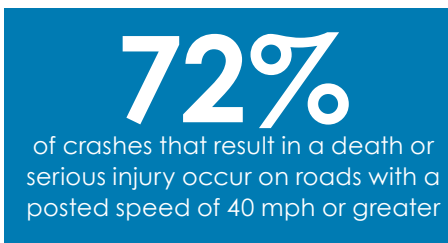
Why We Need Vision Zero



More people die on Central Florida roads each year, outpacing even the rapid population growth in our region. Traditional ways of addressing transportation safety clearly are not working, and we need a culture shift. **The good news is we can eliminate traffic deaths**, if we make safety a part of all we do. Vision Zero is a global movement to end traffic deaths and serious injuries by taking a systemic approach to road safety. Traffic deaths and injuries are unacceptable -- and preventable. **We CAN reach our goal of zero deaths** and serious injuries, if we all work together. As elected officials, you have an important role. This guide offers background data, along with some ways you can help Central Florida get to zero.

In Our Region

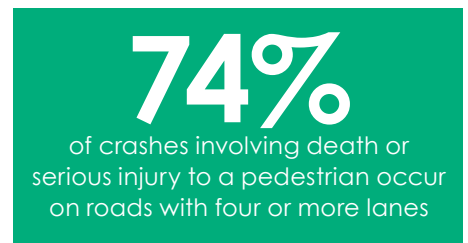
CRASHES ON HIGH-SPEED ROADS



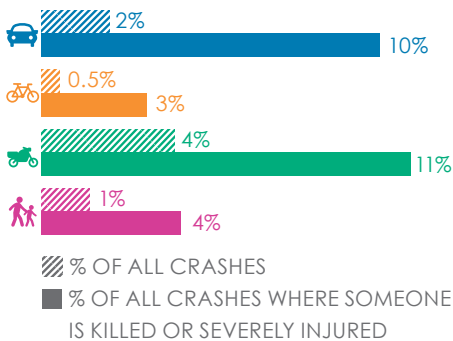
LATE NIGHT CRASHES



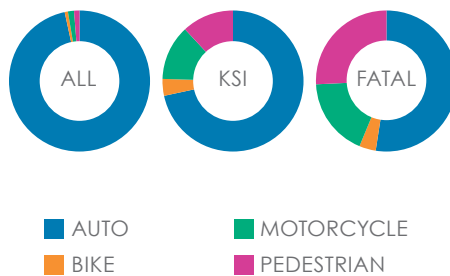
CRASHES ON MULTI-LANE ROADS



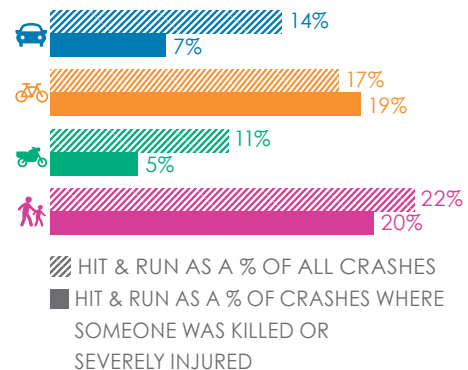
ALCOHOL-INVOLVED CRASHES



ALL CRASHES BY MODE



HIT AND RUN CRASHES



How Vision Zero Approaches Crashes

TRADITIONAL APPROACH

- Traffic deaths are inevitable
- Human behavior needs to be perfect
- We should prevent all crashes
- Individual responsibility is the key to saving lives
- Incorporating safety improvements is too expensive



VISION ZERO APPROACH

- Traffic deaths are preventable
- Plans should anticipate human mistakes
- We should concentrate on preventing fatal and severe crashes
- A safe systems approach is the key to saving lives
- Eliminating deaths and serious injuries is not expensive

Your Role as an Elected Official



How do we get to Vision Zero?

Vision Zero is **holistic and includes a variety of strategies**, including behavior, infrastructure, legislative, and policy changes.

Vision Zero evaluation **establishes a high injury network (HIN)** where most serious crashes happen and identifying root causes of crashes that may be infrastructure or behavior based.

Vision Zero also **identifies short-term fixes and strategies** where they're most needed, along with long-term projects that will transform infrastructure.

What is your part in the solution?

You are a community influencer. Share the Vision Zero message with the media, your constituents, community groups and at community events and encourage people to tell their stories.

You set local policy and strategic direction. Actively participate in creation of your jurisdiction's plan and look for ways to infuse Vision Zero into all actions (ordinances, development review, long range plans, etc.).

You can advocate at the state level for legislative changes that will give local governments more tools in the safety toolbox.

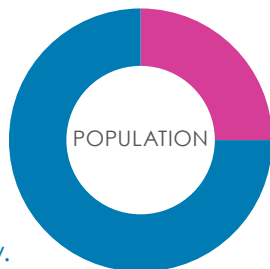
Different Populations Face Different Impacts

Constituents in your community may face the effects of crashes in very different ways or more profoundly than others, leading to social equity issues which elected officials should be prepared to address. One way to understand this issue is through the lens of **transportation disadvantaged communities**, which are designated through consideration and analysis of many factors, including poverty rates, motor vehicle ownership, and access to destinations.

Although only

25%

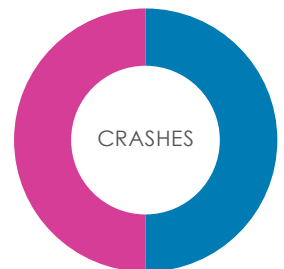
of the regional population lives in a designated transportation disadvantaged community.



Almost

50%

of all crashes and 54% of fatal crashes occur within or adjacent to these communities.



Tools to Help You Support Safety



Hub Site

View local crash statistics for your jurisdiction and see who the contact person is for your Vision Zero Action Plan: visionzerocfl.gov



Fact Sheets and Communication Tools

Download studies, one-pagers, and other tools for the region at-large and for each county: visionzerocfl.gov/pages/project-resources



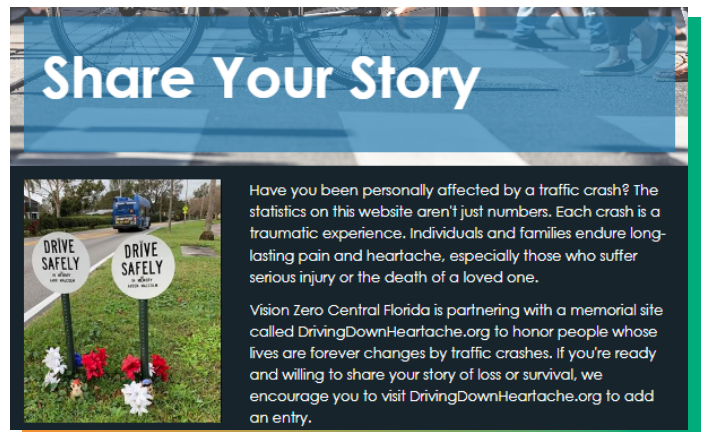
Safety Videos

Understand the perspectives of locals impacted by crashes, and learn what we can do next as a region: youtube.com/@metroplan_orlando



Story Sharing

Encourage constituents to share personal stories online of loss or survival: drivingdownheartache.org/



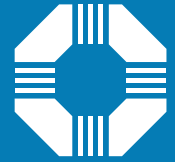
QUESTIONS?

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Take Action



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Step Up as a Safety Champion

Commit to supporting the **Vision Zero principles** for eliminating traffic deaths and serious injuries by the year 2050. More information is provided on the next page and at <https://visionzeronetwerk.org/>

Learn more about safety by attending a Vision Zero **speaker series webinar**. More information is provided at <https://www.visionzerocfl.gov/pages/project-resources>

Familiarize yourself with the parts of your jurisdiction that lie within or close to the **High-Injury Network**.

Promote traffic safety to your constituency through email messages, newsletters, social media, speaking engagements, etc.

Support your jurisdiction's Vision Zero Resolution and **Vision Zero Action Plan**.

Pledge to use the word crash or collision **instead of Accident**.

Familiarize yourself with the Vision Zero Action plan for **the entire region**.



Be a Voice for Change

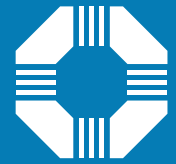
Support a **Vision Zero event** sponsored by MetroPlan Orlando or your local jurisdiction – or organize one of your own!

Hold conversations with residents about the fundamentals and benefits of Vision Zero – particularly among underserved communities along the High Injury Network.

Submit a **guest column** to your community paper or other local media outlet.

Incorporate **Vision Zero messages** when you speak to community groups.

More About Vision Zero



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DEFINITION

Vision Zero is an international movement to reach zero traffic fatalities. Vision Zero Central Florida's goal is simple: saving lives. Zero traffic deaths. Everyone should be able to travel safely around Central Florida without the fear of death or serious injury.

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.

SOURCE: VISION ZERO NETWORK

1 Reframes traffic deaths as **preventable**.

2 Integrates **human failing** into the approach.

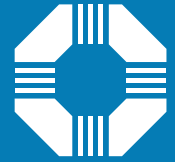
3 Focuses on preventing **fatal and severe crashes** rather than eliminating all crashes.

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

5 Applies **data driven** decision making - using facts and metrics to guide strategic choices aligned with goals.

6 Establishes road safety as a **social equity issue**, identifying the need for improved impartiality, fairness and justice.

How Speed Affects Traffic Crashes



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SPEED IS A FUNDAMENTAL PREDICTOR OF CRASH SURVIVAL.

IF HIT BY A PERSON DRIVING AT...



DEATH RISK
10%



DEATH RISK
50%



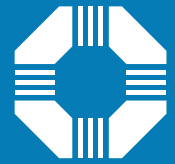
DEATH RISK
90%

RESEARCH SHOWS

Increasing vehicle speeds from **20 MPH** to **40 MPH** increases the likelihood of a pedestrian death when hit from **10%** to **90%**.

Lower speeds increase a driver's [field of vision] and allow for more time to react to unexpected situations in the road.

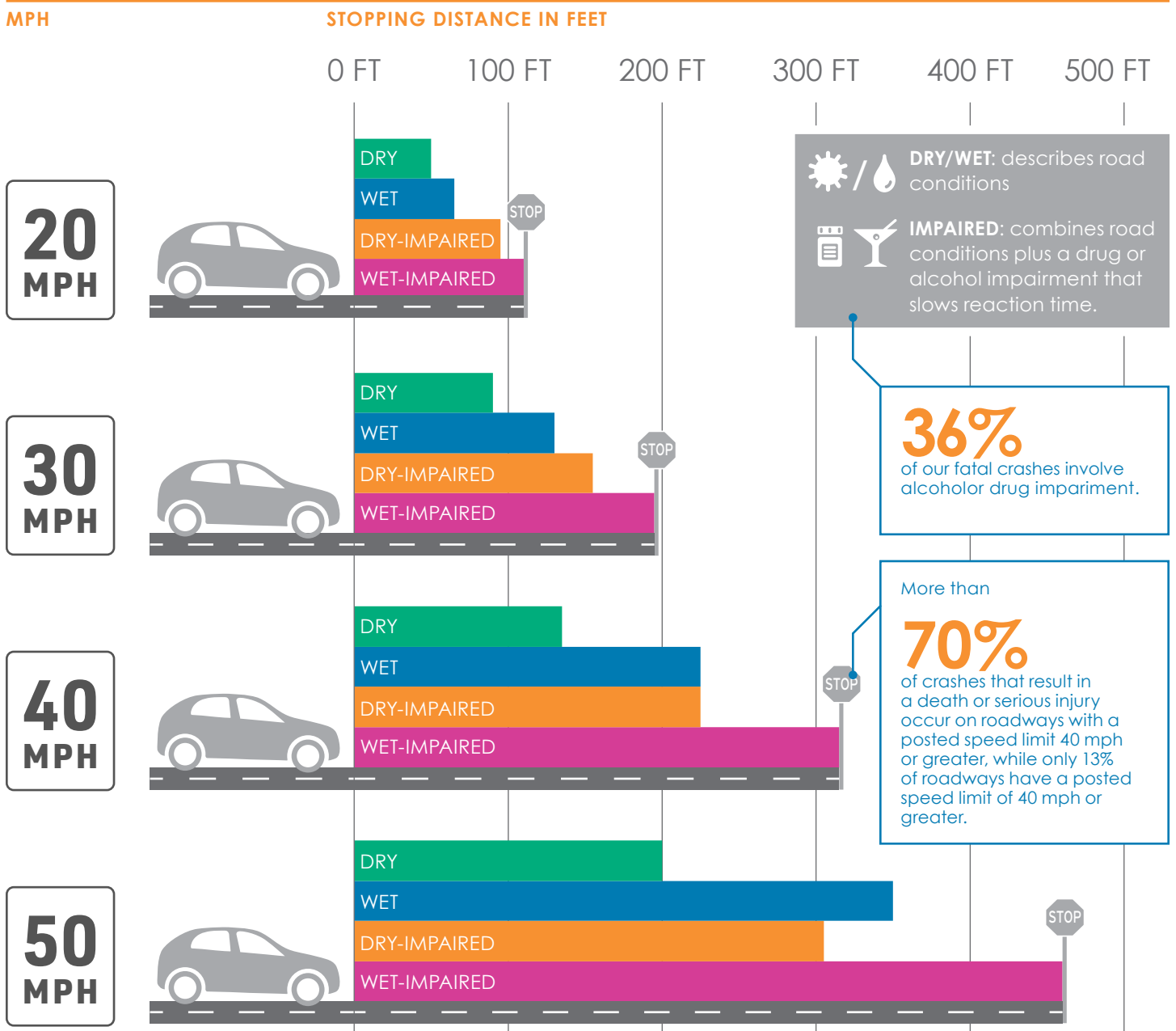
Vehicle Stopping Distances

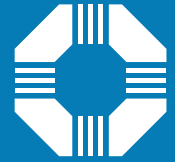


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CONDITIONS PLUS SPEED IMPACT CHANCE OF CRASH.

Depending on speed and roadway conditions, the distance needed to fully stop and prevent a crash can vary. Note that this distance includes perception or reaction time; actual distances will also vary based on the type of vehicle and its condition.





CRASH
~~Accident~~

All too often our news media and crash reporting refer to **preventable crashes as accidents**. This word choice implies that nothing could have been done to prevent a crash.

Let's commit to using the word "crash" or "collision" not "accident" to acknowledge that roadway crashes can be systematically addressed as the reality is that we can prevent these tragedies by taking a proactive, preventative approach which prioritizes transportation safety as a public health issue.

Changing How We Speak Based on the Data

Research conducted at the University of South Florida¹ related to framing of media reports in bicycle crashes found that news reports:

"...largely functioned to **remove blame from the motorist** and to highlight the bicyclist's actions. These linguistic strategies reflect the **assumption that responsibility for safety rests on the bicyclist** and detracts attention from potential social policy reform that would lead to fewer bicyclist fatalities."

Rethinking Traditional Approaches

"Before the labor movement, factory owners would say 'it was an accident' when American workers were injured in unsafe conditions.

Before the movement to combat drunk driving, intoxicated drivers would say 'it was an accident' when they crashed their cars.

Planes don't have accidents. They crash. Cranes don't have accidents. They collapse. And as a society, we expect answers and solutions."²

¹ [HTTPS://JOURNALS.SAGEPUB.COM/DOI/ABS/10.1177/0361198119839348](https://journals.sagepub.com/doi/abs/10.1177/0361198119839348)

² [HTTPS://CRASHNOTACCIDENT.COM/](https://crashnotaccident.com/)

Vision Zero Key Terms



High Injury Network (HIN) A collection of streets where a disproportionate number of crashes that result in someone being killed or severely injured (KSI) occur.

KSI An acronym that refers to crashes where someone was killed or suffered a serious injury.

Safe System Approach The Safe System approach aims to eliminate death and serious injuries for all roadway users. It takes a holistic view of the transportation system that anticipates human mistakes and seeks to keep impacts of crashes at levels the human body can withstand.

Serious Injury Crash A crash that results in severe laceration, broken or distorted extremities, crush injuries, significant burns, unconsciousness when taken from crash scene, suspected skull, chest, or abdominal injury or paralysis.

Signal Four Analytics Source of crash data for the region, based on data received from the Florida Department of Highway Safety and Motor Vehicles (FLHSMV). Also known as Signal4.

SS4A The Bipartisan Infrastructure Law (BIL) established the Safe Streets and Roads for All (SS4A) discretionary program with \$5 billion in appropriated funds over 5 years, 2022-2026. The SS4A program funds regional, local, and Tribal initiatives through grants to prevent roadway deaths and serious injuries. Preparation of this plan is funded with a \$3.79 million SS4A grant.

Underserved Community As defined by the USDOT, disadvantaged communities experience a disproportionate burden as a result of underinvestment in transportation, based on the following five components: Transportation Insecurity, Climate and Disaster Risk Burden, Environmental Burden, Health Vulnerability, and Social Vulnerability.

Vision Zero A strategy to eliminate all traffic fatalities and severe injuries, while increasing safe, healthy, equitable mobility for all.

Vulnerable Road User (VRU) A term used to describe those unprotected by an outside shield as they sustain greater risk of injury in any crash with a vehicle, e.g., people walking, people bicycling and people motorcycling.