

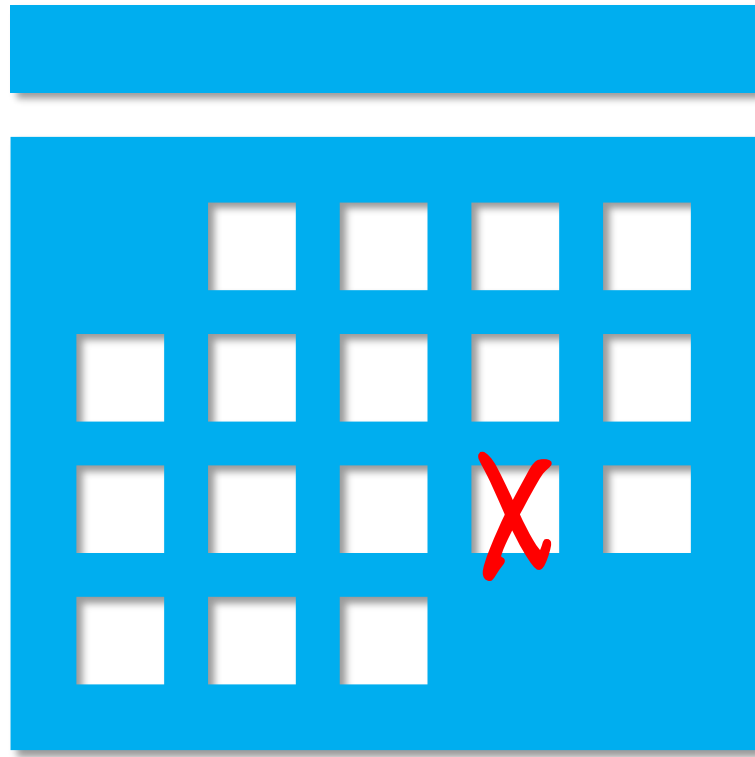


Zero Problems

Transforming mobility by focusing on
becoming rather than avoiding



**all traffic deaths are
unacceptable
avoidable
preventable**



vision zero is a systemic commitment to eliminate traffic fatalities by a predetermined date.



vision zero

complete streets 

   active transportation

transportation demand management (TDM) zero-carbon mobility

 mixed-use development

transit 

NATION ROUSED AGAINST MOTOR KILLINGS

Secretary Hoover's Conference Will Suggest Many Ways to Check The Alarming Increase of Automobile Fatalities.—Studying Huge Problem



roads becomes insignificant by comparison with those caused by automobiles. The huge economic loss caused by street and highway accidents is set forth in a preliminary report prepared by the Committee on Statistics appointed by Secretary Hoover. On this subject the report says in part:

"The economic loss due to these approximately 700,000 accidents in which personal injuries occur can probably never be known. Several estimates have been made. The most conservative is based upon the usual liability of \$5,000 per life and average of \$175 for each personal injury.

*These two items, applied to 22,600



asserting them in the actual use of the highway in the presence of superior force in the shape of the omnipresent motor car?

"It is usually only when in court at the post-mortem of an accident or of his own bodily post-mortem from such accident that the pedestrian is, so to speak, allowed to enjoy his legal rights! Most of us prefer not to fall victims as the price of such recourse.

"Some time ago General O'Ryan was quoted as saying that 'most of us are still addicted to habits on the street which were suitable to the life of a generation ago when all vehicles were

DON'T JAY WALK



W. P. A. FEDERAL ART PROJECT PENNSYLVANIA

WATCH YOUR STEP



TOP NEWS

Man, 38, in critical condition after pedestrian accident near airport

By [Star-Advertiser Staff](#) • Today • *Updated 5 a.m.*



A 38-year-old man was taken to the hospital in critical condition after a pedestrian accident this morning in the airport area.

The accident occurred shortly before 1:30 a.m. at the intersection of N. Nimitz Highway and Ohohia Street, according to Emergency Medical Services.

Paramedics responding to the scene found the man in critical condition after he had been struck by a sedan. The treated and transported him to the trauma hospital. The driver refused treatment.

 **Comments (0)**





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BY TELEGRAPH.

**PRESIDENT LINCOLN KILLED
BY AN ASSASSIN.**

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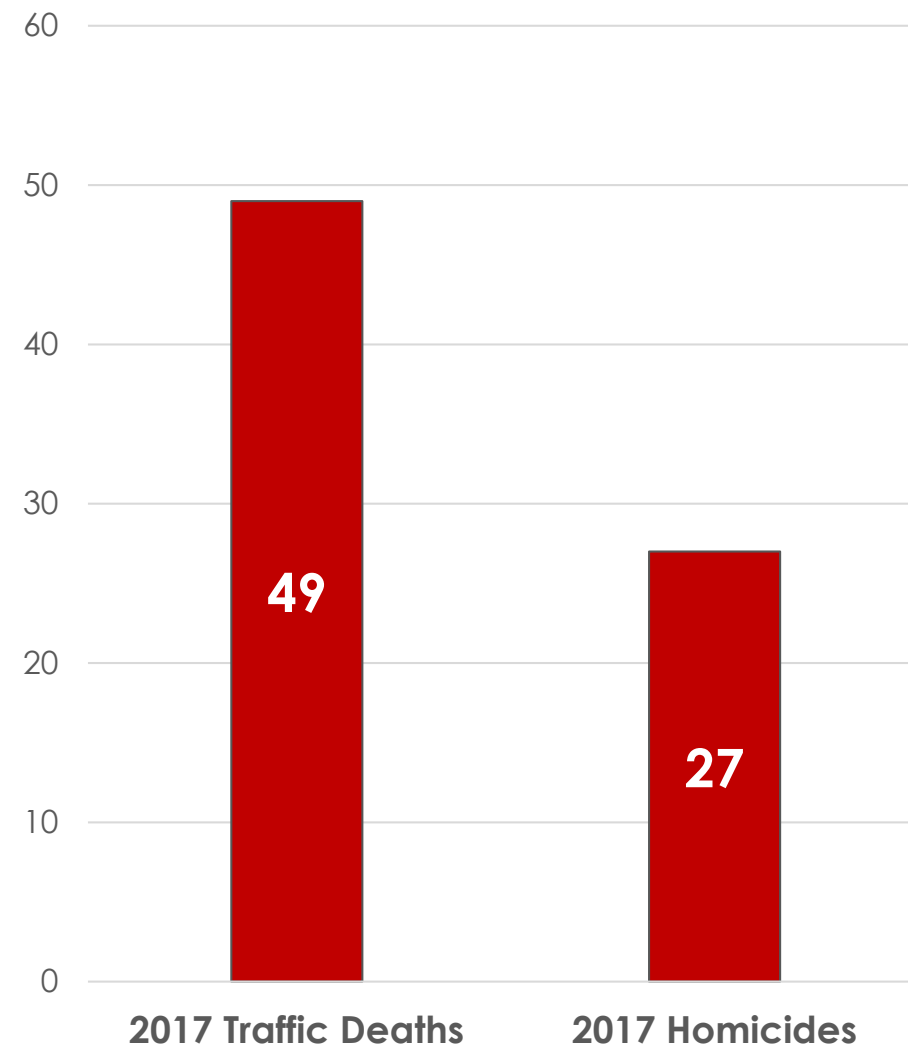
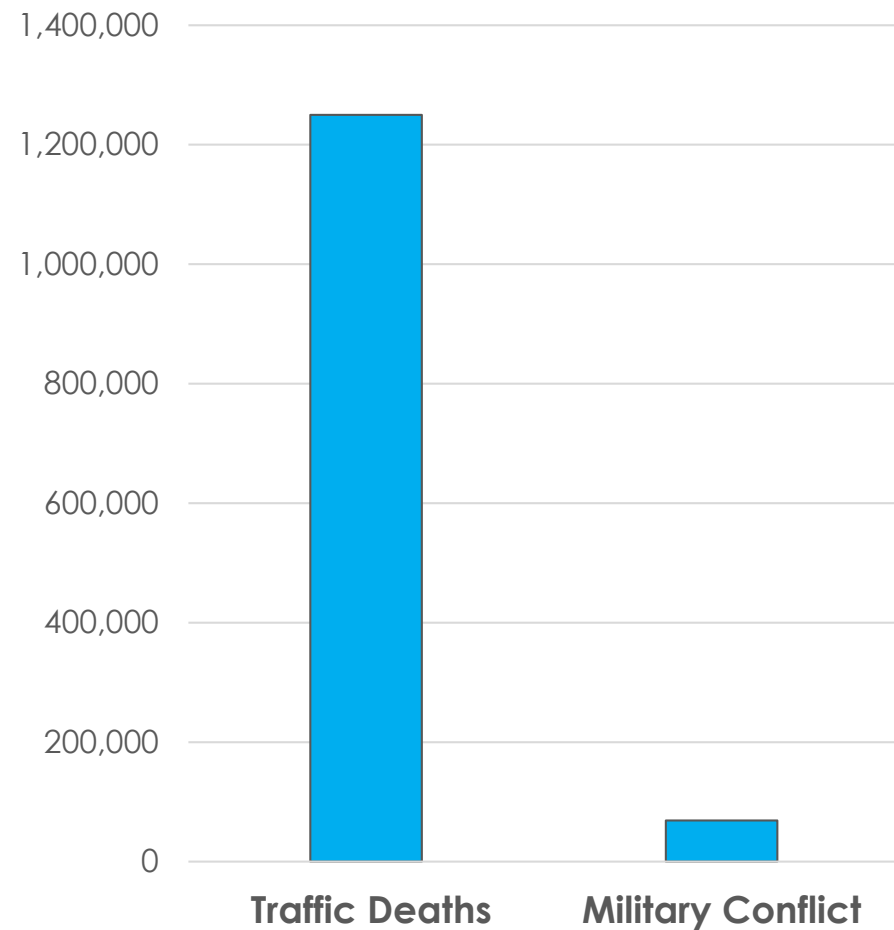
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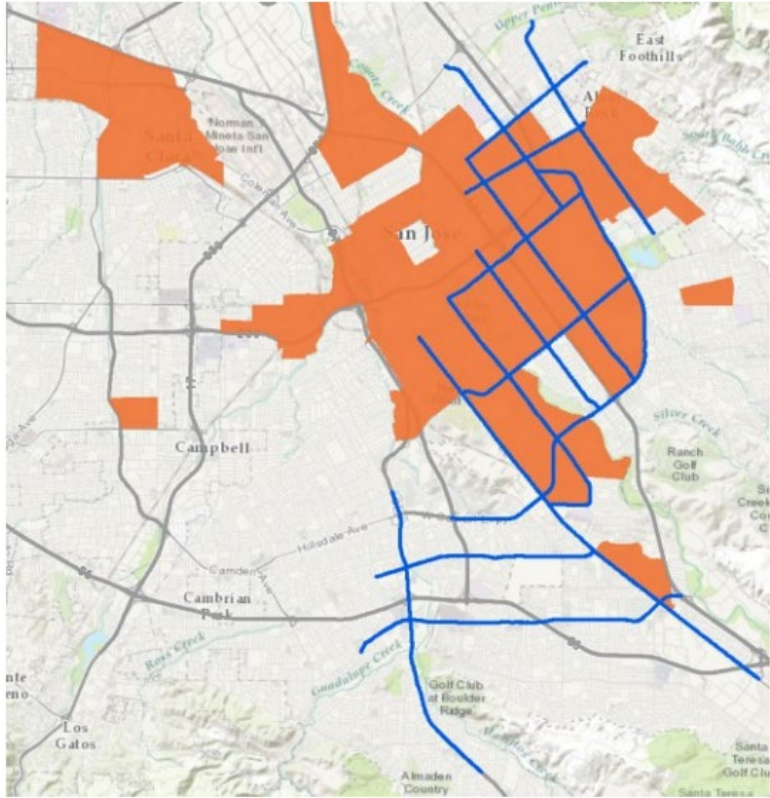
**PRESIDENT LINCOLN DEAD
IN THEATER ACCIDENT**



global causes of death 2013

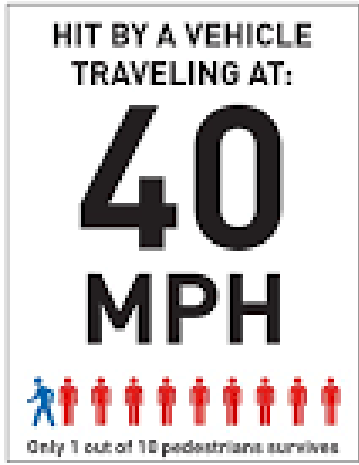
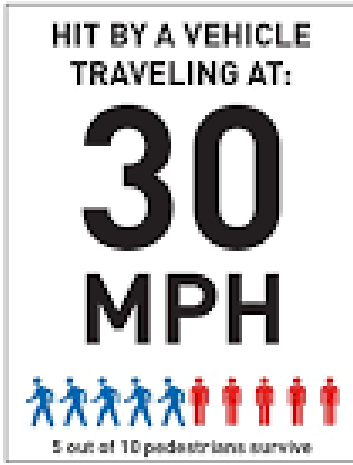
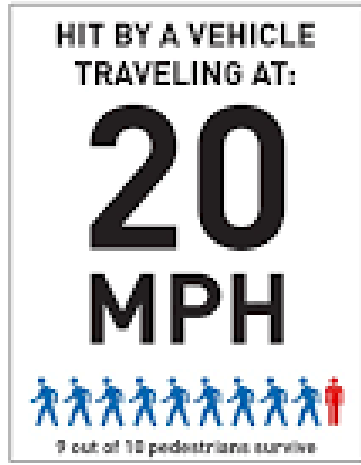


Honolulu causes of death 2017



By Dennis Oda, Star-Bulletin
Mark S. Edwards uses ski poles to boost his wheelchair over Honolulu curbs that block access.

Hawaii's roads are deadliest in the nation for senior pedestrians



reduce motor vehicle speed

Design streets and cities at human scale

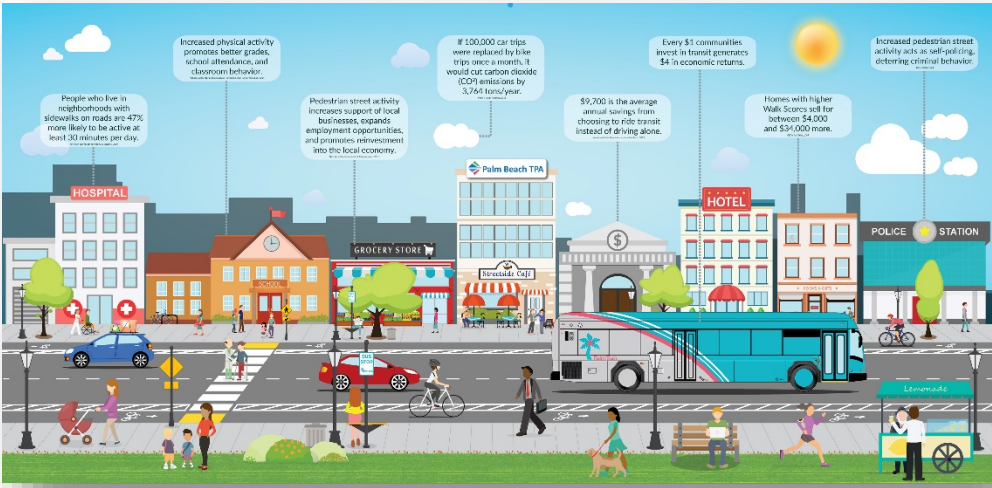
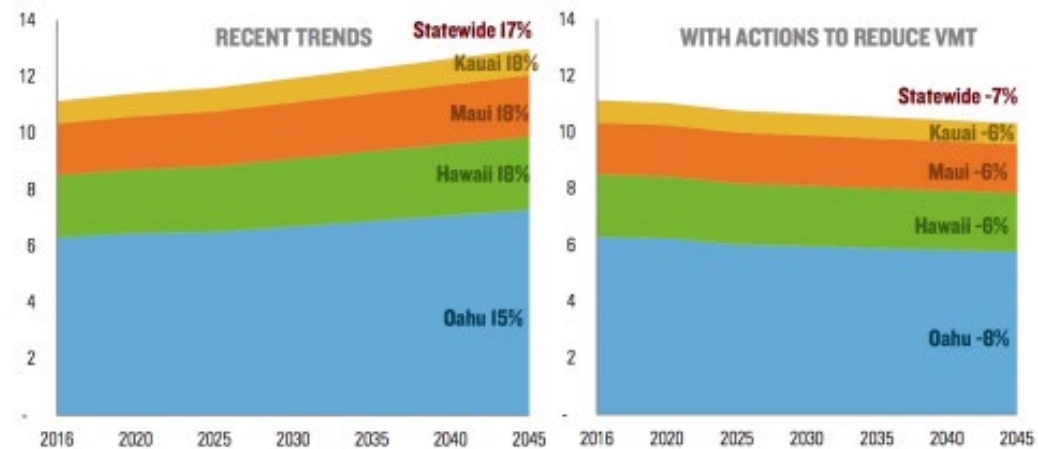


Figure 3.4: VMT projections by county, 2016-2045

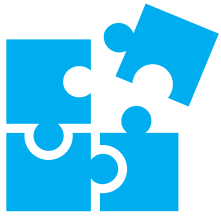
Billion miles traveled



Develop transportation demand strategies for sustainability



what is the *focus* of vision zero?



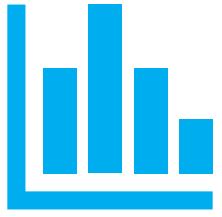
focus on culture change

(not just a technical or design challenges)

recognize that traffic violence results from complex entrenched systems, not just bad actors

understand that there is no technical solution for complacency

build an equity framework that centers vulnerable populations



focus on what works (not what we've always done)

pursue data-driven solutions

recognize community lived-experience as invaluable knowledge

learn from peer cities BUT **center** local culture, voices and needs



focus on co-creation

(over top down solutions)

build diverse cross-sector coalitions with shared vision, language, data, responsibility

co-create narratives that center communities as agents, rather than subjects

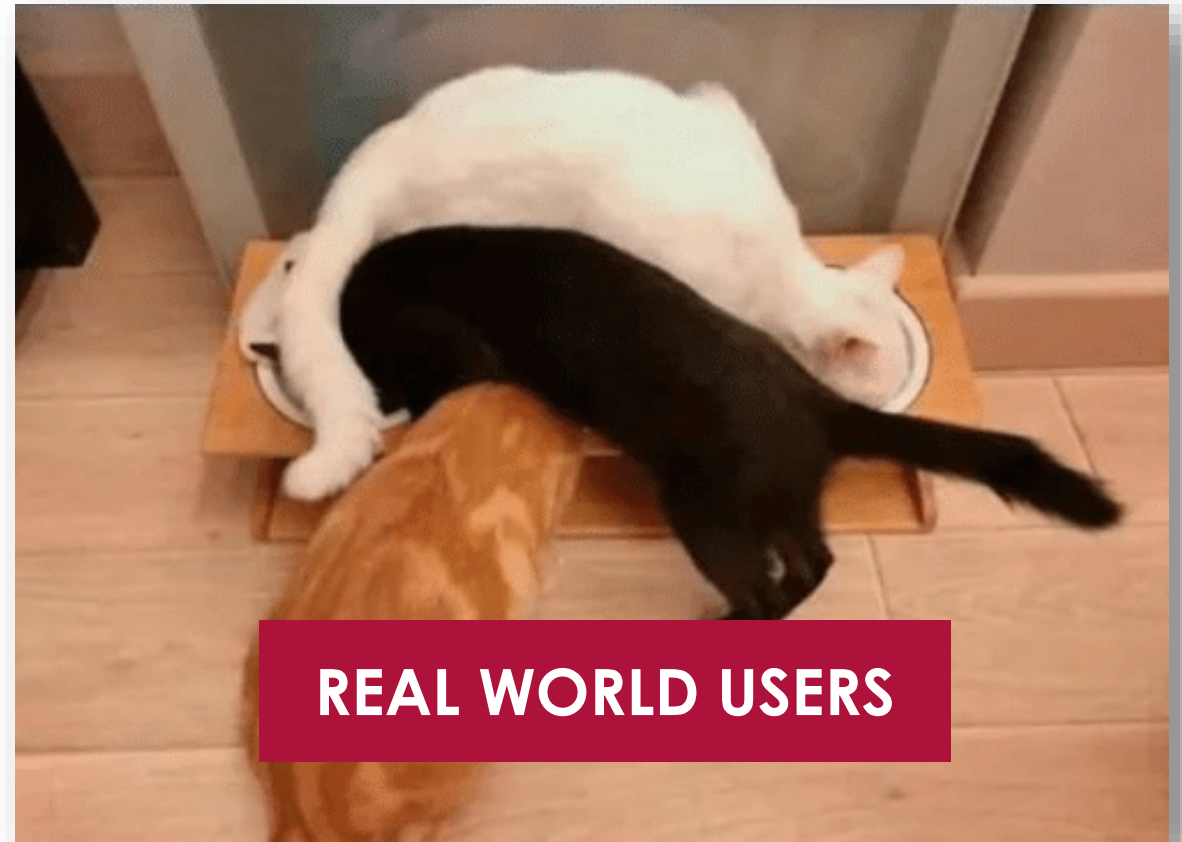
for vision zero to be useful, **everything** has to be on the table, so everyone has to be at the table.



focus on resilience over compliance



“INTUITIVE” DESIGN



REAL WORLD USERS



focus on culture change

focus on what works

focus on co-creation

focus on resilience over compliance



**Don't tell me what you believe in,
Show me your budget and I'll know**