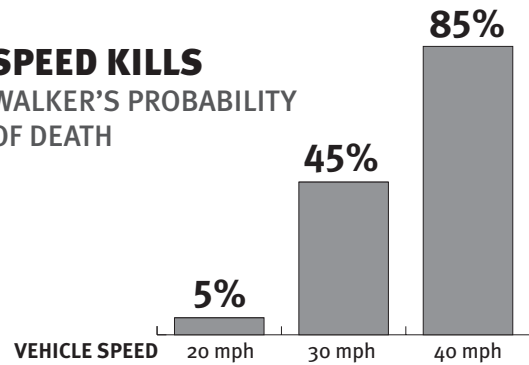


VISION ZERO

Boston is one of 20 U.S. cities to commit to Vision Zero, which aims to eliminate all traffic fatalities and severe injuries to ensure safe mobility for all. The concept, created in Sweden in 1997, is credited with a significant reduction in fatal and serious crashes on Sweden’s roads. The national Vision Zero Network supports communities in developing strong leadership, policies and practices to achieve this goal. WalkBoston is helping lead the Vision Zero movement in Boston and Massachusetts.

SPEED KILLS WALKER’S PROBABILITY OF DEATH



Core principles

- Traffic deaths are preventable and unacceptable
- Human life takes priority over any other objective of the road system. Our streets should be safe for all users, for all modes of transportation, in all communities and for people of all ages and abilities
- Human error and poor behavior are inevitable and unpredictable; transportation design must anticipate both to avoid severe injury or death.
- People are inherently vulnerable and speed is a predictor of crash survival. Transportation must be designed to protect human life
- Safe human behaviors, education and enforcement are essential to a safe system
- Government policies need to align with making safety the highest priority for roadways

TAKE ACTION

What we’re doing

- Working with residents in high crash areas to gain community acceptance of safety changes such as lowering of speed limits, narrowing streets and the addition of corner bumpouts
- Building the Massachusetts Vision Zero Coalition with other advocacy organizations to improve local policies and practices www.visionzerocoalition.org
- Leading free, public Ped Advocacy 101 seminars
- Pursuing better data collection and analysis with city and state agencies
- Providing updated 2016 pedestrian crash information
- Giving out flashing armbands to increase visibility of people walking, biking and running
- Aggressively working to implement built environment improvements statewide
- Working towards lowering default speed limits in the Boston Metro area

What you can do

- When walking: stay alert and don’t assume that drivers have seen you or will yield when turning
- Don’t text while walking, bicycling or driving
- Always be aware of your surroundings
- If driving: follow the rules of the road, observe the speed limit and when turning at intersections look for people walking and biking
- If bicycling: follow the rules of the road, ride with traffic, stay off the sidewalk and wear lights and reflectors at night
- Attend local meetings and speak in favor of safe vehicle speeds that prioritize people
- Sign up to get our emails, e-lets and newsletters
- Support WalkBoston with a contribution
- Ask your company to support WalkBoston
- Invite us to give a presentation at your office or in your community

WHAT’S NEXT

We see a rise in pedestrian deaths across the country. The root causes are not yet known. For example—are more people walking [a good thing] and thus there is more exposure? We know people are driving more. Are the crashes due to distracted driving and walking? Is something happening in terms of speeds? We’re trying to understand these issues so we can tackle them.

This is a multi-faceted problem and we’re approaching it that way. This includes asking people to think about being visible to one another—and not “blame the victim”—as we push for changes.

WalkBoston urges the City of Boston to set aside the funds to make the following short-term and long-term improvements:

1. Prioritize people’s lives over speed and parking
2. Improve safety in 2 of Boston’s highest crash areas—Massachusetts Avenue and Codman Square
3. Implement neighborhood slow zones
4. Improve safety at locations where the public has noted dangerous conditions via Boston’s Vision Zero map www.visionzeroboston.org/input
5. Install low cost, experimental street improvements using paint, flex posts and planters—to shorten street crossings and increase visibility for people walking and driving
6. Improve signal timing to shorten cycles—it’s proven that people walking will wait 30 seconds rather than jaywalk—and has worked in places in Boston already
7. Give people walking a 3-5 second head start at signalized intersections so they can be seen in the crosswalk before cars begin to move

THANK YOU!

About WalkBoston

WalkBoston makes walking safer and easier in Massachusetts to encourage better health, a cleaner environment and vibrant communities. Our education and advocacy programs give voice to people to make their communities more walkable. We develop and implement innovative programs that address social and physical barriers to walking.

VISION ZERO CHALLENGE GRANT



RACEWALKERS



Robinson+Cole

STRIDERS

The Boston Foundation
Eaton Vance
Massport

Stantec
Trinity Financial
Vanasse Hangen Brustlin

STROLLERS

Beth Israel Deaconess
Medical Center
The Collaborative
DLA Piper
Eastern Bank
Edelstein & Company
Goulston & Storrs

HNTB
Howard/Stein-Hudson
HYM Investment
Millennium Partners
Microsoft NERD Center
Sasaki
Zipcar

4/16 Design: NinaGarfinkle.com



MAKING MASSACHUSETTS MORE WALKABLE