



PRE-XVII CONGRESO ARGENTINO  
de Vialidad y Tránsito

8º EXPOVIAL ARGENTINA

3 AL 6 DE NOVIEMBRE 2014

HOTEL PANAMERICANO - Buenos Aires, Argentina



# Planning for Vision Zero

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Chair, NCHRP Project 17-51

Development of a National Strategy on Highway Safety  
– Toward Zero Deaths Framework

X CONGRESO INTERNACIONAL ITS

X SIMPOSIO DEL ASFALTO

II SEMINARIO INTERNACIONAL DE PAVIMENTOS DE HORMIGÓN



[www.congresodevialidad.org.ar](http://www.congresodevialidad.org.ar)



# Vision Zero - How Do We Get There?

**33,561 people lost their  
lives on United States  
roads in 2013**

(US DOT - NHTSA Projection)



# Vision Zero - How Do We Get There?

2011 Argentina 5,040 Fatalities

12.3 Fatalities/100 000 inhabitants

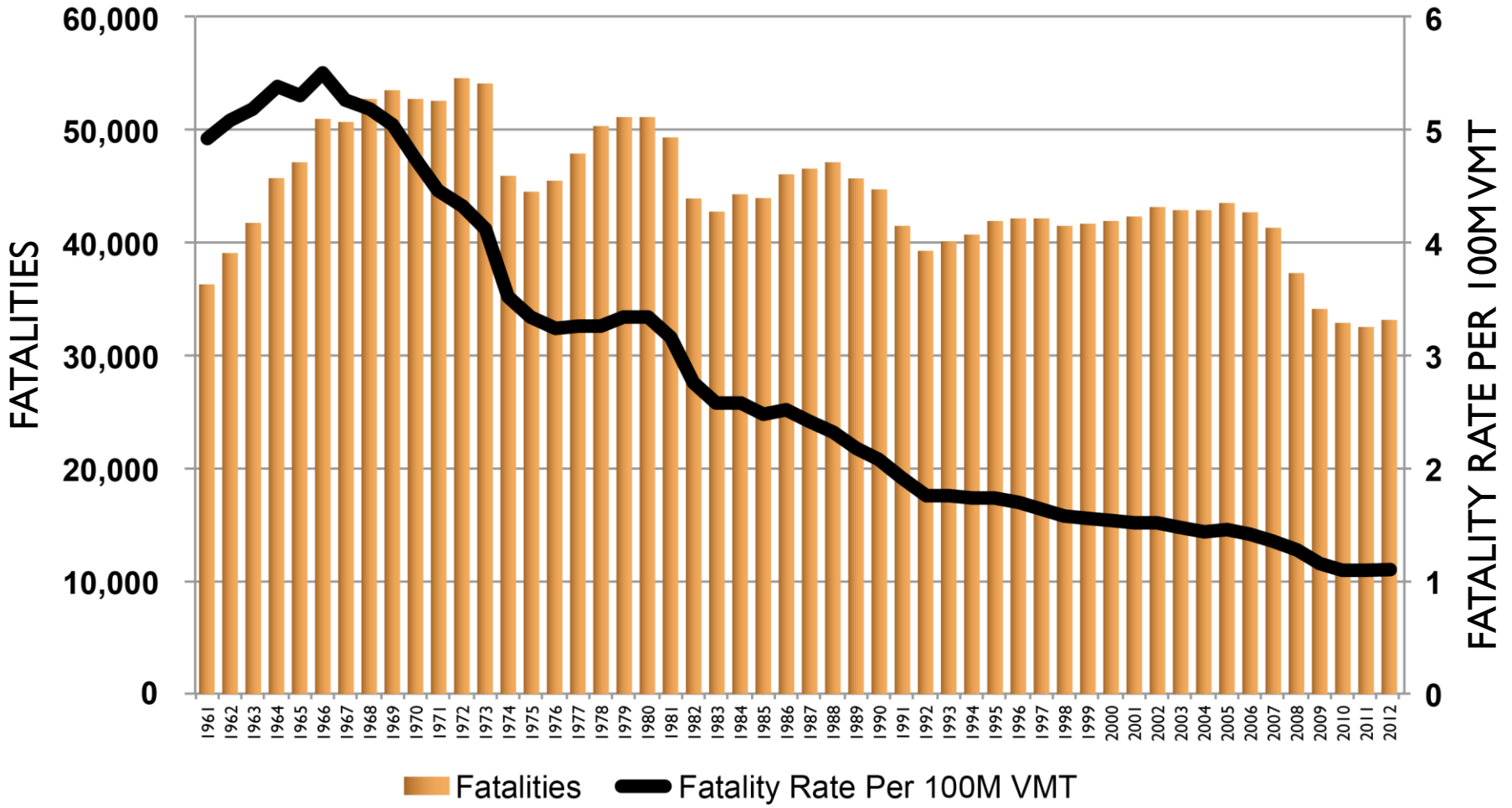
2011 United States 32,367 Fatalities

10.4 Fatalities/100 000 inhabitants

(Source IRTAD Road Safety Annual Report 2013)



# Vision Zero - How Do We Get There?





# Vision Zero - How Do We Get There?

How many deaths are  
“acceptable...”



# History of Zero

2014

1997



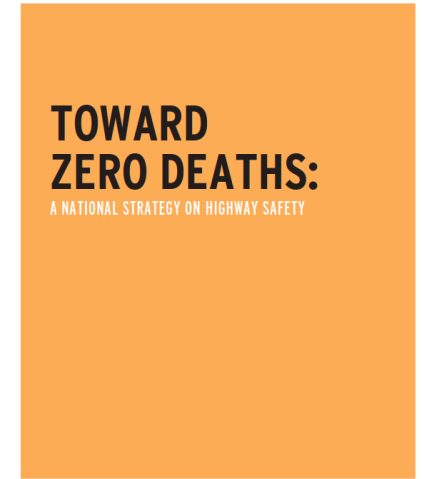
2000



2006

**zero**  
**Fatalities**

*A Goal We Can All Live With*



**Toward Zero Deaths**  
National Strategy on Highway Safety

[TowardZeroDeaths.org](http://TowardZeroDeaths.org)

1995

2000

2005

2010

2015



**Toward Zero Deaths**  
National Strategy on Highway Safety



# History in the United States

- Kick-off event in Savannah, Georgia  
September 2009
- Webinars and 10 white papers
- Zero Summit in Washington, D.C.  
August 2010



# History in the Utah

- Discussions - August 2005
- Zero Fatalities launch in Salt Lake City, Utah - January 2006





# Vision Zero - How Do We Get There?

**TZD > The National Strategy.**  
**The goal, establish Toward**  
**Zero Deaths as the nation's**  
**traffic safety vision.**



# Vision Zero - How Do We Get There?





# Key Principles

- Changing safety culture
- Safer drivers
- Safe vulnerable road users
- Safer roads
- Safer vehicles
- Improved Emergency Medical Services
- Data management and analysis

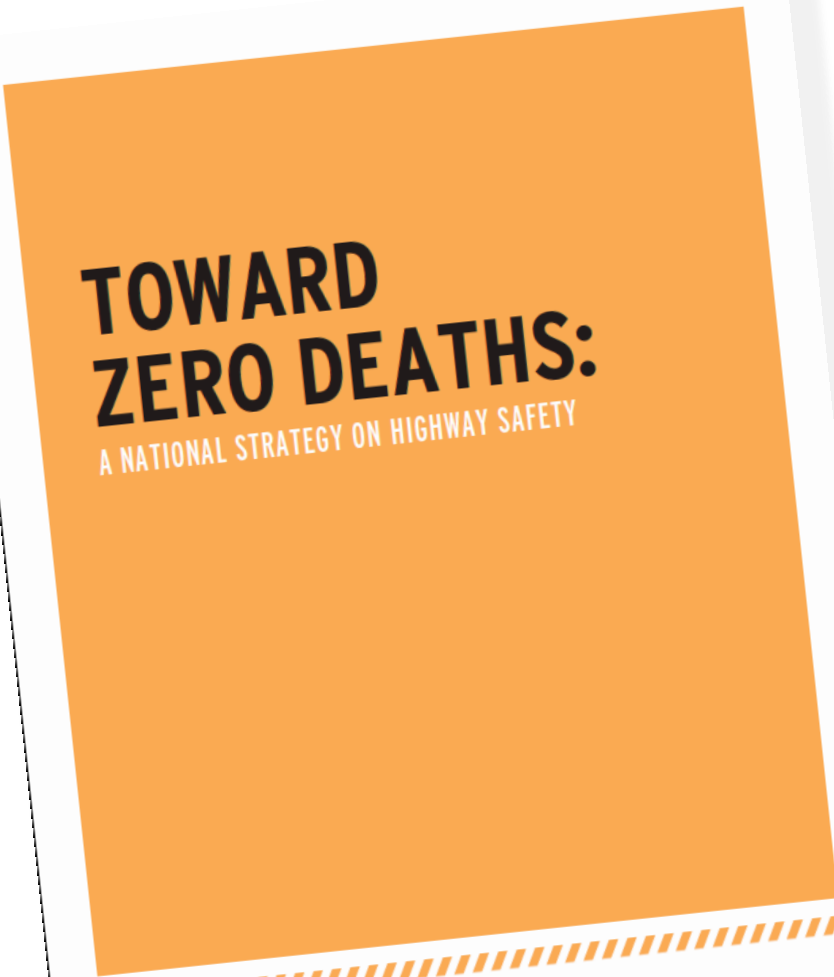


# Adopting the TZD National Strategy

AASHTO | AAMVA | CVSA | IACP | GHSA  
State DOTs | Counties & Cities | Consultants  
Individual Professionals



# Vision Zero - How Do We Get There?



 **Toward Zero Deaths**  
National Strategy on Highway Safety

[TowardZeroDeaths.org](http://TowardZeroDeaths.org)



# Vision Zero - How Do We Get There?

Driver / Passenger



Vulnerable Users



Vehicles



Infrastructure



Emergency Medical Services



Safety Management



# Vision Zero - How Do We Get There?

- Upgrade infrastructure to mitigate and reduce injury severity
- Improve design practices to maximize safety benefits
- Ensure agency policies and procedures incorporate safety considerations throughout the highway project development process
- Adopt advanced cross-cutting technologies



# Vision Zero - How Do We Get There?

- Short term
  - Signs and pavement markings
  - Improve signal timing
- Mid term
  - Shoulder and centerline rumble strips
  - Intersection/interchange redesign
  - Incorporate science-based methodologies
- Long term
  - Vehicle to infrastructure (V2I)

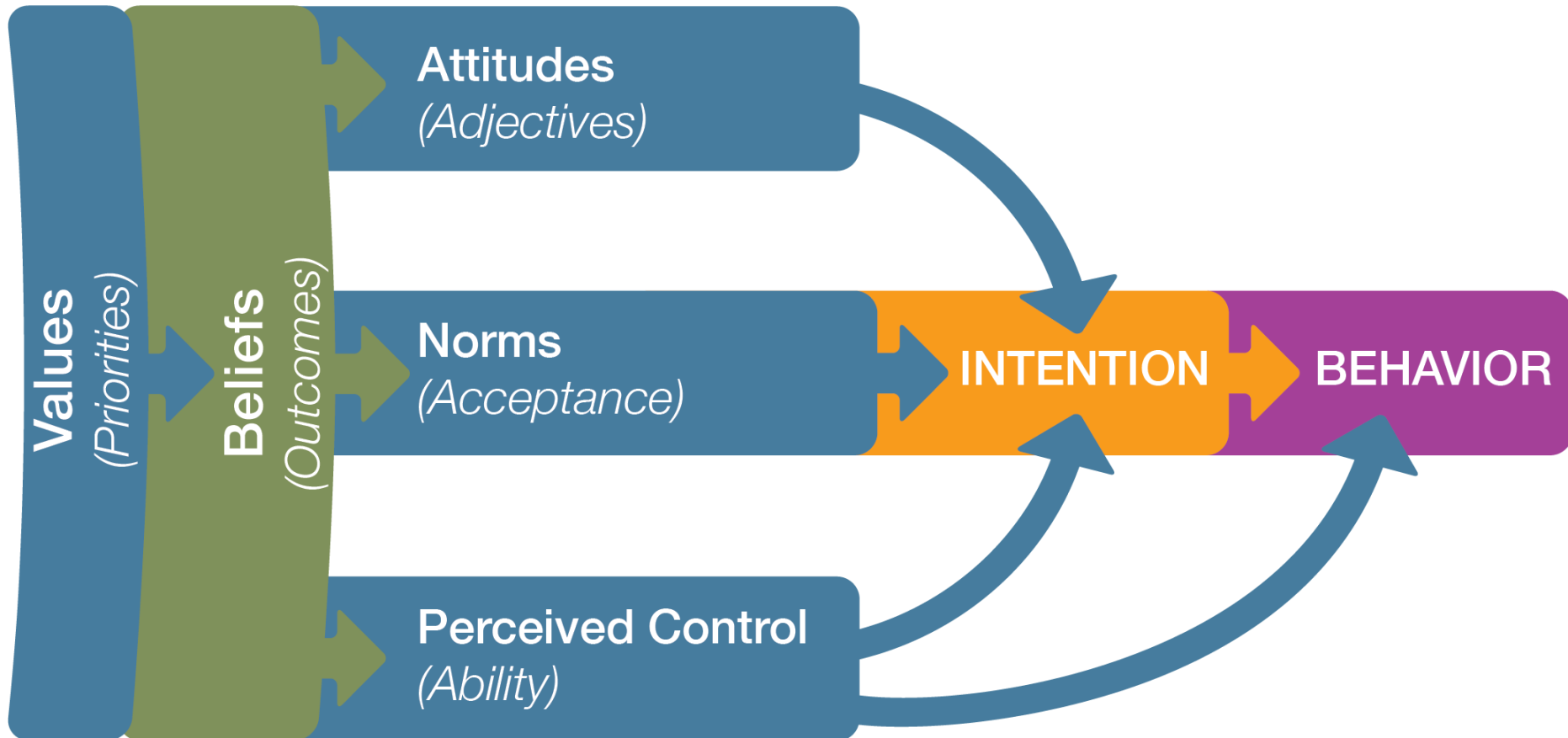


# Vision Zero - How Do We Get There?



Nils Bohlin  
Inventor of the V-  
type three-point  
safety belt, 1959

# Vision Zero - How Do We Get There?





# Vision Zero - How Do We Get There?



 **Toward Zero Deaths**  
National Strategy on Highway Safety

 National Strategy On Highway Safety  
**PROUD PARTNER**  
*TowardZeroDeaths.org*



Black – Remembering the lives lost in traffic crashes

Yellow – Each person's individual goal of zero deaths for his or her family and friends.



# Vision Zero - How Do We Get There?



[www.TowardZeroDeaths.org](http://www.TowardZeroDeaths.org)



## **TZD > Communication Plan**

A variety of communication tools for the Toward Zero Deaths program are provided. In addition, the Communication plan includes suggested audiences and stakeholders, goals, objectives, tactics, timelines, milestones and measurement metrics.



## **TZD > Become a Participant**

Actively engage your state, organization or company in the TZD vision. Sign up to receive TZD updates and download the TZD logo.



## **What Should Be Our Goal**

We asked people a few questions about traffic safety. Their responses weren't scripted, but they all said the same thing in the end - Our goal should be zero.

\*Footage courtesy, Nevada DOT



# Vision Zero - How Do We Get There?

- Adopt the Vision Zero philosophy
  - Create a unifying message that compels individuals to take action
  - Assist in energizing safety efforts with all disciplines
  - Recognize there is no “perfect” program but need to adjust to given environments



# Vision Zero - How Do We Get There?

- Develop an Action Plan
  - Catalyst for implementation
  - Involve all safety partners to develop plan
  - Rely on a data-driven process if possible
  - Dedicate safety staff to implement the plan



# Vision Zero - How Do We Get There?

- Foster Leadership and Partnerships
  - Need a strong, committed, and visible leadership
  - Encourage all levels to become champions
  - Encourage multidisciplinary Vision Zero partnerships
  - Get local agencies involved
  - Government and non-government



# Vision Zero - How Do We Get There?

- Encourage Collaboration
  - Need strong collaboration with key partners
  - Build strong relationships between engineering, law enforcement, behavior, and research.





# Vision Zero - How Do We Get There?

- Marketing the Vision Zero philosophy
  - Communication is the key effort
  - Market the Vision Zero “brand” to the public
  - Create the opportunity for Vision Zero to be the unifying safety message for all



# Vision Zero - How Do We Get There?

- Encourage a Culture of Safety
  - Vision Zero can facilitate changing the overall safety culture
  - Focus on institutionalizing a culture of safety in organizations and in the public



# Vision Zero - How Do We Get There?

- Adopt the Vision Zero philosophy
- Develop an Action Plan
- Foster Leadership and Partnerships
- Encourage Collaboration
- Marketing the Vision Zero philosophy
- Encourage a Culture of Safety

= Sustainability



# Vision Zero – United as States





# Vision Zero – United as States





# Vision Zero – Utah Results



Nearly 3 out of 4 Utahns aged 18-54 are aware of the Zero Fatalities program



# Vision Zero – Utah Results

Of those who are aware of Zero Fatalities, on average, more than half admit that the program “probably” or “definitely” influenced them to avoid the deadly behaviors.

<b>Drowsy</b>	54%
<b>Distracted</b>	64%
<b>Aggressive</b>	47%
<b>Impaired</b>	41%
<b>Unbuckled</b>	48%

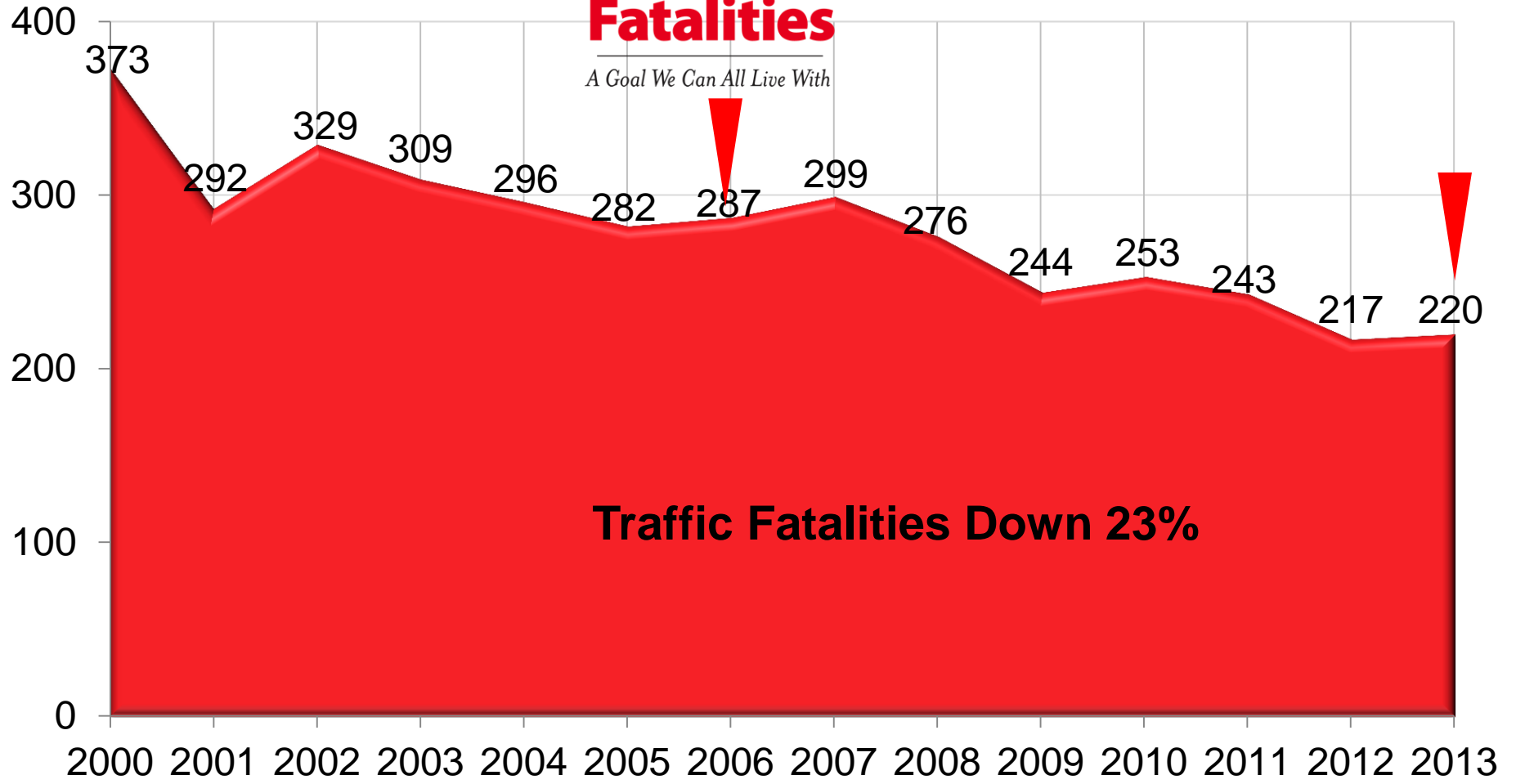




# Vision Zero – Utah Results

**zero**  
**Fatalities**

*A Goal We Can All Live With*



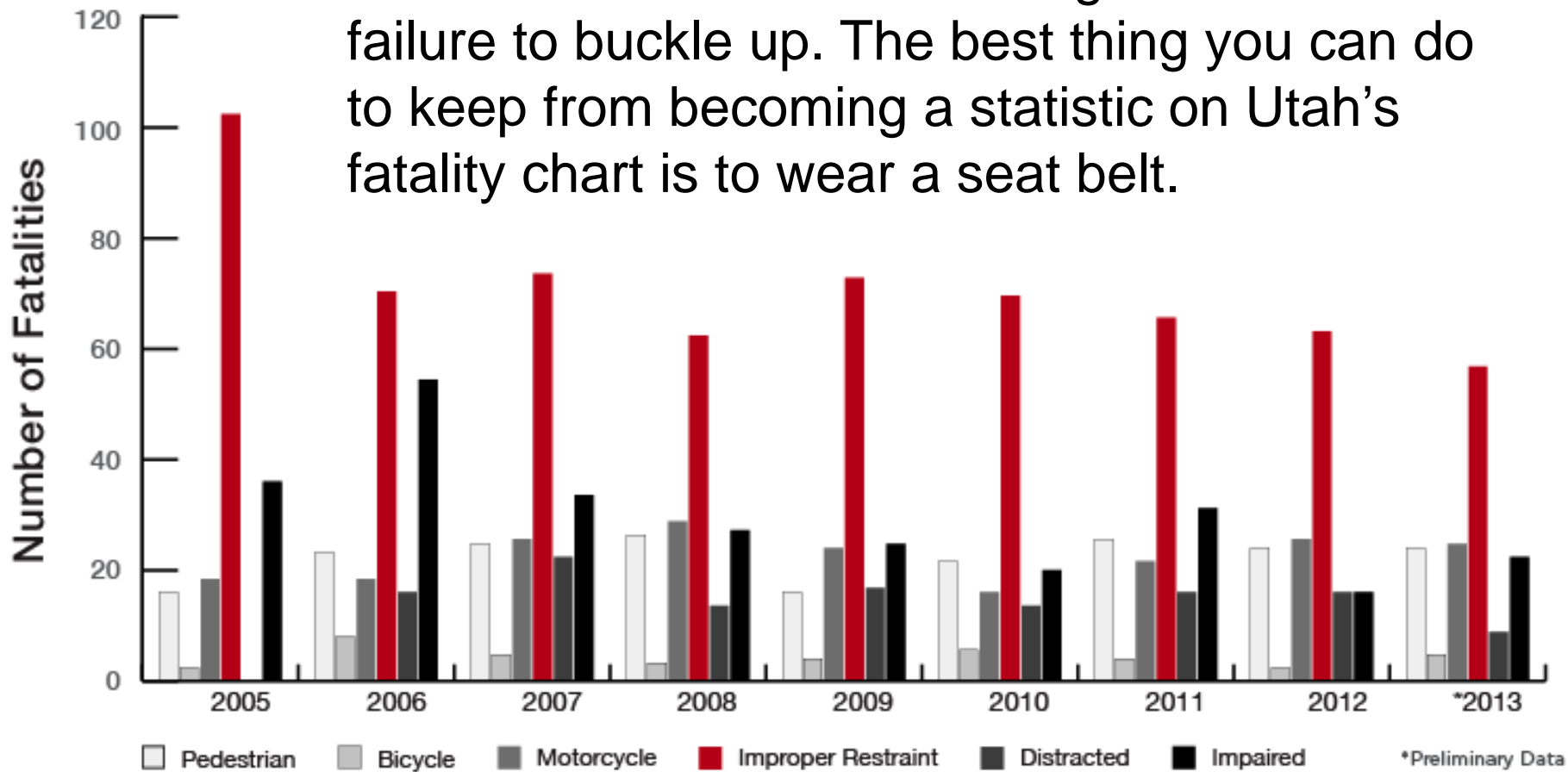
**Traffic Fatalities Down 23%**





# Vision Zero – Utah Results

The most common contributing factor was a failure to buckle up. The best thing you can do to keep from becoming a statistic on Utah's fatality chart is to wear a seat belt.





# Vision Zero – Utah





Vision Zero

How many deaths are  
“acceptable...”



# Vision Zero

How many people are killed  
on America's roads?



# Vision Zero – Start Now

- Adopt the Vision Zero as your own
- Become a Champion of Vision Zero
- Create a Plan of Action
- Develop Partnerships
- Encourage Collaboration
- Market and Communicate Vision Zero
- Encourage a Culture of Safety with Vision Zero



Vision Zero

# Muchas Gracias

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