



Planning For

Vision Zero

In MA Cities and Towns

November 2016

Over 300 people die each year in MA from road traffic crashes. Another 4,000 are seriously injured.

Source: 2010 - 2012 Massachusetts Crash Statistics, Executive Office of Public Safety and Security



ELIMINATING THE LOSS OF LIFE AND SEVERE INJURY DUE TO ROAD TRAFFIC CRASHES.

Should we accept the loss of life or disabling injuries due to crashes on our roadways? Can we remove the risk of death and severe injury when people, especially those who are older or who don't drive, travel on our roadways?

The Vision Zero Planning Project seeks to answer these questions and provide cities and towns in the Commonwealth with a starting point for eliminating deaths and severe injury from crashes.

The project will produce an action plan that is data-driven and guided by local, regional, and state stakeholders. It will build on Vision Zero work from Massachusetts and across the country. And, most importantly, it will integrate a diversity of perspectives so that the plan is accessible to and values all roadway users regardless of their age, background, or mode of travel.

Provide your input

Gathering diverse perspectives and input is an essential element of the process.

As part of the project, we will engage people from a variety of backgrounds. These will include representatives from local and state government, non-profits, and academia as well as people of various ages, ethnicities, and abilities.

Please see the back side of the sheet for contact information, a survey link, and the project website.

Accessibility, Translation, Interpretation. Your participation is important in this project. Please call 617.933.0750 or email bkeppard@mapc.org for accommodations.

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Want to provide input into the process? Please use the following survey link:

<https://www.surveymonkey.com/r/VisionZero-MA1>



WHAT IS VISION ZERO?

Vision Zero sets a target of eliminating all serious injuries and deaths due to road traffic crashes. The concept focuses on how we design and operate our roadway system and how we can remove the risk of death and injury for roadway users, especially those who are most vulnerable.

Vision Zero was first adopted in Sweden and has reduced deaths from road traffic crashes by 50% since 2000. The work has involved changes in planning and design, technology, education, and enforcement in order to create a system that protects the lives of motorists and non-motorists alike.

WHO HAS ADOPTED VISION ZERO IN MA?

Several municipalities in Massachusetts – including the Cities of Boston and Cambridge – have already adopted a Vision Zero policy and developed action plans. This project will learn from the previous work and demonstrate how a Vision Zero policy can be adopted by additional cities and towns.

For more information, please contact:

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