

**Vision Zero is a bold new transportation safety initiative that makes protecting human lives its highest priority.**

It's a fundamentally different approach to traffic safety. It is based on the principle that the transportation system can be made safer for all residents through strategic, data-driven approaches to engineering, enforcement, education, evaluation, equity and community engagement.

Vision Zero began in 1997 in Sweden, where traffic fatalities have dropped by 30% since its inception. Oslo, Norway, a city similar in population to Columbus, had only one traffic death in 2019. The Vision Zero approach continues to gain momentum across the U.S.

Vision Zero Columbus has set a goal to eliminate all traffic fatalities and serious injuries, while increasing safe, healthy and equitable mobility for all residents and visitors. We will look at our city transportation system as a whole and use data and input from city departments, transportation partner agencies and all system users — including motorists, pedestrians, cyclists and transit riders.

## Crash, Not Accident

**Mindful language should be used in public dialogue.** For example, crashes, not accidents, occur. And language should not dehumanize a crash. The vocabulary below should be used when speaking about or writing about Vision Zero.

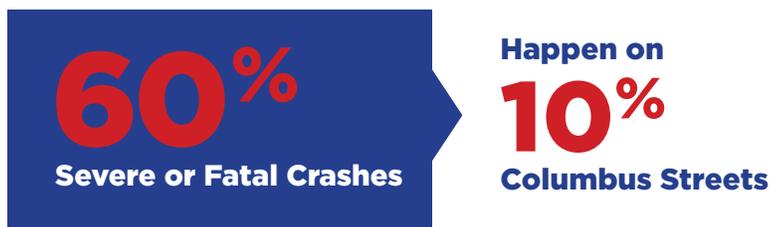
<span style="font-size: 2em; color: white;">✘</span> <b>Instead of</b>	<span style="font-size: 2em; color: white;">✔</span> <b>Use</b>
<p><b>Accident</b> - Using the word “accident” implies traffic collisions - and fatalities and serious injuries that result - are inevitable and acceptable.</p>	<p><b>Crash</b> - Using the word “crash” reinforces the fact that fatalities and serious injuries are preventable and can be avoided.</p>
<p><b>Speculating</b> - Guessing what is causing crashes based on personal perceptions is not productive.</p>	<p><b>Facts and Statistics</b> - Create a clear picture of what caused the collision based on data, without editorializing.</p>
<p><b>Dehumanizing</b> - Associating the actions with a vehicle rather than a human dehumanizes the incident.</p>	<p><b>Humanize</b> - Behaviors should be associated with the people affected. For example, instead of saying “a truck hit a pedestrian crossing a street,” say “a person driving struck and killed a person walking across a street.”</p>
<p><b>Unavoidable</b> - Don't imply that the crash could've been prevented or was out of someone's control.</p>	<p><b>Personal Choice/Responsibility</b> - Focus on the decisions and choices that everyone can make (such as slowing down) to prevent crashes.</p>



Vision Zero Columbus will identify proactive, preventive measures to make protecting human lives the highest priority of our transportation system — and to reduce the severity of a crash when people make mistakes.

## High Injury Network

Vision Zero Columbus will use data from crash reports to identify high crash locations. Creating a “High Injury Network” will help prioritize our work to make changes that have the biggest impact on reducing fatalities and serious injuries.



These streets tend to be multi-lane roadways with heavier traffic that may also have higher speed limits.

Vision Zero Columbus will study Census data to be mindful of equity for populations without vehicles or who have low incomes. We will consider safe, equitable access for minorities and those with language barriers. Data indicates these populations are twice as likely to be killed or seriously injured while walking.

Public input will also help identify risk. A map and survey at [Columbus.gov/visionzero](http://Columbus.gov/visionzero) allows residents to identify locations of transportation safety concern, or where they avoid walking or bicycling.

## The Action Plan

The Department of Public Service will lead the effort to create the Vision Zero Columbus Action Plan by the end of 2020. An advisory committee will be convened with members who represent many areas of expertise and diverse interests from throughout Columbus to assist in identifying issues and possible solutions.

Vision Zero Columbus will make sure our process is inclusive, transparent and looks at crashes from many different perspectives. We will work across city departments and with community stakeholders to ensure this plan addresses equitable solutions in the near and long term.



## Columbus Fast Facts

**57**

People were killed in traffic crashes on Columbus roads

in 2018

(not including freeways)

**18** of those people who died were pedestrians

**23** pedestrians were killed on Columbus roadways in 2019 (not including freeways)

Pedestrians in Columbus are **14** times more likely than a motorist to die or be seriously injured in a crash

Bicyclists are **6** times more likely to die or be seriously injured in a crash

Motorcyclists are **16** times more likely to die or be seriously injured in a crash

Men were more than **2** times as likely to die in crashes in Columbus than women

**52** people ages 16 to 25 years died in car crashes in Columbus from 2014 to 2018. Nationally, this age group is most likely to be killed or seriously injured in crashes.

THE CITY OF  
**COLUMBUS**  
ANDREW J. GINTHER, MAYOR