

VISION ZERO LOS ANGELES
PRESS KIT



INTRODUCTION

Vision Zero is a road safety policy that promotes smart behaviors and roadway design that anticipates mistakes such that collisions do not result in severe injury or death. In this regard, it promotes a culture of shared responsibility, where both designers and policymakers, not just the users, are held accountable for the deaths on our streets. Vision Zero strategies to reduce the severity of collisions center on engineering, enforcement, education, evaluation, and equity.

Vision Zero originated in Sweden, where it was adopted as a national strategy in 1997. Since then, despite increased traffic volumes, the number of transportation-related deaths has dropped over 30 percent.

This City of Los Angeles has adopted the goal to eliminate all traffic deaths in 10 years, reflecting the urgency for taking actions to make our streets safer. In doing so, we join a growing coalition of U.S. cities committed to eliminating all traffic deaths while increasing safe, healthy, equitable mobility for all. Beyond our national borders, we also join the international movement toward zero traffic deaths, alongside the World Health Organization and the Global Road Safety Partnership.

CRASH, NOT ACCIDENT

Deaths and severe injuries resulting from traffic collisions are not “accidents,” but preventable tragedies. No traffic death should be considered acceptable or inevitable. Advocacy groups, cities such as New York and San Francisco, and many publications and members of the press are becoming more mindful of the language used to describe collisions, using language that instead acknowledges the role, responsibility, and accountability of the driver.



- Use “crash,” not “accident,” when describing a traffic-related collision
- Avoid dehumanizing the parties involved. For example, instead of saying “a car struck and killed a pedestrian,” consider “a person driving struck and killed a person walking.”

STATISTICS FOR LOS ANGELES

- 95 collisions occur per day on our streets. That is more than 30,000 per year.
- 950+ people suffered severe injuries in 2013 from collisions.
- 200+ people die every year from collisions.
- 44 percent of all deaths and severe injuries involve people walking or bicycling.
- 30 percent of all people killed or severely injured while walking or bicycling are youth and older adults.
- Traffic collisions are the leading cause of death for those between 2-14 years of age, and the number two cause of premature death for those between 15-25 years of age.
- 65 percent of all deaths and severe injuries involving people walking occur on just 6 percent of our streets.

TAKEAWAYS

The High Injury Network

- The City of Los Angeles High Injury Network (HIN) spotlights streets with a high concentration of traffic collisions that result in severe injury and death across all modes, with an emphasis on our most vulnerable users, those walking and bicycling. Even though the HIN represents just 6% of our total street mileage, it accounts for 65% of all deaths and severe injuries involving people walking. Strategic investments along the HIN will have the biggest effect in reducing death and severe injury on our streets.
- Many of the areas in our City with the poorest health outcomes also have a disproportionate amount of severe and fatal injuries from traffic collisions. Nearly half of the HIN falls within our most vulnerable communities, identified using the Plan for Healthy Los Angeles' Community Health and Equity Index. By focusing improvements along the HIN, we can also begin to address these inherent inequities.
- All 50 of the schools prioritized for safety improvements in the Los Angeles Department of Transportation's (LADOT) Safe Routes to School Strategic Plan lie along or fall within ¼ mile of the HIN.

The Importance of Vehicle Speed

- Speed is a fundamental predictor of crash survival. Research shows that increasing vehicle speeds from 20 mph to 40 mph increases the likelihood of a pedestrian death when hit from 10 percent to 80 percent.

Next Steps for Vision Zero Los Angeles

- Mayor Eric Garcetti's Executive Directive No. 10, Vision Zero, directs all City departments to collaborate and coordinate their actions to improve safety on our streets and sidewalks.
- A Vision Zero Executive Steering Committee, composed of the Mayor's Office, LADOT, the Los Angeles Departments of Police, Public Works, and Fire, and the County Department of Public Health will oversee the Vision Zero Initiative and direct the activities of a Vision Zero Task Force.

KEY DOCUMENTS

- **Mayor Garcetti's Executive Directive No. 10, Vision Zero**
Steps Los Angeles is taking to achieve Vision Zero
- **Vision Zero for Los Angeles**
A comprehensive overview of our commitment to build safety and livability into our streets and protect Angelenos as they move about our City every day
- **Vision Zero Fact Sheet**
A summary of key statistics and initiative highlights

DATA

- The City of Los Angeles' GeoHub contains one of the nation's most complete collections of urban map data. Explore the Vision Zero application and data library, including the High Injury Network, at geohub.lacity.org.

LOGOS

When referencing Vision Zero Los Angeles, use only one of two logo variations shown on this page. Do not attempt to redraw or modify them in any way.

HORIZONTAL FORMAT
100% PMS BLACK and
100% PMS 032 (RED)
CO M100 Y100 K0
Minimum size is 1.55" wide



VERTICAL FORMAT
100% PMS BLACK and
100% PMS 032 (RED)
CO M100 Y100 K0
Minimum size is 1" wide



MOST RECENT PRESS RELEASE

Mayor Eric Garcetti launched a bold initiative today calling for city departments to pursue a goal of eliminating traffic-related deaths by 2025.

The program, called “Vision Zero,” is based on the fundamental principle that traffic deaths can be avoided through strategic, data-driven approaches to engineering, enforcement, education, evaluation, and community engagement. Adoption of the Vision Zero policy is a key facet of the Livable Neighborhoods focus of Mayor Garcetti’s Sustainable City pLAN.

“We have to think big and work hard when it comes to keeping people safe,” said Mayor Garcetti. “It is tragic that 200 people are killed each year while moving about our city. With more people walking and biking than ever before, we must use every available tool to save lives. I am determined to bring that number down to zero.”

Mayor Garcetti signed the tenth executive directive of his administration, ordering multiple city departments to report back by Dec. 1, 2015 with specific recommendations for measures that would immediately reduce traffic-related deaths in L.A. by 20 percent by 2017. The directive also calls for the formation of a Vision Zero Task Force; as well as an Executive Steering Committee, led by city agencies in coordination with the Los Angeles Department of Public Health, that will work on proposals to eradicate deadly accidents on Los Angeles streets by 2025.

Among the leaders joining Mayor Garcetti on Monday were Councilmember Mike Bonin, Chair of the City Council’s Transportation Committee; and Councilmember Mitchell Englander, Chair of the Public Safety Committee. Both echoed the importance of prioritizing safety on our streets and sidewalks.

“Traveling through Los Angeles’ neighborhoods should not be a life-threatening exercise,” said Councilmember Bonin. “Through better planning, better design, and better enforcement, we can prevent thousands of traffic accidents and save hundreds of lives every year. We have the tools, the abilities, and the obligation to keep people safe and be a Vision Zero city.”

Said Councilmember Englander: “With nearly half of all traffic collisions in Los Angeles being hit-and-runs, Vision Zero had never been more critical for our community. As Chair of the Public Safety Committee and as a Reserve LAPD Officer, I have seen firsthand the critical need for not only this initiative but its strict enforcement on our streets.”

Citywide, 44 percent of persons killed or severely injured in traffic collisions are walking or using a bicycle. Children and older adults are particularly vulnerable, making up 30 percent of all people killed or severely injured while walking or using a bicycle. Vision Zero will focus efforts on improving safety on street segments with the highest numbers of life-threatening collisions.

“Mistakes happen, but the stakes are too high,” said Seleta Reynolds, General Manager for the Department of Transportation. “We must transform our city so that our youth and older adults aren’t risking their lives just to get around town.”

More information about Vision Zero can be found at visionzero.lacity.org

CURATED TWEETS #VisionZeroLA

Vision Zero Overview

Learn more about Los Angeles' efforts to eliminate traffic deaths by 2025. Visit visionzero.lacity.org #VisionZeroLA #VisionZero

Working together we can create safe, livable streets and save lives. Read our #VisionZero commitment at visionzero.lacity.org/commitment #VisionZeroLA

Reduce traffic deaths by 20% by 2017. Eliminate traffic deaths by 2025 #VisionZeroLA

No traffic death should be considered acceptable or inevitable visionzero.lacity.org #VisionZeroLA #VisionZero

Speed is a Fundamental Predictor of Crash Survival

Fundamental to the #VisionZeroLA strategy is the design of a safe system where vehicles move at reasonable speeds

A person walking has an 80% death risk if hit by a car traveling at 40mph. Now is the time #VisionZeroLA

Collision Landscape in the City of Los Angeles

More than 200 people die in LA every year from injuries due to traffic collisions. Visit visionzero.lacity.org to learn more #VisionZeroLA

Did you know that in LA over 950 people sustained severe injuries from collisions in 2013 alone? #VisionZeroLA

In LA, people walking & bicycling are involved in only 14% of all collisions, but account for almost half of all deaths. #VisionZeroLA

30% of people killed or severely injured while walking or bicycling in LA are youth & older adults visionzero.lacity.org/high-injury-network/ #VisionZeroLA

High Injury Network

65% of all deaths & severe injuries involving people walking occur on just 6% of our streets, the High Injury Network bit.ly/1KHWIFY

In LA, 65% of deaths & severe injuries involving people walking occur on just 6% of our streets #VisionZeroLA

View the high-crash streets that are the focus of #VisionZeroLA at visionzero.lacity.org #HighInjuryNetwork

How to Get Involved

.@LAVisionzero Alliance (LAO) working in partnership with the City of LA to end traffic deaths by 2025. Get involved: visionzeroalliance.org

Want to stay informed on #VisionZeroLA? Join our email list at visionzero.lacity.org/contact-us/

VISION ZERO LOS ANGELES IN THE NEWS

- **L.A. Opens Up More With New Data Tool**
Next City, 16 Feb. 2016
- **10 Cities Lead National Effort to Eliminate Traffic Fatalities**
Vision Zero Network, 26 Jan. 2016
- **Los Angeles Launches “Vision Zero” Initiative to End Traffic Deaths**
Forbes, 27 Aug. 2015
- **LADOT General Manager Seleta Reynolds on Vision Zero**
Streetsblog Los Angeles, 26 Aug. 2015
- **‘Stakes Are Too High’: Plan Aims to Nix Traffic Deaths in LA**
NBC Los Angeles, 24 Aug. 2015
- **Garcetti Signs Vision Zero Directive to End L.A. Traffic Deaths by 2025**
Streetsblog Los Angeles, 24 Aug. 2015

MEDIA INQUIRIES

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