



GREAT STREETS + VISION ZERO

Lilly O'Brien-Kovari, City of Los Angeles





MISSION AND MESSAGING



PHYSICALLY RE-DESIGNING SPACE

VAN NUYS
Neighborhood Council
www.vnnc.org

NURY MARTINEZ
COUNCILMEMBER 4TH DISTRICT
FIELD OFFICE

FIND LOCAL CHAMPIONS



VISION ZERO FOR LOS ANGELES



EXECUTIVE DIRECTIVE NO. 50

“Saving human lives must be our priority, so I am declaring safety to be the number one priority in designing and building our streets and sidewalks.”

Our streets must be safe for everyone who uses them. Pedestrians are not a tolerated byproduct of traffic. Traffic fatalities and injuries are unacceptable outcomes that we can address. We must employ a strategic approach to engineering, education, and law enforcement in connection with our streets and sidewalks.

The City of Los Angeles ranks second in the nation for the number of people that are killed by motor vehicles when walking. Since 2009, fatalities for pedestrians account for more than half of fatal traffic collisions annually—nearly four times the national average of 14 percent. Similarly, people walking or bicycling make up 56 percent of people killed and severely injured in traffic collisions. Children and older adults who walk are particularly vulnerable, and are five times more likely than drivers to be killed or severely injured in crashes.

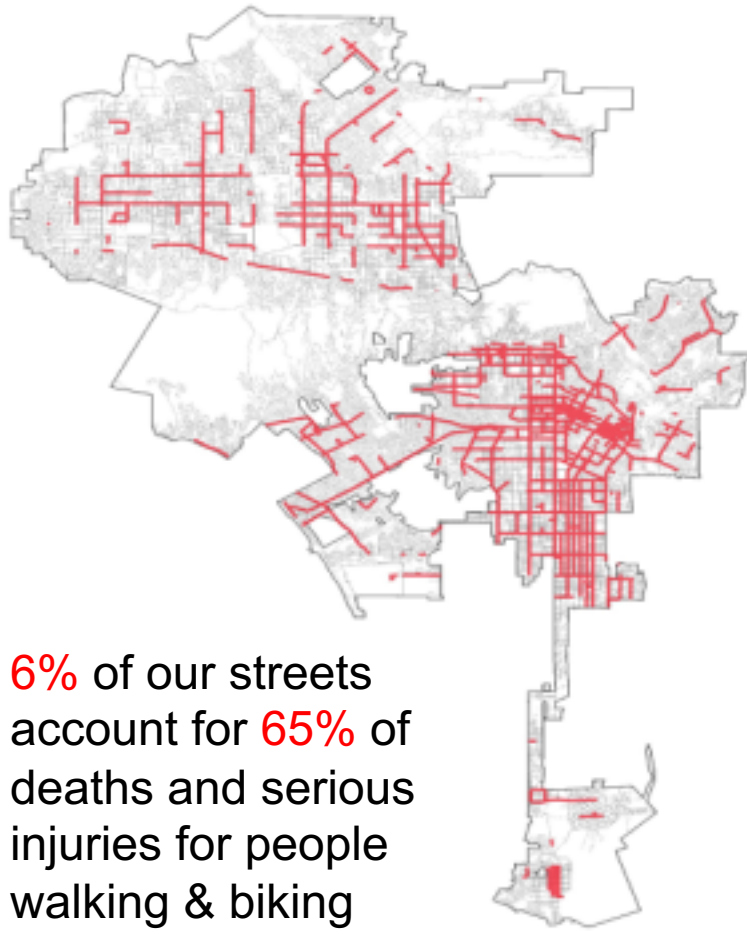
Therefore I am launching the citywide Vision Zero initiative. Saving human lives must be our priority, so I am declaring safety to be the number one priority in designing and building our streets and sidewalks.

Vision Zero is premised on the fundamental principle that loss of life by traffic collision is unacceptable. The goal of Vision Zero is to target all traffic fatalities with an emphasis on the most vulnerable users of our streets: people who walk and bicycle. Recognizing that people make mistakes, an effective road safety system must take human fallibility into account, must be designed to diminish the chances of human error, and must lower the likelihood of severe injury or death when crashes occur. Safe mobility is critical for all parts of our society: our transportation systems must keep us moving and our City prosperous.

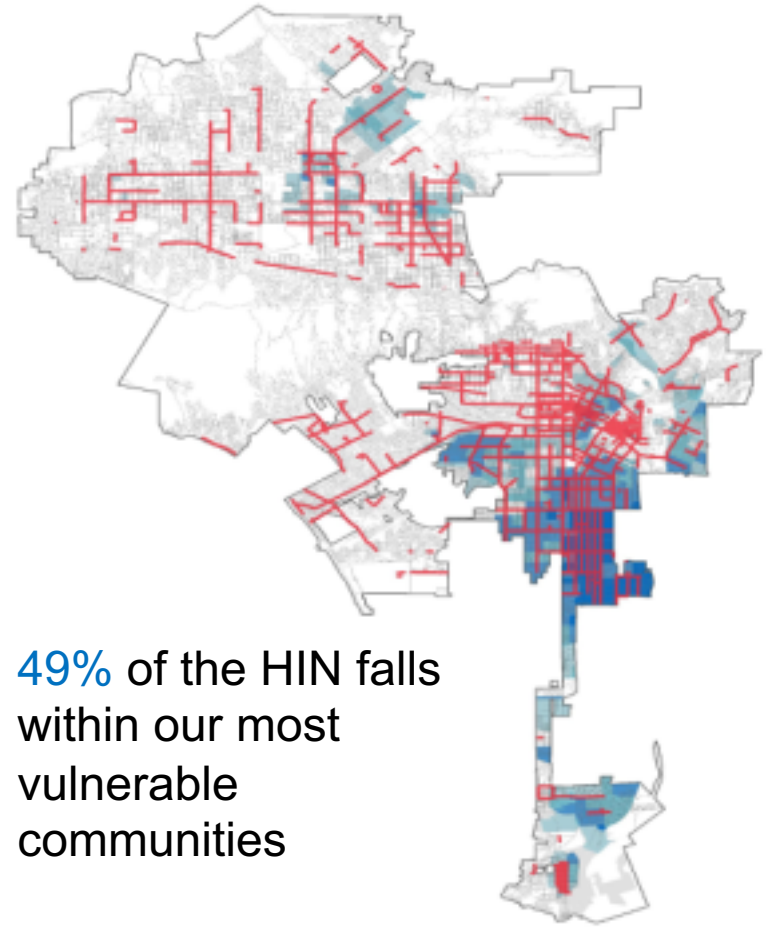
ZERO traffic deaths citywide
by 2025

↓ 20% Reduction in
traffic deaths by 2017

DATA STORY TELLING



Source: 2009 – 2013 SWITRS



VEHICLE SPEED DEATH RISK

IF HIT BY A
PERSON DRIVING

CHANCES OF
SURVIVAL



80%



10%

PHYSICAL INTERVENTIONS



PEDESTRIAN SCRAMBLE



COORDINATED MARKETING



VISIONZERO.LAcity.org

Keep Olympic safe.

**CHECK YOUR SPEED.
CHECK THE INTERSECTION.**

VISIONZERO
LOS ANGELES | 2015-2025

COORDINATED MARKETING



COMMUNITY ENGAGEMENT

