

# Vision Zero for the greater good



## What's Vision Zero?

It's a transport safety policy with a healthy dose of ethics added to it. Put simply, we do not accept deaths or serious injuries as a "price" to pay for getting around.

**"Human life should not be traded for other benefits in society"**

Claes Tingvall, Vision Zero founder

## Responsibility

System designers are ultimately responsible for the safety level in the entire system - systems, design, maintenance and use. Everyone needs to show respect, good judgement and follow the rules. If injury still occurs because of lack of knowledge, acceptance or ability, then system designers must take further action to prevent people being killed or seriously injured.

## How will it work?

It will work on the simple premise that we are all human and make mistakes. We're also vulnerable, which means that our human bodies aren't designed to withstand high impact forces. It's like stubbing your toe on a small rock multiplied by a zillion times leading to deadly consequences.

According to Claes Tingvall, who developed Sweden's Vision Zero programme in the 1990s, in every situation that a person might make mistakes, the transport system should not. Taking road safety as an example, it means designing the transport system for people - setting safe speeds where there are many people, children and the elderly included, crossing roads, like in city and town centres. It also means good footpaths for kids to walk to school, well-marked pedestrian crossings and separated cycle lanes to help minimise the consequence of a mistake.

## Isn't this molly coddling?

In Claus Tingvall's words, "If you take a nuclear power station, if you take aviation, they are based on [the idea that] they are operated by people who can make a mistake." The same understanding should influence [transport] design. Eliminating deaths and serious injuries isn't molly coddling, it's common sense and it's the right thing to do.

# Case studies

## SWEDEN

**1997** VISION ZERO IMPLEMENTED

**2000** Deaths have halved

**2008** **440** Died in crashes

**2017** **254** Died in crashes

## SYDNEY, AUSTRALIA

**40%** of crashes in the city centre take place 6am-6pm

**2014** **2014** **46%** serious injuries

**40** **2016-17** State government extends zone

## NEW YORK CITY, UNITED STATES

**2013** **299** Died in crashes

**2014** VISION ZERO IMPLEMENTED

**2017** **222** Died in crashes

**2018** **200** Died in crashes  
(lowest level since the city began tracking such deaths in 1910)

## BRISTOL, UNITED KINGDOM

**20** **2016-17** (32km/h)

Since then, more than **four lives a year were saved** and about **170 injuries were prevented**.

## FRANCE

The speed limit on two-way roads outside urban areas (without a central barrier) was reduced to 80km/h from 90km/h in July 2018.

on rural roads

A 12-month evaluation reports shows that: 206 fewer road deaths took place over the 12-month period compared with the five-year average 2013-2017.

**206**

## LONDON, UNITED KINGDOM

A before and after study evaluated the effects of 20mph (32km/h) traffic speed reduction zones (speed humps and mini roundabouts) in 200 small residential areas.

**61%** Total injuries  
 **70%** child pedestrian injuries  
 **48%** child cyclist injuries

**6.2%**  
for each 1 m/h reduction mean vehicle speed

## QUEEN STREET, AUCKLAND

THE COUNTRY'S BUSIEST PEDESTRIAN STREET, SPEED LIMITS WERE CHANGED FROM



crash rates down  
**39.8%**



death and serious injuries down  
**36%**

(10 years before compared to 10 years after).

## CHRISTCHURCH

VEHICLE AND FOOT TRAFFIC HAS BEEN GROWING WITH BUSINESSES RETURNING TO CITY.



injuries  
 **36%**  
vs previous 2 yrs 2016-18



injuries crashes  
 **25%**