



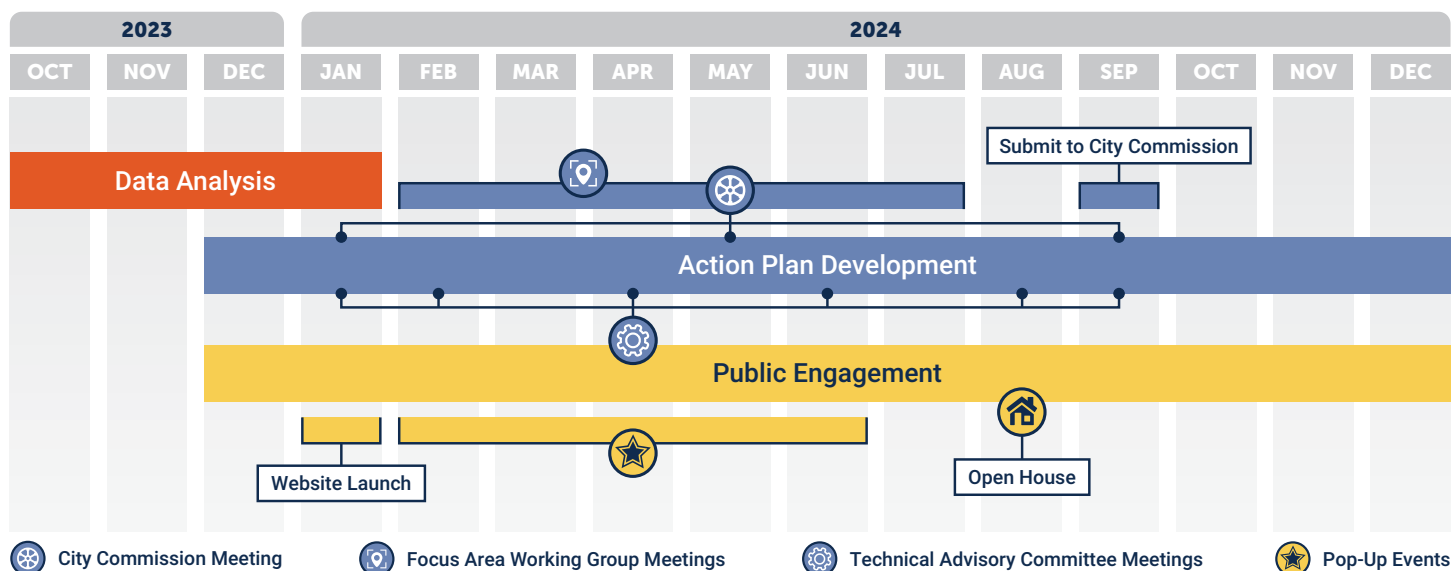
# WHAT IS VISION ZERO?

Vision Zero is a method of improving traffic safety with the goal of eliminating all fatal and serious injury traffic crashes. It began in Sweden in the 1990s to eliminate traffic deaths and has now been endorsed by the U.S. Department of Transportation.

More than 45 communities in the U.S. have adopted the Vision Zero approach, and hundreds more are currently in the process of planning. To accomplish the goal of Vision Zero, the City of Leavenworth is setting out to create the First City Vision Zero Action Plan.

This Action Plan is based on the Safe System Approach and gathers broad community and stakeholder input to lay out actionable, measurable strategies, and emphasize design and policy solutions – designing complete streets and lowering speeds for safety.

## Action Plan Timeline



## The Plan's Guiding Principles



**All Transportation**  
Eliminate traffic deaths for people walking, biking, accessing transit, and driving



**Public Input**  
Community informed and guided by public feedback



**Data-Driven Solutions**  
Based on industry best practices, evidence-based solutions, and data analysis



**Education**  
Teach the importance of Vision Zero and a shared responsibility of all roadway users



**Equity**  
Prioritized areas of greatest need to ensure safe access is available to everyone



**Commitment & Accountability**  
Guide alignment of funding, policies, and processes with leadership



**Urgency**  
Focus actions to address urgent need to stop loss of life and severe injuries

# YOU HAVE QUESTIONS? WE HAVE ANSWERS



## WHAT IS VISION ZERO?

Vision Zero is an approach to traffic safety where traffic deaths are acknowledged as preventable. We focus on eliminating serious and fatal traffic crashes instead of all levels of vehicle collisions, and we accept shared responsibility for traffic safety among all transportation system users, designers, and operators. Vision Zero is a global movement to end traffic deaths and a way to analyze and address traffic safety issues.

## WHY IS THE CITY OF LEAVENWORTH PURSUING A VISION ZERO ACTION PLAN?

Leavenworth is pursuing a Vision Zero Action Plan to maximize the City's potential to reduce the number of fatalities and severe injuries down to zero across the transportation system. This is part of a grant-funded initiative. Once completed, the plan will allow the First City to become more competitive when applying for federal and state grant dollars for actions that support safety for vehicles, pedestrians and bicycles.

## WHAT IS A VISION ZERO ACTION PLAN?

A Vision Zero Action Plan outlines the most important contributing factors in fatal and serious injury traffic crashes using public input and a data-driven analysis. To address these factors, the plan includes strategies and departments or people responsible for implementing the strategies needed to eliminate the severe traffic crashes.

## WHAT WILL THE VISION ZERO ACTION PLAN BE USED FOR?

The Vision Zero Action Plan will be used to identify strategies, policies, countermeasures, and processes that will, over time, eliminate deaths and serious injuries on our roads. These policies and processes may relate to street design guidelines, funding allocations, education, and emergency responders. The plan will also be used to identify a set of Vision Zero street reconstruction projects and potential system-wide safety programs. This plan is focused on city streets in Leavenworth — it should be noted that interstate highways and other limited access highways are not part of the action plan.

## WHO IS THIS VISION ZERO ACTION PLAN FOR?

This Vision Zero Action Plan covers all road users involved in fatal and serious injury crashes. This includes people driving and riding in vehicles, people walking, people biking, and any other person using the street. The Vision Zero Action Plan is not a bicycle and pedestrian plan.

## Stay Engaged with Us



[www.LeavenworthKS.org/VisionZero](http://www.LeavenworthKS.org/VisionZero)

Do you have questions or ideas you want to share?  
We want to hear from you!



[FirstCityVisionZero@FirstCity.org](mailto:FirstCityVisionZero@FirstCity.org)



[CityofLeavenworthKS](https://www.facebook.com/CityofLeavenworthKS)

Share about Vision Zero with your family, friends, co-workers, and neighbors!

Want to stay informed about First City Vision Zero? Help us identify areas where you feel unsafe driving, walking, or biking. **Visit our website to learn more, sign up for our e-newsletter, or submit a comment.**

