

How Vision Zero Starts in US Communities

- Vision Zero aims to use a Safe System approach to reduce to zero all fatalities and serious injuries due to traffic crashes.
- We explored how Vision Zero initiatives began by interviewing Vision Zero directors from 12 municipalities across the US.
- Most, but not all, interviewees identified more than one reason that precipitated the start of Vision Zero in their community.
- “Champion” and “Funding” are depicted in larger bubbles to signify their importance according to those we interviewed.
- In orange, several leaders that may step into the role of champion are shown.

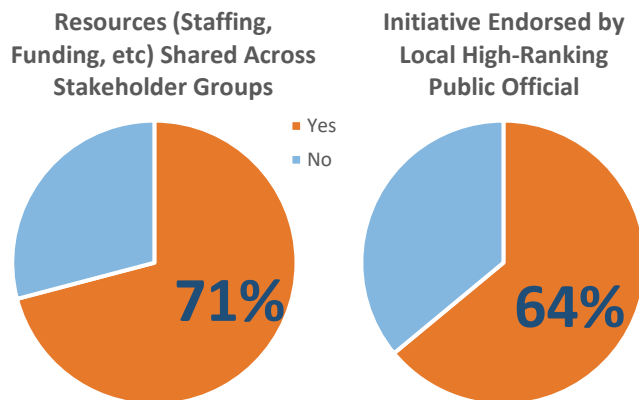
Co-occurring Factors to Starting Vision Zero



- We found numerous precipitating reasons (blue circles) why Vision Zero initiatives started in communities.

Importance of a Champion

The two most significant contributing factors toward starting a Vision Zero initiative were funding and having a champion leading the effort.



Conclusion

In most Vision Zero communities, there were often several precipitating factors that led to the start of the Vision Zero initiative. The convergence of these factors creates a “window of opportunity” for Vision Zero initiatives to begin. Communities wanting to start Vision Zero should consider identifying a champion and some funding or in-kind sources as critical components to starting up.