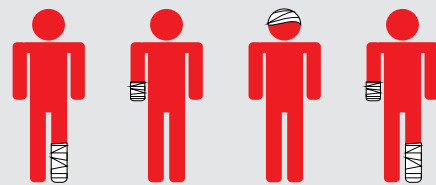


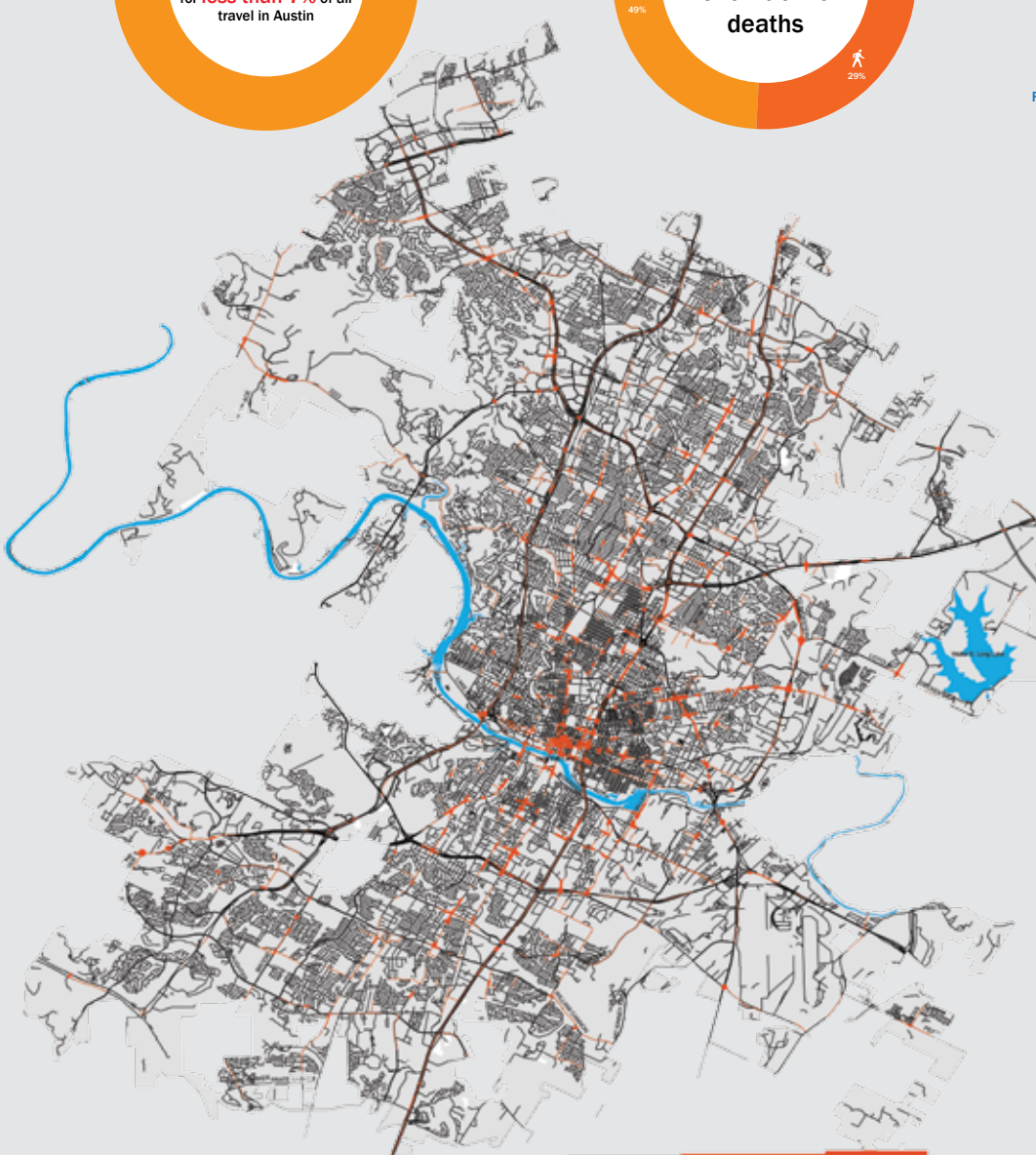
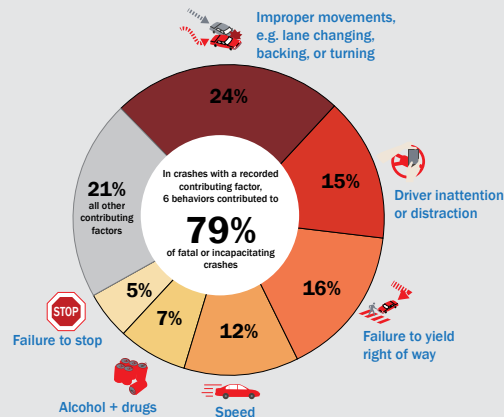
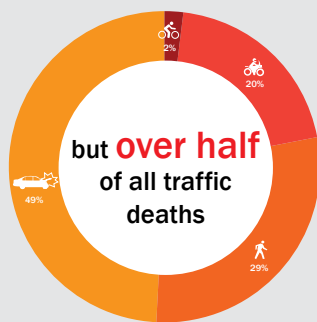
x 64 people die on Austin's roads in the average year.

For each person who dies, **3 to 4 more** are seriously injured.



These are more than just numbers. Each is a person. Each is preventable.

Any traffic death is **too many.**



injury & fatal crashes **cost Austinites**

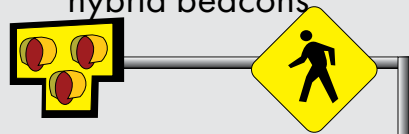


that's approximately the cost of over



or almost

7,000 new pedestrian hybrid beacons



69% of deadly & incapacitating injury crashes occurred on just

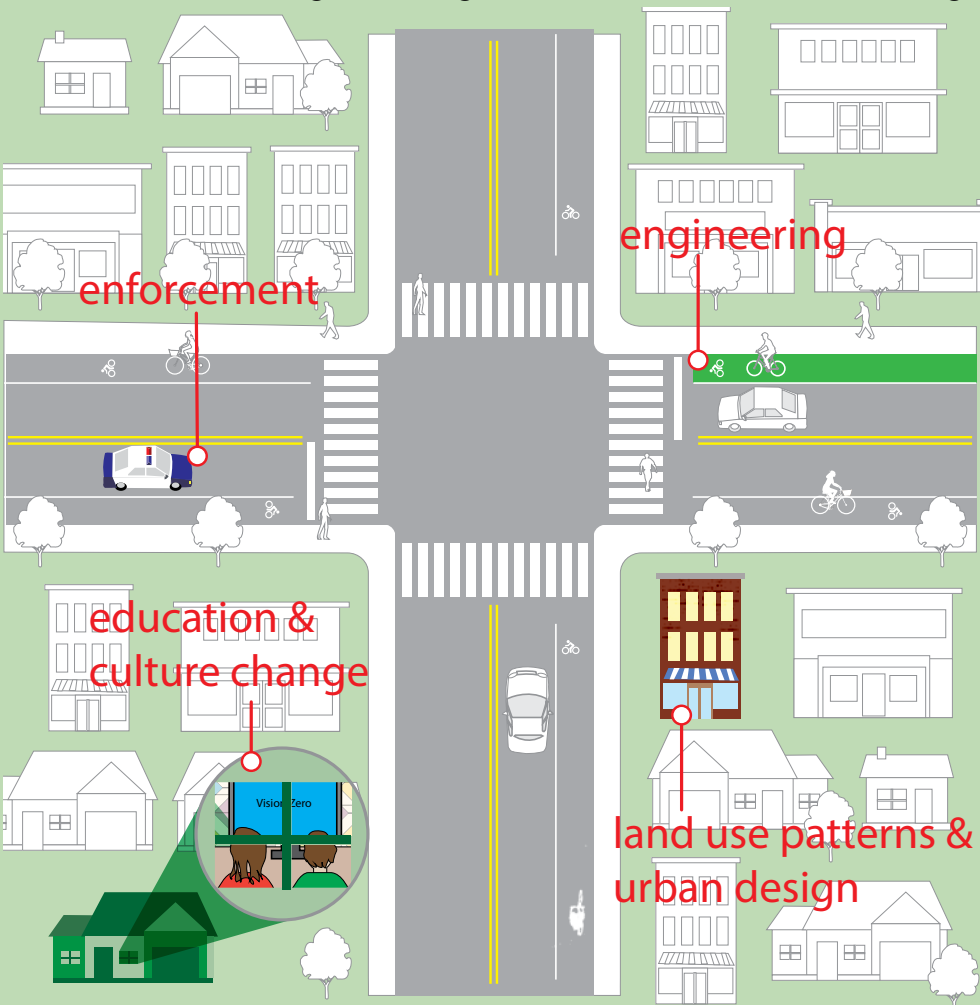
8% of Austin's roads

Vision Zero is a comprehensive solution

for achieving zero deaths & zero serious injuries while traveling in Austin.

Traffic deaths & serious injuries are a preventable public health problem like smoking or not wearing a seatbelt.

The Action Plan addresses traffic safety through education & culture change, enforcement, engineering, & land use & urban design.

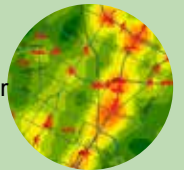


Key Actions in the Action Plan

1 Harness data collection, monitoring, and sharing to hone in on crash hotspots and top contributing factors.



2 Use this data to focus on hotspot geographies for crashes resulting in deaths or incapacitating injuries and bolster key initiatives that target top contributing factors in collisions.



3 Create a targeted education and media campaign raising awareness of the severity of the problem and solutions, including behavior changes.



4 Continue the Vision Zero Task Force.

60+ Task Force members from city, state, & federal agencies, & community groups

