



VISION
ZERO

**HELP AUSTIN REACH
ZERO TRAFFIC DEATHS**



A U S T I N
T E X A S



AustinTexas.gov/VisionZero

WHAT CAUSES AUSTIN CRASHES?

Most traffic deaths and incapacitating injuries in Austin (79%) are caused by these dangerous behaviors:



Driver inattention or distraction



Speed



Alcohol and/or drugs



Improper movements (e.g., lane changing, backing or turning)



Failure to stop



Failure to yield right of way

70 AUSTINITES ARE KILLED
IN TRAFFIC CRASHES IN AN
AVERAGE YEAR.
FOR EACH PERSON WHO DIES,
EIGHT MORE ARE SERIOUSLY
INJURED.

HOW YOU CAN HELP

STAY FOCUSED

Distracted road users cause crashes. Don't let it be you: Using the roadway is a full-time job. DO YOUR JOB.

- Don't multi-task– even eating, distracting conversation, or turning to attend to children can lead to a crash.
- Avoid anything that takes your eyes, mind or focus off the road; it can wait.
- Austin's Hands-Free Ordinance prohibits drivers and bicyclists from using handheld electronic devices. **Penalty: Up to \$500**

LOOK TWICE

- **Drivers:** Look for people walking and biking – especially when making a turn.
- **Pedestrians:** Cross streets at marked crosswalks or intersections, if possible. Always look both ways before crossing the street.
- **Everyone:** Be extra cautious wherever vehicles cross a sidewalk and/or bike lane.

DRIVE SOBER

In many fatal crashes, the driver and/or the person hit was intoxicated.

- Commit to never drink and drive; speak up and take preventive action if you see someone about to drive drunk.
- Alcohol impairs the judgment of bicyclists and pedestrians just as it does for drivers. Risks are heightened at night.
- Visit AustinTexas.gov/GetHomeSafe to arrange for a designated driver or plan a safe ride home.

SLOW DOWN

VEHICLE SPEED UPON IMPACT

20
M P H  9 IN 10 PEOPLE WALKING SURVIVE

30
M P H  5 IN 10 PEOPLE WALKING SURVIVE

40
M P H  1 IN 10 PEOPLE WALKING SURVIVE

SURVIVAL RATE

MAKE SAFE MOVES

Give yourself more time and space to react to dangerous movements on the road.

- Slow down; commit to always drive the speed limit, or slower.
- Take extra care when changing lanes or passing. Use your blinker.
- Put more distance between you and the car ahead. The faster your speed, the greater the following distance needed.

JOIN THE CONVERSATION



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WHAT IS VISION ZERO?

VISION ZERO is Austin's program to eliminate traffic deaths and serious injuries by 2025.

Vision Zero In Action is a collaborative effort by the Austin Transportation Department and the Austin Police Department. It implements the Vision Zero Action Plan adopted by Austin City Council in 2016.

AUSTIN'S APPROACH TO SAFE STREETS IS BUILT ON 5 KEY THEMES

- Education
- Engineering
- Evaluation
- Enforcement
- Policy