



## **ITE Vision Zero Task Force: Statement of Intent**

The Institute of Transportation Engineers (ITE) is launching a new initiative to aggressively advance the Vision Zero and Towards Zero Deaths movements. Vision Zero's goal is zero traffic fatalities among all road users. Toward Zero Deaths is the United States' national strategy on highway safety. According to the World Health Organization, traffic crashes claim 1.25 million lives annually and are the leading cause of death for individuals aged 15 to 29 years. In the United States, the National Highway Traffic Safety Administration shows a 7.7 percent increase in motor vehicle traffic deaths in 2015 with an estimated 35,200 fatalities (up from the 32,675 reported fatalities in 2014). ITE President Paula Flores Benway has called on ITE members to bring their expertise to bear in reducing the crash toll on transportation systems across the globe: "No loss of life on the transportation system is acceptable. As transportation professionals we have no greater responsibility than protecting the lives of the public we serve."

ITE's initial efforts will focus on large and medium-size cities to support and complement the work of the Vision Zero Network. Through these efforts, ITE is establishing a Vision Zero Task Force, consisting of a steering committee and a technical working group. The steering committee, chaired by Richard Retting of Sam Schwartz Engineering, will focus on enhancing ITE's partnerships with other impactful organizations in the transportation industry and bring greater visibility to the goals of Vision Zero and Toward Zero Deaths.

The technical working group (TWG), chaired by Andrew Kaplan of the Port Authority of New York and New Jersey, will focus on developing specific products that can be used to enhance agency programming aimed at eliminating roadway fatalities and serious injuries. The first product of the TWG will be a *Vision Zero Toolbox*, with the goal of availability for general use by the end of 2016. The toolbox will utilize ITE's online forum, ITE Community, to collect best practices, analytical techniques, policy guidance, and communication and educational tools and make them easily accessible to practitioners.

To kick off our efforts, in July, ITE will offer two Vision Zero products. On July 26 an ITE Talks Transportation Podcast will be released featuring Matts Belin from the Swedish Road Authority talking about the origins of Vision Zero, challenges and successes in Sweden, and thoughts on implementing Vision Zero in the United States. On July 27, from 12:30–2:00 p.m. EDT, the ITE Learning Hub will offer a webinar—*Toward Vision Zero: Tools and Tips for Achieving Target Speeds in Your Community*—addressing one of the primary safety challenges in cities.

Vision Zero will also be featured at the ITE Annual Meeting & Exhibit in Anaheim, CA, USA August 14–17. A session titled "Vanishing Point: Vision Zero" will outline the basic components of a Vision Zero Plan and highlight best practices from Vision Zero cities and include Leah Shahum, director, Vision Zero Network. A post-conference workshop, developed in collaboration with the Federal Highway Administration, will focus on "Tools and Techniques to Support Vision Zero—Data Driven Safety Analysis."

ITE's work to develop Vision Zero partnerships and products reflect ITE's strong commitment to safety and its focus on supporting the profession in finding solutions that save lives and enhance communities. ITE Executive Director and CEO, Jeffrey F. Paniati, effectively captures the intent of this effort, stating: "ITE's unique network of practitioners at all levels of government and in the private sector can play an important role in helping cities identify the policies, tools, and techniques that save lives and move us closer toward achieving Vision Zero."