

VISION ZERO

ROCKVILLE



WHAT IS VISION ZERO?

Vision Zero is a strategy to eliminate all traffic and pedestrian fatalities and severe injuries, while increasing safe, healthy, fair mobility for all.



Sets a goal of eliminating all traffic-related deaths or serious injuries for people driving, walking, bicycling and riding transit.



Recognizes that people make mistakes and crashes will occur, but no one should lose their life or suffer life-altering injuries because of such mistakes.



Addresses all factors that contribute to safe mobility and requires an approach to examine the whole system.



Seeks to carry out traffic-safety improvements for everyone, especially those who are at greater risk of death or severe injury if involved in a crash.



Examines crash and traffic data to evaluate the causes of crashes for systematic safety improvements.

How is Rockville committed to Vision Zero?

- ▶ The Mayor and Council adopted a Vision Zero Action Plan in July 2020. The plan includes 30 action items focusing on four key areas: engineering, enforcement, education and policy.
- ▶ Rockville staff conducts an annual crash analysis to identify safety hot spots in the city.
- ▶ The city appointed a Vision Zero coordinator and established an interdepartmental task force to oversee Vision Zero efforts.
- ▶ The city coordinates with the Maryland State Highway Administration and Montgomery County to reinforce a consistent approach to Vision Zero efforts.

What can people do to get involved with Vision Zero?

- ▶ Participate in transportation committees. The Rockville Bicycle Advisory Committee, the Rockville Pedestrian Advocacy Committee and the Traffic and Transportation Commission meet monthly to discuss transportation issues.
- ▶ Read “Rockville Reports,” watch Rockville II and follow the city on social media for opportunities to learn about new safety programs and provide input on city projects.
- ▶ If you see something that could improve safety, let us know. Visit www.rockvillemd.gov to “Report a Concern.”
- ▶ Become an ambassador for safety by spreading the word about what Vision Zero is and how it can benefit the community.
- ▶ Introduce the city to community groups that would like to host a Vision Zero presentation.



Learn more at www.rockvillemd.gov/visionzero