



**VISION
ZERØ**

CITY OF PHILADELPHIA

OUR CITY & OUR FAMILIES DESERVE SAFER STREETS.

Zero traffic deaths by 2030.



When I took office, I pledged my commitment to making Philadelphia streets safe for everyone, regardless of age, physical ability, or choice of transportation. Each year, there are approximately 100 traffic-related deaths in Philadelphia, including drivers, passengers, and people walking and biking. Every day in Philadelphia, four children are involved in a traffic crash. Philadelphians deserve better.

Mayor James F. Kenney



IMAGINE losing someone you love while they were walking in their own neighborhood

IMAGINE having someone in your community be confined to a wheelchair for the rest of their life

IMAGINE leaving your loved ones at home for the last time. All because of a preventable traffic crash

IMAGINE a city coming together to work toward zero traffic deaths

TAKE THE PLEDGE. VISIT OUR WEBSITE.

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PHILADELPHIANS ARE WORTH IT.

A life lost on Philadelphia's streets is unacceptable and preventable.

4 CHILDREN EVERY DAY



4 children every day are reported to be involved in traffic crashes.

100 PEOPLE EVERY YEAR

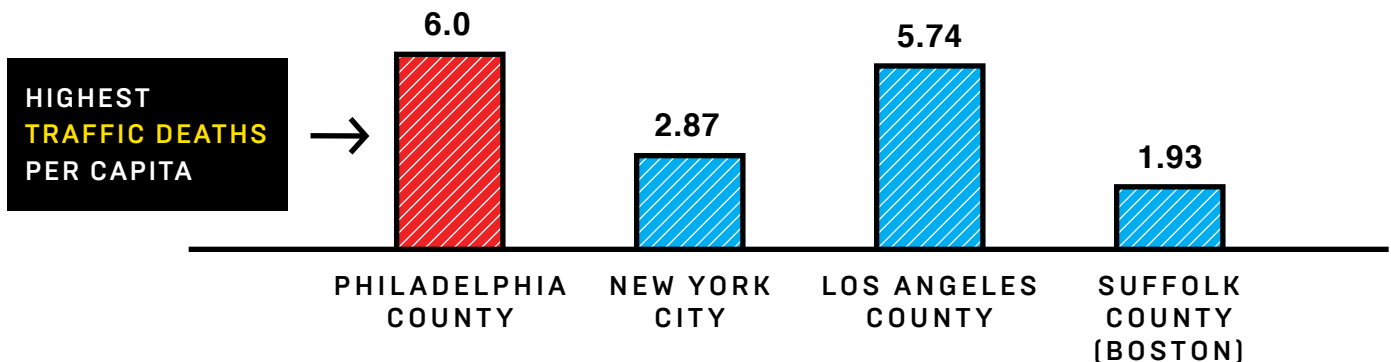


100 people are killed in traffic related crashes.

Data source: PennDOT

Rate of traffic-related deaths (per 100,000 residents)

Traffic crashes have tragic impacts on the lives of Philadelphians.



Data source: NHTSA, 2015

VISION ZERO PRIORITIES

EQUITY Identify equitable solutions developed on behalf of all Philadelphians

ENGINEERING Engineer streets to reduce the risk of crashes

ENFORCEMENT Enforce laws to reduce and prevent unsafe roadway behaviors

EDUCATION Educate Philadelphians to promote a culture of safe driving, walking, and biking

EVALUATION Evaluate efforts to ensure resources are being used effectively

VISION ZERO GOALS



Save lives by reducing the number of traffic-related deaths and severe injuries



Improve the overall performance of the streets system, and prioritize the safety of those using our streets who are most vulnerable



Reduce Philadelphians' risk for developing chronic diseases by promoting active transportation



Shift trips from motorized to active modes of transportation to reduce congestion, improve air quality, and improve health safety

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