

CITY OF GLENDALE VISION ZERO ACTION PLAN

SAFE STREETS FOR ALL
CALLES SEGURAS PARA TODOS
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 VISION ZERO

WHAT

Vision Zero is an **initiative to eliminate traffic fatalities and severe injuries** while increasing safe, healthy and equitable options for getting around Glendale. The City of Glendale's Vision Zero Action Plan will build upon the work of the Citywide Pedestrian Plan and Bicycle Transportation Plan update.

Vision Zero was first implemented in the 1990s and has gained momentum across the globe, including many communities throughout Los Angeles County and the U.S.

WHY

National traffic safety trends show a dramatic increase in traffic-related deaths, disproportionately affecting children and seniors. **In the City of Glendale, we feel even one traffic-related death or serious injury is too many.**

HOW

Vision Zero focuses on the **three Es** of traffic safety:



EDUCATION

Promote a culture of safe driving, walking and biking



ENGINEERING

Design roads and other infrastructure to support the safe movement of people through all modes of travel.



ENFORCEMENT

Hold all users accountable for following the rules of the road and engaging in safe behavior.

The Vision Zero Action Plan will be data-driven and supported by yearly audits to evaluate the impacts of the education, engineering and enforcement put in place throughout the city.

VISION ZERO NETWORK

TRADITIONAL APPROACH

Traffic deaths are **INEVITABLE**
PERFECT human behaviour
Prevent **COLLISIONS**
INDIVIDUAL responsibility
Saving lives is **EXPENSIVE**

VS

VISION ZERO

Traffic deaths are **PREVENTABLE**
Integrate **HUMAN FAILING** in approach
Prevent **FATAL AND SEVER CRASHES**
SYSTEMS approach
Saving lives is **NOT EXPENSIVE**

Image courtesy visionzeronetwoTrk.org

What You Can Do

Visit the Vision Zero website at bit.ly/VisionZeroGlendale and find out about upcoming events as well as opportunities to share your input.



Questions or comments?

Email Vision Zero Project Manager Ismael Carbajal Perez at ICarbajalPerez@Glendaleca.gov.