

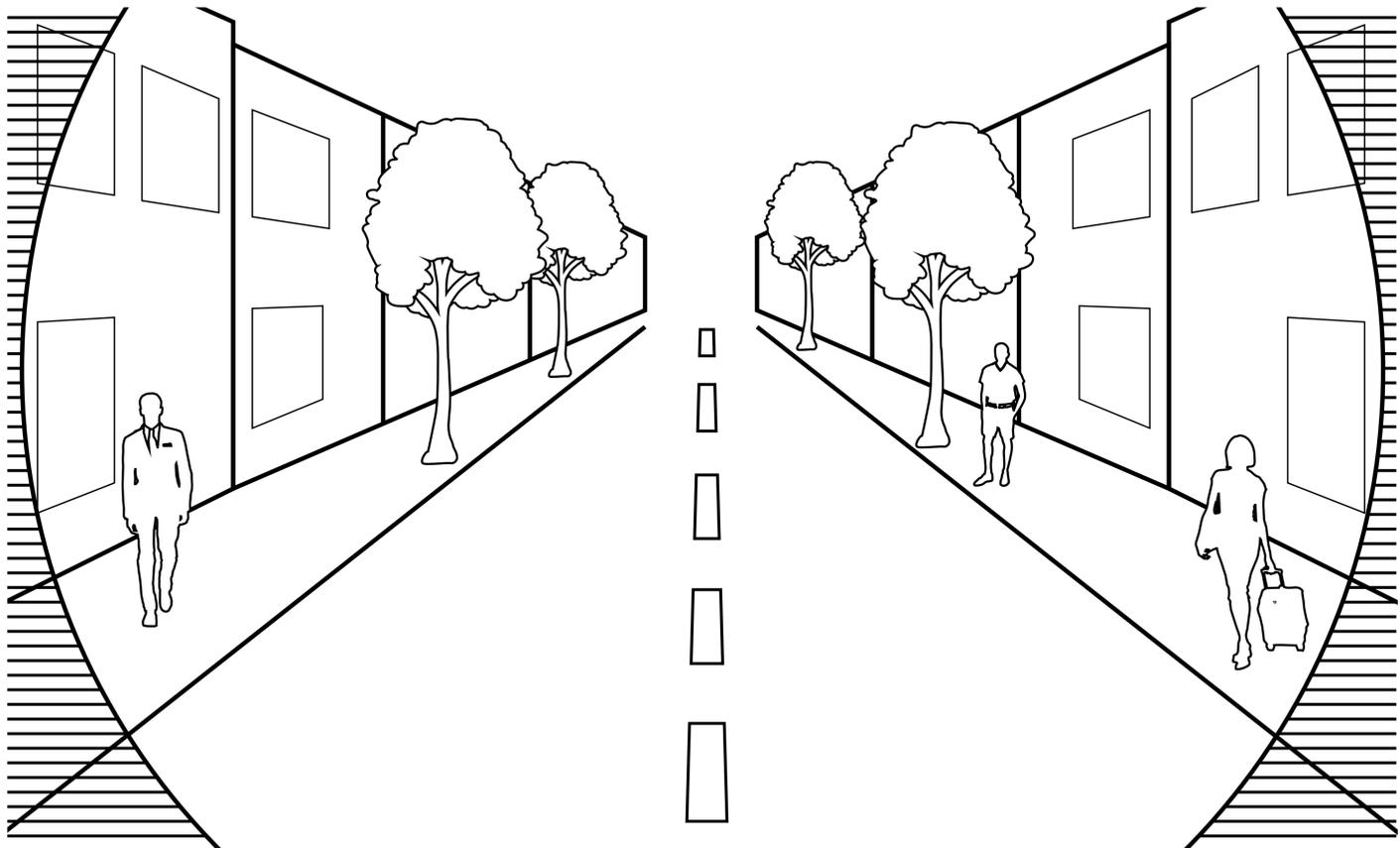
VISION ZERO



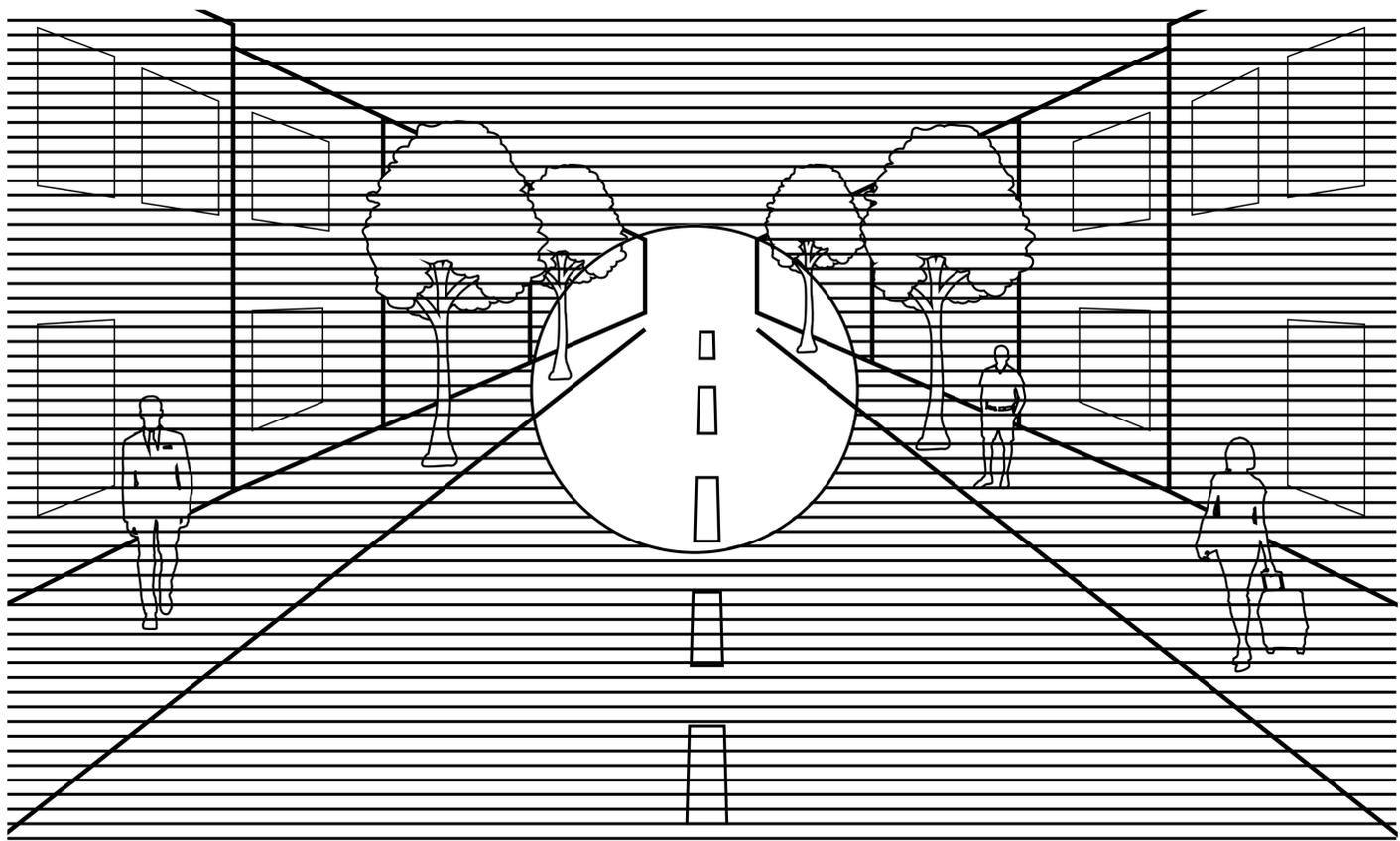
**Seattle's plan to end traffic deaths
and serious injuries by 2030 using:**

- » Street design
- » Education
- » Enforcement

WHY SPEED MATTERS



Driver's field of vision at 15 mph



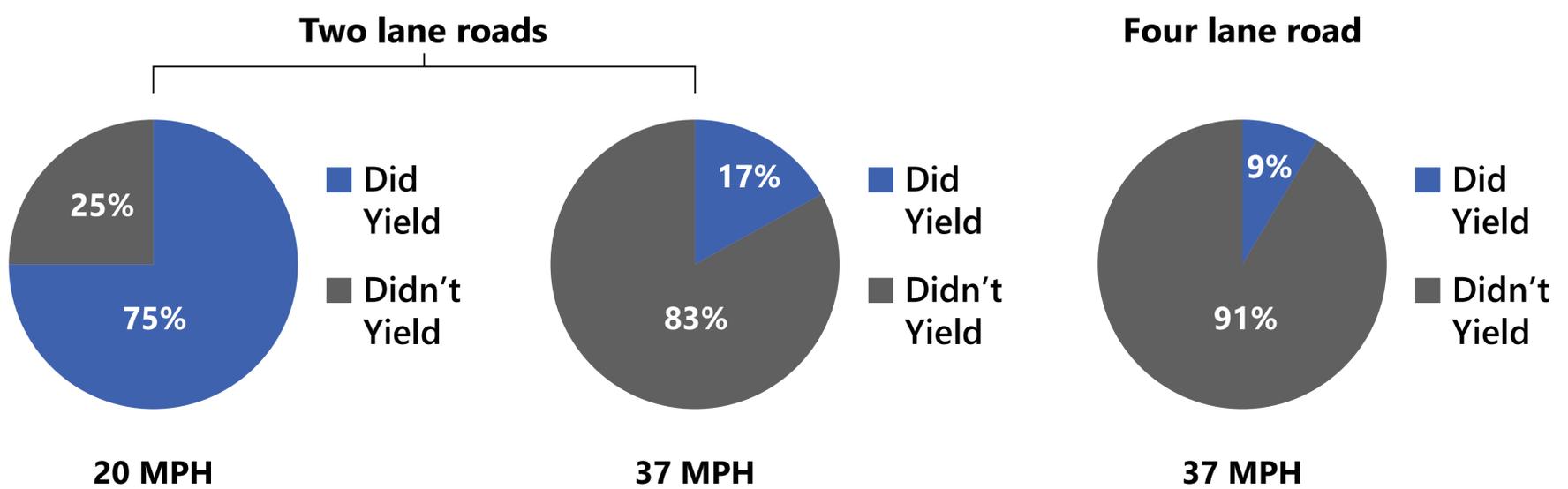
Driver's field of vision at 30 mph

WHY SPEED MATTERS



Speed is especially lethal for vulnerable users like pedestrians and people biking. The risk of injury and death increases as speed increases.

Yielding rate to pedestrians at unsignalized crosswalks



Fewer travel lanes and lower speeds improve yield rates at marked crosswalks*

* Driver Approach Speed and Its Impact on Driver Yielding to Pedestrian Behavior at Unsignalized Crosswalks, Transportation Research Board Study, Jan 27 2014