



Walk, Ride, and Roll Webinar Series
A Safer System for Student Travel: Enhancing Safe Routes to School
Through Vision Zero
Wednesday, September 20th, 2023



MISSION

The mission of the Safe Routes Partnership is to advance safe walking and rolling to and from schools and in everyday life, improving the health and well-being of people of all races, income levels, and abilities, and building healthy, thriving communities for everyone.



Webinar Logistics

- Questions in the Q&A box
- Comments and resource links in the Chat box
- Recording and slides will be available

Say hi in the chat!

- *Name, location, connection to Safe Routes*





TODAY'S PRESENTERS

Kori Johnson

Program and Engagement Manager
Safe Routes Partnership

Jon Johnson

Associate City Planner
Department of Planning and Infrastructure (DOTI)
City and County of Denver

Rolf Eisinger

Vision Zero Program Manager
Department of Planning and Infrastructure (DOTI)
City and County of Denver

Vision Zero is an international road safety movement to eliminate all traffic fatalities and serious injuries. It started in Sweden in 1997.



Cities, counties, and towns across the U.S. have Vision Zero programs or have programs in development.

Poll: Does your community have a Vision Zero program?



Chat: What have partnerships between Safe Routes to School and Vision Zero looked like in your community?



What Can Safe Routes to School Bring to Vision Zero?

- School contacts
- Community member contacts
- Child safety expertise
- Community engagement
- Accessibility
- Fun!
- *Others?*



What Can Vision Zero Bring to Safe Routes to School?

- Transportation planning, engineering, and safety experience
- Infrastructure improvements
- Action planning
- Funding opportunities – [Safe Streets and Roads for All \(SS4A\)](#)
- Large scale communications and messaging
- *Others?*



LEADERSHIP

Safe Routes to School

- Bottom-up or Top-down

Vision Zero

- Top-down



PARTNERS

Safe Routes to School

- School./School district
- Parents and caregivers
- Students
- Public works/planning/transportation
- Public health

Vision Zero

- Elected officials
- Public works/planning/transportation
- Public health
- Advocates and community organizers



POPULATION FOCUS

Safe Routes to School

- K – 12 students, families, school personnel, and community members

Vision Zero

- All road users



KEY STRATEGIES

Safe Routes to School: The Six Es

- Equity
- Encouragement
- Education
- Engineering
- Engagement
- Evaluation

Vision Zero: The Safe System Approach

- Safe Road Users
- Safe Vehicles
- Safe Speeds
- Safe Roads
- Post-Crash Care



PRIMARY BENEFITS

Safe Routes to School

- Improved safety around schools
- Higher rates of walking, biking, and rolling to school
- Higher rates of physical activity among children and youth
- Less traffic congestion around schools

Vision Zero: The Safe System Approach

- Improved safety across the country
- Reductions in traffic deaths and injuries



Planning Your Partnership

- Where are your program priority areas (neighborhoods, zip codes, demographics)?
- Where do your priority areas overlap?
- How does data inform your program priorities?
- What other information helps you prioritize your priority areas?



Planning Your Partnership

- What are some of the biggest safety concerns you hear from the communities you work with?
- How do you communicate with members?
- What resources can you bring to this partnership?
- What are some of your upcoming program activities or initiatives?



Build the partnership that works for you!



Albuquerque Public Schools (APS)

Vision Zero Task Force

- Part of APS Capital Master Plan
- District employees, teachers, administrators, local agencies, community members
- Guides APS Vision Zero for Youth Initiative
 - Traffic safety curriculum
 - APS Vision Zero Action Plan
 - Traffic safety awareness campaign





Questions?

New Resource!

- [Teaming Up on Road Safety: Actionable Guidance for Integrating Safe Routes to School and Vision Zero Programs](#)
- Partnership planning strategies
- Collaborative program activities
- Partnership examples from Denver, Colorado and Albuquerque, New Mexico



Teaming Up on Road Safety: Actionable Guidance for Integrating Safe Routes to School and Vision Zero Programs

The road safety movement has been growing steadily over the years with programs like Vision Zero and Safe Routes to School. Vision Zero is an international movement to eliminate all traffic fatalities and serious injuries by taking a systemic approach to road safety. There are dozens – and that number is growing. More communities are adopting Vision Zero goals, creating action plans, and dedicating staff and resources to Vision Zero. At the same time, specific strategies aimed specifically at children are often missing from Vision Zero efforts, despite children being considered vulnerable road users. Children have unique needs when it comes to mobility and safety. So how are we prioritizing their needs within Vision Zero?

Vision Zero and Safe Routes to School partnerships are a win-win. As more communities are adopting Vision Zero goals, Safe Routes to School is well-positioned to bring children to the forefront of road safety. In turn, Vision Zero can bolster Safe Routes to School initiatives within the larger movement to create safer streets. Combining resources, knowledge, and expertise can result in a more streamlined approach to road safety that is easier to implement and easier for community members to understand. This factsheet offers actionable guidance on how to build partnerships between Vision Zero and Safe Routes to School and how to streamline planning, programming, and communications efforts.



A SAFE SYSTEM APPROACH TO VISION ZERO

Vision Zero programs implement the [Safe System Approach](#). Safe System shifts away from the traditional E's of transportation safety to a more human-centered, holistic approach. It acknowledges that since humans make mistakes and humans are vulnerable, we must be proactive in anticipating human errors and mitigating safety risks.

Safe System is guided by the following principles:

- Death and Serious Injury Are Unacceptable
- Humans Make Mistakes
- Humans are Vulnerable
- Responsibility Is Shared
- Safety Is Proactive
- Redundancy Is Crucial

Similar to the Six Es of Safe Routes to School, Safe System is a comprehensive approach. It works best when each of the five Safe System elements are working together:

- Safe Road Users
- Safe Vehicles
- Safe Speeds
- Safe Roads
- Post-Crash Care

Contact your local transportation department to see how the Safe System approach is being applied in your community. For more general information on Safe System, visit the [Federal Highway Administration website](#).



**Next Colorado Safe Routes to School Webinar Series:
Wednesday, October 11th, 11am MT**

**Plotting Our Partnerships: Community Engagement Capacity
Building Strategies**

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