

Did You Know?

The Impact of Speed

The faster the speed, the greater risk of death or serious injury when crashes occur.

A pedestrian struck by a car driving 40mph is 8 times more likely to die than a pedestrian struck by a car driving at 20mph.



10% LIKELIHOOD OF
FATALITY OR
SEVERE INJURY



40% LIKELIHOOD OF
FATALITY OR
SEVERE INJURY



80% LIKELIHOOD OF
FATALITY OR
SEVERE INJURY

DEATH DUE TO SPEED

*US Dept. of Transportation

Did You Know?

The Impact of Speed

Speed impacts a driver's peripheral vision. As a driver's speed increases, peripheral vision narrows, resulting in "tunnel vision" and decreased depth perception. At lower speeds, drivers have a wider field of view and are more likely to notice others, such as pedestrians and bicyclists.



*World Resources Institute

VISION
ZERO

ZERO IS THE GOAL

Vision Zero is a strategy to eliminate traffic fatalities and severe injuries.

Did You Know?

It's the Law

Drivers must change lanes when passing a bicycle, if the lane of travel is not wide enough to pass at least three feet to the left of the cyclist.

Bicyclists are allowed to ride two abreast in a lane.

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Did You Know?

It's the Law

It's illegal to hold a handheld personal communications device (e.g., a smart phone) while driving a vehicle. A driver may talk on the phone, but cannot be holding it.



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