

FACT SHEET

Slow Down | Stay Alert | Share the Road



WHAT is Vision Zero? Vision Zero is a strategy to **eliminate all traffic-related fatalities** and severe injuries, while increase safety, mobility, and equity for all road users.

WHERE did it originate? This initiative originated in Sweden in 1994 as an approach to road safety thinking with the mindset is that **“No loss of life is acceptable”**.

WHEN did Norfolk adopt a Vision Zero policy? Norfolk City Council **adopted a Vision Zero policy in November 2019** establishing a goal of zero traffic-related fatalities and major injuries while making the city’s streets safer for all, especially for the vulnerable road users – pedestrians, cyclists, scooter users and bus riders.

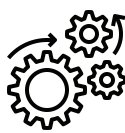
WHY is Vision Zero important? The design of our roads and the high use of vehicles increases the probability that traffic collisions can occur. More than **40,000 people are killed each year** on American streets and **thousands more are injured**. Over the last decade (2010-2020), the number of pedestrians and the number of bicyclists who have been killed has steadily increased.

Norfolk is setting out to be a truly multimodal city offering residents and visitors a variety of ways to travel – including scooters, e-bikes, bicycles, walking, and buses. **It is the city’s goal to ensure all residents are safe when on the streets**. Instituting a Vision Zero policy provides an avenue for the city to address safety concerns.

WHAT are Norfolk’s Vision Zero priorities?



EDUCATION



ENGINEERING



ENFORCEMENT



EVALUATION

WHAT is Norfolk doing to make streets safer?

The Department of Transit is working to develop a Neighborhood Speed Reduction Program – a comprehensive approach to address speeding as well as installing more pedestrian accommodations and countdown signals and upgrading/installing ADA ramps citywide.

In addition, the city supports educational outreach including participating in events to promote safer driving, bicycling, and walking and promoting the Safe Routes to School Program.

WHAT can you do?



Slow down! Pay attention to posted speed limits.



Stay alert! Avoid distractions.



Share the road! Cyclists & pedestrians use the streets along with scooters & e-bikes.



Remember the rules! Scoot or bike safely off the sidewalks in downtown Norfolk and park responsibly in a parking corral or out of the right of way.



Spread the word! Tell your fellow residents about Vision Zero and what they can do to help make their neighborhoods and streets safer.

WANT to learn more? For additional information visit the Vision Zero webpage: <https://www.norfolk.gov/visionzero>. There, you can learn about the impact of speed, the methods for setting traffic speed limits, and crash statistics for the City of Norfolk. Other educational materials are also provided.

HOW can you provide input? Visit www.norfolk.gov/visionzero to provide your input through the **Comment Form** or visit www.mynorfolk.org to submit comments and questions.

For more information, visit www.norfolk.gov/visionzero