

#1 CAUSE OF DEATH FOR PEOPLE UNDER 34 YEARS OF AGE IN THE UNITED STATES IS STREET TRAFFIC CRASHES

29, 377 and 38,808 PEOPLE WERE KILLED ON ROADWAYS IN PORTLAND, OREGON, AND THE UNITED STATES IN 2009

\$222,800,000,000 IS THE ESTIMATED VALUE OF LIVES LOST TO TRAFFIC FATALITIES IN THE UNITED STATES EVERY YEAR



Want to get involved?

The **BICYCLE TRANSPORTATION ALLIANCE** is here to support you

www.visionzerooregon.org

www.bta4bikes.org or 503.226.0676

Vision Zero Oregon is a project developed by a team of Portland State University Master of Urban and Regional Planning students in partnership with the Bicycle Transportation Alliance.

STREET SAFETY
is not an
ACCIDENT
www.visionzerooregon.org



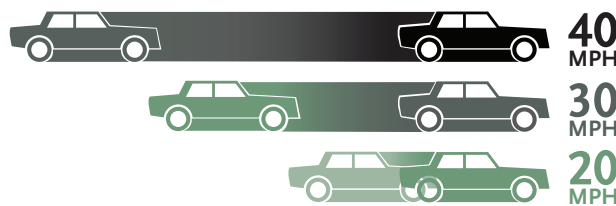
vision zero  oregon
neighbors working for safer streets

Stop sitting on the sidelines and get involved!

The Bicycle Transportation Alliance is your partner along the way.

There's a lot more you can do than just looking both ways before you cross*.

It's not just engineers designing the streets, lawmakers setting the rules, and police enforcing the laws. **YOU can take the lead.**



Imagine streets in your neighborhood that even the youngest, oldest, and most vulnerable people can use every day to get around without feeling unsafe.

IF A CAR TRAVELING AT 40MPH HITS A PERSON WALKING, THERE IS A 95% CHANCE THE WALKER WILL BE KILLED.



SLOWING A CAR TO 20MPH DROPS IT TO A 5% CHANCE OF DEATH FOR THE PERSON WALKING

VISION ZERO OREGON WILL

- Help you understand how great safe streets are and why you and your community should make them a priority
- Show you how to identify safety threats
- Guide you through thinking up design, policy, and community solutions to the most pressing street safety problems
- Point you towards the people and organizations you'll want to get engaged in the process with you
- Provide strategies on how to build your case for street safety and persuade others to act
- Get you involved right now with DIY actions and community building ideas

LEARN HOW TO

- Lower traffic speeds
- Provide access for people using all modes
- Increase the visibility of everyone using the street
- Make it easier to cross busy roads
- Reclaim streets as vibrant, social, public spaces
- Educate everyone about lawful, courteous, and safe road use
- Promote a culture in which injuries and fatalities are unacceptable consequences of road use

*But looking will always be a good idea too.