

# VISION ZERO

Zero fatalities. Zero excuses.

Vision Zero is North Dakota's traffic safety initiative to end motor vehicle fatalities and serious injuries on our roads.

**Vision:** Establish a culture of personal responsibility where motor vehicle fatalities and serious injuries are recognized as preventable and not tolerated.

**Mission:** Eliminate motor vehicle fatalities and serious injuries caused by motor vehicle crashes in North Dakota.

## "E" STRATEGIES

The North Dakota Vision Zero Plan identifies partners and "E" strategies to meet the Vision Zero goal.

**Education** – All North Dakota road users should know that they can save their lives and the lives of others from motor vehicle crashes by taking personal responsibility.

**Environment** – Strengthening traffic safety policies and laws such as mandating seat belt use for all vehicle occupants at all times, increasing fines associated with speed violations, etc. changes driver and passenger behavior and reduces injury and fatality crashes.



**Enforcement** – Regular enforcement of traffic safety laws deters unsafe drivers and occupant behavior.

**Engineering** – State and local North Dakota roads are designed, constructed and maintained with safety as a priority.

**Emergency Medical Services** – Crash victims are transported to an appropriate level of health care for their injuries in the shortest amount of time possible.



# PERSONAL RESPONSIBILITY

Motor vehicle crash fatalities in North Dakota can be reduced if every driver and vehicle occupant takes personal responsibility. This means:



- Buckling up and transporting children in child passenger safety seats appropriate for the child's age, height and weight.
- Driving distraction-free.
- Driving sober (not under the influence of alcohol and/or drugs).
- Obeying all posted speed limits and driving according to road conditions.

## SUCCESSES



- Since the launch of Vision Zero in 2018, vehicle fatalities have been on a steady decline across the state. North Dakota ended 2020 and 2021 with a total of 100 and 101 motor vehicle crash fatalities respectively. These are the lowest fatality numbers in about 15 years.
- Added four regional Vision Zero Coordinators who work to implement Vision Zero strategies at the community level.
- Continued to convene Vision Zero Priority Emphasis Area (PEA) teams comprised of expert stakeholders to advance the strategies within the Vision Zero Plan. The Occupant Protection PEA was nearly successful with passing a Primary Seat Belt law (PBL) through the 2021 North Dakota legislature. The PBL bill was defeated by only three votes.
- Continued to grow the ND Sober Ride program by providing nearly 1,300 sober rides since the program launched in early 2021.
- Added six schools to Vision Zero Schools, a peer-to-peer program that allows students the opportunity to become traffic safety advocates.



## STAY CONNECTED



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