

# 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 shared responsibility where fatalities and serious injuries on North Dakota roadways are recognized as preventable and not tolerated.

**Mission:** Eliminate fatalities and serious injuries on North Dakota roadways.

## "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



- 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 successful with passing a Primary Seat Belt law (PBL) through the 2023 North Dakota legislature. The PBL bill went into effect on August 1, 2023.
- Approved hiring two additional regional Vision Zero Outreach Coordinators who work to implement Vision Zero strategies at the community level, bringing the total to six.
- Continued to grow the ND Sober Ride program by providing 2,600+ sober rides since the program launched in early 2021.
- Added nine schools to Vision Zero Schools, a peer-to-peer program that allows students the opportunity to become traffic safety advocates. As of November 2024, there are 14 active schools.
- The Buckle Up Phone Down (BUPD) program was launched in April 2023 to encourage individuals, schools and businesses to take the BUPD pledge to wear a seat belt and put the phone away every time they drive.

## STAY CONNECTED

