

## MAKE SAFE MOVES

Give yourself more time and space to react to dangerous movements on the road.

- Slow down; commit to always drive the speed limit, or slower.
- Take extra care when changing lanes or passing. Use your blinker.
- Put more distance between you and the car ahead. The faster your speed, the greater the following distance needed.

## JOIN THE CONVERSATION



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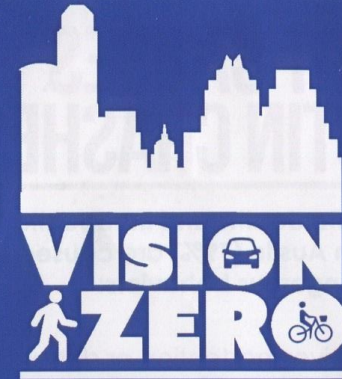
## WHAT IS VISION ZERO?

**VISION ZERO** is Austin's program to eliminate traffic deaths and serious injuries by 2025.

**Vision Zero In Action** is a collaborative effort by the Austin Transportation Department and the Austin Police Department. It implements the Vision Zero Action Plan adopted by Austin City Council in 2016.

## AUSTIN'S APPROACH TO SAFE STREETS IS BUILT ON 5 KEY THEMES

- Education
- Engineering
- Evaluation
- Enforcement
- Policy



### HELP AUSTIN REACH ZERO TRAFFIC DEATHS



A U S T I N  
T E X A S



[AustinTexas.gov/VisionZero](https://AustinTexas.gov/VisionZero)



# WHAT CAUSES AUSTIN CRASHES?

Most traffic deaths and incapacitating injuries in Austin (79%) are caused by these dangerous behaviors:



Driver inattention or distraction



Speed



Alcohol and/or drugs



Improper movements (e.g., lane changing, backing or turning)



Failure to stop



Failure to yield right of way

**70 AUSTINITES ARE KILLED IN TRAFFIC CRASHES IN AN AVERAGE YEAR.**

**FOR EACH PERSON WHO DIES, EIGHT MORE ARE SERIOUSLY INJURED.**

# HOW YOU CAN HELP

## STAY FOCUSED

**Distracted road users cause crashes. Don't let it be you: Using the roadway is a full-time job. DO YOUR JOB.**

- Don't multi-task— even eating, distracting conversation, or turning to attend to children can lead to a crash.
- Avoid anything that takes your eyes, mind or focus off the road; it can wait.
- Austin's Hands-Free Ordinance prohibits drivers and bicyclists from using handheld electronic devices. **Penalty: Up to \$500**

## LOOK TWICE

- **Drivers:** Look for people walking and biking – especially when making a turn.
- **Pedestrians:** Cross streets at marked crosswalks or intersections, if possible. Always look both ways before crossing the street.
- **Everyone:** Be extra cautious wherever vehicles cross a sidewalk and/or bike lane.

## DRIVE SOBER

**In many fatal crashes, the driver and/or the person hit was intoxicated.**

- Commit to never drink and drive; speak up and take preventive action if you see someone about to drive drunk.
- Alcohol impairs the judgment of bicyclists and pedestrians just as it does for drivers. Risks are heightened at night.
- Visit [AustinTexas.gov/GetHomeSafe](http://AustinTexas.gov/GetHomeSafe) to arrange for a designated driver or plan a safe ride home.

## SLOW DOWN

### VEHICLE SPEED UPON IMPACT



SURVIVAL RATE