

WHAT IS VISION ZERO?

Over the past 10 years, there have been 21 fatalities and 108 serious injuries in Grandview. No one should lose their lives or sustain a serious injury while driving, walking, biking, or rolling in Grandview. Vision Zero, a strategy endorsed by the U.S. Department of Transportation (USDOT), has been proven to reduce these numbers, aiming to eliminate all fatal and serious injury traffic crashes. Based on the Safe System Approach, Vision Zero incorporates initiative-taking, preventative roadway design improvements, focusing on enhancing safety for all road users to help set a path toward saving lives and reducing associated community costs.



WHAT IS GRANDVIEW DOING?

To accomplish the goal of Vision Zero, the city is developing the **Grandview Vision Zero Action Plan**. This initiative is funded through the USDOT's [Safe Streets and Roads for All \(SS4A\)](#) grant program. The plan will lay out a framework of strategies that emphasize design and policy solutions, all informed by community and stakeholder input. In addition, the plan will build from recent City planning efforts and MoDOT's Show-Me-Zero Statewide Safety Plan, to target roadway safety in Grandview.



GUIDING PRINCIPLES OF THE VISION ZERO ACTION PLAN

As the City develops its Vision Zero Action Plan, the project team will follow several guiding principles to provide a holistic safety approach for all forms of transportation.

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Data-Driven Improvements: Identifying high-risk locations based on data analysis and providing solutions that incorporate industry best practices.
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Public Input: Gathering and analyzing community feedback and incorporating this input into the plan.
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Education: Informing the public about Vision Zero and cultivating a shared

- responsibility of all roadway users to improve safety.



Commitment and Accountability: Gaining buy-in from leadership and guiding alignment of funding, policies and processes.
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Progress and Transparency: Prioritizing projects and policy changes that aim to significantly reduce fatal and serious injury crashes by 2035 and providing accessible reporting on Vision Zero progress.

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Multimodal Solutions: Eliminating fatal and serious incidences for those who walk, bike, drive, ride transit, and travel by other modes in Grandview.
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Equity: Ensuring transportation safety strategies include underserved, underrepresented communities.



GET INVOLVED

We want to hear from you on transportation safety issues in Grandview! When you visit the Vision Zero webpage, you can participate on our **Engagement Hub** where you can provide your input through **Quick Poll surveys** and **leave markers on our online comment map**. We appreciate your valuable feedback and sharing where you see dangerous locations in the community and issues the City should address.

YOU HAVE QUESTIONS? WE HAVE ANSWERS.

What is Vision Zero?

Vision Zero is a global movement to end traffic deaths and includes a shared responsibility for traffic safety among all transportation system users, designers, and operators. Vision Zero acknowledges that human mistakes are inevitable, and transportation systems can be designed and operated to accommodate certain types and levels of human mistakes to avoid death and serious injuries when a crash occurs. While it originated in Europe, it is becoming widely adopted across the U.S. and has proven to be successful – ***there are communities in the U.S. that have reduced their traffic crash fatalities to zero.*** Grandview could soon be one of them.

What is a Vision Zero Action Plan?

A Vision Zero Action Plan outlines the most important contributing factors in fatal and serious injury traffic crashes using data analysis

and public input. To address these contributing factors, the plan will lay out actionable, innovative, and measurable strategies that emphasize design and policy solutions, as well as designing complete streets and lowering speeds for safety to keep all roadway users safe. The plan will also identify the most dangerous locations for traffic crashes and recommend targeted improvements at those locations.

What will the Vision Zero Action Plan be used for?

The Vision Zero Action Plan will be used to identify strategies, policies, countermeasures, and processes that will, over time, eliminate deaths and serious injuries on our streets. These policies and processes may relate to street design guidelines, funding allocations, education, and emergency responders. The plan will also be used to identify a set of Vision Zero street reconstruction projects and potential system-wide safety

programs. This plan is focused on streets in the City of Grandview.

Why is Grandview pursuing a Vision Zero Action Plan?

Grandview is pursuing a Vision Zero Action Plan to reduce the number of fatalities and severe injuries to zero across the transportation system. This is part of a grant-funded initiative, and once completed, the plan could help the City become more competitive when applying for federal and state grant dollars for implementation actions that support safety for vehicles, pedestrians and bicycles.

Who is this Vision Zero Action Plan for?

This Vision Zero Action Plan covers all road users, including people driving and riding in vehicles, people walking, people biking, people accessing transit, and any other person using the street. The Vision Zero Action Plan is not a bicycle and pedestrian plan.

WE WANT TO HEAR FROM YOU!

Contact Us

firstcityvisionzero@firstcity.org www.grandviewvisionzero.com (QR Code)

Do you want to learn more about how Vision Zero will make the Grandview streets safer for all road users? Visit our website where you can find out more information, download a printable version of this Fact Sheet, and share your feedback on our **Engagement Hub**. Be sure to join the mailing list on the website to sign up for updates.

Spread the Word

Share about Vision Zero with your family, friends, co-workers, and neighbors!

Grandview, MO

