



Together, We Can Achieve Zero Traffic Deaths — Let's Do This!



Zero Compromises on Safety For All

Safety Action Plan Communications Toolkit

UPADTED 11.19.2025

“

Vision Zero is a worldwide initiative aimed at reaching zero traffic-related deaths and serious injuries.

Introduction

Thank you for your continued support and partnership in spreading the word about the Allegheny County Safety Action Plan (ACSAP)—a comprehensive, data-driven effort to eliminate roadway-related fatalities and serious injuries across the county.

As we enter the next phase of outreach, we’re asking for your help in encouraging public feedback on the ten corridors identified for potential safety improvements. To make this easy, the Southwestern Pennsylvania Commission (SPC) has developed an online communications toolkit featuring clear, consistent messaging aligned with the ACSAP’s goals and Vision Zero principles.

The toolkit includes ready-to-use materials tailored for different audiences to help engage your community, network, or organization. Your participation is vital—this plan is being built on community input, and we want to hear from as many people who live, work, and travel through our region as possible.

You’ll find sample posts, graphics, and outreach language to share on your website, social media, or newsletters, along with background information on the ACSAP and Vision Zero.

For translated materials or additional information, please contact Evan Schoss, SPC Manager of Transportation Operations & Safety, at eschoss@spcregion.org.



**VISIT OUR WEBSITE
TO DOWNLOAD THE TOOLKIT**

<https://bit.ly/AlleghenyCountyVisionZero>

Thank you for
your support!





Fact Sheet

This one-page fact sheet provides quick and concise details about the ACSAP. It educates the public and stakeholders on the overall process and Vision Zero's initiative.

- Include in your monthly e-newsletters, e-blast, or post as an informational piece

The Southwestern Pennsylvania Commission and its partners Safety for All.

The Southwestern Pennsylvania Commission (SPC), along with the Pennsylvania Department of Transportation (PennDOT), Allegheny County, and the City of Pittsburgh, are furthering their commitment to ending traffic deaths and serious injuries on roads within the county through a new safety initiative called Vision Zero.

The coordinated planning effort will result in the Allegheny County Safety Action Plan. This effort reflects a commitment to creating a safer and more equitable transportation system for everyone—whether they walk, bike, drive, or use public transit.

By addressing roadway safety through proven approaches, including engineering, education, and enforcement, Vision Zero seeks to create streets that prioritize human life and well-being.

Vision Zero is based on the [Safe System Approach](#), which follows several guiding principles to provide a holistic safety approach for all forms of transportation. Vision Zero incorporates proactive, preventative improvements to roadway design and focuses on enhancing safety for all road users.

What We Heard from the Community

Community voices played a central role in the Safety Action Plan. Through surveys, map comments, stakeholder discussions, residents across Allegheny County shared their real-life experiences and concerns about roadway safety. Feedback revealed a clear desire for safer streets, stronger enforcement—particularly to protect vulnerable users.

Phase One Engagement

- Online Safety Survey: 349 responses
- Interactive Map: 862 location-based comments
- Public Meetings: 4 open houses, 3 outreach events
- Website Visitors: 2,400+
- Stakeholder Interviews: 10 with a first response
- Social Media Reach: Over 3,700 impressions across four platforms

You have questions? WE HAVE ANSWERS.

Why is SPC pursuing a Safety Action Plan?
SPC and Allegheny County are creating a Safety Action Plan to reduce traffic deaths and serious injuries to zero. Funded through USDOT's Safe Streets for All program, the plan will guide Vision Zero strategies, secure funding, and serve as a model for expanding this work across all ten SPC counties.

What is a Safety Action Plan?
It's a data-driven plan that identifies the key causes of severe crashes and outlines strategies to address them. The plan assigns responsibility to agencies and partners to ensure actions are implemented.

Who is this plan for?
Everyone who uses the roads—drivers, passengers, pedestrians, cyclists, and transit riders.

How will the plan be used?
It will recommend safety strategies, projects, and programs—from street design to education and emergency response—that aim to eliminate deaths and serious injuries on Allegheny County's roads.

What is Vision Zero?
Vision Zero is a global movement that views traffic deaths as preventable. The focus is on eliminating severe and fatal crashes through shared responsibility among roadway users, planners, and operators.

Where did Vision Zero originate?
Vision Zero started in Sweden in 1994 with the belief that no loss of life is acceptable. Today, it is endorsed by USDOT, PennDOT, and many communities nationwide.

THE PLAN'S GUIDING PRINCIPLES

- All Transportation**
Eliminate traffic deaths for people walking, biking, accessing transit, and driving.
- Data-Driven Solutions**
Base solutions on industry best practices, evidence, and data analysis.
- Equity**
Prioritize areas of greatest need to ensure safe access is available to everyone.
- Commitment and Accountability**
Align funding, policies, and processes among decision-makers.
- Public Input**
Ensure the community is informed and involved through active participation.
- Education**
Teach the importance of Vision Zero and the shared responsibility of all roadway users.
- Urgency**
Focus actions on the urgent need to stop loss of life and severe injuries.

ACTION PLAN TIMELINE

Project Start (Oct - Dec 2024): Data Collection and Goal Setting

Stakeholder Interviews (Jan - Feb 2025)

Public Engagement - Phase 1 (Jan - Mar 2025)

Public Engagement - Phase 2 (Nov 2025)

Crash and Equity Analysis (Jan - Feb 2025)

Countermeasure Identification (Mar - May 2025)

Countermeasure Prioritization (May - Oct 2025)

Documentation and Strategic Implementation (Nov - Dec 2025)

Plan Adoption

VISIT OUR WEBSITE TO LEARN MORE AND SIGN UP FOR UPDATES!
<https://bit.ly/AlleghenyCountyVisionZero>

OCTOBER 2026



Web Banners

Guide your followers to the ACSAP website to learn more about the project and how to provide input throughout the engagement process.

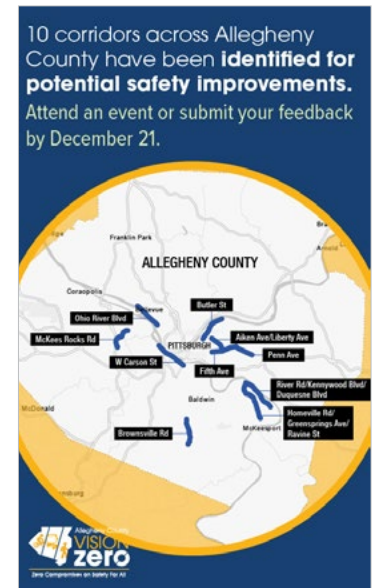
- HOW TO SHARE: Post the banner on your website and link to: <https://bit.ly/AlleghenyCountyVisionZero>



120x600 px



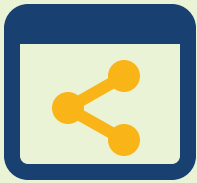
250x250 px



240x400 px



728x90 px



Social Media: Promote Feedback and Events

Share our graphics through your social channels to promote and explain the ACSAP to your community.

- We have suggested text to accompany the posts



Join the conversation to learn more about the Allegheny County Safety Action Plan and share your thoughts on the Top 10 corridors identified for safety improvements.

- Virtual Meeting: Tuesday, December 2 (6 pm – 7 pm) <https://bit.ly/ACSAPVirtualMeeting>
- Open House: Thursday, December 4 (5:30 pm – 7:30 pm) 412 Blvd of the Allies | Basement Conference Rooms, Pittsburgh. Stop by any time during this two-hour open house.

The Top 10 Corridors were chosen based on crash data and community input. Others weren't included because safety projects are already planned or in progress.

Your input will help shape strategies to make travel safer and more accessible for everyone, whether you drive, bike, walk, or ride transit.

Learn more or review the corridors online: <https://bit.ly/AlleghenyCountyVisionZero>

#AlleghenyCountySafety #VisionZero



Your voice matters! Join us for an Allegheny County Safety Action Plan virtual meeting or open house to help guide the future of roadway safety across the County. We'll focus on the Top 10 corridors and gather your insights, concerns, and priorities.

- Virtual Meeting: Tuesday, December 2 (6 pm – 7 pm) <https://bit.ly/ACSAPVirtualMeeting>
- Open House: Thursday, December 4 (5:30 pm – 7:30 pm) 412 Blvd of the Allies | Basement Conference Rooms, Pittsburgh. Stop by any time during this two-hour open house.

The Top 10 Corridors were chosen based on crash data and community input. Others weren't included because safety projects are already planned or in progress.

Learn more or review the corridors online: <https://bit.ly/AlleghenyCountyVisionZero>

#AlleghenyCountySafety #VisionZero
#DriveToZero





Email/Newsletter: Promote the Project

Send an email to your organization's list serve. You can use or adapt one of the sample emails below to promote upcoming meetings and the online survey.



Subject Line: Share Your Input: Top 10 Corridors Identified for Safety Improvements

The Southwestern Pennsylvania Commission (SPC), in partnership with the Pennsylvania Department of Transportation (PennDOT), Allegheny County, and the City of Pittsburgh, is advancing its Vision Zero commitment to eliminate traffic deaths and serious injuries on all roads in Allegheny County.

As part of this effort, SPC and its partners have identified 10 key corridors across Allegheny County where roadway safety can be improved—and now we need your input to help prioritize next steps. The Top 10 Corridors were identified through data analysis, crash trends, and community input. These locations have the highest potential to reduce severe crashes and improve safety for all travelers. Corridors not selected may already have planned or scheduled improvements underway.

Your feedback will help shape strategies to make our roads safer for everyone, whether you drive, bike, walk, or ride transit.

Get involved today by:

- Providing your input on the Top Ten Corridors online until December 21: <https://bit.ly/AlleghenyCountyVisionZero>
- Attending the virtual public meeting on Tuesday, December 2 from 6 pm to 7pm <https://bit.ly/ACSAPVirtualMeeting>
- Attending the Open House on Thursday, December 4 from 5:30 pm to 7:30 pm at 412 Blvd of the Allies | Basement Conference Rooms, Pittsburgh

Thank you for helping make Allegheny County's roads safer for everyone. Together, we can move closer to zero deaths and serious injuries on our roadways.



Talking Points

These pre-established phrases will assist stakeholders in quickly discussing ACSAP and reinforce the key messages in any forum.

Allegheny County Safety Action Plan

- The Allegheny County Safety Action Plan aims to improve roadway safety for all users. The Allegheny County Safety Action Plan team is analyzing data and gathering feedback from the community on roadway safety.
- The Top 10 Corridors were identified through data analysis, crash trends, and community input. These locations have the highest potential to reduce severe crashes and improve safety for all travelers. Corridors not selected may already have planned or scheduled improvements underway.
- The Southwestern Pennsylvania Commission (SPC), along with the Pennsylvania Department of Transportation (PennDOT), Allegheny County, and the City of Pittsburgh, is furthering its commitment to ending traffic deaths and serious injuries on all roads in Allegheny County through a new safety initiative called Vision Zero
- The development of the Allegheny County Safety Action Plan is funded by the U.S. Department of Transportation's Safe Streets and Roads for All (SS4A) program.
- 350 road users were killed in a crash in Allegheny County between 2019 and 2023. This included 72 pedestrians, 6 bicyclists, 65 motorcyclists, and 207 motorists.
- Visit <https://bit.ly/AlleghenyCountyVisionZero> to follow updates and sign up for emails

Vision Zero

- Vision Zero is a road safety initiative aimed at eliminating all traffic fatalities and severe injuries while promoting safe, equitable, and sustainable mobility
- The core philosophy for Vision Zero is that traffic deaths and severe injuries are preventable and unacceptable. No loss of life is worth the convenience of unsafe road practices.

Safe System Approach

- The Safe System Approach focuses on creating redundancy in safety measures, such as safer road designs, improved vehicle technologies, and speed management
- One of the core philosophies for the Safe System Approach is humans make mistakes. It recognizes that people make mistakes, and the transportation system must be designed to reduce the consequences of those errors.
- The key components of the Safe System Approach are: safe roads, safe speeds, safe vehicles, safe road users, and post-crash care

An illustration of a man and a woman walking a small, scruffy dog on a leash. The woman is in the foreground, wearing a purple jacket, a light blue skirt, and pink leggings. The man is behind her, wearing a green jacket and purple pants. They are both smiling. The dog is small, scruffy, and brown with white markings on its face and chest. They are walking on a dark blue background. A large, light green speech bubble is on the right side of the image.

**Learn
more
about
Vision
Zero!**

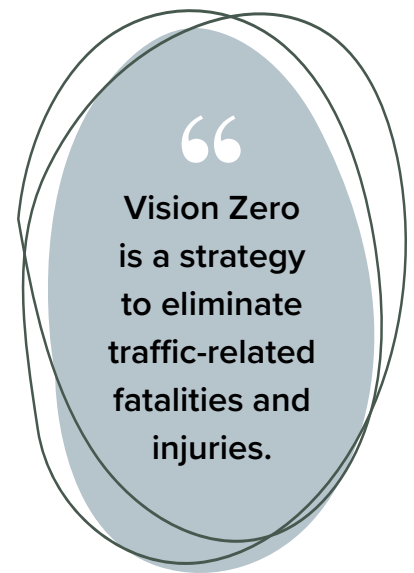


Zero Compromises on Safety For All

What is Vision Zero?

Each year, tens of thousands of lives are lost in crashes on American roads. These crashes are often referred to as “accidents,” despite being entirely preventable. Vision Zero treats traffic deaths as a public health crisis, aiming to eliminate fatalities and serious injuries, not necessarily all crashes. It recognizes that even skilled drivers make mistakes, so roads, vehicles, and health systems must be designed for safety.

Vision Zero represents a shift in mindset, rejecting the idea that lives should be sacrificed for faster travel. It emphasizes reducing dangerous speeds, protecting vulnerable users, and promoting safer travel modes.



The Safe System Approach

Success requires a coordinated system.

At the national level, the USDOT addresses Vision Zero through the Safe System Approach, which integrates five elements of transportation safety to create layers of protection.



SAFER ROAD USERS

The safety of all road users is equitably addressed, including those who walk, bike, drive, ride transit, use a mobility device, or travel by other modes.



SAFER VEHICLES

Vehicles are designed and regulated to minimize the frequency and severity of collisions using safety measures that incorporate the latest technology.



SAFER ROADS

Designing transportation infrastructure to accommodate human mistakes and injury tolerances to greatly reduce the severity of crashes that do occur.



Safer Speeds

Humans are less likely to survive high-speed crashes. Reducing speeds can accommodate human-injury tolerances in three ways: reducing impact forces, providing additional time for drivers to stop, and improving visibility.



POST-CRASH CARE

People who are injured in collisions rely on emergency responders to quickly locate and stabilize their injuries and transport them to medical facilities.

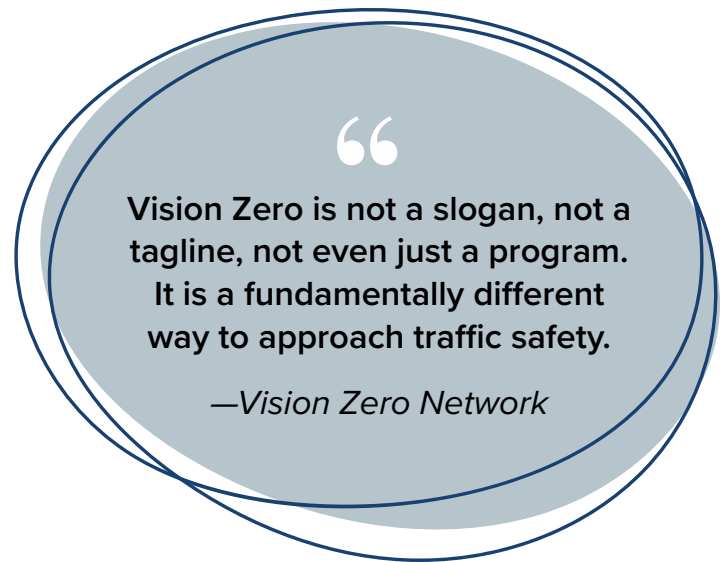
Vision Zero is a proven approach to transportation safety, focused on preventing roadway-related deaths and severe injuries. Vision Zero represents a fundamental change in how we plan and design our roads, shifting from a focus on maximizing motor vehicle efficiency to ensuring that our roads are safe regardless of whether travel is by car, bus, bicycle, or foot. Vision Zero recognizes that people will sometimes make mistakes and that our roads should be designed to ensure those inevitable mistakes do not result in severe injuries or fatalities.

Why Vision Zero Matters

Someone dies on America's roads every 24 seconds. Road traffic injuries are the 8th leading cause of death and the top cause for children aged 5–14 and young adults aged 15–29. In 2022, an estimated 43,000 people died, and millions were injured in crashes—all preventable. Vision Zero aims to eliminate future traffic deaths.

Traffic fatalities disproportionately affect vulnerable groups, including children, the elderly, people with disabilities, and low-income individuals, who often face unsafe, limited transportation options. Pedestrians, cyclists, transit users, and mobility device users face higher risks from speeding cars despite posing little danger to others.

Vision Zero is critical because it can prevent the injuries and deaths that have become all too common. It has proven effective where implemented and is achievable at the local level.



The Safe System Approach

Eliminating fatalities and serious injuries for all road users requires a fundamental shift to a proactive and holistic approach. The Safe System Approach, which is foundational to achieve Vision Zero, consists of six principles, which form the framework for the approach, and five elements that work together to achieve the goal of zero fatalities. This approach acknowledges human mistakes and vulnerability and guides the design and management of road systems with multiple layers of protection that work together to create a comprehensive, systematic, and redundant environment that protects all road users.

LEARN MORE ABOUT SAFE STREETS FOR ALL (SS4A)

<https://www.transportation.gov/grants/SS4A>