



One Region.
One Vision.
Zero Fatalities.

**HELP US MAKE
ROADS SAFER.**

Safety Action Plan Media and Press Kit



PROJECT OVERVIEW



Southwest Butler County is developing a Multi-Regional Safety Action Plan to improve roadway safety across Cranberry Township, Jackson Township, Zelienople Borough, and Harmony Borough. This proactive planning effort is funded by the U.S. Department of Transportation's Safe Streets and Roads for All (SS4A) program, a national initiative to prevent roadway fatalities and serious injuries.

The Safety Action Plan is a collaborative effort that brings together local municipalities, regional partners, and community members to create safer, more accessible, and more equitable streets for everyone. The plan emphasizes a data-driven, community-informed, and equity-centered approach to roadway safety—prioritizing areas of greatest need and addressing disparities that affect vulnerable road users

Grounded in the Safe System Approach and guided by Vision Zero principles, the plan recognizes that humans will make mistakes and that the transportation system should be designed to minimize the consequences of those errors. It will focus on identifying key safety challenges and implementing strategies that improve safety through engineering, education, and enforcement.

Whether traveling by car, bike, foot, or transit, everyone deserves to reach their destination safely. The Safety Action Plan aims to create a transportation system that reduces crash risks, protects lives, and supports the long-term safety and mobility goals of the region.

The consultant team leading the development of the plan includes AECOM as the prime consultant, with support from subconsultants Kimley-Horn and French Engineering. Together, the team brings extensive expertise in transportation planning, safety analysis, public engagement, and equitable infrastructure solutions.

VISIT OUR WEBSITE
TO DOWNLOAD THE TOOLKIT



<https://bit.ly/SWBCSafetyActionPlan>

SWBCSAP
Hashtags

#SpeakUpSWButler
#SafeRoadsStartWithYou
#SaferStreetsForAll

ABOUT THE VISION ZERO INITIATIVE

What is Vision Zero?

Vision Zero is a global initiative to eliminate traffic-related fatalities and serious injuries. Originally launched in Sweden in 1997, Vision Zero treats traffic deaths as preventable—not inevitable—and reframes roadway safety as a public health issue. Since then, it has gained traction across the United States, including local, regional, and state-level commitments to reimagine transportation systems that prioritize human life.

Unlike traditional approaches that focus on individual behavior, Vision Zero acknowledges that people will make mistakes. It emphasizes the need to design transportation systems that anticipate human error and minimize the severity of crashes. This means safer roads, lower speeds, safer vehicles, and stronger post-crash care.

Why It Matters

Every year, tens of thousands of people die in crashes on U.S. roads. In 2022 alone, an estimated 43,000 people lost their lives in traffic-related incidents—many of them children, older adults, and other vulnerable road users. Traffic injuries are the eighth leading cause of death globally and the top cause of death for children aged 5–14 and young adults aged 15–29.

Vision Zero matters because it saves lives. It shifts the conversation from blaming individuals to designing safer systems for everyone—whether they walk, bike, drive, or use transit or a mobility device. It addresses historic disparities in transportation access and safety and focuses on equity for all road users.

The Safe System Approach

Vision Zero is rooted in the Safe System Approach, which integrates five key elements to create multiple layers of protection:

- **Safe Road Users:** Encourage responsible behavior and protect vulnerable users.
- **Safe Vehicles:** Leverage vehicle design and technology to prevent and reduce crash severity.
- **Safe Roads:** Design infrastructure that accommodates human mistakes and reduces crash impact.
- **Safe Speeds:** Manage speeds to survivable levels, especially in high-conflict areas.
- **Post-Crash Care:** Ensure rapid and effective emergency response to reduce fatalities.

These elements are guided by six principles: death and serious injury are unacceptable, humans make mistakes, humans are vulnerable, responsibility is shared, safety is proactive, and redundancy is crucial.

Goals of Vision Zero

- Eliminate all traffic fatalities and severe injuries.
- Create safer, more equitable transportation networks.
- Redesign streets to protect all users, not just drivers.
- Promote a culture of shared responsibility and proactive safety.

VISION ZERO IS NOT A SLOGAN OR A ONE-TIME PROGRAM—it is a bold, long-term commitment to end traffic violence and ensure that everyone can travel safely.

AT-A-GLANCE: PURPOSE, GOALS, AND ENGAGEMENT



Key Messages

- Everyone deserves to travel safely. The Safety Action Plan is focused on protecting all users, regardless of travel mode or ability.
- Public input is essential. Community feedback will directly inform safety priorities and solutions.
- This plan unlocks future opportunities. A completed plan positions the region to pursue additional federal and state funding to implement improvements.
- Roadway safety is a shared responsibility. Residents, agencies, and partners all have a role in making local streets safer.



Project Goals

- Identify high-crash areas and transportation safety challenges.
- Engage local stakeholders and community members in the planning process.
- Develop a list of data-backed, prioritized safety strategies.
- Create a clear roadmap for implementation and future funding applications.



Public Engagement Snapshot

The project includes multiple ways for the public to get involved:

- **Community Survey:** Open now on the project website
- **Interactive Map:** Pinpoint areas of concern across the four municipalities
- **Public Events:** Cranberry Community Days on July 11 from 4–8 p.m. at Cranberry Township Community Park
- **Planning Committee Meetings:** Bringing together agency and local leadership
- **Stakeholder Interviews:** Capturing the perspectives of emergency services, transit, and other partners



Fast Facts

- **Municipalities Involved:** Cranberry Township, Jackson Township, Zelienople Borough, Harmony Borough
- **Funding Source:** U.S. DOT Safe Streets and Roads for All (SS4A)
- **Planning Timeline:** Summer 2025 – Spring 2026
- **Public Engagement Methods:** Project website, survey, interactive map, public meeting events, committee meetings
- **Consultant Team:** Led by AECOM with supported from Kimley-Horn and French Engineering

FOR QUESTIONS OR MEDIA INQUIRIES, PLEASE CONTACT:

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**SOUTHWEST
BUTLER COUNTY**
Multi-Municipal Safety Action Plan