

# A Powerful Partnership:

Target Zero, Vision Zero, & YOU!



# What is Vision Zero?



**Vision Zero is a strategy to eliminate all traffic fatalities and severe injuries while increasing safe, healthy, equitable mobility for all.**


- Believes serious injuries and fatalities are preventable.
- Focuses attention on making roadways and surrounding environment as safe as possible.
- Includes built environment, policies, and technologies to mitigate serious consequences of mistakes made by road users.

# What is Target Zero?



Target Zero is Florida's initiative to eliminate all traffic fatalities and severe injuries across the state's transportation system.

- Believes serious injuries and fatalities are preventable in Florida.
- Tackles transportation issues unique to Florida by creating and employing a distinct approach to resolution.
- Coordinates statewide resources and outlines actions for all safety partners to enhance how our citizens connect, interact, plan, design, operate, and maintain Florida's transportation system.
- Builds on Vision Zero belief to influence dangerous driver behaviors **BEFORE** serious and fatal crashes occur in Florida.



**How are  
Target Zero &  
Vision Zero  
Similar?**

# Similarities

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**Shared Goal of Zero**



**Policy & Infrastructure Change**



**Holistic Approach**




**Public Awareness, Education, Community Engagement**



**Data-Driven Strategies**



**Collaboration & Coordination**



**How Does  
Target Zero  
BUILD on  
Vision Zero  
Principles?**

# Target Zero builds on Vision Zero framework by taking traffic safety programs and campaigns a critical step further

01

Identifying dangerous driver behaviors

02

Understanding why those behaviors are occurring

03

Identifying the target audience

04

Creating impactful messages to influence safe driving

# Target Zero's Current Targeted Behaviors



## Speeding

Precursor behavior is time management



## Distraction

Precursor behavior is need for constant connection and over commitment



## Aggression (Tailgating)

Precursor behavior is stress management

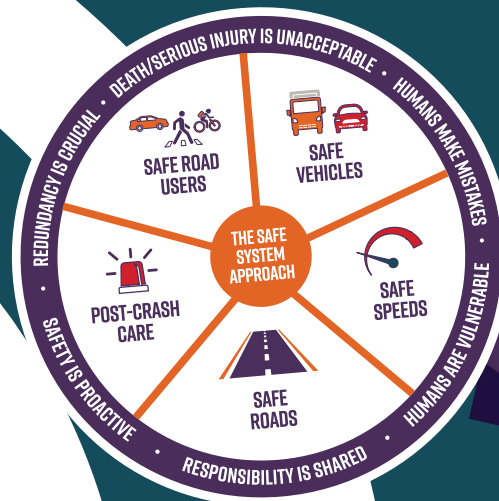


# Collaboration



+ You + VZ

# How Can You Support Target Zero?



TARGETZEROFL.COM

# How do I make an impact?



# My Mission & Our Legacy

Friday Night, October 24, 2003



National Coalition  
for Safer Roads



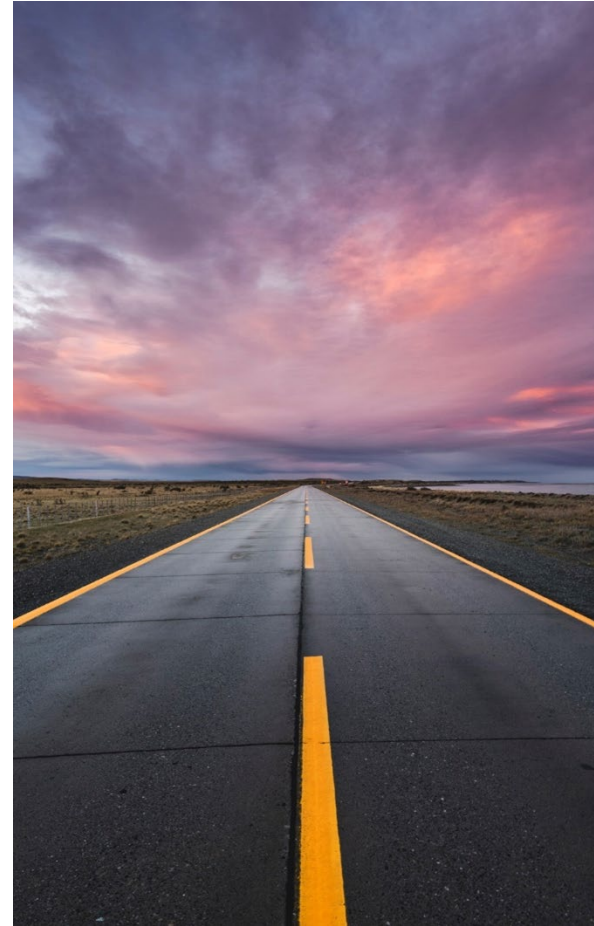
**Mark Wandall Traffic Safety Act**

**President, National Coalition for Safer Roads**

# Honor & Memorialize

## DrivingDownHeartache.org

- A peaceful space to remember, heal, and support one another while also encouraging personal accountability for all road users.



# Empower & Encourage



President, The Mark Wandall Foundation



Ambassador, Target Zero & Vision Zero

# How Advocacy Fuels Target Zero

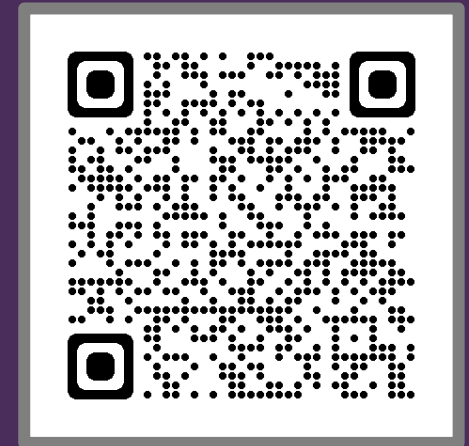


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|---------------------------|--------------------|
| Humanizes Issues          | Supports Victims   |
| Creates Empathy           | Raises Awareness   |
| Motivates Action          | Builds Connections |
| Supports Advocacy Efforts | Inspires Change    |
| Fosters Dialogue          | Reduces Stigma     |



# Thank You!

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