

Denver Vision Zero Coalition

Core Principles

1. **Zero Deaths and Serious Injuries is the Right Goal.** No one should die or suffer serious injuries just trying to get around Denver. Traffic crashes that result in injuries and fatalities are predictable and therefore preventable.
2. **Life is Most Important.** The protection of human life and health must be the overriding goal of traffic planning, engineering, and enforcement. This represents a move away from the primacy of driving and prioritization of speed.
3. **Every Person Matters.** Everyone has the right to be safe on Denver's streets, regardless of how they travel, and regardless of age, income, race, ethnicity, or ability.
4. **The Government is Responsible for Safe Street Design.** Individuals can only control their own behavior; the government designs the overall transportation system. Denver's public officials must take the lead in designing a safe system and not assign fault to victims of an unsafe system.
5. **People Make Mistakes.** Mistakes don't have to be fatal. Traffic systems can and must be designed to account for the inevitability of human error. Traffic systems that attempt to change aspects of basic human nature will eventually fail.
6. **Safe Designs Lead to Safe Behaviors.** Community and street design are the biggest determinants of people's travel behaviors. To achieve the goal of zero fatalities and serious injuries, we must correct poorly designed areas that invite speeding and other unsafe behaviors, while providing complete multi-modal networks that enable people to get where they need to go.
7. **Enforcement Cannot Correct for Dangerous Street Design.** Traditional officer-initiated enforcement should be a last resort, not the primary tactic. Over-reliance of enforcement can exacerbate racial and social injustices and erode mutual feelings of trust and safety between our police officers and the communities they serve.
8. **The Most Dangerous Locations and Behaviors Merit the Most Attention.** Engineering and enforcement strategies must be transparent; focus on the most problematic locations, crash types, and behaviors; and be informed by accurate and timely information as well as the lived, human experience of Denver residents.
9. **People Driving Have a Critical Responsibility.** When we drive, we are controlling a machine that can inflict a great deal of harm. We therefore have a critical responsibility to consider the safety of people not traveling by car.
10. **Safe Streets Enhance Our Freedom.** Eliminating traffic fatalities and serious injuries will help transform Denver into a truly multi-modal city that supports walking, biking, and transit use, with happy, healthy residents and a thriving economy.