



**VISION ZERO SOMERVILLE**  
Safe Streets for All



Mayor Katjana Ballantyne  
City of Somerville  
[somerillema.gov/visionzero](http://somerillema.gov/visionzero)

PRESORTED  
STANDARD MAIL  
US POSTAGE  
PAID



ECRWSS  
Resident Postal Customer  
Somerville, MA

# NO TRAFFIC DEATHS IN SOMERVILLE

That's the plan. Vision Zero is the road map. Here's how we save lives >>



Visión Zero Somerville es nuestro plan para eliminar las lesiones y muertes por accidentes de tránsito. Así es como salvamos vidas: [somerillema.gov/visionzero](http://somerillema.gov/visionzero)

Vision Zero Somerville é o nosso plano para eliminar acidentes e mortes no trânsito. Veja como salvamos vidas: [somerillema.gov/visionzero](http://somerillema.gov/visionzero)

Vision Zero Somerville se plan nou pou elimine blesi ak lanmò aksidan trafik. Men kijan nou sove lavi: [somerillema.gov/visionzero](http://somerillema.gov/visionzero)

हाम्रो समरभिल भिजनजेरोको मुख्य योजना सडक यातायातबाट हुने चोटपटक एवं मृत्युलाई रोक्नु हो। यसबाट हामी कसरी जीवन बचाउछौं: [somerillema.gov/visionzero](http://somerillema.gov/visionzero)



# What Is Vision Zero?

---

Vision Zero is a strategy to eliminate traffic fatalities and severe injuries from our streets.

For too long, crashes have been accepted as inevitable consequences of modern life. Vision Zero sets our expectations higher: It reminds us these tragedies are preventable.

**Everyone has the right to get around safely.**

Today, more than 40 cities and towns in the United States have adopted Vision Zero policies to create thriving, safe, and healthy communities.



**Somerville believes in this Vision.**

In 2017, Somerville formally adopted Vision Zero, and in 2020, the City finalized a five-year action plan to eliminate serious and fatal crashes from our streets.

**“To build a better city for generations to come, we must prioritize creating safe, accessible streets for all users in Somerville. With forward-thinking policies, design, and education, we can work together to save lives.”**

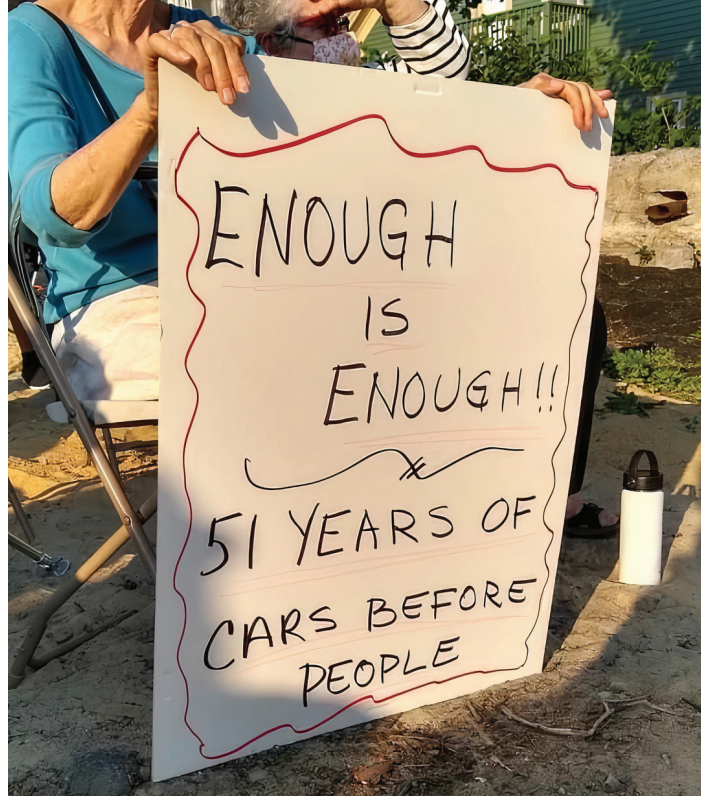
**- Mayor Ballantyne**



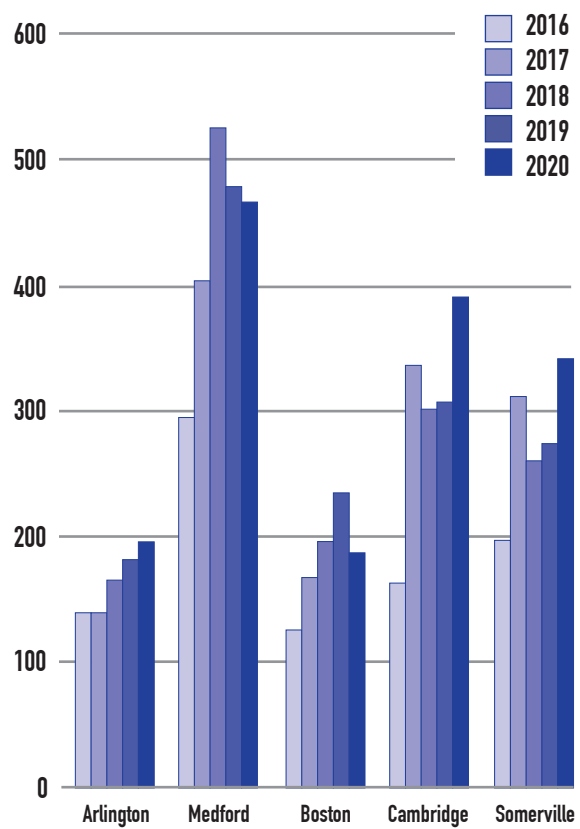
# Why Vision Zero?

Street safety is an urgent public health crisis across the country and here at home:

- Motor vehicle crashes are a leading cause of death nationally. Each year, more than 40,000 people are killed on U.S. streets and thousands more are injured.
- Crash injuries are the leading cause of death for people ages 5 to 29.
- In Somerville, crashes have trended downward over the past decade, but we had several fatalities in 2019 and 2020.
- In 2020 alone, more than 580 crashes in Somerville and 2,000 nearby in Arlington, Cambridge, and Medford were reported.



**FATAL AND SEVERE CRASHES PER 100,000 RESIDENTS (2016-2020)**



# Vision Zero on Our Streets



The City of Somerville is taking action to advance our Vision Zero goals.

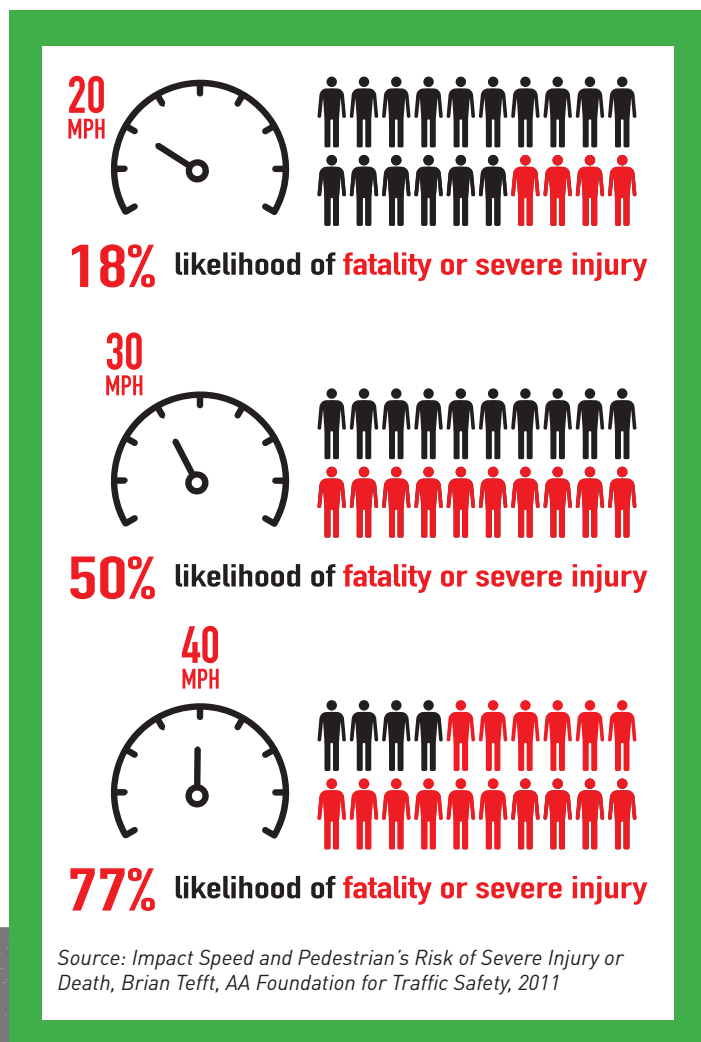
Here are **three examples** of what Vision Zero looks like on our roads:

## Slowing Driving Speeds

**Vision Zero focuses on reducing driver speeds.** When crashes happen at lower speeds, victims are more likely to survive.

In 2016, Somerville lowered the citywide speed limit to 25 mph, and by the end of 2021, most residential streets will be in 20 mph Safety Zones.

Changing the physical design of our roads can also influence driver behavior. Safety features like raised crosswalks, speed humps, curb extensions, and even landscaping slow drivers down. On Powder House Boulevard, for example, data showed new speed humps reduced speeding from 70% of drivers to less than 1%.



# Creating Bus and Bike Lanes to Benefit Everyone

**Fewer cars and slower speeds benefit everyone.** Dedicated bus and bike lanes result in faster bus travel times and safer spaces for cyclists. Plus, better multimodal options mean that if you do drive, there's less traffic. On central Broadway, for example, before-and-after data showed new bus and bike lanes cut speeding instances in half and reduced traffic by nearly 30%.

# Building Slow Streets (“Neighborways”)

**The City’s Neighborways initiative** creates more walkable, rollable streets where residents of all ages can get around safely without a car.

Since 2014, the City has installed nearly 3 miles of Neighborways markings and structures on residential side streets to connect key locations like schools, parks, squares, transit, and the Community Path.



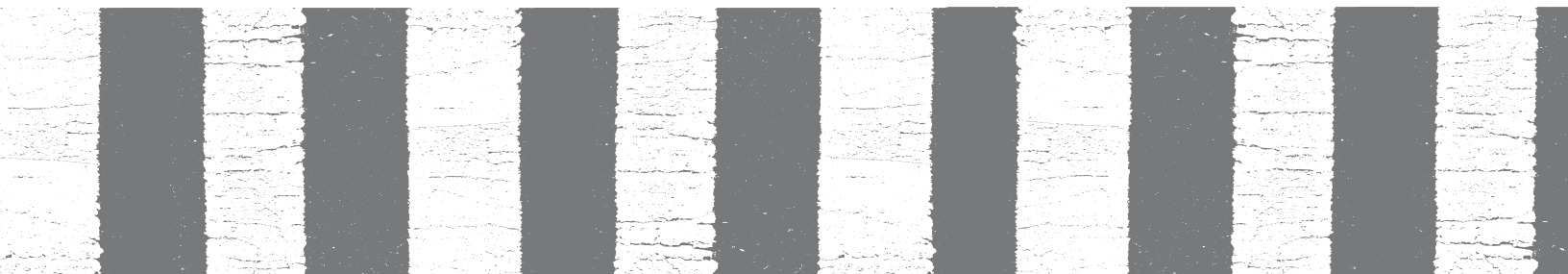
*Speed humps on Powder House Boulevard*



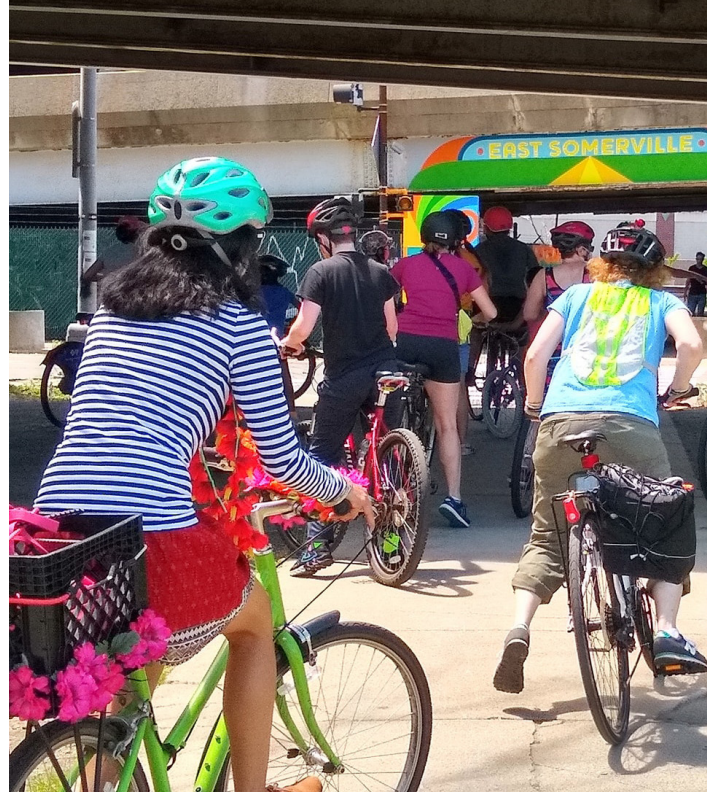
*Central Broadway bus and bike lanes*



*Neighborway at Highland Avenue & Hancock Street*



# What Can You Do?



It's our job to give you the infrastructure and the information you need to get around Somerville safely, whatever mode you choose.

Here are some ways to make each trip as safe as possible:



## WHEN DRIVING

- **Follow the limit.** The speed limit isn't random. Studies show a person is about 30% more likely to die if you hit them at 30 mph versus 20 mph. Driving a little slower saves lives.
- **Take your time turning.** Most collisions between vehicles and people walking or biking happen in intersections. Turn at 5 mph and always expect people in the crosswalk.
- **Park with care.** Be sure you're not in a bike lane, and once you're parked, check for approaching cyclists before opening your door.
- **Stay focused.** Take a pledge not to text while driving or install an app on your phone to prevent distracted driving. Ask your family and friends to do the same.



## WHEN BIKING

- **Obey traffic laws.** With few exceptions, the same rules that apply to drivers apply to bicyclists too. This keeps everyone safer.
- **Use lights at night.** Bikes are required by law to have a white light in front, red light/reflector in the back, and side and pedal/ankle reflectors after dark.
- **Take a lane.** In heavy, slow-moving traffic, it can be safer to ride in the middle of the traffic lane where everyone can see you.
- **Plan ahead.** Refer to the Somerville Bike Map ([somervillebikes.org/maps](http://somervillebikes.org/maps)) for low-stress routes and Neighborways. For more safe biking tips, visit [massbike.org/laws](http://massbike.org/laws) and [bikeleague.org/ridesmart](http://bikeleague.org/ridesmart).



## WHEN WALKING OR ROLLING

- **Be alert,** especially at driveways and intersections. If possible, make eye contact with a driver as they approach.
- **Avoid bike lanes.** Stick to the sidewalk, and check for approaching people on bikes before crossing a bike lane.
- **Report unsafe conditions.** Use 311 to report sidewalk and street concerns including issues with crosswalks, signage or traffic signals, and sidewalk repairs.

For more information and resources, go to [somervillema.gov/visionzero](http://somervillema.gov/visionzero).