



VISION ZERO OMAHA



ENDING TRAFFIC DEATHS

Omaha has committed to eliminating traffic deaths and serious injuries on our streets. We can and will make our streets safer for everyone in Omaha.

No loss of life is acceptable.

OVER THE PAST 10 YEARS ON OMAHA STREETS:

261

PEOPLE KILLED

4,456

PEOPLE INJURED

\$4.1 B

ECONOMIC COST

The effort to prevent traffic deaths and injuries in Omaha is well underway, led by the City of Omaha and embodied in its recent Vision Zero endeavors.

Omaha Mayor Jean Stothert publicly made the commitment for Omaha to become a Vision Zero city several years ago, and the latest successes have captured the attention of many in the community, including the [Omaha World-Herald](#).

“Vision Zero is a comprehensive and holistic approach to safer streets that enhances the quality of life for ALL of us in Omaha. The work of Vision Zero requires collaboration and leadership to improve safe mobility and access through a Safe System Approach,” Mayor Stothert said.



» What is Vision Zero?

Vision Zero is a new approach to traffic safety with the goal of eliminating all FATAL and SERIOUS INJURY traffic crashes. We do not have to accept deaths and serious injuries on our roads. Everyone deserves safe, accessible streets and sidewalks.

Vision Zero is a global movement that began in Sweden in the 1990s to eliminate traffic deaths worldwide. It has now been endorsed by the US Department of Transportation. More than 40 communities in the US have adopted the Vision Zero approach and are making progress.

To accomplish the goal of Vision Zero, the City of Omaha is setting out to create a Vision Zero Action Plan. This plan, based on the Safe System Approach, with broader community and stakeholder input, will lay out actionable, measurable strategies, emphasizing design and policy solutions, including designing Complete Streets and lowering speeds for safety.

» VISION ZERO IS COMMUNITY INFORMED

As part of the Vision Zero Action Plan process, a [Technical Advisory Committee](#) (TAC) has been developed to review data analysis and public input, determine safety focus areas, as well as filter, prioritize, and implement recommendations from specialized Focus Area Working Groups and public engagement. The TAC is made up of City of Omaha department staff, partnering agencies representatives, and members of community advocacy groups. The TAC has already met multiple times since late 2022 with these guiding principles in mind:

Guiding Principles of the Plan

All Modes of Transportation	<i>Eliminate traffic deaths for people walking, biking, accessing transit, and driving.</i>
Equity	<i>Focus on equitable safety solutions prioritized to the areas of greatest need to ensure safe access is available to everyone.</i>
Data-Driven Solutions	<i>Based on industry best practices, evidence-based solutions, and local data analysis.</i>
Public Input	<i>Guided by feedback from the public.</i>
Education	<i>Inform the public of the importance of Vision Zero and a shared responsibility of all roadway users and city officials.</i>
Commitment & Accountability	<i>Gain buy-in at all levels of leadership and guide alignment of funding, policies, and processes.</i>
Urgency	<i>Focus on quick action to address the urgent need to stop the continued loss of life and severe injuries.</i>



The Technical Advisory Committee (TAC) is meeting to help shape community-informed solutions for Omaha Vision Zero.

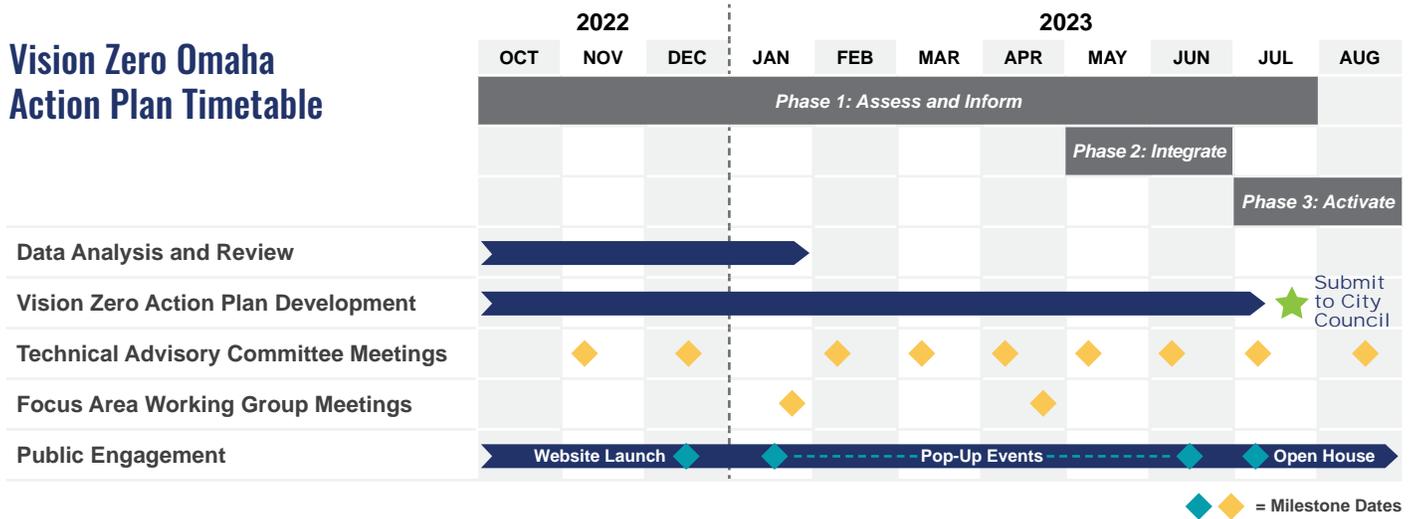
The TAC's input is critical to the development of the Omaha Vision Zero Action Plan. Each member of the TAC shared their interest in the following Focus Areas and in which areas they wanted to be involved. They subsequently convened Focus Area Working Groups to help the Technical Team to identify specific recommendations related to addressing specific safety issues, including:

- » Intersections
- » Impairment (Alcohol, Drug, and Distraction)
- » Pedestrians and Bicyclists
- » Speed
- » Equity
- » Funding Policies and Processes
- » High-Risk Arterial Roads

» ADVANCING THE VISION ZERO ACTION PLAN

Omaha City officials first began looking into the Vision Zero effort in 2017. The Vision Zero task force and Mayor Stothert shared their original findings and recommendations to reduce traffic deaths in the area in [2019](#). The schedule below shows more detailed information about the planning process for the current Vision Zero Action Plan development from 2022 to 2023.

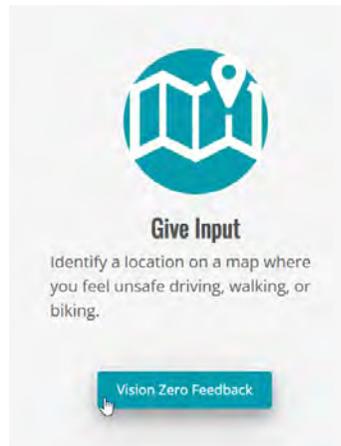
» Vision Zero Omaha Action Plan Timetable



» WE WANT TO HEAR FROM YOU

We want to hear your ideas for ending traffic deaths in Omaha. Visit OmahaVisionZero.com and complete our short survey at the bottom of the page.

Have you observed transportation safety or mobility concerns on Omaha’s transportation network? Please let us know by clicking on the “Vision Zero Feedback” button near the bottom of the home page of the website where you see the “Give Input” map icon. From there, you’ll be able to identify locations on a map where you feel unsafe driving, walking, or biking, as well as including photos.



» SPREAD THE WORD, OUR WEBSITE IS LIVE!

Visit OmahaVisionZero.com to visit our website and stay up to date on all things Vision Zero Omaha. Learn more about the process, submit and provide feedback, and find out what community events we'll be at soon where you can meet the Vision Zero team in person.



» JOIN US AT THESE UPCOMING EVENTS!

The Vision Zero team will host informational tables at the following community events:



March 10th

Our Lady of Lourdes Fish Fry from 5-7 PM



March 16th

Keep Kids Alive Driver 25 Classic Car Fundraiser

Learn more at www.keepkidsalivedrive25.org/events



April 23rd

Healthy Kids Day at Stinson Park from 11 AM to 2 PM

Learn more at www.safenebraska.org/safe-home-play/healthy-kids-day

Visit the “**Upcoming Events**” tab of our website for updates on upcoming Vision Zero tables and events.



Stay Engaged with Us

Do you have questions or ideas you want to share? We want to hear from you.

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