

Define Your Guiding Principles

Objective: Identify three guiding principles that will serve as a foundation for your community's Action Plan.

Activity Instructions:

- 1) Use the Activity Worksheet to brainstorm three guiding principles for your Action Plan.
 - a) Use the examples provided in Figure 1 and on page two of this activity document to inspire the creation of your own guiding principles based on your community's specific needs and safety priorities.
- 2) Record any next steps or actions you can take after this activity.

Guiding Principles and The Safe System Approach

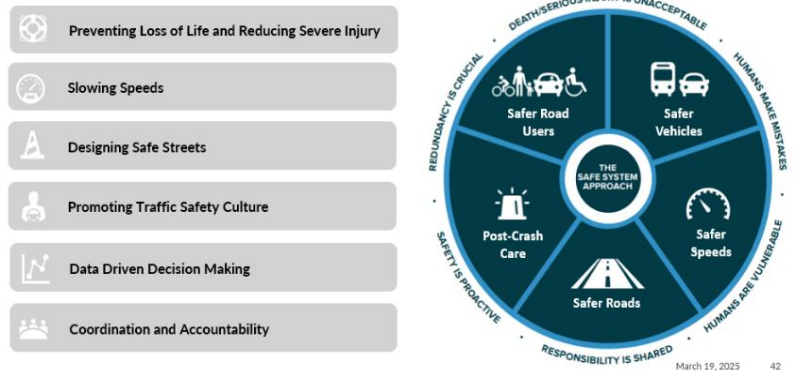


Figure 1: Activity 1 Guiding Principles Examples

Example Guiding Principles:

San Francisco's Guiding Principles:

- **Preventing Loss of Life and Reducing Severe Injury:** Safety and the preservation of human life is our highest priority. Vision Zero uses a public health framework, which aims to improve the population's health. With this foundation, Vision Zero establishes that traffic deaths can be prevented and are unacceptable.
- **Slowing Speeds:** Speed is a fundamental predictor of crash survival, and as people age, their vulnerability to severe and fatal injury increases. Vision Zero prioritizes speed management and speed reduction to design for speeds that protect human life.
- **Designing Safe Streets:** Human error is inevitable and unpredictable. Vision Zero prioritizes the design of the transportation system to anticipate error so its consequence is not severe injury or death.
- **Promoting Traffic Safety Culture:** Vision Zero aims to engage people to first acknowledge that traffic deaths are a preventable problem, and then empower people to promote traffic safety through individual actions and behaviors. Vision Zero is committed to providing information and outreach in the most widely spoken non-English languages to be inclusive and empowering to communities often left behind.

Somerville's Guiding Principles:

- **Data Driven Decision Making**
 - The Vision Zero Plan will be guided by data:
 - Crash, speed, and volume data will be regularly gathered and updated to identify the locations, behaviors, and other conditions related to deaths and serious injuries on our streets.
 - Demographic data will be used to prioritize underserved communities.
 - The impacts and effectiveness of actions taken will be evaluated and publicly reported.
- **Coordination and Accountability**
 - The Vision Zero Action Plan will be implemented through a coordinated effort across city departments and together with our regional partners:
 - Action's will have clearly defined roles, responsibilities, and expectations among the departments working on implementation.
 - The City will work with the neighboring communities of Boston and Cambridge, who have also developed Vision Zero Action Plans, in order to maximize the impact of all three plans.
 - The City will partner with regional stakeholders such as the Massachusetts Vision Zero Coalition to hold ourselves accountable through regular progress reports.

Activity Worksheet: Define Your Guiding Principles

- 1) Reflect on the unique safety needs and goals of your community. Consider the following questions as you brainstorm.**
 - a) What are your core values?

 - b) How will you use data effectively?

 - c) How do you ensure these principles are incorporated into all components of the Action Plan?

- 2) Write down the three principles you want to incorporate throughout your Action Plan.**
 - a) Guiding Principle 1:

 - b) Guiding Principle 2:

 - c) Guiding Principle 3:

- 3) After writing your principles, take a moment to reflect.**
 - a) How are these principles aligned with your safety priorities?

 - b) How will the principles help you create a comprehensive and cohesive Action Plan?

- 4) Record any next steps or actions you can take after this activity.**