

Vision Zero - Vision Statement and Guiding Principles

Vision Statement

The City of Santa Clara is dedicated to eliminating all traffic-related fatalities and severe injuries on city roadways **by 2050** while fostering safe and sustainable mobility for all road users.

Guiding Principles

1. Safety of Human Life is Our Highest Priority.

Our commitment is to ensure that Santa Clara's streets are safe and accessible for all roadway users: pedestrians, cyclists, drivers, and transit users alike.

2. Traffic-related Fatalities and Severe Injuries are Preventable and Unacceptable.

We recognize that human error is inevitable, but serious consequences are not. Our streets, policies, and systems must be designed to reduce the risk and severity of collisions.

3. Vision Zero is a Shared Responsibility.

Achieving Vision Zero requires a coordinated, citywide effort. We will strive to work collaboratively across departments and with community partners through engineering, enforcement, education, and emergency response.

4. Community Engagement is Essential.

Meaningful input from residents, businesses, and local organizations will guide our strategies. We will listen, learn, and act in partnership with the community to ensure solutions are inclusive and effective.

These guiding principles will steer Santa Clara's efforts as we work towards our goal of zero traffic-related deaths and severe injuries. Through a combination of engineering, education, enforcement, and engagement, we will build a safer and more connected community for all.