

VISION ZERO / TARGET ZERO

Getting to Zero Together

How many roadway deaths are acceptable?

Zero.

THE KAYLA PROJECT



Vision Zero and Target Zero begin with a fundamental change in how we think about transportation safety: Death and serious injury are not inevitable consequences of getting from one place to another. They are preventable.

VISION ZERO: ALBUQUERQUE

The City of Albuquerque has adopted Vision Zero in 2019, a commitment to eliminate traffic deaths and serious injuries.

Vision Zero shifts the focus away from preventing every crash—which may not be possible—and toward preventing crashes from resulting in death or life-altering injury.

That requires looking beyond individual behavior to the entire transportation system.



TARGET ZERO: NEW MEXICO

The New Mexico Department of Transportation's Target Zero initiative brings the goal of eliminating roadway fatalities statewide.

New Mexico's transportation challenges are diverse. Solutions that work in Albuquerque may look different in rural, frontier, Tribal, or smaller communities.

But geography does not change the value of a human life.



SHARED GOALS

Vision Zero and Target Zero share core principles:

- Death and serious injury on our roadways are unacceptable.
- Traffic crashes are preventable, not inevitable.
- Human error is expected—the system must account for it.
- Safety is a shared responsibility among all who design, build, manage, and use the system.
- Equity matters. Those most at risk deserve the most attention.
- Transparency and data guide decisions.
- Collaboration across disciplines and jurisdictions is essential.

THE SAFE SYSTEM APPROACH

Both Vision Zero and Target Zero are grounded in the Safe System Approach, a framework that recognizes:

- People make mistakes.
- Human bodies have limited tolerance for crash forces.
- Responsibility for safety is shared across the system.
- All parts of the system must be strengthened so that if one part fails, road users are still protected.

The Safe System Approach has five elements:

- Safe Road Users
- Safe Vehicles
- Safe Speeds
- Safe Roads
- Post-Crash Care

No single element can eliminate fatalities alone. Redundancy across all five is what protects people when something goes wrong.

FROM COMMITMENT TO ACTION

Adopting Vision Zero or Target Zero is a starting point. Achieving results requires sustained action:

- Identify high-injury corridors and intersections using data.
- Prioritize infrastructure improvements that reduce speeds and separate users.
- Engage communities—especially those disproportionately affected—in planning and decision-making.
- Align enforcement with equity and harm-reduction principles.
- Measure progress transparently and adjust strategies based on outcomes.
- Build coalitions across agencies, sectors, and jurisdictions.

No single project, policy, or program will get us to zero. It takes a system of interventions, sustained over time.

THE KAYLA PROJECT

The Kayla Project is a community-driven initiative that puts human stories at the center of traffic safety. Named in memory of a life lost on our roads, it works to ensure that every fatality is recognized not as a statistic, but as a person—someone's child, parent, friend, or neighbor.

The Kayla Project connects grieving families with advocacy, supports community-led safety efforts, and reminds decision-makers that behind every number is a name.

Zero is not just a number. It is a commitment to the value of every life.

We can get there—but only together.



<http://thekaylaproject.org>