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MEDIA RELEASE

FOR IMMEDIATE RELEASE

September 25, 2024

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Village of Bensenville to Adopt Vision Zero Initiative to Improve Roadway Safety

Bensenville, IL – September 25, 2024 – The Village of Bensenville is proud to announce its commitment to improving road safety through the adoption of the Vision Zero initiative. Vision Zero is an internationally recognized design philosophy that aims to eliminate preventable traffic fatalities and serious injuries, ensuring that all road users, including pedestrians, cyclists, and drivers, can safely share public roadways.

Originating in the 1990s, Vision Zero embraces a systems-based approach to traffic safety, emphasizing that human error should be considered in the design of transportation networks, and that lives can be saved through thoughtful, proactive planning. As part of this approach, the Village of Bensenville will implement strategies focusing on:

- **Safer People:** Promoting responsible behavior among all road users.
- **Safer Roads:** Designing streets that reduce the risk of crashes.
- **Safer Vehicles:** Encouraging the use of vehicles equipped with safety technology.
- **Safer Speeds:** Reducing speed limits to minimize injury severity in accidents.
- **Post-Crash Care:** Improving emergency response to reduce fatalities and long-term injuries.

The adoption of Vision Zero aligns with the Village's existing **Complete Streets ordinance**, established in 2016 under the Active Transportation Plan. While Complete Streets ensures equitable access for all road users, Vision Zero adds a crucial layer of safety by ensuring that these spaces are designed with protection and prevention in mind.

"This initiative is not just about policy, it's about saving lives," said Village President Frank DeSimone. "We believe that traffic fatalities are preventable, and we are committed to making Bensenville's roads safer for everyone."

In addition to enhancing road safety, adopting a Vision Zero policy makes the Village more competitive for transportation-related grants. Many grant programs now prioritize municipalities that have adopted a "Safe System Approach" and are working toward zero transportation-related deaths. By integrating Vision Zero into Bensenville's plans, the

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Village will increase its eligibility for state and federal funding opportunities aimed at infrastructure improvements.

According to the Illinois Department of Transportation (IDOT) High Injury Network, over 17 miles of roadway within Bensenville's municipal boundaries have been identified as areas with a high incidence of bicycle and pedestrian crashes. The Vision Zero approach will help the Village target these areas for safety improvements.

The Village will work closely with community members and other stakeholders to implement Vision Zero actions effectively. Public input will be crucial in shaping the initiatives and ensuring that Bensenville's roads are safer for all.

For more information on Vision Zero and the Village's ongoing efforts to improve road safety, please contact Village Manager Evan K. Summers: manager@bensenville.il.us

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