

You have the right to be safe on streets and sidewalks – no matter where you go or how you get there.

Do your part to help support the Denver Vision Zero Action Plan – a five-year plan to achieve zero traffic deaths and serious injuries by 2030. Part of the international Vision Zero program, this proven, data-driven approach creates a powerful, life-changing partnership between city and state agencies, drivers, bicyclists and pedestrians to ensure safe and healthy travel for all.

Our goal: Zero traffic-related deaths and serious injuries by 2030.



DRIVERS & PEDESTRIANS SAFER TOGETHER!



denvergov.org/visionzero



THE POWER TO PREVENT

The City of Denver is committed to being a safe and vibrant place to live, work and play. We want to ensure everyone makes it safely to their destination. We all have a responsibility to help reduce preventable traffic crashes.

We are committed to reducing the number of deaths and serious injury crashes to zero and we need your help!

Denver is working hard to ensure smarter street design, tougher traffic enforcement and overall changes to rules and regulations that protect our loved ones on the streets. If drivers, bicyclists and pedestrians partner with us, together we will make our streets and sidewalks safer for everyone.

Traffic collisions are not inevitable.

They're preventable.

Learn more: denvergov.org/visionzero.

DEATH DUE TO SPEED

Research has shown that the higher the speed of a driver, the greater the likelihood a pedestrian fatality or severe injury will occur.



17% LIKELIHOOD OF FATALITY OR SEVERE INJURY



47% LIKELIHOOD OF FATALITY OR SEVERE INJURY



79% LIKELIHOOD OF FATALITY OR SEVERE INJURY

Source: AAA Foundation

DRIVER TIPS

If you're doing something else while driving, then you're driving distracted.

- Never drive under the influence of alcohol or drugs.
- Always look at cross traffic to ensure they've stopped at their red light.
- Look for bikes when opening car doors along streets.
- Turn off your phone or put it somewhere out of sight. It's against the law in Colorado to text and drive.
- Follow slower speed limits in school zones and in neighborhoods where children are present.
- Plan your trip before you drive, so you're not distracted by navigation systems.
- Adjust your seat and mirrors before you go.
- Pedestrians have the right of way at crosswalks by law. Be sure to always yield.
- Slow down, and be prepared to stop, when turning/entering a crosswalk or school zone.
- Be extra cautious when backing up.

PEDESTRIAN TIPS

Pedestrians don't always have the right of way.

- Cross at intersections or designated crosswalks.
- Follow the "walk/don't walk" signals. Do not enter the crosswalk once the hand begins flashing.
- Use the "push to walk" button to maximize the time for crossing.
- Be cautious and aware of your surroundings.
- Never assume drivers can see you. And make eye contact when possible.
- Watch for turning vehicles and cars that run red lights.
- Look both ways before crossing.

RIDE SAFE

VISION
ZERO

NO MORE TRAFFIC DEATHS

Tips for better bicycling

- **Same rights, same laws.** A bike is a vehicle, just like a car. Obey stop signs, traffic signs and lights.
- **Sidewalks are for pedestrians.** Riding on sidewalks gives drivers entering the roadway less time to see you.
- **Look, signal and announce yourself –** before making turns and passing pedestrians and bikers.
- **Ride with the traffic.** Cars do not expect riders coming from the wrong direction; especially when turning.
- **See and be seen.** Do not assume drivers can see you. Use proper lights and reflectors for visibility.
- **Be alert.** Use your eyes and ears to be aware of traffic, road hazards and parked cars.

denvergov.org/visionzero



DENVER
THE MILE HIGH CITY



DRIVE SAFE

VISION
ZERO

NO MORE TRAFFIC DEATHS

Be an aware driver

- **It is illegal in the State of Colorado** to text, email or surf the web while driving a motor vehicle.
- **Turn off your phone** or put it out of sight. Navigation should be programmed prior to driving.
- **Be ready for driving, don't be distracted** by seats, mirrors, climate controls, clothing.
- **Secure everything** – children, pets, positions. Multitasking takes your attention away from the road.
- **Slow down, and be prepared to stop** when turning/entering a crosswalk or school zone.
- **Always look at cross traffic** to ensure they've stopped at their red light.

denvergov.org/visionzero



DENVER
THE MILE HIGH CITY





PEDESTRIAN SIGNALS:

What they mean.
How they work.

**VISION
ZERO**

NO MORE TRAFFIC DEATHS



DENVER
THE MILE HIGH CITY

Pedestrians don't always have the right of way. Here are the most common signals and what they mean.



**CHECK FOR VEHICLES/
START CROSSING**



**DO NOT ENTER CROSSWALK/
TIME REMAINING TO
FINISH CROSSING**



DO NOT CROSS

CROSSING SAFELY TIPS

- Cross at intersection or at designated crosswalks.
- Follow the “walk/don't walk” signals. Don't enter the crosswalk once the hand begins flashing.
- Use the “push to walk” button to maximize the time to cross.
- Be aware of your surroundings.
- Never assume drivers can see you and make eye contact when possible.
- Watch for turning vehicles. Watch for turning vehicles and cars that run red lights.
- Look both ways before crossing.

denvergov.org/visionzero



DENVER
THE MILE HIGH CITY

