



Vision Zero Hanover is our commitment to focus the town's resources on proven strategies to eliminate the likelihood of fatal or serious traffic crashes in the town by 2030. **We are inspired by the belief that even one fatality is too many.**

This vision is in line with the New Hampshire government and Transportation Management Center's "New Hampshire Driving Towards Zero" which states: "Our vision is to reduce the number of fatal and severe injury crashes on New Hampshire roadways to ZERO."

The New Hampshire Department of Transportation reports that in this state alone, there are about 15,000 injury crashes each year. These crashes can be costly for the victims. Just one year of New Hampshire fatal motor vehicle crashes cost \$143 million in medical bills and lost wages alone.

While Hanover has a relatively good record on traffic safety compared to many other towns and cities, that data may not accurately predict future risks. While only 19% of the U.S. population lives in rural areas, 43% of all roadway fatalities occur on rural roads. The fatality rate on rural roads is almost 2 times higher than on urban roads. We are not content to be reactive in preventing serious injury and death on our roads. Death and serious injury are not part of the cost of doing business or living in our town. That's why the Hanover is launching Vision Zero Hanover.

**Vision Zero Hanover looks behind the statistics at:**

- the human and economic cost of traffic crashes
- the dangers created by high-speed or busy roadways throughout Hanover
- the importance of properly marked crossings and adequate provisions for all road users (including pedestrians and bicyclists) and
- the impact of speeding on neighborhoods that can limit access, mobility, and opportunity for people who need it the most.

**Vision Zero Hanover prioritizes safety and takes a people-first approach to transportation and community building.** Everyone benefits from a transportation system that's made safer for the most vulnerable road users.

**Vision Zero Hanover takes a Safe Systems Approach**, acknowledging that in our small town, with our small population, we do not have statistically significant data about where fatalities and severe injuries will occur, and that we will use well established appropriate national data to proactively design our transportation system to minimize the likelihood of severe injury and fatality based on these and other known facts –

- 90 percent of the top pedestrian fatality hotspots are on roadways with three or more lanes.
- 75 percent of all fatal pedestrian crashes occur in darkness.
- 78 percent of the vehicles involved in fatal pedestrian crashes were on a roadway with a speed limit greater than 30 miles per hour (mph).
- Unsafe speeds are now a well-documented and understood factor in death and injury, especially among people outside of a vehicle.
- Arterial roads (roads such as Rt 10) comprise over half of all traffic deaths in 2020 despite constituting approximately ten percent of the Nation's public road mileage.
- Design can help to make roads and streets "self-enforcing," offering drivers contextual encouragement - via lane width, intersection design, pedestrian and bicyclist infrastructure, and other features - to drive at safer speeds.
- Speed limits frame expectations for drivers and other roadway users, and should be set to provide a safe speed to protect drivers, other people in motor vehicles, and people walking, biking, and rolling along the roadway.
- Setting safer speed limits is a critical tool for reducing crashes and injury, and methods for setting speed limits should be customized to the context of the roadway.
- Context-sensitive design permits the flexibility to address variations in the purpose and anticipated use of roads, as well as take into consideration the surrounding land use and potential impacts related to the natural environment.