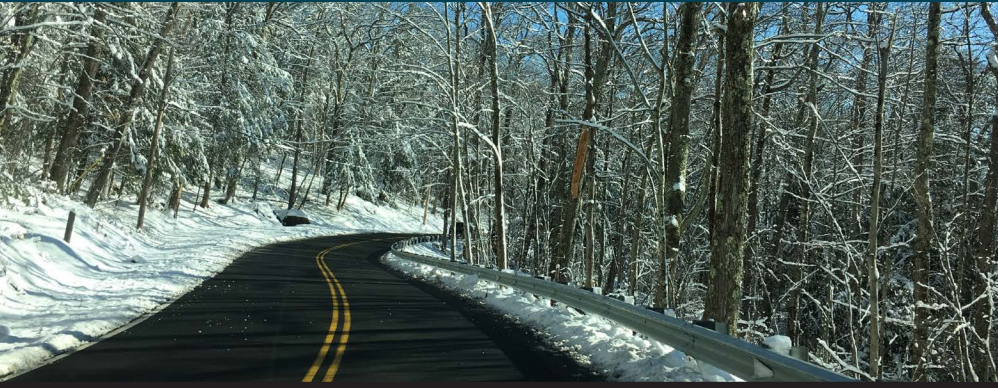


Berkshire County



Safe Travel and Equity Plan for our Streets

A Vision Zero Action Plan and Program for Western Massachusetts



What is a Vision Zero program?

Vision Zero programs are proactive safety programs being adopted by an increasing number of cities around the world.

The premise of such programs is that loss of life is unacceptable, and their goal is preventing all serious road crashes. These initiatives place the burden of safety on the system design, not the road user.

Innovative street designs that reduce speed, strict enforcement against traffic violations, legislative ordinances that lower speed limits, and public awareness campaigns have proven to be impactful strategies adopted by these programs.

from the Global Street Design Guide



QUICK FACTS:



From 2018 to 2022, there were **64 fatal crashes** in Berkshire County, and **241 causing serious injury**.



Vehicle-pedestrian crashes make up **1%** of all crashes, but **15%** of crashes causing death or serious injury.



Motorcycle crashes make up **2%** of all crashes, but **21%** of crashes causing death or serious injury.



Single-vehicle crashes are the most common across Berkshire County.

What is the STEPS Initiative?

The Berkshire STEPS initiative is the long-term goal to reach zero fatalities and serious injuries on our roads by 2040, using the Vision Zero and Safe Systems frameworks.

Step 1

Develop a Safety Action Plan using the federal Safe Streets and Roads for All grant program. [Read the plan here.](#)

Step 2

Establish Vision Zero Working Group to foster community participation and public oversight of the initiative. Prioritize projects for implementation along with outreach.

Step 3

Implement projects and programs to address needs highlighted by the Action Plan and Working Group. Evaluate their effectiveness.

Step 4

Report progress toward reaching the Vision Zero goals annually, update the Action Plan if needed and the resources are available.



www.berkshireSTEPS.org

Follow our work — Get involved — Learn even more

The Safe System Approach



The Safe System approach is a way of thinking about how to make our streets and roads safer for everyone. Five separate focus areas overlap to create a shared responsibility for all types of leadership: planners, engineers, law enforcement, policymakers, and DPWs.

Share what you see:



Use the **Community Concern Input Tool** to share where you encounter safety issues, near misses, or barriers to getting around by foot, bike, transit, or wheelchair. (works best on a desktop or laptop computer)

