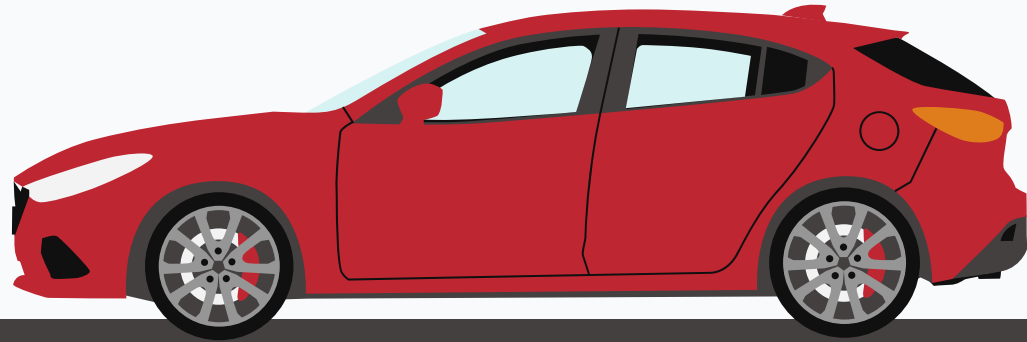


# Preventing Car Fatalities for Young Drivers

October 4th, 2024





# Expanding on Chicago **Vision 0**

Vision Zero is both the commitment and the approach to **eliminating death and serious injury** from **traffic crashes**.

- Includes Infrastructure changes for the city
- Increased funding for road repairs
- Creation of Bike Lanes and improvements for pedestrian walkways

# Creating an Educational Campaign

- Promote safer driving in young adults by:
  - Focusing our educational campaign on late **night driving skills**
  - Educate students on the **increased risk of driving with friends**
  - Reinforce the risks of **speeding**



# Presented By



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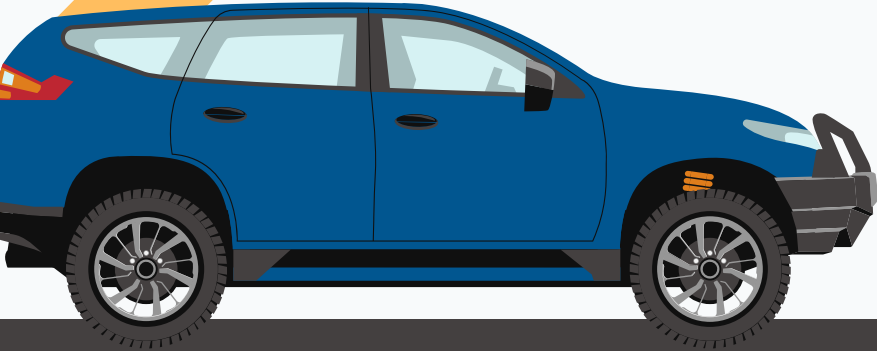
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**01**

# **Business Understanding**



ONE TRAFFIC  
DEATH IS  
**TOO MANY**



HOW CAN WE  
**EDUCATE**  
TO  
**PREVENT**  
ACCIDENTS?





**02**

# **Data Source**



# Data Sourced from the City of Chicago

Data Collection Reports began in **2015**, and was **adopted by all precincts by 2017**

We filtered for

- Young Adults (15-22)
- In the driver's seat driving during the crash.
- Driver is a resident of Illinois

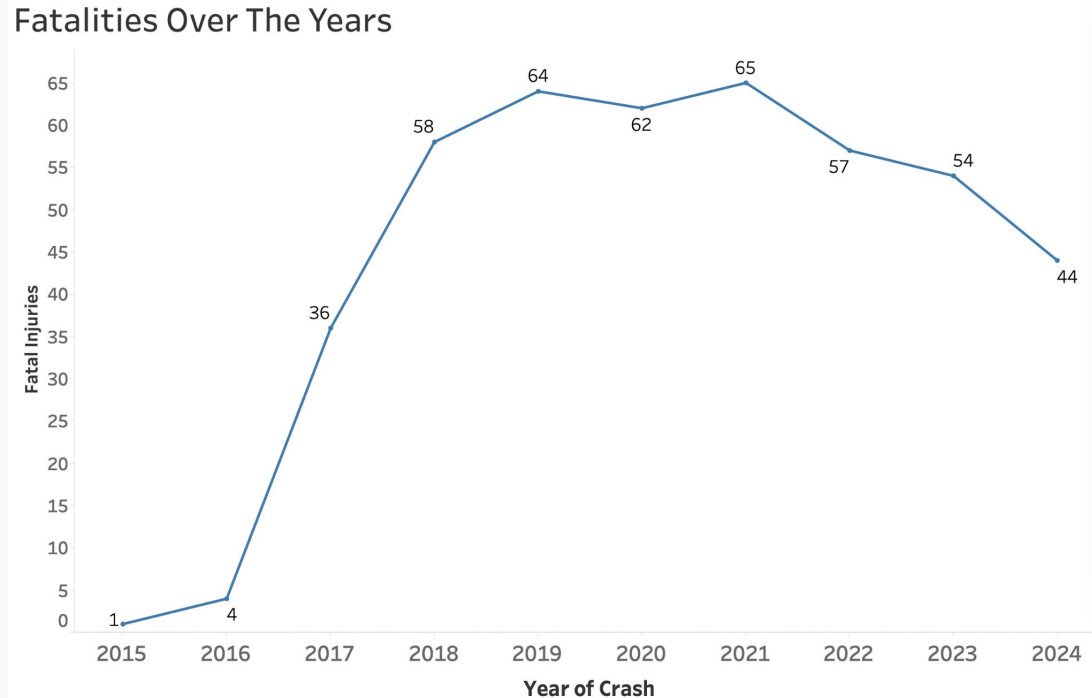


**03**

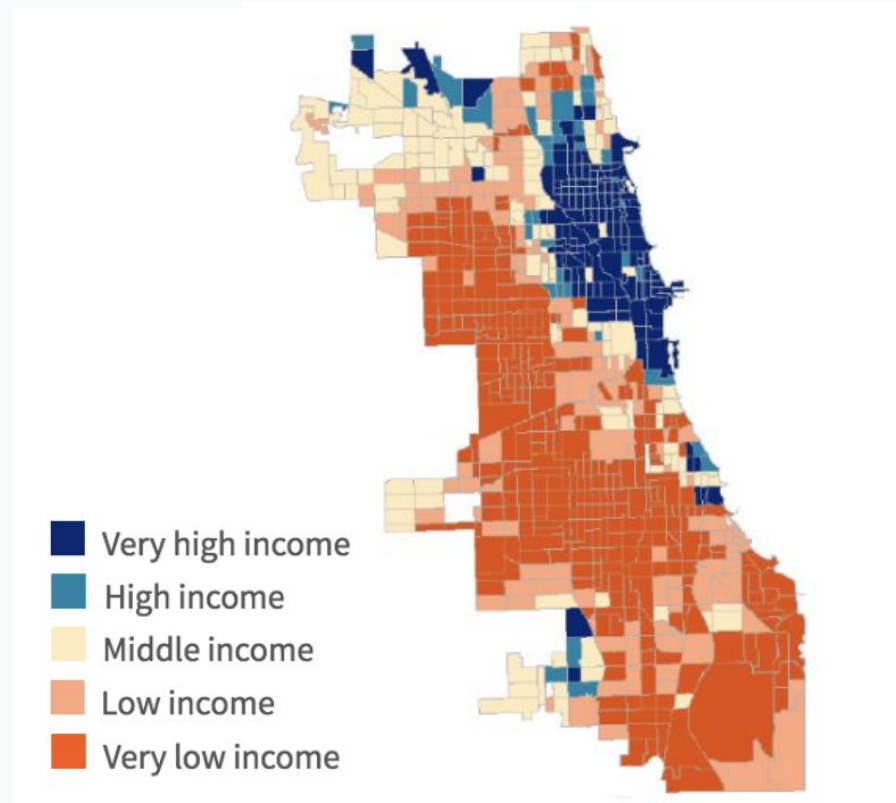
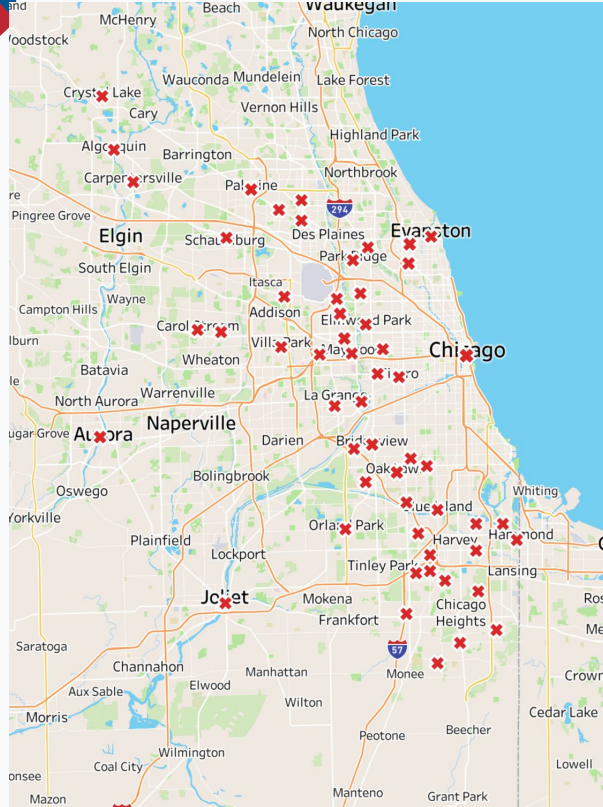
# **Data Understanding**



# Vision 0 has already begun to reduce fatal accidents



# Fatal Accidents are more likely to occur in low income areas.



Demographic map via [CDOT-2021 Report](#), based on reported income in US Census

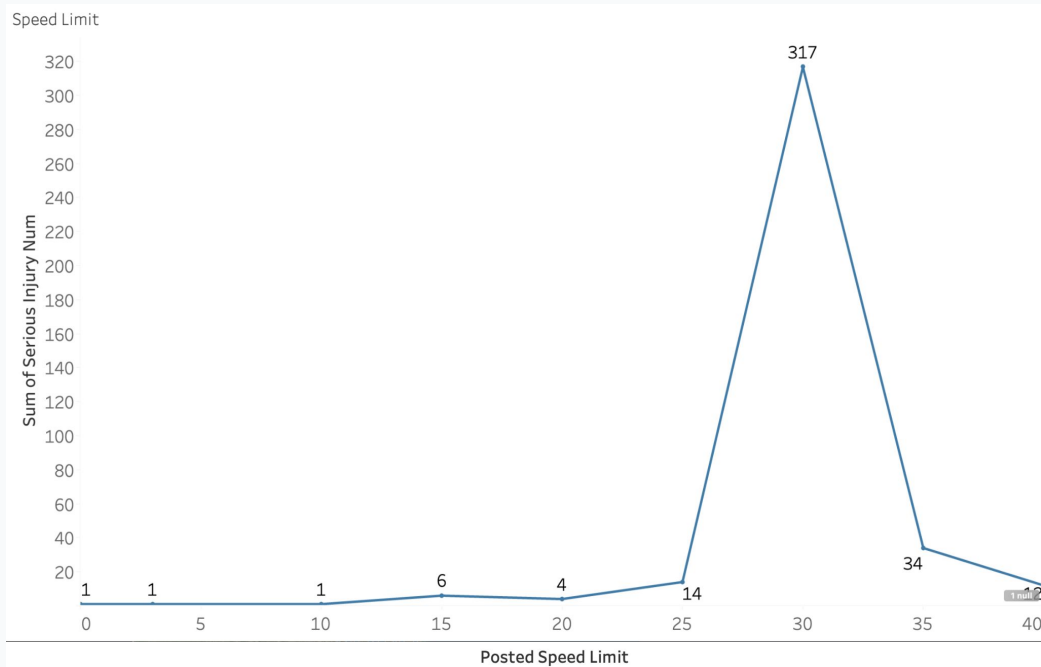
**04**

# **Data Analysis**



More **SEVERE** accidents occur when  
speed limits are higher.

**FAST = FATAL**

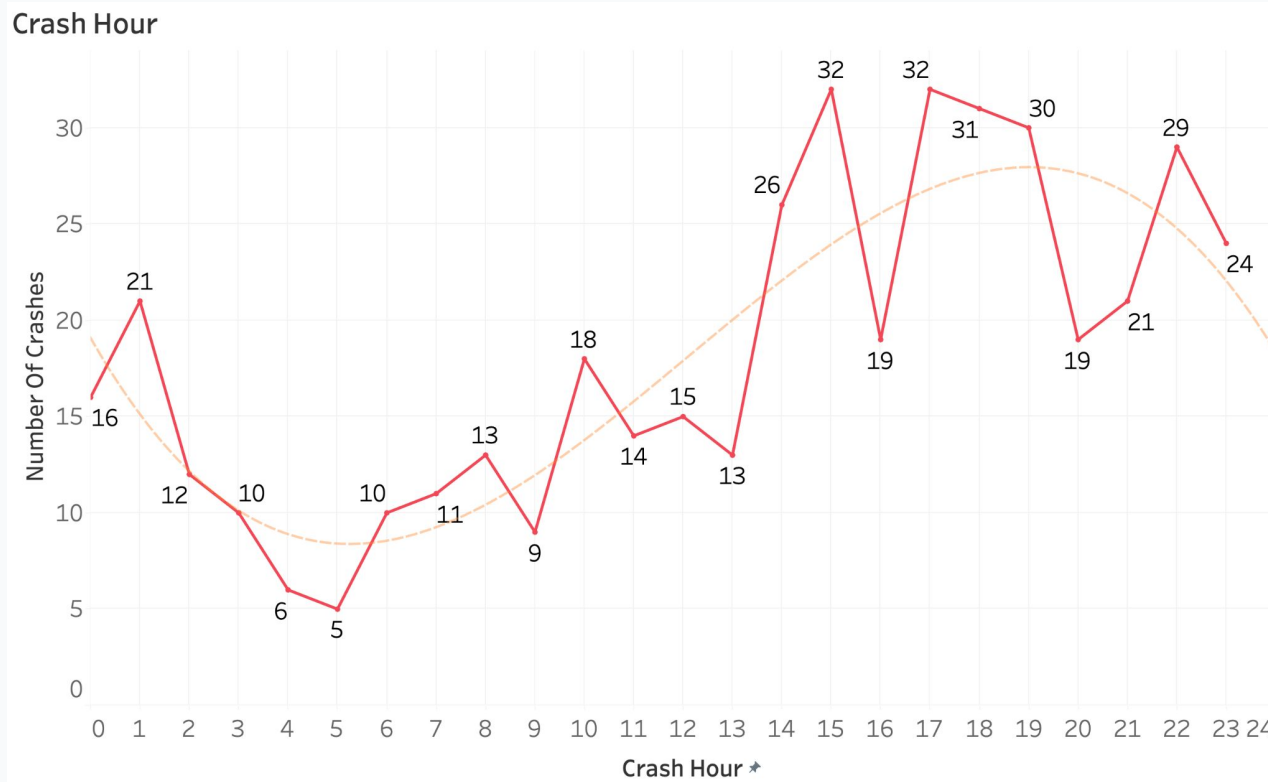




**For every additional passenger, the  
likelihood of a fatal accident increases  
by 17 %**



# More Fatal Accidents Occur at Night



**05**

# Action Items



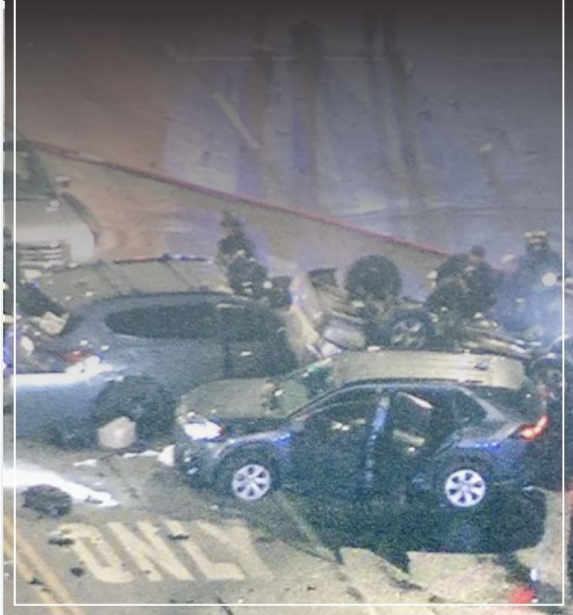
# **In-School Driver's Education, for **night** and **low-light** driving skills**



Speed Limits Exist  
for a Reason

**Slow Down**

Save lives

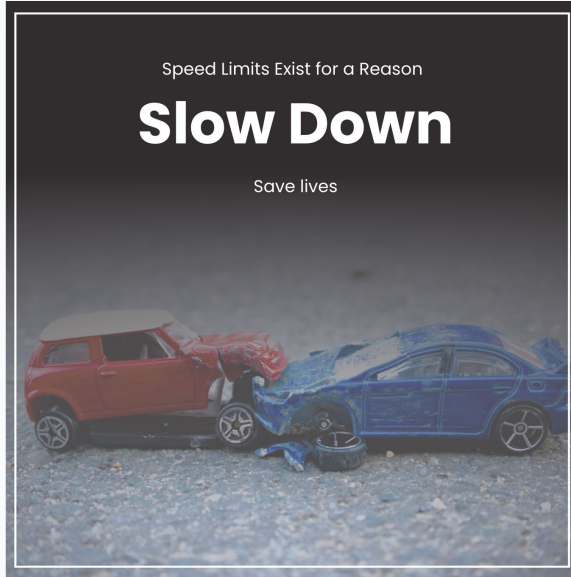


# Instagram Ad campaign and posts for the CDOT account

Speed Limits Exist for a Reason

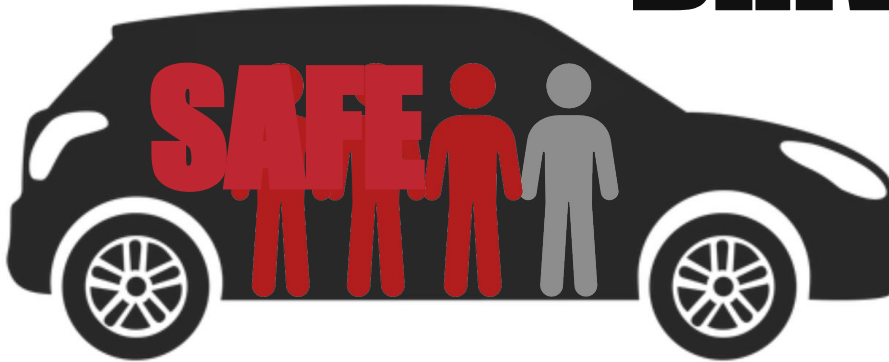
**Slow Down**

Save lives



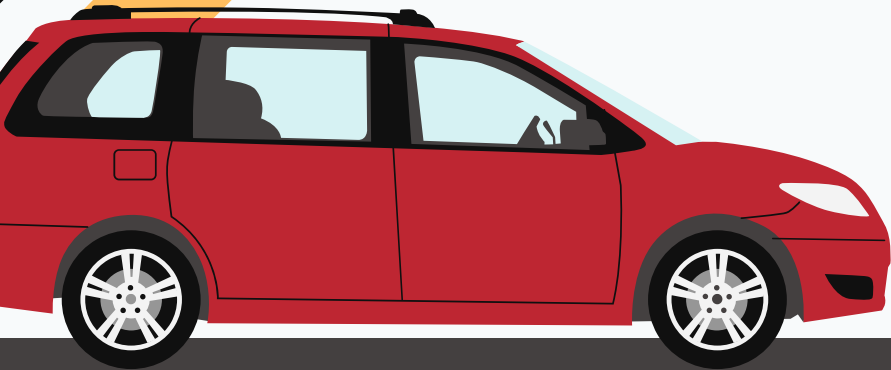
**We need to educate young adults on  
the increased risk of carpooling**

**DRIVE SOLO,  
DRIVE**



**06**

# **Further Steps**



# Further Steps

## **Expand on Crash Location and Demographics**

Examine the data in conjunction with Economic Hardship Data and Census information.

Vision 0 has already found correlation between accidents and historically poor areas: how can we improve driver education for these areas?

Can we connect with the community to drive change?

## **Expand our analysis to focus on Dangerous Roads and Speed Corridors**

Teach young adults about what roads are the most dangerous and how to best navigate them.

## **Spotlight Bike Infrastructure Development and Examine its effects**



# Thank You

Does anyone have any questions?

CREDITS: This presentation template was created by [Slidesgo](#), including icons by [Flaticon](#), and infographics & images by [Freepik](#)

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