

Multimodal Transportation Committee
Thursday, May 16, 2019
Vision Zero: Eliminating Traffic Fatalities and Injuries (MT-15)
Testimony of Jennifer Maydan

Aloha Chair and Committee Members,

Mahalo for the opportunity to provide testimony in support of Vision Zero. My name is Jennifer Maydan and I'm a planner with the County's Long Range Planning Division and Chair of the Healthy Eating Active Living (HEAL) Coalition for Maui, Molokai and Lanai.

I am in full support of the resolution urging the Mayor to create a Vision Zero Advisory Group.

Vision Zero is a fundamentally different way to approach traffic safety. Vision Zero recognizes that the current rate of traffic fatalities and severe injuries is unacceptable, and thankfully preventable. Vision Zero takes a proactive and preventative approach and prioritizes traffic safety, public health and equitable mobility.

Creating a Vision Zero Advisory Group is a critical first step to eliminating traffic fatalities and severe injuries. The Advisory Group will bring together County and State departments, transportation professionals, public health officials, policymakers, police, planners and community members to develop an Action Plan to make Maui County's roads safe for all users.

Vision Zero uses a multi-pronged approach including education, engineering and enforcement solutions. Vision Zero recognizes that data is critical to understanding trends and potential disproportionate impacts of traffic deaths on certain populations. Vision Zero recognizes that managing speed, with safe street design and safe speed limits, is essential. And Vision Zero prioritizes equity and community engagement, thereby prioritizing people.

For all of these reasons, I ask you to adopt the resolution urging the Mayor to create a Vision Zero Advisory Group

Mahalo for the opportunity to testify today.

RECEIVED AT MT MEETING ON 5/16/19