# Assessing Community Readiness for Vision Zero in North Carolina

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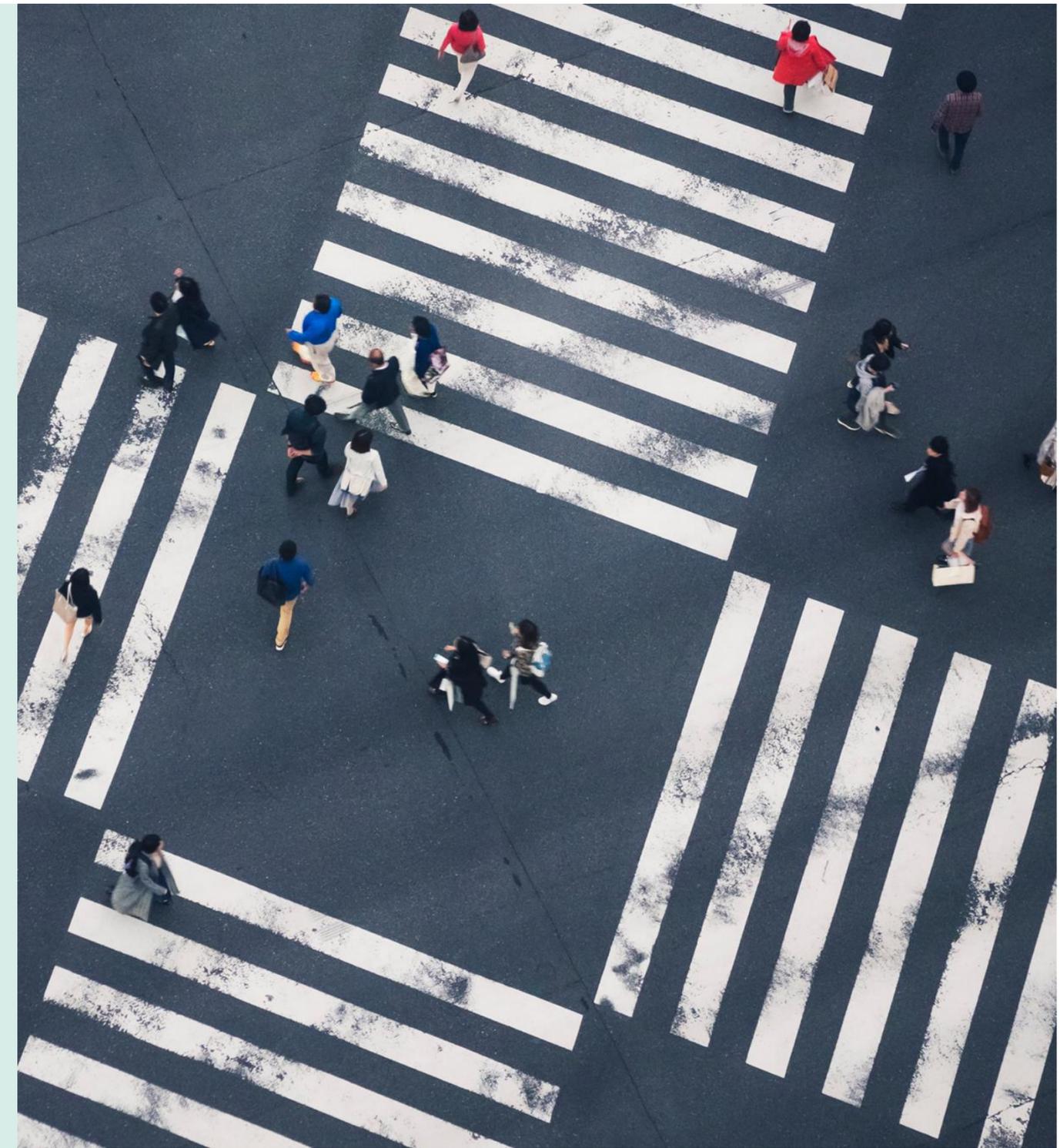
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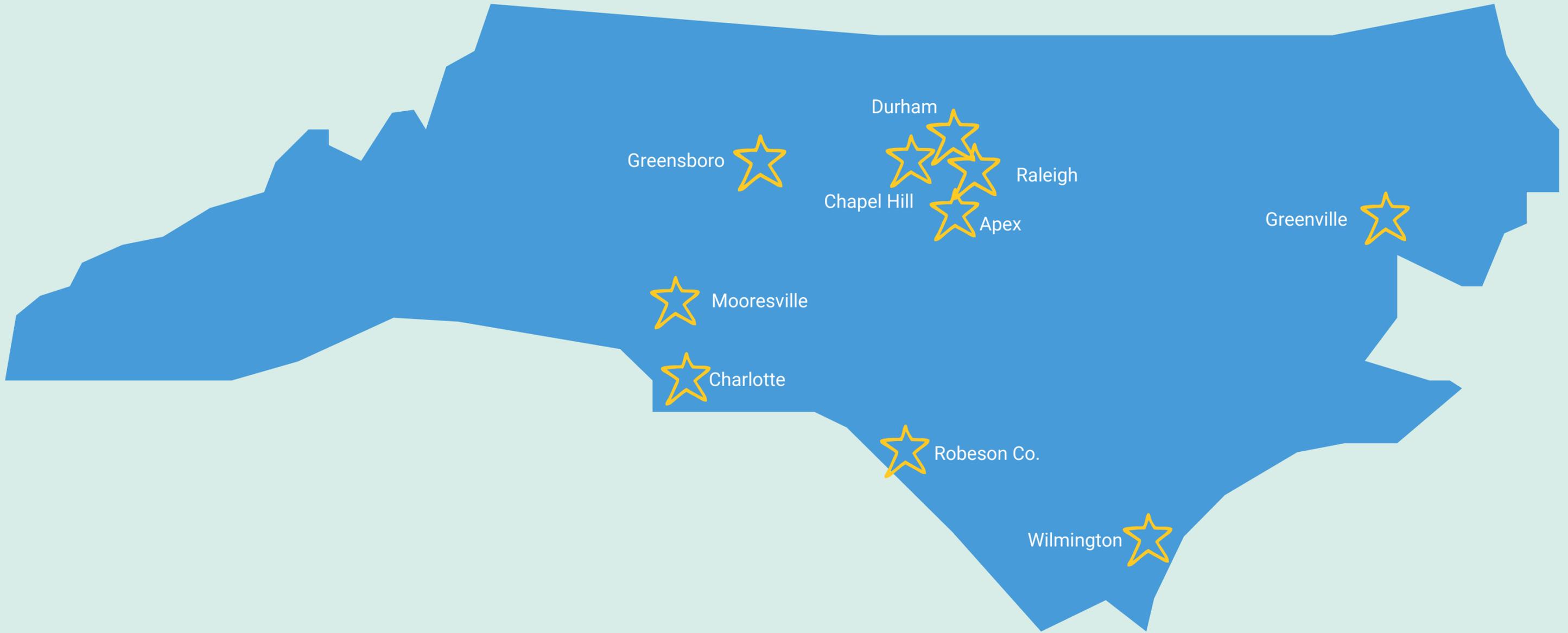
Vision Zero and the Safe Systems approach
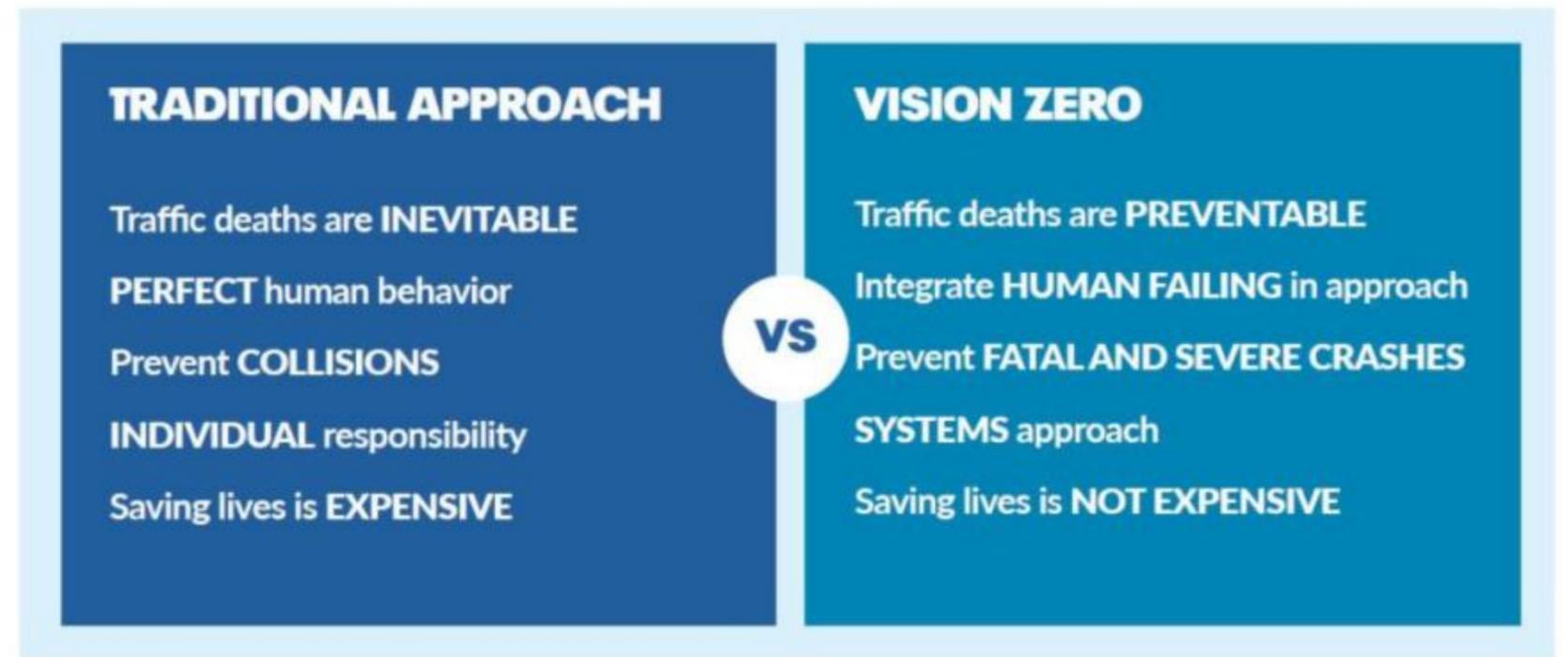
Source: Vision Zero Network
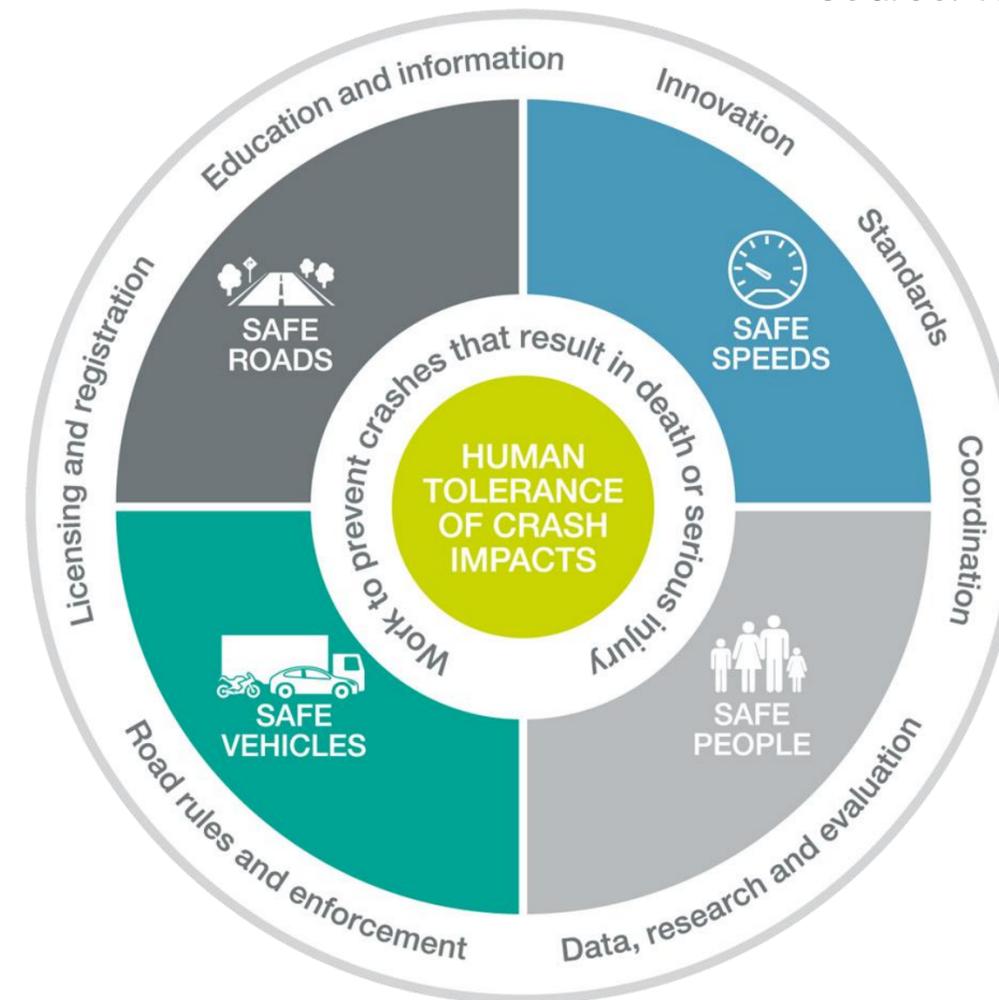
Source: National Road Safety Strategy

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Meet the team

Who is working alongside us?

Develop materials for Vision Zero communities

Provide technical assistance and host statewide meetings

Evaluate Vision Zero Progress in NC

**Host the Vision Zero Leadership Institute**

What do we do?

The Community Readiness Model

Community Readiness Assessment

"Readiness" is the degree to which a community is willing and prepared to take action on a problem.

Stages of Community Readiness

Stage	Description
No Awareness	Road fatalities/serious injuries are not generally recognized by the community or leaders as a problem (or it may truly not be an issue).
Denial/ Resistance	At least some community members recognize that road fatalities/serious injuries are a concern, but there is little recognition that it is occurring locally.
Vague Awareness	Most feel that there is local concern, but there is no immediate motivation to do anything about it.
Preplanning	There is clear recognition that something must be done, and there may even be a group addressing it. However, Vision Zero efforts are not focused or detailed.
Preparation	Active leaders begin planning Vision Zero efforts in earnest. Community offers modest support of efforts.
Initiation	Enough information is available to justify efforts. Vision Zero activities are underway.
Stabilization	Vision Zero activities are supported by administrators or community decision makers. Staff are trained and experienced.
Confirmation/ Expansion	Vision Zero efforts are in place. Community members feel comfortable using services, and they support expansions. Local data are regularly obtained.
Community Ownership	Detailed and sophisticated knowledge exists about traffic fatality prevention. Effective evaluation guides new directions. Model is applied to other issues.

Dimensions of Readiness

A — **Community efforts:** To what extent are there efforts, programs, and policies that address traffic/road safety?

B — **Community knowledge of the efforts:** To what extent are people aware of local efforts, their effectiveness, and equity of those efforts.

C — **Leadership:** To what extent are appointed leaders and influential community members supportive of Vision Zero?

D — **Community climate:** What is the prevailing attitude of the community toward Vision Zero goals and strategies?

E — **Community knowledge about the issue:** To what extent do community members know about traffic fatalities and their impact in the community?

F — **Resources related to the issue:** To what extent are local resources (people, time, money, space) available for prevention efforts?

Methods

1. Community Readiness Assessment manual
2. Interview Guide and Scoring sheet
3. 6-8 key contacts
4. Time

What you need

Interview ID #	Interview #1	Interview #2	Interview #3	Interview #4	Interview #5	Interview #6	Interview #7	Interview #8	Average
Dimension A									#DIV/0!
Dimension B									#DIV/0!
Dimension C									#DIV/0!
Dimension D									#DIV/0!
Dimension E									#DIV/0!
Dimension F									#DIV/0!

Score	Stage of Readiness
1	No Awareness
2	Denial/Resistance
3	Vague Awareness
4	Preplanning
5	Preparation
6	Initiation
7	Stabilization
8	Confirmation/Expansion
9	High Level of Community Ownership

- Assessment conducted by 8 UNC graduate students from MCRP program
- 5 NC Vision Zero communities
- Initial interviews with Vision Zero leaders to identify key informants/stakeholders
- Interviews with 28 total participants conducted by from February 2021-April 2021
- 30-60 minute interviews
- 5 Individual community reports and recommendations

2021 NC Vision Zero Community Readiness Assessment

Results

Overall readiness results
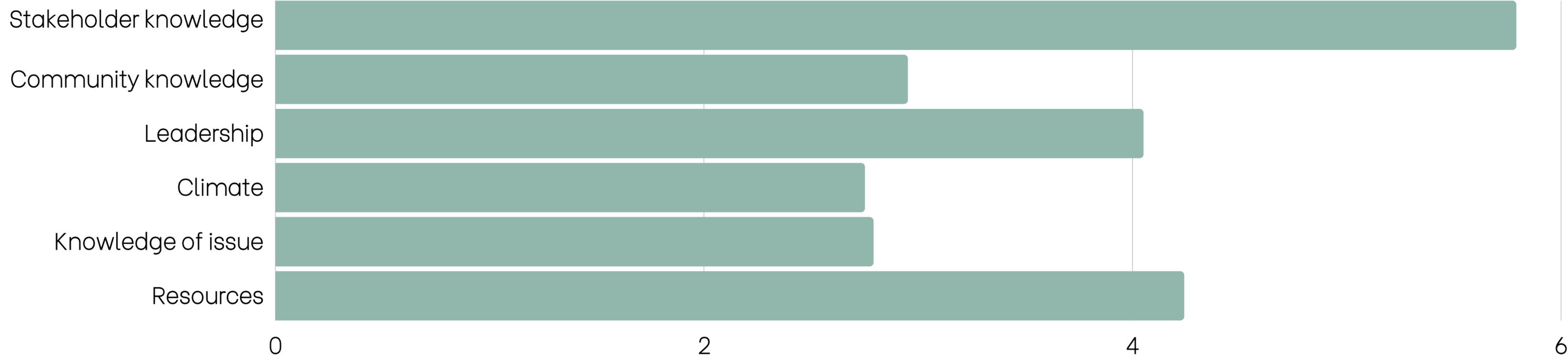
Level of concern about road fatalities/serious injuries
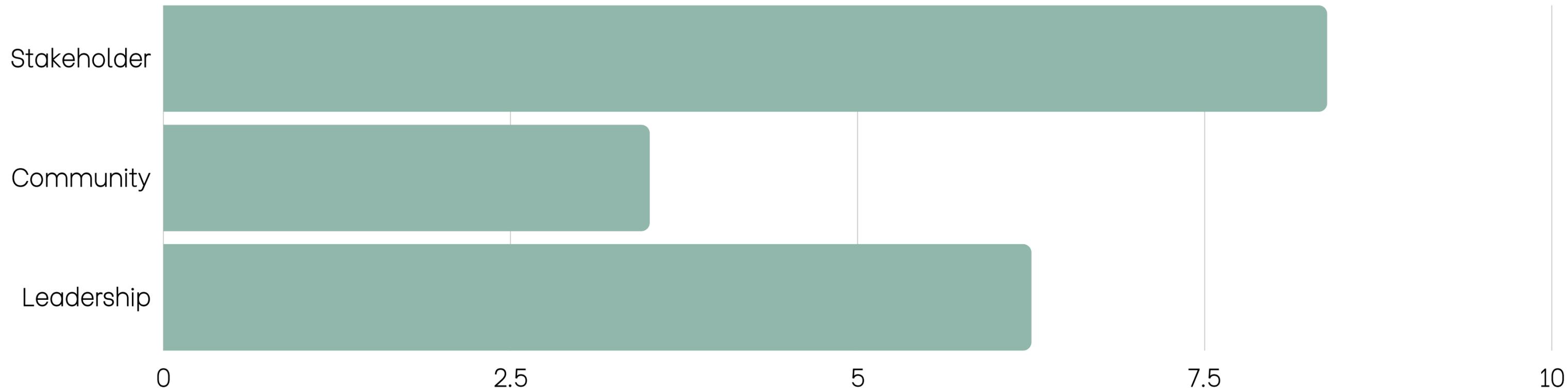
Perceived intervention effectiveness

Stakeholder knowledge

0   2   4   6
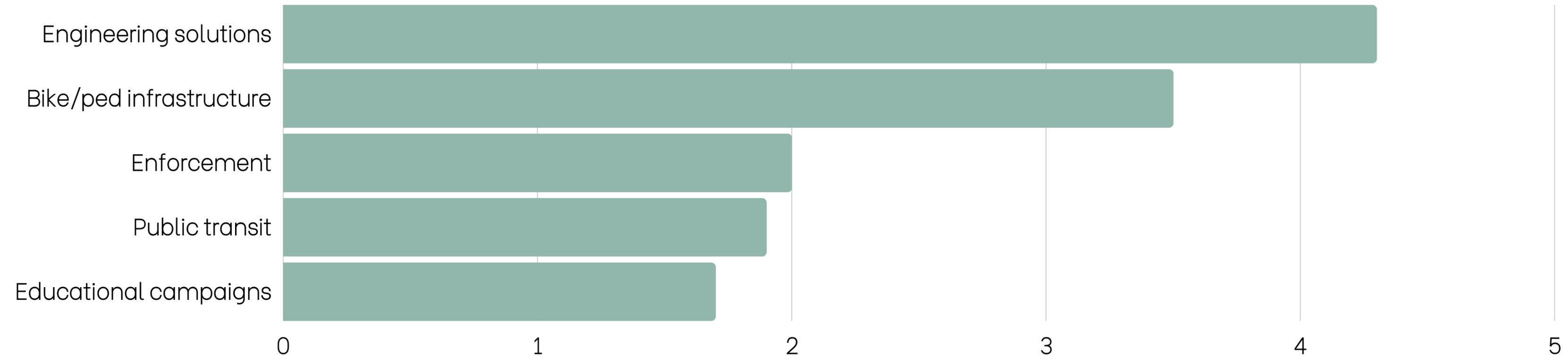
"Underinvested communities don't have the traffic calming or highly visible stop signs [and are] more prone to accidents or fatalities."

"…[the police] have a new group specifically looking at speeding and running red lights and you know traffic violations…"

"We do not see comprehensive ADA compliance in sidewalks and access to transit. The pedestrian interfaces associated with aging populations, access to goods, services and healthcare is often disconnected…"

Stakeholder knowledge (Preparation)

Community knowledge

0	2	4	6

"I don't know if anybody's going to blame the city because somebody speeds or somebody is not paying attention, or somebody you know walks in front of somebody. I'm not sure that that's ever going to be perceived or blamed on something, the city has or has not done. "

"...If people tend to bicycle or bike a lot on streets...they're probably somewhat engaged or if they tend to walk a lot..."

"I still don't see a great deal of public penetration to traditionally underserved minority communities...I get the sense that these are nice programs, if people are able and willing to come to them. They don't necessarily always, from my perception, go out to where people are at..."

Community Knowledge of Efforts (Vague awareness)

Leadership

0   2   4   6

"...I don't hear much leadership on these issues. I hear maybe a political talking point of: 'Our thoughts and prayers' are with somebody when there's a horrible crash..."

"I feel confident that public safety via really any form is top priority for our city leaders, I feel strongly about that."

"When you talk with them (elected leadership) about it, it seems of concern. But, when you ask for some help in the solution, it tends to change. It's always what they can't do, there's no real answers to what we can do."

Leadership (Pre-planning)

Climate

0   2   4   6

"The mental model that most people are working with is that the roads just belong to the cars and [that] we're not allowed to ask questions or create an alternate reality to the one we have now… there's just a wholesale acceptance that if you put your foot outside of that curb that anything that happens to you at that point is your fault."

"I wish there was a greater understanding of what it's like to have to depend on walking or biking to commute."

"…if there's one positive thing that comes out of the pandemic…the use of sidewalks and greenways, and whatnot by people has dramatically increased… so I think people are a little more positive…about their local communities and making sure they are healthier places to live."

Community Climate (Denial/resistance)

Knowledge of issue

0   2   4   6

"The people that are working on it know exactly what's going on, because they have all the numbers... but the people that are in the communities, unless they see it happen and it's right in their community, they're clueless of the depth of what's happening."

"The only time they'll know about a traffic death is if they see it like on the five o'clock news and it's some spectacular crash or some child gets hit…"

"…I'm not sure they (the community) understand the scope or the impacts that are involved…It doesn't grab their attention unless it's in their backyard, or it happens to somebody they know…"

Community Knowledge of the Issue (Denial/resistance)

Resources

0   2   4   6

"I'm not sure about volunteering time or participating in events. That would probably be a small subset of our population."

"...Most folks are going to reach out to the police first and then their elected leadership second..."

"...Everyone [in the community] is in favor of [addressing road deaths and serious injuries], it takes someone that's going to spearhead the effort and then see it to fruition as far as actions taking place that are put forth by the concerns of the population..."

Resources related to the Issue (Pre-planning)

Recommendations

- Community advocates as volunteers
- Tap into current community strengths
- Take stock of skills that members of the coalition have and put them toward Vision Zero
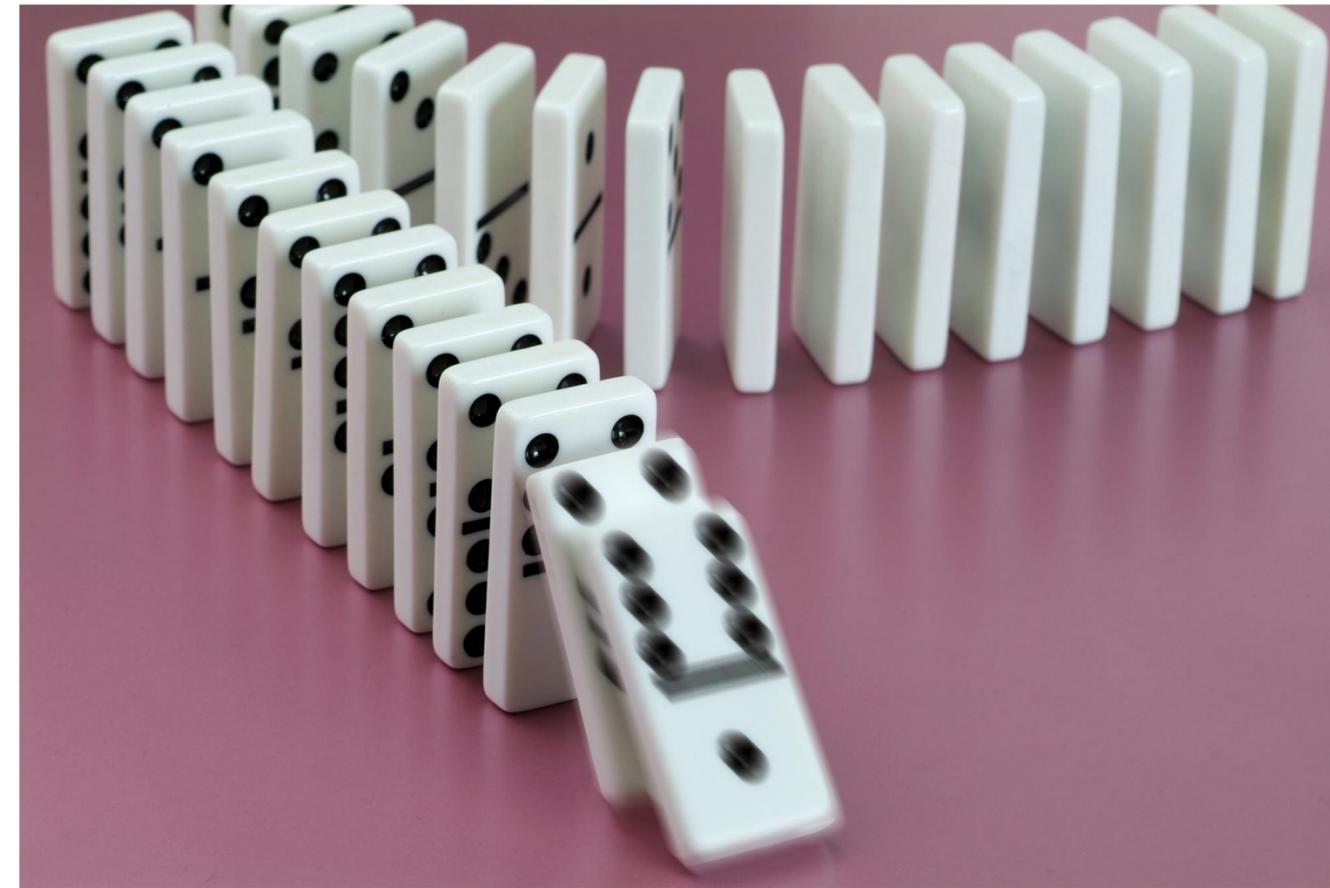
Leverage the capacity and skills of local organizations

- Local media crash reports are the most common way residents learn about road fatalities
- Most often framed as "accident" with traffic delays centered
- Provide contextual information about trends, anecdotes to humanize events or collaborate for a special report

Establish a working relationship with local media

- Consider formal and informal means of information-sharing (ghost bikes, data maps)
- Build relationships with influential, local community groups (meet people where they are!)
- Have a presence at or co-host community events

Improve access to information about road safety and Vision Zero efforts

- **Develop an effective "pitch"**
- **Consider how Vision Zero fits into current community priorities**
- **Provide relevant, compelling data and community input**

Continue direct engagement with local leadership

Thank you!

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