



NC Vision Zero Statewide Task Force

April 24, 2023

Introductions (in the chat)

- Name
- Organization
- (optional) Share relevant updates

Agenda

- Welcome and brief introductions
- Recap of previous meetings & priorities identified for work groups
- Move into work groups to refine next steps and assign tasks
- Share out work group discussions
- Closing

Get/Gives of Task Force members

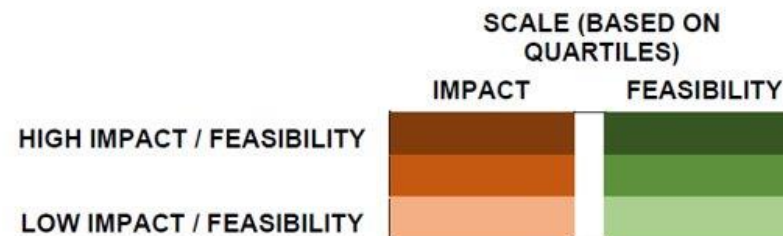






Community Presentations



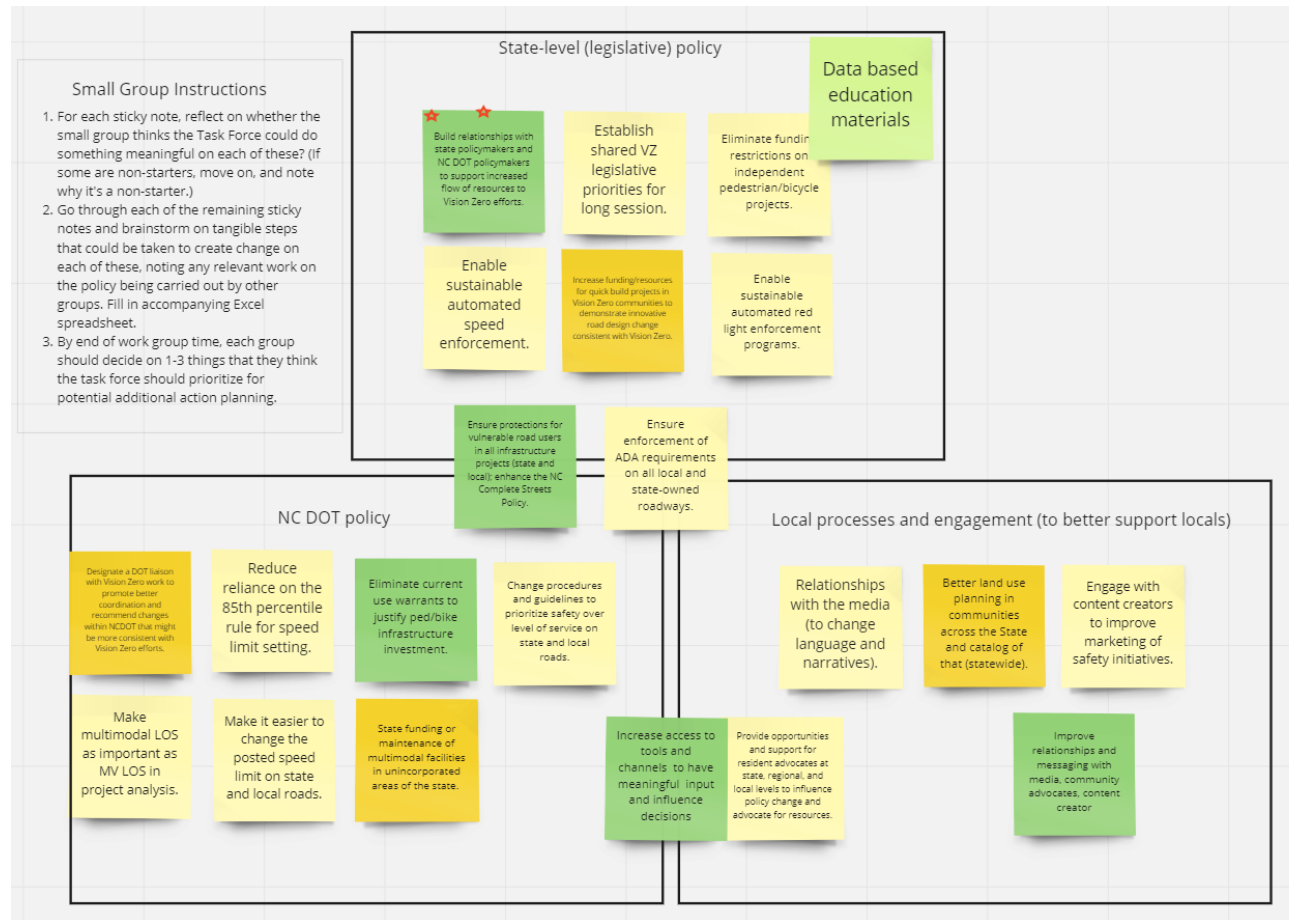
Prioritization

OVERVIEW. Since October 2021 the NC Vision Zero task force has met on a quarterly basis to discuss priority actions for advancing Vision Zero in North Carolina, including policies, resources, and opportunities for coordination across agencies. The task force has had the opportunity to hear from Vision Zero community representatives who are leading efforts on the ground across the state to inform discussions. During the meeting on July 26, 2022, task force members completed a survey to score each action that had been identified based on 1) level of impact (low to high) and 2) feasibility (low to high). The results of that survey, including relevant comments have been summarized below.



Potential Task Force Priority	Average Relative Impact	Average Relative Feasibility	Comments to Contextualize Scores
Establish shared VZ legislative priorities for long session.			1) "Partners need to agree on top priorities so advocates can push together on the same things." 2) "Pulling the VZ cities together to lobby for shared legislation would help everyone. There's legislation that my city has tried for years to pass with the help of our representatives, but these hardly ever make it out of committee. In the last session, when a couple of cities signed on to the legislation, it went farther than before but still wasn't passed. It would probably help to have support from more cities." 3) "This is relationship building which computes to time for me."
Ensure protections for vulnerable road users in all infrastructure projects (state and local); enhance the NC Complete Streets Policy.			1) "This should be easy. Include the impact on local economy to help sell it (safe place to visit and walk)." 2) "Depends on how we operationalize "ensure protections". If we are passing a policy, that's one thing. To actually implement the policy is another." 3) "This is vague enough that I don't really know what it means. What needs to change to strengthen the Complete Streets Policy even more?" 4) "The NC Complete Streets Policy - enhancing it would be a great project, but NCDOT generally only applies it when building a new road. They don't seem to be interested in retrofitting existing roads, which is where it is needed. The policy should be expanded to include retrofits of existing roads and there should be less reliance on considering single

Final selection of priority areas



Identifying next steps

Year 1 Action Steps + Resources

Priority Area #1: Build relationships with state policymakers, including those at NC DOT and the legislature, to support increased flow of information and resources for Vision Zero efforts.



Priority areas for NC Vision Zero Task Force in 2023 and next steps

1. Build relationships with state policymakers, including those at NC DOT and the legislature, to support increased flow of resources to Vision Zero efforts.

- Identifying policymakers as potential VZ champions
- Establish set of publicity/marketing materials

2. Improve relationships and messaging with media, community partners, and influential content creators.

- Identify list of key outlets and partners (current and potential).
- Mix of creating messaging templates and efforts to amplify grassroots community work.
- Identify evidence-based, effective campaigns to replicate.

3. Eliminate funding restrictions on independent pedestrian/bicycle projects.

- Leverage VZ champions identified as part of Priority #1 to support effort.
- Provide support to organizations already leading effort (i.e. BikeWalk NC)

Work group assignments

Priority area #1: Build relationships with state policymakers, including those at NC DOT and the legislature, to support increased flow of resources to Vision Zero efforts.

Priority Area #2: Improve relationships and messaging with media, community partners, and influential content creators.

Priority Area #3: Eliminate funding restrictions on independent pedestrian/bicycle projects.

Beau Mills (lead)	Kelly Kavanaugh (lead)	Terry Lansdell (lead)
Becky Naumann (UNC support)	Stephen Heiny (UNC support)	Seth LaJeunesse (UNC support)
Mark Ezzell	Jennifer Delcourt	Joe Furstenberg
Hanna Cockburn	Billy Parrish	Ellen Walston
Bergen Watterson	Derrick Waller	Corey Povar
Barry Overman	Lauren Earnhardt	Chief Mark Holtzman
Brian Mayhew	Jim Dunlop	
Brett Canipe	Mary Jo Gellenbeck	
Lisa Riegel	Ingrid Bou-Saada	

Work group share outs

- What were the key discussion/action items?
- How can these steps be carried out in the coming year (i.e., what's being asked of task force members and others?)
- What (if any) items need further coordination across groups?

Thank you!

- Next meeting: July 24th