

NC Vision Zero Statewide Task Force

April 24, 2023 Meeting #8







Introductions (in the chat)

- Name
- Organization
- (optional) Share relevant updates









Agenda

- Welcome and brief introductions
- Recap of previous meetings
- Work group share-outs of discussions at previous meeting
- Update on new federal policies that impact Vision Zero efforts
- Quick guidance on framing to keep in mind for communications efforts
- Move into work groups to refine next steps and assign tasks
- Share out work group discussions
- Closing









Get/Gives of Task Force members





Technical assistance & knowledge in SEVERAL domains (evaluation, coalition building, data, road design and engineering, policy, partnership, advocay, equity-centered approaches)

Leverage statewide planning efforts and engineering efforts Convener and communication channel to several other key partners (can connect, amplify messages, cross-topic alignment/engageme nt)

Funding and other resources (e.g., pedestrian loan counter program, volunteer time, small grants) Understanding of local context and on-the-ground barriers to road safety implementation efforts Understanding of state and national context of relevant policies, plans, priorities, and decision-making processes

Communication and education channel to the public. Platforms for key messages.

Storytelling and advocacy



Community safety, injuries prevented, health and well-being

New partnerships Common language and communication to inform better decisionmaking

Increase knowledge and expertise Helps meet organizational goals Collaborative thinking/work toward policy changing-- creating a bigger platform for change

Clarify understanding of decisions/policies at state and local levels

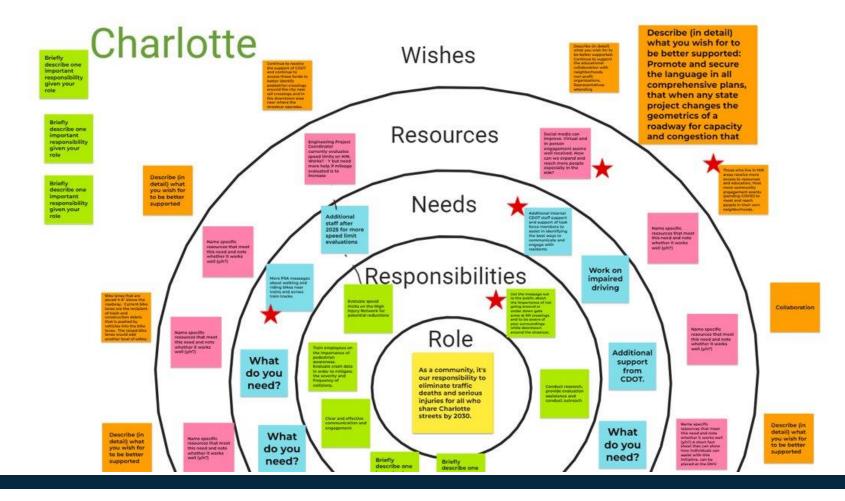








Community Presentations



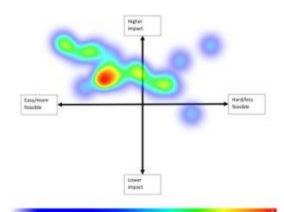




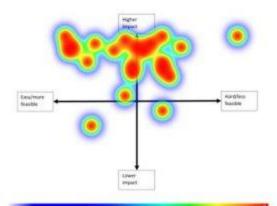




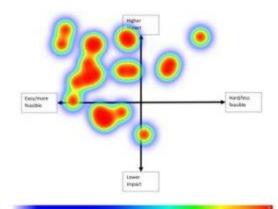
Prioritization



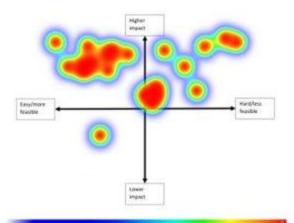
Increase funding/resources for quick build projects in Vision Zero communities to demonstrate innovative road design change consistent with Vision Zero



Ensure protections for vulnerable road users in all infrastructure projects (state and local); enhance the NC Complete Streets Policy



Relationships with the media (to change language and narratives).



Ensure enforcement of ADA requirements on all local and state-owned roadways.

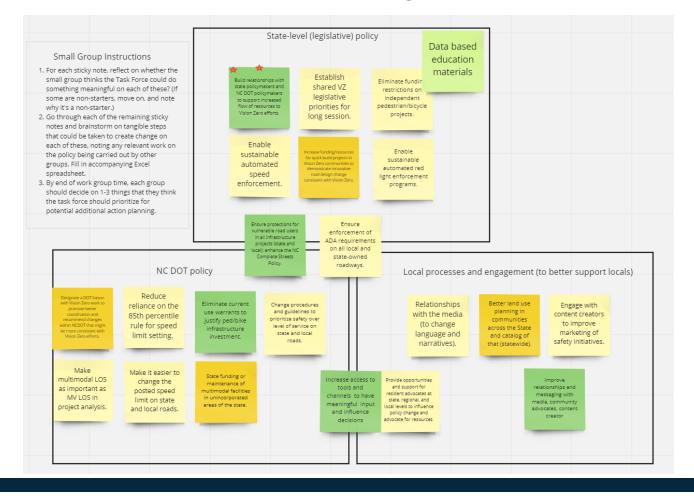








Final selection of priority areas











Identifying next steps











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 creators. Zero efforts.

Priority Area #2: Improve relationships and messaging with | **Priority Area #3:** Eliminate funding restrictions on media, community partners, and influential content

independent pedestrian/bicycle projects.

Beau Mills (lead)	Kelly Kavanaugh (lead)	Terry Lansdell (lead)
Elyse Keefe (UNC support)	Kelly Evenson (sub for Stephen Heiny-UNC support)	Seth LaJeunesse (UNC support)
Mark Ezzell	Jennifer Delcourt	Joe Furstenberg
Hanna Cockburn	Billy Parrish	Ellen Walston
Bergen Watterson	Derrick Waller	Daniel Carter
Lisa Riegel	Kim Crouch	Andrew Meeker
Brian Murphy	Jim Dunlop	
Shawn Troy	Eliza Fitzpatrick	
Dean Ledbetter	Ingrid Bou-Saada	









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Policies and resources to keep in mind for work group discussions

- HSP and new <u>NHTSA rule</u>
- Fast frames guidance









Uniform Procedures for State Highway Safety Grant Programs









Frameworks Institute's "Fast Frames"

Instead of:	Do this:
Focusing on the crisis of traffic injury	Lift up concrete, collective, conceivable, solutions
Reporting numbers of people harmed on our roads w/o context	Provide context and show problems with policies and systems (not individuals)
Showing disparities in injury outcomes	Explain how inequities produced the disparities and what we can do about them
Showing road user behavior out of context	Show environments and context
Telling stories about incredible heroes	Tell success stories that highlight collective

WG sessions: Breakout rooms

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Goals for today's workgroups:

- 1. Finalize at least one goal for the priority area
- 2. Assign tasks (or identify needed resources) to complete the action steps to achieve the goal









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: October 23rd







