



# 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

## Summary of Key Themes

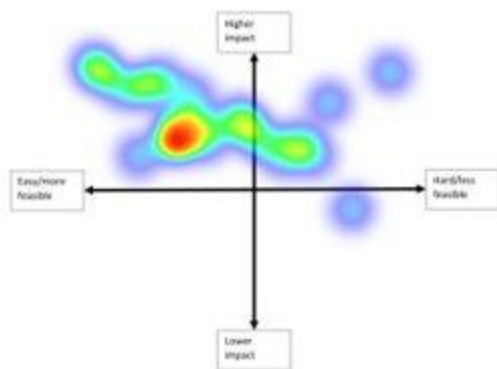


# Community Presentations

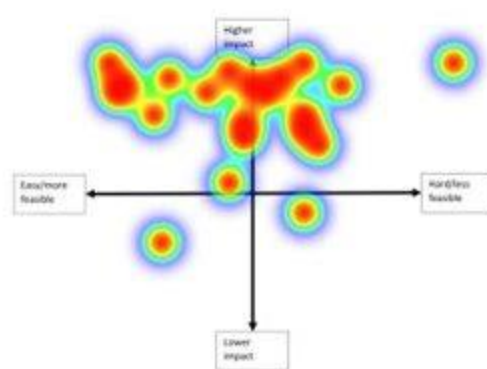
## Charlotte



# Prioritization



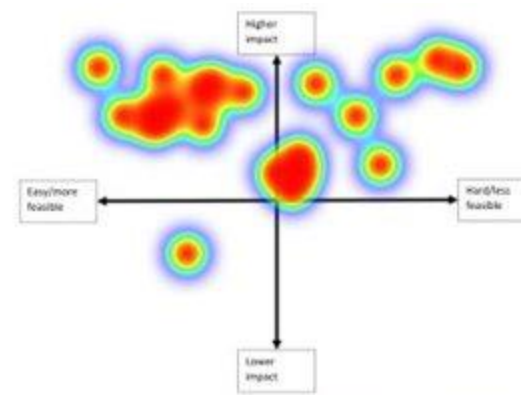
Increase funding/resources for quick build projects in Vision Zero communities to demonstrate innovative road design change consistent with Vision Zero



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

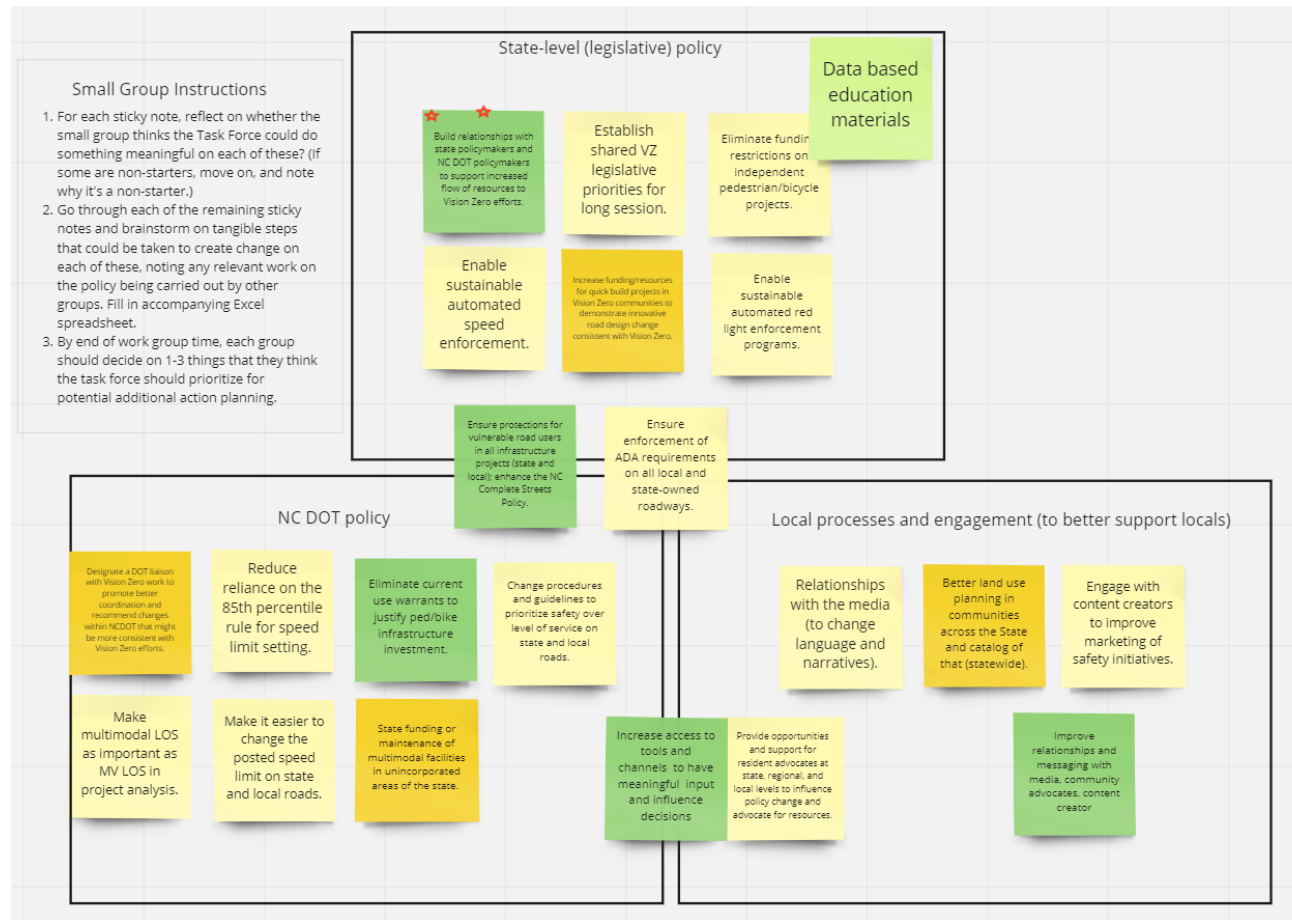


Relationships with the media (to change language and narratives).



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

# Final selection of priority areas





# Identifying next steps

## 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

<b>Priority area #1:</b> Build relationships with state policymakers, including those at NC DOT and the legislature, to support increased flow of resources to Vision Zero efforts.	<b>Priority Area #2:</b> Improve relationships and messaging with media, community partners, and influential content creators.	<b>Priority Area #3:</b> Eliminate funding restrictions on 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
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# Policies and resources to keep in mind for work group discussions

- HSP and new [NHTSA rule](#)
- [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 action

# 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