

VISION 
ZER 
SAFER STREETS FOR CHARLOTTE

Task Force Meeting 15
January 27, 2021

Agenda

- ▶ Housekeeping & Introductions – 10 min
- ▶ NC Governors Highway Safety Program Director – Mark Ezzell – 20 min
- ▶ Alta Planning+Design Safe Routes to School Work – Heather Seagle – 20 min
- ▶ CMPD Statistics for 2020 – Sgt. Jackson – 5 min
- ▶ Break – 10 min
- ▶ Quarterly Update on VZ progress (Strategy Table) – Angela – 10 min
- ▶ Decision Sprint Efforts & Results – Angela – 15 min
- ▶ VZ Challenge of the Quarter – Alex & Laura – 10 min
- ▶ Wrap Up – Angela – 5 min

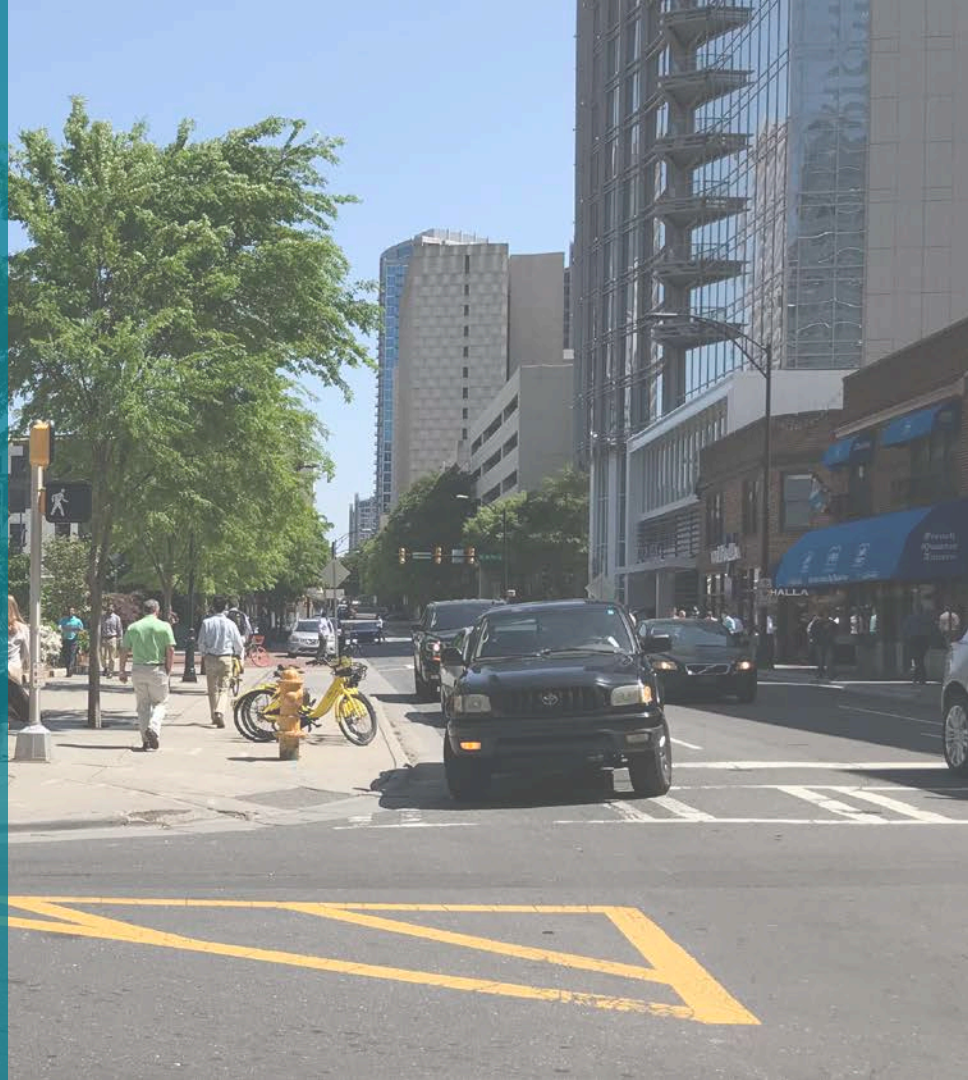
Guest Speakers

Mark Ezell

Director
NC Governor's Highway Safety Program

Heather Seagle

Project Manager, Safe Routes to School Toolkit
Alta Planning+Design



Charlotte Safe Routes to School Project Overview

January 27, 2020





alta

Agenda

- What is the project about?
- What have we done so far?
 - Walk Audits,
 - Safety Analysis
 - Preliminary Recommendations
- What comes next?

What is this project about?

- Create a toolkit for developing SRTS strategies and project recommendations for Charlotte area schools
- Develop SRTS plans for five pilot schools in Charlotte using the SRTS toolkit, focusing on schools on the High Injury Network of roadways



Project Schedule

Fall 2020

September to November:

- Kick-Off Meeting
- Data Collection/Assessment
- Walk Audits

Winter 2020/
2021

December to February:

- Safety Analysis
- Peer City SRTS Research
- **Stakeholder Meetings**

Spring 2021

March to May 2021:

- Prioritize School Recommendations/Projects
- Public Outreach/Student + Parent Surveys
- Draft Toolkit Report

Summer 2021

June to August 2021:

- Finalize Toolkit Report



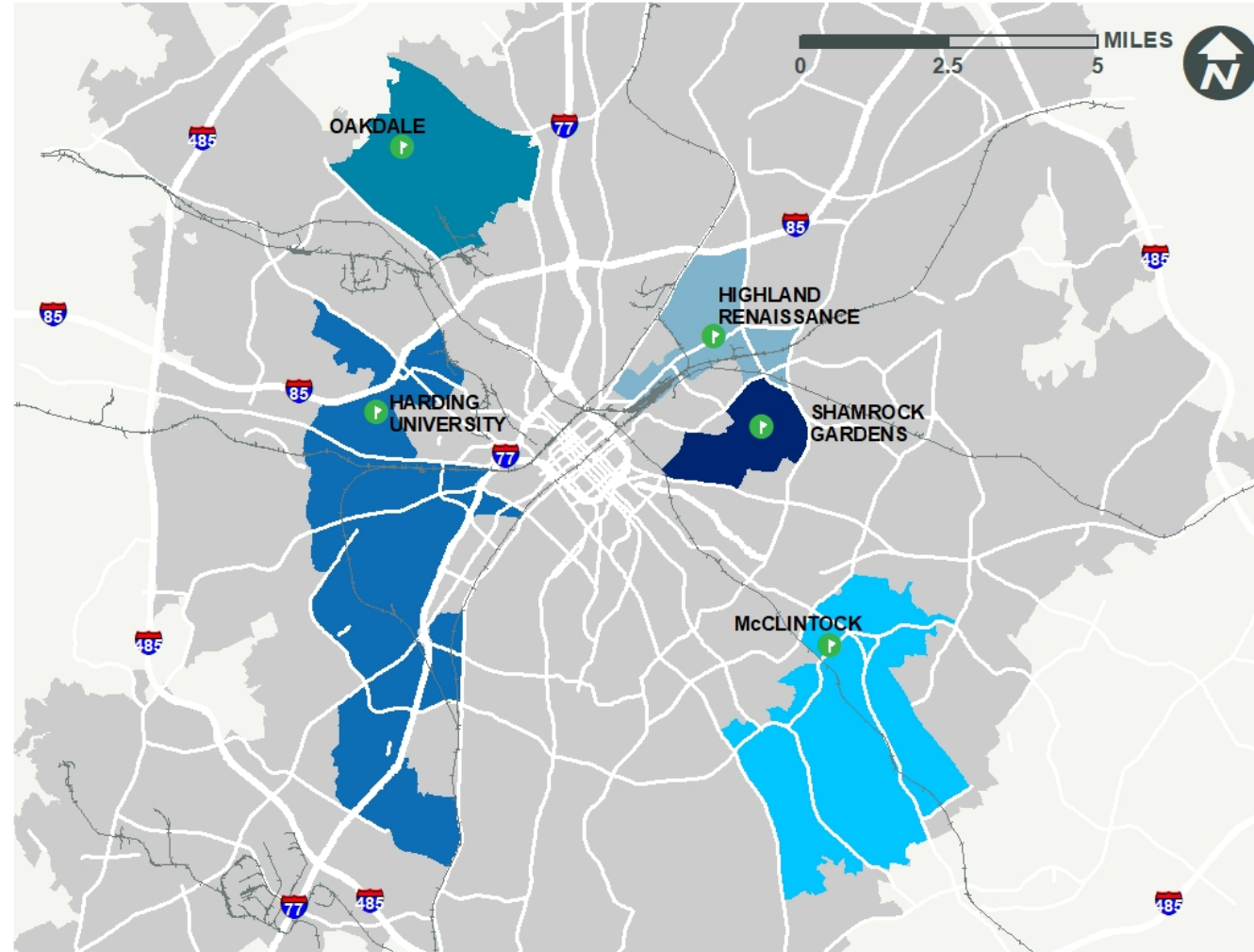
What have we done so far?



Walk Audits

5 Pilot schools:

- Oakdale Elementary
- Shamrock Gardens Elementary
- Highland Renaissance Academy
- McClintock Middle
- Harding University High





What comes next?



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alta

Project Prioritization

Potential Criteria:

- **Safety:** The project addresses safety concerns such as reported collisions.
- **Community-identified improvement:** The project is at a community-identified challenge area.
- **Connectivity:** The project improves or provides a connection to a key destination, or fills a key gap.
- **Feasibility:** The project can be implemented within a one-to five-year time frame. Projects that require outside agency approval or significant funding will receive lower scores.
- **Others...?**



Questions? Comments?

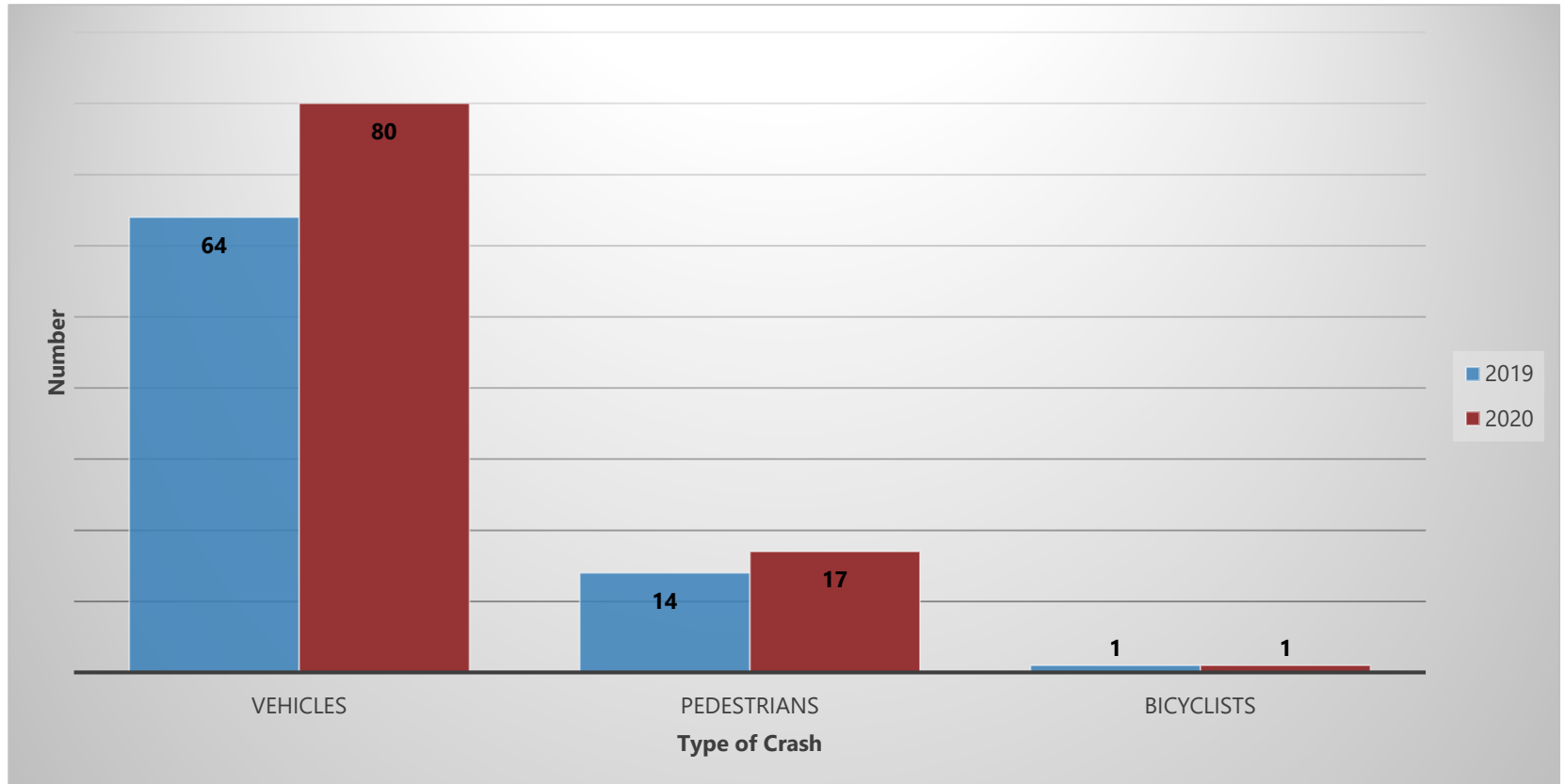
Heather Seagle
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Senior Planner
Alta Planning + Design

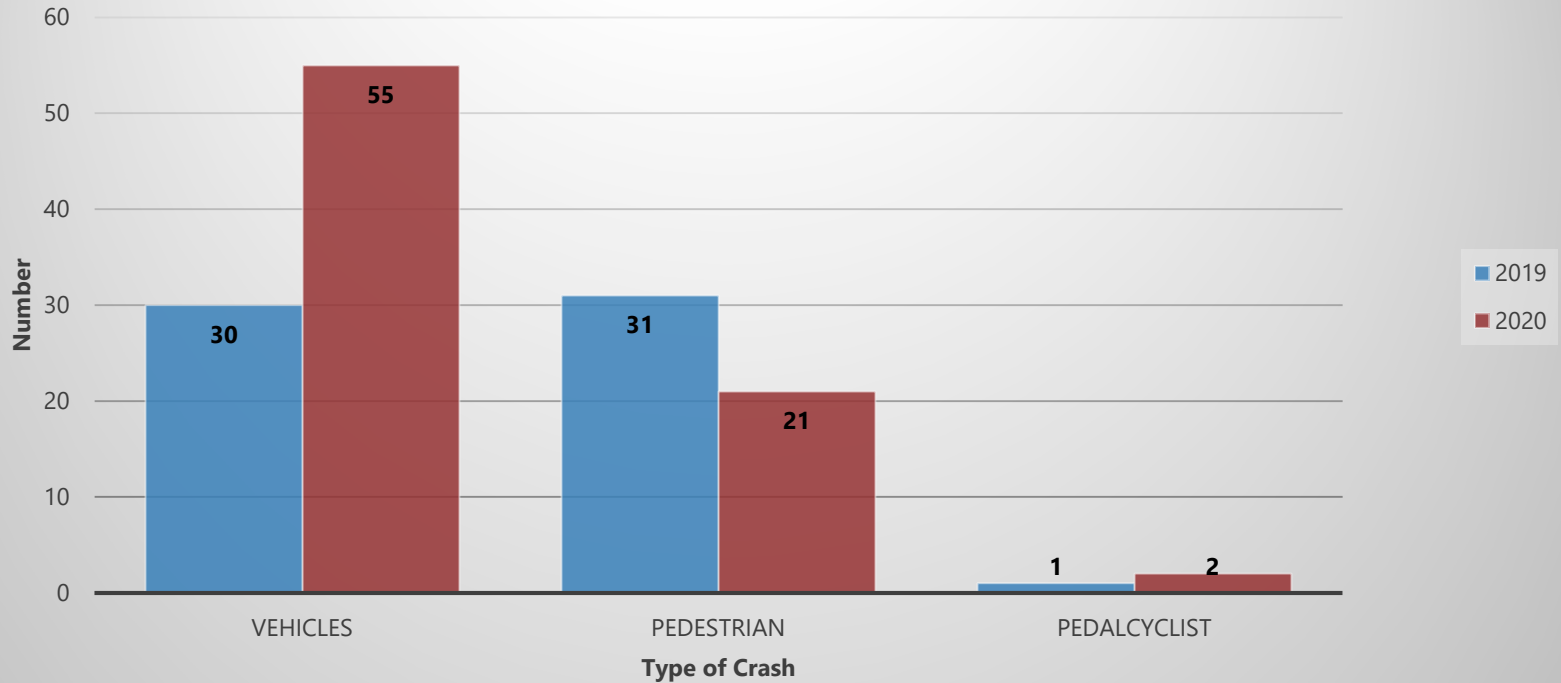
John Cock
JohnCock@altago.com

Principal-in-Charge
Alta Planning + Design

Level A Crashes 2020 vs 2019



Fatal Crashes 2020 vs 2019



Strategy Table Update – Highlights for 2020

- ▶ Completed reduction of speed limits on streets to 25 mph in Uptown
- ▶ Medically at Risk education video rolled out to all CMPD officers for training. Beginning work with MEDIC for similar effort
- ▶ Portable driver feedback sign program underway
- ▶ Participated in the 5-year update to the State Highway Safety Plan
- ▶ Pedestrian hybrid beacon, RRFB and bike facilities rack cards created. Work continues to expand the toolbox.
- ▶ Began serious injury crash investigations for bicyclists and pedestrians by CDOT Traffic Safety

***Decision Sprint for Task Force
Engagement***

WHY SPRINTS WORK

Default:

**Group
Brainstorm**

**Endless
Discussion**

**Ambiguous
Outcomes**

vs.

Sprints:

**Work Alone,
Together**

**Fast &
Decisive**

**Tangible
Results**

WILY SPRINTS

Decision Sprint



Designed for teams of up to 8 and "medium" sized challenges. They work best when:

- The challenge is well defined & relates to your core business or activities
- Your team is aligned on the challenge
- The target audience is well understood
- Multiple brains are needed to solve the challenge

Strategy Sprint



Designed for small-to-large teams and complex challenges. They work best when:

- The challenge is ill-defined, or there are knowledge gaps about the challenge
- One or more teams or stakeholders need to align on the challenge
- Goals and/or a vision need defining
- The path forward is unclear

Design Sprint



Designed for small teams and complex challenges. They work best when:

- The challenge & target audience are somewhat defined, even if gaps remain
- Customer or stakeholder validation is needed to ensure success
- There's high stakes or not enough time
- Starting or rebooting a project

WHAT'S A DECISION SPRINT?

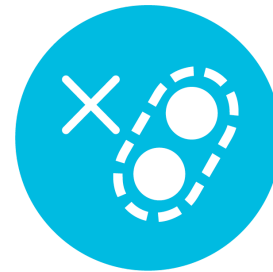
Decision Sprints are fast-paced, collaborative workshops that separate challenges, ideas, and the evaluation of ideas into distinct steps.



**Align on the
Challenge**



**Generate
Ideas**



**Evaluate
Ideas**



**Map Next
Steps**

How might we engage the Vision Zero Task Force in the important work of reducing crashes and eliminating traffic-related deaths and severe injuries by 2030?

How might we equip the Vision Zero Task Force to be ambassadors for the initiative and proactively leverage their time and expertise?

What's In

Content and Experience @ Quarterly Meetings

Opportunities between meetings

Focus on 2021

What's Out

Advocating for Specific projects

Work Area #3



- Create ideas that address the "How Might We"
- Write several ideas (don't self filter), one per note

How might we equip the Vision Zero Task Force to be ambassadors for the initiative and proactively leverage their time and expertise?

Create one stop shop for VZ marketing materials, upcoming meetings, talking points etc (allow task force members to upload materials)

Keep it simple - focus on three main goals for 2021 and track on those (monthly and at quarterly meetings)

What if we ask Task Force Members directly about how they think they can make a difference?

Make specific asks of task force members

abc

1

- Copy/paste (or drag and drop) 2-3 of your favorite ideas from your individual work area above to this group work area



2

- Take 90 seconds max to share your ideas aloud (pass the mic!)
- Group and theme sticky notes as needed



3

- Vote on the ideas that are the best or most compelling to you (except Decider)
- Drag and drop up to 8 of your dots on top of the ideas you want to vote for
- One vote to many OR many votes to one



4

- The Decider votes for up to 6 ideas they want to move forward



Narrow down focus / clarify 2021 goals

- Have a clear direction or goal for the year
- Identify incremental steps for 2021 to accomplish remaining 2020 goals and work towards 2025 goals
- Keep it simple - focus on three main goals for 2021 and track on those (monthly and at quarterly meetings)
- Make specific asks of task force members

Data / reporting

- Share monthly crash data with Task Force members

Comm Involvement

- Train community organizations on Vision Zero efforts
- Create & share a Task Force directory list for distribution amongst Task Force members
- Creating district and category reports for each policy maker in the city and county (goal is to not have them have to learn the tool, but just access the info)
- In a recent transportation meeting with Council, we still had members not know of this program. We need to develop an onboarding tool to give them the resource access each election cycle
- Have subgroups that work on specific topics important to each ambassador
- Provide a "cheat sheet" for ambassadors to share with community members: Who at City they should contact with street safety concerns?

Better Tools / Kits / Talking Points for TF, Policy Makers, Partners

Get Feedback / Continuous Improvement

- Seek feedback from the group at every meeting

Highlight good work of TF & partners

- Social media ambassador of month partner and what they do to support vision zero to keep them engaged as a benefit

Connect efforts / projects / plans to VZ

- Narrow topics to those 3-4 members have an interest in to engage sub pockets of projects that still support larger vision
- Create a project effort that would support each infrastructure/project that each member could have a part in whether that be how it supports their work or how they can send a note to that community or an event
- Foster actionable relationships with other city/county departments and organizations by encouraging inclusion of VZ goals in departmental business plans (i.e. public health, business/neighborhood services, etc.)
- Align Task Force members with specific VZ Action Plan benchmarks

Media & Partners

- Identify media opportunities to share VZ efforts
- Host a "Vision Zero Forum" with a nationally recognized keynote speaker + insights from ambassadors + perspectives of residents. Promote this to neighborhood and community groups AND to media.

Communication Updates / Stories / Social / Forums

- Monthly updates to share with task members on VZ social media content. Gives opportunity to share or add content.
- Communication between task members of any upcoming events or social media safety campaign messaging
- Increase individual investment/ownership in the initiative by sending out a newsletter (or message board) each month with updates, needs for assistance, accomplishments, shout-outs, etc.
- Sharing of Marketing Materials to create a toolkit online or add content to the Vision Zero resources section of the website.
- Create one stop shop for VZ marketing materials, upcoming meetings, talking points etc (allow task force members to upload materials)
- Create a shared digital folder with VZ marketing & resource documents so members can access between meetings/without asking. (May require creating a set of guidelines around use of VZ materials.)

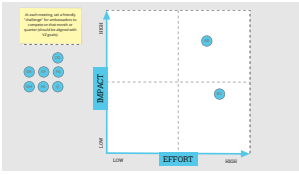
Friendly Challenges / Competition

- At each meeting, set a friendly "challenge" for ambassadors to compete on that month or quarter (should be aligned with VZ goals).
- Creating a more tangible role in partnerships.

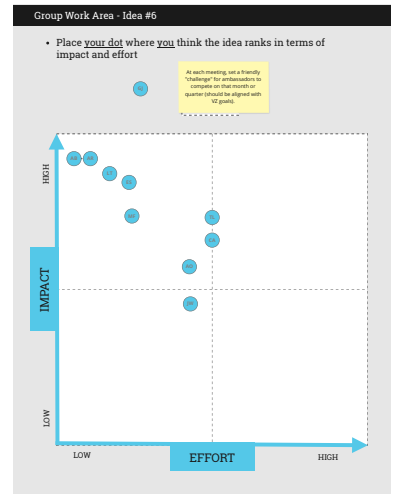
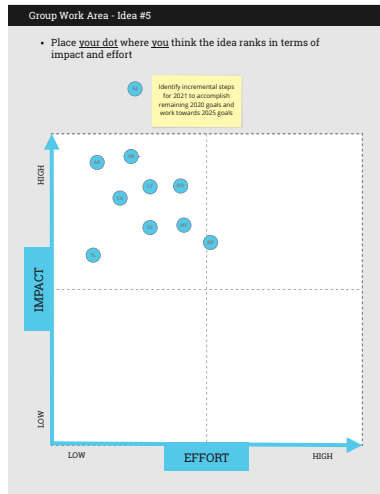
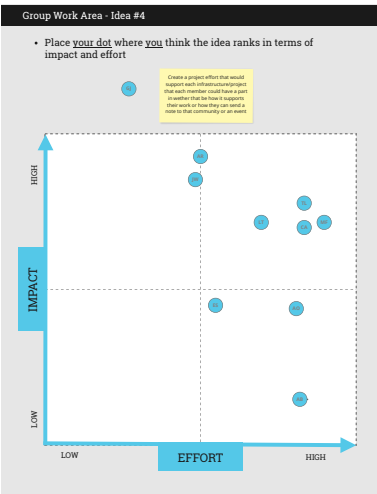
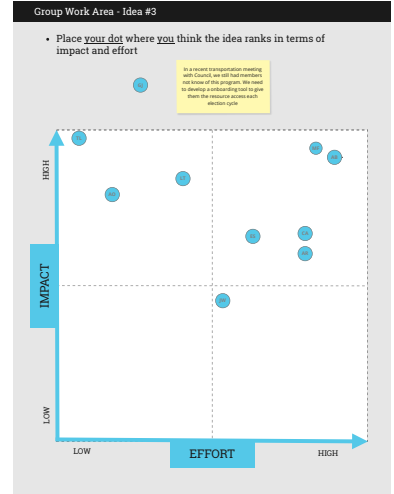
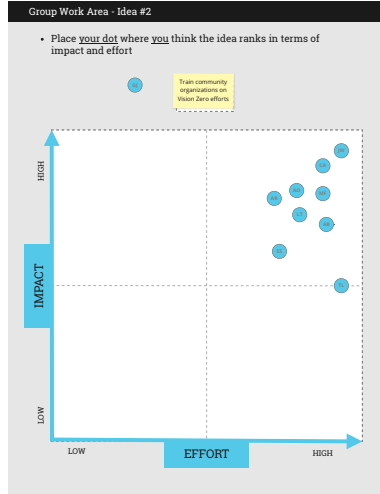
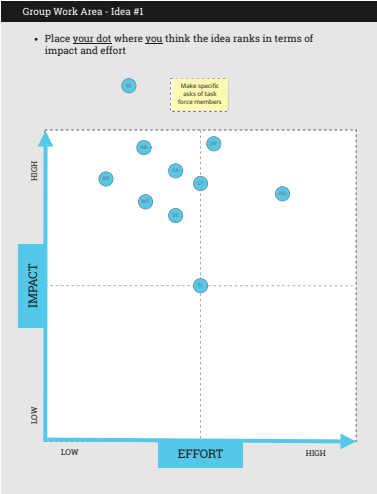
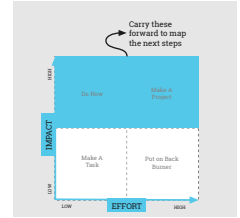
AB	AD
AR	
GJ	JW
LT	MF
ES	TL

CA

EVALUATION (10 mins)



How might we equip the Vision Zero Task Force to be ambassadors for the initiative and proactively leverage their time and expertise?



1

- Write the steps you think are needed to execute the idea
- Keep it high level, aiming for 3 key steps (copy/paste notes if you need more)
- Start with the first step, the last step, and finally the middle step
- Add questions, suggestions, details or comments below each idea



REVIEW

end Q1 2021

What is the call to action? - AB



develop goals and metrics and objectives to plan for what is in kit and audience

Develop universal tool for all task force members to use

Train task force members on tool

Task Force members train/interact with one community organization per quarter

How do measure success? What does a successful trainee look like?



Train community organizations on Vision Zero efforts

Identify community stakeholders to engage

Create a toolbox of information to share and strategies on how to best share the information

How to gather ambassadors be trained and conduct training

Train and equip the trainers on task force



Train community organizations on Vision Zero efforts

Develop a toolkit for training (lay volunteers, professional volunteers,)

Develop avenues for trainers to do outreach in to start and take sign ups for teaching and collect outputs

Identify community organizations

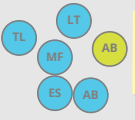
Can we leverage other training events that city/county/etc do that align with VZ



Train community organizations on Vision Zero efforts

maybe give action item for those trained on steps

Identify strategies for reaching organizations



Train community organizations on Vision Zero efforts

Community organizations understand the VZ mission & are equipped to share VZ message w/ their communities



Questions or Comments:



2

- Vote on the row of steps you think represents the best way to carry out the idea
- Drag and drop your dot to the left of the set of steps you want to vote for

What criteria do we look at when selecting organizations?

What is the call to action? - AB

Do we hire a consultant to help us train or create coursework?

Add Questions/ Comments

Ask them to share an article, hand out X # of flyers, speak to 1 community group, etc.

Jan 27 2021



End April 2021

1

- Write the steps
 - Keep it high level
 - Start with the most important step
 - Add questions, suggestions
- execute the idea (copy/paste notes if you need more)
- step, and finally the middle step

Make a video that goes viral about VZ. Get on the news. Get on the radio. Get a number of people engaged online about VZ. Organize a meeting or event about VZ. Get a non-task force organization to promote VZ.

IDEA: to create district maps of VZ data and CLT data to provide to policy makers, staff and to community groups in the city, county

Brainstorm a list of feasible challenges with the team as an agenda item at the next meeting. (Or could be done digitally using survey.)

VZ sub-committee selects challenges and adds to each agenda for the rest of the year.

Each idea is presented at the prior meeting & email reminder sent out halfway through the quarter to encourage progress before next meeting where that challenge item is due.

Recognize members at the end of the year who complete the challenge(s).

AR LT

AR

At each meeting, set a friendly "challenge" for ambassadors to compete on that month or quarter (should be aligned with VZ goals).

Identify challenges for each month or quarter for 2021

Create guidelines for challenges (define what's appropriate and what's not - let's go viral in a good way for example)

MF

At each meeting, set a friendly "challenge" for ambassadors to compete on that month or quarter (should be aligned with VZ goals).

create staff driven needs list

ES

At each meeting, set a friendly "challenge" for ambassadors to compete on that month or quarter (should be aligned with VZ goals).

Challenge them to list or create any virtual engagement opportunities that happened since last quarter

Recognize and inform members of their virtual engagement opportunities

ES

At each meeting, set a friendly "challenge" for ambassadors to compete on that month or quarter (should be aligned with VZ goals).

engage group on their needs and interests

TL

At each meeting, set a friendly "challenge" for ambassadors to compete on that month or quarter (should be aligned with VZ goals).

Define how you "win" a challenge

TL

MF

TL

MF

TL

MF

TL

MF

TL

MF

TL

MF

TL

Follow-up on any virtual engagement progress between meetings

Set timelines and resources available to complete tasks

Send out a 'nudge' reminder email mid-month.

prioritize both lists and assign based upon short term and long term needs

report back to group

report to policy makers

report to policy makers

report to policy makers

report to policy makers

report to policy makers

report to policy makers

report to policy makers

report to policy makers

report to policy makers

Questions or Comments:



2

- Vote on the row of steps you think represents the best way to carry out the idea
- Drag and drop your dot to the left of the set of steps you want to vote for

TL - who is the staff you refer to?

Like steering committee identifying challenges - AB

it has to be something we can do. IE i can't post social media as part of larger agency

MF - Winners get first dibs on the candy bowl at meetings!

Add Questions/ Comments

Add Questions/ Comments

The Task Force Member Challenge of the Quarter

- ▶ Goal: reach a broader audience among our Task Force Members
 - ▶ 1st Quarter Challenge
 - ▶ Share Vision Zero message at least once a quarter
 - ◆ Tuesday/Thursday posts go live
 - Twitter @CharlotteDOT
 - Facebook @CLTtransportation
 - ▶ Guidelines:
 - ▶ Share from personal account or organization account
 - ▶ No social media account? No problem!
 - ◆ Share VIA email – forward email message to work circle and cc'd CLTVisionZero@charlottenc.gov
- ▶ Got an idea for a future challenge? [Jamboard Link](#)



Vision Zero & Social Media

Connect to us on Social Media

Facebook: @CLTtransportation

Twitter: @CharlotteDOT

Hashtag: #VisionZeroCLT

Thank You!

www.charlottenc.gov/visionzero



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