

VISION 
ZER 
SAFER STREETS FOR CHARLOTTE

Task Force Meeting 16
April 28, 2021

Agenda

- ▶ Housekeeping & Introductions – 10 min
- ▶ BikeWalkNC – Terry Lansdell– 10 min
- ▶ Fatal Crashes YTD – Angela – 5 min
- ▶ Quarterly Update on VZ progress (Strategy Table) – Angela – 10 min
- ▶ High Injury Network Update – Jon – 10 min
- ▶ Decision Sprint Efforts Update – Angela, Meg & Janice – 10 min
- ▶ VZ Challenge of the Quarter – Alex & Clint – 10 min
- ▶ Wrap Up – Angela – 5 min

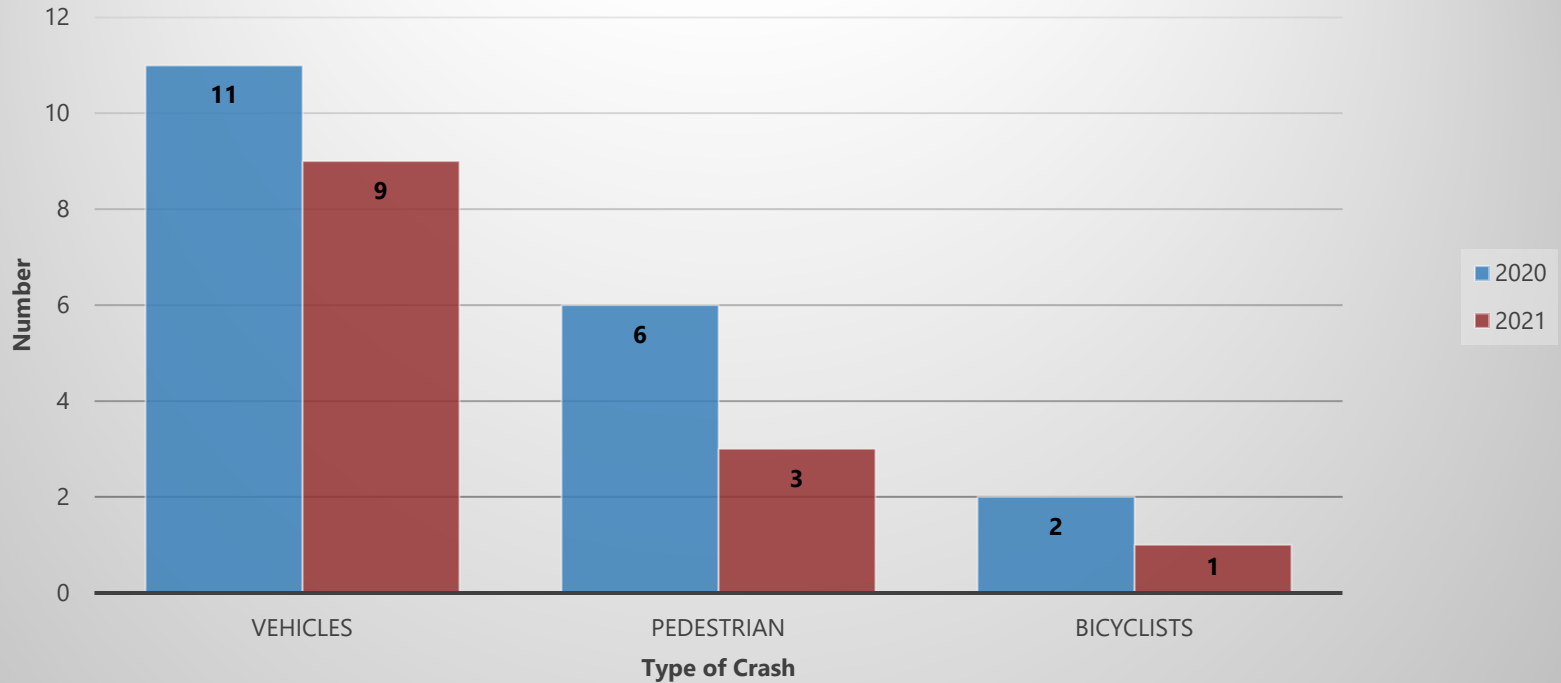
Guest Speaker

Terry Lansdell

Director
BikeWalkNC



Fatal Crashes 2020 vs 2021 YTD



Strategy Table Update – Highlights for 1st Quarter

- ▶ Portable driver feedback sign data collection beginning.
- ▶ [Pedestrian hybrid beacon](#) and [RRFB](#) videos on the website.
- ▶ Community engagement consultant selected.
- ▶ High Injury Network updated.
- ▶ Enforcement Focus Areas identified.
- ▶ New crash analysis software being implemented.

High Injury Network Update

Enforcement Focus Areas

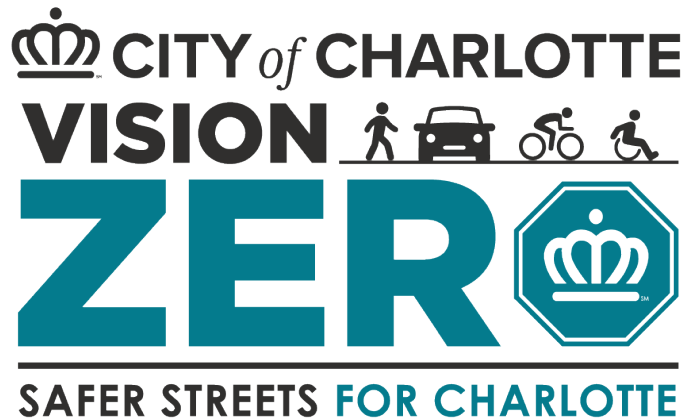
Street Name	Start	End
Albemarle Rd	Reddman Rd	Lake Point Rd
Archdale Dr	I-77	Ingleside Dr
Beatties Ford Rd	Cindy Ln	Dundeen St
Central Av	Eastway Dr	N Sharon Amity Rd
E Morehead St	S Cedar St	Euclid Av
E W T Harris Bv	Delta Lake Dr	Windsor Gate Ln
E W T Harris Bv	Copperway Dr	Denon Hills Dr
Eastway Dr	N Tryon St	Central Ave
Freedom Dr	Thriftwood Dr	Pacific St
Gibbon Rd	Poplar Springs Dr	Old Statesville Rd
Little Rock Rd	Freedom Dr	Peacehaven Dr
Monroe Rd	Renard Ridge Rd	Galleria Blvd
Mount Holly Rd	I-485	Mt Holly-Huntersville Rd
Mt Holly-Huntersville Rd	Riverview Dr	Beatties Ford Rd
N Sharon Amity Rd	E W T Harris Bv	Shamrock Dr

Street Name	Start	End
N Tryon St	W Sugar Creek Rd	University City Blvd
Pineville-Matthews Rd	Park Rd	Rea Rd
Providence Rd	Crescent Av	Vernon Dr
Providence Rd	S Sharon Amity Rd	Meadowood Ln
Quail Hollow Rd	Sharon View Rd	Carnoustie Ln
S Tryon St	Westinghouse Bv	Lions Mane St
S Tryon St	Pressley Rd	Tyvola Centre Dr
Sardis Rd N	Sardis Rd	Monroe Rd
South Bv	Rensselaer Av	Script Ln
Sunset Rd	Beatties Ford Rd	Statesville Rd
The Plaza	Weldon Av	Murdock Rd
W Brookshire Fr	I-77	N Crigler St
W Sugar Creek Rd	N Tryon St	I-85
West Bv	Airport Dr	Ross Av
Wilkinson Bv	Donald Ross Rd	Boyer St



Decision Sprint for Task Force Engagement

- **General Community Engagement PowerPoint Update**
- **Ask – 2-3 volunteers (non CDOT) to review for usability**



*Because even
one road related
death is too many.*



Decision Sprint for Task Force Engagement

“Friendly Quarterly Challenge” update – Alex & Clint

Results of Sharing Message Challenge

Twitter @CharlotteDOT - #VisionZeroCLT

1 st Quarter	# of Posts	# of Retweets	Retweets Task Force Members	Most Retweets Task Force Members
January 2021	11	39	5	<ul style="list-style-type: none">• CATS (4)• CMPD News (1)
February 2021	9	24	3	<ul style="list-style-type: none">• Mayor Vi Lyles (1)• City of Charlotte (1)• Road to Zero (1)
March 2021	8	8	0	-
April 2021	8	12	1	<ul style="list-style-type: none">• NC Vision Zero (1)

Results of Sharing Message Challenge

Facebook @CLTtransportation - #VisionZeroCLT

1 st Quarter	# of Posts	# of Shares	Shares Task Force Members	Most Shares Task Force Members
January 2021	11	3	0	-
February 2021	9	3	2	<ul style="list-style-type: none">• I Ride Safe Carolina (1)• Safe Kids Charlotte Mecklenburg (2)
March 2021	8	4	4	<ul style="list-style-type: none">• I Ride Safe Carolina (4)
April 2021	8	7	6	<ul style="list-style-type: none">• I Ride Safe Carolina (4)• Safe Kids Charlotte Mecklenburg (2)

Results of Sharing Message Challenge

And the winners are...

- I Ride Safe Carolina (9) (NCDOT)
- Safe Kids Charlotte Mecklenburg (4)
- CATS (4)
- CMPD News (1)
- Mayor Vi Lyles (1)
- City of Charlotte (1)
- Road to Zero (1)
- NC Vision Zero (1)



The Task Force Member Challenge of the Quarter

- ▶ Goal: reach a broader audience among our Task Force Members
 - ▶ 2nd 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



National Work Zone Awareness Week

April 26 – 30, 2021



Thank You!

www.charlottenc.gov/visionzero

