

VISION 
ZER 
SAFER STREETS FOR CHARLOTTE

Task Force Meeting 17
July 28, 2021

Agenda

- ▶ Housekeeping & Introductions – 10 min
- ▶ Introduction of Community Engagement Consultant – Angela – 10 min
- ▶ Taking Motor Vehicle Crash Injury Surveillance to the Next Level: Integrating Crash and Health Data - Katie Harmon & Anna Waller, UNC HSRC – 15 min + 5 min Q&A
- ▶ CMPD Major Crash and DWI Task Force – Sgt. Jackson - 10 min
- ▶ Community Engagement PowerPoint Training – Meg & Janice - 20 min
- ▶ Information from Arrival on Safety Technologies – Richard Colley – 15 min
- ▶ Quarterly Update on VZ progress (Strategy Table) – Angela – 10 min
- ▶ CMPD Crash Statistics – 2021 Year to Date – Angela – 10 min
- ▶ VZ Challenge of the Quarter – Alex & Clint – 5 min
- ▶ Wrap Up – Angela – 10 min



Community Engagement Consultant Team

- ✓ Amplify Charlotte
- ✓ Kimley-Horn



Amplify's Scope

- ▶ **Project Plan**
 - ▶ Implementation of the Project Plan by subtask
- ▶ **Task Force Meetings**
 - ▶ Participation in the quarterly two hour Vision Zero Task Force meetings
- ▶ **Steering Committee Meetings**
 - ▶ Participation in the monthly one hour Steering Committee meetings
- ▶ **Coordination Meetings**
 - ▶ Bi-weekly meetings with the CDOT Vision Zero Program Manager and communications team
- ▶ **NC Vision Zero Leadership Institute**
- ▶ **Community Engagement Strategy**
 - ▶ Development and documentation of the community engagement strategy to accomplish the goals in the project plan including marketing, branding for awareness campaigns via video/creative services.
- ▶ **Implementation and Tracking**
 - ▶ Implementation and tracking of the community engagement strategy

Guest Speakers

Katie Harmon

UNC Highway Safety Research Center

Anna Waller

UNC Carolina Center for Health Informatics
in the Department of Emergency Medicine

*"Taking Motor Vehicle Crash Injury
Surveillance to the Next Level: Integrating
Crash and Health Data"*

Sgt. Gavin Jackson

CMPD Major Crash and DWI Task Force



Community Engagement Powerpoint for TF Members

Meg Fencil

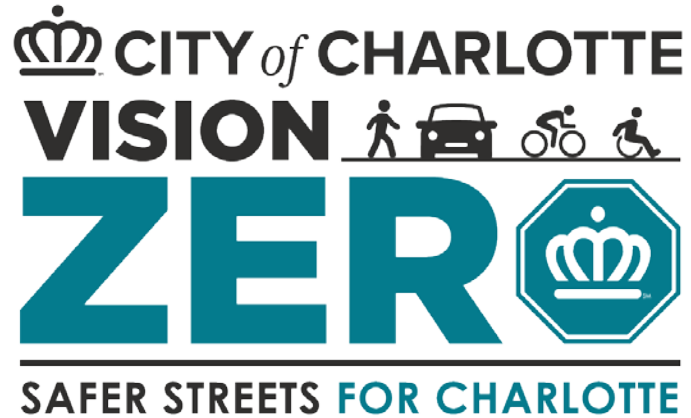
Sustain Charlotte

Janice Williams

Atrium Health



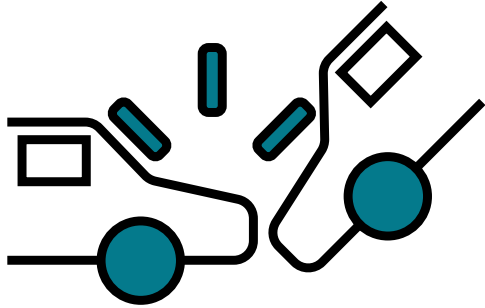
*Because even
one road-related
death is too many.*



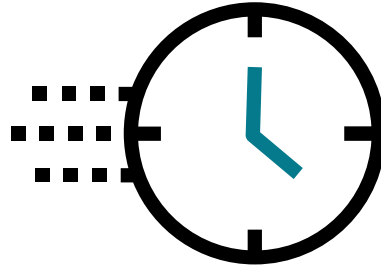
Crashes are not Accidents



Overarching Numbers



Crashes



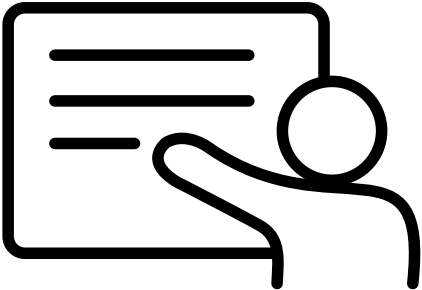
Time



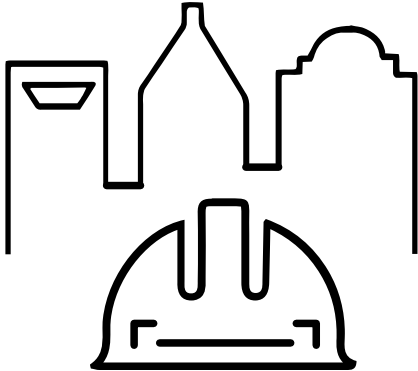
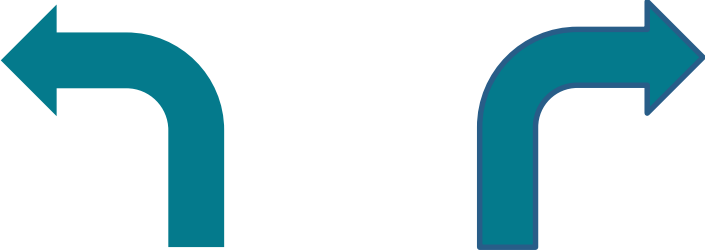
Cost

- ▶ On average crashes are **↑** per year in Mecklenburg county.
- ▶ Time to next crash is 12 min. Time to next injury is 24 mins.
- ▶ "Human life is priceless."

What is CLT's Vision Zero Strategy?



Education



Engineering

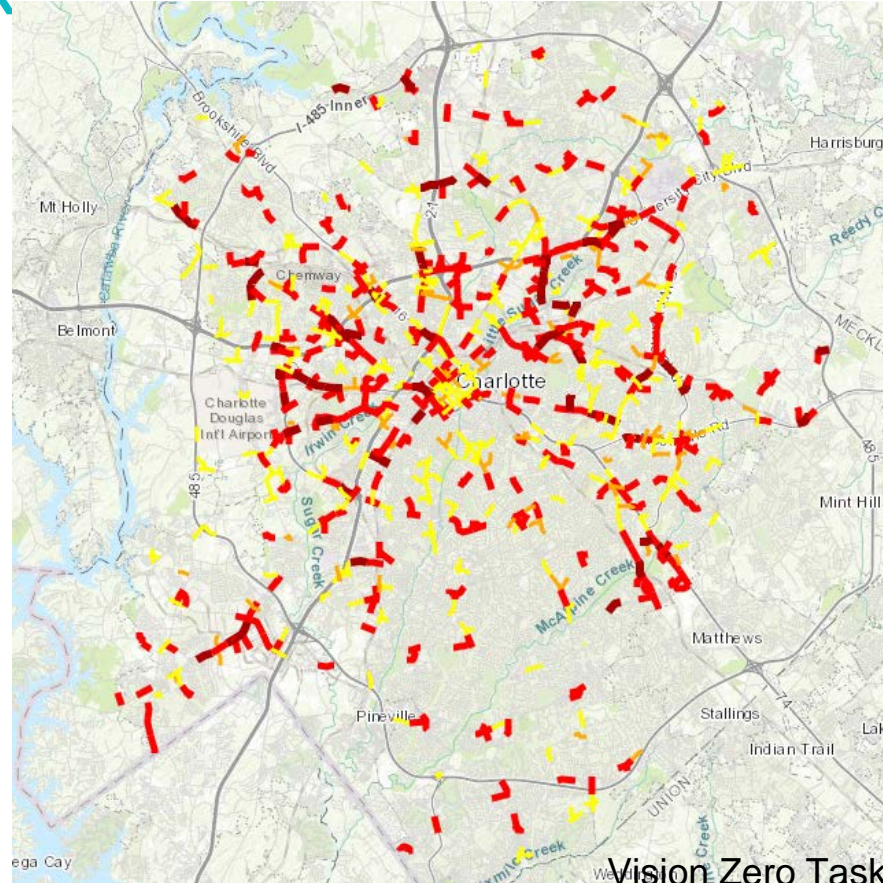
High Injury Network

Legend

High Injury Network 2016-2020

KSI

- Several Fatalities and/or several Serious Injury Crashes
- 1 Fatality and/or several Serious Injury Crashes
- 1 Ped or Bike Serious Injury Crashes and/or Vehicle Serious Injury Crashes
- 1-2 Vehicle Serious Injury Crashes



Designing & Building Safer Streets

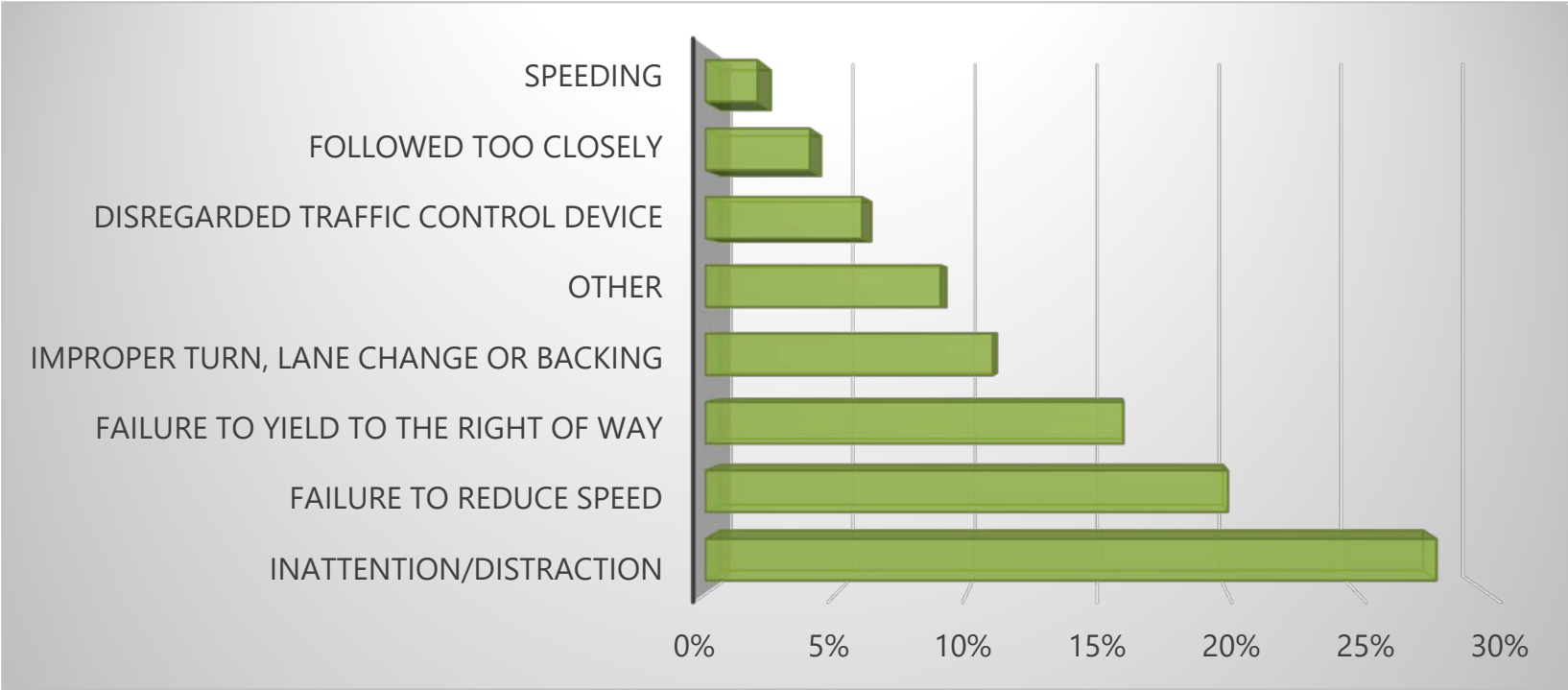
- ▶ Upgrade pedestrian crossings
- ▶ Build new bike lanes
- ▶ Construct new sidewalks
- ▶ Install leading pedestrian intervals
- ▶ Complete signal improvement projects



Education

Let's talk about what YOU can do to help prevent fatal and serious injury crashes and play a part in keeping yourself, your family and other SAFE.

Driving Behaviors



Pedestrians & Bicyclists



Obey Traffic Signals & Signs



Look Before Entering Traffic & Changing Lanes



Ride with Traffic



left



stop



right

Use Hand Signals
Remember to signal with the left arm.



Be Bright at Night



Wear a Helmet



Be Bright at Night



Cross Safely When Exiting the Bus



Walk Facing Traffic



Watch for Turning Cars



Pull the Plug and Pay Attention



Be Careful in Parking Lots

Pedestrian Refuge

- ▶ Pedestrian refuges are protected spaces placed in the center of the street to facilitate bicycle and pedestrian crossings.
- ▶ Crossings of two-way streets are facilitated by allowing bicyclists and pedestrians to navigate only one direction of traffic at a time.



Vision Zero Task Force Members

- ▶ AARP North Carolina
- ▶ Anuvia Prevention and Recovery Center
- ▶ Atrium Health Care Injury Prevention Center
- ▶ Bike Walk NC
- ▶ Centralina Council of Governments
- ▶ Charlotte Area Transit System
- ▶ Charlotte Communication & Marketing
- ▶ Charlotte Department of Transportation
- ▶ Charlotte Fire Department
- ▶ Charlotte Planning, Design & Development
- ▶ Charlotte Regional Transportation Planning Organization
- ▶ Charlotte-Mecklenburg Police Department
- ▶ Charlotte-Mecklenburg Police Department Victim Services
- ▶ Charlotte-Mecklenburg Schools - Driver Education
- ▶ Charlotte-Mecklenburg Schools - Traffic Safety
- ▶ City - Office of Data Analytics
- ▶ District Attorney's office
- ▶ Earnhardt Grading
- ▶ Housing & Neighborhood Services
- ▶ Highway Safety Research Center/North Carolina Department of Transportation Vision Zero
- ▶ Individual Advocates
- ▶ Mecklenburg County Public Health
- ▶ Mecklenburg County Sherriff's Office
- ▶ Mecklenburg Transportation Alliance
- ▶ Medic
- ▶ North Carolina Families for Safe Streets
- ▶ North Carolina Department of Public Instruction
- ▶ North Carolina Department of Transportation
- ▶ City and County Risk Management
- ▶ Sustain Charlotte
- ▶ Tar-State Transportation Alliance

Vision Zero Task Force

*Because even
one traffic fatality
is too many.*

To learn more:

www.charlottenc.gov/visionzero



For questions:
CLTVisionZero@charlottenc.gov

Strategy Table Update – Highlights for 2nd Quarter

- ▶ Draft of a Safe Routes to School toolkit is in review by staff.
- ▶ Community engagement consultant under contract.
- ▶ Participating in a group to update the DMV handbook.
- ▶ Ongoing training across CDOT and CMPD on new crash analysis software.
- ▶ Training CMPD officers via elective on crash reporting.



Decision Sprint for Task Force Engagement

“Friendly Quarterly Challenge” update – Alex & Clint

Results of Sharing Message Challenge

2 nd Quarter	# of Posts	# of Retweets	Retweets Task Force Members	Most Retweets Task Force Members
May 2021	3	4	0	
June 2021	5	15	3	<ul style="list-style-type: none">• Mayor Vi Lyles (1)• City of Charlotte (1)• I-77 Express (1)
July 2021	4	9	0	

Results of Sharing Message Challenge

2 nd Quarter	# of Posts	# of Shares	Shares Task Force Members	Most Shares Task Force Members
May 2021	2	1	1	Safe Kids Charlotte Mecklenburg (1)
June 2021	6	5	4	<ul style="list-style-type: none"> • I Ride Safe Carolina (3) • Safe Kids Charlotte Mecklenburg (1) • I-77 Express (1)
July 2021	4	0	0	

Results of Sharing Message Challenge

And the winners are...

- I Ride Safe Carolina (3)
- Safe Kids Charlotte Mecklenburg (2)
- Mayor Vi Lyles (1)
- City of Charlotte (1)
- I-77 Express (1)



Vision Zero Task Force

The Task Force Member Challenge of the Quarter

- ▶ Any ideas??? Social media doesn't seem to be the answer

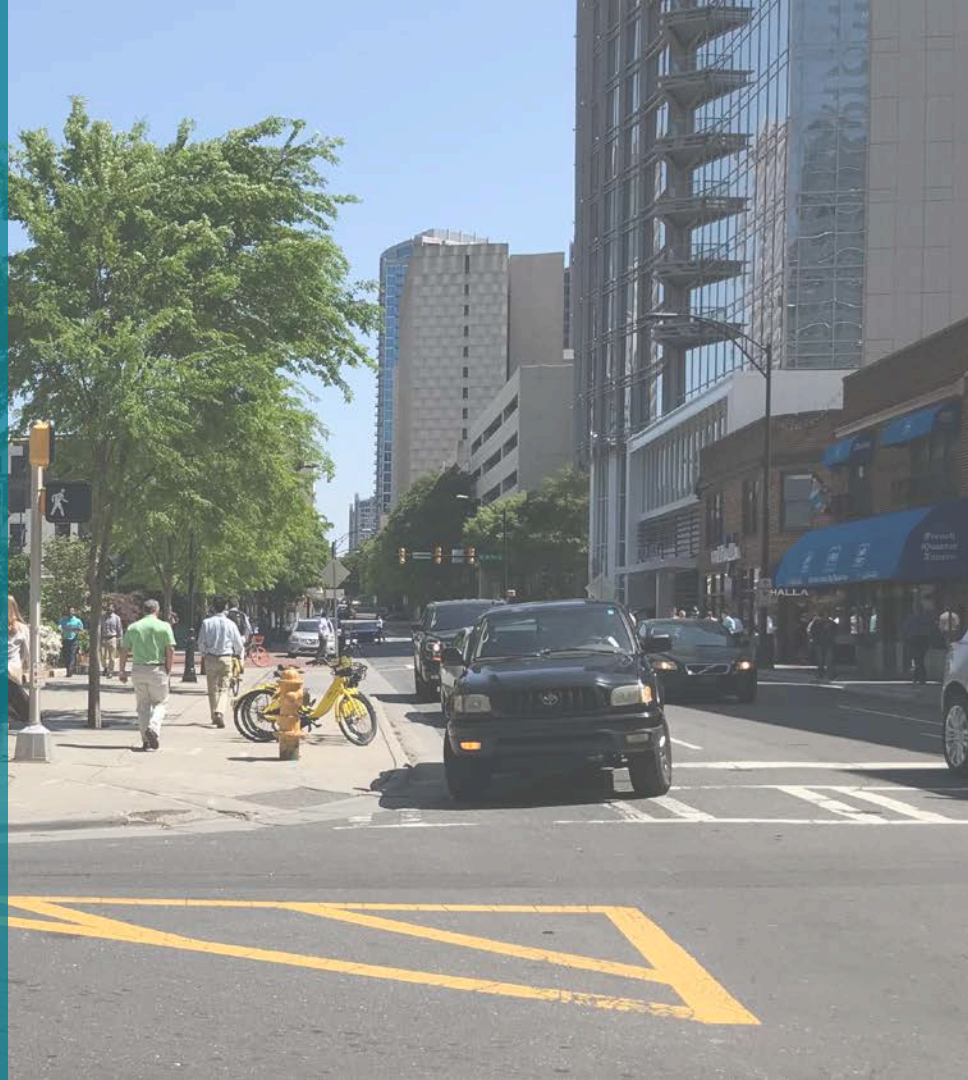
Vision Zero & Social Media

Connect to us on Social Media

Facebook: @CLTtransportation

Twitter: @CharlotteDOT

Hashtag: #VisionZeroCLT



Thank You!

www.charlottenc.gov/visionzero

