



Task Force Meeting 19
January 26, 2022



Agenda

- ▶ Housekeeping & Introductions – 10 min
- ▶ Vision Zero Pecha Kucha – Will Washam – 10 min
- ▶ Media Framing and Victim Blaming – Seth LaJeunesse – 30 min
- ▶ CMPD Crash Statistics – 2021 Yearly Data – Angela – 10 min
- ▶ Quarterly Update on VZ progress (Strategy Table) – Angela – 10 min
- ▶ VZ Challenge of the Quarter – Alex & Clint – 15 min
- ▶ Wrap Up – Angela – 5 min

Guest Speakers

Will Washam

CDOT Bike Program Manager
"Vision Zero Pecha Kucha"

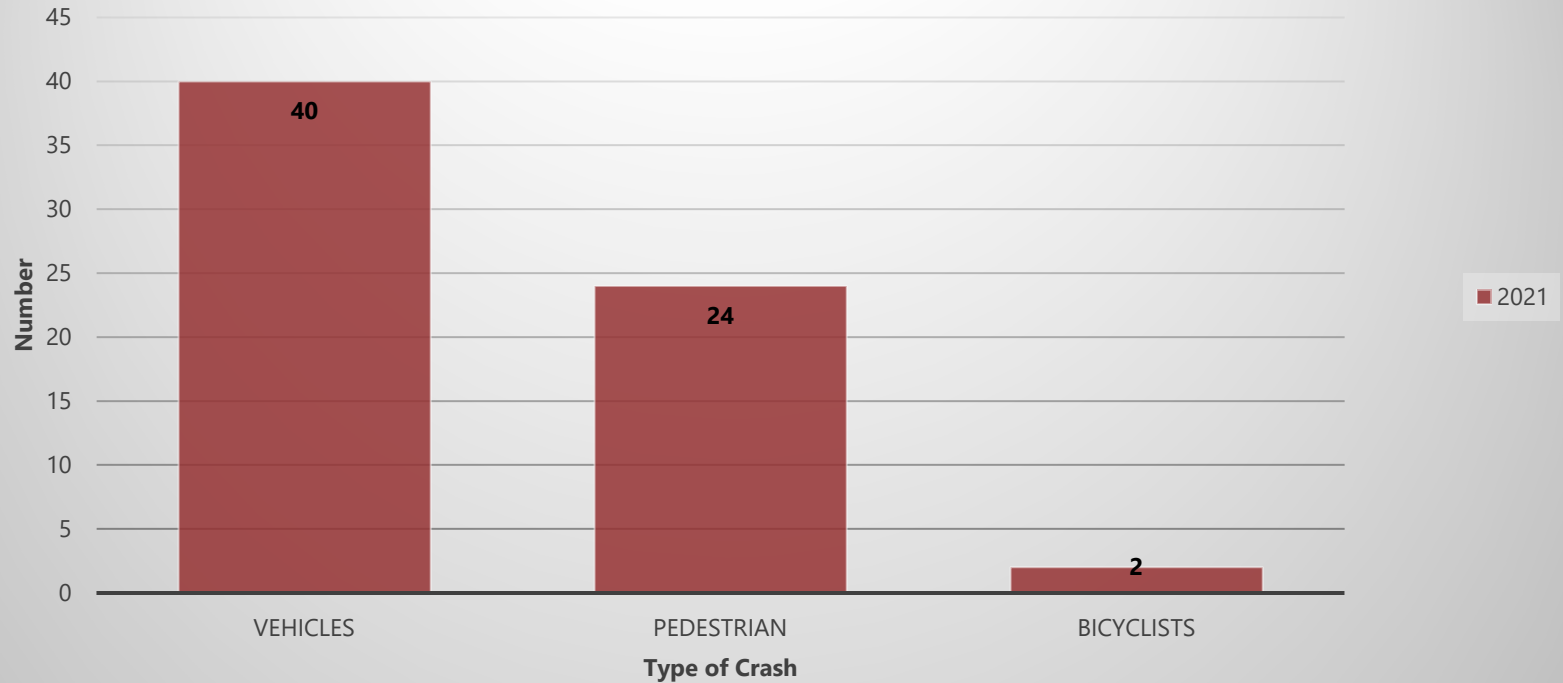
Seth LaJeunesse

NC Vision Zero/Highway Safety Research
Center
"Media Framing and Victim Blaming"





Fatal Crashes per CMPD – CY 2021



Strategy Table Update – Highlights for the Year

- ▶ Continuously reducing speed limits on local streets to 25 mph when requested for traffic calming
- ▶ Reduce speed limits on streets to 25 mph in Uptown is complete
- ▶ Expansion of the driver feedback sign pilot to a program
- ▶ Ongoing Statewide Vision Zero meetings attended regularly
- ▶ > \$800K spent on High Injury Network streetlighting

The Task Force Member Challenge of the Quarter

- ▶ Asking five separate Task Force entities to complete a content brief for filming a 30 second spot on VZ and their involvement.
 - ▶ CDOT pecha kucha – Will Washam
 - ▶ Meg – Sustain Charlotte
 - ▶ Kelly – Novant
 - ▶ Dr. May - Atrium
 - ▶ Clint - MCPH
- ▶ Yard Signs – in the works
- ▶ Billboards – in the works

Vision Zero & Social Media

Connect to us on Social Media

Facebook: @CLTtransportation

Twitter: @CharlotteDOT

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Thank You!

www.charlottenc.gov/visionzero

