



Task Force Meeting 21
July 27, 2022



Agenda

- ▶ Housekeeping & Introductions – 10 min
- ▶ Vision Zero Community Engagement – Sierra Bratton – 15 min
- ▶ North Carolina Vision Zero Leadership Institute – Janice, Terry, Sierra, Angela – 15 min
- ▶ North Carolina Families for Safe Streets – Tracy Russ – 20 min
- ▶ VZ Challenge of the Quarter brainstorming – Alex & Clint – 15 min
- ▶ Video [challenge](#) update – Angela – 10 min
- ▶ Wrap Up – Angela – 5 min

Join the City of Charlotte for the



THURSDAY, JUNE 30 | 9 A.M. – 3 P.M.

**CHARLOTTE-MECKLENBURG GOVERNMENT CENTER'S GOV PORCH
600 E 4TH STREET, CHARLOTTE, NC 28202**

NC VZ Leadership Institute

- Asheville
- Carrboro
- Chapel Hill
- Charlotte
- Davidson
- Durham
- Greensboro
- Jackson County
- Knightdale
- Mooresville
- Pitt County



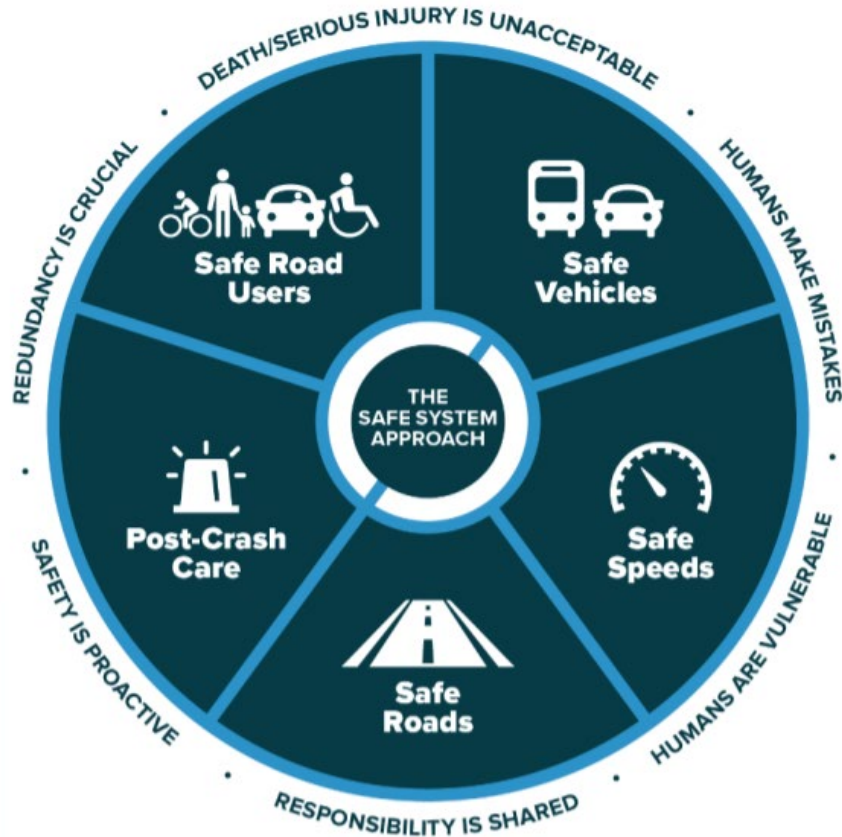


Session Notes

<https://ncvisionzero.org/leadership-team-institute/ncvz-leadership-team-institute-files/>

https://docs.google.com/document/d/1_tZBTGaUcZtXZK2yYwlYiWGsN8xCU2J2aJhfelzD3jM/edit

Safe Systems



SAFE SYSTEM

APPROACH

Zero is our goal. A Safe System is how we get there.

Guest Speakers

Tracy Russ

North Carolina Families for Safe Streets





Tracy Russ

ncfamiliesforsafestreeets@gmail.com

About

We represent the families and communities who are affected by traffic violence on North Carolina roads.

We are mothers, fathers, brothers, sisters, friends, neighbors, and loved ones whose lives were forever changed by a traffic crash.

We are advocates on a mission to end traffic violence on North Carolina roads.

Mission Statements

The North Carolina Families for Safe Streets mission is to save lives on North Carolina roads through advocacy and education and to support those affected by crashes in North Carolina.

We fight for systematic change to build a safer transportation network which protects all road users. We fight for policies which prioritize the safety of all people traveling on North Carolina roads, enforce life-saving traffic laws, and deliver justice to victims of preventable crashes.



Ending Speed Violence for Lee



July 17, 2022
Freedom Park, Shelter 2
Charlotte
Media event at 11 am
More info at: [ncsafeststreets.com](https://www.ncsafeststreets.com)

Recent Event: Ending Speed Violence for Lee



https://www.youtube.com/watch?v=uXvP07AMkfs&ab_channel=NCFamiliesforSafeStreets



Changing the story around crashes

- **Shaping the Narrative Around Traffic Injury: A Media Framing Guide for Transportation and Public Health Professionals**
 - “The “human interest” or “victim narrative” story appeals to values of Universalism, concern for others.”
 - incorporating quotes from crash witnesses, elected officials, and employing thematic frames and victim narratives was associated with higher level of public engagement

More info: <https://www.roadsafety.unc.edu/research/projects/2019r29/>

Seth L. (HSRC) will present on this at NC Traffic Safety Conference (Aug. 16 - 18 in Raleigh)

Change Traffic Safety Culture in NC

Traffic Safety Culture - values, beliefs, and attitudes that influence road user behaviors and stakeholder actions.

We all have power to change culture in how we act on the road and how we talk about transportation.

This has to be a deliberate mission.

Examples

- Being vocal about your traffic safety boundaries, values, and belief:
 - If someone calls while driving, hang up.
 - When scheduling a meeting, make it clear that no one should join while behind the wheel.
 - Voicemail messages, email signatures: I will not answer behind the wheel; this message not sent while driving
 - When someone arrives late, emphasize that the most important thing is to arrive safely
 - Saying your thought process out loud when people are in your car (especially kids!) or when you're traveling by foot/bicycle
 - Can you start the music so I can stay focused?
 - Let's cross over there by the crosswalk so we're more visible

What's next

- Local engagement - traffic safety events
 - Center on real stories
 - Help get press coverage
- Grow the chapter
 - Anyone affected by a crash - survivors, victim family members
 - Help us spread the word: ncsafestreeets.com
- Donations for outreach materials

Questions?



Decision Sprint for Task Force Engagement

“Friendly Quarterly Challenge” update – Alex & Clint

The Task Force Member Challenge of the Quarter

Higher Impact

Element 3

3d. - Incorporate Diversity

- Use Scheduled Meeting to share out data and get reflection.

- Link existing resources (e.g., City's Diversity Council) to other Coalition members.

- Community Ambassador Program (via SSR4A)

3h. - Structure for dedicated resources.

Easy / More Feasible

- 3c. - Representation
- Review sector members
 - Identify new partners
 - Review Structure (e.g., Schedules)
 - Build in goal structure & feedback mechanism

Hard / Less Feasible

- Leadership is growing
- Bond ask → commitment has grown up.

Lower Impact

The Task Force Member Challenge of the Quarter

High Impact

Easy Hard

Low Impact

11

Asks for Taskforce

- Distribute yard signs.
- Evaluate yard signs.
 - Identify key communities
- Truck Route Identification
 - ASpeed Monitors/Governors
- Community Race Cars
- Evaluate Driver Feedback Signs.
- Do counts where speed limits lowered on H.I.N.
- Test optical speed bars on H.I.N.
- Access control and curvature
 - State intersection maint.
- Placemaking w/ art, curb extensions, signals
- Install LPI's in the Crescent. 1/2 SIGNAL
 - ↳ ADA ramps + accessible signals.

	Direct	Indirect
1	✓	✓
2		✓
3	✓	✓
4	✓	✓
5	✓	✓
6	✓	✓
7	✓	✓
8	✓	✓
9	✓	✓
10	✓	✓
11	✓	✓

11 ASE

→ Legislation + policy

Yard Signs



Vision Zero & Social Media

Connect to us on Social Media

Facebook: @CLTtransportation

Twitter: @CharlotteDOT

Hashtag: #VisionZero





Thank You!

www.charlottenc.gov/visionzero

