Vision Zero Steering Committee Kick-off

February 22, 2022
Today’s Goals

BACKGROUND OF VISION ZERO

PROPOSED 2022 ENGAGEMENT

FEEDBACK TO SHAPE PROCESS

NEXT STEPS
What is Vision Zero?

Goal: Zero Traffic Deaths and Serious Injuries

**TRADITIONAL APPROACH**
- Traffic deaths are INEVITABLE
- PERFECT human behavior
- Prevent COLLISIONS
- INDIVIDUAL responsibility
- Saving lives is EXPENSIVE

**VISION ZERO**
- Traffic deaths are PREVENTABLE
- Integrate HUMAN FAILING in approach
- Prevent FATAL AND SEVERE CRASHES
- SYSTEMS approach
- Saving lives is NOT EXPENSIVE
Benchmarking Research

Started with: Vision Zero Network resources

Communities Reviewed
• Charlotte NC (2019)
• Columbia MO (2017)
• Greensboro NC (2019)
• Macon-Bibb Co GA (2020)
• Nashville TN (2021)
• Richmond VA (2021)
• West Palm Beach FL (2019)
• Also: New York NY, San Francisco CA, Durham NC, Memphis TN, Chattanooga TN

Benchmarks:
• Planning process (timeline, structure, members)
• Plan structure (data, style, length)
• Actions (organization, details, metrics)
• Supplemental resources (webpages, dashboards, reports)
PAUSE

Next: Structure of Engagement & Year
2022 Outcomes

1. SCOPE
   Engage cross-sector leadership on biggest problem areas to eliminate traffic deaths

2. IDENTIFY
   Identify solutions on high-level challenges and opportunities

3. COMMIT
   Develop framework, timelines, and organizational responsibilities for an Action Plan
Proposed Structure

Steering Committee
- Broad multi-sector expertise
- Meet 3-4 times
- Participate in at least one working group discussion

Working Groups
Deep-dive discussions specific to 3 sectors:
- EDUCATION
- ENGINEERING
- ENFORCEMENT
Key Community Resources

1. AARP
2. City of Knoxville
   1. Neighborhood Empowerment
   2. Youth Council
   3. Office on Homelessness
   4. Parks and Recreation
3. East Tennessee Clean Fuels Coalition
4. Knox Education Foundation
5. TwoBikes
6. University of Tennessee
   1. Disability services
   2. Sustainability

Who might be missing for future working group discussions? Do you have a contact?
2022 Lookahead

Kick-off and shaping (February)

Stakeholder Interviews & Baseline Priority Scoping (Mar-May)

Background & History of Efforts Panel (May)

Steering Committee update (June)

Education WG Exchange & Ideation (August)

Engineering WG Exchange & Ideation (September)

Enforcement WG Exchange & Ideation (October)

Y1 debrief & Begin action plan (January)
PAUSE

Next: Next Steps & Wrap-up
Next Steps

• In early March, Sustainability staff will follow up to:
  • Schedule individual interviews with steering committee as well as the additional stakeholders
  • Send out a baseline survey to better understand initial priorities
  • Provide date for first public engagement meeting (proposed panel in May)
• Meeting information (presentations and notes) will be shared via Dropbox
Thank you!

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