Vision Zero Meeting – June 20, 2022

Attendance

- VZ Steering Committee
  - Erin Gill (alternate) - City Mayor's Office
  - Karen McKeenan (alternate) - City Engineering
  - Lt. Tammy DeBow - City Police
  - Zoe Scott (alternate) - Bike Walk Knoxville
  - Amber Ford - Knox County Health Department
  - Ellen Zavisca (alternate) - Knox Planning
  - Christie Brown (alternate) - TN Dept. of Transportation
  - Mark Hairr - UTK Parking & Transit
  - Cpl. Ron Humble & Cpl. Billy Pike (alternate) - UTK Police

- Facilitators
  - Brian Blackmon, City Sustainability
  - Dawn Michelle Foster, City Sustainability
  - Grace Levin, City Sustainability

Minutes

1) Intro (Brian Blackmon)
   a) Recap: outcomes
   b) Timeline
      i. February – kickoff meeting
      ii. May – meeting feat. educational panel
      iii. Stakeholder interviews
      iv. June – today’s meeting to debrief findings
      v. Fall (Aug-Oct) - public info sessions & feedback opportunities
   c) Recent activity
      i. Public panels in May – highlighted known data & efforts
      ii. Stakeholder interviews/survey - 15 participants (60% of people contacted) - see appendix
         1. Highlighted need for collaboration
      iii. ‘Save Lives with 25’ PSA video by City Communications team & media coverage

2) Findings (Brian Blackmon)
   a) Themes:
      i. Clear emphasis on need for increased collaboration between stakeholder entities
      ii. High focus on built/engineered solutions (highest-mentioned = separated lanes/facilities and speed reduction, next-highest = driver education)
      iii. Concerns about equity of enforcement strategies (recommendations to avoid over policing, acknowledge negative community perceptions of police)
      iv. Strong interest in transparency and data-driven decision-making
         1. Erin Gill: Save Lives with 25 campaign has revealed perception that KPD issues tickets to generate revenue - we need to be very open about why we’re enforcing in certain areas
         2. Brian: yes – we have data to focus enforcement on where the violations occur
   b) Strategy rankings - see presentation deck slide 6
      i. #1 = increase collaboration between stakeholder agencies
      ii. Clear top 10 – distinct dropoff between #10 and #11-15
      iii. Majority of top 10 are engineering + education, few enforcement
      iv. Proposes dropping lowest-ranked strategies to move forward into public engagement
      v. Q&A
1. Erin Gill: communications doesn’t need to be standalone action item, but it’s critical part of VZ programs
2. Amber Ford: did surveys/interview reveal interest in public health partners?
   a. Brian: yes – several mentioned TPO’s crash review team as very useful – but others mentioned siloes. Need to balance.

c) Public Engagement
   i. Proposal for fall 2022:
      1. Minimum 6 public meetings hosted throughout fall 2022, located around City (ideally near high-injury network (HIN) where most crashes occur
      2. Target: balance education with participatory decision-making in order to identify perceptions of safety & preferred interventions
      3. Goals:
         a. Educate participants on VZ and crash data
         b. Ask participants to identify high-risk areas & why on map
         c. Ask participants to identify strategies to address safety concerns
         d. Ask participants to rank most important strategies
   ii. Q&A
      1. Amber Ford: good to locate meetings near HIN; also need to involve at-risk user groups (students, older population, pedestrians, etc)
         a. Ellen Zavisca: yes, need to go to people where they’re at – for example, partner with AARP or senior center. Can leverage KAT to reach riders.
         b. Amber Ford: can we compensate participants?
      2. Zoe Scott: what time would meetings be held? Need to reach wide range of users.
         a. Brian: evening meetings after work hours
      3. Zoe Scott: can childcare be provided?
         a. Brian: can look into.
      4. Erin Gill: does it make sense to host one for UT campus? That Council District includes both UTK and South Knox – very different audiences.
         b. Mark Hairr: Work with SGA, Engineering, and Transit/Parking to get good participation.
      5. Brian: we’re also considering turning this into ‘meeting in a box’ for community groups to lead themselves. This COULD create discontinuity between staff-led meetings and community-led meetings, and education could be decreased, but it’s still useful information. Could also use online survey/map to collect goals 2-4 above.
         a. Ellen Zavisca: City Engineering already has data on perceptions of safety on major corridors – Safer & Complete Streets Study – based on their data on speed PLUS community feedback. Also need to figure out how to involve TDOT.
         b. Erin Gill: Engineering study was good, but value of VZ is in dialogue between stakeholders. We can balance education & meeting-in-a-box.
         c. Zoe Scott: how would you integrate education into online survey? Need to make language accessible to non-experts.
            i. Brian: that’s why we simplified language of strategies. We would be trading volume of responses for human engagement/dialogue.
         d. Amber Ford: Survey would be about perceptions, but asking the public about technical solutions requires a lot of education
            i. Brian: it will be hardest to engage people who mostly drive cars and who may be resistant – community perception that City is trying to increase revenue
            ii. Erin Gill: no one wants to be the driver that hits a pedestrian OR the pedestrian that is hit – no one intends to get in crash – frame language around protecting you and stressing impact
Ellen Zavisca: yes, need to stress personal impact. 80% of fatalities in Knoxville are vehicles.

Erin Gill: hyper-localized approach will be useful – using neighborhood examples to engage neighbors could be helpful.

Ellen Zavisca: neighborhood groups tend to not be representative of city / transit users - partner with churches, community centers, etc

Lt. Debow: use neighborhood group social media platforms

Erin Gill: if we pursue meeting-in-a-box, who on steering committee will actually facilitate those conversations?

Ellen Zavisca: need to target user groups.

Mark Hairr: could ask groups to watch video ahead of time.

Brian: we could record

Ellen: is there a budget for ads on YouTube?

Brian: summary – yes online survey, yes meeting-in-a-box.

3) Funding update (Brian Blackmon)
   a) USDOT released Notice of Funding for Safe Streets for All grant program recently – due Sep. 15
   b) City will pursue planning grant ($200k-$1m) – currently exploring options, may need letters of support or other commitments from steering committee members

4) Next steps (Brian Blackmon)
   a) More updates about SSFA grant application over coming months
   b) Today’s meeting materials will be shared shortly
   c) As meeting-in-a-box is prepared (mid-July), will solicit feedback via email
   d) Q&A
      i. Amber Ford: what are geographic parameters? Need to clarify
         1. Brian: City staff will outreach to City residents & locations; meeting-in-a-box is open to anyone (like commuters) – as long as we’re clear we can’t affect projects outside of City. We’ll compile feedback that impacts partners & share with them.
      ii. Mark Hairr: can survey be limited to City zipcodes?
      iii. Erin Gill: can you share list of stakeholders interviewed? What gaps exist?
      iv. Zoe Scott: what is target for # engagement?
         1. Brian: goal of 20-40 participants for 6 City-hosted meetings.
         2. Erin Gill: also want to make sure same people aren’t showing up over and over
      v. Ellen Zavisca: need to engage Council throughout so they’re prepared for projects AND community feedback
         1. Erin Gill: yes!
         2. Brian: we can also prep talking points / media packet
   e) Next Steering Committee meeting - Jan 2023
Appendix

Stakeholders surveyed/interviewed for VZ baseline priorities

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<tr>
<th>Organization</th>
<th>Name</th>
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<tbody>
<tr>
<td>City Mayor's Office</td>
<td>Erin Gill</td>
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<tr>
<td>City Community Empowerment</td>
<td>Debbie Sharp</td>
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<td>City Engineering</td>
<td>Harold Cannon</td>
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<td>City Parks &amp; Rec</td>
<td>Tim Hester</td>
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<td>Bike Walk Knoxville</td>
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<td>Zoe Scott</td>
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<td>Caroline Cooley</td>
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<td>KAT</td>
<td>Isaac Thorne</td>
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<td>Knox County Health Department</td>
<td>Amber Ford</td>
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<td>Knox County Schools</td>
<td>Ryan Dillingham</td>
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<td>Knox Planning</td>
<td>Ellen Zavisca</td>
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<td>Mike Conger</td>
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<td>TDOT</td>
<td>Christie Brown</td>
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<td>TwoBikes</td>
<td>Mitchell Connell</td>
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<td>UTK Engineering</td>
<td>Chris Cherry</td>
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<td>UTK Parking &amp; Transit</td>
<td>Mark Hairr</td>
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<td>UTK Sustainability</td>
<td>Jay Price</td>
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