



# The NC Vision Zero Collaborative

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# PROGRAM HISTORY

**2015: Then Governor McCrory declares NC a “Vision Zero” state**

**2016: Began funding Vision Zero data analytics**

**2017: Robeson County work; Vision Zero expansion funded to involve community coalition engagement**

**2018: Vision Zero Community Collaborative funded; 4 VZ Communities**

**2019-2020: Split VZ into two projects: Community Engagement (UNC)/VZ Analytics (NC State); created milestones for VZ communities (exploration, installation, implementation); planning guide**

**2021: Created Statewide Task Force; first Vision Zero Leadership Institute**

**2024: Approximately 29 communities in some level of engagement with VZ Community Collaborative**



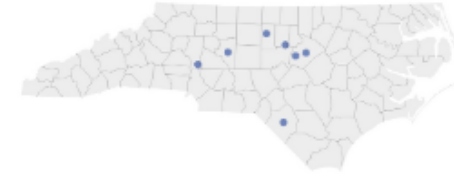
## Exploration



COMMUNITY	VISION ZERO RESOLUTION	VISION ZERO COALITION	VISION ZERO CHAMPION	ADOPTED PLAN	PLAN PROJECTS IMPLEMENTED	SS4A FUNDING
Bolling Springs	✓	✓	✓			✓ <sup>1</sup>
Benson						✓ <sup>1</sup>
Broward	✓ 2023	✓	✓	✓	✓	
Carboro	✓ 2023		✓		✓	✓ <sup>2</sup>
Central Piedm Regional Council	data unavailable					✓ <sup>1</sup>
Claymonts	✓ 2023	✓			✓	✓ <sup>1,2</sup>
Elizabethtown	data unavailable					✓ <sup>1</sup>
Fayetteville	data unavailable					✓ <sup>1</sup>
Foothills Regional Commission	data unavailable					✓ <sup>1</sup>
Gastonia						✓ <sup>1</sup>
Hickory	data unavailable					✓ <sup>1</sup>
Kannapolis	data unavailable					✓
Knightdale	✓ 2021					✓ <sup>2</sup>
Land of Sky Regional Council	data unavailable					✓ <sup>1</sup>
Leland		✓				✓ <sup>1</sup>
Monroe						✓ <sup>1</sup>
Southwestern Commission	data unavailable					✓ <sup>1</sup>
Waxhaw	data unavailable					✓ <sup>1</sup>
Wilmington MPO						✓ <sup>1</sup>

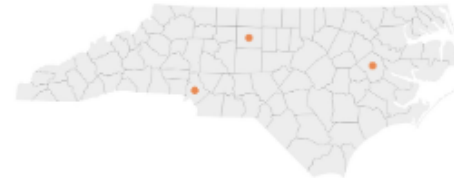
SS4A Funding: 1: Planning; 2: Planning as part of regional entity; 3: Implementation/Commissioner

## Installation



COMMUNITY	VISION ZERO RESOLUTION	VISION ZERO COALITION	VISION ZERO CHAMPION	ADOPTED PLAN	PLAN PROJECTS IMPLEMENTED	SS4A FUNDING
Apex	✓ 2020	✓		✓ 2022	✓	✓ <sup>2</sup>
Burlington-Graham	✓ 2022	✓	✓	✓ 2022	✓	✓ <sup>2</sup>
Chapel Hill	✓ 2021	✓	✓	✓ 2021	✓	✓ <sup>2</sup>
Davidson	✓ 2021	✓	✓	✓ 2023		
Durham	✓ 2017	✓		✓	✓	✓ <sup>2</sup>
Mooreville	✓ 2021	✓	✓	✓ 2023	✓	
Raleigh	✓ 2022	✓	✓	✓	✓	✓ <sup>1</sup>
Robeson Co.						

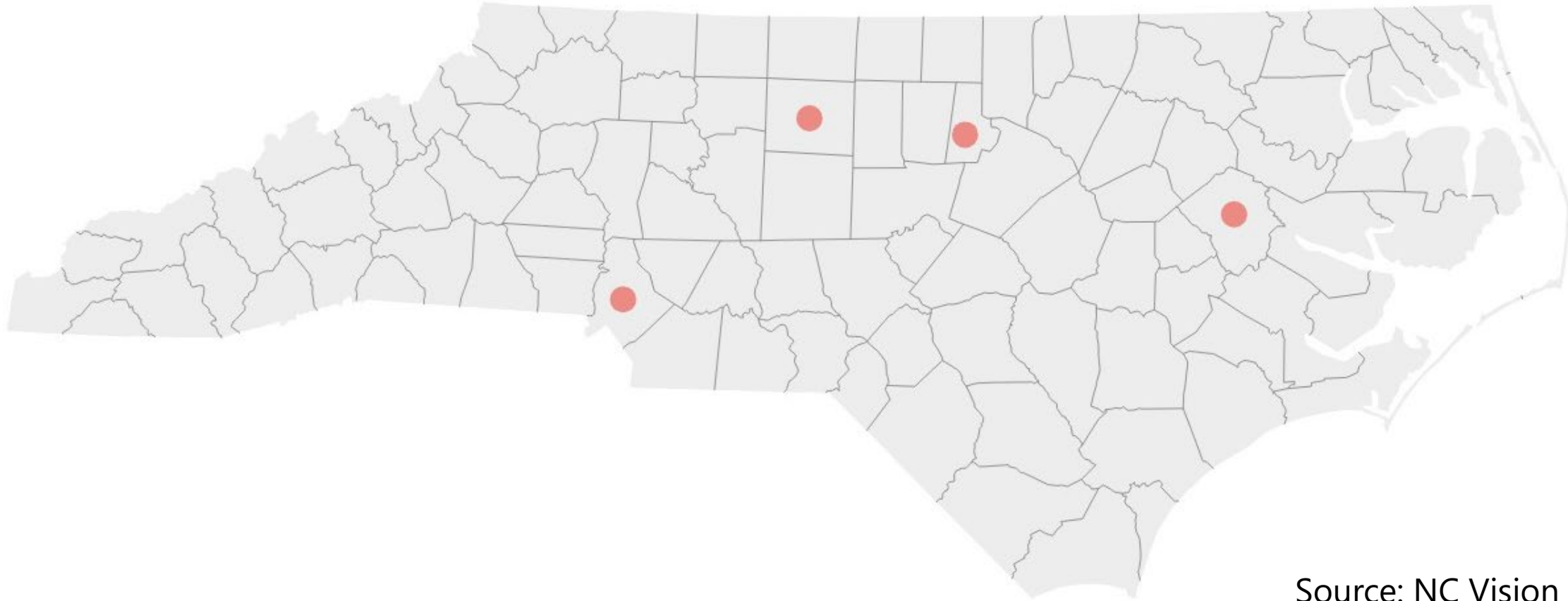
## Implementation



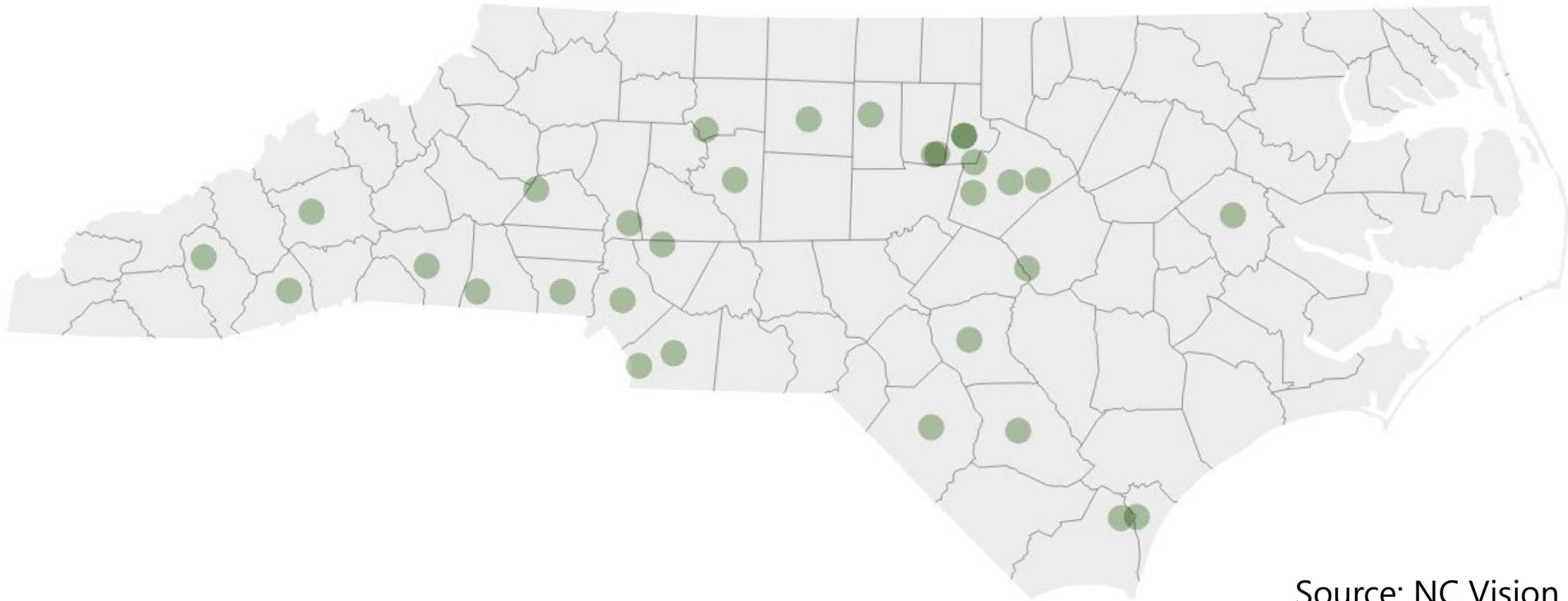
COMMUNITY	VISION ZERO RESOLUTION	VISION ZERO COALITION	VISION ZERO CHAMPION	ADOPTED PLAN	PLAN PROJECTS IMPLEMENTED	SS4A FUNDING
Charlotte	✓ 2019	✓	✓	✓ 2019	✓	✓ <sup>2</sup>
Greensboro	✓ 2017	✓	✓	✓ 2019	✓	✓ <sup>1,2,3</sup>
Greenville	2018	✓	✓	✓ 2018	✓	✓ <sup>2</sup>

SS4A Funding: 1: Planning; 2: Planning as part of regional entity; 3: Implementation/Commissioner

# Vision Zero in NC (2018)



# Vision Zero in NC (2024)



Source: NC Vision Zero

# GHSP Principles for VZ Community Collaborative

## - Community Autonomy

Don't tell communities how their plans should look, but provide guidance on principles they should consider & milestones to meet

## - Community engagement

Create community coalitions with a mix of professionals and members of the public as much as possible

## - Information Sharing

Provide ample opportunities for coalitions to learn from each other (calls, Leadership Institute, etc)

## - Use Statewide Vision Zero Task Force

# The NC Vision Zero Collaborative

## A Public Health Approach to Transportation Safety



# Project team and Partners

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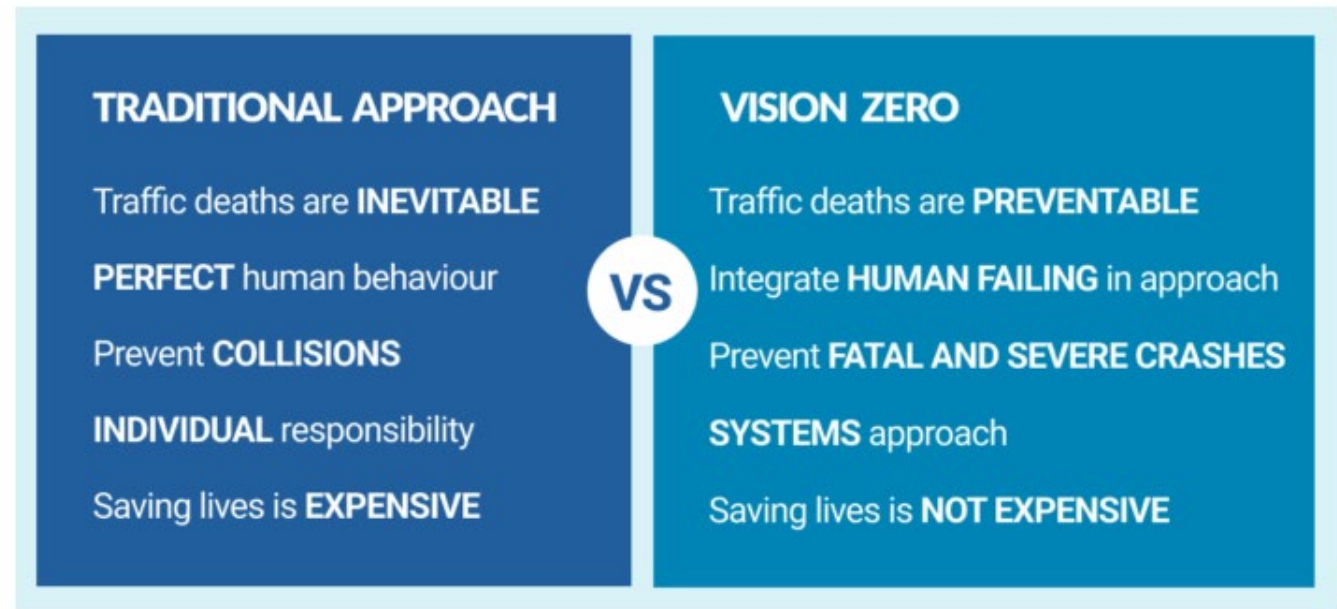
UNC Highway Safety Research Center





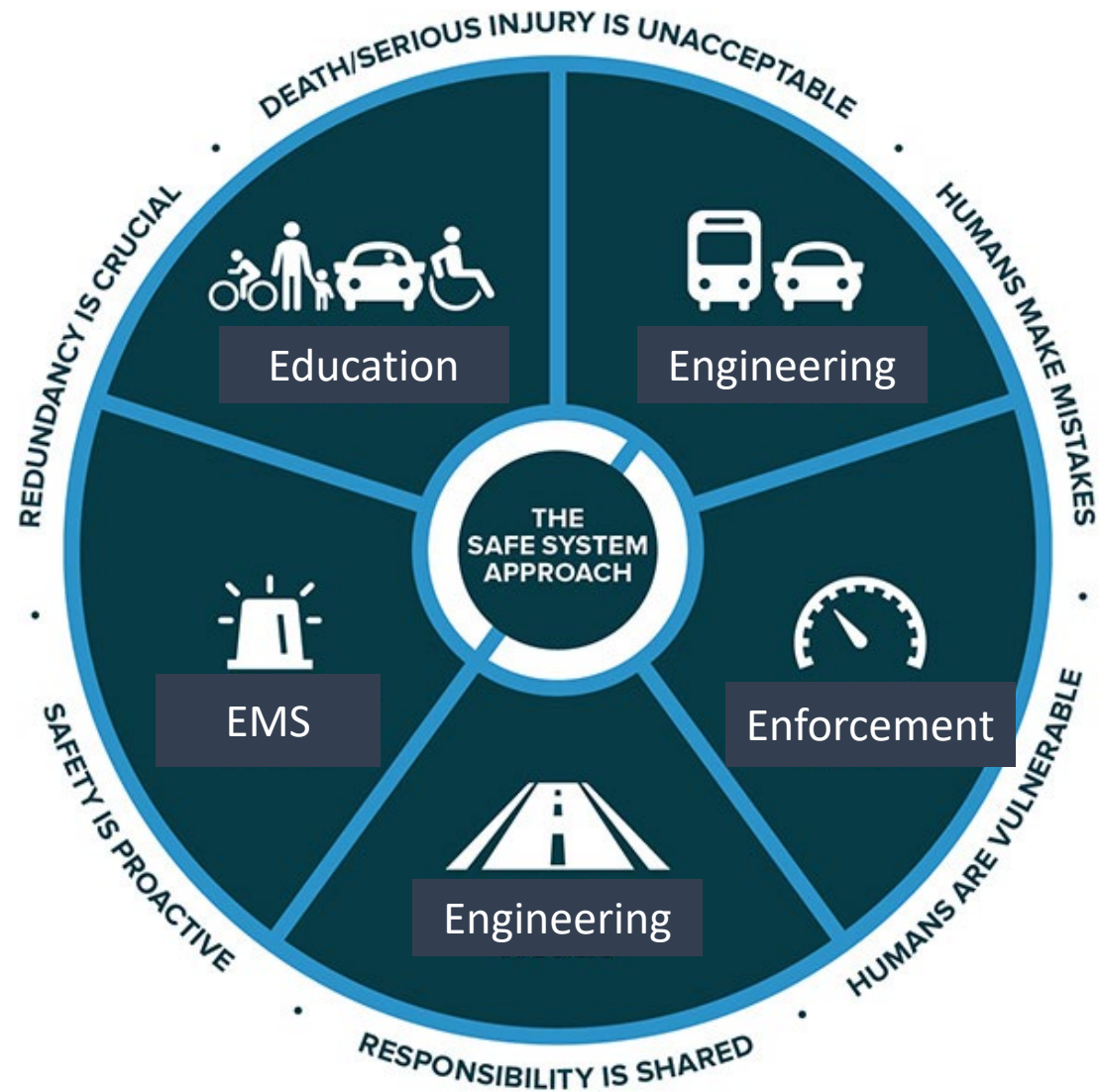
# Vision Zero

“Vision Zero is a strategy to eliminate all traffic fatalities and severe injuries, while increasing safe, healthy, equitable mobility for all. First implemented in Sweden in the 1990s, Vision Zero has proved successful across Europe — and now it’s gaining momentum in major American cities.”



Source: Vision Zero Network

# The Safe System Approach



Source: FHWA.

# The Safe System Pyramid

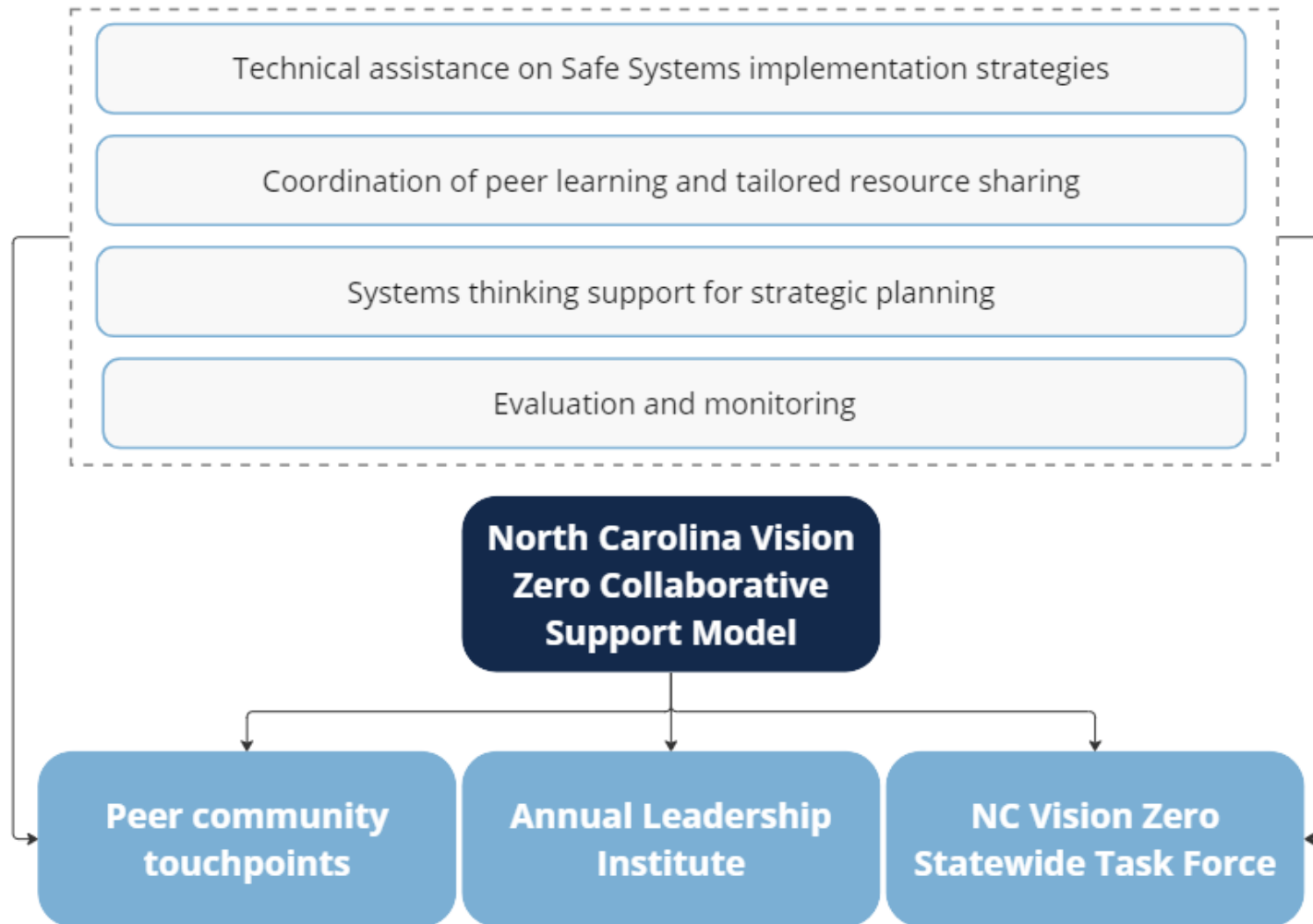


Source: Ederer, Panik, Botchway, & Watkins (2023). The Safe Systems Pyramid: A new framework for traffic safety.

# The NC Vision Zero Collaborative

## Support Model and Program Activities





# Peer Community Touchpoint Meetings

- Monthly meetings: Four groups of 4-5 communities
- Quarterly "All Hands" meetings: All communities and statewide partners (e.g., GHSP, NCDOT, ITRE)

## NC Vision Zero quarterly updates

Instructions: *Thinking about the previous ~3 months (since our last quarterly update), please provide updates, including any highlights or accomplishments for your community or organization and any challenges your community/organization is working through.*

### Emerging themes:

- assembling teams for Leadership Institute
- hiring consultants for various projects, contract negotiations
- **Challenges:** severe and fatal crashes, timing funding with project work, budgeting for projects, engagement on projects, coordinating multiple projects, crash data from law enforcement
- **Collaboration:** pairing program participation, working with fire dept, Matthews: reviewing all fatal accidents in a joint meeting with Police, Public Works, Fire, Park and Rec and Planning.

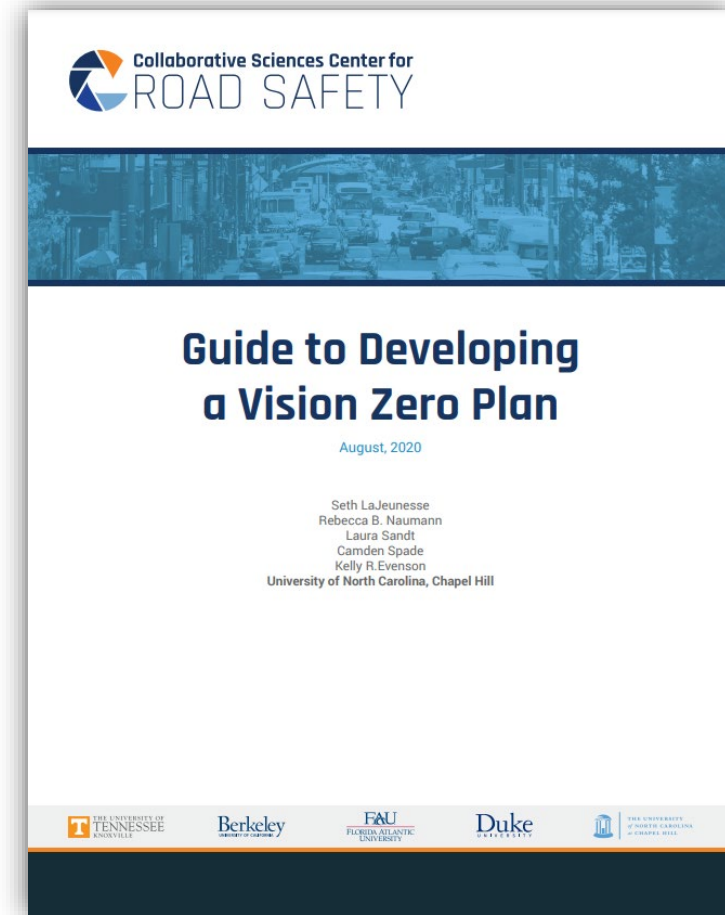
Community/Organization	Highlights + accomplishments to share	Challenges
Apex	SS4A Grant for Supplemental Planning and Demonstration  Working Relationship with Fire Department  Updated Traffic Calming Policy  Safe Routes to School review with all schools complete	Budgeting for Traffic Projects
Asheville	MPO's SS4A Plan Under Contract, Getting Underway	

Source: NC Vision Zero



# Resources

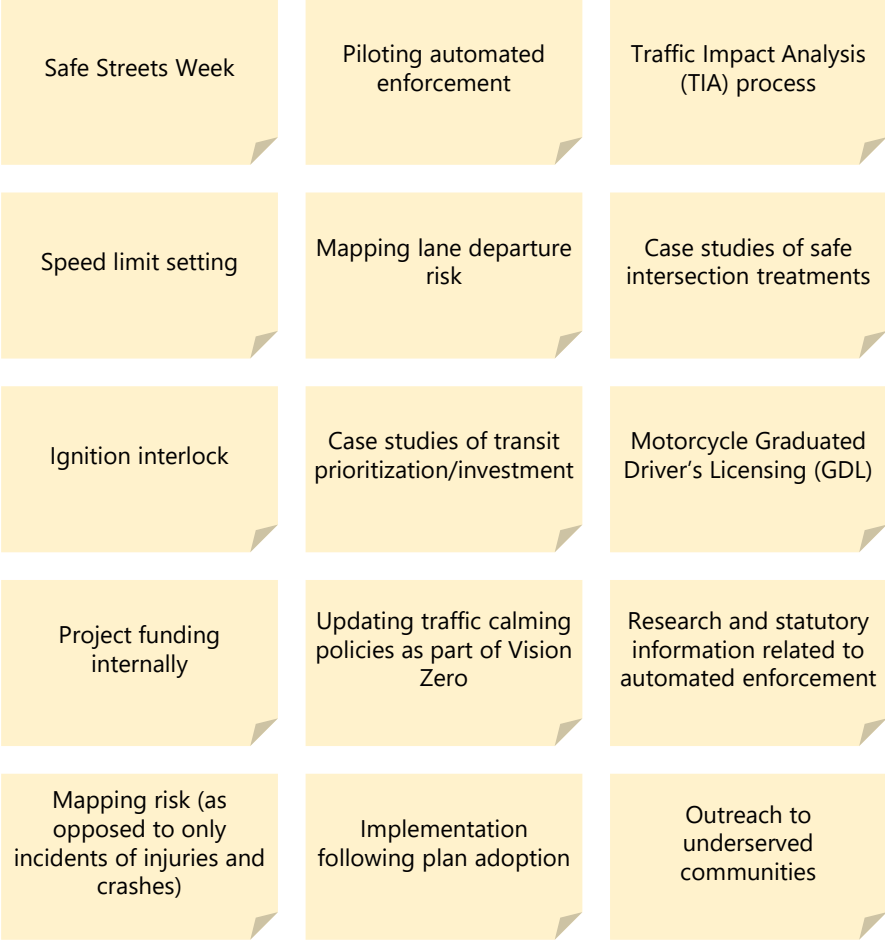
- Key Partner Reports
- Guide for Developing a Vision Zero Plan
- Community Readiness Assessments
- Voices of Vision Zero video series
- Media Framing Guide
- Partner Identification Tool
- Implementation Milestone Checklist
- VZ Plan Library



Source: NC Vision Zero

# Statewide Task Force

**Purpose:** To mobilize efforts and resources to help support Vision Zero communities across NC with a focus on common challenges faced by NC Vision Zero communities; to help increase the visibility of Vision Zero across the state and better coordinate among state-level partners on Vision Zero efforts.





# NC Vision Zero Leadership Institute



- **Who:** Team-based training for multisector community groups (3+ sectors)
- **Format:** 1/2 day virtual Pre-Session + 2 days in-person (Chapel Hill, NC)
- **Delivery:** speakers, panelists, team-based, facilitated activities, peer exchange, and community-building
- **Cost:** free to attend, hotel accommodations covered for all traveling 40+ miles

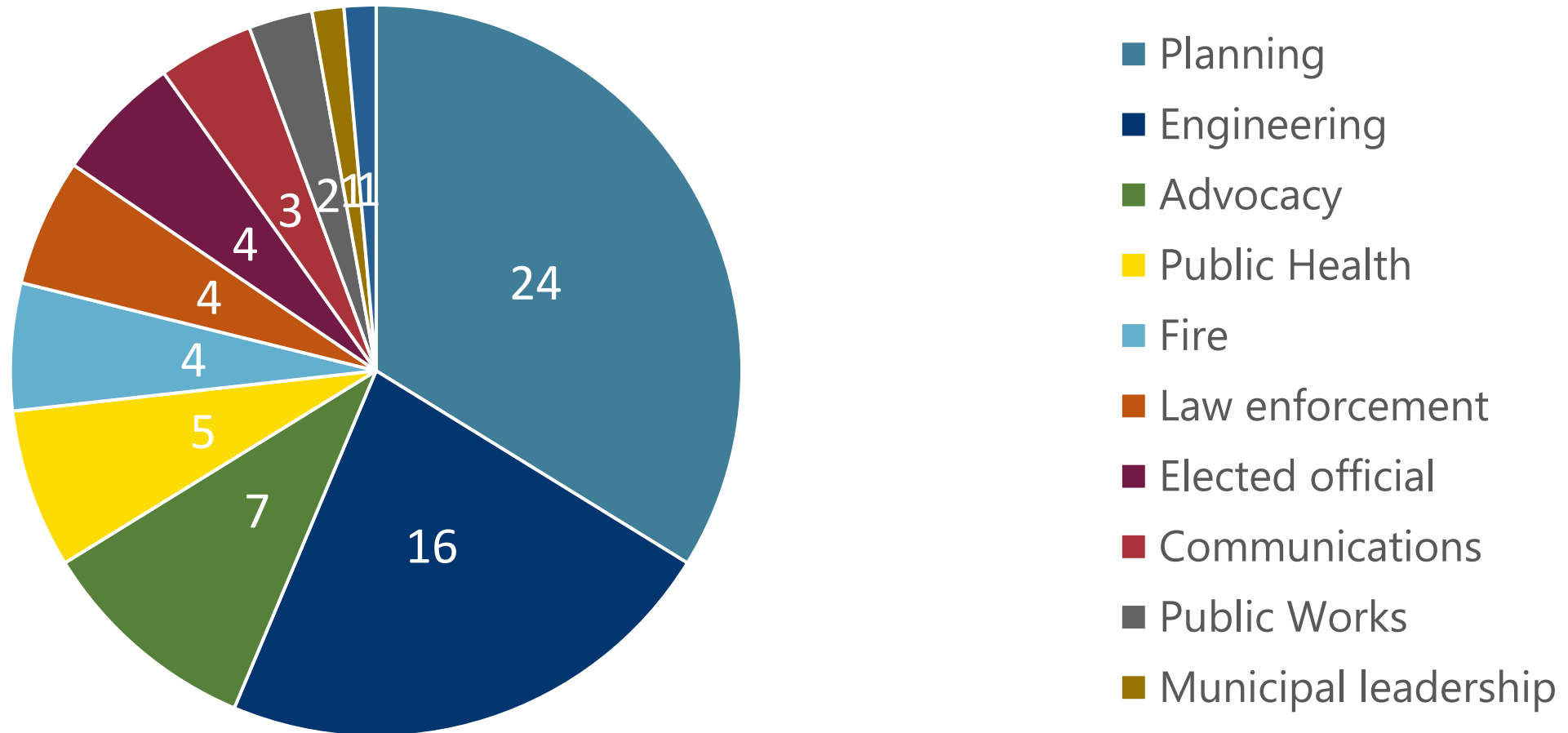


# Content: Strategic skill areas

1. Cross-sector collaboration
2. Safe Systems and Vision Zero
3. Metrics, evaluation, and data-driven strategies
4. Centering equity in planning and implementation
5. Speed management
6. Community engagement and participatory planning
7. Tactical urbanism/quick build projects
8. Effective communications and building a culture of safety



# Team characteristics (Sectors represented)



# Transportation-Public Health Leadership Program

A new opportunity to integrate public health  
approaches to transportation safety in your state



# \*New\* Transportation-Public Health Leadership Program for SHSOs

## Module Topics and Key Learning Objectives

Public Health and Transportation Foundations	<ul style="list-style-type: none"><li>• Describe sector win-wins of collaboration with Public Health</li><li>• Identify key public health frameworks and practices</li></ul>
Centering Equity in Transportation Safety	<ul style="list-style-type: none"><li>• Develop a shared language around key terms and concepts related to equity</li><li>• Gain familiarity with tools and processes to integrate equity considerations</li></ul>
Strategic Planning and Building a Culture of Traffic Safety Through a Public Health Lens	<ul style="list-style-type: none"><li>• Describe opportunities to strengthen public health integration in transportation safety plans</li><li>• Apply tools to support collaborative and equitable planning processes</li></ul>
Public Health Oriented Program Development and Implementation	<ul style="list-style-type: none"><li>• Identify opportunities to assess and enhance equitable, public health approaches in program development, delivery, and evaluation</li></ul>
Data Enhancement for Safety Monitoring and Evaluation	<ul style="list-style-type: none"><li>• Recognize the value of public health data and understand actionable steps that can be taken to enhance data sharing and integration</li></ul>

Use QR code to read more and/or submit an interest form:



# Takeaways

- Safe Systems principles need to be integrated across sectors to achieve zero roadway deaths
- The field of Public health has relevant models and expertise to lend to Vision Zero efforts
- NC Vision Zero is a unique collaborative model to build and maintain momentum among and within communities in NC
- The Transportation-Public Health Leadership Program offers a new opportunity for states to integrate more public health approaches into their roadway safety planning

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