

Vision Zero Action Plan Task Force Meeting #1 Meeting Minutes

Thursday December 8, 2022, 9:30 - 11:00AM

Meeting Participants

Project Team Attendees

- Betty Smoot-Madison – City of Atlanta
- Andy Clarke – Toole
- Chris Puglisi – Toole
- Rachel Brunner – Toole
- Kristoff Devastey – Toole
- Caroline Evans – Blue Cypress Consulting
- Selena Xayavong – Blue Cypress Consulting

Task Force Attendees

- Alfred Wiggins – City of Atlanta’s Department of Public Works
- Ashley Finch – Atlanta Department of Transportation (ATLDOT)
- Bryon Rushing – Atlanta Regional Commission
- Cathy Tyler – Atkins North American
- Christopher Rome – ATLDOT
- Dan Hourigan – Midtown Improvement District
- Darren (Sam) Harris – Georgia Department of Transportation (GDOT)
- David Pickworth - VHB
- Douglas Nagy – ATLDOT
- Emma Harrington – The Shepard Center
- Jasmine Moore – Grady Memorial Hospital
- Jim Durrett – Buckhead CID
- John Saxton – City of Atlanta’s Office of Mobility Planning
- Jordan Dowdy – ATLDOT
- Josh Rowan - MARTA
- Kristen Dixon – Fulton County Board of Health
- Krystal Harris – ATL Airport CID
- LaShawn Dudley – City of Atlanta’s Mayor’s Office of Equity, Diversity, and Inclusion
- Nicole McGhee – West End CID
- Rebecca Serna – Propel ATL
- Roberto Morales – Partnership for Southern Equity
- Stacy Grolimund – Central Atlanta Progress

Meeting Agenda

- I. Introductions
- II. Overview of Project
- III. Role of Task Force
- IV. Next Steps

I. Introductions

The project team introduced themselves. Members of the task force were asked to introduce themselves in the chat box. Andy Clarke introduced Mentimeter, an interactive polling tool to help facilitate input from the group and initiated the first polling exercise. For open-ended polling questions, answers with the most votes and/or biggest emphasis are listed in this document. All answers are available in the meeting recording

Polling – Block 1

Participants were asked six questions, the results are included below, including the most-listed responses to open-ended questions.

1. Have you ever been injured in a car crash?
 - a. Yes-68%
 - b. No-32%
2. Has a family member or close ever been killed or seriously injured in a traffic crash?
 - a. Yes-76%
 - b. No-24%
3. What does safety mean to you?
 - a. Harm reduction
 - b. To not feel threatened when traveling on the roadway
 - c. Moving freely with no risk of harm
 - d. No stress
 - e. Go about daily lives without risk of harm
 - f. Kids' freedom of movement
4. How familiar are you with VZ?
 - a. Very-62%
 - b. Familiar-29%
 - c. Somewhat-10%
 - d. Never heard of it
5. What does Vision Zero mean to you?
 - a. Zero traffic fatalities
 - b. Focus on engineering safe streets
 - c. All are equitably protected from injury
6. What is your primary role/perspective on task force?
 - a. Engineer-23%
 - b. Planner-29%
 - c. Advocate-24%
 - d. Educator-6%
 - e. Other-18%
 - f. Business representatives -4%

II. Overview of the project

History/Background of Vision Zero in Atlanta

Betty Smoot-Madison started the meeting with introducing the Vision Zero Action Plan's history and background. Below are key points from this slide:

- Commitment in 2019 from City of Atlanta's transportation plan to establish a vision zero goal
- Ordinance passed in 2020
- Nearly 1000 signs to be replaced or installed, still an active effort
- Social media campaigns will be coming back as plan is developed
- Equity is central piece, communities of concern were identified
- Passed off to Andy

What is Vision Zero/Safe System Approach

Andy presented slides covering the key points listed below:

Principles

- Safe System Approach
- Not an individual system, part of an entire ecosystem
 - Atlanta has not committed to a date to achieve Vision Zero, and Betty added that a date would be set during this project
 - What's different?
 - Language and philosophy
 - "Traffic deaths are inevitable" vs. "traffic deaths are preventable"
 - Identify and eliminate the causes of fatal and severe crashes

Fact Sheet from Vision Zero Network

Andy spoke to the 9 components of a strong vision zero commitment, which include the following:

- Political commitment
- Multi-disciplinary leadership
- Action plan
- Equity
- Cooperation and collaboration
- Systems-based approach
- Community engagement
- Data-driven
- Transparency

One member suggested using Canada and Australia as best benchmarks due to being spatially similar to the United States. They also noted that Australia has made major traffic safety improvements compared to the United States.

Team overview

Chris Puglisi reviewed the roles of each member of the project team.

Tasks and schedule

Chris reviewed the tasks and project schedule.

Engagement Plan

Caroline Evans presented the Community Engagement Plan, which includes an emphasis on equity-centered engagement, focusing on the following:

- Targeted in person meetings and events
- Focusing public outreach and input in communities of concern by using the City of Atlanta’s vulnerability metrics, which include access to a vehicle, dependency on public transit, race demographics, etc.

One member suggested utilizing the new City of Atlanta’s interactive kiosks to disseminate information. Caroline replied that the project team will discuss this idea with ATLDOT. Another member commented about the concern of community members who do not have access to technology. Other members emphasized the importance of leveraging in-person events to ensure equitable participation.

Primary Action Plan Products

Chris presented the primary products of this project. An updated High Injury Network (HIN) will include:

- Priority projects and actions for Atlanta Department of Transportation (ATLDOT)
- Recommendations for Georgia Department of Transportation (GDOT)
- Recommendations for culture change strategies

One member made a comment for this updated HIN is comparable to previous HIN data and reviewing trends over time are important for data analysis. Also, they suggested utilizing a broader risk-factors scan to balance the HIN.

Polling – Block 2

Participants answered four questions. The results are below.

1. What’s the greatest cause of traffic danger?
 - Speeding car and drivers
 - Bad road design
 - Aggressive driving behavior
2. Who has greatest responsibility?
 - Elected officials-58%
 - Drivers-32%
 - Engineers-11%
3. What’s the biggest barrier to eliminating traffic fatalities?
 - Political will
 - Funding

- Changing driving behavior
 - Poor culture
4. What is a realistic date for achieving Vision Zero?
- 2035- 12
 - 2040- 2
 - 2030- 1
 - 2025- 1

III. Role of the Task Force

Andy presented the following information about the role of the Task Force:

- Input, review, comment
- Commit to act, do things differently
- Champion the issue/approach
- Sequence/content of future meetings
 - #1 Introduction and overview
 - #2 Recap data analysis, outreach, HIN, potential countermeasures, and actions
 - #3 Detailed development of actions and strategies
 - #4 Finalize actions and strategies
 - #5 Review draft action plan

Polling – Block 3

Participants answered two final questions. The results are below.

1. Preference in future format?
 - Virtual- 56
 - Inperson-44
 - One member suggested a mixture of both virtual and in-person.
2. Is there a person or organization missing from the Task force who should be included?
 - Elected Officials
 - Public Health members

Next Steps

Andy closed out the meeting with next steps for Task Force members and the project team.

- For Task Force members:
 - Help us push out engagement info
 - Begin identifying potential actions and strategies
 - Collaboration with others
- For consultant team:
 - Data analysis
 - Update HIN
 - Outreach and engagement
 - Identify countermeasures