

DRCOG's *Taking Action on Regional Vision Zero* Implementation Plan Update

Objective 2: Increase Awareness and Adoption of Vision Zero

Strategy 1)

Plan for and identify appropriate policies and practices to reduce fatal and serious-injury crashes at the local government level.

Actions

- 1) Develop a local Vision Zero Action Plan or similar local safety action plan, or formally adopt support for DRCOG's *Taking Action on Vision Zero* plan.
- 2) **NEW!** Develop a resolution/pledge statement that commits member governments and local leaders to promote and establish a positive traffic safety culture to decision-making at all levels, as a part of policy and practice for all disciplines.

Strategy 2)

Create and implement an ongoing Regional Vision Zero partnership program modeled on the Way To Go program to promote and prioritize safety in the DRCOG region.

Actions

- 3) Provide information, resources, training, and educational opportunities to local governments, local communities, and media outlets. Promote consistent messaging and crash reporting language.
- 4) Provide information and resources regarding the perspectives of vulnerable road users (people walking or biking) and interacting with harmful travel methods (ex. large trucks & SUVs).
- 5) Identify and promote Vision Zero training opportunities to local governments, including resources from the national Vision Zero Network, Federal Highway Administration, and others.
- 6) **NEW!** Update the Regional Vision Zero webpage to include traffic safety resources and information, including details on the Safe Systems Approach and updates on DRCOG's progress towards Vision Zero in the region.
- 7) **NEW!** Create a multi-pronged campaign to address transforming traffic safety culture.

Strategy 3) (MODIFIED)

Work with school districts and provide them with tools to host educational seminars or workshops on Vision Zero principles and targeted engagement for K-12 students about traffic safety.

Actions

- 8) Develop targeted efforts to engage middle and high school students in traffic safety through the Safe Routes to School program, with a focus on empowering youth leadership to promote safe transportation in their own school communities, prioritizing Communities of Concern.