



# Regional Vision Zero Action Plan Stakeholder Committee Meeting #2

*Presented by:*

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June 19, 2019



# Agenda

1. Introductions
2. Safety Programs in the Region
3. Public Engagement Process
4. Virtual Engagement Details
5. Web Survey Review
6. Approach to Safety Data Analysis
7. Next Steps

# INTRODUCTIONS



# Regional Vision Zero – Safer Streets for Metro Denver

regional vision



SAFER STREETS FOR METRO DENVER

# SAFETY PROGRAMS IN THE REGION



# Current Member Jurisdiction Safety Efforts

- **Denver** Vision Zero
- Safe Streets **Boulder**
- **Brighton** Vision Zero Action Plan
- Traffic safety in **Lakewood**



## ***SAFETY INVENTORY***

***What other member government, police, etc. efforts should we be aware of?***

***Such as... Existing or future local safety plans, enforcement programs, studies, innovative safety projects***

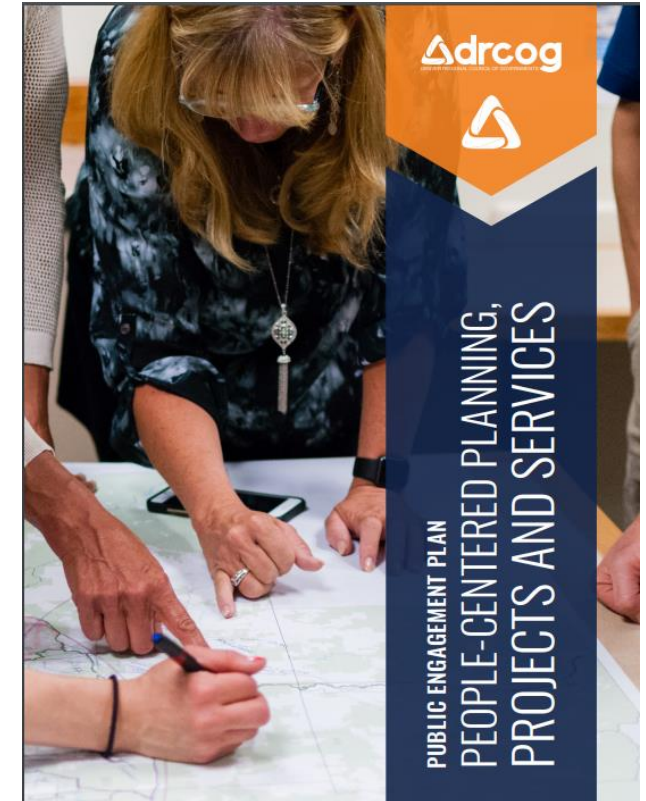
***Please send information to.... [M.Balding@fehrandpeers.com](mailto:M.Balding@fehrandpeers.com)***

# RVZ PUBLIC ENGAGEMENT PROCESS



# DRCOG's Updated Public Engagement Plan

- Board adopted May 15, 2019
- Includes:
  - Public guide
  - DRCOG and public engagement overview
  - The process and steps of engagement
  - Implementation techniques and tools
  - Evaluation criteria
  - Toolkit





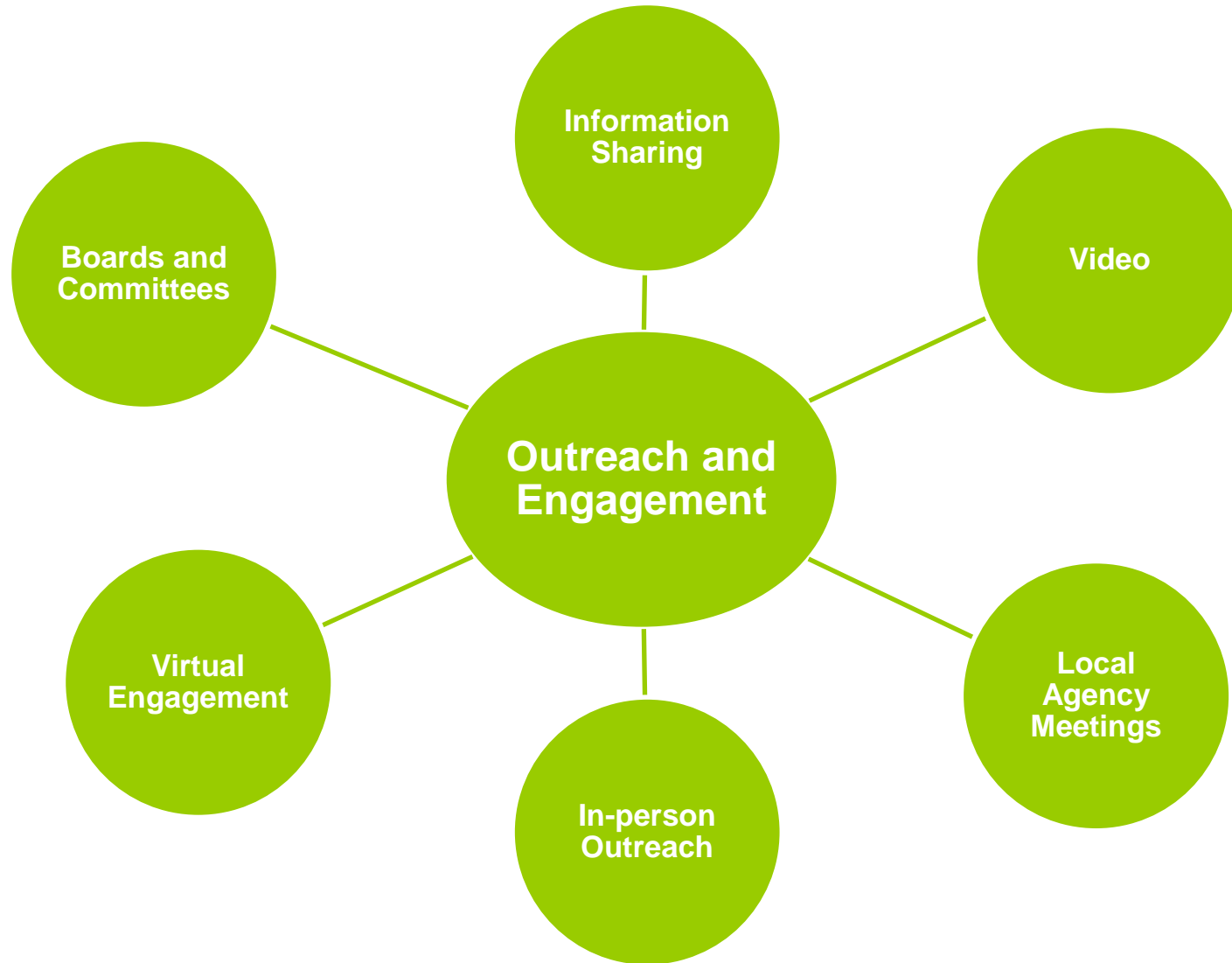


# Purpose of Engagement

- **Meaningful opportunities** for both **public** and **stakeholder** input
- **Issue** and **priority** identification
- Aim to reach **traditionally under-represented**
- **Local government** input – helpful toolkit
- Input will **inform plan's development** and **educate public** about safer practices, vision zero principles, and safer streets



# RVZ Engagement Components





# Engagement Schedule

	2019								2020						
	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL
Website development	■														
Stakeholder committee meetings	■	■		■		■		■		■					
Virtual engagement		■	■	■	■	■									
Committee and Board informational item presentations				■						■	■				
Video creation				■	■										
Local agency meetings						■	■								
Ongoing engagement strategy development		■	■												
Public comment period														■	
TAC/RTC presentations and Board adoption														■	■



# Information Sharing

- **Website**
- **Social media**
- **E-blasts** to interested parties
- **Media outreach**
  - Plan draft out for comment and upon adoption
  - Releases to niche outlets or non-English media outlets

2019								2020						
MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL



Vision Zero is a safety approach with the core principle that "it can never be ethically acceptable that people are killed or seriously injured when moving within the road transport system." Vision Zero switches safety from being solely the responsibility of roadway users to a shared responsibility of system designers and roadway users. It is inevitable that roadway users will make mistakes, so roads should be designed to ensure these mistakes do not result in severe injuries or



2019							2020							
MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL

- <https://youtu.be/xhtl6lvd4lc>
- **Under 2 minutes**
- Featured on **website**, promoted on **social media**
- Intended to **bring attention** to project

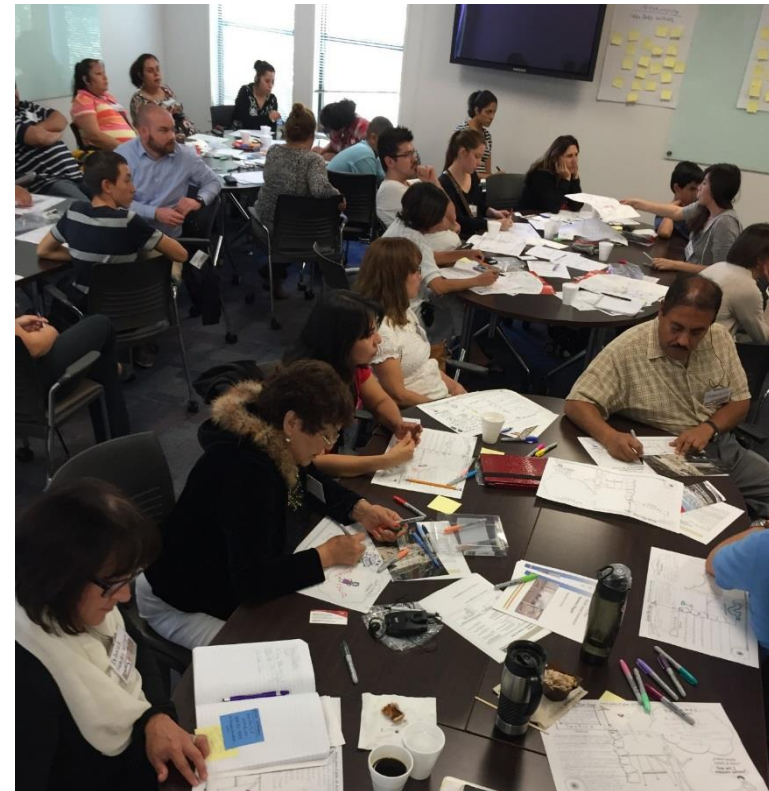




# Local Agency Meetings

2019							2020							
MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL

- Four or five **around region**
  - Attendees:
    - Planning and engineering staff
    - Local police and fire department agency staff
    - Other agency department staff related to implementation
- **FHWA State and Local Alignment Toward Zero Traffic Deaths Workshop**





# In-person Outreach

2019							2020							
MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL

- To be determined – focus on **filling gaps** through **online survey**
- Some **potential outreach efforts**:
  - Attend standing meetings of community, partner, or faith-based orgs
  - Provide information at community events & public gathering spaces
  - Attend events held by advocacy organizations
  - Potential partnership with GoTober promotion
- In-person **survey**, introductory **presentations**, or **review & comment**



# DRCOG Board and Committees

2019								2020						
MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL

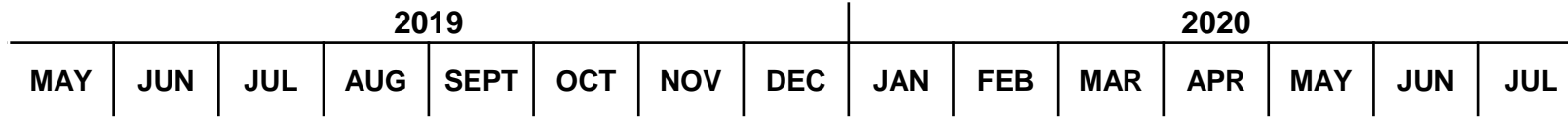
- This summer: **informational presentations** introducing plan at Transportation Advisory Committee, Regional Transportation Committee
- Late winter: **Check in** with Board of Directors and committees
- Next summer: Board and committee **adoption process**







# Ongoing Engagement/Implementation



- **Recommendations and strategies TBD**
- **Regional safety campaign**
- **Maintain awareness of plan and ensure implementation of toolkit**

# VIRTUAL ENGAGEMENT APPROACH



# Virtual Engagement

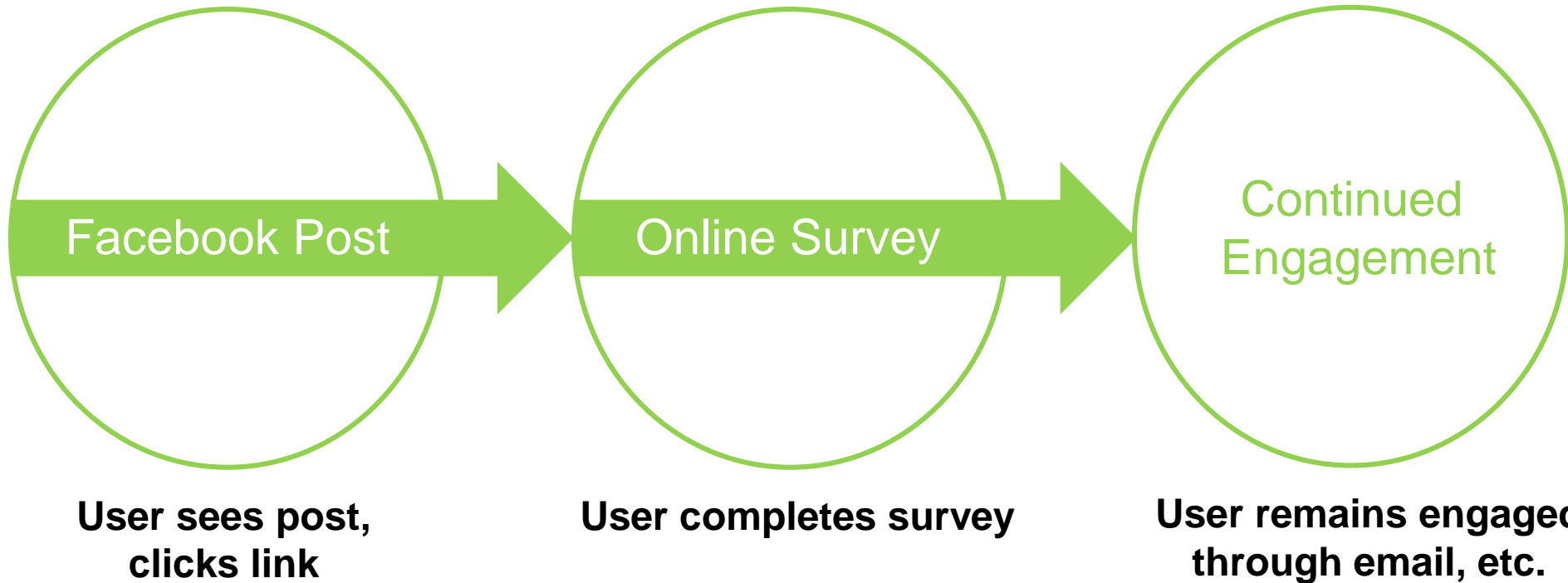
## Virtual Engagement: Using online channels to reach a wide audience

- Social Media (Facebook, Instagram)
- Web-Based Surveys
- **Benefits:**
  - Greater Reach
  - Greater Diversity/Social Equity
  - More Efficient
  - More Cost- Effective
  - Sophisticated Metrics





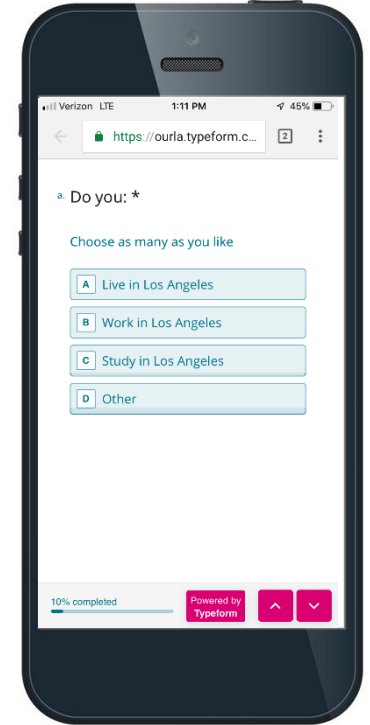
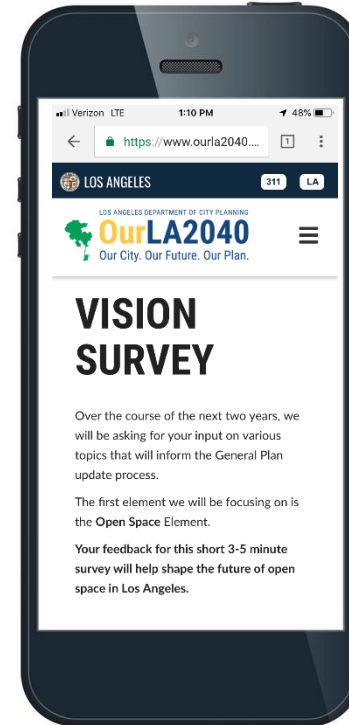
## Desired User Pathway





## Social Media Goals

- Build awareness around issues of traffic safety
- Sow the seeds of DRCOG Vision Zero efforts
- Increase participation in the online/mobile survey





## Implementation Process

1. Develop Creative - June 2019 ← *Where we are now*
2. Refine Social Media Campaign Strategy - July 2019
3. Launch Social Media Campaign & Test Messaging - August/September 2019
4. Monitor Performance/Reallocate Budget - September/October 2019
5. Report Results of Final Campaign (KPI) - October 2019



# Primary Message Themes to Test

## Aspirational - Promote RVZ goals

Examples:

Our vision: Zero traffic deaths in the Denver region! Together we can get there.

Help us make streets safer in the Denver region.

From city roads to country roads, traffic safety affects everyone. Zero traffic deaths is our goal.

## Statistical – Use recent data to generate interest

Examples:

213 traffic deaths in the Denver region in 2018. That doesn't have to be the reality in 2019.

80 traffic deaths and it's only May. We can do better, Denver.

Traffic fatalities in Colorado are up 43% since 2010. That's a trend we can't live with.

## Inquisitive – Spark engagement with intriguing questions

Examples:

How many minutes is a life worth? Would you trade a longer commute for safer roads?

Which is worse: Speeding or running a red light? Take our traffic safety survey.

How do you stop a serial speeder?

# Concept 1: Neighborhood

Captures a typical traffic scenario in an engaging way.






## Concept 2: Driver


Uses photography to convey safety issues.

 Denver Regional Council of Governments  
23 hrs · 🌐

Is speeding a problem in your neighborhood?  
Show us where the danger zones are.



[WWW.DRCOG.ORG](http://WWW.DRCOG.ORG)  
**Take our Traffic Safety Survey**

    84

21 Comments 4 Shares

 Like  Comment  Share

## Concept 3: Animation

Engages users with a hand-drawn animation style.



The image shows a Facebook post from the Denver Regional Council of Governments (DRCOG). The post is a survey asking if speeding is a problem in the user's neighborhood and where danger zones are. The main content is a teal graphic with white text and a hand-drawn illustration of a car on a road with houses and trees in the background. The post includes engagement metrics like 84 reactions, 21 comments, and 4 shares.

**Denver Regional Council of Governments**  
23 hrs · 🌐

Is speeding a problem in your neighborhood?  
Show us where the danger zones are.

Is speeding a problem in  
your neighborhood?

WWW.DRCOG.ORG  
**Take our Traffic Safety Survey**

👍❤️😬 84 21 Comments 4 Shares

👍 Like    💬 Comment    ➦ Share

Is speeding a problem in your neighborhood?  
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# Performance Metrics

Measure and reallocate budget according to performance metrics

- Platform
- Gender
- Socioeconomics/ demographics

## Engagement Insights



### Platform breakdown

PLATFORM	% OF IMPRESSIONS	% OF VIDEO COMPLETIONS	% OF ENGAGEMENT
Facebook	70%	69%	71%
Instagram	30%	31%	29%



### Gender breakdown

GENDER	% OF IMPRESSIONS	% OF VIDEO COMPLETIONS
Female	39%	36%
Male	60%	63%
Unknown	1%	1%



### Age breakdown

AGE	% OF IMPRESSIONS	% OF VIDEO COMPLETIONS
18 - 24	15%	13%
25 - 34	36%	33%
35 - 44	23%	23%
45 - 54	13%	15%
55 - 64	8%	9%
65 +	6%	7%





# Performance Metrics – Overall KPIs

## Campaigns KPI's: **Goals Achieved**

### CAMPAIGN PROFILE



- 9 targeting variants
- 54 individual ad variants
- \$14,888 spent
- Ads optimized for video views

### KEY INSIGHTS



- **This creative really resonated:** We saw above average video completion rates across the board, and almost 2x typical pages per session on referral traffic
- Young men engaged most deeply with our video content, both in terms of impressions served and view rate; interestingly, women underperformed across similar measures

CAMPAIGN KPI'S: 8/22 - 9/30

	Impressions	Video Views	Cost Per Video View	Video Completions	Cost Per Completion	Video Percentage Watched	Link Clicks	Cost per Link Click (CPC)	Link Click Through Rate (CTR)	Post Engagement (Clicks All)	Reactions	Shares	Comments	Page Likes	Cost per 1000 Impressions (CPM)
Media Plan	1,035,000	314,017	\$0.03				4,252	\$2.00		5,667					\$15.00
Actual	1,331,587	623,873	\$0.02	111,704	\$0.13	38%	6,313	\$2.36	0.47%	13,213	1,463	414	286	3	\$11.18





# Fill-in Engagement Gaps

Targeted outreach to communities not well-reached through virtual engagement

Lay groundwork for ongoing campaign



Engaging a Spanish speaking community in Denver's Montbello neighborhood



# Web Map Feature

- In addition to the survey, people can provide input through a crowdsourced web mapping tool
- Intended to allow people to voice safety concerns and issues at specific locations

## 1. Enter Information

Comment

## 2. Select Location

Specify the location for this entry by clicking/tapping the map or by using one of the following options.

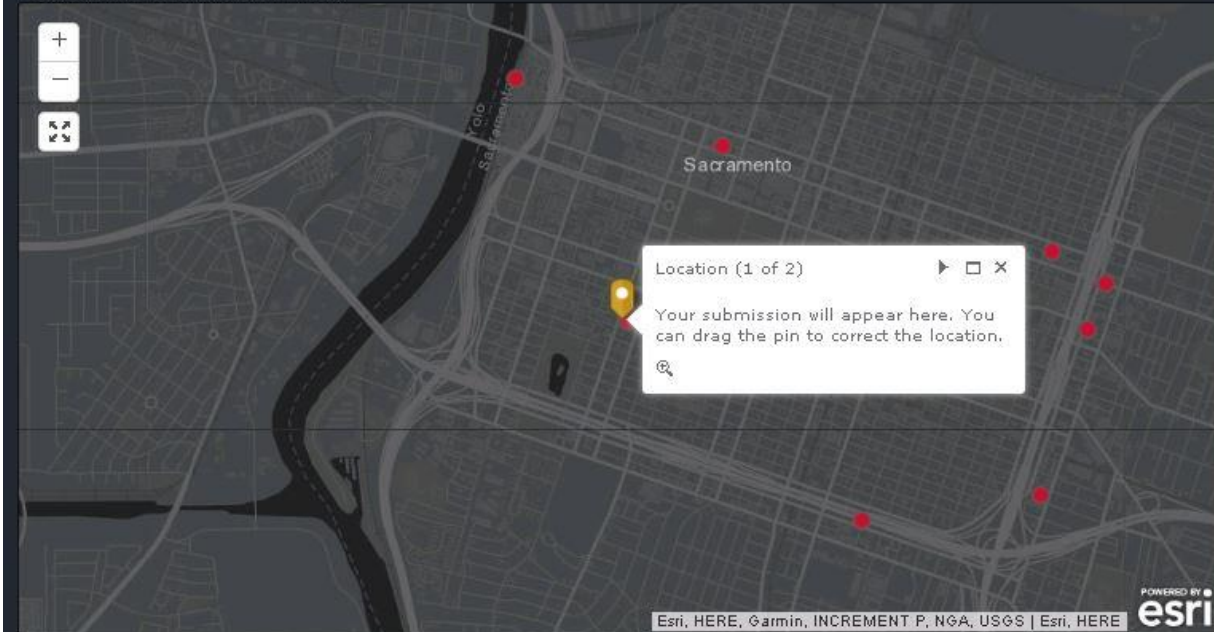
Search

Lat/Lon

Find address or place:



Latitude: 38.56195, Longitude: -121.46138



# CRASH ANALYSIS FRAMEWORK

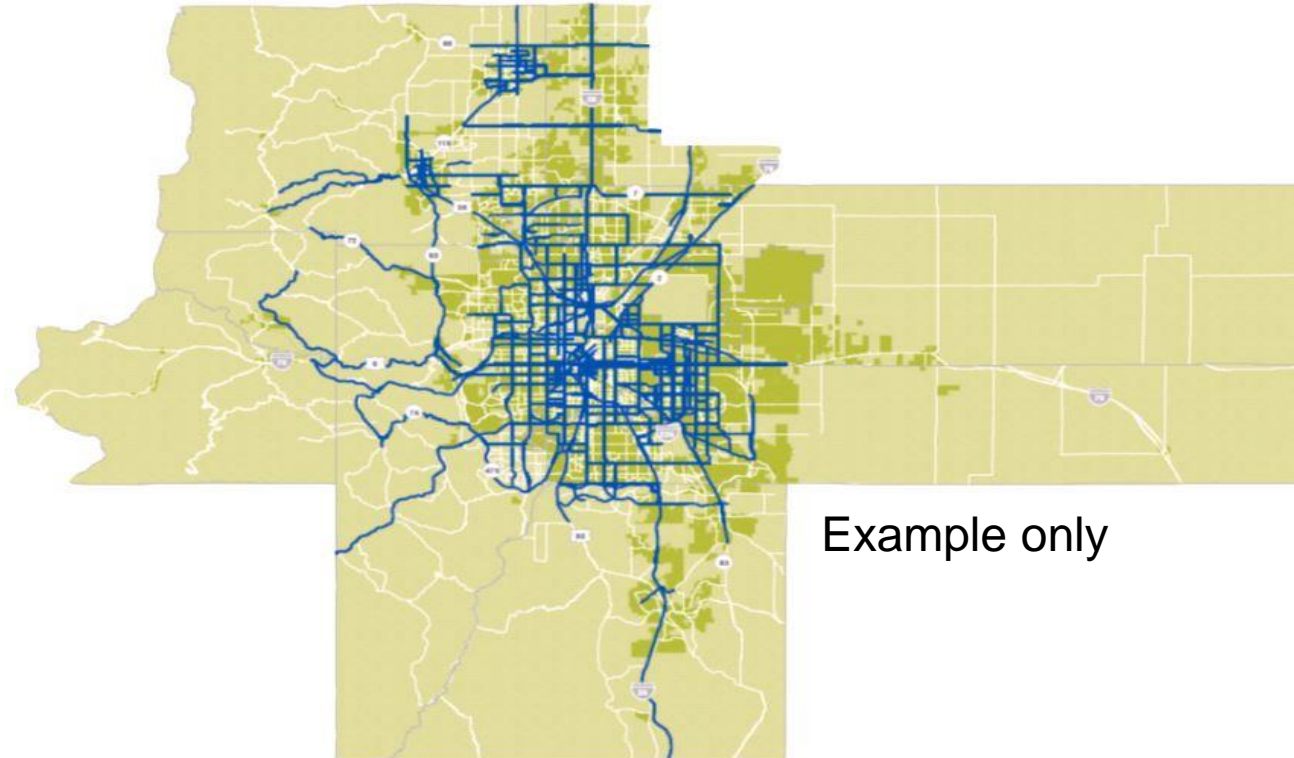




# High Injury Network Proposed Approach

## What is a High Injury Network?

The streets and roadways in the DRCOG region with the highest potential for fatal and severe injury crashes.



Example only



# High Injury Network Proposed Approach

- Use 2013-2017 crash data - killed and severely injured (KSI) crashes
- Map KSI crash density by road segment
- Review proposed HIN map with stakeholder committee and update based on feedback

## Questions Still Considering

- Include all roads or just major roads?
- Additional vulnerable user HIN? e.g. pedestrian, bike, children and seniors
- Develop a replicable process?



# Crash Profiles

**Goal:** For each community type we will identify the types of crashes and contexts that disproportionately represent the highest percent of KSI crashes.

## Top 10 profiles



Unsafe Speed on Non-Local Streets



Broadside Crashes



Pedestrian Crossing Outside of an Intersection or Crosswalk



Alcohol Involved



Driver Making Left Or Right Turn



Pedestrian Crashes Near Transit Stops



35+ MPH Streets



Crashes in Commercial Areas



30+ MPH Streets



60+ Year Old Pedestrians



# Crash Landscape Analysis

- **How/Why?**  
Violation, crash type (broadside, pedestrian, etc.), preceding movement, contributing factor (distracted, alcohol, etc.), pedestrian action
- **When/Where?**  
Day of week, time of day, weather, road condition, lighting, intersection
- **Geography**  
e.g. Disadvantaged community, commercial area, street classification, posted speed, bike facility, etc.



# Crash Rate Analysis

- Helpful in project development, prioritization
- Can build on Vision Zero approach, but... potentially gives an “out” to roadways that are average



NEXT STEPS



# Next Steps

## **Engagement**

- Virtual Engagement Update
- Video Completion – end of July

## **Safety Data Analysis**

- Review Community Profiles, Crash Landscapes
- Review regional High Injury Network(s)



QUESTIONS?