Regional Vision Zero Action Plan
Stakeholder Committee
Meeting #2
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
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
RVZ PUBLIC ENGAGEMENT PROCESS
• 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

Outreach and Engagement

- Information Sharing
- Video
- Local Agency Meetings
- In-person Outreach
- Virtual Engagement
- Boards and Committees
# Engagement Schedule

<table>
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<tr>
<th></th>
<th>2019</th>
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<td></td>
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<td>Website development</td>
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<td>Stakeholder committee meetings</td>
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<td>Virtual engagement</td>
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<td>Committee and Board informational item presentations</td>
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<td>Video creation</td>
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<td>Local agency meetings</td>
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<td>Ongoing engagement strategy development</td>
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<td>Public comment period</td>
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<td>TAC/RTC presentations and Board adoption</td>
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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

Regional Vision Zero Action Plan

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 deaths.
RVZ Video

- [https://youtu.be/xhtl6lvd4lc](https://youtu.be/xhtl6lvd4lc)
- Under 2 minutes
- Featured on website, promoted on social media
- Intended to bring attention to project
Local Agency Meetings

- 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

• 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**
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: 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
Virtual Engagement

Desired User Pathway

1. Facebook Post
   - User sees post, clicks link

2. Online Survey
   - User completes survey

3. Continued Engagement
   - User remains engaged through email, etc.
Virtual Engagement

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
Virtual Engagement

Implementation Process

1. Develop Creative - June 2019

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

Where we are now
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.
Concept 3: Animation

Engages users with a hand-drawn animation style.
Performance Metrics

Measure and reallocate budget according to performance metrics

- Platform
- Gender
- Socioeconomics/demographics

Engagement Insights

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<th>Platform</th>
<th>% of Impressions</th>
<th>% of Video Completions</th>
<th>% of Engagement</th>
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<table>
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<table>
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# 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

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<tr>
<th></th>
<th>Impressions</th>
<th>Video Views</th>
<th>Cost Per Video View</th>
<th>Video Completions</th>
<th>Cost Per Completion</th>
<th>Video Percentage Watched</th>
<th>Link Clicks</th>
<th>Cost per Link Click (CPC)</th>
<th>Link Click Through Rate (CTR)</th>
<th>Post Engagement (Clicks All)</th>
<th>Reactions</th>
<th>Shares</th>
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*Image sources: (Image 4 of 4)*

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*Image sources: (Image 4 of 4)*
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
• In addition to the survey, people can provide input through a crowdsourcing web mapping tool

• Intended to allow people to voice safety concerns and issues at specific locations
CRASH ANALYSIS FRAMEWORK
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?
**Goal:** For each community type we will identify the types of crashes and contexts that disproportionately represent the highest percent of KSI crashes.

Example from *Vision Zero Sacramento*
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?