

MEETING SUMMARY
DRCOG VISION ZERO STAKEHOLDER COMMITTEE – Mtg. 2

Wednesday June 19th, 10:00 AM – 11:30 AM

DRCOG, 1001 17th St., 7th Floor, Red Rocks Conference Room, Denver, CO

In-person Participants	Organization
Sarah White	Arapahoe County
Jack Todd	Bicycle Colorado
Christine Demont	CDPHE
David DiGiacomo	City and County of Denver
Rolf Eisinger	City and County of Denver
Kristina Evanoff	City of Westminster
Amy Saxton	Clear Creek County
Beth Doliboa	DRCOG
Steve Erickson	DRCOG
Brad Calvert	DRCOG
Ron Papsdorf	DRCOG
Jacob Riger	DRCOG
Lisa Houde	DRCOG
Charlie Alexander	Fehr & Peers
Melissa Balding	Fehr & Peers
Patrick Picard	Fehr & Peers
Stephen Strohming	Gilpin County
Tim Carroll	MIG
Charlie Stanfield	RTD
Jill Locantore	Walk Denver, Denver Streets Partnership

Remote Participants	Organization
Long Nguyen	Adams County
Sarah Grant	Broomfield
Glenn Davis	CDOT
Manjari Bhat	CDOT
John Voboril	City of Englewood
Tyler Stamey	City of Longmont
Carlina Michael	City of Longmont
Marta Benavente	City of Thornton
Art Griffith	Douglas County
Melinda Urban	FHWA

1. Introductions and Agenda Overview

Beth Doliboa called meeting to order at 10:00 a.m. and overviewed items listed on the agenda. She presented the recently developed regional Vision Zero (RVZ) logo that DRCOG’s communication and marketing staff created.

2. Safety Programs in the Region

DRCOG would like to take a safety inventory to discover what current safety activities member jurisdictions have in place. Beth Doliboa is sending an email request out to county representatives and partners asking for information on efforts (plans, policies, programs) DRCOG should be aware of. Additional information can be sent to Melissa Balding, Fehr & Peers, at m.balding@fehrandpeers.com.



3. Public Engagement Process

Lisa Houde, DRCOG's Public Engagement Specialist provided an overview of the public engagement for the development of this plan. DRCOG's Board of directors adopted DRCOG's updated Public Engagement Plan May 15, 2019, this plan was used to guide engagement strategies for RVZ. Over the next year engagement for this plan will involve the following:

1. Information sharing: website, e-blasts, social media, and media outreach (ongoing)
2. Video: meeting participants viewed a similar video from North Carolina; DRCOG is developing one for the Denver region. This will be featured on the website, promoted on social media, and under 2 minutes long (released in August)
3. Local agency meetings: around the region (fall 2019)
4. In-person outreach: to fill gaps from the virtual engagement, includes survey in-person and presentations (fall/winter 2019)
5. Virtual Engagement: details provided below (to launch in August)
6. Boards and Committees: informational meeting in August, late winter 2020 check-in, adoption process summer 2020

4. Virtual Engagement

Tim Carroll, MIG, provided details on the virtual engagement component of the public engagement process. Virtual engagement is intended to use online channels to reach a wide audience. This project will use paid media on Facebook and Instagram to attract participants to an online survey. Some of the key benefits of virtual engagement include:

1. Greater reach
2. Greater diversity/social equity
3. More efficient
4. More cost-effective
5. Sophisticated metrics

Currently, the creative development process is underway. Tim covered message theme categories of aspirational, statistical, and inquisitive messaging. Tim invited feedback to select a creative visual concept to move forward with.

Comments and discussion:

- Illustrations perform better than photos on Facebook
- Interest in animating the illustrative option, adding more modes, and making the people in the illustrations reflect the diversity of the Denver region
- Focus on who is affected by KSI crashes, not just the total number
- Emphasize not just individual behavior but how street design influences Vision Zero, and what governments and communities can collectively do
- Emphasize deaths as preventable
- Data can inform what questions to ask in the survey
- Quiz-like questioning is engaging, perhaps is best in a behavior change campaign later; a "myth or fact" quiz was recommended
- The North Carolina video, which DRCOG is emulating, has powerful messages and questions
- Personalization helps a lot with messaging, and including a diverse range of people in ages, ethnicities, and mode of transportation
- The survey will be geofenced, and can be optimized to target specific socioeconomic and demographic audiences; reach and impact statistics will inform future outreach
- DRCOG will push survey involvement via Twitter but not through paid media



5. Web Survey Review

Charlie Alexander, Fehr & Peers, presented an overview of the virtual engagement survey, and the web map feature. Participants took a draft of the online survey and provided feedback. Any additional feedback can be provided to Beth Doliboa via e-mail.

Comments and Discussion:

- “Metro Denver” may not resonate with everyone in the region intended to be in the audience; alternative language is “in your community”
- Adding optional info such as zip code, primary mode, etc. may be helpful
- Autoscroll can be turned off
- Fine-tune language, adjust some question tone, and remove industry jargon
- Providing survey takers with context for why the question is being asked may be helpful
- Specific comments were provided to improve many questions, including the candidate list of safety concerns that users can pick from, adjusting the delay increase thresholds on the safety question, removing the behavioral change questions; additional comments were also provided

6. Approach to Safety Data Analysis

Charlie Alexander, Fehr & Peers, shared considerations for the development of a High Injury Network based on crash data from 2013 to 2017 from DRCOG’s Regional Data Catalog. A community typology is being developed to consider differences in roadways based on land use contexts, and there are several options for indicators to determine the typology. Additionally, the analysis is being fine-tuned to consider replicability, as well as to allow for context specificity and subjectivity if necessary. Comparative analysis will not be used in the development of the High Injury Network, though may come into play in project prioritization at a later point. The idea is that if the goal is zero, then average safety on a roadway or at an intersection is not acceptable if average safety includes fatalities and serious injuries.

7. Next steps

The next meeting will be in mid-August. Beth Doliboa will provide details to RVZSC. The virtual engagement campaign will launch before the next meeting and the video will have been created.

