To: Lydia McIntyre, Transportation Planning Engineer, Greensboro DOT/MPO

Date: September 12, 2018

Project #: Greensboro Vision Zero Support

From: Kim Eccles, PE
Kara Peach, and
Ian Hamilton, AICP

Re: Greensboro Vision Zero August 9 Workshop Draft Summary

The purpose of this memorandum is to summarize the discussion at the Greensboro Vision Workshop held on August 9, 2018 at the Law Offices of Crumley Roberts. The event was held from 9:00 AM to 12:00 PM and included representation from a diverse range of safety stakeholders. A list of those who registered to attend the meeting is attached as Appendix A.

Introductions

Ms. Lydia McIntyre started the meeting by welcoming the assembled participants and thanking them for their participation and continued commitment to safety. She thanked the Law Offices of Crumley Roberts and introduced Ruth Heyd, who provided a welcome and overall logistics to the meeting. A diverse group of stakeholders from the Greensboro and larger North Carolina community attended the workshop. Participants represented a variety of backgrounds, including transportation engineering, traffic enforcement, public health, parks and recreation, as well as other advocacy groups. Participants were asked to provide their own personal and professional insight into the opportunities and challenges facing Greensboro; the city will apply the input collected during the workshop toward working groups that will address some of the community's most critical safety considerations.

Developing Our Plan

Kim Eccles of VHB provided a brief review of Vision Zero and the results from the Kickoff Summit in April.

Next, Kim presented the following Vision Zero Greensboro Goal for discussion: *The goal of* Greensboro Vision Zero *is to collaboratively make roadway safety a top priority in Greensboro. Stakeholder engagement will be key to moving towards zero roadway deaths.* Workshop participants were invited to share their reactions and comments to the draft goal. Participants suggested considering replacing 'roadway' with 'multimodal' or more generally, 'transportation.' There was agreement amongst participants that replacing 'roadway' with 'transportation' would be more inclusive. Another suggested shifting from zero deaths to zero crashes, which would include all injuries and modes. Additionally, there was a suggestion to add 'community' to stakeholder engagement. One participant asked if the Vision should explicitly identify the four Es—with the addition of education and equity—and Lydia stated that the purpose of the Goal was to be concise, but these were good considerations for the objectives.

Next, Kim presented the draft Vision Zero Greensboro Objectives:

- Prevent crashes resulting in serious injuries and fatalities.

- Promote a safe systems approach to transportation in Greensboro.

- Engage partners and the public to foster a culture of safety.

Building off the previous discussion, participants individually made several recommendations:

- suggested flipping the order of the first objective to focus on preventing fatalities first, then injuries

- suggested changing to read preventing crashes and minimizing the consequences of those that do occur

- important for the community to see an explicit emphasis on equity.

- 'safe systems' was noted to be 'buzzy' term and does not reach a broader audience

- suggested adding 'protecting human life' to both the goal and objectives.

Kim noted that the project team will consider this discussion and revise both the goal and objectives to reflect the comments received at the workshop.

Next, Kim reviewed the project timeline, noting that the project is in the second phase focused on education and public engagement. The next phase is action, and the purpose of the second workshop is to gather more detail on the three Emphasis Areas and identify participants for the Emphasis Area Working Groups.

Emphasis Areas

Using data presented at the Kickoff Summit and the stakeholder input collected, the project team identified several key themes/trends in roadway safety in Greensboro. The project team consolidated the themes to identify three Emphasis Areas: Speed and Keeping Drivers Alert, Run Off the Road and Protecting All Users, and Protecting Vulnerable Users.

- Emphasis Area 1 – Speed and Driver Awareness: Both data analysis and discussion at the first workshop identified speeding as a leading issue in Greensboro. This Emphasis Area also addresses keeping drivers alert, which includes driving under the influence and distracted driving.

- Emphasis Area 2 – Run Off the Road and Protecting All Users: Data analysis revealed over half of Greensboro and Guilford County fatalities involved a vehicle departing the roadway or crossing the centerline. Protecting all users refers to occupant protection (e.g., seatbelt use) and age-related crashes (e.g., younger, older adult drivers).

- Emphasis Area 3 – Protecting Vulnerable Users: This issue had a strong focus at the first workshop and includes pedestrians, bicyclist, and motorcyclists. It addresses the needs of all users and ensures that adequate facilities are a consideration in community design.

Breakout Session Key Points

The next portion of the workshop was dedicated to breakout sessions. Prior to the event, participants were asked to rank the Emphasis Areas in order of interest and were assigned their top two preferences. The purpose of the breakout sessions was to discuss the Emphasis Areas in more detail—review ongoing and planned efforts representing each "E" and identify gaps and future needs for each "E." There were two rotations, each followed by large group report outs and discussion. The following sections summarize the highlights of the breakout sessions.

Emphasis Area 1: Speed and Driver Awareness

As a result of the discussions, the breakout group participants identified gaps and potential future actions for each "E" related to either speed or driver awareness. Much of the discussion focused on engineering and enforcement solutions, including slower design speeds in more sensitive contexts, stricter municipal regulations against cell phone use and distracted driving, and neighborhood traffic calming. Participants also discussed the potential for technology to address driver awareness and speeding. In addition to in-vehicle technologies (lane departure warnings, speed limits displayed on the digital dashboard, etc.) and connected vehicles, the city is experimenting with crowd-sourced data through a partnership with Waze. As this partnership develops, the data derived from this near real-time, crowd-sourced platform may provide insights that traditional sources lack. These include, but may not be limited to as the dataset develops, congestion management, speeding, and crash reporting for locations that do not typically receive consistent or priority attention.

The following sections provide more detail on specific needs for each of the "Es" for this Emphasis Area.

Engineering
- Design safer roads/ lower speeds/ design to posted speed
- Technology: In-vehicle and driver assist
- Addressing mobility for all users (mobility, safety, access)
- Neighborhood traffic calming
- Congestion and speed data available to modelers

Enforcement
- Judicial Support
- Automated Enforcement and Monitoring
- Uniform application of traffic rules
- Institutional accountability (Judicial, GDOT, City Council)

Education & Encouragement
- Targeted Education (e.g., kids, seat belt)
- Drivers Education (increased requirements): mandatory for high school students
- Local advocacy and legislation

Emergency Services
- Connected vehicles (arriving safely to scene)
- Waze crash reporting program—crowd source data for accident and congestion reporting

Emphasis Area 2: Run Off the Road and Protecting All Users

Emphasis Area 2 focuses on run off road crashes and protecting all users. The emphasis area includes a focus on occupant protection and age-related issues in traffic safety.

As a result of the discussions, the breakout group participants identified the following list of gaps and potential future actions for each "E" related to either speed or driver awareness. General discussion included existing programs that could have a greater impact with increased awareness by the public and safety partners. It was noted that strategies to

impact transient populations will need to be included. The following sections provide more detail on specific needs for each of the "Es" for this Emphasis Area.

Engineering
- Review visual obstruction
- Principles of universal design
- Identify and apply targeted improvements (e.g., identify "hot spots" for specific issues)
- Select countermeasures to mitigate identified issues (i.e., rumble strips/stripes, retro-reflective applications)
- Effectively transport older population
- Integrate smart city measures (scale down smart city proposal)

Enforcement
- Focus on risk- factors resulting in run off the road crashes
- Use enforcement to educate public (i.e., information to cited drivers, reward for "doing the right thing")
- Efficiently use resources to enforce behaviors related to occupant protection and age-related fatal and serious injury crashes

Education & Encouragement
- Assess and engage stakeholders (including media)
- Document available programs and identify gaps
- Youth outreach (programs for pre-driving ages)
- Interagency coordination and accountability
- Share data for a targeted approach and to support evaluation
- Identify and implement age-related safety strategies/programs (i.e., older driver exam processes, driver education, school programs)
- Policies or legislation to prevent crashes (i.e., distracted driving law, speed limits)
- Expand capacity for child passenger safety and parent education
- Promote and actively participate in State safety campaigns/initiatives
- Promote awareness of existing programs (i.e., Pace Car, Yellow Dot, Safety Town)
- Seek alternative transportation partners (i.e., Lyft, Uber, Lime Bike)
- Citizen survey to categories perceived/actual safety concerns

Emergency Services
- Identify technological advances to improve response and data collection
- Identify stakeholders to participate in emphasis area

Emphasis Area 3: Protecting Vulnerable Users

Emphasis Area 3 focuses on vulnerable users—pedestrians, bicyclists, and motorcyclists. General discussion focused on identify solutions that encourage safe pedestrian behaviors, increase motor vehicle awareness of vulnerable users,

and general understanding of motorcycle data and rider populations. The following sections provide more detail on specific needs for each of the "Es" for this Emphasis Area.

Engineering
- Capture data on all users to better understand where vulnerable users are traveling and what modes they use (car, pedestrians, cyclists, motorists).
- Soft launch engineering projects to allow all users to practice using a new design prior to full installation.
- Consolidate and move bus stops for increased visibility and placement near intersections and safe crossings.

Enforcement
- Reward safe behavior such as crossing at sidewalks and wearing helmets.
- Enforce cell phone laws for pedestrians and bicyclists.
- Pull on additional GPD resources (emphasis on vulnerable users).

Education & Encouragement
- Expand Safety Town for all ages, including parents.
- Develop education/awareness programs
- Solicit community input on intersection and sidewalk improvement project locations.
- Educate motor vehicles about motorcycle vulnerability and blind spots.
- Encourage road sharing between cars and cyclists.
- Encourage the importance of pedestrian visibility.
- Continue walk/bike to school programs and reach adults through programming.
- Collect more information on the motorcycle community in Greensboro to better reach the audience and address their needs.

Emergency Services
- Cross reference hospital and public health data.

Next Steps

The next step in the process is to establish Emphasis Area Working Groups. The Working Groups will meet regularly to share ideas from their agencies and collaboratively identify actions from the ideas presented at the workshop, which will ultimately become Emphasis Area Action Plans. City of Greensboro will act as interim working group leads until the groups can establish a permanent leader:

- Chris Spencer – Emphasis Area 1

- Denice Conway – Emphasis Area 2

- Tram Truong – Emphasis Area 3