



West Hartford Vision Zero Task Force

Meeting with Consultants #2
June 5, 2023



Agenda



- Welcome & Ground Rules
- Task Force Updates
- Action Plan Best Practices Discussion
- Policy Review Progress
- Mission Statement
- Public Comment
- Next Steps



Welcome & Ground Rules



- Outlined in Task Force Charter (on Town's Vision Zero [webpage](#))
- Highlights:
 - Listen carefully and speak honestly
 - Keep an open perspective
 - Allow all Task Force members the opportunity to speak
 - Take responsibility for the success of the meeting
 - Start and end on time
- Public Comment
 - Opportunity for brief public comment at the end of each meeting, limited to 3 minutes per person
 - If time runs out, submit comments to the public record at VisionZero@WestHartfordCT.gov

Task Force Updates

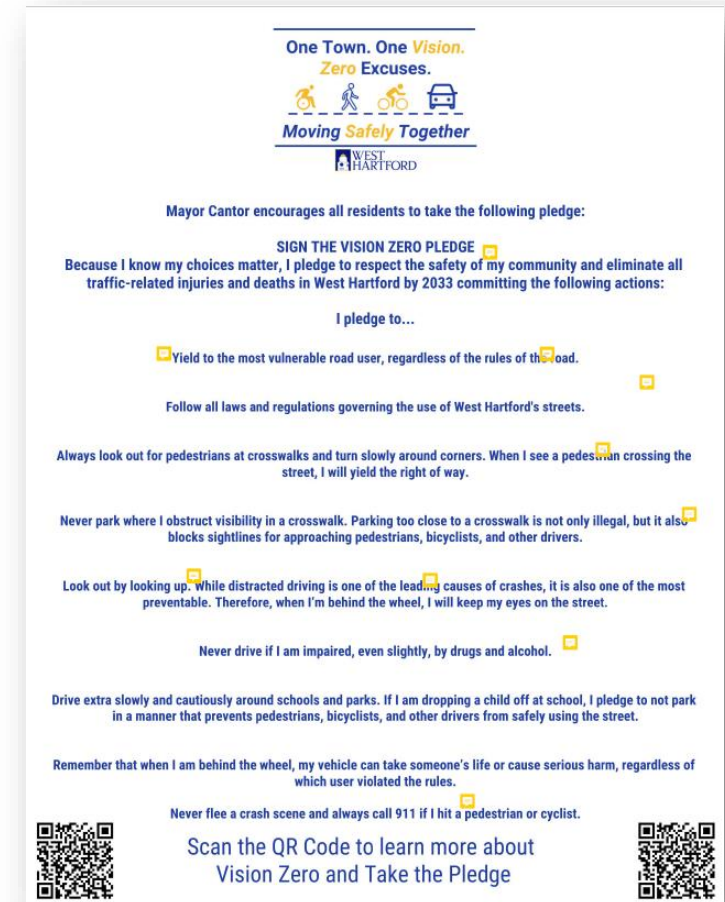
- Task Force Additions Needed (ideally 2-3 more people)
 - Shawna reaching out
 - Elmwood/New Park Ave neighborhood resident or business owner
 - Transit- or bicycle-dependent
 - Rick reaching out
 - Student or school district representative
 - Mayor's Youth Council?
 - Request for support



Task Force Updates



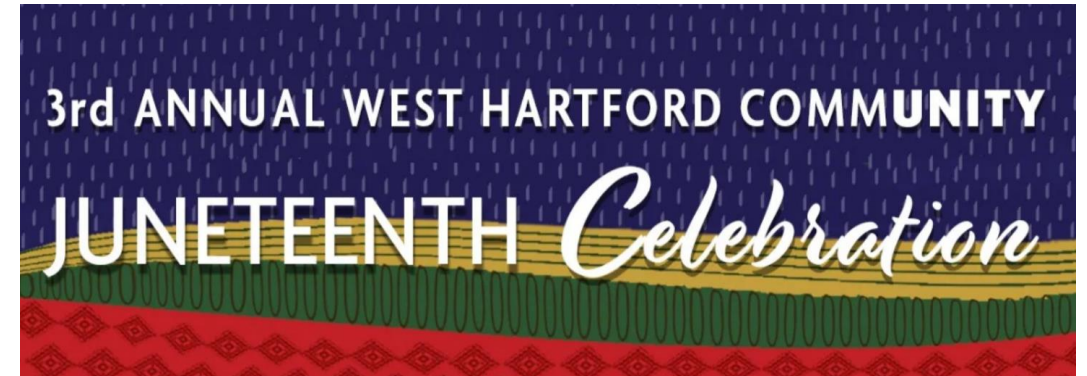
- Brand
 - Simple and memorable
 - Potential for a school or community competition?
 - Ace developed a concept for early engagement
 - A more comprehensive branding may be an Action Item in Plan
- Vision Zero Pledge
 - Shawna shared feedback via Vision Zero email on 5/30
 - Reflect West Hartford's unique traffic violence issues, not Hoboken's



Task Force Updates



- June Outreach



and other events!



Best Practices

How we'll use this work



- Establishing an Action Plan Framework

Common Structure



- Introduction and **explanation of vision zero**
 - Personal story about why it is so important
- Review of **previous plans** and policies
- Technical **analysis** and high-injury network
- Community **engagement** summary
- Action **plan**
 - Goals
 - Strategies
 - Actions
- Next steps

Common Analysis

- Risky behavior
- High injury network
- Crash mode
- Crash demographics
- Crash TOD
- Types of streets
- Types of intersections
- Equity overlay

Common Engagement



- Pop-ups
- Children's activities
- Public meetings
- Surveys
- Online map
- Social media
- Listening workshops
- Walk and talk events
- All-abilities bike rides
- Open house
- Community conversation event
- Stakeholder interviews

Common Plan Topics

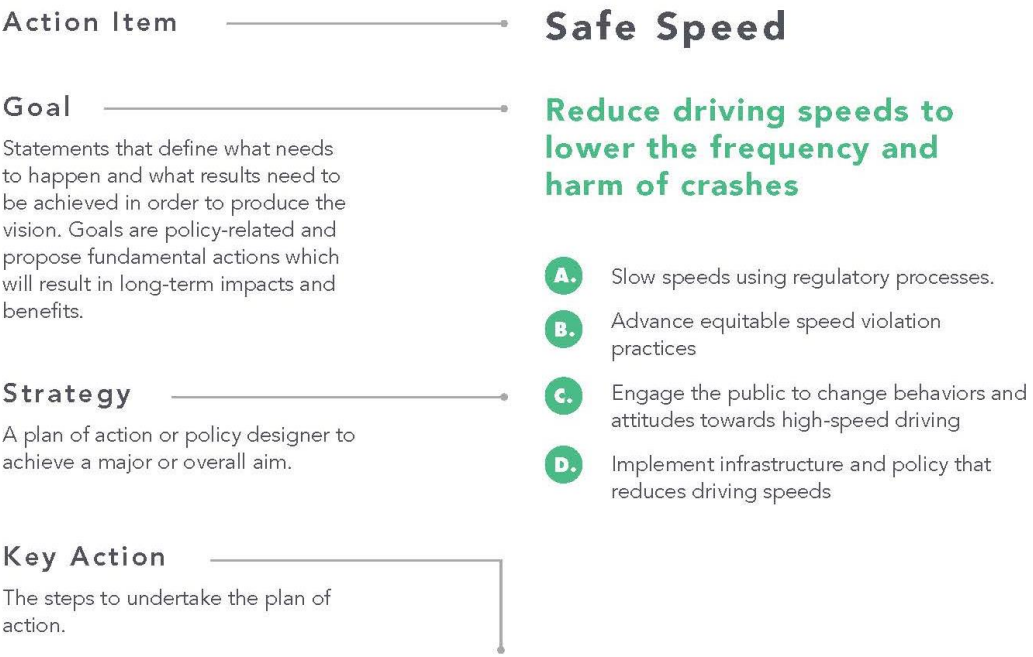


Topics	Lancaster	Tacoma	Des Moines	Jersey City
Equity	Equity	Safe People	Build safe streets for everyone	Design safer streets
Safety	Safety	Safe roads Safe speeds	Promote safe speeds	Design safer streets
Culture	Culture	Safe People	Promote a culture of safety and safe street behaviors	Promote a culture of safety
Data	Data	Safety Data and Reporting	Improve data transparency	Planning and leveraging data
Practices		Safe vehicles	Enhance city policies, programs, processes, and partnerships	Embed vision zero in city practices Enforcement, law, and policy

Action Plan Framework



How to Read This Chapter



#	Action	Timeframe	Lead to Completion	Primary Support	Additional Support	Performance Metric
1	Establish 15 mile-per-hour school zone speed limit.	Within two years	Department of Transportation and Parking	Hoboken City Council		City shall implement time-dependent reduced speed limit zones adjacent to schools within six months of publication of Vision Zero Action Plan.

- Goal:** What you're trying to achieve
- Strategy:** How you will go about achieving your goal. Your approach. (Usually a collection of actions)
- Action:** A specific policy, program, project, partnership, or advocacy effort.



Discussion Break



Structure



- 30 minutes
- Feel free to follow up with emails
- Not yet talking about goals, strategies, or actions

Discussion



- What about the **organization of the document** that you read, do you think would work well for West Hartford?
- What about the **organization of the action** plan do you think would work well for West Hartford?
- Was there a **section, call out, or focus** that you really want to see in the West Hartford plan?



Next Steps

Vision Zero Network



- Advocacy
- Support
- Partnership
- **Resource sharing**
- **Promoting standards**

Next Step: Read the Guide

VISION ZERO NETWORK

Vision, Strategies, Action:
Guidelines for an Effective
Vision Zero Action Plan

December 2017

Guiding Principles



- Collect and analyze data
- Set measurable goals
- Identify lead agencies and supporting partner agencies
- Provide opportunities to measure progress and course correct

VISION ZERO NETWORK

Vision, Strategies, Action:
Guidelines for an Effective
Vision Zero Action Plan

December 2017

Strategy ideas

ACTIONABLE STRATEGIES

PRIORITIZE ROADWAY DESIGN



Roadway design is the most important factor that influences speed and safety. Cities should consider and plan transportation systems that make slower, safe speeds the norm to protect the most vulnerable road users, especially in areas with historic patterns of fatalities and serious injuries, which will, in turn, mean that all road users are safer.

Recommended Actionable Strategies:

- 1. Invest in capital safety treatments in high injury areas, prioritizing improvements** in Communities of Concern. Along with large capital improvements, consider low-cost, near-term safety treatments, such as painted corner sidewalk extensions and paint-and-post-protected bike lanes.
- 2. Identify intersections, corridors, and areas through predictive analysis** where severe crashes are likely to occur, based on characteristics of the built environment, to proactively target interventions and prevent future serious crashes.
- 3. Create a rapid response protocol and delivery timelines for safety improvements** when serious crashes do occur. This includes a rapid, on-the-ground assessment of the crash scene and immediate implementation for short-term or pilot interventions.
- 4. Employ policies including Complete Streets and Transit First** in all projects in order to increase safety for all modes, and to boost the number of trips by walking, bicycling, and transit. Overall, more people moving by these modes and fewer by private autos will boost safety.

Public transportation investment is among the most cost effective ways to enhance traffic safety for a community. Public transit passengers have less than 1/10 the per-mile crash rates as automobile occupants, and transit-oriented communities have less than 1/5 the total per capita traffic fatality rates as in automobile-dependent communities.

Source: American Public Transportation Association

FOCUS ON SPEED MANAGEMENT



In addition to roadway design, cities should employ specific strategies to reduce speed for the sake of safety. Most important is designing (or redesigning) roadways for safe, intended speeds. Proven countermeasures include lowering speed limits and the smart use of automated speed enforcement. A 2017 study by the National Transportation Safety Board recommends both greater usage of automated speed enforcement and flexibility for cities to lower speeds for the sake of safety.

Recommended Actionable Strategies:

- 1. Prioritize designing streets to reduce vehicle speed in the High Injury Network first.** Most Vision Zero cities have found that a relatively small percentage of the local road network contributes to the majority of severe crashes. Reducing speed on these roads through proven design measures will bring some of the biggest benefits.
- 2. Lower speed limits to fit context.** In communities where there is a mix of people walking, biking, driving, and taking transit, speeds are generally more appropriate in the 20-25 mph range, and particularly in areas with schools, senior centers, parks, and transit centers.
- 3. Institute an automated speed enforcement program,** a strategy which is proving effective in encouraging safe behavior and saving lives in communities in the U.S. and around the world. This should be carefully planned to ensure that safety and equity are the priorities of the program, avoiding the pitfalls of troubling perceptions about an over focus on revenue generation.
- 4. Create a neighborhood traffic calming program** to reduce the number and severity of crashes on residential streets. These programs can be designed to allow communities to identify their own problems and nominate themselves for projects as in [Boston's Neighborhood Slow Streets program](#).



UTILIZE IMPACTFUL EDUCATION STRATEGIES

While roadway design and speed management are core to Vision Zero, education can bolster the success of Vision Zero implementation. While this includes educating people about safe road behaviors, it also includes educating policy makers, decision makers, and other influencers about the importance of Vision Zero and the strategies that are proven to be most effective in order to make real change.

Recommended Actionable Strategies:

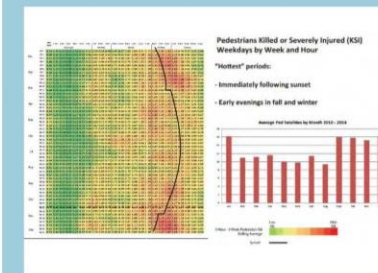
- 1. Use data and research to prioritize the most effective education/outreach strategies.** This includes focusing on dangerous driving behaviors such as speeding, distracted driving, and driving under the influence, while avoiding overemphasizing attention on "distracted" pedestrians. Using this data-driven approach to proactively educate key stakeholders, including government partners and community members, about the leading causes and locations of injury crashes helps align efforts appropriately.
- 2. Implement or expand Safe Routes educational programming,** such as Safe Routes to School, Safe Routes for Seniors, Safe Routes for People with Disabilities. These efforts should prioritize vulnerable populations and high crash areas, as well as areas targeted for increasing walking and bicycling trips.
- 3. Develop a Vision Zero training manual to share with key stakeholders.** Training can include high-level principles, communications strategies, leading causes of injury crashes, the definition and meaning of the High Injury Network, etc. We also recommend requiring all municipal employees and contractors who drive a vehicle as part of their job to participate in Vision Zero safety trainings.
- 4. Require Vision Zero training for frequent drivers,** such as fleet operators, taxi drivers, and large vehicle operators to meet certain safety practices. Cities can model good behavior by ensuring their own fleets, and those they contract with, require Vision Zero safety training.

EQUITY LENS

Develop educational materials and communicate in languages that are appropriate for diverse communities. This may include multilingual flyers, pop-up information tents within the community, having information available on the city website, and working with community-based organizations who have developed relationships and trust in that community. Read our report [Elevating Equity in Vision Zero Communications](#) for more information.

RELEVANT EXAMPLE

NEW YORK CITY: Injury crash data showed a concentration of serious crashes during late afternoon and evening hours, so the Task Force developed and implemented a multi-pronged education and enforcement seasonal campaign aimed at night safety. The city measured a 30% decrease in traffic fatalities for the time period that year compared to the same time frame during the three previous years. (Read [here](#) for more details on NYC's research and campaign.)



Thinking Ahead



- Finalizing the organization that will work best for West Hartford.
- Examining
 - What goals should we start considering?
 - What are some of the strategies and actions that we should explore?



Plan & Policy Review

Plan and Policy Identification



Starting point for review -

- Complete Streets Annual Report – 2022
- Bicycle Friendly Community 2023 Application

Plan and Policy Identification



- Town Code
 - Ch. 53 - Bicycle Restrictions (Sidewalk)
 - Ch. 155 – Streets & Sidewalks
 - Ch. 168 – Vehicles & Traffic
- Zoning Code (Ch. 177)
 - Transit Oriented Development Zone
 - Traditional Neighborhood Design District
 - Bicycle Parking Requirements
- Drive Throughs
- Corner Visibility Setback

Plan and Policy Identification



- Complete Streets Policy – 2015
- Bicycle Facilities Plan – 2016 (Updating with this Contract)
- New Park Avenue Transit Area Study - 2017
- Maintenance and Protection of Traffic – January 2022
- Neighborhood Street Traffic Calming – March 2022
- Infrastructure Rules and Specifications – July 2022
- North Main Street Road Diet – 2022 (inc. Bike Lanes to be added)
- West Hartford Center Infrastructure Master Plan - Ongoing

Regional / State Plans & Policies



- CRCOG
 - Complete Streets Policy
 - Roundabout Study
- State
 - DOT Complete Streets Policy
 - Active Transportation Plan
 - Other CT General Statutes as amended occasionally (e.g. crosswalk laws etc.)



Mission Statement Adoption

Mission Statement - DRAFT



The Town of West Hartford's Vision Zero Task Force is committed to providing recommendations to **supporting** the Town of West Hartford in order to achieve meaningful, resident-driven public participation in pursuit of eliminating roadway deaths and serious injuries by 2033. Further, we are committed **to conducting meaningful public engagement to capture and**, prioritizing equitable systems and plans of action that address the **roadway safety** needs for marginalized members of our community, including Black, Indigenous, people of color, people with disabilities, immigrants, elderly and children, low-income and members of the LGBTQIA+ community.

These commitments will be achieved **by analyzing crash data, referencing the Town's programs and policies, and** identifying evidence-based interventions that can effectively and equitably improve the safety of our transportation systems. **as well as, We will** developing measurable **goals and** strategies that guide our Town toward improving roadway safety **through investments in** infrastructure, **programs, and policies** through a data-driven process.

Mission Statement - DRAFT



The Town of West Hartford's Vision Zero Task Force is committed to supporting the Town in eliminating roadway deaths and serious injuries by 2033. Further, we are committed to conducting meaningful public engagement to capture and address the roadway safety needs for marginalized members of our community, including Black, Indigenous, people of color, people with disabilities, immigrants, elderly and children, low-income and members of the LGBTQIA+ community.

These commitments will be achieved by analyzing crash data, referencing the Town's programs, **plans**, and policies, and **integrating community input**. **We will identify** evidence-based interventions that effectively and equitably improve the safety of our transportation systems. We will develop measurable goals and strategies that guide our Town toward **zero roadway deaths** through investments in infrastructure, programs, and policies.

Mission Statement - DRAFT



- Anything missing?
- Any statements to edit?
- Upon adoption, team will integrate into Task Force Charter.
- Consider for inclusion in Action Plan



Next Steps

Next Steps – Task Force

- Next Meetings Lookahead

TF Meeting 3 June 26 th	TF Meeting 4 July 24 th	TF Meeting 5, 6, 7 Aug. 7 th , Aug. 21 st , Sep. 11 th
<ul style="list-style-type: none">• Read “Guidelines for Effective Vision Zero Action Plan”• Draft Framework by Consultants and Discussion• Assign committees framework topic area	<ul style="list-style-type: none">• Crash Data• Survey / Map Draft• Policy & Plan Review Final• Committees – Meetings outside TF related to actions, strategies, topic area	<ul style="list-style-type: none">• Thematic Goals, Actions, Strategies by topic area
Inclusive Community Engagement		

Next Steps – Project Team



- Project Team will develop initial framework based on discussion
- Crash Data Analysis
- Finalize Plan & Policy Review
- Survey & Interactive Map Development
- Begin interviewing Town Departments as needed

Public Comment





Thank you!

