

West Hartford Vision Zero Task Force #2

June 5, 2023 | Virtual Meeting

Task Force Member

- Adrienne suggested a prospective additional Task Force member and is doing student outreach.

Best Practices

What about the organization of the documents that you read would work well for West Hartford?

- Lancaster
 - Good organizational structure; identifies “major needs” in Action Table related to resources, funding, and legislation
 - “Knowledge of Vision Zero” pie chart illustrating survey responses
 - Timeline graphic showing major needs
- Des Moines
 - Strong graphics to show information in different ways
- Jersey City
 - Graphics to explain the plan’s structure
 - Foundation established themes, then strategies and actions tied to those themes
 - Biographies of people killed and injured
 - Low-cost design treatment visuals
 - Performance measures
 - First half geared towards everyone, second half for professionals and policymakers
 - Answers “why does Jersey City need Vision Zero” and goes beyond just explaining basics

What about the organization of the action plan do you think would work well for West Hartford?

- American Sign Language accessibility
 - Make the plan ASL accessible before writing the text
 - Set up an ASL model for other plans to follow
 - **Shawna will follow up with Shana directly to understand nuances of this need**
- Define the audience
 - Speak to the community
 - General public is not interested in or may be deterred by lengthy text documents
 - Best way to reach the public and explain actions/strategies/goals is not a PDF report
 - A successful action plan: quick and easy to read
 - Target information to the community groups who will be reading and sharing the plan
 - Speak to technical expertise and guidance
 - West Hartford should be a model for other Vision Zero action plans
 - People read plans in detail once something goes wrong; the action plan needs detailed justification, data, and strategies
 - Helpful communication tools

User friendly website	Biographies of victims	Graphics
Data dashboard	Design treatment visuals	Clear language

- Distribution methods
 - Caution about using technology too much to communicate and missing populations with limited access to internet or elderly populations
 - Disseminate information to non-English speakers and ensure accessibility

- Information can be disseminated through community groups
- **Decision: TF voted in favor of a public-facing front half with a more technical back end**
- Action item table format
 - Table with all the information on one page
 - Include timelines for action items
 - Address obstacles that will impact timelines
 - Explain setbacks will happen and create a plan to navigate delays
 - List responsible parties by title, department, division, etc.

Was there a section, call out, or focus that you really want to see in the West Hartford plan?

- Graphics and outreach needs
 - Circulate graphics publicly ASAP to communicate, address questions, and convey urgency
 - Send the message Vision Zero is underway and the TF is out and about
 - Timeline illustrating what's happening now and what are the next steps
- Community outreach
 - Plan community outreach at places where the community is already gathering
 - Take advantage of summer outreach opportunities while people are outside
 - Make more community partnerships
 - Maintain community's interest by showing them progress and creating joyful touchpoints
 - Youth engagement and Safe Routes to School program coordination
- Complete Streets annual report
 - West Hartford Complete Streets is required to issue an annual report to Council
 - Important for accountability
 - Track successes and challenges to completing the policies
 - Require an annual, public "report card" for Vision Zero
 - Outline successes, challenges, and what will change for the next year

Plan and Policy Identification

- Consider addressing minimum parking requirements
- Consider adding West Hartford POCD

Draft Mission Statement

- Text (and decision making) must focus on eliminating "deaths and serious injuries"
- Additional language to consider
 - Promote enjoyable mobility options for all
 - Reduce VMT as part of the vision zero strategy
- Including a list of marginalized communities
 - May cause a group to be left out OR ensure no group is overlooked
 - Recognizing specific groups has power to pull better data
- Consider the use of the term "marginalized"
 - Would communities have an issue being called "marginalized"?
 - Alternate: "communities who experience disproportionate death and serious injuries"
- Data
 - It is a known challenge to pull data for disability subgroups which will need to be addressed
 - Aggregating that data is key
- **Shawna will follow up with the Mission Statement TF members to establish deadlines**