

Becoming a Vision Zero community



STAGE 1: Contemplation

✓ Obtain a clear understanding of Vision Zero principles.

This may entail completing research, speaking to Vision Zero jurisdictions, or attending Vision Zero conferences.

✓ Advocate for Vision Zero.

An advocacy group meets after departmental approval (or other necessary approval) and begins exploring Vision Zero with partner organizations and stakeholder groups, among others.

- Group gathers to determine willingness to work on a Vision Zero proposal
- Group meets with political leaders to get a mandate to develop Vision Zero proposal

✓ Ensure a conducive Vision Zero environment.

The following are essential elements that need to be in place from the beginning (contemplation stage) and stay consistent throughout (implementation and monitoring stage). If any elements are lacking, prioritize addressing these issues first.

Buy-in from decision makers

This may include multiple levels of government

Public buy-in

Engage community members through surveys, public road safety meetings

Robust and diverse alliances

Begin connecting with potential allies before tabling a proposal

Funds and resources

Ensure your budget is adequate for built environment changes and evaluation resources

✓ Assemble an official, multi-disciplinary working group.

The working group should bring together leaders from various areas, such as public health, transportation and public works, planning, engineering, law enforcement, city councillors, government representatives from various levels and members of the public.

✓ Choose an approach or set of organizing principles.

The language and guiding principles may be deployed prior to adoption of Vision Zero to help build acceptance of Vision Zero principles. You may wish to use a combination of the below:

- Safe System(s) Approach
- Complete Streets Framework
- Five Es of Traffic Safety (engagement, education, engineering, enforcement, evaluation)

✓ Prepare a detailed Vision Zero proposal.

The Vision Zero working group, with city officials, develop a Vision Zero proposal for approval from all necessary political levels.

You are ready to move on to **STAGE 2**, when:

- ✓ You've brought your proposal forward to the appropriate levels of government, and are available for discussion throughout the decision process.
- ✓ The proposal has been **approved by government**.

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STAGE 2: Adoption

✓ Define the level of commitment.

Keep in mind that the plan may evolve as commitment to Vision Zero changes over time. Decide where the plan rests on the continuum of Vision Zero plans in Canada before moving forward:

Formal adoption of Vision Zero with the aim of **zero** fatalities or serious injuries

Formal adoption of Vision Zero with an aspirational goal of **zero** fatalities or serious injuries, and interim measures of success. Sometimes called "toward zero"

Use of Vision Zero and/or Safe System(s) Approach language, with a view to eventual formal adoption of Vision Zero

No intention of formally adopting Vision Zero. **Revisit stage 1** and see where improvements and changes can be made

✓ Public political commitment is made.

If approved to adopt Vision Zero, political leaders and government officials make a public commitment to Vision Zero. This means a commitment to try to improve road safety in their jurisdiction, with a budget allocated to implementing countermeasures, measurable goals and numerical targets, a way to effectively evaluate progress toward these targets and an outlined accountable timeframe.

✓ Collect relevant data to determine priorities.

- Data related to motor vehicle collisions, including geographic data
- Data from residents regarding knowledge and attitudes about road safety
- Data from comparator jurisdictions
- Ensure high quality data is being used, i.e. consider the reliability and validity of the data
- Understand the limitations of the data: Who reports the data? How quickly is it made available for analysis, monitoring and evaluation? What types of data would be helpful to have and which key stakeholders would have such data?
 - ▶ Collision reports from police are commonly used

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STAGE 2: Adoption

✓ Build in context-specific considerations.

- Risk factors in a jurisdiction, e.g. distracted and impaired driving, incomplete roads or sidewalks, or lack of mid-block crossings.
- Geographic and demographic factors, e.g. urban-rural divide
- Urban and rural communities may have unique road safety concerns and budgets.
- Equity and socioeconomic considerations in your jurisdiction
- The needs of vulnerable populations, e.g. seniors, school children, cyclists, motorcyclists, pedestrians, transit users
 - ▶ Concerns from community members

✓ The Vision Zero proposal develops into a formal road safety plan.

The Vision Zero road safety plan should be developed with the working group to include:

- Principles and constraints identified in Stage 1
- Timelines
- Assigned responsibilities for completing each task
- Defined goals and/or numerical targets that are measurable and realistic
- Clear implementation, monitoring and evaluation plan
 - ▶ If budget allows, external evaluators can be brought on to assist in developing an effective evaluation plan; where this is not possible, various evaluation resources exist online such as the Complete Streets Evaluation Tool from the Toronto Centre for Active Transportation (TCAT) or evaluation information from other Vision Zero jurisdictions.
- A strong data framework, both for priorities and for evaluation
 - ▶ Consider changes in collisions, vehicle speeds, active transportation, and police tickets/citations.

✓ The Vision Zero plan is marketed and made public to enhance accountability of all stakeholders.

✓ The Vision Zero working group continues to grow and develops a formal meeting schedule.

You are ready to move on to **STAGE 3**, when:

- ✓ Your Vision Zero road safety plan is solidified and publicized.
- ✓ All stakeholders have been engaged and are aware of their role moving forward

Time to implement your Vision Zero plan!



For information on the resources used to develop this tool, see parachute.ca/vzreferences

parachute.ca/visionzero

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STAGE 3: Implementation & Maintenance

✓ Revisit the Vision Zero road safety plan from stage 2 and set your priorities.

When the Vision Zero plan is approved and the budget is allocated, the step-by-step plan for implementation can begin to be determined. To do so:

- Use the available data and your chosen framework or principles to determine priority areas and pertinent road safety concerns
 - Consider hotspots based on collision data and police reports
 - Speed control and roadway design are generally among high-priority items
 - System level KSI (killed/seriously injured) collision analysis can be undertaken to identify trends throughout the system and can be used to inform high-level decision-making (i.e. if your KSI collision analysis identifies a large number of motorcyclist deaths, this can be communicated to the police to encourage a public awareness and enforcement campaign)
- Ensure the community is engaged and their input is incorporated into the plan
- Determine the countermeasures that will best address each area of concern
- Create a budget forecast for each countermeasure or initiative to be implemented, being mindful to stay within budget and allocate a portion for possible unforeseen circumstances or changes
- Ensure all proposed projects, initiatives and countermeasures can be completed effectively, within budget and with available personnel

Remember: Focus on equitable approaches, such as having a diverse Vision Zero working group with broad interests, using a socioeconomic lens when defining priority areas for improvement with limited resources, ensuring your strategies address conditions that create inequities in road safety and consistently engage community members throughout the process of defining and implementing road safety solutions.

✓ Ensure you have an effective monitoring and evaluation plan in place.

Consistent monitoring and evaluation is critical to track your progress. Your monitoring and evaluation framework is developed in stage 2; however, make changes as you see necessary.

✓ The Vision Zero working group, decision-makers, system designers and other key Vision Zero stakeholders work together to determine policies and projects to implement in which order.

- Initial elements should include: education, training and development of a thorough understanding of road safety issues in general and in your jurisdiction specifically
- When possible, link Vision Zero efforts with other road safety programs and strategies to ensure a co-ordinated approach and improve visibility of your Vision Zero commitment

✓ Publish notable achievements throughout the process to maintain support.

Keep stakeholders involved and in the loop through a variety of communication tools, such as updating your website, e-blasts, social media posts, newsletters, among others.

✓ Continually monitor, evaluate and communicate results.

Introduce iterative improvements into your plan based on feedback received.

Remember: political changes, e.g. elections, are a critical Vision Zero activity that will introduce lasting change.

Update your plan annually based on data, budget and evaluation results.

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