



CITY OF KNOXVILLE

Vision Zero
Steering Committee Kick-off

February 22, 2022

Today's Goals

BACKGROUND OF VISION ZERO

PROPOSED 2022 ENGAGEMENT

FEEDBACK TO SHAPE PROCESS

NEXT STEPS

What is Vision Zero?



Goal: Zero Traffic Deaths and Serious Injuries

TRADITIONAL APPROACH

Traffic deaths are **INEVITABLE**

PERFECT human behavior

Prevent **COLLISIONS**

INDIVIDUAL responsibility

Saving lives is **EXPENSIVE**

VS

VISION ZERO

Traffic deaths are **PREVENTABLE**

Integrate **HUMAN FAILING** in approach

Prevent **FATAL AND SEVERE CRASHES**

SYSTEMS approach

Saving lives is **NOT EXPENSIVE**



Benchmarking Research

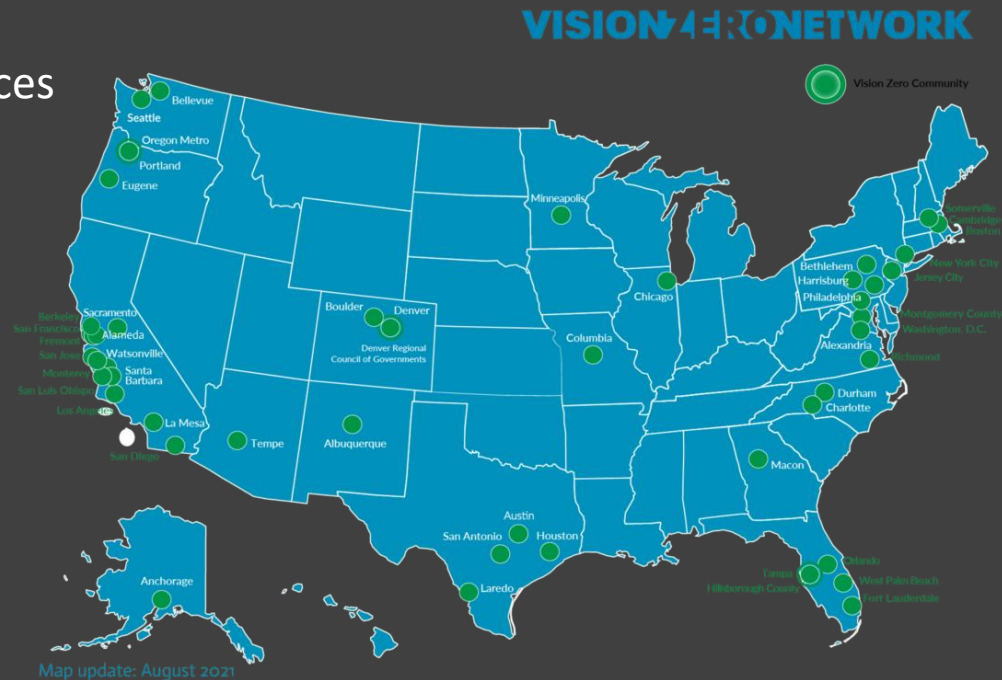
Started with: Vision Zero Network resources

Communities Reviewed

- Charlotte NC (2019)
- Columbia MO (2017)
- Greensboro NC (2019)
- Macon-Bibb Co GA (2020)
- Nashville TN (2021)
- Richmond VA (2021)
- West Palm Beach FL (2019)
- *Also: New York NY, San Francisco CA, Durham NC, Memphis TN, Chattanooga TN*

Benchmarks:

- Planning process (*timeline, structure, members*)
- Plan structure (*data, style, length*)
- Actions (*organization, details, metrics*)
- Supplemental resources (*webpages, dashboards, reports*)



PAUSE

Next: Structure of Engagement & Year

2022 Outcomes

1

SCOPE

Engage cross-sector leadership on biggest problem areas to eliminate traffic deaths

2

IDENTIFY

Identify solutions on high-level challenges and opportunities

3

COMMIT

Develop framework, timelines, and organizational responsibilities for an Action Plan

Proposed Structure



Steering Committee

- Broad multi-sector expertise
- Meet 3-4 times
- Participate in at least one working group discussion



Working Groups

Deep-dive discussions specific to 3 sectors:

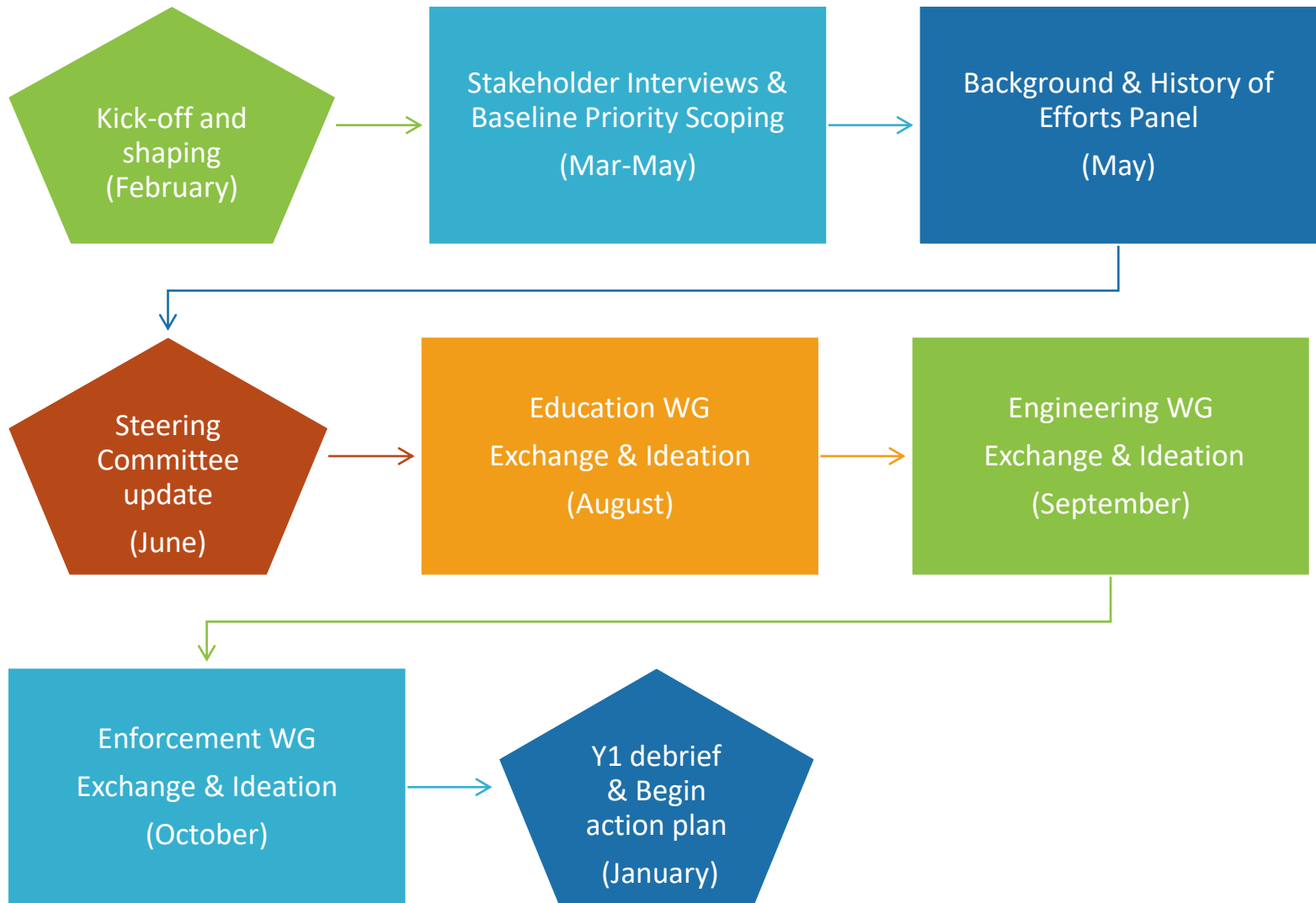
- EDUCATION
- ENGINEERING
- ENFORCEMENT

Key Community Resources

1. AARP
2. City of Knoxville
 1. Neighborhood Empowerment
 2. Youth Council
 3. Office on Homelessness
 4. Parks and Recreation
3. East Tennessee Clean Fuels Coalition
4. Knox Education Foundation
5. TwoBikes
6. University of Tennessee
 1. Disability services
 2. Sustainability

Who might be missing for future working group discussions? Do you have a contact?

2022 Lookahead



PAUSE

Next: Next Steps & Wrap-up

Next Steps

- In early March, Sustainability staff will follow up to:
 - Schedule individual interviews with steering committee as well as the additional stakeholders
 - Send out a baseline survey to better understand initial priorities
 - Provide date for first public engagement meeting (proposed panel in May)
- Meeting information (presentations and notes) will be shared via Dropbox

Thank you!

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