

Vision Zero Plans: Involving the Community

The most effective Vision Zero plans encourage community engagement and collaboration. Robust Vision Zero planning efforts harness the collective knowledge of the community and align plans and actions with the unique needs and interests of the community. There are three ways to foster this collaboration and coordination.

(1) Identify and Engage Key Stakeholders and Leaders. Stakeholders are individuals who have a vested interest in a particular policy, program, or project—in this case, roadway safety. Input gathered from stakeholders regarding the public’s safety-oriented problems, needs, and opportunities helps shape the policies, practices, and procedures included in the Plan. Vision Zero planning presents an opportunity to build a team of leaders, most often comprising city staff and policymakers, as well as community representatives. Planning leaders should prioritize input from traditionally underrepresented communities and those most impacted by transportation legacy issues. One way to do this is to identify and engage “community liaisons or ambassadors” – trusted leaders in the community who can assist in involving their friends and neighbors in Vision Zero planning and programming.

(2) Build a Foundation for Inclusive Communication, Coordination, and Partnership. Equitable, effective Vision Zero planning requires a commitment from a core coalition or task force who meets regularly, makes key decisions about Vision Zero plan development and implementation, and maintains close coordination. To ensure integration of the Vision Zero Plan into diverse agencies’ practices and

procedures, the coalition should work to:

- Create a foundation of respect, trust, and inclusion.
- Maintain meeting frequency to keep momentum in developing and implementing the plan.
- Create a safe space to acknowledge and work through intergroup differences, tensions, and competing priorities.

(3) Plan for Longevity. It is imperative that Vision Zero initiatives remain transparent and inclusive. Initiatives should continue the conversation after plan adoption, provide stakeholders with updates on progress, and solicit input on changes made to the goals or activities.

Key Considerations for Community Engagement and Coordination

- Does the plan provide a description and timeline (including frequency and duration) of stakeholder involvement and the composition of key leadership?
- To what degree do decision-making bodies represent or resemble the community, and to what extent are traditionally underserved communities involved in the process?
- Are engagement strategies well-described in the plan, and are the methods used (such as maps, websites, surveys, open houses, public meetings) tailored to community needs?
- Is there a description of how the draft plan was shared with the community, what the input and feedback included, and how feedback was received or incorporated into later or final versions of the plan?