

Developing an Online Vision Zero Resource Library

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Background

Vision Zero (VZ) is a traffic safety approach focused on eliminating traffic deaths while improving access to safe and equitable mobility for everyone

Over 40,000 individuals are killed every year on our roadways, including over 1,700 people in North Carolina (NCDOT, 2022)

VZ efforts in North Carolina:

- Primarily led by municipal staff in transportation and planning departments
- Increasing representation from public health, advocates, emergency services, health care, and other stakeholders

TRADITIONAL APPROACH

Traffic deaths are **INEVITABLE**

PERFECT human behaviour

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**

Project Overview



A public health approach is critical to advancing Vision Zero



The MPH Capstone Project is a year-long service-learning course

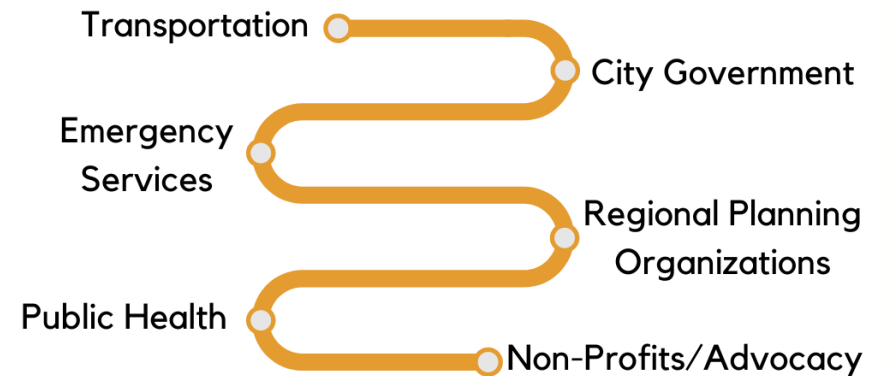


We worked with the UNC Highway Safety Research Center to curate VZ resources

Deliverable 1: Key Informant Interviews

- Interviews with VZ leaders, representing a variety of sectors across the country to understand stakeholder attitudes and beliefs, and identify resource library categories.
- Key themes:
 - The meaning and significance of VZ
 - Multi-disciplinary collaboration and stakeholder buy-in
 - Resource needs

Our Stakeholder Groups



“You can put as many street signs up as you want. You can put as much lighting as you want. You can ask people to slow down. **But until you change the vibrancy of that neighborhood, you will always have traffic fatalities.**” - Emergency Services Professional

Deliverable 2: Stakeholder Reports

Introduction to the
reports →

← Case studies

Introduction to
Vision Zero →

← Examples of how the
sector can advance VZ

Introduction to the
sector →

← Resources to learn
more

← Illustrative quotes

Deliverable 3: Dataverse Resource Library using Design Thinking

Key Components of Search

Filters

- Filters included are informed by results of user testing activities using Design Thinking
- Representative of Vision Zero themes and components
- Identifies Resource Type and Audience

Dataverse Title and Description

- Description defines Vision Zero and its associated efforts
- Includes a feedback mechanism for users.
- Links/language is modifiable for alterations that come later

Included Content

- Created a standardized template for future content uploads
- Collaborative approaches to Vision Zero goals
- Keyword terms can be used to search through included content

Deliverable 4: Sustainability Plan

- Purpose: to ensure the longevity of the resource library - Includes:
 - **Library Curation**
 - **Library Expansion**
 - **Library Hosting Strategy**
 - **Proposed Schedule**
 - **Appendix of Jamboard user testing activities using Design Thinking:**
 - *Brainstorm w/ Search Categories*
 - *Must, Should, Could, Would (MSCW) Prioritization*
 - *First Click Tests*
 - *15 Second Tests*

Topic Classification (Resource type)	Keyword Terms (Resource content and/or VZ themes)	
Toolkit Map Government Publication Fact Sheet Guide Brief Handbook Report Literature review Plans Policy Case Study	Partnership Capacity Building Community Engagement Community Assessment Asset Mapping Coalition Building Equity Safe Systems Approach Collaboration City (if applicable)	Media Advisory International VZ Goals VZ History VZ Foundations VZ Exploration VZ Implementation VZ Evaluation
Author Affiliation (stakeholder group)	Author	
•Multidisciplinary OR •City government and elected officials •Emergency services •Nonprofit/advocacy •Public health •Regional planning •Transportation	Organization name (ex. Collaborative Sciences Center for Road Safety) OR Author(s) Last Name, First Name	

Key Findings

Stakeholders agree that multidisciplinary collaboration is essential for VZ adoption, implementation, and maintenance

Incorporating the perspectives of diverse stakeholders is critical to developing effective solutions to road safety issues

There is a need for sustained funding AND community engagement to ensure the long-term viability of road safety programs

Stakeholders need access to resources that are:

- Accessible
- Free
- Searchable
- Addressing systemic inequities
- Functional
- Up-to-date
- Intuitive with familiar keywords

Implications for Practice



Building Multidisciplinary coalitions is key to advancing Vision Zero, and stakeholders benefit from understanding how other sectors contribute to shared goals



Our stakeholder reports showcase the work that a variety of stakeholders perform under the umbrella of Vision Zero while prioritizing collaboration as a part of their work



Our resource library provides access to a centralized data repository that represents collaborative research efforts and information central to Vision Zero



Design thinking can help bridge the gap between research and practice in public health and road safety by developing grounded evidence-based interventions.

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Thank You! Questions?

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