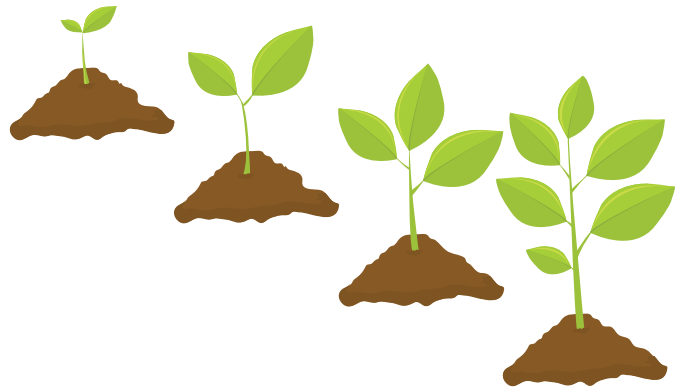


Vision Zero Community Readiness Assessment*

What is a Community Readiness Assessment (CRA)?

A CRA measures a community's "readiness," or the degree to which a community is willing and prepared, to take action on a specific problem (e.g., road safety). The assessment offers a guide to the complex process of community change that measures attitudes, knowledge, existing efforts, and resources of community members and leadership to inform appropriate next steps and strategies for change, based on the community's readiness level (1 = no awareness, 9 = high level of community ownership).



Benefits of a CRA:

- Provides an easy-to-use tool that will guide your team through efficiently assessing your community's strengths to build off of and challenges to address as you navigate change toward Vision Zero.
- Promotes community ownership and strategies that align with community values.
- Breaks down the steps of a complex challenge.
- Increases collaboration with local leaders and organizations.
- Creates a community vision for change.

How to conduct a CRA:

1. Read the brief **Community Readiness Assessment Manual**.
2. Using the Interview Guide (linked in the Manual), conduct 8-10 interviews with community members and leaders.
3. Follow instructions to score the responses and calculate the community readiness level.
4. Refer to the manual to determine appropriate next steps for increasing readiness to take meaningful action toward community change.

* The model was originally developed by E. R. Oetting, B. A. Plested, R. W. Edwards, P. J. Thurman, K. J. Kelly, and F. Beauvais from the Tri-Ethnic Center for Prevention Research at Colorado State University.