





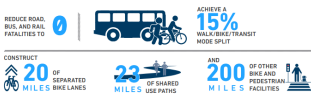


VISION ZERO

SOCIAL MEDIA TOOLKIT

SAMPLE SOCIAL CAPTIONS	SOCIAL GRAPHIC
<p>In 2021, 1,106 people were severely injured or killed in crashes on our roadways in Palm Beach County, according to Signal Four Analytics. That includes:</p> <ul style="list-style-type: none"> • 191 pedestrians and bicyclists • 129 motorcyclists and motor scooter riders • 298 aging road users <p>One life altered or lost is too many. The TPA is committed to getting those numbers to 0 with #VisionZero</p>	 <p>Download Image</p>
<p>Have you heard about the TPA's #VisionZero Action Plan? The TPA is committed to eliminating traffic-related fatalities and serious injuries in Palm Beach County.</p> <p>Learn more about how the agency plans to keep our neighbors safe: https://bit.ly/3uvs17A</p>	 <p>Download Image</p>
<p>Through our #VisionZero Action Plan, we plan to eliminate traffic-related fatalities and serious injuries by:</p> <ul style="list-style-type: none"> • Enhancing our policies processes and programming • Promoting safer speeds • Fostering a Safe Streets culture • Expanding and improving data • Promoting transparency, responsibility and accountability 	 <p>Download Image</p>
<p>Dozens of communities in the United States have adopted #VisionZero plans, including multiple municipalities in Palm Beach County. As part of this network, the TPA and its partner municipalities can help reach our goal of zero traffic-related deaths and serious injuries.</p>	 <p>Download Image</p>
<p>To help make our goal of #VisionZero a reality, we're prioritizing funding for Complete Streets programs. This provides safe and accessible travel space for people driving, walking, cycling and riding transit.</p> <p>Learn more at PalmBeachTPA.org/safety</p>	 <p>Download Image</p>
<p>How we talk about traffic events shapes how we think about them. "Accident" implies that we have no control over severe traffic injuries and deaths. "Crash" characterizes an event with a cause and a solution.</p> <p>Learn more about why language matters here: https://bit.ly/3P89rKK</p>	 <p>Use link for article preview on Facebook and Twitter</p>

SAMPLE SOCIAL CAPTIONS	SOCIAL GRAPHIC
<p>Did you know – when a driver hits a person, their chance of survival depends on speed.</p> <ul style="list-style-type: none"> • At 20 MPH – 95% chance of survival • At 30 MPH – 60% chance of survival • At 40 MPH – 20% chance of survival <p>Slowing down saves lives. #VisionZero</p>	 <p>Download Image</p>
<p>We are committed to accomplishing #VisionZero, a goal of zero traffic-related fatalities and serious injuries on our roadways. Want to help us reach this goal? Visit PalmBeachTPA.org/safety to find out how to become a Vision Zero community, conduct a Walk Bike Safety Audit and more.</p>	 <p>Download Image</p>
<p>45% of teenagers killed in traffic crashes in 2019 nationwide were unbuckled. Before you put the car in drive, buckle up and make sure all passengers do the same. #Vision Zero</p>	 <p>Download Image</p>
<p>In the past five years, speeding contributed to 13% of all fatal and severe injury crashes in Palm Beach County. Slow down to save a life. #VisionZero</p>	 <p>Download Image</p>
<p>People from communities of color, older adults, those with disabilities and people experiencing poverty are disproportionately impacted by traffic crashes. By prioritizing our traditionally underserved communities, we work toward a more equitable and accessible Palm Beach County. #VisionZero</p>	 <p>Download Image</p>
<p>Walk Bike Audits show the on-the-ground safety perspective of neighborhood streets and paths. Community leaders and stakeholders can spot potential safety problems and brainstorm solutions. This type of action is just one part of accomplishing our #VisionZero goal of no traffic-related fatalities or serious injuries.</p>	 <p>Download Image</p>
<p>The TPA's Long Range Transportation Plan (LRTP) aims to create a safe, efficient and connected multimodal transportation system for all users. As part of this plan, we can achieve our #VisionZero goals of zero traffic-related fatalities or serious injuries on our roadways.</p>	 <p>Download Image</p>

FACEBOOK FRAME



Find the TPA's Vision Zero Facebook Frame by following these steps

1. Go to your Facebook Profile
2. Update Profile Picture
3. Add Frame
4. Search TPA Vision Zero
5. Select the Frame and Save

TAKE THE PLEDGE



I PLEDGE
TO SAY
CRASH
NOT ACCIDENT

☐ I will use "crash" to describe a traffic-related incident.

☐ I will encourage others to use this language.

☐ I will not be distracted while driving.

☐ I will not speed while driving.


☐ I will do my part to not cause traffic-related fatalities or serious injuries.

I PLEDGE TO HELP REACH "VISION ZERO" IN PALM BEACH COUNTY

Name

Date

VISION 4470 NETWORK

 **PALM BEACH**
Transportation
Planning Agency

[Download Pledge Card](#)

What is Vision Zero?

Vision Zero is a state, national and international movement challenging us to eliminate all traffic-related fatalities and serious injuries. It relies on the expertise of engineers, public health professionals, law enforcement, first responders, roadway users and policymakers. Together, they look at safety as an interconnected system in which roadway designs, speed limits, human behavior, technology and policy can work together to make the system safer for everyone.

How does the Palm Beach TPA plan to accomplish Vision Zero?

By aligning with state and national safety initiatives like the State of Florida Highway Safety Plan and the TPA's own Transportation Improvement Program (five-year work plan), we can extend the ripple effects of our action plan far beyond our county's borders. The TPA also considers "complete streets to be an important component of accomplishing Vision Zero, with its [Complete Streets Policy](#) and Complete Streets Guidelines.

How big of a problem is this in Palm Beach County?

Palm Beach County is one of the most dangerous places in the entire country for bicyclists and pedestrians. In fact, Florida has the highest pedestrian danger in the entire country according to Smart Growth America, with nearly 5,900 pedestrian fatalities from 2010 – 2019. In Palm Beach County, there were 213 people killed on our roadways in 2021 (59 of which were bicyclists and pedestrians) and 893 serious injuries (132 of which were bicyclists and pedestrians).

Why is this important now?

The number of traffic fatalities in Palm Beach County are increasing. With more than 2,000 square miles and a population rapidly approaching 1.5 million people, the county is seeing tremendous growth. This means more drivers on the roadways and more people walking and biking. Nearly 25% of our residents are 65 and older, making them more vulnerable to traffic-related death or injury. Without action, these numbers will continue to increase each year.

What is the TPA doing to reduce these numbers, ultimately to zero?

The TPA has created a Vision Zero Action Plan, outlining what it will take to make our roadways safer. This includes identifying Palm Beach County's High Injury Network and determining where crashes are happening the most, adopting a Complete Streets policy and Design Guidelines, completing Walk Bike Audits, identifying upcoming projects to prioritize safety improvements and sharing funding opportunities with our partners.

What can drivers do to help?

Slow down and eliminate distractions. Speed is a major factor in crash severity and can ultimately determine crash survivability. If you are out when it's dark, make yourself visible. This includes reflective clothing when walking or lights when bicycling. Wear your seatbelt, never text while driving and never get behind the wheel after drinking or taking controlled substances.

What can I do to improve safety in my neighborhood?

Visit the TPA's interactive Transportation Comment Map to share feedback on recommended improvements to transportation facilities like bicycling, walking, lighting, transit and more. Visit PalmBeachTPA.org/comment-map to submit a comment.

Municipality logo here

FOR IMMEDIATE RELEASE

Contact: Name
Title
Municipality
P: Phone number
E: Email address

{Insert Municipality Name} Passes 'Vision Zero' Resolution

Initiative sets a goal of zero traffic-related deaths and serious injuries

Municipality, FL (Month DD, Year) – Officials from {insert municipality} announced on {insert date} the commitment to Vision Zero, a safety initiative aimed at eliminating traffic-related deaths and serious injuries. Vision Zero is a local, state, national and international movement challenging us to make our roadways safer for everyone. It considers how roadway designs, speed limits, human behavior, technology and policy can work together to create safety improvements.

"The goal of Vision Zero is to educate {insert municipality} residents with the tools needed to promote and encourage road safety while also working with partners like the Florida Department of Transportation (FDOT), Palm Beach Transportation Planning Agency (TPA), local schools, law enforcement and others to achieve our goals," said {insert municipality spokesperson name/title}. "It is especially important because of {insert personal testimonial/reason why this spokesperson feels that this campaign is so important}."

In 2021, there were 213 people killed on Palm Beach County roadways (59 of which were bicyclists and pedestrians) and 893 serious injuries (132 of which were bicyclists and pedestrians) according to [Signal Four Analytics](#). Drivers can help prevent these crashes by slowing down and eliminating distractions. The Palm Beach TPA is working with municipalities including {insert municipality} to identify High Injury Network areas, determine recommended safety improvements and share funding opportunities.

"No one should lose their life or be injured on our roadways. Vision Zero is our commitment to eliminating these incidents and making transportation safe for users of all ages and abilities in {insert municipality}," said {insert municipality spokesperson name/title}.

#

[Insert municipality's boilerplate if applicable]

What is Vision Zero?

Vision Zero is a safety initiative to eliminate all traffic fatalities and severe injuries, while increasing safe, healthy, equitable mobility for all. First implemented in Sweden in the 1990s, Vision Zero has proved successful across Europe — and now it's gaining momentum or is the official policy goal of many South Florida Communities including the (amend as necessary) City of West Palm Beach, City of Delray Beach, City of Wellington, and others.

Communities are adopting a goal of zero fatalities or serious injuries because these are the most life altering for our communities, and because every one of these crashes involves someone in our community.

Why is Vision Zero important?

Each year, more than 42,000 people — the population of a small city — are needlessly killed on American streets and thousands more are injured. We call this suffering traffic “accidents” — but, in reality, we have the power to prevent traffic collisions.

In the {insert municipality}, there were XXX crashes resulting in a fatality, XXX crashes resulting in a serious injury, and XXX other crashes. These numbers only reflect the reported crashes as documented by SIGNAL FOUR ANALYTICS for the past XXX years (pull data and update.) More crashes have likely occurred and are unreported. The Vision Zero Network and the Florida Department of Transportation have also documented that fatality trends for people walking, bicycling, and other vulnerable road users such as people riding motorcycles are on the rise, a trend worth reversing.

What are the next steps?

The {insert municipality} will work to develop a Vision Zero Action Committee, Develop a Vision Zero Action Plan (or Comprehensive Safety Action Plan), and implement citywide initiatives with partners to improve the safety of all roadway users, including people who walk, bike, take transit, or drive. Partners of interest include the Palm Beach Transportation Planning Agency, the Florida Department of Transportation, The Vision Zero Network, Health Partners, Community Advocates, and others within the community who want to improve the safety of our streets.