

VISION ZERO ACTION PLAN UPDATE WORKSHOP

MEETING NOTES

June 5, 2025

301 Datura Street West Palm Beach, FL 33401, and by Zoom.

9:30 am – 11:30 am

MEETING PURPOSE AND OBJECTIVE

The TPA hosted a workshop on June 5, 2025, to gather feedback on the 2025 Vision Zero Action Plan Update. The feedback gathered will inform the final update of the Vision Zero Action Plan.

SUMMARY BY AGENDA ITEM

Vision Zero Action Plan Presentation

- An overview of past Vision Zero efforts was provided, and attendees discussed the findings of the literature review and crash analysis.
- The draft strategies were presented, and feedback was collected through a series of questions focused on the 5 E's: education, engineering, emergency response, enforcement, and evaluation.

Discussion Summary

- Attendees were asked a series of questions using the online engagement tool, Slido.
- Responses to the questions are summarized below and all responses are attached.
- What local plans, programs, and policies have supported Vision Zero?
 - Popular responses included "Complete Streets" and "Crosswalks"
 - Many responses involved bicycle and pedestrian plans or programs
- How can educational efforts reduce fatal and serious injury crashes?
 - Responses heavily emphasized partnerships with schools and high-risk road users to provide targeted education.
 - Another theme was donating safety gear alongside safety events
- How can engineering efforts reduce fatal and serious injury crashes?
 - Common suggestions included road diets, raised crosswalks, and separated bike facilities
 - Responses often highlighted the importance of safer street design, visibility improvements, and traffic calming features
- How can collaboration with emergency response services reduce fatal and serious injury crashes?
 - Many responses highlighted emergency access, multilingual outreach, and responder input in street design
 - Common responses included early coordination and improved crash data
- How can collaboration with enforcement reduce fatal and serious injury crashes?
 - Many responses emphasized interagency planning, shared safety goals, and community-informed enforcement
 - Frequent responses included data-driven policing, hotspot coordination, and education-first approaches

- What can individuals and groups do to promote or implement evaluation of Vision Zero?
 - Participants commonly referenced social media and other online platforms for advocating
 - Another popular theme was utilizing community engagement techniques on a neighborhood or city level
- What types of traffic infrastructure do you think supports Vision Zero?
 - Many responses highlighted complete streets, grade separation, and safer transit and pedestrian networks
 - Other responses included protected bike lanes, raised crosswalks, and other traffic calming measures.
- How should the impact of engineering improvements be measured?
 - Many responses emphasized tracking multimodal use, public feedback, and real-world safety outcomes
 - Other responses included crash data analysis and user comfort metrics
- Based on the crash types, what educational campaigns can be used that are most effective?
 - Many responses emphasized targeting high-risk groups
 - Common ideas included impaired driving awareness and emotional storytelling
- What educational campaigns or messages have resonated with your personal community?
 - Several responses highlighted hands-on programs, PE-based bike safety, and emotionally impactful messaging
 - Frequent examples referenced existing teen programs
- What types of traffic safety education do you think need more attention?
 - Popular responses included “Drivers” and “Education”
- How would you measure the success of educational campaigns?
 - Popular methods included surveys and social media engagement
 - Many responses highlighted measuring community awareness, campaign reach, and changes in fatality rates
- What data might be useful to request from emergency response partners?
 - Popular themes suggested statistics regarding on-call response times
 - Responses included requesting common locations and crash types from emergency response partners
- What information do you find most helpful to track progress towards Vision Zero?
 - Common responses included crash data, community feedback, and roadway risk assessments
 - Many responses emphasized monitoring traffic behavior
- What do you think are the benefits of automated enforcement?
 - Many responses highlighted data-driven targeting
 - Common answers included unbiased and consistent enforcement
- How do these groups work together to accomplish Vision Zero?
 - Many responses emphasized transparent communication and inter-agency coordination
 - Other responses included regular meetings alongside community education





How can engineering efforts reduce fatal and serious injury crashes?

- Link transportation investments with land use, focusing on affordable housing and safe communities
- Prioritize pedestrian infrastructure and offer safe, comfortable alternatives to solo driving
- Separate users with protected lanes, grade separations, buffers, and multi-use trails
- Reduce conflicts by improving driveway design
- Update design guidelines and ensure all agencies support Vision Zero goals
- Use traffic calming: road diets, narrow lanes, curb bumps, raised crosswalks, and more stop signs
- Add landscaping and trees to buffer roads, calm traffic, and beautify neighborhoods
- Enhance crosswalk safety with better signage, signals, pedestrian funneling, and auditory aids
- Avoid bike lanes in vehicle travel lanes; develop new solutions near highway entrances
- Provide protected, comfortable facilities for cyclists and pedestrians
- Increase funding for safety projects and deter reckless driving aggressively when needed
- Incorporate artistic designs to build community ownership of roadways
- Improve nighttime lighting for better visibility and safety
- Redesign roads to prioritize multimodal use and repurpose lanes to balance users

How can collaboration with emergency response services reduce fatal and serious injury crashes?

- Neighborhood and community members are first responders
- Educate the public on first aid and “Stop the Bleed”
- Run safety campaigns in multiple languages and accessible formats
- Address language and literacy barriers
- Planners must collaborate with first responders and city officials early in the design process
- Bring first responders in during planning to ensure designs don’t hinder response times
- Meet regularly with first responders to get input and feedback on what’s lacking
- Use real stories from first responders to raise public awareness
- Work with them on speed management and emergency access concerns
- Use signal preemption and optimize signal timing for emergency response
- Promote medical ID tools like condition bracelets for quicker care
- Improve crash reporting, trauma data review, and post-crash data collection
- Share best practices across agencies and learn from international ER tactics

How can collaboration with enforcement reduce fatal and serious injury crashes?

- Build strong relationships with law enforcement and increase funding
- Coordinate with police to identify hotspots and focus areas
- Use enforcement data (e.g. speeding infractions) to inform planning and design
- Law enforcement can provide valuable insight into local problem areas
- Prioritize prevention through planning, design, and early interventions
- Ensure enforcement emphasizes education before citations
- Create effective, consistent public safety campaigns
- Align all stakeholders around shared goals and understanding of roadway laws
- Develop better policies through interagency coordination
- Make safety part of a comprehensive, multi-agency transportation plan

What can individuals and groups do to promote or implement evaluation of Vision Zero?





What types of traffic infrastructure do you think supports Vision Zero?

- Create connected networks for walking and bicycling to ensure seamless travel
- Design streets for everyone, including pedestrian-only zones and restricted car zones
- Support walkable communities with better land use and urban design
- Use traffic calming devices like road diets, narrow lanes, roundabouts, raised crosswalks, and table crossings
- Install pedestrian safety features such as RRFBs, signaled mid-block crossings, and raised crosswalks
- Develop off-road bike facilities, protected intersections, AND comfortable separated facilities
- Incorporate trees and landscaping to buffer roadways and improve the pedestrian experience
- Support public transportation with safer bus stops, shelters, floating bus islands, and dedicated BRT guideways
- Use bridges, tunnels, and other grade separations to reduce conflicts between users
- Reduce golf carts on roads and sidewalks to improve safety
- Implement automated enforcement tied to high-injury networks (HIN) to target problem areas effectively
- Use quick-build and tactical urbanism approaches for rapid safety improvements
- Promote complete streets that prioritize pedestrians and cyclists separately for comfort and safety

How should the impact of engineering improvements be measured?

- Monitor aging and disabled users, educational levels, and community input
- Track pedestrian, bicycle, and transit usage alongside multimodal connectivity
- Collect crash data, financial costs, and conduct before-and-after safety studies
- Measure environmental factors like shade trees, sidewalk width, and traffic volumes
- Gather public feedback and assess perception of safety in clear formats
- Evaluate user comfort, stress, and travel time impacts
- Prioritize projects based on population density and activity centers
- Ensure infrastructure is built for real use, not just compliance
- Regularly review safety data, including High Injury Network stats and speed trends

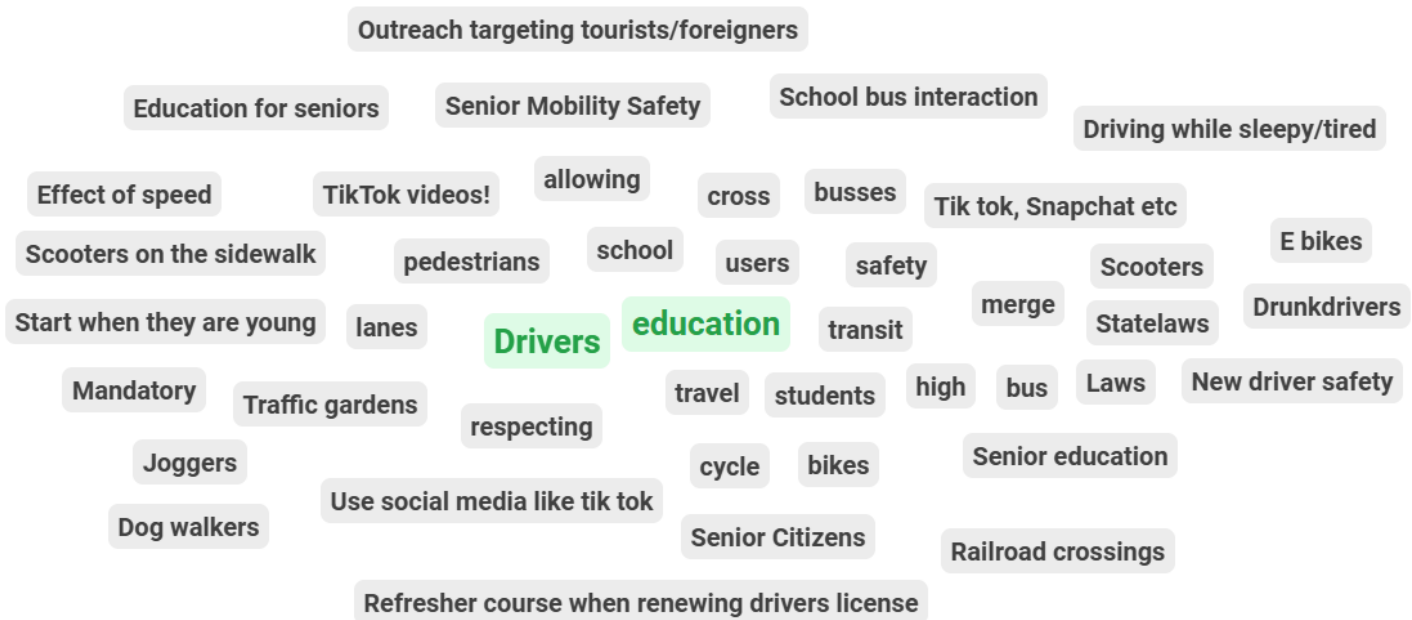
Based on the crash types, what educational campaigns can be used that are most effective?

- Educate all ages on impaired driving
- Partner with schools, teachers, and communities for safety education
- Use bold, graphic campaigns showing real consequences
- Collaborate with police for crash insights and enforcement
- Promote safe driving pledges and incentives
- Link driver education with insurance discounts
- Engage elected officials to support safety efforts
- Host safety events like bike rodeos and pop-ups
- Use media and ads at high-risk locations
- Train new drivers before licensing
- Target education for college students and motorcyclists
- Involve school principals and PTO/PTA in safety outreach
- Distribute giveaways at schools and community centers
- Use emotional storytelling to humanize victims
- Promote helmet and seatbelt use with alerts and reminders

What educational campaigns or messages have resonated with your personal community?

- Email yolanda.gregory@palmbeachschools.org about Lake Worth Middle
- Research their media habits of teenagers
- Use “Teens – put it down” video campaign
- Implement Head Smart Program for bike/skateboard/scooter safety in Title I schools
- Use graphic messaging to drive change
- Teach safety to PE teachers
- Create commercials challenging viewers on acceptable death tolls using personal stories
- Offer bicycle safety classes in elementary PE (e.g., Delray Beach model)
- Include electric bike safety education
- Use FDOT campaigns that personalize crash victims
- Humanize safety messages by naming victims
- Bike rodeos for hands-on learning

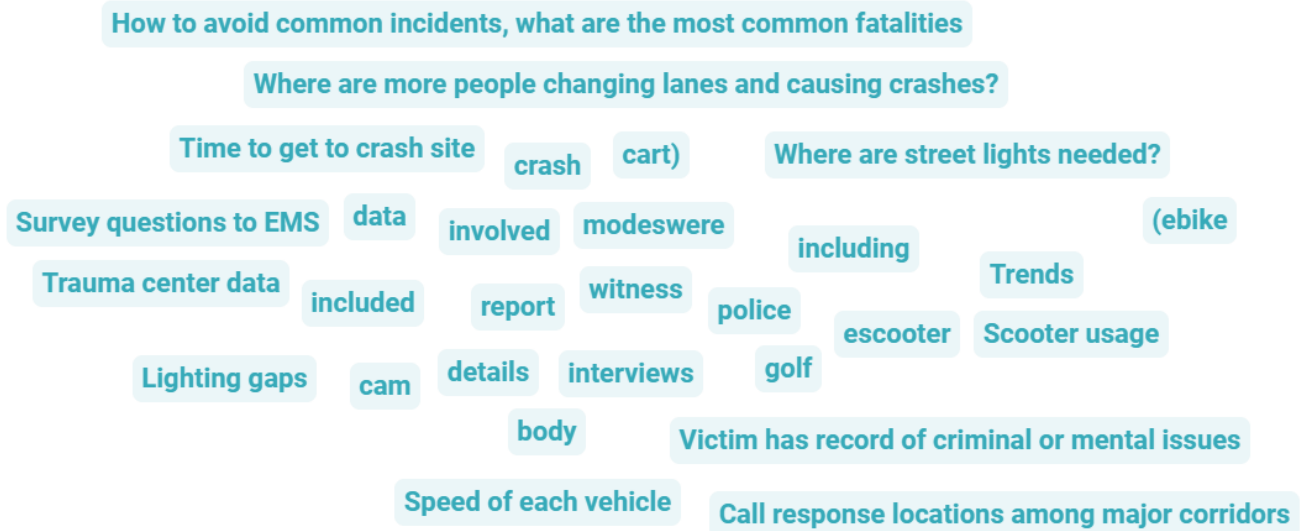
What types of traffic safety education do you think need more attention?



How would you measure the success of educational campaigns?

- Conduct public opinion surveys
- Measure campaign reach and engagement
- Track reposts and social media traction (#hashtags)
- Target campaigns near high-crash, low-fatality corridors
- Monitor fatality rate reductions and improved stats
- Use voting booths to gather input
- Gauge community buzz and campaign recall
- Track reductions in crashes and injuries
- Evaluate overall results and trends

What data might be useful to request from emergency response partners?



What information do you find most helpful to track progress towards Vision Zero?

- Monitor sudden lane changes, tailgating, and fast turns
- Compare progress to best practices and similar cities
- Continue collecting crash/fatality data, add qualitative feedback (feelings, stories)
- Gather community input, including from neighborhood councils
- Ensure data collection is feasible and consistent across localities
- Measure community awareness of Vision Zero
- Track vehicle speed, volume, and street usage
- Monitor completed improvement projects and crash trends (before & after)
- Conduct roadway risk assessments to identify problem areas early
- Use leading indicators to prevent fatalities
- Track partners with adopted safety policies
- Analyze PBSO and other official crash data

What do you think are the benefits of automated enforcement?

- Provides data to target enforcement in problem areas
- Makes infractions objective, shaping new behavior patterns
- Encourages compliance through constant presence
- Enhances safety in school zones
- Broadens enforcement coverage, easing police workload
- Standardizes enforcement practices
- Maintains constant vigilance
- Creates fear-based deterrence for better compliance
- Reduces speeding
- Lessens burden on personnel
- Ensures equal ticketing, removing bias
- Raises awareness



How do these groups work together to accomplish Vision Zero?

- Collaborate with local neighborhood groups (e.g., Tropical Ridge, NAPC)
- Hold committee meetings regularly
- Walk and bike for better field insights
- Follow best practices and conduct frequent field inspections
- Educate the community
- Maintain transparency and accountability through monitoring
- Secure funding and ensure clear communication
- Identify community needs
- Coordinate with Florida Atlantic University
- Foster transparent inter-agency communication
- Recognize opportunities to make a difference
- Divide tasks and communicate often
- Use collision data to identify hotspots
- Align local goals with regional plans
- Collaborate on strategy and implementation
- Prioritize funding for projects
- Encourage local committee cooperation
- Keep constant dialogue and frequent communication
- Develop actionable countermeasures in high-crash areas

