

VISION ZERO

ARLINGTON COUNTY

ACTC Meeting

Department of Environmental Services
Transportation Engineering & Operations

March 2, 2022



Items

- Critical Crash Mitigation Campaign
- Annual Safety Feedback Form
- School Slow Zones Implementation & Review Timeline



Critical Crash Mitigation Campaign

- 5 campaign themes to promote behavior change identified in our systemic crash analysis findings
- Targeted to reduce severe crashes involving:
 - **Speeding**
 - **Pedestrians**
 - **Drunk Driving**
 - **Bikes**
 - **Left Turns**
- Materials will be:
 - Printed (postcard size) for pop-up events and similar events
 - Sized for each social media platform

FIVE WAYS
YOU CAN MAKE OUR ROADS SAFER

VISIONZERO
ARLINGTON COUNTY

be a PAL
Predictable | Alert | Lawful

- SLOW DOWN SAVE LIVES**
1 in 4 crashes in Arlington involves speeding.
- EXPECT PEOPLE STOP FOR PEDESTRIANS**
1 in 3 severe or fatal crashes in Arlington involves a pedestrian.
- PLAN AHEAD DON'T DRINK & DRIVE**
Drunk driving crashes are at least **twice** as likely to result in a serious injury or death.
- GIVE 3 FEET OF SPACE PASS BIKES STEADILY**
1 in 3 severe bicycle crashes in Arlington involves a vehicle making a right turn.
- TAKE YOUR TIME TURNING LEFT**
3 in 4 left turn crashes in Arlington are at a driveway or unsignalized intersection.

transportation.arlingtonva.us/vision-zero/

Annual Safety Feedback Form Plan



Purpose & Objective:

- A simple nine-question form followed by a series of optional demographic questions
- Open from Feb 28 through March 29, 2022
- Recommended in the Action Plan to continuously engage with the community on safety needs and issues
- Intended as a yearly check-in to learn about safety challenges people experience while traveling in Arlington
- A method of tracking progress over time

Results:

- Published in the Vision Zero Year 1 Annual Report in May
- Incorporated into Vision Zero Year 2 programming to prioritize analysis and project prioritization needs
- Incorporated into ongoing Transportation Safety Equity Analysis Study to inform actions and recommendations

Annual Safety Feedback Form Plan

Communications Activities:

- Eblasts to County listservs, social media channels, and posted to the County website
- Lawn signs, planned for over 100 public locations throughout the County
- Postcards, mailed to 15,000 households in equity emphasis areas
- Partner channels (APS, ACPD, IDSG, ESG) helping to get the word out

Engagement Activities:

- 5 pop-up events (with bilingual staff and give-aways), located in equity emphasis areas
 - AFAC Food Distribution – Tuesday 3/8 from 9-12pm
 - Long Bridge Aquatics & Fitness Center – Saturday 3/12 from 12pm-3pm
 - Bus Stop at South Glebe Rd and Columbia Pike – Tuesday 3/15 from 7:30-9:30am
 - Trailhead at S Four Mile Run & S Walter Reed Dr – Saturday 3/19 from 11am-2pm
 - Barcroft Community Center – Saturday 3/26 from 12pm-3pm
- 3 focus groups with community members identified as disproportionately impacted by traffic crashes
 - Older Adults (65+), People with Disabilities, Black & African American Community
- 2 library kiosks stations with printed/mailable feedback forms in English & Spanish
 - Central Library
 - Columbia Pike Library

School Slow Zones

All speed limit signs are in place. Some markings are installed, and others delayed based on repaving.

March:

- Share messaging and new flyers with example photos
- Collect speed data

April:

- Implement speed feedback signs and VMS (prioritize locations with highest speeds)

May:

- Host community engagement effort to collect feedback on how the slow zones are operating
- Collect additional speed data if needed

Summer-Fall:

- Synthesize community feedback and analyze data
- Use findings to finalize school zone guidelines and develop plan for implementing Countywide

Wrap Up

- Share messaging on the Annual Safety Feedback Form and once the Critical Crash Campaign Materials launches
- Help with messaging, education, and sharing feedback on the School Slow Zones

