



- MINUTES -
VISION ZERO ADVISORY COMMITTEE
 Hadley Park Community Center

July 27, 2023

ATTENDEES

COMMITTEE

Christine Irizarry, Joy Andal, Peter Robinson, Shandira Edgecombe, Phillip Peck, Chris Bowe, Jeremiah Wooten, Wesley Smith, Ben Hubert, Nicole Abernathy, and Carmen Jones

STAFF

Jon Boghozian, Ben Vaught, Cortnye Stone, Brad Freeze, Diana Alarcon, and Madison Fitzgibbon

MEMBERS NOT PRESENT

Katherine McDonell, Amanda Key, Hannah Sasscer, and Christopher Sandwith

1) Call to Order

- The July 27, 2023, meeting of the Vision Zero Advisory Committee was called to order at 5:00 PM by Chair Robinson.

2) Roll Call

- Present: Chair Peter Robinson, Christine Irizarry, Joy Andal, Shandira Edgecombe, Phillip Peck, Chris Bowe, Jeremiah Wooten, Wesley Smith, Ben Hubert, Nicole Abernathy, and Carmen Jones
- Absent: Vice-Chair Hannah Sasscer, Amanda Key, Katherine McDonell, and Christopher Sandwith

3) Approval of Minutes

- June minutes with revision from Mr. Bowe were approved unanimously.

4) Public Comment

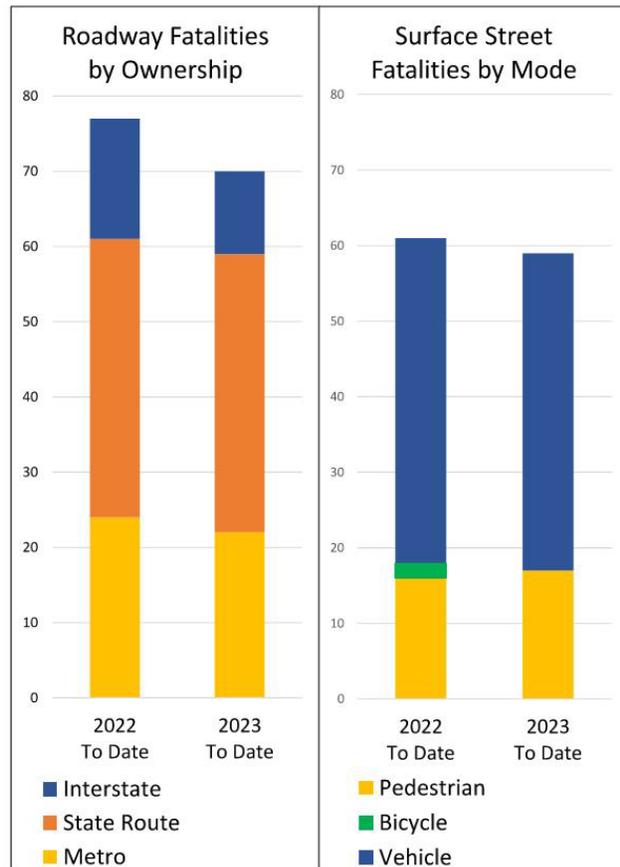
- There was no public comment at this time.

5) Items to be Considered

2023 Roadway Fatalities To Date

By Ownership	2022 To Date	2023 To Date	Change (%)	Since 6/29
Interstate	16	11	-31%	0
State Route	37	37	0%	4
Metro	24	22	-8%	2
Total	77	70	-9%	6

Surface Streets Only	2022 To Date	2023 To Date	Change (%)	Since 6/29
Vehicle	43	42	-2%	4
Pedestrian	16	17	6%	2
Bicycle	2	0	-100%	0
Total	61	59	-3%	6



a) Engagement and Communication Plan

- Ms. Stone with NDOT introduce the Vision Zero strategic communications work plan to the group stating how equity is the 6th unofficial E of Vision Zero as it is woven into everything. She went on to state how NDOT has been very thorough in their efforts to find the right consultant to run this program and she is very grateful that Blueprint won this contract. She also added how she is aware of the skepticism surrounding the impact education can have on a community, but it is important that we teach those the rules of the road and that there are consequences for individuals' bad behavior. Ms. Stone then turned it over to Ms. Fabiola Fleuranvil, CEO of Blueprint Creative Group.
- Ms. Fleuranvil spoke more to Blueprint as an origination and how marketing can work towards being impactful in situations like this. She stated they are planning to take a public health approach when addressing their campaign for Vision Zero. In this approach they will be trying to reset social norm that have been established and get people to understand why these need to be adjusted. You get people to correct these norms by putting it in front of them and getting them to see themselves in it. This will be a data driven campaign and the messaging created for the campaign will be paired with what the data says.
 - Ms. Stone added that speed norms follow this rule of thumb. If everyone around you is going the speed limit then you are much more likely to also go the speed limit. The question is how do we get a majority of the population to shift their behaviors toward not speeding so that others in turn also don't speed. This is that approach of the campaign.
 - Ms. Fleuranvil add that this approach can also be shifted towards a school-based curriculum. If children can push the norms towards their parents, then they become part of the messaging to help correct these bad behaviors.
- Ms. Stone asked the committee how they see their roles playing out in this marketing campaign? How involved does the group want to be? How often do they want reports from the communications team regarding the campaign? She add how the only stories in the news surrounding Vison Zero can't keep being negative fatality stories.
 - Mr. Hubert spoke to how the only successful marketing campaign that he is aware of if the Stop the Child Murder campaign out of the Netherlands so they may unfortunately have to lean negative to see any positive change.
 - Ms. Stone agreed that this is probably they way they will have to lean.
- Chair Robinson asked how they plan to measure success with this campaign? Say fatality deaths do go down in Nashville how will they know what portion of this success was generated form the marketing verse other factors?
 - Ms. Stone stated they will be setting objective goals and measurables that they will be sharing with the group and they will be grading themselves along the way. She is unable to speak to what they measurable will be at this point but wanted to ensure the group that they will be holding them accountable to them once in place.
- Mr. Peck added he would like to hear from the marketing team as much as possible. He added that in the terms of data there hasn't been a ton of data proving marketing to be effective in the terms of reducing fatalities which is why the group may be skeptical. Mr. Peck also asked how do you find out which area are most effective to advertise too? Would it be more effective to advertise toward law markers rather than the community to get them to buy into the vision?
 - Ms. Stone and Ms. Fleuranvil stated that you must do both.
- Ms. Irizarry commented that people who live in the area vs people who drive in the area may have conflicting interest. She asked how the marketing campaign plans to account for tourist or those who don't live in the area?
 - Ms. Fleuranvil spoke to some of the specific marketing tactics they can use to help target the right messaging to the right people. Ms. Stone added you must do it all. As a city we have a responsibility to vet this at the stakeholder level and push why this messaging is valuable and why this matters and is important.
 - Mr. Boghuzian added telling the good stories can help push this messaging along.
 - Ms Edgecombe added that not everyone is motivated by data, so we need to address the emotion as well.
- Ms. Andal spoke to some of specific concerns with big trucks in the city and how they operate differently that the normal traveler. She asked how do we push this safety message to them and is it a different message?
 - Ms. Fleuranvil responded that this is why it is important to understand who we are talking to be able to push the correct message. Different messaging will go to different demographics that will all weave into an overall message.
- Mr. Bowe stated if the marketing team is looking for feedback from the group that he would like to be involved. He also added that it is important to be consistent with messaging. He then asked how they plan on measuring how many people even seen an add with the way the current media landscape is so fragmented?
 - Ms. Fleuranvil stated they know where specific demographics live in the media landscape and so from there, they can filter the messaging to these channels based on what the messaging is saying or who it is for. She added that this is the easy part of the campaign where they will be spending most of their focus is on the messaging itself. Not everyone is going to buy into the data alone, this is why they need personal stores. You must understand who it is you are talking to. The messaging is going to look different based on who they are talking to and how they are talking to them.
 - Ms. Stone added that its not going to work for everyone, but you must do it because it will change some peoples' minds. Even if it only saves one life that one life is worth it.
- Mr. Smith spoke to how there is value to changing norms. He spoke to how TDOT was once adding death tolls to their message boards on state roads and how it is important to bring this awareness to people while physically driving. He added he would love to see if the messaging could get as specific as targeting people on a specific road while driving because it would be much more impactful to know the stats of the road you are driving while actively driving the road. Suggested targeted Spotify adds to spread this messaging.

- Mr. Wooten added that seeing super targeted ads after crashes could be super effective.
- Ms. Andal stated she went around the area ahead of the meeting, specifically along Gallatin Pike and noticed these areas just don't have the infrastructure needed. She suggested that as part of this campaign they go to these areas that are lacking and ask those around what kind of improvements they would like to see. She also suggested taking photos to map this process as a good marketing opportunity.
- Mr. Bowe asked if this campaign is also planning to target those who report or write stories on crashes to which Ms. Stone responded yes there is certainly the opportunities to improve on these resources as well.
- Ms. Stone then polled the group to see if they would be interested in potentially creating a marketing subcommittee down the road? She also asked is a quarterly check in with the group would be a reasonable timeframe.
 - Chair Robinson stated he agrees with this timeframe if they feel they that will have enough meaningful data to present within this timeframe.

b) Tennessee Highway Safety Office (THSO) Grant – Safety Videos

- Agenda item was deferred at this time due to allotted meeting time.

c) TDOT's Dickerson Pike Safety Study

- Mr. Todd Serbent, lead TDOT consultant for the Dickerson Pike safety study present on the current project overview and struggles with this corridor, specifically with the challenging walkability in this area due to lack of continuous sidewalks.
 - There have been 9 reported fatalities in this area with most of them being related to crossings. Area currently on have 3 signalized crossing for the 1.7 mile stretch of road.
 - Ms. Andal stated the crosswalks recently painted on Commerce St. were very vivid. These are how crossing should look to be clearly visible.
- Mr. Serbent went on to discuss how he a college recently walked the whole strip several times stopping to ask people along the way on what improvements they would like to see.
 - Ms. Edgcombe stated she was very happy to hear that they were going to the people for feedback and asked what the engagement level was like with the people they stopped?
 - Mr. Serbent stated they had some language barriers with some residents towards the north corridor but overall, the engagement level was high. People were very enthusiastic to share their opinions.
 - Mr. Bowe asked is the advisory committee could be invited to join one of these walks the next time it is scheduled?
 - Mr. Serbent stated this could more than likely be organized. He will however need to follow up before additional details could be giving out to the group.
- Mr. Serbent went on to discuss one of the problems with online engagement is selection bias. Currently White men between the ages of 25-35 are the main contributors to the online survey but they know this is not the main demographic in the actual area. They are working to better distribute the online survey but, in the meantime, this is also why these types of in-person surveying are important.
- In the current survey interest in walking and biking improvement were placed into one category. Mr. Serbent stated in hindsight he wishes these categories were presented as two separate items to be able to properly assess those truly interesting in biking because there will be some difficult decisions when coming to design. He did note that people currently had very positive things to say about the WeGo services in the area.
 - Mr. Wooten and Ms. Edgcombe added the transit benefit in the area is a direct reflection of the high speeds on the road and lack of interruptions on the road. Mr. Wooten added this area has no need to be a 4-lane road.
- Mr. Serbent went on to state the next public meeting is scheduled for August 2nd from 5-7 pm if anyone would like to attend.
- Mr. Boghazian asked the committee if anyone was interested in being apart of the stakeholder committee as the vision zero representee.
- Mr. Serbent reiterated TDOT is the final decision maker on any design efforts, but they want it to be a collaborate effort between NDOT and Metro as much as possible.
 - Mr. Wooten has asked that they push for a road dies design. He went on the state the growth formula that is currently used could still be skewed from post covid related data. Mr. Serbent responded they are currently looking at a 5% growth rate in this area, but this formula does not account for anything associated with the upcoming East Bank development.
- Mr. Smith pointed out in the current study even during peak traffic times travel speed does not change. This shows that people are driving and speed they want at just about any time.
 - Mr. Serbent responded that they are heavily relying on the public safety study when assessing this corridor and making their recommendation.

d) Streetlight Discussion

- Chair Robinson turned the discussion over to Mr. Hubert to lead the discussion on street lighting.
- Mr. Hubert went on to state streetlights make it easier for people to avoid crashes and can reduce the incidence of crashes at specific locations. Better street lighting is critical for Nashville to meet its Vision Zero goal to eliminate traffic deaths and serious injuries and is specifically mentioned in the vision zero action pan. Street lighting is often cited in traffic deaths and most deaths happen at night.
- Mr. Hubert added that the group hasn't spoken much about the importance of maintenance and that streetlighting is the perfect example of how not to do it. NES currently manages all the streetlight maintenance and with these there tends to be several cons that come along with this. Although not well advertised NES has recently announced they will be transitioning

500,000 old bulbs to new smart bulbs over the next 5 years, the prioritization of how these will be rolled out has not been advertised. Mr. Hubert proposed the question of how many lights are out in at one given time. How many lighting outages are a direct result in a fatal crash? At what point does a maintenance issue become a crisis?

- He went on to add he recently was walking along Clarksville Pike between Rosa parks and TB Todd intersection up to Briley Park, which is on the high injury network, and noticed 12 lights out. With the way the NES reporting system is currently set up you need the exact pole number, not just a location for to be able to report a light being out. Not only is this putting the burden of the work on the citizen, but it also is wildly impractical since these pole numbers can be hard to view or sometimes missing altogether. He has asked that at the very least the high injury network be managed by NDOT. My. Hubert has asked that NDOT assign 2 people to go out and ride these areas and report outages.
- Deputy Director Freeze spoke to the struggles NDOT has had with NES and stated these were amongst some of the main factors driving the new contract with NES. In the new contract NES must prioritize the high injury network. In addition to this NDOT has required additional performance requirements from NES when they conduct their annual review, including assessment of the wiring of the pole and the pole itself. Brad shares a lot of the group frustrations when it comes to NES, and he hears their frustrations but wanted to emphasize that a lot of these concerns have been address with the new contract.
- Director Alarcon added the transition will take time, but this is in motion. With the new contact NES is supposed to start changing over the bulbs right away and in year 2 they will start switching over to the smart cell bulbs that will alert both NES and NDOT when they go out. One of the performance measures NDOT will be tracking is that these bulbs can only be out for so long before NDOT will start billing NES. This is huge because NDOT currently has no method to ensure NES is getting to the work in a timely manner and this will help ensure things are being processed.
 - Director Alarcon also stated she has sent an email to the VP of NES regarding the lights out along Clarksville Pike that was previously discussed by the group.
- Ms. Jones asked if there were any management options outside of NES? Why does NDOT need to rely on NES to manage the maintenance of the streetlights in Nashville? She added civilians would be very happy to take back their communities.
 - Director Alarcon stated that a financial analyst was done to see if the management could be brought in-house but based on the results it was shown that the city simply did not have the funds available to make this possible. They were however able to re-negotiate the current contract with NES to improve the terms. The new contract is a 10-year contract and NES has 5 years to change out all the lights. A message has already been sent to litigation stating NES is liable for any death, crime, etc. that happens due to lights being out in the meantime.
 - Director Alarcon added that NDOT is paying for the capital investment on the poles but in the old contract it was very one sided in favor of NES. In this new contract NDOT have been very specific to be able to hold NES accountable. They are currently working through which lights are to be purchased and how these are to be rolled out, but she ensured the group the high injury network will be the priority when they start rolling out the new lights.
- Mr. Wooten asked if there are defined parameters for what road requires a streetlight?
 - Director Alarcon stated she wants streetlights on every road, but it just comes down to funding.
- Mr. Bowe asked if with the transition to new bulbs if they will also be looking at the spacing of these poles?
 - Deputy Director Freeze responded that the re-engineering of spacing will be accounted for during this transition. Director Alarcon added these poles will also have to be ADA compliant so if they are currently in the middle of the sidewalk they will have to be adjusted.
- Ms. Andal asked if the new Craighead sidewalk that were recently installed will be receiving streetlights? She added the current lighting in this area is very bad and it would greatly benefit with the addition of sidewalks.
 - Director Alarcon stated there are plans to come back and add lights to these new sidewalks, but they didn't have the funding to do both at the same time. Getting the sidewalk down was the priority. This project was supposed to be covered by the fairgrounds, but they ran out of funding, so NDOT stepped in to help build sidewalks as that was the more pressing need. She added the fairgrounds are currently looking to make improvements and fill the gaps between Wingrove St.
 - Chair Robinson made a comment that this initiates why NDOT has needed to exist. Prior to NDOT just the project at hand was being focused on and not transportation as a whole.
- Mr. Wooten stated the new Multimodal policy change is going before council soon.
 - Director Alarcon spoke to the purpose behind this policy change. Currently NDOT is getting tangled in with development. When someone brings a new development to Nashville, they are only looking at it from a car's perspective. With this policy change we are coming back and asking them to look at it through all modes of transportation with incentives for including multimodal improvements in their plans. If you build this infrastructure into the plan people will use it.
 - Mr. Wooten asked if this policy will give teeth for warranting sidewalks from developers? Director Alarcon responded that as of now that is not its intent, but they are planning to rely on the code to push these along.
- Mr. Hubert stated now that the new NES contract is official in place this would be a great opportunity to bring in the media team to advertise as a Vision Zero win. Director Alarcon stated the next big press release to be scheduled is when the first light bulb is installed.

e) Subcommittee Overviews

- i) Bicycle and Pedestrian Advisory Committee Subcommittee

(1) Mr. Smith stated the BPAC has passed council on second reading. The subcommittee is currently working through what the BPAC will be tasked with versus what the subcommittee should be focusing on. They know they want to make sure their focus is on vulnerable users, but they are open to feedback from the group on suggestions. 3rd reading for BPAC is on Tuesday.

ii) New Member Subcommittee

(1) Mr. Wooten spoke to how the committee is currently working through how the term overlap will work out. It was confirmed that a member can serve consecutive terms. It was also discussed that if a member needs to be replaced how that process will look like moving forward.

iii) Fatal Crash Investigation Subcommittee

(1) Mr. Bowe stated that have had one set of investigations with Mr. Vaughn and Mr. Brian Hill with AECOM. They currently plan to do site visits once a month. He also stated they are currently receiving and reviewing the reports from Mr. Vaughn.

(2) Chair Robinson asked if these reports can be shared with the entire group to which Mr. Boghuzian stated these are loaded into the fatal crash investigation subcommittee folder and everyone should be able to view all these subcommittee folders.

iv) Planning and Engineering Subcommittee

(1) Mr. Bowe stated they had a meeting with external members on Monday. In this meeting they spent most of the time getting these members engaged and caught up. They have set up a reoccurring biweekly meeting with one of these meetings a month to include Mr. Boghuzian who will present to the subcommittee on project designs that are in the pipeline. The subcommittee will then use the following meeting to report on improvements.

(2) Chair Robinson asked if they would have something back in time to add this to the next agenda to which Mr. Bowe stated they should have something in time.

v) Strategic Planning Subcommittee

(1) Mr. Peck stated they had an intro meeting with the members last week, Mr. Hill with AECOM was also on this call. Mr. Boghuzian stated that at this point Mr. Hill has been tasked with creating a budget plan and will present it to the subcommittee to provide ideas and feedback. A meeting has been scheduled for next with Mr. Hill week to give a high-level thoughts on the plan and make sure the subcommittee agrees he is moving in the right direction.

6) New Discussion

- There was no new discussion at this time.

7) Communications

a) Reports from Vision Zero Advisory Committee members and subcommittees

- Chair Robinson spoke to the new member and stated if they want to get involved with any of the created subcommittee to just send him an email. Shouldn't be too difficult to get plugged in at this point since they are still new.

b) Report from director and staff

- Mr. Boghuzian stated the Safe Streets grant was submitted early July, but they won't heard back until December or January timeframe.
 - Mr. Bowe asked if this information is public? Mr. Boghuzian stated it has been made public but that we do need to go ahead and post something on our website about it.

8) Adjournment

- The meeting adjourned at 7:00 PM.