

Year 1 Priority Action Items	
Action 1A	Make information easily available to the public
1A.1	Establish dashboard for all crash and safety data on the Vision Zero website.
1A.3	Provide annual citation data for infractions that potentially lead to serious injuries and deaths
Action 1B	Enhance data collection and coordination efforts
1B.2	Work with State Police, DMV, VDOT and State Pedestrian Task Force to revise crash reporting standards and information captured to better inform data analysis leading to projects and programs
1B.3	Standardize and establish definitions and training on crash reporting methods
1B.4	Work with the State to update crash reporting methods to differentiate between alcohol and drug related crashes.
Action 2A	Support and encourage statewide legislative efforts to implement stricter traffic safety laws
2A.3	Support statewide efforts to revise distracted driving laws, including increase of fines.
Action 2B	Evaluate City policy and administrative guidelines to improve safety outcomes
2B.1	Develop system to track, manage, respond to, and prioritize resident and customer requests for safety improvements.
Action 3A	Improve delivery and implementation of safety treatments
3A.2	Identify criteria for installation of "No Right on Red" and LPIs for intersections and outline process for implementing changes
3A.3	Reduce delivery timelines for safety improvements by implementing near-term, temporary treatments for priority Pedestrian & Bicycle Master Plan and Safe Routes to School engineering recommendations
Action 3B	Develop and implement infrastructure policies to reduce KSIs
3B.2	Automatically display the pedestrian walk signal where signal timing permits
3B.3	Use the data that identifies high injury crash corridors and intersections to help prioritize engineering and education efforts, and require comprehensive safety improvements when designing these corridors and intersections
3B.5	Explore a Citywide 25mph speed limit
3B.6	Update the Streets and Transit Chapters of the Transportation Master Plan to prioritize the reduction of KSI crashes and elevate crash data as a priority in decision-making.
Action 4A	Inform the public of Vision Zero efforts
4A.1	Maintain a comprehensive website to provide information on the projects, programs, and progress of Vision Zero to include dashboard and annual reports
4A.4	Work with media partners to more accurately report traffic crashes to avoid victim-blaming and report crashes in the context of Vision Zero
Action 4B	Create a network of partnerships to ensure the success of Vision Zero
4B.4	Partner with VDOT's Northern Region Transportation Operations Center to further enhance public messaging of crashes and traffic disruptions within the City
4B.5	Initiate a regional Vision Zero Task force to identify path toward regional Vision Zero education campaigns and polices.
Action 4C	Craft a successful education campaign to inform the public of Vision Zero and topic areas
4C.1	Develop education "campaigns" with messaging that focuses on topic area(s) of importance (e.g. Speeding, Distracted Driving, and Driving Under the Influence).
Action 4D	Encourage City Staff to incorporate Vision Zero into Everyday Practices
4D.1	Add Vision Zero education to defensive driving courses to training for all City employees receiving fleet driving permissions. Require employees to update this training certifications every 3 years
4D.3	Install Pedestrian Collision Avoidance systems on DASH buses
Action 4E	Strengthen traffic safety enforcement policies and practices
4E.2	Focus enforcement on roadways with higher speeds and increase traffic stops in these areas
4E.4	Regularly deploy high-visibility DUI enforcement in high-priority areas on nights with higher concentrations of severe and fatal crashes and major community events
4E.7	Identify and install signage at critical intersections to permit increased fines for failure to yield to pedestrians in a marked crosswalk