

Vision Zero with a Youth Lens

A Positive Deviance Study of Pedestrian and Bicyclist Safety Outcomes

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Research Questions

- What do cities focus on with respect to Vision Zero? What are common barriers to implementation?
- How do cities address speeding?
- How do cities frame child pedestrian and bicyclist safety?
- How does political will to advance Vision Zero come about?
- How does public support for Vision Zero come about?

Data & Methods: Selection of Cities

Involved:

- Crash statistics
- Geographic diversity
- Level of engagement with Vision Zero

For Lauderdale, FL

New Orleans, LA

New York City, NY

San Francisco, CA

Seattle, WA

Washington, D.C.



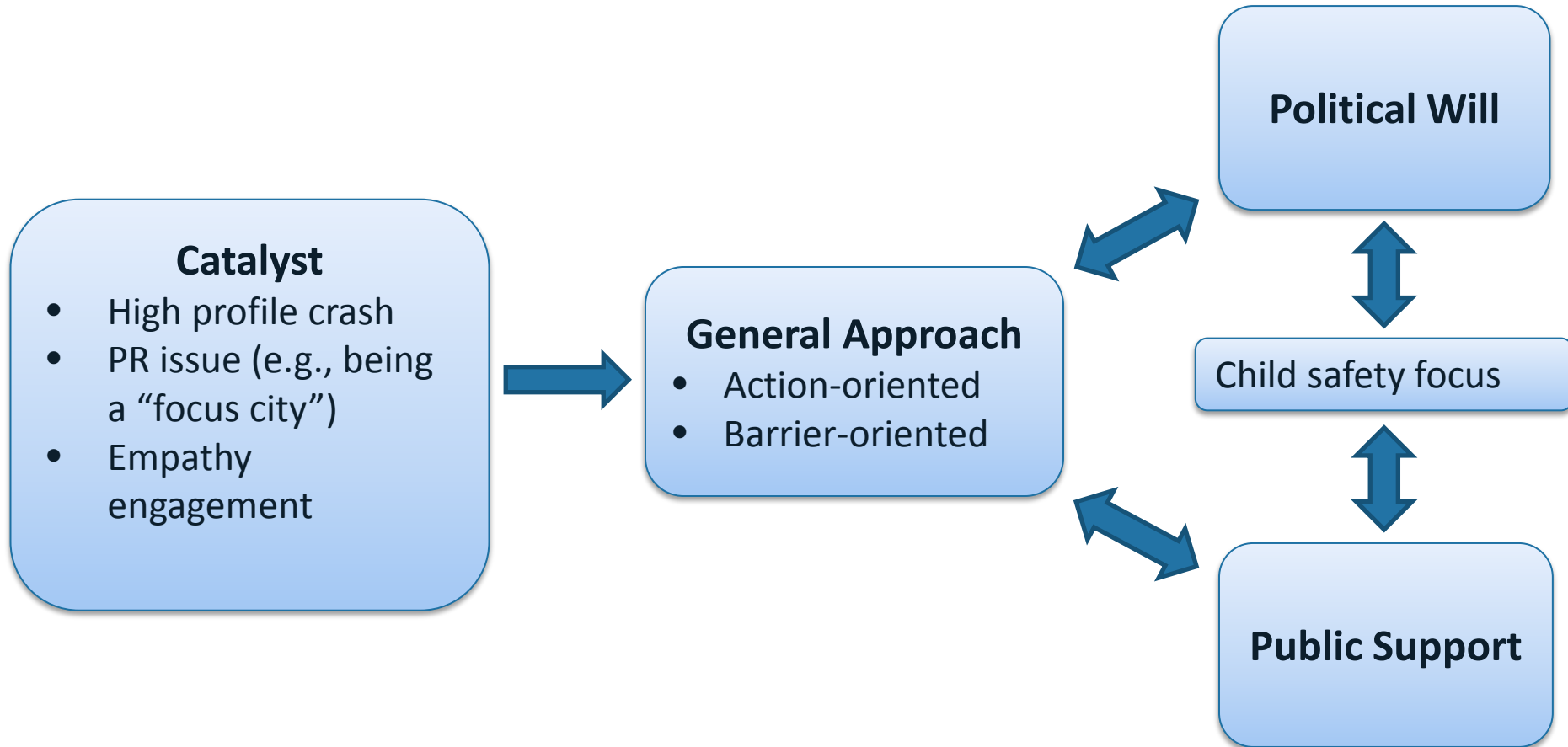
Data & Methods: Data Collection

- Semi-structured interviews with at least 3 stakeholders in each city, representing city staff and advocacy groups
- Focused on general safety and speeding issues, safety goals and strategies, political will, and public support
- Are employing a “grounded theory analysis” of interview responses.
 - Doing so helps to identify emergent theories that that explain cities’ commonalities and where they diverge

Key Preliminary Findings

- All cities reported some level of using youth-related safety efforts to facilitate wider safety programs
- Example:
 - School-centered education and engineering projects that extend into surrounding neighborhoods
- Framing projects as school- or child safety-focused helps gain better community support

Key Preliminary Findings



Practical Implications

- **Collaborating** across agencies and with communities is key
- **Beginning with child-oriented areas** can serve as starting point for tackling difficult safety issues like speeding
- **Framing interventions as part of broader “Vision Zero” campaign** increases acceptability of safety improvements

Future Research Needs

- Understand how **political will** emerges and sustains
- Identify other politically feasible ways to **address speeding**
- Valid and reliable **pedestrian and bicyclist “exposure” data**
- Quality crash reduction estimates for **countermeasure combinations** (e.g., high visibility crosswalk + pedestrian refuge island)