

**Vision Zero External Stakeholder Group  
January 5, 2021 from 7:00-8:30PM**

**Location:** Virtual Meeting

**Attendees:**

- Arlington Public Schools (APS), *Kristin Haldeman*
- APS Advisory Committee on Transportation Choices, *Elizabeth Kiker*
- APS Safe Routes to School, *Lauren Hassel*
- Bicycle Advisory Committee, *Cynthia Palmer, Dana Bres*
- Arlington Families for Safe Streets, *Gillian Burgess*
- Pedestrian Advisory Committee, *Eric Goodman*
- Transportation Commission, *Chris Yarie*
- Planning Commission, *James Schroll*
- Transit Advisory Committee, *Richard Price*
- Washington Area Bicyclist Association, *Jeremiah Lowery*
- Columbia Pike Revitalization Organization, *Lynn Durbin*
- Economic Development Commission, *Nicole Merlene*
- Rosslyn BID, *Alli Henry*
- National Landing BID, *Rob Mandle*
- Arlington County Manager's Office, *Ben Aiken*
- Arlington County Police Department, *Lt. Stephen Clark*
- Arlington County DES, *Christine Baker, Dennis Leach, Hui Wang, Dan Nabors, Sam Murrey, Nate Graham, Henry Dunbar, Leah Gerber, Erin Potter, Laura Castro*
- RHI Consulting Staff, *Jennifer Koch*

**Invited Organizations:**

- Neighborhood Complete Streets Commission
- Neighborhood Conservation Advisory Committee
- Environment and Energy Conservation Committee
- Commission on Aging
- Arlington Partnership for Children, Youth, and Families
- Arlington Teen Network Board
- Parks and Recreation Commission
- Site Plan Review Committee
- Housing Commission
- Ballston BID
- Clarendon Alliance
- Civic Federation
- Lee Highway Alliance
- Disability Advisory Commission

**Agenda:**

1. Action Plan Timeline
2. Feedback on Action Items
3. Community Action
4. Future Plans for the ESG
5. Phase III Engagement
6. Next Steps

**Notes:**

**Action Plan Timeline**

- No verbal comments/questions.

**Feedback on Action Items**

Slide 6 – Overarching Policy

- The representative from Arlington Families for Safe Streets noted that while a lot of work has gone into the updated list, she noticed two things that she would like to see included. One is action items related to non-infrastructure County policies (such as incentives the county could offer or implement that would relate to safety). For example, if SUVs lead to more serious crashes, the County could discourage SUV use and ownership in the County by adjusting the car tax. The second was the education aspects of Vision Zero. While Bike Arlington and Walk Arlington work on education, the representative would like to see strategies such as handing out lights, placing signage on trails, and other education efforts to influence trail behavior reflected in the plan.
  - Staff responded that this is related to section C, Engagement, where a lot of what Walk & Bike Arlington are doing would fit. For example, C1 focused on engaging those who are more of the vulnerable, harder-to-reach populations (Older adults, youth, people with disabilities). The hope is to expand the ability to gather feedback and understand issues these groups encounter on the transportation system. We'd hope to report out on those activities. Another example is C4, which is looking at targeted education efforts. We can adjust those to make it more apparent what we're trying to do with those.
  - Another staff member noted that staff recognizes that part of solving the problem is changing the way that we all think and behave and acknowledge safety. The County is looking at internal policy issues and making sure safety is ingrained to what we do on a daily basis. Outside of the County's daily business, staff will continue to work in partnership with the community.

Slide 7 – Data & Evaluation

- The representative from the APS Advisory Committee on Transportation Choices asked what role the ESG or another standing committee would have in terms of long-term evaluation of the program.
  - Staff responded that the ESG's role moving forward will be discussed later in the presentation.

Slide 11 – Engagement

- The representative from WABA asked whether there has been any focus on targeting teen drivers.
  - Staff responded that it is a focus area. Specifically, working in partnership with ACPS to reach the newest drivers to enhance understanding from an early age.

**Community Action**

Slide 15

- Comments from the Jam Board include:
  - How can we create a culture of transportation safety that expands beyond County staff and our committees/commissions?
    - Embrace opportunities to deliver pilots (like pedestrian-first streets/shared streets, etc.) that set Arlington as a leader in delivering safe transportation facilities.
    - I think reducing speeds is critical and too many residents take advantage of lax enforcement. Speed cameras will help and so will an increased police presence.

- Funnel safety enforcement fines (speeding, red light enforcement) to funding capital improvement fixes that support Vision Zero safety goals and market that connection.
- We're all involved in different orgs.-- what makes it easy to share transportation safety there?
- Some sort of driver/business certification program?
- Slow all the roads down and make them feel like "everyone's" instead of the fast drivers' roads.
- Engage with major employers.
- Staff needs to take a less defensive posture and focus on the solution.
- Apartment/condo outreach.
- We need to use continuous community engagement methods that reach the majority of the Arlington population. For example, using multimedia messages, in multiple languages.
- Engagement needs to have a common approach to permit a relatively uninvolved person to quickly find the item that AC is seeking input on. Right now, it is a scavenger hunt.
- An awards program/celebration to recognize Vision Zero contributors. (This could include student contributions.)
- Have County leaders (elected & senior staff) use roads as vulnerable users (walk/bike/scoot) on a regular basis.
- Reducing speeds and designing our streets to prioritize our most vulnerable road users.
- More positive messaging. Not "Don't speed," but "Give yourself extra time for safety."
- Coordinate with Uber/Lyft for drop off spots.
- Have more police walking & biking.
- How do you view equitable engagement under the Vision Zero program?
  - Representative of countywide (not neighborhood-specific) demographics and diversity of opinion.
  - Results. Are fewer crashes happening on Columbia Pike as well as in North Arlington? It doesn't take people taking action to see if results are happening equitably.
  - Knowing it's a continuous process. Engagement to communities most impacted should be prioritized and year-round.
  - Engagement shouldn't burden folks unnecessarily.
  - Look at results - do we see a balance of people from across Arlington? Do we see people considering the various sides of an issue?
- How can we transform our transportation safety engagement processes to be more open and inclusive?
  - Penalize drivers of certain vehicles.
  - Less obsession with street design via public meeting.
  - Provide some certainty of enforcement. Without that, it will be the wild west.
  - Make meetings at different times and in different languages the norm.
  - Better engage renters who live in the Metro Corridors and elsewhere.
  - Don't be afraid to take actions to encourage motorists to stay out of the neighborhoods. That would include policies, signs, and enforcement. Not all streets need to be through streets.
  - Take a major step toward pedestrian and bicycle safety on Columbia Pike. Do this ASAP to show that Arlington is serious about equity. Actions speak louder than words.
  - Post-Covid, County should offer more childcare at public meetings. Continue offering online engagement opportunities, too.

- On busy streets, provide safe ways for peds and cyclists. A crosswalk on a busy road will de-prioritize the walk timing to the point where peds will jaywalk rather than wait an extended time.
  - Hold businesses that create regular safety problems with their deliveries accountable. (Looking at you, building on the SW corner of Wilson & Quincy, also ABS on Quincy.)
  - Figure out a way to hold businesses that are creating vehicular or parking problems responsible. Some businesses create problems with drivers parking illegally.
  - Meet people where they go to gather feedback and educate. Translate 'transportation speak' into lay speak - how it affects individuals. Have personnel who speak different languages on your team.
  - Understand how different populations access information and in what language. You may need an 'engagement project' to gather information from different populations. Work with the agencies, non-profits, community groups who serve/work with underrepresented populations to reach them.
  - Develop a curriculum for preschool - 12th grade and push it out to APS and private schools.
  - Realizing that not everyone has the time/ability to attend meetings and meeting them where they are --- an engagement team that goes to restaurants and interviews people, grocery stores, bus stops. Going to them rather than asking for them to come to you.
  - A consistent place to look and guidelines that set people's expectations. (Lots of us know the APA and the Federal Register).
  - Continue DOT's previous pop-up engagements. Great way to engage new voices in our community/harder to reach folks.
  - Continue offering online engagement opportunities after the pandemic is over.
  - For online engagement, make it easier to understand what's being asked & easy to use forms that work on phones.
  - For in person events, have childcare & food.
  - Show up at schools and talk to youth.
- The representative from APS Advisory Committee on Transportation Choices noted that most people drive faster on wider roads, and slow down on more narrow roads. Need to address that in order to change speeds.
  - In response to Jam Board comments, staff noted that COVID was a good test. Staff saw an immediate reaction to multi-lingual signage in the median – when it was pivoted to COVID information, there was an uptick in calls. Shows the power in meeting people where they are. There are current CMO efforts to learn from that, countywide. It will be a big part of how we implement the 6-step engagement guidance for capital projects on future projects.
  - The representative from Arlington Public Schools noted the importance of understanding how different communities receive their information – it's not one size fits all. Need team members who speak different languages, not just translated information. Might need an engagement project to find out how to best engage with people. For many years, we had the public meeting model, but we're slowly (or quickly) learning that we need to meet people where they are. It's a component of equity – understanding how to meet community needs in their way, not the way that we think they should be engaged.
    - Staff agreed that community engagement must be dynamic. If we are not dynamic, we are probably not engaging comprehensively.
  - The representative from Columbia Pike Revitalization Organization noted that AC Parks and Recreation may be a good resource to see how they engage with different communities. They have different programs for specific communities. You need to go specifically into a community to get their feedback, especially minority communities, who often don't feel connected to Arlington County in its processes. Going to them directly demonstrates that we value their opinion.
  - The representative from APS Advisory Committee on Transportation Choices noted that though the County tries hard to get meetings in different languages and in different places, it would be good to

go out to grocery stores, day cares, other places people need to be. Set up a table and ask a few questions. Not many people have the time that we have to spend so much time in meetings.

- Staff noted that when those types of activities (e.g., a table at a supermarket) take place, staff typically does not get many people who take advantage of that. Lots of trust-building to be done.
- A representative from the Pedestrian Advisory Committee suggested that it would be good to find representatives or champions that can help the county be less invisible in those areas and can help introduce you in those areas.
- Staff agreed.

***Future Plans for the ESG***

- No verbal comments/questions.

***Phase III Engagement***

- No verbal comments/questions.

***Next Steps***

Slide 19

- The representative from APS asked when the ESG should expect to see the draft coming out to push out for review.
  - Staff responded that the draft plan should go out January 25, or that week. Engagement form will also be posted that week. Q&A will be February 11, so people will have a couple of weeks to review the materials before the Q&A. The comment form will close at the end of February.

**Attachments:**

**Chat Box Live Discussion & Post-Meeting Responses**

**Dana Bres (BAC):** How will the action plan implementation be resourced? Seems that engineering and enforcement will have a significant budget impact. Absent good estimates, the Board will be hard pressed to approve the plan without understanding the budget implications. When will those estimated be requested (and available) from DES, APS, and ACPD?

**Response/Nate Graham (DES):** We're working directly with all the county agencies involved in the IDSG now, so I'll make sure we get you a more direct answer on how budget estimates will play into this Action Plan before the draft is published. Thanks Dana Bres (BAC)

**Nicole Merlene (EDC):** I would also suggest making sure time is included in data collection (ie during rush hour, at night maybe with bad visibility, etc)

**Add On/Gillian Burgess (AFSS):** Yes, and type of vehicle (SUV, truck, etc) (1 liked)

**Add On/Cynthia (Citizen):** What a fantastic suggestion by Gillian Burgess to review data on vehicle type and to put Arlington into a position to refine the tax structure accordingly.

**Add On/Gillian Burgess (AFSS):** Vehicle type could be included in crash reports, right?

**Response/Nate Graham (DES):** I believe so. Will defer to Lt. Clark though. Stephen Clark - is vehicle type included on crash reports?

**Response/Stephen Clark (ACPD):** It is already. Not sure if it gets as specific as you all would like though. (1 liked)

**Response/Gillian Burgess (AFSS):** Thanks, Stephen Clark. In the past, we've had issues determining whether a crash involved a large SUV, small SUV, minivan, 4-door or 2-door sedan. There are studies that indicate that those vehicle types have different safety records for crash victims.

**Dana Bres (BAC):** Is there a way to authorize select members of the advisory groups to review crash reports. Maybe some sort of NDA or other protection strategy.

**Post-meeting Response:** We are not permitted to share individual crash reports with members of the public due to the personal information they contain. We also have extensive staff coverage in this area. Staff from engineering, enforcement, public health, and policy perspectives involved in the detailed review of severe crashes. We also have staff reviewing individual crash reports as part of systemic, hot spot, plan-related, and ad-hoc crash analysis. Extensive time and effort go into these reviews, as crash data informs many of the plans and projects that we implement. Thanks for offering, though!

**Dana Bres (BAC):** We might want to do a subsequent map exercise where locations that really need enforcement can be identified by the public'

**Post-meeting Response:** We currently work with police to identify locations using: (1) operational data—like speeds, volumes, crashes, and behavioral information and (2) community-provided information—when we hear concerns or issues cited by members of the public. Using these two data sources to inform enforcement allows community-cited complaints to be supported

by observation, which supports more holistic and equitable enforcement practices. Thus, the public is already involved in this process and—with the improved feedback channels set forth in the Vision Zero Action Plan—can continue to contribute toward informing enforcement. Further, we would really like the public to engage in the identification of safety issues (which we hope to achieve through the Annual Benchmark Safety Survey/Engagement effort) but not the prescription of tools (like enforcement).

**James Schroll (PC):** Are we going to be tracking VMT? I know the County tracks it, but will it be linked to safety data?

**Response/Daniel Nabors (DES):** We will be implementing a county-wide data collection plan to calculate VMT and tie that to safety data. Unfortunately that has been on hold due to COVID

**Add On/Dana Bres (BAC):** Will you be collecting VMT or merely estimating them?

**Response/Daniel Nabors:** Typically the state estimates the data, Arlington will be collecting real data

**Response/James Schroll (PC):** Thanks, Daniel Nabors

**Gillian Burgess (AFSS):** Is the facilities inventory going to be available publicly once it's GIS-coded?

**Post-meeting Response:** Several facility types are already available on the Open Data site, such as sidewalks, curb ramps, and traffic calming devices. We plan to better organize the data (potentially tagging relevant datasets as Vision Zero Related) and getting additional datasets on the Open Data Portal moving forward.

**Dana Bres (BAC):** Will the larger data that drives the dashboard be available. Often the granularity in dashboards does not support additional analysis. Need to provide the clean, raw data.

**Response/Daniel Nabors:** we will start with crash data...that is what we have now. We will work on volume and inventory data as that becomes available to conduct analyses and then make available...these efforts will take time

**Gillian Burgess (AFSS):** Are we going to evaluate tools in the toolbox over time?

**Response/Daniel Nabors:** short answer to Gillian's question is yes... we have evaluated things like RRFBs that have help drive implementation

**Add on/ Daniel Nabors:** other more innovative tools, like the parking chicane on N Stafford, we have analyzed as well

**Comment/Jeremiah Lowery, WABA:** thank you for ensuring that the toolbox is suitable for different audiences

**James Schroll (PC):** Developing a unified MTP is a laudable goal but could always be put off given the enormous staff work that it would require. We shouldn't miss an opportunity to incorporate Vision Zero objectives into elements of the MTP if we have the opportunity.

**Post-meeting Response:** One action item under B1: Master Planning is to “begin an MTP update, with all modal elements combined, that recognizes the Vision Zero program and



principles as a cornerstone” within three to four years from plan adoption. It is a major effort that will require sufficient staff and resources. This will likely be the next update to the MTP or its elements, which is why it’s called out as an opportunity to integrate Vision Zero. Another Action Item under B1: Master Planning, calls to “integrate safety as a priority into project evaluation criteria for all new MTP/capital projects and incorporate these elements into project design,” which seeks to incorporate Vision Zero objectives into the MTP process in the meantime.

**Gillian Burgess (AFSS):** Can you go into why you choose above 30 mph instead of above 25mph for speed reviews?

**Response/Daniel Nabors:** analyzing roads above 30mph is a starting point, we also will look at the HIN, hot spots, and systemic safety

**Add on/Gillian Burgess (AFSS):** I'm just thinking about Kirkwood - a street with houses on it, with a school on it, and that elementary school students need to cross. It has a speed limit of 30mph, so it wouldn't get a review.

**Response/Daniel Nabors:** we are doing a speed study on Kirkwood as part of the expanded walk zones for APS. So there is more than one way that we prioritize a location for analysis

**Response/Gillian Burgess (AFSS):** Thanks, Daniel Nabors

**Post-meeting Response:** We used 30mph as the starting point because (1) we know that we have a complete speed data set on these roads, (2) it is a manageable number of roads for staff to effectively study and implement changes, and (3) it will tackle the most critical speeds first.

**Rob Mandle (National Landing BID):** +1 for pilots with BIDs! (3 liked) [in response to implementing pilot or quick-build projects in partnership with BIDs, APS, and neighborhood organizations]

**Post-meeting Response:** Yes! We are excited about future partnership opportunities!

**Cynthia:** What about lowering the minimum speeds and designating Slow Streets, e.g. at 10 or 15 mph? Will the County be pursuing this?

**Response/Nate Graham:** It would require a change to VA state law, which is part of the County's advocacy agenda for 2021. see: <https://www.arlnow.com/2020/12/14/arlington-asks-richmond-for-authority-to-install-speed-cameras-and-lower-speed-limits/> “Arlington Asks Richmond for Authority to Install Speed Cameras and Lower Speed Limits. Arlington wants to deploy speed cameras and to lower speed limits in residential and business districts below 25 miles per hour. Those are among a list of state legislative priorities the Arlin...” [www.arlnow.com](http://www.arlnow.com)

**Add on/Gillian Burgess (AFSS):** Nate Graham: Why doesn't Arlington use the authority under VA code [§ 46.2-1300](#) to lower speed limits below 25MPH

**Post-meeting Response:** Upon checking with the CAO we have confirmed that County Board has the authority to lower the speed limit to less than 25 mph with an engineering study (the code states: “The governing body of any county, city, or town may by ordinance, or may by ordinance authorize its chief administrative officer to: Increase or decrease the speed limit within its boundaries, provided such increase or decrease in speed shall be based upon an engineering and traffic investigation by such county, city or town and provided such speed area or zone is clearly indicated by markers or signs.”). We’ve started investigating how an “engineering study” would support posted speeds below 25 mph. We are pursuing options and processes further with other state and local agencies within Virginia. Also, changes to the posted speed on a roadway



has to be adopted by the County Board. Finally, we have included a new action item under B5 Speed Management: "Develop and adopt a process to reduce speed limits below 25mph on County Roads."

**James Schroll (PC):** Lighting is also an issue with MOT

**Post-meeting Response:** We noted this issue and plan to address through the MOT guidelines referenced in B10: Maintenance of Traffic Design & Active Construction. Thanks!

**Dana Bres (BAC):** The reporting portal should also flag "ageing issues" for additional management review

**Post-meeting Response:** We noted this issue and will identify a category to report age-related issues.

**Gillian Burgess (AFSS):** Don't forget about private schools...

**Post-meeting Response:** We have relationships with some private schools based on past projects. These are communication channels that we can pursue and expand on for boarder countywide efforts like Vision Zero moving forward. Thanks for the suggestion.

**Gillian Burgess (AFSS):** Is the Chamber part of the ESG?

**Response/Nate Graham:** No but we have presented to them twice so far in this process. They will continue to be involved and included on the ESG communications in the future.

**Dana Bres (BAC):** Engagement needs to have a common approach to permit a relatively uninvolved person to quickly find the item that ArCo is seeking input on. Right now, it is a scavenger hunt.

**Nate Graham:** Dana Bres (BAC) We're working on better aligning the level of engagement with particular tools, but I'd be interested in hearing more about the "scavenger hunt" you're describing and how we might improve that

**James Schroll (PC):** we get the speeds we design for

**Gillian Burgess (AFSS):** I really want a speed governor in my car, that is set to the speed limit, so I don't screw it up

**James Schroll (PC):** if we want vision zero, we need to slow down traffic significantly. and we need to stop putting as much a priority on LOS

**James Schroll (PC):** we need to accept that our streets can be LOS C or D that may be LOS A or B now

**Elizabeth Kiker:** Ooh a speed governor would be a great idea! Save me from being such a hypocrite, Gillian!

**Gillian Burgess (AFSS):** And we should recognize that LOS is a flawed metric to begin with, because it doesn't measure **people** getting through, just vehicles.

**James Schroll (PC):** totally agree

**James Schroll (PC):** but what we're hearing now is that county staff may not want to consider certain changes because it may have a detrimental impact on LOS

**Dana Bres (BAC):** We shouldn't be afraid to do enforcement. That requires resources, even during times where money is short.

**Post-meeting Response:** Agreed that speed management is very important! We are excited to begin work on Action Item B10 to identify areas for improvement and will be reporting out on this work and its implementation.

**Benjamin Aiken:** We were doing a lot of successful pop-ups pre-COVID - farmers markets, etc. As Nate says - depends on the venue. Definitely a strategy that can work and one we will refocus on! (1 liked)

**Erin Potter:** I actually really miss doing that type of engagement...

**Haldeman, Kristin:** Engagement teams need to reflect the communities into which they go...

**Haldeman, Kristin:** Community partners are key as well.

**Post-meeting Response:** Agreed! We will be working on these aspects as part of the engagement action items, especially once we can go out to communities in person again.

**Henry Dunbar:** BAC reps: Does the semi-annual meeting format for the ESWG meet the need we discussed last night?

**Post-meeting Response:** Hearing no live response on this, please reach out with any questions or feedback on the proposed continuation plan for the ESG.

**Jam Board Activity**

**How can we create a culture of transportation safety that expands beyond County staff and our committees/commissions?**

- Embrace opportunities to deliver pilots (like pedestrian-first streets/shared streets, etc) that set Arlington as a LEADER in delivering safe transportation facilities.
- I think reducing speeds is critical and too many residents take advantage of lax enforcement. Speed cameras will help and so will increased police presence.
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- SLOW ALL THE ROADS DOWN! And make them feel like "everyone's" instead of like fast drivers roads ...
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- Show up at schools and talk to youth
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