CHAPTER 2: ENGAGING THE COMMUNITY

> ***Feedback from the community allows the Vision Zero Planning Team to understand the concerns of the people impacted and ensure that the plan will meet their needs.***

INTRODUCTION

Community feedback is essential to any planning process. Feedback from the community allows the Vision Zero Planning Team to understand the concerns of the people impacted and ensure that the plan will meet their needs. In addition, creating a space for the community to share concerns and opinions grows project support allowing for easier and more impactful implementation of safety recommendations. The feedback collected provides the foundation for the goals and recommendations of the plan. The Public Engagement for the Oklahoma City Vision Zero Action Plan included the following opportunities for participation:

- Vision Zero Advisory Board (VZAB)
- Internal Work Sessions
- Regional Safety Summit
- Public Pop-ups
- Public Workshops
- Public Hearings to City Council and Other Committees
- Online Engagement

PROJECT TIMELINE

The OKC VZAP kicked-off in April 2024 and the planning process spanned until December 2024. A timeline for the VZAB meetings is presented in **Figure 3**.

FIGURE 3: OKC VZAP TIMELINE



VISION ZERO ADVISORY BOARD

The Vision Zero Advisory Board (VZAB) served as the guiding body throughout the planning process, building consensus and taking ownership of the plan, while providing critical feedback at key project milestones. The VZAB was comprised of City Staff from various departments, as well as public representatives from local, regional, and statewide organizations. The VZAB Meetings were held on the following days:

- **Meeting 1:** Kick-off & Goal Setting – April 8, 2024
- **Meeting 2:** High-Injury Network Results – June 3, 2024
- **Meeting 3:** Policy Review/Action Plan – August 6, 2024
- **Meeting 4:** Draft Recommendations – October 22, 2024
- **Meeting 5:** Draft Plan – December 2024
- **Meeting 6:** Final Adoption & Recognition of the VZAB – February 2025

Members of the VZAB serve as advocates of the plan process and champions for the plan throughout the implementation phase. During the first VZAB Meeting, a mission statement was developed to outline the plan's mission and establish a commitment to serving stakeholders and the community at large.

FIGURE 4: VZAB MEETING #3



> *The City of Oklahoma City aims to **eliminate road fatalities** through strategic infrastructure enhancements, policy advocacy, and inclusive education. The City is dedicated to **protecting all road users** and promoting a **sustainable, vibrant community**.*

The VZAB participated in a variety of exercises, including a SWOT Analysis, selection of study corridors, HIN refinement, development of the action matrix, and action prioritization, among others. The VZAB also defined its target to reducing roadway fatalities and severe injuries. This target is described in the City's Vision Zero Resolution stating: "the City Council of The City of Oklahoma City does hereby adopt the Vision Zero Action Plan and the goal of 100% reduction in traffic deaths and serious injuries by 2035, stating that no loss of life or serious injury is acceptable on our streets." The VZAB celebrated the completion of the planning process in February 2025 to initiate the implementation phase to continue working towards eliminating fatalities and serious injuries on Oklahoma City's roads.

INTERNAL WORKSESSIONS

In addition to the VZAB, a series of internal worksessions were held between the project team and City departments to identify potential obstacles within current development and project delivery processes. These sessions focused on opportunities to enhance collaboration and recommending streamlined strategies that would support the advancement of VZAP's overarching goals. There were 3 series of Worksessions with a variety of city departments and some external partners including Public Works, Development Services, Public Transportation & Parking, Embark, Downtown OKC, among others. The purpose of the Worksessions included the identification of procedural and organizational barriers that could limit or disallow the successful implementation of the VZAP recommendations.

PUBLIC EVENTS

REGIONAL SAFETY SUMMIT

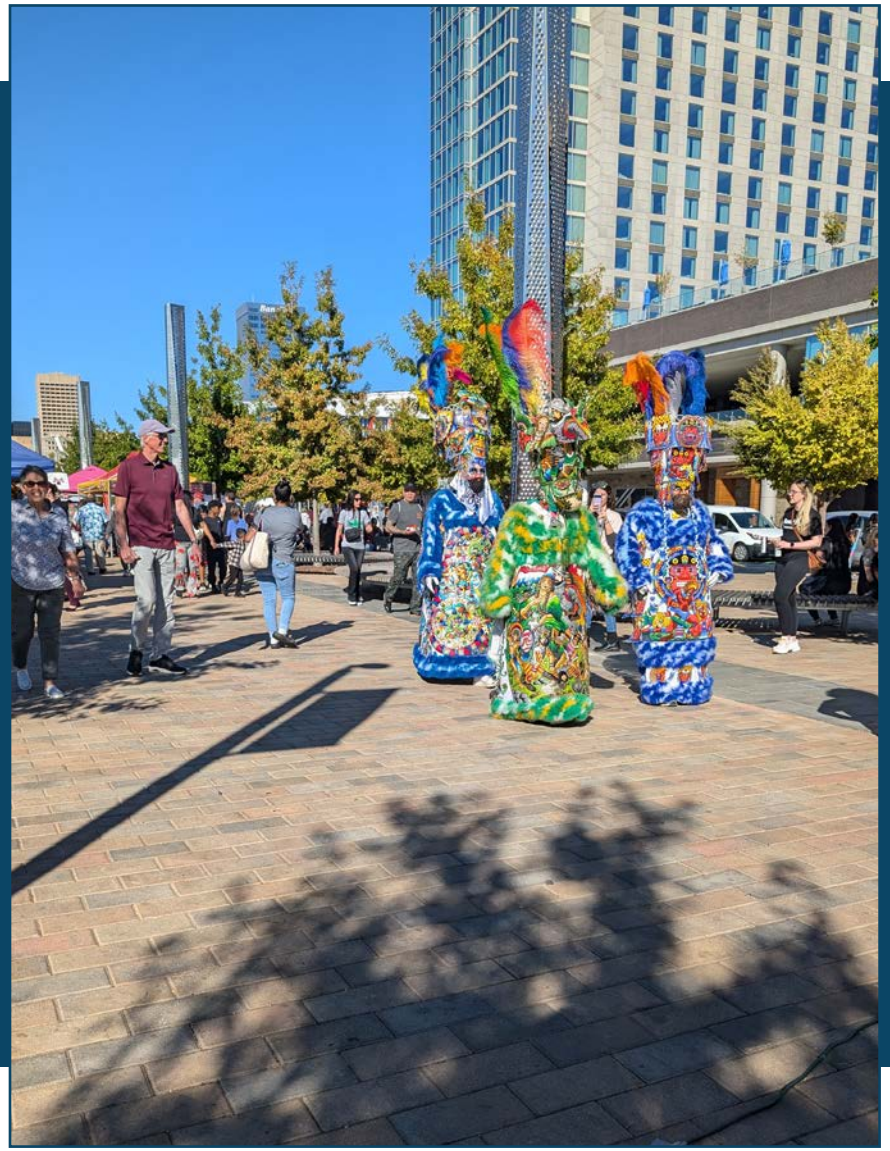
On February 28th, 2024, the City of Oklahoma City and ACOG held a collaborative Regional Safety Summit to raise awareness of safety in Central Oklahoma and the efforts for safety that were to be developed over the course of the year. During the summit, participants and stakeholders came together to learn about the state of roadway safety within their community and explored new solutions through policy, education, and countermeasures.

This event kicked off the VZAP and helped spread word of the upcoming initiatives. During the Summit, a breakout session specific to safety conditions and concerns in the City of Oklahoma City was held. Regional Safety Summit attendees were asked to identify specific areas where they recognized safety opportunities throughout the City to gather value input. This feedback was used throughout the planning process in the VZAP to ensure the needs of OKC residents and stakeholders were heard and being addressed in the planning process. The summit concluded with a panel of trusted leaders in the City of Oklahoma City and the region to talk about safety and how they relate to the Six Es of Safety.

FIGURE 5: OKLAHOMA CITY AND ACOG REGIONAL SAFETY SUMMIT PHOTOS



FIGURE 6: SCISSORTAIL PARK POP-UP EVENT



PUBLIC POP-UPS

In-person public pop-up events were also used to engage the public throughout the process. The pop-ups were great opportunities for residents to interact with the project team, learn about Vision Zero and the SS4A program, understand the project goals, and how residents could advance these goals at a local level. These events were held in public settings with the intent to bring the project to planned community events where people were already planning to attend. The siting and event choice was done in a manner that considered a variety and locations as well as a variety of event types in order to gain input from as many different people as possible. The following list includes all pop-up events that were held:

- Juneteenth on the East – June 15, 2024
- Midweek Farmers Market – June 26, 2024
- Southwest Library – August 7, 2024
- Dia de Muertos Festival – November 10, 2024
- Healthy Living OKC – November 18, 2024
- First Friday Art Walk – December, 6 2024

The pop-ups were split into two rounds of three events. The first round was geared towards soliciting public input from event attendees through the Project Website. Attendees were handed flyers with project information as well as QR codes and links to the project website. There were a iPads available for attendees to take the online survey and visit the interactive map.

The second round presented the draft recommendations and provided the public an opportunity to vote and prioritize their preferred recommendations. This prioritization process will serve the City an opportunity to establish a list of projects and actions to be completed first.

PUBLIC WORKSHOPS

In August 2024, the City of Oklahoma City hosted a series of public workshops for residents to learn more about the Vision Zero Action Plan and provide input on the future of safety for drivers, pedestrians, and cyclists in the City. Attendees had opportunities to talk to the project team about areas where safety concerns are identified and discuss potential recommendations for transportation safety improvements that would mitigate crashes. The date and locations of the Public Workshop events include:

- Canadian Valley Technology Center – August 14, 2024
- Northwest Library – August 21, 2024
- Northwest Church of Christ – August 27, 2024
- Latino Community Development Agency – November 4, 2024
- Pete White Health and Wellness Center – November 12, 2024
- Oklahoma City University – November 19, 2024

The first three workshops during August included activities such as boards for attendees to provide input on safety countermeasures, drunk goggles, kids station, and opportunities to write down policy recommendations for VZAP.

The second round of Public Workshops for the VZAP was held in November 2024. The intent of this round of Public Workshops is continuing to inform the public of the importance of safety for the City of Oklahoma City as well as showcase many of the policy recommendations and countermeasures that have come out of the analysis conducted.

PUBLIC HEARINGS (COUNCIL, COMMITTEES)

The Consultant Team held 4 public hearing opportunities with City elected and appointed officials. The following meeting dates were observed:

- Planning Commission Study Session – January 9, 2025
- Transportation Commission – January 24, 2025
- Planning Commission Final Meeting – January 23, 2025
- City Council Adoption – February 11, 2025

These Public Hearings served as the final opportunities for elected and appointed officials as well as the general public to provide comments on the Final Report before it was adopted by the City Council.

FIGURE 7: PHOTOS FROM PUBLIC WORKSHOPS



ONLINE ENGAGEMENT

Community engagement involved collaboration, input, and involvement from a broad cross-section of community members and project stakeholders. The plan utilized a combination of in-person and online outreach opportunities to maximize public and stakeholder input, to solidify the vision for the future. The online portion of community engagement began with the launch and introduction of the project website[1] that provided foundational information about the purpose and process, as well as an opportunity for comments through an interactive project area map and written survey. The website was available and updated from June to October to keep the public informed and up to date.

Overall, the responses received throughout the process highlight the community's desire for a safer, more efficient, and more pedestrian-friendly city with efficient transit options. Addressing these issues through targeted infrastructure upgrades, better traffic management, and enhanced enforcement could significantly enhance safety and improve accessibility for all road users.

IN TOTAL, THE PROJECT WEBSITE GARNERED:

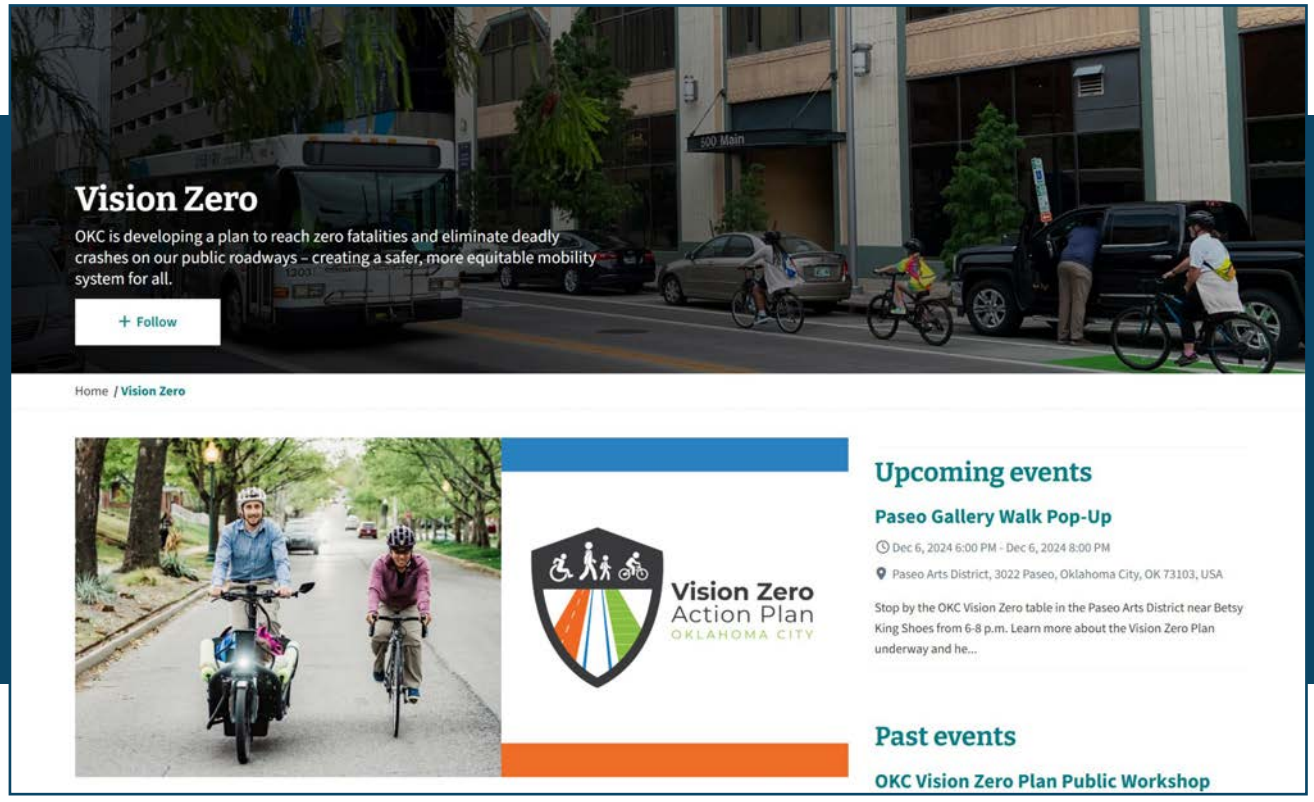
6,796 VIEWS

5,121 VISITS

1,819 TOTAL CONTRIBUTIONS

1,260 Map Survey Pins

559 Written Surveys Contributions



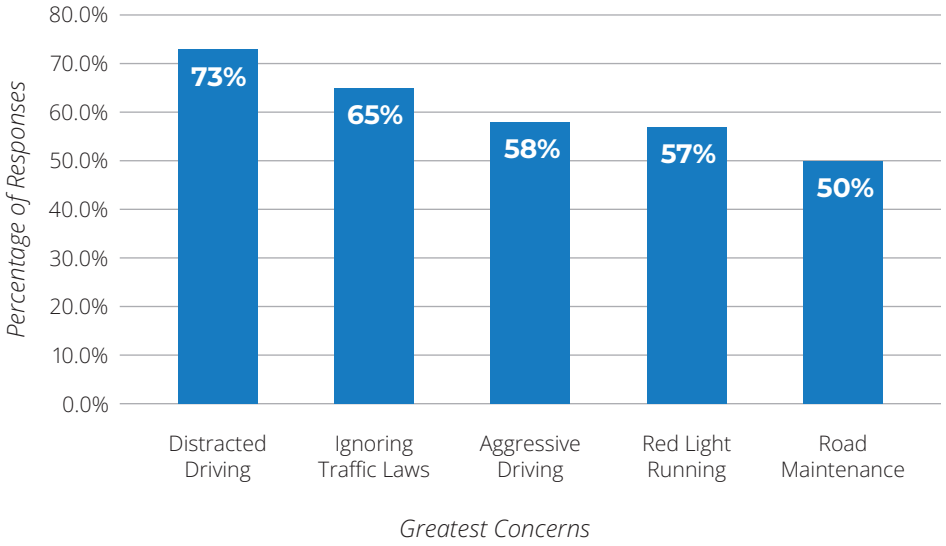
[1] *https://vision.okc.gov/vision-zero*

WRITTEN SURVEY

The Written Survey was distributed on the project website and at in-person engagement events to collect information on demographics, mode choice, and roadway safety concerns. The survey comprised of 24 questions and divided into 4 sections. Of the 559 received survey responses, most households reported having no work commute or commuting 10-20 minutes to their place of work. The top reporting age group for the written survey those aged 60-64, while most respondents indicated their household as having 1-3 cars. Additionally, the top safety concerns for participants included distracted driving, ignoring traffic laws, and aggressive driving. Key insights from the written survey included:

- **Pedestrian Safety – 82% of respondents** support investing in making walking safer by creating more sidewalks, mid-block crossings, high visibility crosswalks, and more.
- **Public Transportation – 75% of respondents** support investing in making transit safer by creating more shelters, lighting and pedestrian access.
- **Bicycling Safety – 73% of respondents** support investing in making bicycling safer by creating more bike lanes and separation from vehicle traffic.
- **Enforcement & Education – 71% of respondents** support funding for educational programs for driver safety and enhanced enforcement.
- **Infrastructure & Car Dependency – 42% of respondents** support reducing speed limits to slow down unsafe drivers. Many respondents rely on personal vehicles due to the convenience and perceived lack of viable alternatives.

FIGURE 9: TOP SAFETY CONCERNS IDENTIFIED THROUGH WRITTEN SURVEY



**Percentages are representative of respondents who included these in their top 3 concerns.*

MAP SURVEY

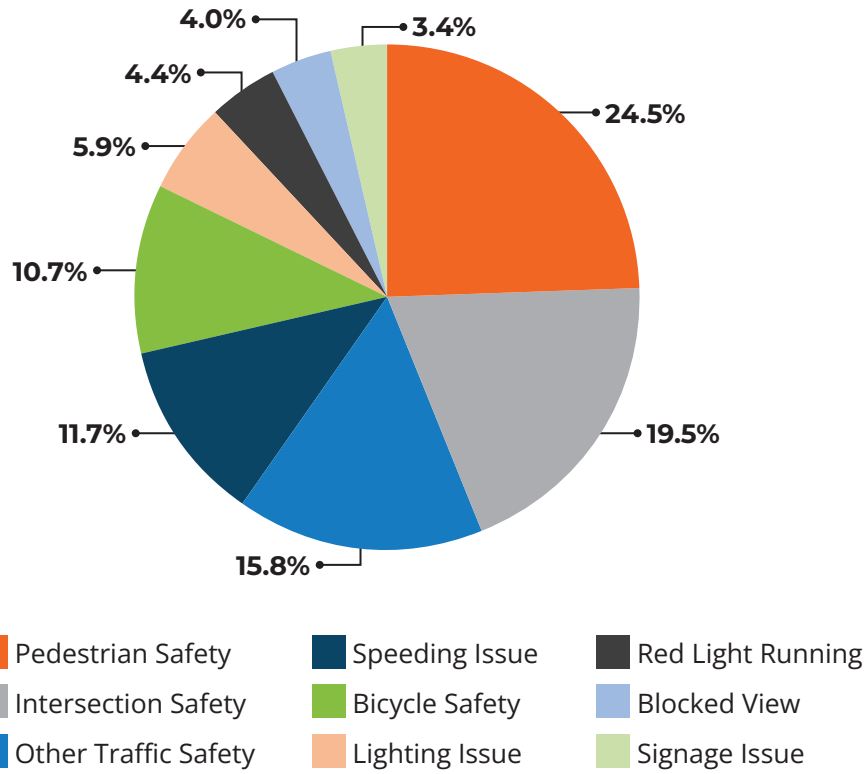
Residents and stakeholders were encouraged to provide feedback on the safety conditions of existing roadways with an interactive map survey. **Exhibit 1** on page 15 displays the map comment received. This engagement tool enabled website visitors to identify specific locations throughout the City that related to nine comment topics like speeding issues, visibility concerns, intersection safety, and several others. Once the location and topic were identified, respondents can leave detailed comments regarding their concerns, potential resolutions, or ideas. The results of the map survey identified several key insights including the following corridors within City Limits:

- **Pedestrian Safety (25%):** Respondents identified a need for better infrastructure like sidewalks, crosswalks, and pedestrian signals.
- **Intersection Safety (20%):** Dangerous intersections were identified as needing traffic lights, stop signs, or roundabouts.
- **Speeding (12%):** Major concerns related to vehicular speeds were identified near schools, residential areas, and busy intersections.

In addition to some of the key insights that emerged, various geographic locations were identified as hotspots, or areas with significant comment volume. Several of the key areas of concern identified include:

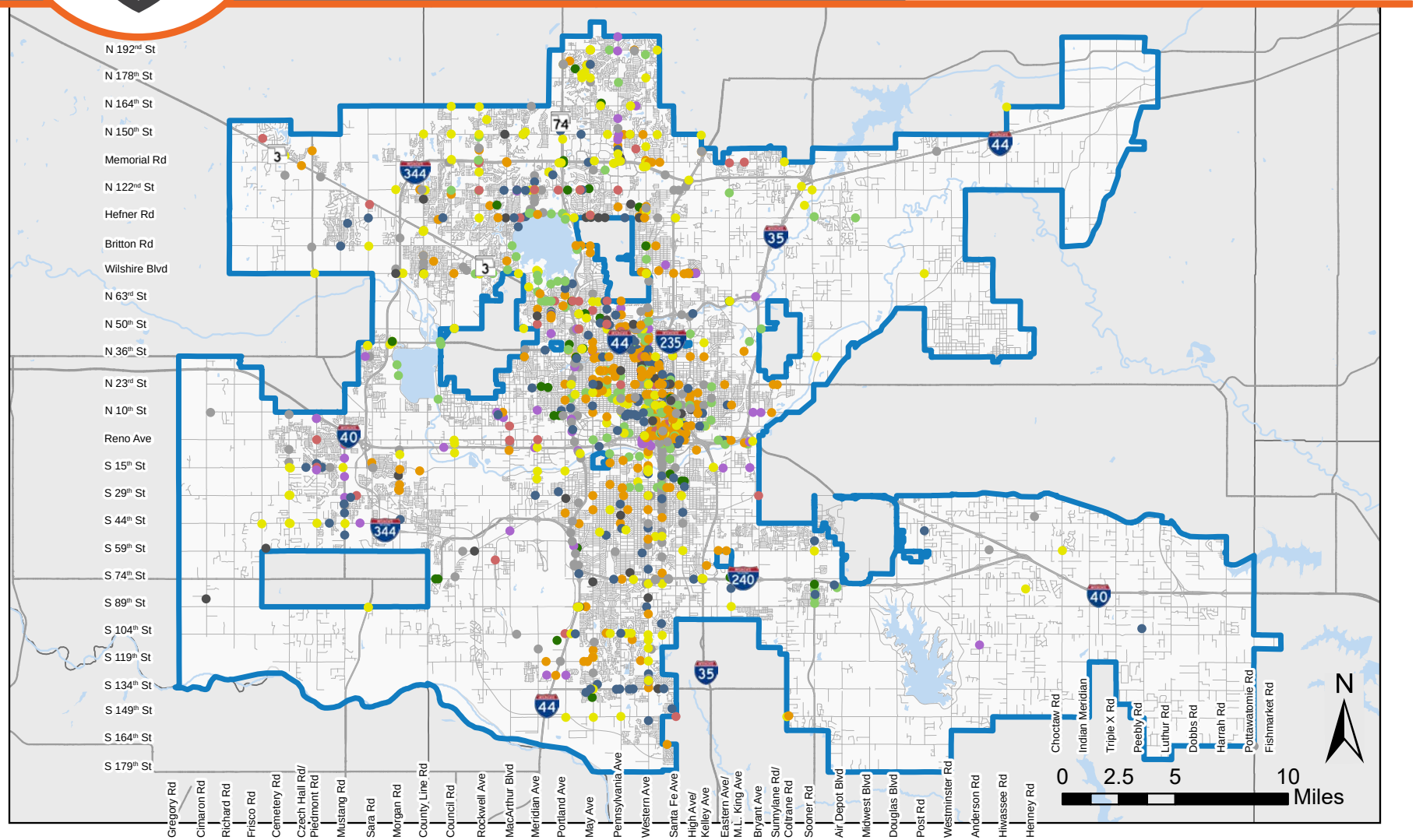
- **NW 23rd Street:** High speeds and frequent red-light running.
- **Western Avenue:** Speeding and limited pedestrian infrastructure.
- **Classen Boulevard:** Need for better pedestrian crossings and traffic calming.
- **Portland Avenue:** Frequent speeding and intersection safety.
- **Wilshire Boulevard:** Lack of sidewalks and poor lighting.

FIGURE 10: TOP SAFETY CONCERNS IDENTIFIED THROUGH MAP SURVEY



City of Oklahoma City Vision Zero Action Plan

Social Pinpoint Comments



MEDIA INVOLVEMENT

Members of the media were involved throughout the entire Public Engagement Process from the Summit through all workshops. City Staff members participated in interviews with a variety of TV/Radio stations, as well as newspaper outlets. Their involvement was used to advertise the VZAP, as well as all other public engagement opportunities.

FIGURE 11: TV STATION FILMING DURING A PUBLIC WORKSHOP

