

Vision Zero

2024 Annual Feedback Summary

Department of
Environmental Services
(DES)

Transportation Engineering
& Operations (TE&O)

August 2024

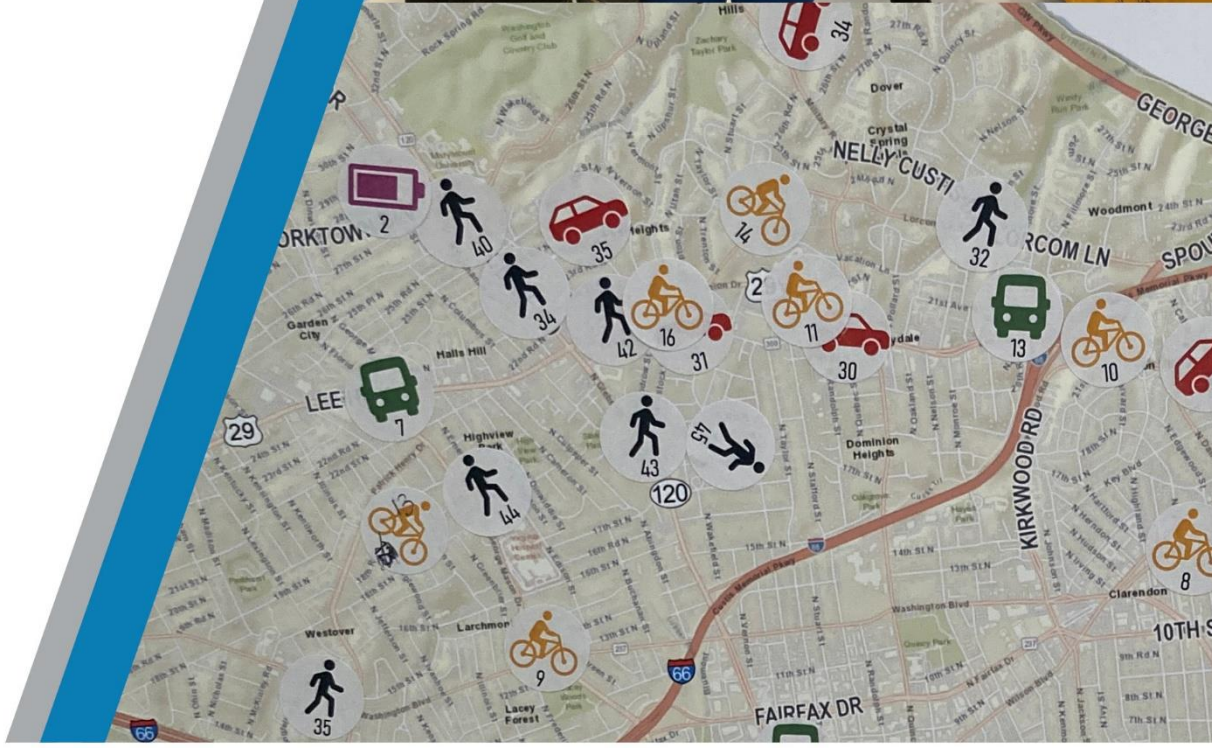


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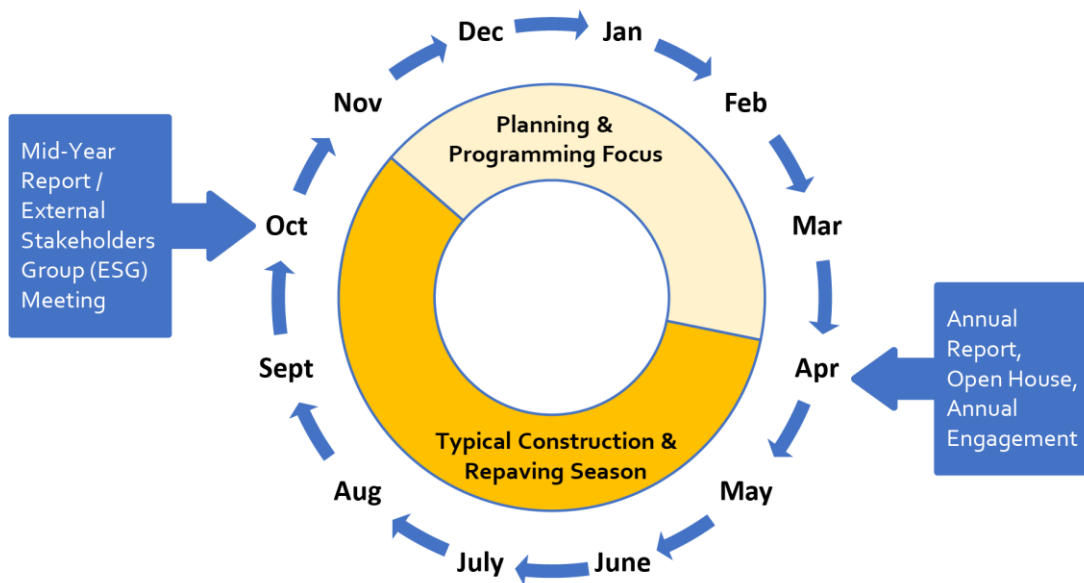


Purpose

As part of the 2021 Vision Zero Action Plan, Arlington County committed to conducting an annual feedback period to collect input about transportation safety in the County, including perceptions and experiences. This document summarizes public engagement activities and feedback received during the third annual transportation safety feedback period for the Arlington County Vision Zero program. The comment period was open from April 1-30, 2024.

In addition to providing an overview of the 2024 feedback, this document includes a Dashboard with select comparisons of community feedback from spring 2022 to spring 2024. This section will continue to be updated annually to help us understand trends related to transportation safety.

Typical Timeline for Arlington’s Vision Zero Program



- | | |
|--|---|
| <p>Year-Round Activities:</p> <ul style="list-style-type: none"> ✓ Crash, HIN, and Hot Spot Analysis ✓ Community Reports Responses ✓ Collaboration and Communication | <p>Multi-Year Activities:</p> <ul style="list-style-type: none"> ✓ HIN Update (every three years) ✓ Hot Spot Analysis (every 2 years) ✓ Action Plan Update (2025) |
|--|---|



Engagement Plan

The third annual Vision Zero safety public engagement effort took place throughout the month of April 2024. The engagement opportunity focused on collecting feedback through an online and paper form, as well as gathering similar input at events.

The online feedback form was available to the public from April 1 through April 30, 2024. By design, the same set of questions is used on this form each year, to help the County assess trends related to transportation safety experiences and perceptions. This annual feedback, as well as analysis of feedback and data trends year-to-year, will help evaluate the success of the Vision Zero Action Plan and help the County continue to refine our approach.

The County promoted the safety feedback form and gathered related safety feedback through various forms, including:

- **Messaging** sent through County listservs, social media channels, and partner channels. (**219 clicks** on the English social media ad; **165 clicks** on the Spanish social media ad.)
- **Six pop-up events** (with bilingual staff and giveaways), located in equity emphasis areas and along the High-Injury Network. At these events, staff promoted the feedback form and also gathered safety feedback mimicking questions on the online form through dot sticker and sticky note activities. (**590+** interactions.)
- **40 sidewalk stickers** at key foot traffic locations and areas within equity emphasis areas, including near Metro stations, along Columbia Pike and S Glebe Road, along trails, and at a park and community center. (**61 scans** on this QR code.)
- **125 lawn signs** posted at public locations countywide. (**112 scans** on this QR code.)
- **Two library kiosk stations** with printed/mailable (postage paid) feedback forms in English & Spanish. (**14 mailed forms** were received.)
- **One community walking tour** in collaboration with WalkArlington. (**40 interactions**.)

The following page contains images of the flyers, lawn signs, and sidewalk stickers used to advertise the opportunity to complete the Safety Feedback Form.



Pop-up Event

Sidewalk Sticker



Flyer

VISION ZERO
ARLINGTON COUNTY

Through April 30! **3rd Annual Safety Feedback Form** ¡Hasta el 30 de abril!

3^a Anual Formulario de información sobre seguridad

What can we do to make transportation safer for you?
¿Qué podemos hacer para que el transporte sea más seguro para usted?

How to participate
Cómo participar

- 1 Go to the Vision Zero website Visite el sitio web de Vision Zero transportation.arlingtonva.us/vision-zero
- 2 Click the form link in your preferred language *Haga clic en el enlace del formulario en su idioma preferido*
- 3 Complete the short form by April 30 *Complete el formulario breve antes del 30 de abril*
- 4 Share with your friends! *¡Comparte con tus amigos!*

A paper form is also available for mail-in responses at Central and Columbia Pike Libraries. Postage is included. Arlington County's Vision Zero program is working to eliminate all traffic-related deaths and serious injuries by 2030. The program was developed to make traveling safe, healthy, and equitable for everyone. Help by telling us more about your experiences!

También hay un formulario en papel para responder por correo en las bibliotecas Central y Columbia Pike. El transporte está incluido. El programa Vision Zero del condado de Arlington se trabajó para eliminar todas las muertes e lesiones relacionadas con el tráfico para 2030. El programa se desarrolló para que viajar fuera seguro, saludable y equitativo para todos. ¡Ayúdanos contándonos tus experiencias!

Lawn Sign

VISION ZERO
ARLINGTON COUNTY

Annual Safety Feedback Form **Through April 30!**

What can we do to make transportation safer for YOU?
arlingtonva.us/Transportation/vision-zero/

Arlington County's Vision Zero program was developed to make traveling safe for everyone.
Help by telling us about your experiences!

Year-to-Year Comparison Dashboard (2022-2024)

Reviewing changes in crash data is only one part of understanding how transportation safety is changing in Arlington. We also want to know how community members experience and perceive transportation safety changes over time. This Dashboard is an overview of how responses have changed for both the online feedback form and pop-up event activities. Now in its third year, our data trends continue to become more robust, and we will have several years of community feedback that we can utilize when the Vision Zero Action Plan is updated.

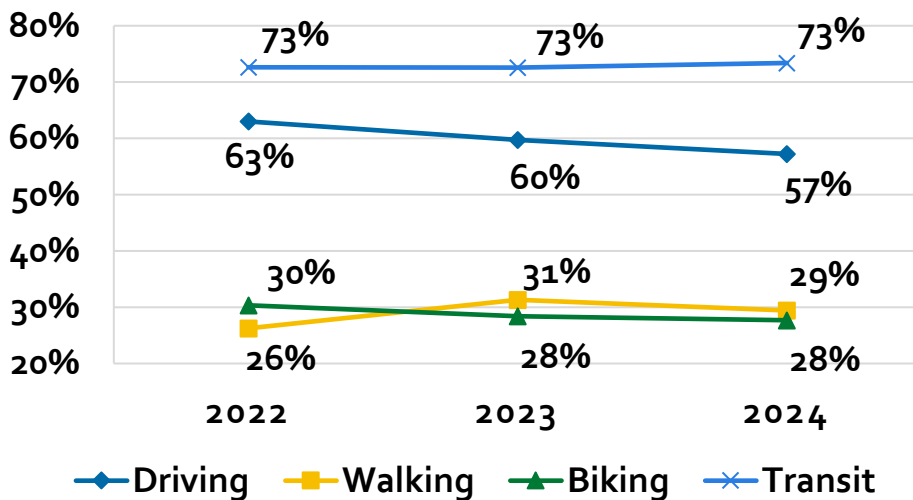
Online Feedback Form Trends

This section tracks changes in responses to the feedback form each year, as compared to previous years. There were 884 forms submitted in 2024, a 16% decrease from the number received in 2023, but an 37% increase in the number of people who provided feedback at pop-up events. The percentages in this dashboard are calculated out of the number of responses to each question each year.

How many respondents think traveling in Arlington is safe compared to previous years?

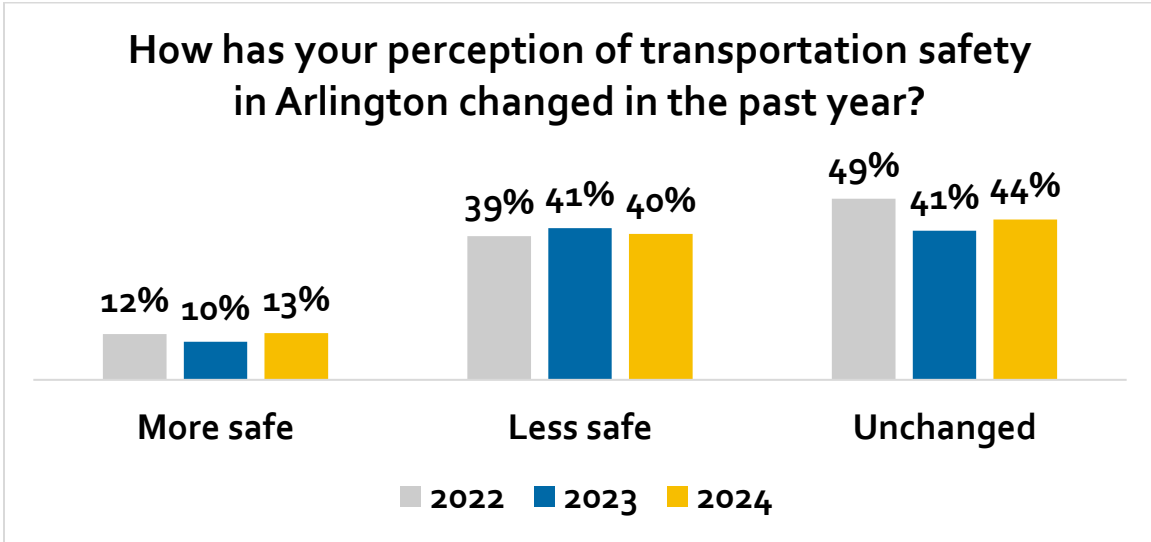
The perceived safety of mobility in Arlington across all modes has stayed the same or decreased 2-3% from 2023.

Percent of respondents who agree or strongly agree that Arlington is a safe place for people using different modes of travel



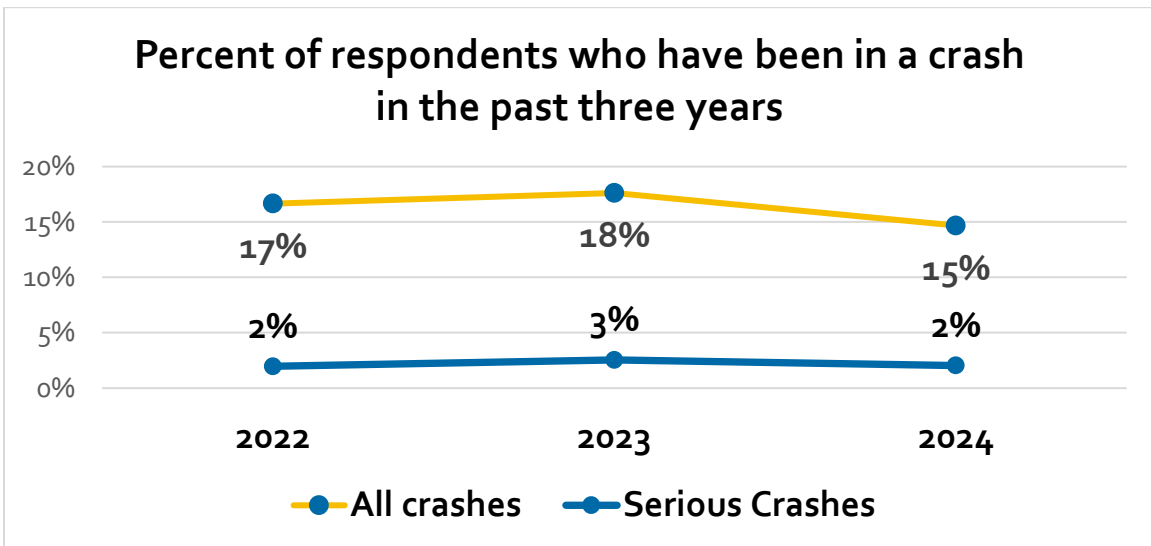
How have perceptions of transportation safety changed in the last year?

Compared to 2023, 3% more respondents perceive that Arlington is safer for traveling.



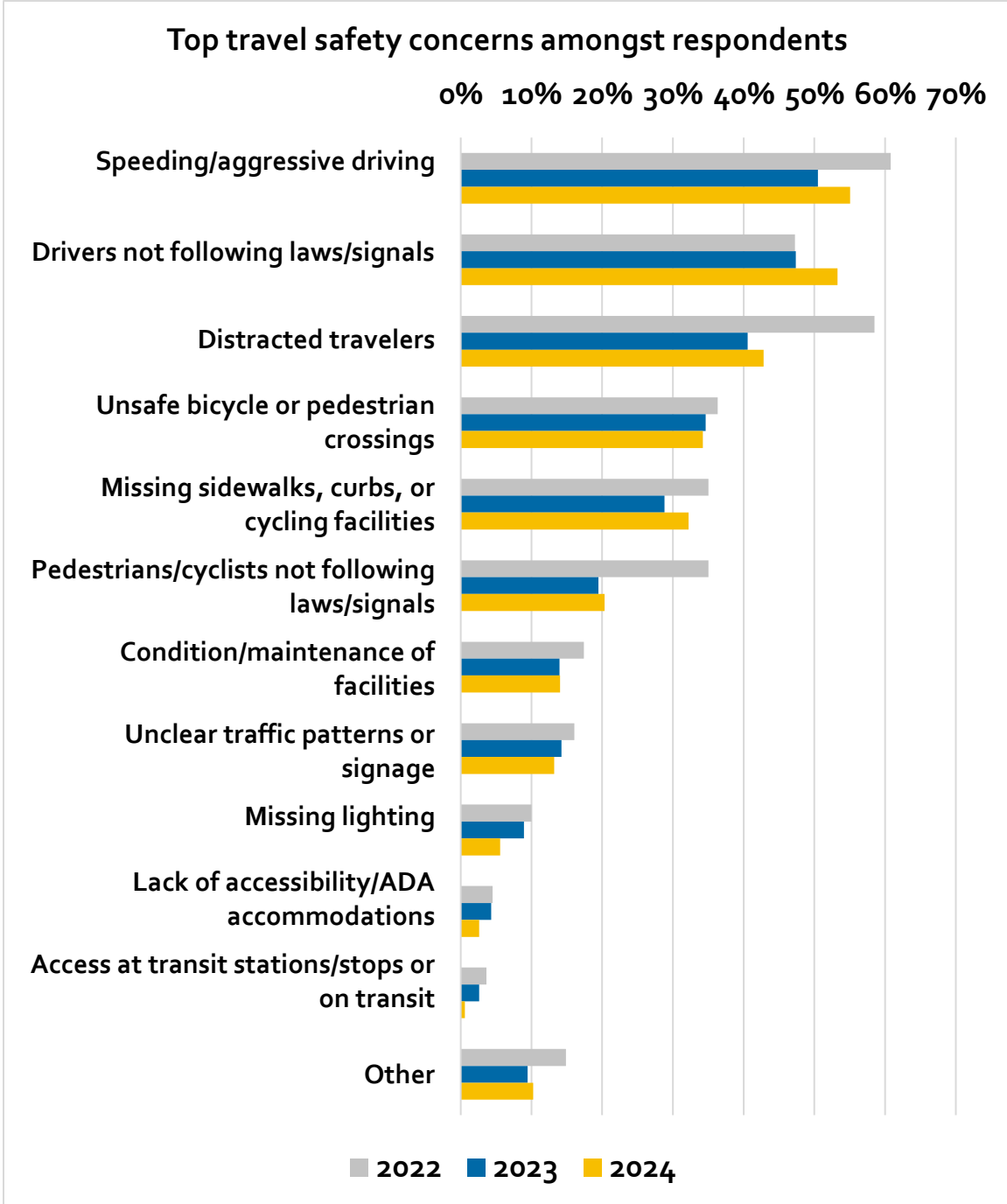
How have experiences with crashes changed?

The percentage of respondents who reported being involved in a crash was 3% lower in 2024 than in 2023. The number of respondents involved in crashes with *serious injuries* decreased slightly from 3% in 2023 to 2% in 2024.



How have travel safety concerns changed?

The top three travel safety concerns remain the same between 2022 and 2024: speeding, drivers not following laws, and distracted travelers.



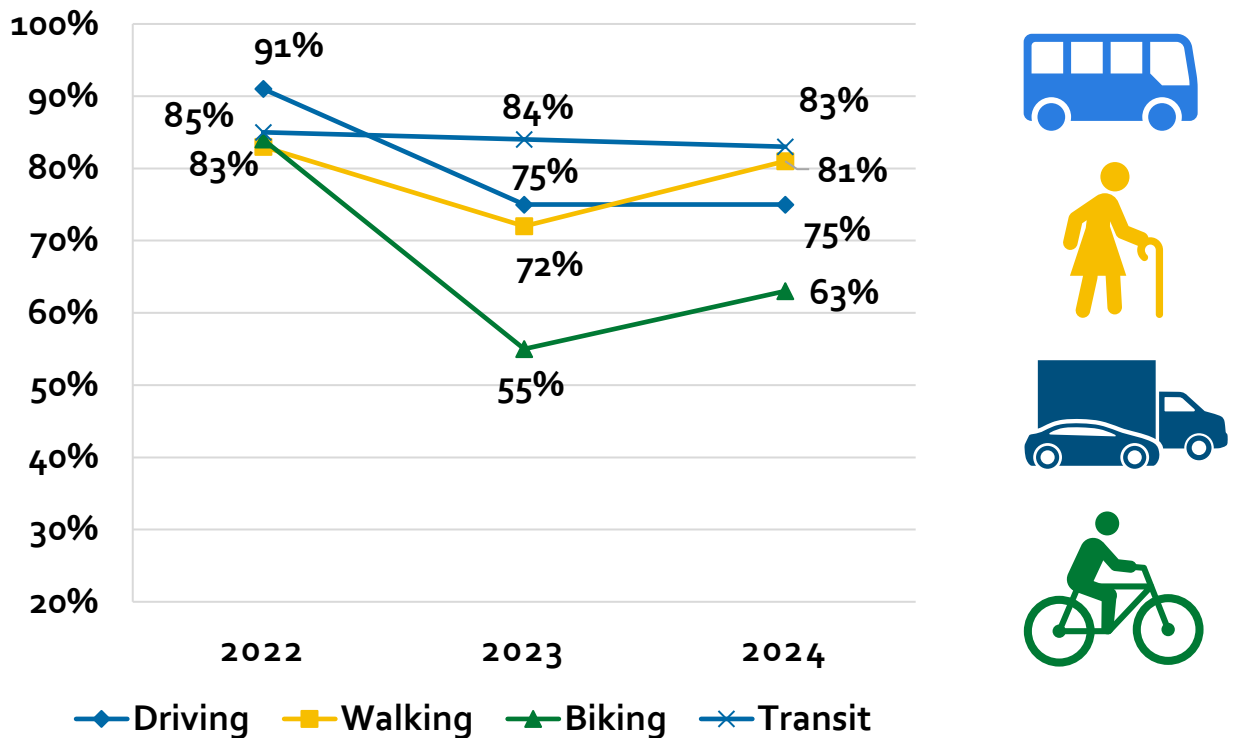
Pop-up Event Trends

This section tracks changes in responses to activities at pop-ups each year, as compared to previous years. We provide these as a supplement to, and comparison to, the online feedback form response summary.

How many respondents think traveling in Arlington is safe compared to previous years?

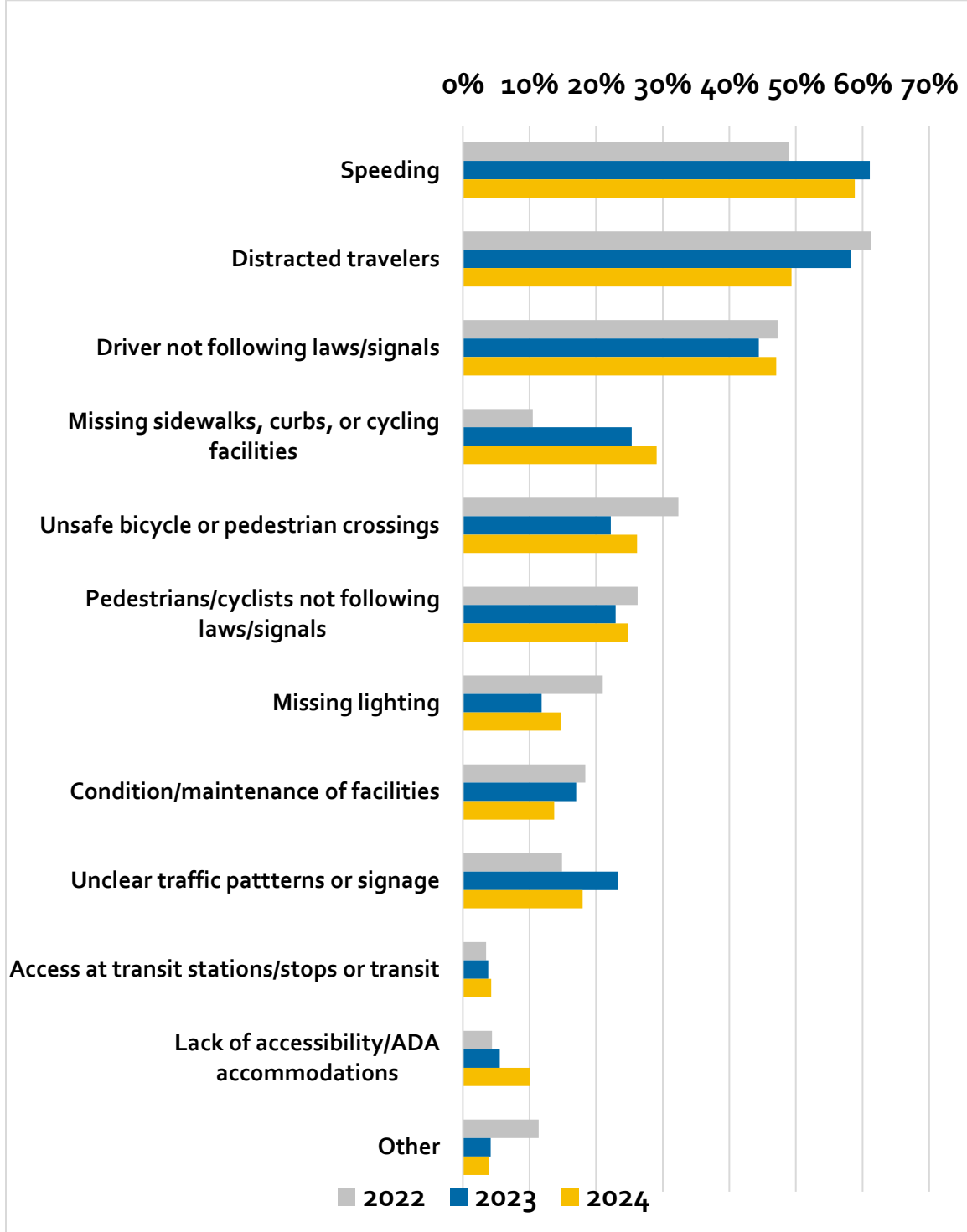
The perceived safety of mobility in Arlington has increased by 9% for walking and 8% for biking in the past year, and has remained the same or decreased ~1% for transit and driving.
Pop-up responses rate safety as higher across all modes as compared to feedback form respondents.

Percent of respondents who agree or strongly agree that Arlington is a safe place for people using different modes of travel



How have travel safety concerns changed?

As with feedback form responses, the top three travel safety concerns remain the same between 2022 and 2024 for pop-up activity responses: speeding, distracted travelers, and drivers not following laws.



2024 Online Safety Feedback Form – Detailed Results

A key initiative from the Action Plan was to implement an annual online safety feedback form to obtain input from Arlington residents, commuters, and visitors to better understand and track perceived transportation safety issues.

The 2024 feedback form was available in multiple languages, and included seven multiple-choice questions, two open-ended questions, eight optional demographic questions, and an interactive map. The purpose of the feedback form is to assess how safe people feel on Arlington’s streets and trails, with the goal of using the feedback, along with crash data, to adjust Vision Zero programming. Some areas this feedback influences are targeting of annual safety projects and creation of safety messaging.

Respondents submitted a total of 884 feedback forms online and via paper in 2024. This section presents detailed results from the online and paper feedback forms.

Please note that due to rounding, some charts in this section may show data that does not add up to 100%.

Annual Safety Feedback Form Question Overview

To what extent do you agree or disagree with the following statements?

- Arlington is a safe place for people driving.
- Arlington is a safe place for people walking and traveling via wheelchair or other mobility device.
- Arlington is a safe place for people biking.
- Arlington is a safe place for people taking transit (bus, Metro).

Tell us about your experiences:

- What are the top three reasons you may feel unsafe traveling in Arlington?
- Have you been involved in a crash (walking, biking, driving, scooting, or other) in the past three years?
- How has your perception of transportation safety in Arlington changed in the past year?
- If you could give one bit of safety advice to other people traveling in Arlington, it would be...
- Tell us more about ways we can make traveling in Arlington safer for you.
- Are there specific locations where you are aware of a safety issue? [Mark them on a map]

Tell us about yourself:

Included a set of eight demographic questions

Questions 1-4: Measuring perceptions of travel safety in Arlington

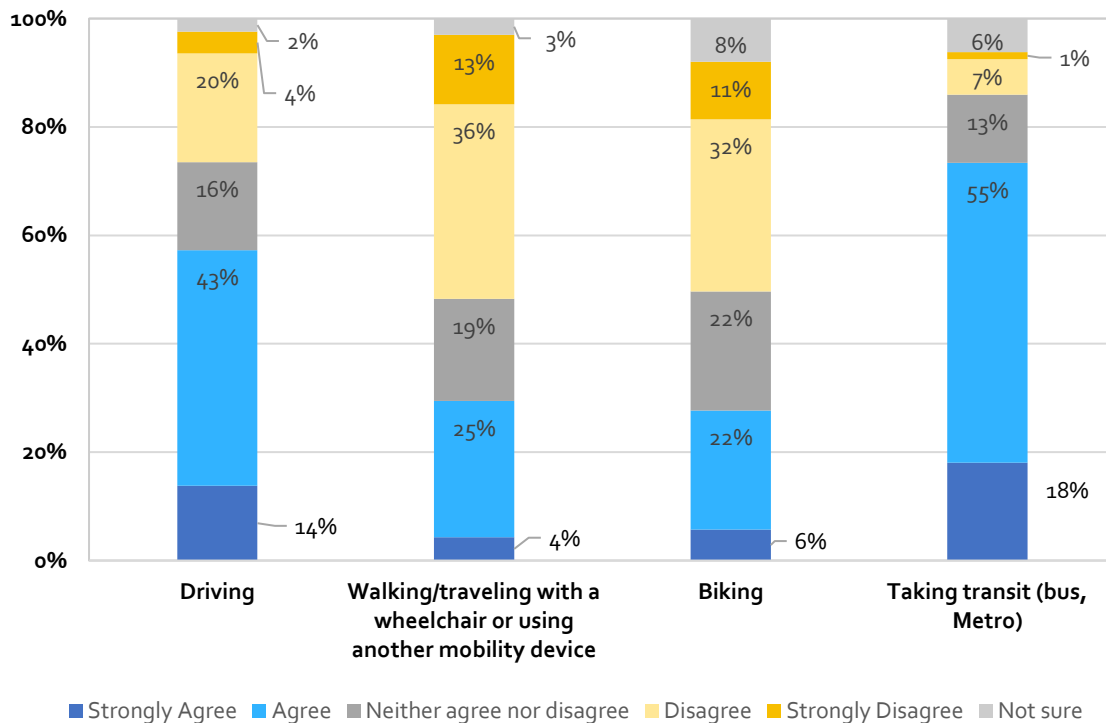
The first set of questions asked individuals to rate how safe they felt in Arlington County when driving, taking transit, biking, or when walking/ traveling when utilizing a wheelchair or mobility device.

Between 853 and 872 people responded to each of these mode-specific questions, which were multiple-choice questions, with the option to strongly agree, agree, neither agree nor disagree, disagree, strongly disagree, or mark “not sure.”

Overall, respondents felt that **Arlington County is safe for individuals taking transit** (73% agreed or strongly agreed). Many also indicated that **Arlington is a safe place to drive** (57% agree or strongly agree).

There is less agreement with the safety of walking, traveling via wheelchair or other mobility device, and biking in the County, with 49% of respondents disagreeing or strongly disagreeing that Arlington County is safe for walking or wheelchairs/personal mobility devices and 43% disagreeing or strongly disagreeing that the County is safe for biking. It should also be noted that those who marked “neither agree nor disagree” or “not sure” represent 22% and 30% of those two questions, respectively.

Do you feel safe in Arlington County when driving, taking transit, biking, or when walking/ traveling when utilizing a wheelchair or mobility device?

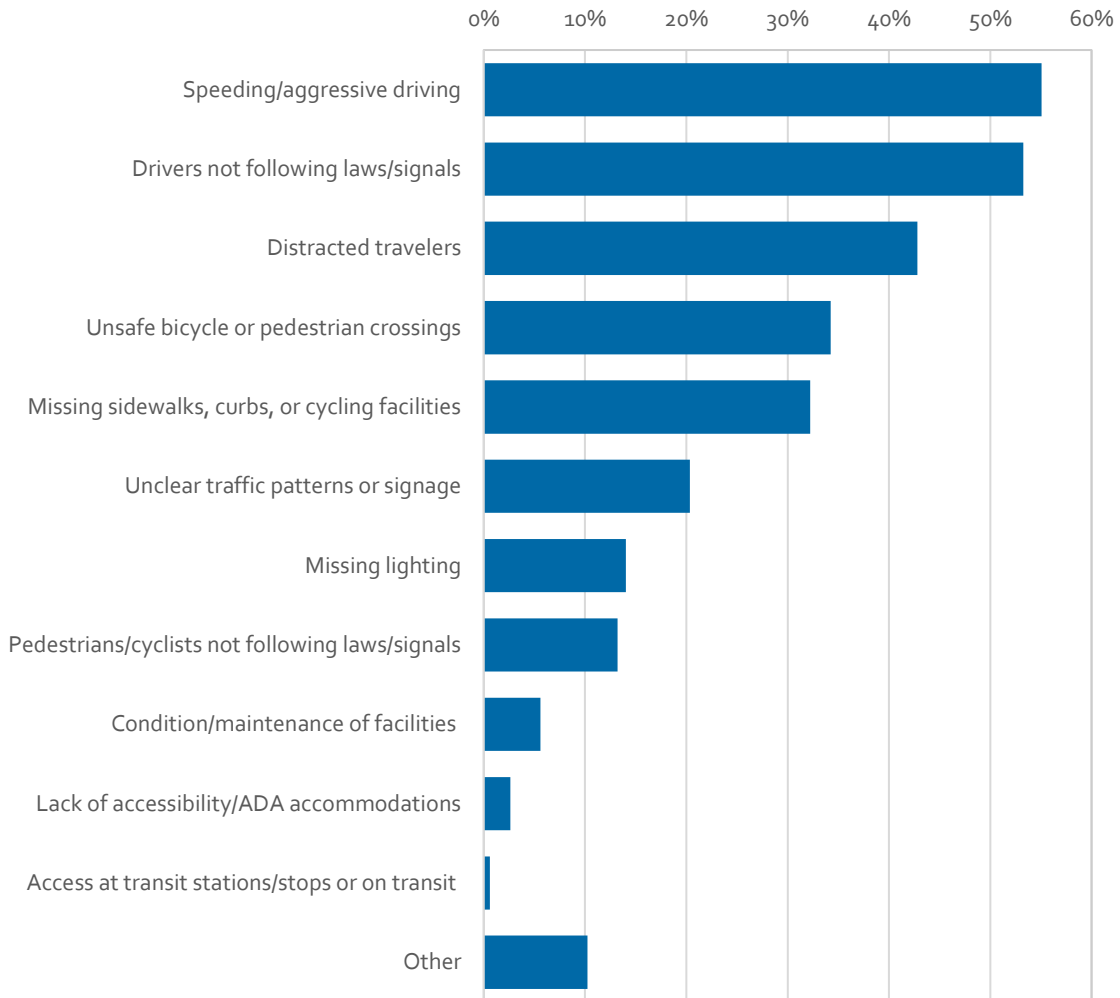


Question 5: What are the top three reasons you may feel unsafe traveling in Arlington?

Individuals were asked to identify the top three reasons why they feel unsafe when traveling in Arlington County, choosing from a list of responses, or selecting "Other". There were 841 responses to this question.

A variety of answer choices were selected, but the **three top categories** were: **speeding/aggressive driving, drivers not following laws and traffic signals, and distracted travelers**. There were 86 who chose "other," with top responses being related to scooters, roadway and public realm design, personal safety, visibility, and discontinuous multimodal networks.

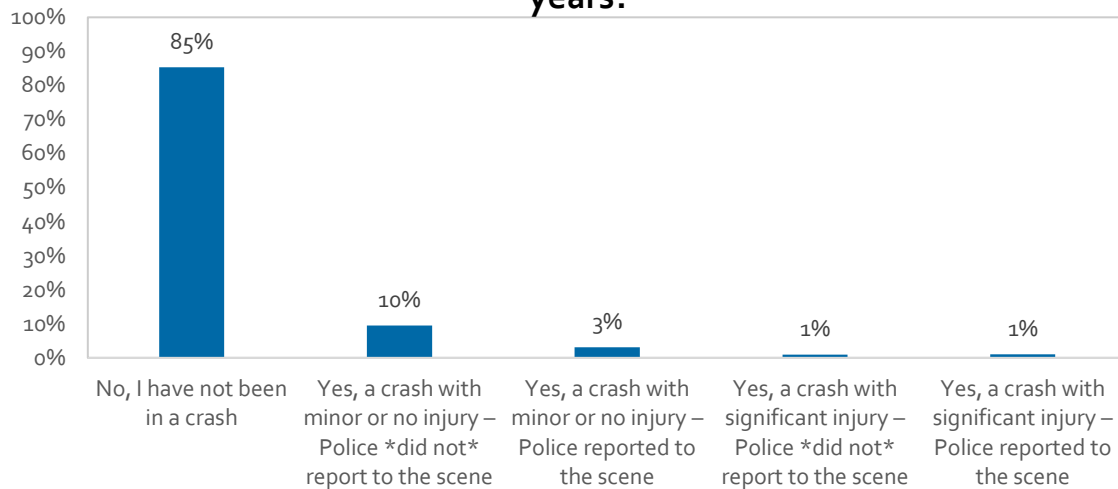
What are the top three reasons you may feel unsafe traveling in Arlington?



Question 6: Have you been involved in a crash over the last three years?

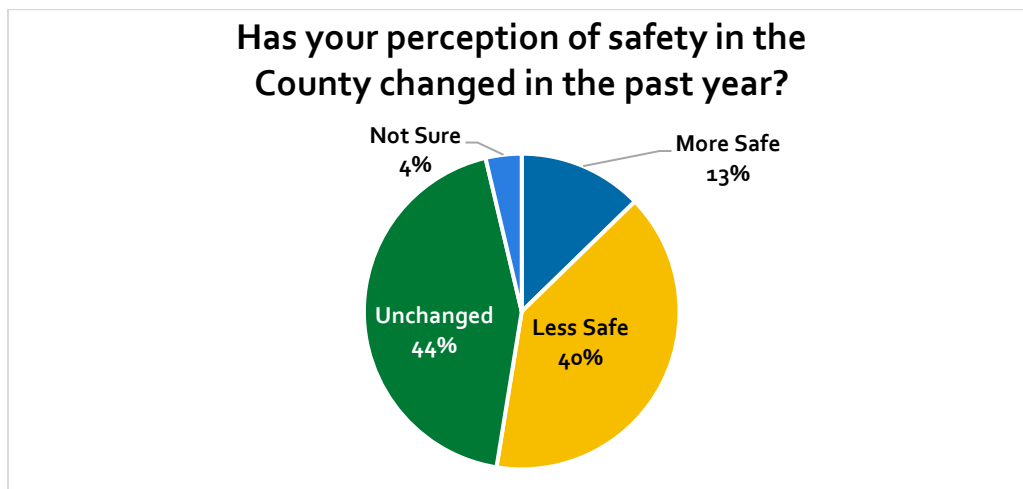
There were 831 responses to this question, with respondents choosing from a list of responses. **Most people who provided input on the feedback form have not been involved in a crash in the last three years (86%).** For those who have been in a crash, most reported minor injuries or no injuries. Because Arlington’s crash dataset comes from police reports, it is helpful to understand the magnitude of crashes and injuries that may be missing from our dataset.

Have you been involved in a crash over the last three years?



Question 7: Has your perception of transportation safety in the County changed in the past year?

There were 841 responses to this question. While **13% said the County is safer**, about 44% said that their **perception of safety in the County has not changed**, and 40% stated **the County has become less safe in the past year**.



Question 9: What else can the County do to make traveling in Arlington safer?

There were 664 individuals who responded to this question with open-ended responses. A wide range of suggestions were received, with emphasis on the following themes:

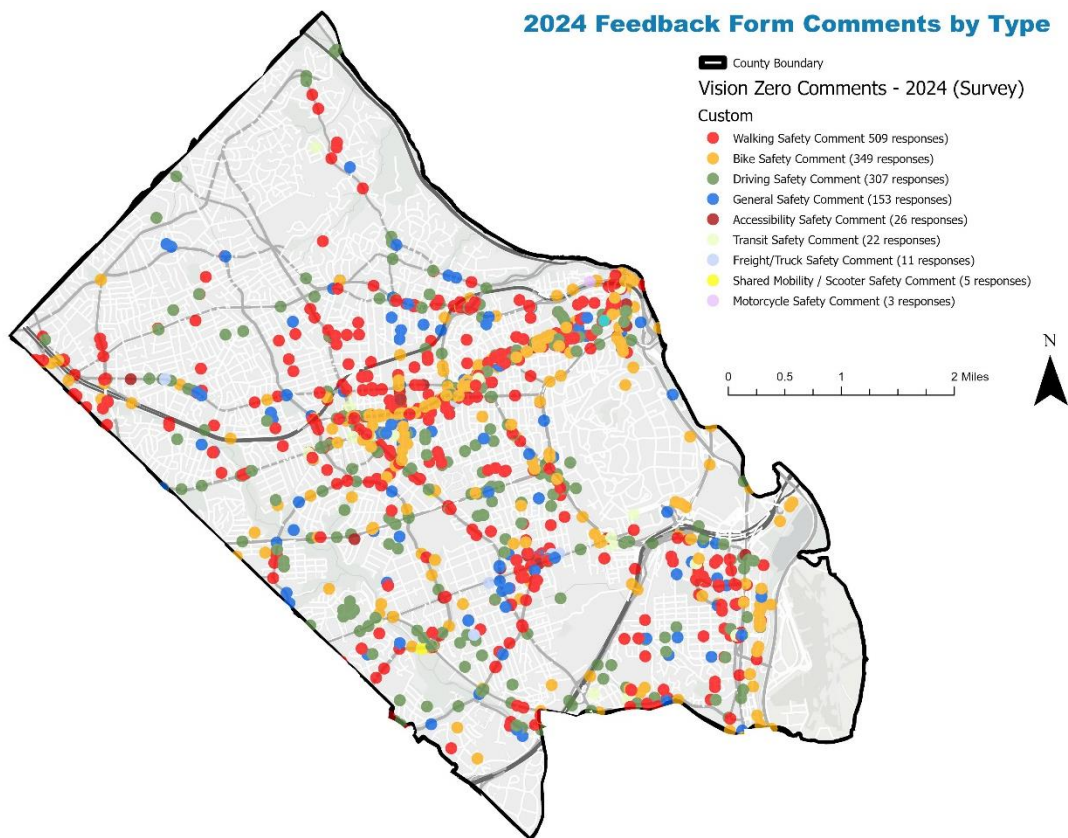
- Increased traffic enforcement and promotion of traffic rules for all
- Expanded bike lane networks, with improved maintenance and crossings
- Safer pedestrian facilities, including crossings and sidewalks
- Improved traffic flow and traffic calming
- More bus shelters
- Improved parking management

The word cloud below illustrates words commonly used in the responses to this question. Words shown in larger text were used more often than those in smaller text.



Question 10: Are there specific locations where you are aware of a safety issue?

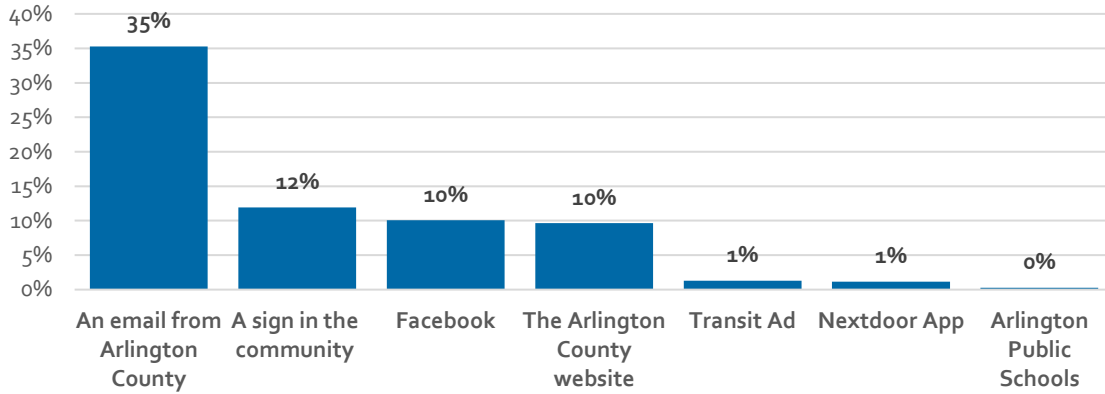
There were 1,388 location-specific comments submitted via the online survey. Similar to last year, the largest proportion of comments - 37% - were related to walking safety, with 25% of comments related to bike safety and 22% related to driving safety. Though comments were scattered throughout several areas in the County, **the highest concentrations of comments were submitted for areas along Wilson Boulevard/Clarendon Boulevard**. The County maintained a three-year rolling dataset of the community comments on this interactive map and references this map when investigating hot spots, other safety analysis locations, and through an initial scan to look for quick-fix opportunities. To view an interactive version of this map (including the rolling three-year dataset), visit the [Vision Zero Program Dashboard Outreach tab](#) and click to the "Annual Survey Comments" section.



Question 11: How did you hear about this safety feedback opportunity?

There were 695 respondents who answered this question by selecting applicable answers from a provided list. **About 35% of respondents heard about the opportunity through an email from Arlington County**. Many also heard about the opportunity through signs (12%) and Facebook (10%). Many people indicated they heard about the opportunity in other ways, including through ARLnow, sidewalk stickers, neighborhood listservs, and more.

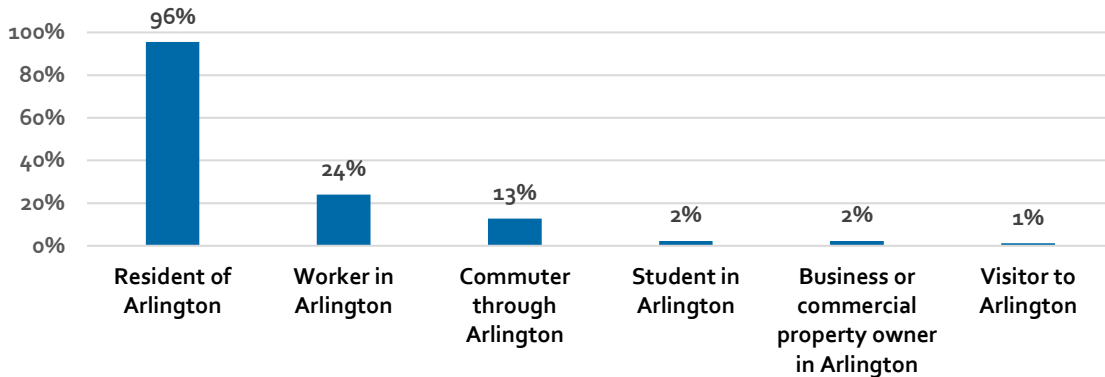
How did you hear about this safety feedback opportunity? Select all that apply.



Question 12: Relationship to Arlington

There were 696 responses to the question about the respondent’s relationship to Arlington, with an opportunity to select all options that apply. Of those, **96% live in Arlington and 24% work in Arlington.**

Connection to Arlington County

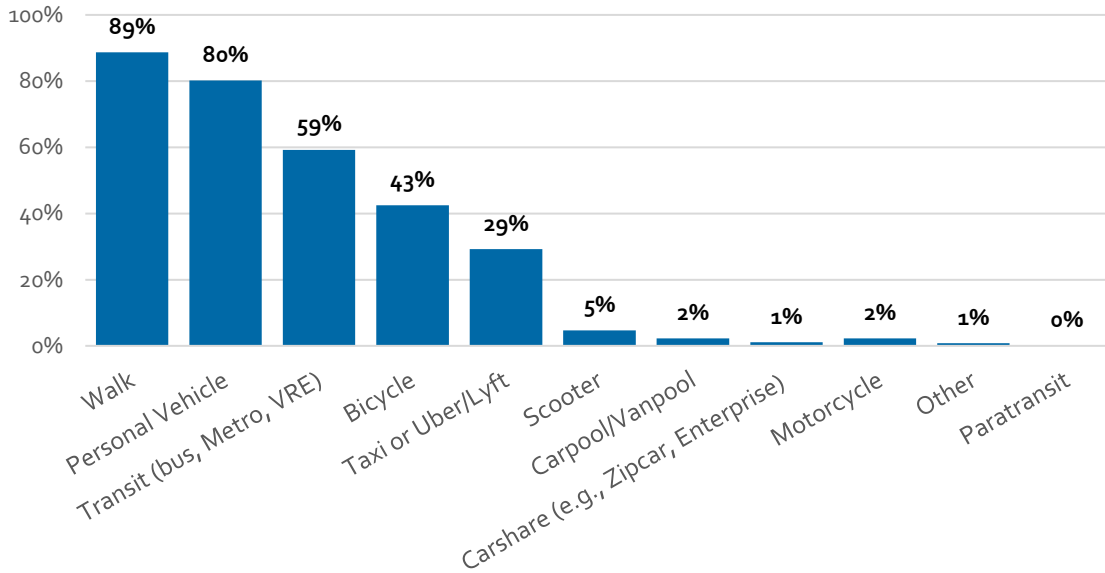


Question 13: How do you typically travel in Arlington County?

There were 701 people who responded to share how they typically travel, selecting all that apply. More than half noted that they **walk (89%), use personal vehicles (80%), and/or take public transit (59%).** A large percentage also ride a bicycle (43%).



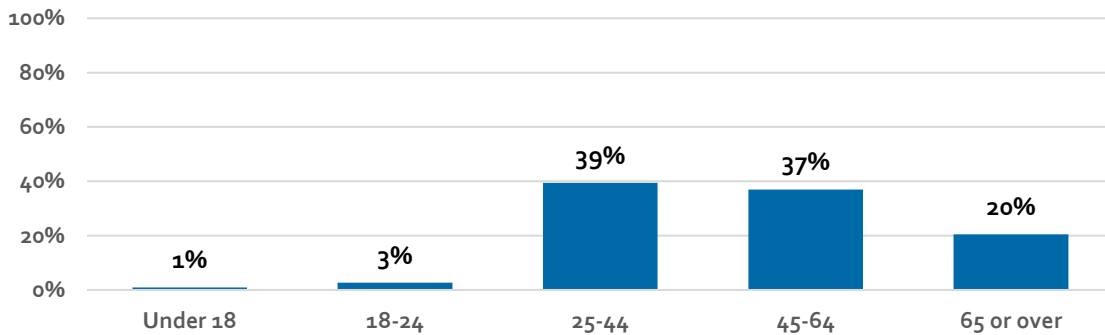
How do you typically travel in Arlington County?



Question 14: Please tell us your age

There were 652 responses to this question. About 39% of respondents were in the 24-44 age range, with 37% between 45-64, 20% ages 65 or over, and 4% under 25.

Age



Question 15: Please select your gender

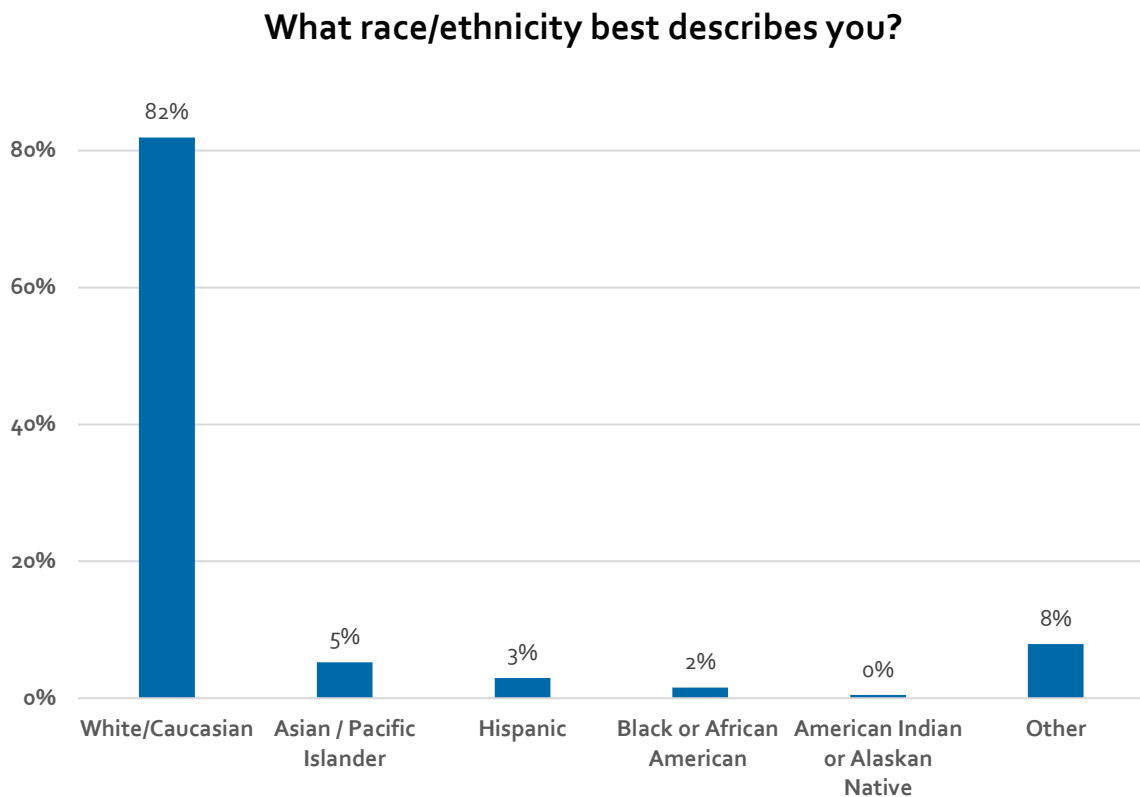
There were 673 responses to this question. Forty-six percent (46%) of respondents identified as female, 52% as male, and 2% as "other" or "non-conforming."

Question 16: Do you have a disability that impacts your mobility?

There were 678 responses to this question. About 7% of respondents reported that their mobility is impacted by a disability.

Question 17: What race/ethnicity best describes you?

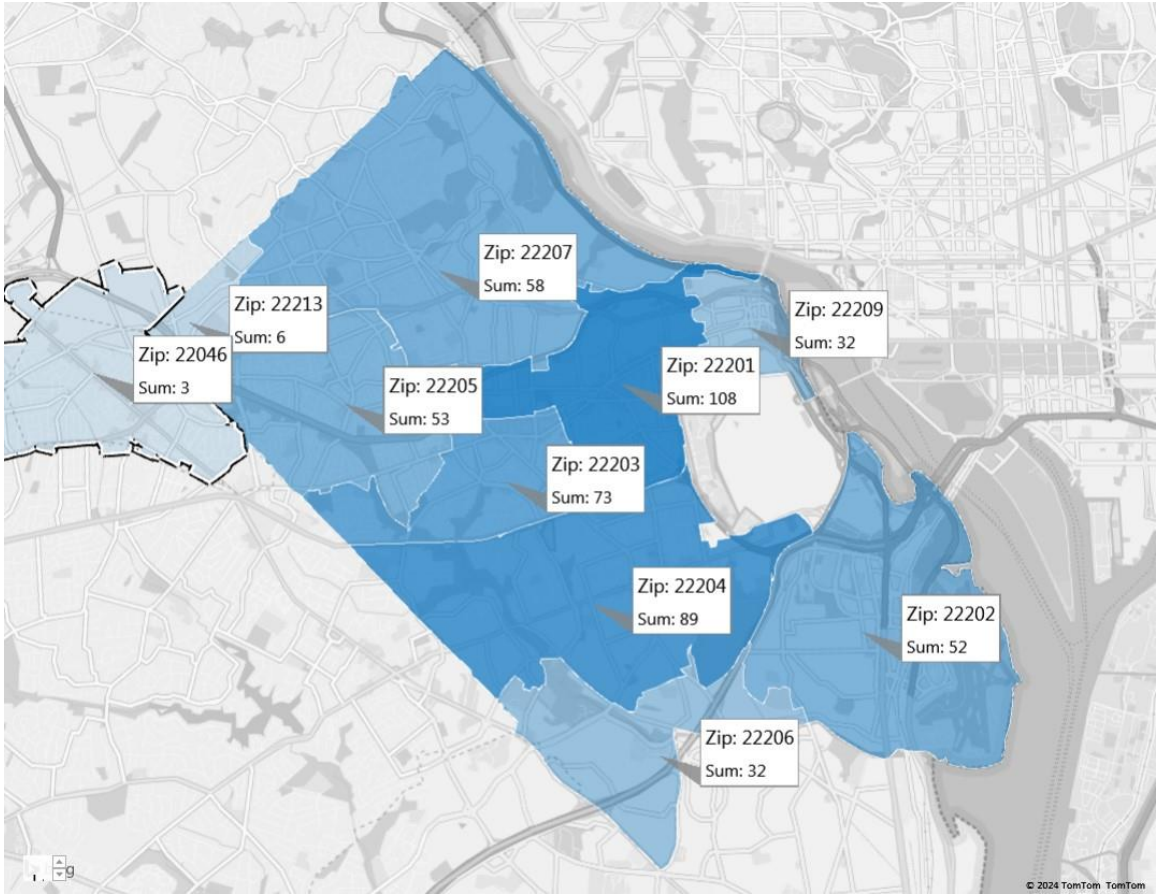
There were 646 responses to this question, which allowed respondents to select all options that apply to them. About 82% of respondents identified as White or Caucasian, 5% as Asian/Pacific Islander, 3% as Hispanic, and 2% as Black or African American.



Questions 18: ZIP code

There were 525 respondents who provided their ZIP code. Respondents were primarily located in the following ZIP codes: 22201 (21%), 22204 (17%), 22203 (14%), 22207 (11%), and 22202 (10%). On the map below, darker shading indicates a higher number of responses that were received within a ZIP code, while lighter shading indicates fewer responses.





Pop-up Event Feedback Results

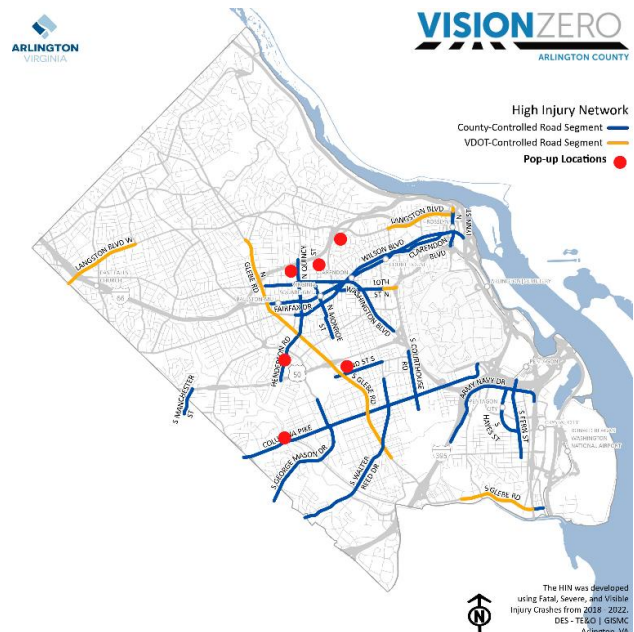


The County and engagement partners completed six pop-up events to obtain community and stakeholder feedback and encourage completion of the safety feedback form. The **locations, days, times, and duration of each pop-up event were deliberately chosen to obtain the most feedback in high-travel areas.** Feedback from **underrepresented demographic groups** and **individuals near High-Injury Network corridors** was particularly sought. Pop-ups were held throughout April 2024 at:

1. Job Fair at Thomas Jefferson Community Center
2. Earthfest at Arlington Mill Community Center
3. AFAC food distribution at Culpepper Gardens Senior Center
4. Earth Day at Lee Heights Shops
5. Capital Area Food Bank (CAFB) at Arlington Mill Community Center
6. Washington Liberty High School

Each pop-up event was hosted with multilingual staff who solicited verbal feedback and feedback through activities, including a new mapping activity for participants to point out safety concerns at specific sites.

Participants were provided with Vision Zero informational materials and a QR code linked to the online feedback form. Activities related to the feedback form questions were available on three large display boards (English and Spanish) and translated boards were also available in Arabic, Amharic, Mongolian, and Chinese. Giveaways (e.g., reusable grocery bags) and snacks were provided to encourage feedback. In total, about 590 interactions were recorded at the pop-up events, including many interactions in Spanish and several interactions in Amharic.



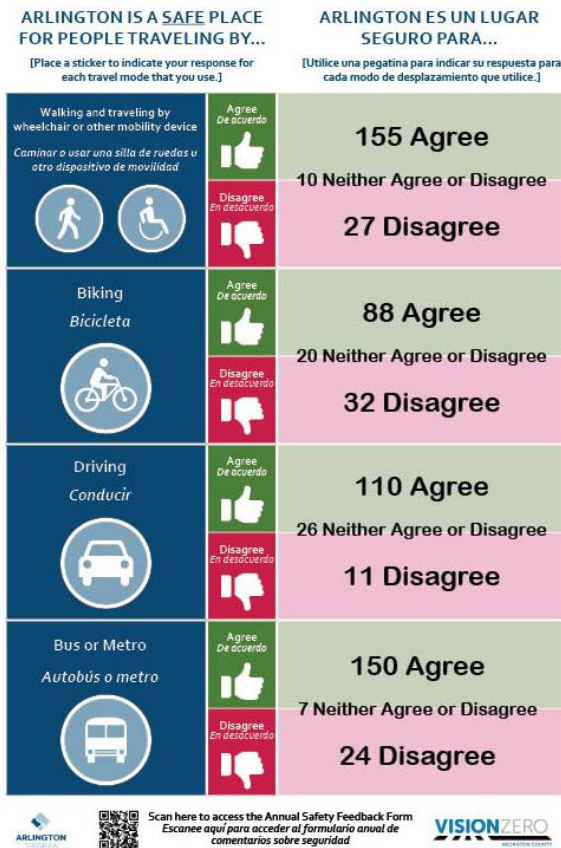
Based on feedback provided on the display board activities, high-level findings from the pop-ups were very similar to last year, and include:

- More people thought Arlington was a safe place for traveling by all modes than those who thought Arlington was unsafe for traveling.
- Speeding/aggressive driving, distracted driving, and drivers not following laws were identified as the top three safety issues.
- Many of the responses included comments regarding the need to pay attention, stay off phones, follow laws, and generally be more aware.

Several community members provided site-specific comments about safety concerns in their neighborhood – these were logged through a new map activity. All results from the interactive pop-up board activities are summarized on the following pages.

Question: Arlington is a safe place for people traveling by... (Agree or Disagree)

Though the order of perceived safety is the same as the feedback form, pop-up responses indicate a higher level of perceived safety across all modes, as compared to the feedback form.



Question: What are the top reasons you may feel unsafe traveling in Arlington?

The top three concerns were the same for pop-ups and for the feedback form:

1. Speeding & aggressive driving
2. Distracted travelers
3. Drivers not following laws and signals

WHAT ARE THE TOP REASONS YOU MAY FEEL UNSAFE TRAVELING IN ARLINGTON? [Place a sticker in your top three (3) categories.]		¿CUÁLES SON LAS PRINCIPALES RAZONES POR LAS QUE PUEDE NO SENTIRSE SEGURO PARA TRANSITAR EN ARLINGTON? [Utilice una pegatina para indicar sus tres (3) principales categorías].
 Speeding / aggressive driving	Exceso de velocidad/ conductores temerarios	180
 Distracted travelers (using a cell phone, headphones, etc.)	Usuarios distraídos (con el teléfono celular, los auriculares, etc.)	151
 Missing sidewalks, curbs, and/or bicycle facilities	Falta de aceras, bordes, y/o infraestructura para bicicletas	89
 Condition/maintenance of facilities (roadways, transit stops, bike lanes, sidewalks, etc.)	Condición/mantenimiento de la infraestructura (calzadas, paradas del transporte público, ciclovías, aceras, etc.)	45
 Unsafe bicycle or pedestrian crossings (e.g., crosswalks, crossing signals/timing)	Cruces no seguros para peatones o ciclistas (por ejemplo, cruces peatonales, tiempo/señales de cruce)	80
 Missing lighting	Falta de iluminación	55
 Access at transit stations/stops or on transit vehicles	Acceso a vehículos/paradas/estaciones de transporte público	31
 Unclear traffic patterns or signage	Señales o patrones de tráfico que no son claros	42
 Lack of accessibility/ADA accommodations	Falta de accesibilidad/adaptaciones según la ley ADA	13
 Drivers not following laws and signals	Conductores que no cumplen las leyes o las señalizaciones	144
 Pedestrians and cyclists not following the laws and signals	Peatones y ciclistas que no cumplen las leyes o las señalizaciones	76
 Other (please write on a sticky note and place to the right)	Otros (escriba en una nota adhesiva y colóquela a la derecha)	12

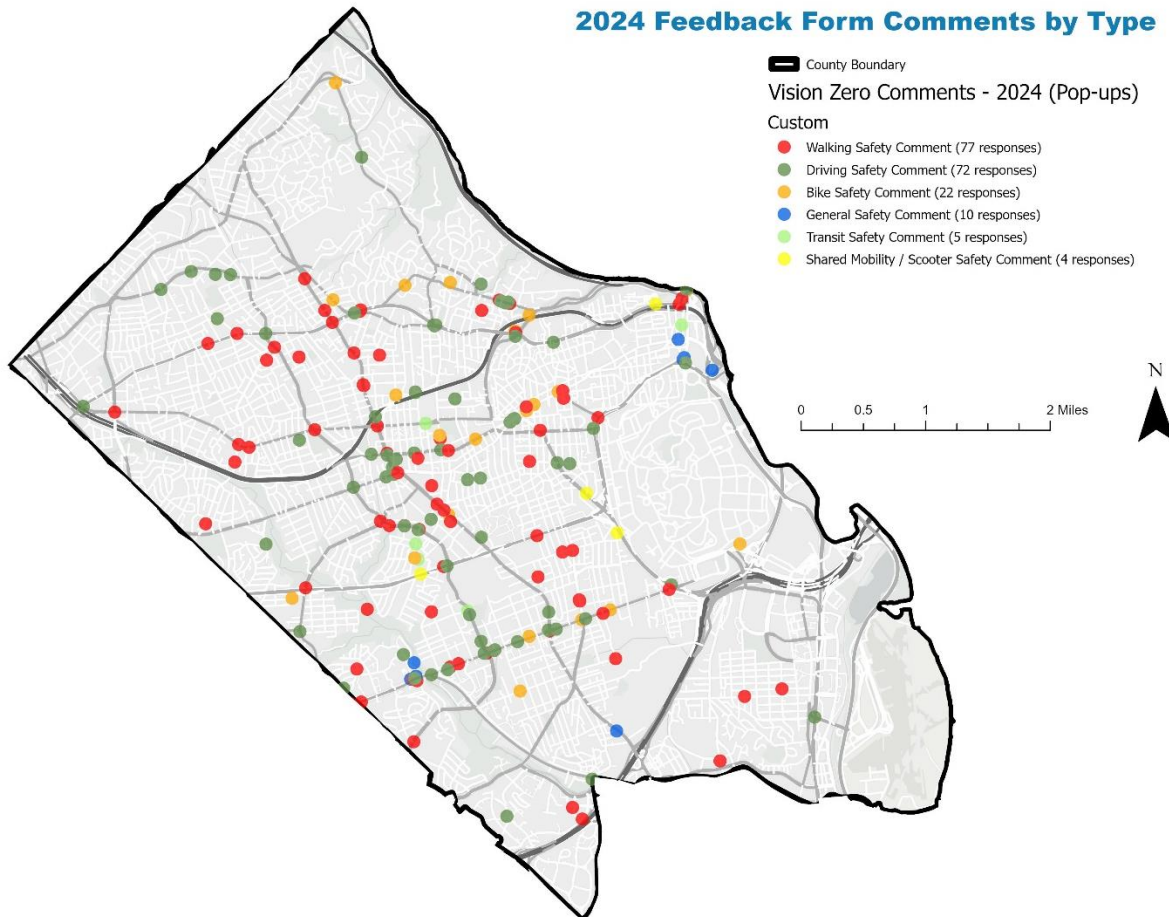


Scan here to access the Annual Safety Feedback Form
Escanee aquí para acceder al formulario anual de comentarios sobre seguridad



Question: Are there specific locations where you are aware of a safety issue?

There were 190 location-specific comments submitted via an interactive mapping activity at the pop-ups. Like the survey, the largest proportion of comments - 41% - were related to walking safety. The second most used comment category was driving safety (38%). Comments were more scattered throughout the county at pop-ups than for the online survey. The County will reference this map along with the survey map responses when investigating hot spots, other safety analysis locations, and through an initial scan to look for quick-fix opportunities.



Community Walking Tour

As part of National Walking Day on Saturday, April 13, Vision Zero staff collaborated with WalkArlington staff to host the “Walk & Learn: Engineering Safer Streets” event. Over 40 members of the community joined this guided walk in National Landing.

Vision Zero staff explained a variety of improvements the County has made in the National Landing Area, including recent improvements related to private site plan agreements, [High-Injury Network safety audits](#) on [S Fern St](#) and [S Hayes St](#), [crash hot spot reviews](#), and other systemic improvements in the area.

This event provided an opportunity to:

- Promote the Annual Safety Feedback Engagement opportunity;
- Educate community members about safety improvements and their uses/benefits;
- Provide community members a chance to ask questions or provide feedback directly to Vision Zero staff members; and
- Encourage active transportation by highlighting new pedestrian, bike, and transit infrastructure along this multimodal corridor.

Due to the success of the event, the County will aim to hold similar walking engagement events in the future.



Next Steps

Actions Taken to Reflect Input

You spoke, we listened! To incorporate the preliminary feedback received during the online and pop-up engagement into the Vision Zero Year 3 agenda, we will:

- Expand education about safe driving practices (like reducing speeds and aggressive driving, promoting the rules of the road, and educating about pedestrian safety).
- Advance work on reducing speeds / traffic calming through engineering methods.
- Focus on safe crossing infrastructure, including signal timing, flashing lights, and education about these tools.
- Focus on bike infrastructure network safety, connectivity, and crossings.
- Address curb space safety needs such as loading areas, parking blocking sight lines, and other conflicts at the curb.
- Increase awareness of the Request for Service tool so anyone can report a safety issue.
- Expand education and resources regarding safe scooting practices.
- Look for ways to address driver behavior and compliance through behavior change and high visibility enforcement methods.

Lessons Learned for Next Year's Engagement

Building on lessons learned from previous years, pop-up events were planned in conjunction with existing events, which enhanced engagement. In addition, adding a map-based activity at pop-up events helped to gather more specific feedback from these participants than in past years. The map activity will continue to be used in future years, with some adjustments to streamline the activity and the recording of results. We will also plan to adjust the board asking about how safe people feel on each mode to include options in between just safe / unsafe.

We will also continue to seek ways to engage people online through updated marketing tactics. We will also work on advertising the online feedback form more strategically to ensure responses are more representative of Arlington's demographic profile (age, race, ethnicity, housing type, etc.).

