
Development of the

Vision Zero Urbana Communication Plan

Overview

The City of Urbana, Illinois proposes to adopt a Vision Zero Resolution to achieve zero traffic deaths and serious injuries by 2030. The Mayor will sign a proclamation to establish this goal as the official policy of the City, and a Vision Zero Task Force will be formed. In order to achieve the Vision Zero goal, maximum awareness of the resolution and resulting City priorities needs to be achieved in the public, both residents and visitors.

Goals

The public awareness campaign seeks to develop awareness and ownership in achieving the Zero Vision goal of zero traffic deaths and serious injuries in Urbana by 2030 among all community members, including residents, workers and visitors. The concrete steps in infrastructure engineering, enforcement, and education taken by the City and its residents should be well understood and result in sustained engagement on all participants.

Requirements

The communication plan must include elements to ensure effective communication both to and from all sectors of Urbana residents.

1. Identify population groups and representatives for each.
2. Identify appropriate materials for media kits.
 - Talking points and key messages
 - Brochures including FAQs
 - Roadshow for neighborhood outreach
 - PSA placement options
3. Select an event for Vision Zero rollout.
4. Develop a social media presence and logo contest solicitation.
5. Develop a survey for use before and after communication campaign execution.

Evaluation

The project should produce a campaign playbook. A survey will be administered before and after the communication plan has been executed to measure impact.

Course name and dates

Student 1 name, email

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References

[Champaign County Regional Planning Commission Plans](#)

[Driving Change](#) (hard copy provided)

VisionzeronetWORK.org

[Urbana Bicycle and Pedestrian](#)

[Advisory Commission talks/handouts](#)

Milestones

October 30, 2020

Develop content expertise by reviewing the “Driving Change Campaign Playbook” produced by the City of Grand Rapids Michigan and the State of Michigan DOT, and the [Vision Zero Network’s “Guidelines for an Effective Action Plan.”](#)

November 15, 2020

Draft a rollout event plan with the required items identified. Web page prototype developed for publication on [City of Urbana Website](#).

February 28, 2021

Media kit materials developed and approved. Social media presence established.

March 30, 2021

Before-survey approved and administered. Rollout event plans finalized.

Communication Plan playbook summarizing project completed.