

# Indiana's Road to Zero Academy

In 2022, the National Safety Council and Road to Zero Coalition awarded Health by Design a Community Traffic Safety Grant to develop and implement a series of educational modules focused on Vision Zero and Safe System principles.

Figure 1: Pedestrian Fatality Rates per 100,000 People

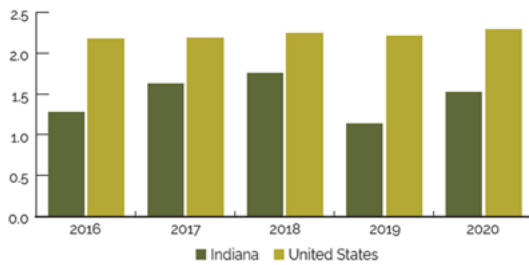
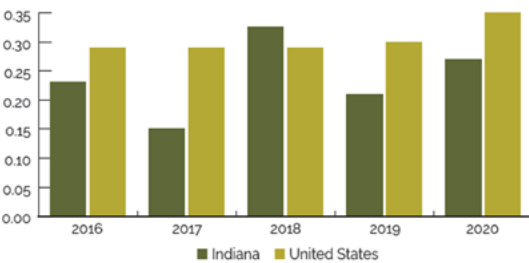


Figure 2: Bicycle Fatality Rates per 100,000 People



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*In the period spanning from 2016 to 2020, Indiana experienced an alarming total of 490 fatal pedestrian crashes and 79 fatal bicycle-car collisions.*

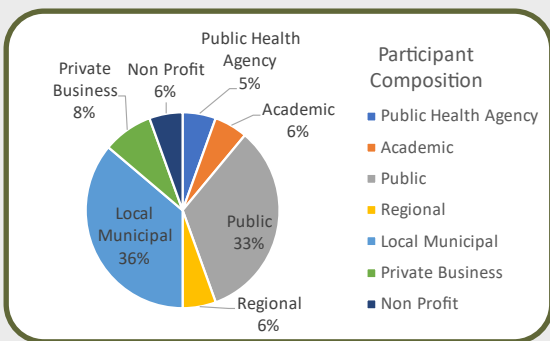
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Above: Figures 1 and 2 from Health by Design's Statewide Crash analysis show the pedestrian and bicycle fatality rates per 100,000 population for 2016 through 2020 for Indiana and the United States. This data illustrates a trend of increasing rates of bicycle and pedestrian fatalities reported over that five year period.

The primary objective of the Academy was to raise awareness and knowledge about Vision Zero and Safe System principles among various stakeholders striving to improve Indiana's roadways. Health by Design sought to empower participants with useful knowledge, ideas, skills and techniques to support Vision Zero initiatives in their communities. The four modules were delivered over the course of several weeks, with each module featuring subject matter experts. Lessons learned from the first iteration of the Academy will be applied to future efforts.

- *Series of Four Virtual Modules*
  - *Free of Charge*
  - *Open to all Hoosiers*
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- **Module 1: Intro to Vision Zero**
  - **Module 2: Data**
  - **Module 3: Implementation**
  - **Module 4: Shifting the Paradigm**

# ACADEMY OVERVIEW



Participants represented multiple professions and disciplines, and Health by Design conducted an independent evaluation of the Academy. Lessons learned and feedback from the participants are being incorporated into future iterations of the Indiana Road to Zero Academy. Health by Design intends to revise the curriculum and activities and offer it again in the future.

Health by Design is an Indianapolis-based statewide nonprofit organization that collaborates across sectors and disciplines to ensure communities in Indiana and beyond have neighborhoods, public spaces, and infrastructure that promote healthy, active living. We advocate for responsible land use and increasing equitable, safe, accessible, convenient, and connected options for walking, biking, and public transit.



In recent years, Health by Design has actively engaged in multiple initiatives to enhance roadway safety and promote livable communities. This has involved contributing to municipal Complete Streets policy updates and conducting informative sessions in multiple settings concerning local policies impacting tactical urbanism and other roadway safety aspects. As an extension of the Academy, Health by Design provided technical assistance to four Indiana communities focused on implementing Vision Zero initiatives. This assistance was intended to guide and support the development of projects with the goal of "re-imagining and re-engineering our roads around people, rather than cars" and laying the groundwork for lasting changes that improve roadway safety for all users. Awardees were eligible to receive up to ten hours of technical assistance, and a budget of \$2,000 toward approved local Vision Zero projects.



### Tactical Urbanism Criteria:

- Participate in all four modules.
- Provide a letter of support from a political or municipal official in the community.
- Demonstrate an understanding of the municipality's planning and approval processes for street markings and designs.

# TACTICAL URBANISM



Above: Tactical Urbanism crosswalk installation near a school in Fort Wayne, IN. Left: The '12 Points' Intersection and a Tactical Urbanism installation in Terre Haute, IN.



## PRESS RELEASE

1 IMMEDIATE RELEASE – DEC. 30, 2022  
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### TO ERADICATE BICYCLE DEATHS ANNOUNCED

pled to bring an end to roadway deaths—which have  
years of decline.

onal non-profit Health by Design leaders: the Indiana  
nity for all Hoosiers to reduce and eventually  
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upon existing policies with the goal of preventing  
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away deaths in the U.S. by 2050. It is the  
%, which recently increased after years of



## COMMUNICATIONS TIMELINE



# COMMUNICATIONS

Samples of the robust branding and communications plan to support Indiana’s Road to Zero Academy

Health by Design engaged a communications professional to develop a suite of logos, marketing materials, a communications timeline, and support materials. This package was used to target potential Academy participants, including planners,

engineers, elected officials, community advocates, educators, public health practitioners, law enforcement, and general members of the public. The communications activities were rolled out while Academy content and formatting were finalized.

Get in touch!

### Health by Design

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