



# VISION ZERO PHL CONFERENCE 2023

CREATING AN EQUITABLE  
FUTURE WITH  
ZERO TRAFFIC FATALITIES

March 31st, 2023

9:00am to 3:30pm

TEMPLE  
STUDENT  
CENTER  
SOUTH

Join the conversation  
about improving street  
safety in our city!





## WHAT IS VISION ZERO?

The goal of Vision Zero is to reduce the number and severity of traffic crashes that occur in Philadelphia each year, with the goal of eliminating traffic deaths. Vision Zero policies aim to make all road users feel safe and comfortable using the street.

## THE 2023 CONFERENCE:

The 2023 Vision Zero PHL Conference will feature 40+ industry and community leaders in the areas of public health, engineering, and planning. Over the course of two plenary sessions, and six breakout sessions, speakers will discuss innovative policies and projects that address equity as our city seeks to eliminate traffic fatalities.



### 2023 Mayoral Candidate Panel

*All mayoral candidates will be invited for a moderated discussion on sustainable mobility and transportation following the conference program.*



## WHO WE ARE:

The **Bicycle Coalition of Greater Philadelphia (BCGP)** leads the movement to make bicycling safe and healthy for anyone who wants to ride in Greater Philadelphia. We envision the Philadelphia region as a place where anyone can enjoy a safe and fun bike ride on a network of connected Circuit Trails, bike lanes, and low-stress streets. We work toward a reality where bicycling is an easy option for transportation and recreation, connecting people to each other, their neighborhoods and the region.

## **2023 Vision Zero PHL Conference Postering Guidelines**

The organizers of the [2023 Vision Zero PHL Conference](#) are seeking posters that provide examples of planning, design, and community engagement projects that advance Vision Zero while laying the foundation for an equitable future.

Postering at the 2023 Vision Zero PHL Conference is a valuable opportunity to connect with industry and community leaders in the areas of public health, engineering, and urban planning. Good planning can make your presentation clear, effective, and rewarding.

The goals in designing a poster should be:

- *To attract attention;*
- *To provide a clear overview of your work;*
- *To provide enough material to explain the research without an oral explanation; and*
- *To provide enough material to initiate discussion and questions without overwhelming the audience.*

### **Event Details**

Postering will take place in the main conference room, where speakers and attendees will have opportunities to explore prior to, between, and after plenary and breakout sessions. BCGP will provide poster stands at numbered locations around the room for easy identification by both authors and attendees. Backing boards are not provided.

### **Design Guidelines**

- *Posters should be prepared on a SINGLE sheet of approximately 2 ft x 3 ft in size (vertical orientation preferred).*
- *Posters must be printed by the author/presenter on foam-core or something similarly rigid as no backing board will be provided.*
- *Keep content simple and visually appealing.* Identify 3 or 4 main points or concepts to highlight, and balance text with visual elements (a good design guide is 50% graphics/photos, 50% text).
- *Present text in bullets or small chunks broken up by subheadings.* We suggest using at least 24-36 pt bold, non-serif font for headings, and 18-24 pt non-serif font for text.
- *Avoid acronyms or jargon.* Simple language is best.
- *Aim for legibility and contrast.* Use light-colored backgrounds with dark text, and avoid pairing red and green to assist those with red-green color blindness. Graphics should be simply designed and easy to read from 2-3 feet away.
- *QR codes are permitted* if they link the audience to poster data or a downloadable PDF.

### **Additional Items to Prepare and Bring**

- *Business cards.* This is a great networking opportunity!
- *Printed hand-outs* with additional written material of a non-commercial nature that supplements the material presented on the poster.

- *A brief (3 to 5 minute max) oral presentation* to give to audiences gathered around the poster.
- *Comfortable shoes.* Standing gets tiring.
- *A fully-charged laptop or tablet* with additional information (if desired). BCGP cannot guarantee access to electrical outlets. The conference building will have wifi, but presenters should plan for poor connectivity due to overuse.

*Please note that there are no provisions for printing, receiving, storing, or returning posters at the conference.* Presenters are responsible for their own materials.

### **Deadlines**

Apply by filling [this form](#) by Feb 10, 2023

Applications will be responded to by February 17, 2023

Poster proof should be submitted by March 15, 2023

Posters must be completed by Mar 31, 2023

### **Fees**

There is no fee to apply.

*For-Profit Company/Organization/Business:* \$150 fee due if your poster proposal is accepted

*Student/Non-Profit Organization:* no fee if your poster proposal is accepted

Accepted applicants will receive one complimentary ticket to the 2023 Vision Zero PHL Conference on March 31, 2023.

Participants are responsible for the cost of printing, storing, transporting, and removing their posters.