Building Support for Safe Routes

One message. Many voices

Moderator, Gena Torres
Vision Zero Action Plan

- Future is not like the past
- Consistent & Fair
- Paint Saves Lives
- One message, many voices
Creating ambassadors of safe travel
Reaching out in new ways

University of South Florida sorority sisters

Dr. MLK, Jr. Parade 2019
But it’s not enough

- Tragically, traffic fatalities so far in 2019 put us on track to exceed traffic deaths in 2018
- Vulnerable road user crashes are on the rise
- Diversifying the coalition will help it grow
- Leverage established people/groups with similar goals
Citizen Empowerment

Community leaders, parents, and students
Recognizing those hurt or killed
A survivor’s story and his commitment to safety

LEO RODGERS

- Agreed to participate in Vision Zero by sharing his **motorcycle crash story**
- Triumphed as an Olympic athlete
- Works promoting safe cycling
Government Agencies

- Redesign roads
- Safety Audits/Bicycle Rodeos
- Paint saves lives

Fletcher Avenue, Hillsborough County
School District’s commitment to Vision Zero

Amber K. Dickerson, AICP
General Manager, Growth Management
Hillsborough County Public Schools

- **Student Video Contest**
- Vision Coalition Member 2015
- Cleveland Elementary
  - 92% of students are minorities
  - 95% free and reduced lunch
  - Art contest for [Mural painting](#)
- A New Path to Transportation Coordination
  - Tomorrow at 10:45am
Non-profit created to enrich children’s lives

JULIUS TOBIN, onbikes

- onbikes mission
- See for yourself!
- Bike Build/Holiday Ride
- Sponsored free bikes
  - Cleveland mural winner
  - 25 inner-city summer camp attendees
Professional Organizations & Businesses

Vision Zero Heroes
- Mural Sponsors
- Indoor Ads
- Contest Prizes

President of the local ITE chapter

Columbia Restaurant
Since 1905

George F. Young, Inc.
Turning Vision into Reality

Advancing Women in Transportation
Tampa Bay Chapter
Collaborative focused on saving lives

FREDDY BARTON, SAFE & SOUND

- Safe & Sound mission
- Kings Forest Park
- Community Safety Grants
- Safe Summit 2019

Clip of Nyeeam “King Nahh” Hudson

- Sponsor of Cleveland Mural Day
Add YOUR voice

• Incorporate the messages in professional/personal lives
• Attend a Vision Zero meeting or event
• Sign the VZ Pledge
• Share your traffic crash story
• Organize an event
• Write your elected officials