

Vision Zero Education Subcommittee  
Meeting #1 Notes  
February 8, 2016

Participants: Mana Monzavi (Chair), Mary Beth Moran, Jim Stone, Nicole Burgess, Officer Emilio Ramirez, Julie Kendig

Mana reviewed an extensive roster of programs and projects from other VZ cities. Most of what was available touched on implementation but not the results. Julie indicated the New York City report does have some outcomes. There was general agreement that it would be helpful to reach out to the other cities to find out what worked and what didn't to start compiling best practices.

The discussion turned to strategy and Jim suggested focusing on what audiences we want to target.

A question was raised regarding the education and protocols for drivers of trucks and buses. It was suggested contacting MTS to find out how they train their bus drivers for safety and keeping up with the newest regulations such as those for bike lanes.

Mary Beth suggested the military was an important target audience. It was suggested that we contact the Armed Services YMCA because they serve all branches of the military community in San Diego.

Emilio talked about hit-and-run and DUIs and how there was a tendency for local judges to be very lenient. They often issue very light sentences for DUI offenders, allow people who left the scene of a crash to not be charged with hit-and-run even if it is several days before turning themselves in, and even go easy on people responsible for fatal crashes. It's unclear if there are good criteria for determining how much time can elapse between a crash and when the responsible person turns himself in for that individual not to be charged with hit-and-run.

Based on this and further discussion, the following possible target audiences were identified:

- Judges, City Attorneys, District Attorneys
- Students/Children
  - Elementary (bike & ped safety education)
  - High School (drivers ed)
- Military
- Senior Drivers

There was some discussion about approaching MTS to get free or reduced advertising space. Jim will provide a list of who is on the MTS Board.

Emilio mentioned Cali Bright, who works in the DA's office on fatal DUI crashes. It was suggested we reach out to her for more insights and information regarding sentencing for DUIs. Mary Beth will contact her.

CSD is currently working with six elementary schools on or near Vision Zero corridors in conjunction with HHSA and the San Diego PD through an Office of Traffic Safety grants. We will have a conversation with the San Diego Unified School District about expanding this to other schools.

Several people mentioned the need for a Vision Zero website. Jim mentioned there was an existing website but it really wasn't in use. He said he would look further into it. (Follow-up - The website URL is [www.visionzerosd.com](http://www.visionzerosd.com). It is owned by another organization but we think we can get them to release the domain name to us. We are currently checking into it.)

There was a little discussion on whether to try to develop a mass-media approach and reach a lot of people or do targeted education to smaller numbers. A lot would depend on what funding could be obtained; mass media is expensive.

Funding discussion talked about Highway Safety Improvement (HSIP) grants that provide money for infrastructure improvements as well as education, enforcement, and emergency medical services. HSIP funding uses a cost-benefit ratio (cost of improvements vs the saving created by not having crashes) with a typical rate of 1:5 (i.e., \$5 of savings from eliminating crashes for every dollar spent on improving the roadway). CSD has already had a conversation with people at the City of SD and they have indicated an interest in pursuing these funds. HSIP proposals are due in July, and funding decisions will likely be announced in the fall, so this money won't be available until next year

There was also some talk about ATP funding through Caltrans. ATP can be used for infrastructure, planning, and programs. This funding is on a similar time frame as HSIP and won't be available until next year.

Both HSIP and ATP should be indicated in the Vision Zero report as funding that the City should absolutely pursue for fund road improvements and safety education.

#### Follow up Items:

##### **Jim -**

- Follow up on status of Vision Zero website
- List of people on MTS board
- Status of Vision Zero involvement in schools in focus corridors, specifically University Ave.

##### **Mary Beth**

- Contact Cali Bright at DA's office to get more information regarding DUIs

##### **Emilio**

- Crime death numbers vs. traffic death numbers.

##### **Nicole**

- Brainstorm some campaign slogans

##### **Mana**

- Contact cities who have already incorporated Vision Zero and get progress update on their education action items.
- Get estimate for a mass media campaign.