

Vision Zero Education Subcommittee Meeting #2 Notes

February 22, 2016 | 10:00 am – 12:00 pm | Circulate Office

Attendees: Nicole Burgess, Taylor Clanton, Jonathan Herrera, Julie Kendig, Mana Monzavi, Mary Beth Moran, Emilio Ramirez, Jim Stone

- Follow up on status of Vision Zero website (Jim)
 - Visionzerosd.com is available and Jim is working on getting the URL transferred over for use.
 - This site will be used for all Vision Zero communication (meeting notes, campaigns, downloadables, etc.), but not for data. Link to city for data.
 - Almis Udry, Director of the Performance & Analytics Department for the city is working on a landing page on the city website to house data and stats related to Vision Zero. Time frame: 6-8 months.
- List of people on MTS board (Jim)
 - 2016 will be for building relationship with MTS in hopes of leveraging that relationship in coming years.
 - Jim noted that MTS is phasing out bus wraps, but we could focus on interior and bus/trolley stop ads.
 - City will approach the council members on the board, as well as Ron Roberts to share with them our short term and long-term goals for Vision Zero.
 - Nicole mentioned that there are funds in MTS for education. What are they currently doing and how can Vision Zero participate.
- Status of Vision Zero involvement in schools in focus corridors, specifically University Ave. (Jim)
 - Circulate is currently working in 6 schools on pedestrian safety, bike rodeos, and safety assemblies. These schools are on the Vision Zero corridor. Funding would allow this program to expand.
 - Circulate has a meeting later this week to see what level of interest there is for a major Safe Routes to Schools initiative.
- Contact Cali Bright at DA's office to get more information regarding DUIs (Mary)
 - Jonathan will look at how many DUI's have been issued and how long each take to go through the system.
 - Enforcement subcommittee is looking at how to make legislative changes on a state level.
 - Jim mentioned that hit and runs should be a part of a discussion since most of those are actually DUI's.
- Crime death numbers vs. traffic death numbers. (Emilio)

- Emilio reported that crime deaths in 2015 were 34. Traffic deaths were 59 (in 58 different crashes). It is almost twice as likely that one will die in a traffic collision than through a crime.
- Emilio reported that he gave an interview regarding these numbers to channel 10.
- Group discussed created a formal message around this data that can be presented to all news outlets in San Diego.
- Brainstorm some campaign slogans (Nicole)
 - Nicole presented some suggested slogans targeting the general public and the military:
 - Slow Down
 - Think Twice / Look Twice *or* Be Nice / Look Twice
 - Be Nice / Look Twice
 - We are All Traffic, Let's Take Care of Each Other.
 - Live Well City of San Diego
 - Drive Classy San Diego!
 - We Want You! Homeland Security
 - A Deadly Weapon. Please be Responsible.
 - Be my Hero! Drive Safe!
 - Patience! We all have a place to be.
 - Speed Kills
 - Protect and Ride!
- Contact cities who have already incorporated Vision Zero and get progress update on their education action items. (Mana & Julie)
 - San Francisco:
 - Focusing on changing behavior:
 - The committee believes that enforcement and engineering cannot be fully successful unless the culture of the city and people behavior changes.
 - Spent a lot of time researching how behavior changes and what messages make a difference.
 - Engaged Berkley Media Studies Group to research what messaging works. People care when the messaging is about the community winning and things that benefit everyone. If the message is about someone else, they do not care and will not listen.
 - Is "Safe Streets" the right wording? Is it confusing with gun violence campaigns etc?
 - What will it take to change our culture?
 - "It Stops Here" Campaign
 - Measured driver mistakes for an entire year at high-risk corridors. They had people on the streets noting number and type of mistakes.

- Further research showed that drivers and pedestrians were confused about who had the right of way at intersections.
- Campaign consisted of billboards, busses ads, radio ads (in multiple languages), ticketing, and distribution of flyers on site.
- Results showed significant reduction in driver errors.
- Speeding
 - Anti-speeding campaign is the hardest.
 - Focus groups showed that people do not like being told not to speed.
 - How do we communicate this message without insulting?
 - 130hrs/week of overtime has been approved for speed enforcement in the next year.
- Seattle:
 - Pedestrian collisions of people 50+ are the highest set of collisions in Seattle.
 - Did extensive outreach in 2014 to the senior community about getting around a city.
 - Mailings to 10-20K people in senior housing.
 - Conducted outreach to 24 different community and senior housing.
 - Provided high level information, but also details about specific streets or high-risk corridors in each neighborhood.
 - Partnered with AARP Seattle, local TV, and Radio via PSA's
 - Following 12 months, there were zero pedestrian deaths of people 50+.
- Get estimate for a mass media campaign. (Mana)

Group developed an objective statement for the education subcommittee.

“Raise awareness, provide best practice, and empower all users of the road to be safe.”

Group outlined goals that they want to accomplish this year and beyond. It was broken down by the target audience segments.

Safe Routes for School.

- Potential funding sources:
 - City to review and apply for additional grant funding for safe routes to school. ATP grant programs?

- Encourage city to go for HSIP funding.
- SSARP funding – allows you to do assessments. It will fund city-wide assessment of most dangerous corridors.
- Tiger Grants? Can that be used for education?
- Jonathan mentioned that there might be an opportunity to partner up with the Play in the Parks programs.
- Currently working on 6 schools. Pedestrian and bike safety. Apply for funding to expand this. Get list of priority schools from Kathleen.

Senior

- Taylor with TREDIS UCSD explained that they have received funding through Nitsa to do outreach with seniors for pedestrian safety. Focus areas are Oceanside and city of San Diego.
- Goal is to reach out to a minimum of 250 seniors via workshops. They are now in the process of developing workshops. Putting a list together of seniors living complexes, senior centers. Taylor to send us specific data about senior fatalities. They hope to expand this program with additional funding.
- Can Vision Zero partner of with UCSD to put out the vision zero message? In the next year, partner up with UCSD to push out our message.

MTA Outreach

Get all city departments educated on what vision zero, including MTS.

General Discussion

- This is all about changing behaviors. What is the effect of an education program? People respond to acknowledgement and competition.
- Can we create competition between neighborhoods? Can we have a leader board saying what neighborhood has reduced crashes?
- Educational seminars: vision zero pledge. Sign up for that. With a gift card and #visionzero.
- Can we compete with another city to try to win? Challenge another city. Challenge Inglewood or Carson?
- International Walk to Work day on April 1. Can the mayor do the last mile walk?
- This year we should push to get a vision zero day for 2016.

Long term:

- Define funding source to do an ongoing media campaign. Jim suggested that we partner up with someone who is already spending the money. Maybe car dealerships would be a good partner since they have a stake in the game.
- City should hire a pedestrian safety coordinator. City now has Brian Genevise, but his focus is only bikes.

- Develop a comprehensive safe routes to school plan that would include the infrastructure and the education. This should be happening in every school in the city

OVERVIEW

Objective: To develop and implement an array of educational strategies that will serve to inform bicyclist, pedestrians, drivers and regional stakeholders about the Vision Zero campaign.

Short Term

#1 Identify, review and apply for additional grant funding opportunities that would serve to advance the City of San Diego's Vision Zero Initiative

- Caltrans Active Transportation Program (ATP) Statewide Grant Competition
- Highway Safety Improvement Program (HSIP) Grants
- Systemic Safety Analysis Report Program (SSARP) Grants
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- SANDAG Active Transportation Grants
- Office of Traffic and Safety (OTS) Grants

#2 Engage local stakeholders to improve the regional awareness of the Vision Zero campaign

- County of San Diego
- Metropolitan Transit System
- San Diego City Council
- San Diego Association of Governments
- City of San Diego (inter-departmental)

#3 Develop and host a series of Vision Zero Expos that will showcase specific multi-modal safety improvements, educational resources and law enforcement personnel.

- (1) per council district

#4 Advocate for the city-wide designation of a Vision Zero day that will serve to draw public awareness.

Long Term Recommendations

Develop a data-sharing platform

Identify a funding source for a long-term media campaign

Evaluate the necessity of hiring a Pedestrian Safety Coordinator

Develop a comprehensive safe route to school plan that outlines the planning, engineering and educational components.