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
Remembering the victims
Bringing it home
Reaching out in new ways

Dr. MLK, Jr. Parade 2019
Tragically, traffic fatalities so far in 2019 puts 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
A survivor’s story and his commitment to safety

LEO RODGERS

- Shared his story of serious motorcycle crash
  - Clip of video - Leo’s story
- Triumphed as an Olympic athlete
- Works now promoting safe cycling at City Bikes
An educator’s embrace of paint saves lives

DENISE HOWARD, VICE-PRINCIPAL

- Cleveland Elementary
  - 91% of students are minorities
- Art contest – bicycle to winning student
- Mural painting
  - Clip of time lapse
Business created to enrich children’s lives

JULIUS TOBIN, ON BIKE

- Bike build
- Clip of Shiloh Kahn
- New safety focus
- Sponsor Cleveland Elementary mural winner
An agency focused on saving lives

FREDDY BARTON, SAFE & SOUND

- 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 Vision Zero Quarterly Meetings
• Sign the VZ Pledge
• Share your traffic crash story
• Organize an event
• Write your elected officials