

ZER@ING IN

KEEPING YOU IN THE KNOW ABOUT VISION ZERO



The City of Fort Lauderdale officially kicked off Vision Zero Fort Lauderdale on May 19, 2016 during the inaugural workshop hosted at the Fort Lauderdale Woman's Club. Sixteen Vision Zero Champions and 23 Vision Implementation Partners (VIPs) were invited to participate in individual workshop sessions to identify strategies for the Vision Zero 5-year plan. Below are a few highlights from the workshop.



Visit www.fortlauderdale.gov/visionzero to see all of the workshop illustrations

- ➔ On behalf of the Fort Lauderdale City Commission, Commissioners Dean Trantalis and Romney Rogers, along with City Manager Lee Feldman, shared their support for Vision Zero Fort Lauderdale and reinforced the City's commitment to scratching Fort Lauderdale off the "Top 10" list of cities with the highest traffic and pedestrian fatalities in the nation.
- ➔ Melissa Wandall, President of the National Coalition for Safer Roads, shared her personal tragedy of losing her husband two weeks before giving birth to her first child due to someone's careless act of running a red light. Melissa's story challenged and inspired our Champions and VIPs to work harder to save lives.
- ➔ Leah Shahum, Director of Vision Zero Network, provided an overview of efforts cities are making nationwide to successfully reduce fatalities and serious injuries on their streets. Leah identified initiatives such as changing street designs and implementing measures to slow drivers down, lowering speed limits, hosting education and outreach events, and dedicating enforcement to crash reduction violations. Leah also encouraged the team to use the word "crash" not "accident" when referring to traffic incidents, which aligns with Principle 2 of the City's Vision Zero plan – traffic deaths and injuries are not accidents, they are preventable crashes.

- ➔ The Champions and VIPs participated in breakout sessions to discuss Engineering, Education, Encouragement, Enforcement, and Evaluation strategies (5Es) and to prioritize outcomes they felt were most important to implement over the next five years.



The City would like to thank everyone that participated in the workshop and looks forward to working together to achieve zero traffic fatalities and serious injuries on our streets. Only by working together can we save lives. **Remember, our choices add up to zero. Our choices save lives.**

🎯 ZEROING IN ON SUCCESSES

March/April 2016 | Mayor John P. “Jack” Seiler’s column in local civic association newsletters included a two-page write-up on safer streets with a heavy focus on Vision Zero. Read the article at www.fortlauderdale.gov/vision-zero.

June 8, 2016 | City staff met with Shawn Cerra, Director of Athletics & Student Activities for Broward County Public Schools, to discuss opportunities to get high school students involved in educating youth about Vision Zero, especially in Fort Lauderdale high schools. Opportunities may be available within campus marketing clubs, police academy clubs, or during special events.

June 21, 2016 | City staff educated Dillard High School drivers education students about Vision Zero Fort Lauderdale.

June 23, 2016 | City staff was debriefed on Florida International University’s analysis of the “Cost of crashes in Fort Lauderdale.”

June 27, 2016 | City staff met with Matt Schroeder, Curriculum Supervisor for Driver’s Education & Physical Activity for Broward County Public Schools, to discuss opportunities to integrate Vision Zero and University of Miami’s WalkSafe and BikeSafe programs into existing and future elementary, middle, and high schools.

July 4, 2016 | The City’s Public Affairs Office crafted “I’m a fan of saving lives” messaging and designed a handheld fan that was distributed at the 4th of July Spectacular on Fort Lauderdale Beach.



🎯 ZEROING IN ON WHAT’S AHEAD

August 2016 | Transportation and Mobility Director Diana Alarcon’s column in the August 2016 issue of Go Riverwalk Magazine will feature Principle 2 of the City’s Vision Zero plan – traffic deaths and injuries are not accidents, they are preventable crashes. The article also includes a call to action to change our language, and our mindset, when talking about traffic incidents.



August 19, 2016 | The City will host a VIP meeting to evaluate strategies and determine measurable outcomes to achieve progress for objectives in the 5-year plan.

September 2016 | The City will host a VIP meeting to finalize strategies prior to presenting them to the Champions.

October 2016 | The Champions will meet to review the objectives and strategies for the draft of 5-year action plan.



ONGOING

The Public Affairs office is posting messages to social media on a regular basis to educate followers about Vision Zero, safety laws, and more. You can help spread the word by following the City on Twitter and Facebook and sharing posts using #VisionZeroFTL or #VZFTL. We encourage you to post your own messages too, and “tag” the City so we can like and share your posts, when applicable.

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