



# How to Mobilize and Turn Volunteers Into Leaders in Your Community

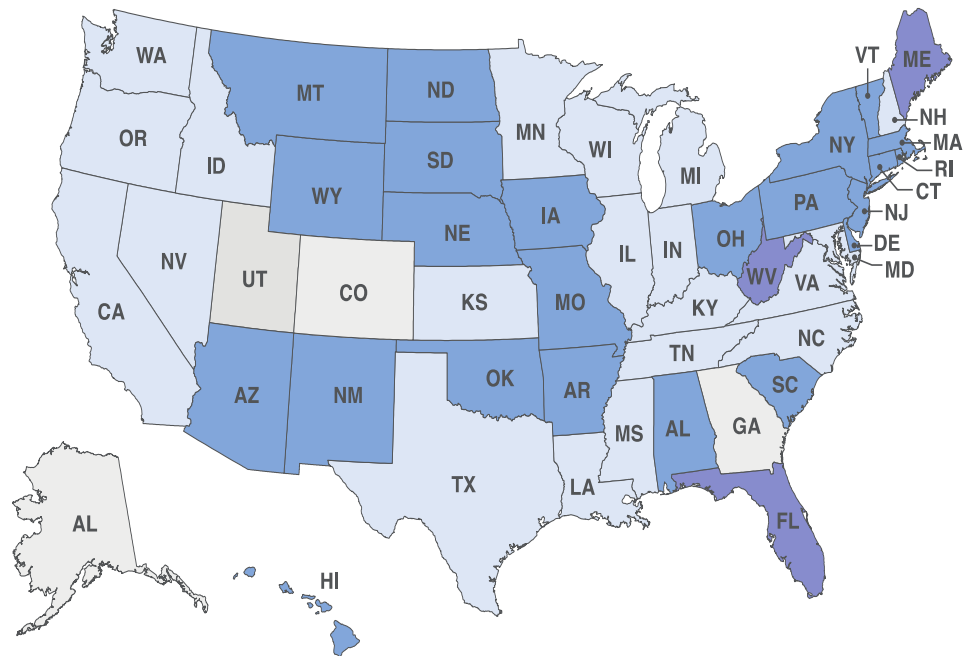
Rebecca Delphia

AARP Livable Communities

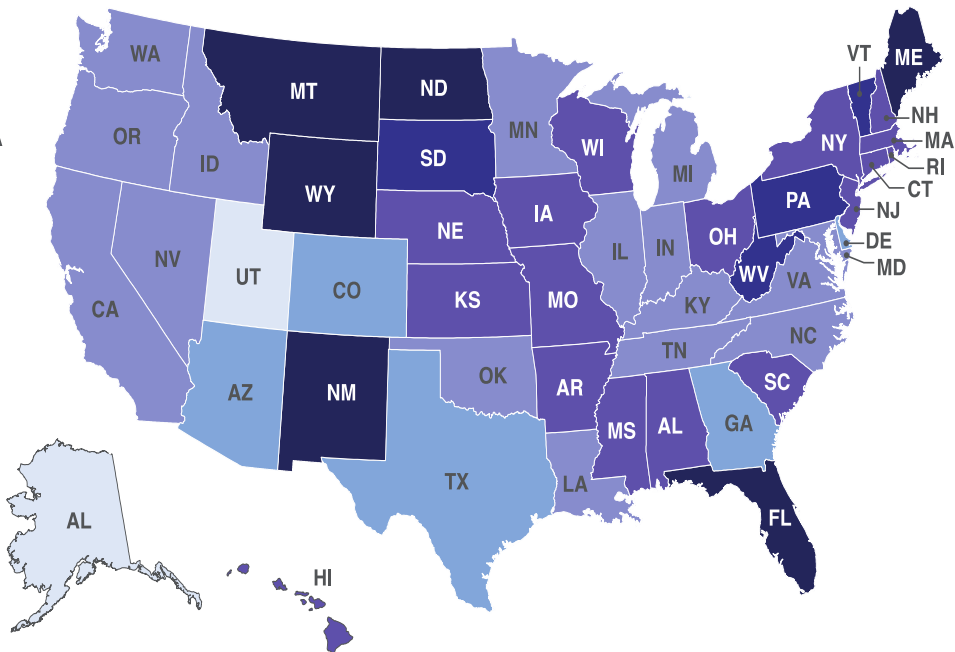


# Aging America

## 2015



## 2030



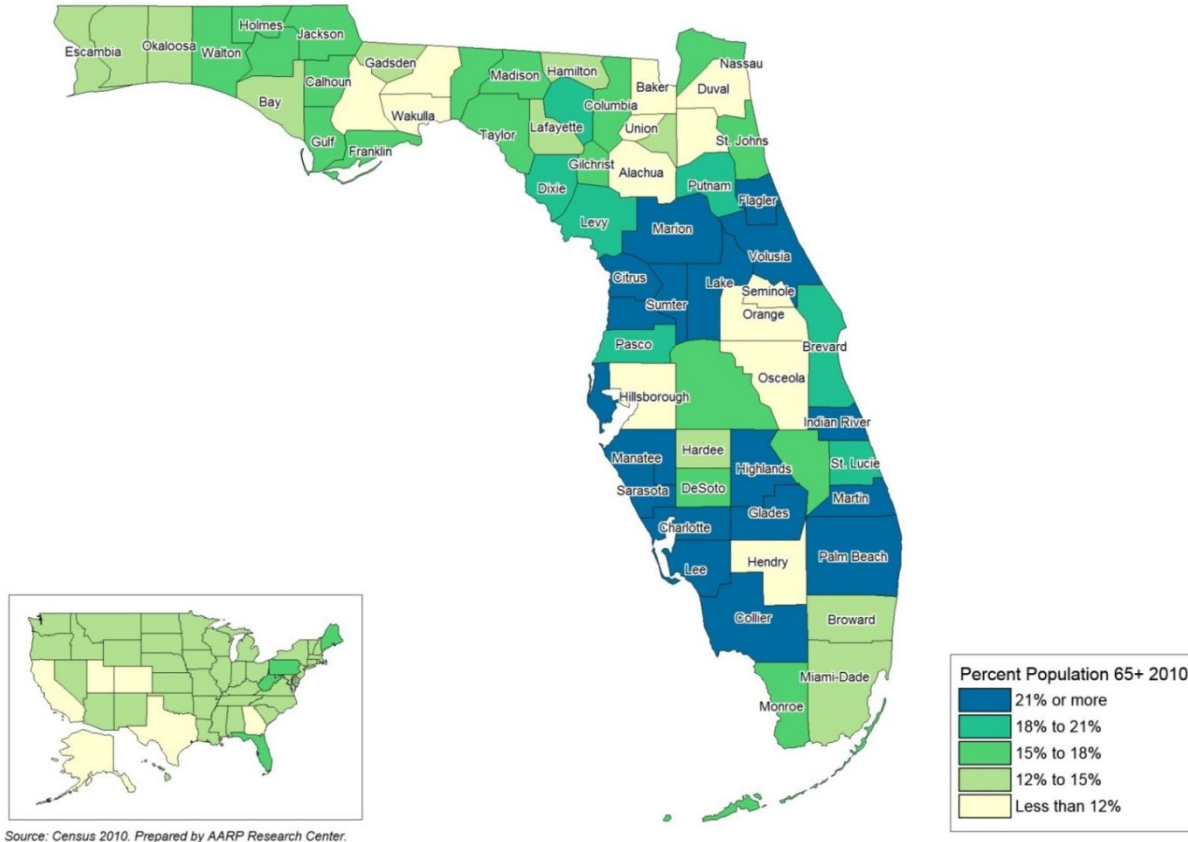
PERCENT OF POPULATION AGE 65+



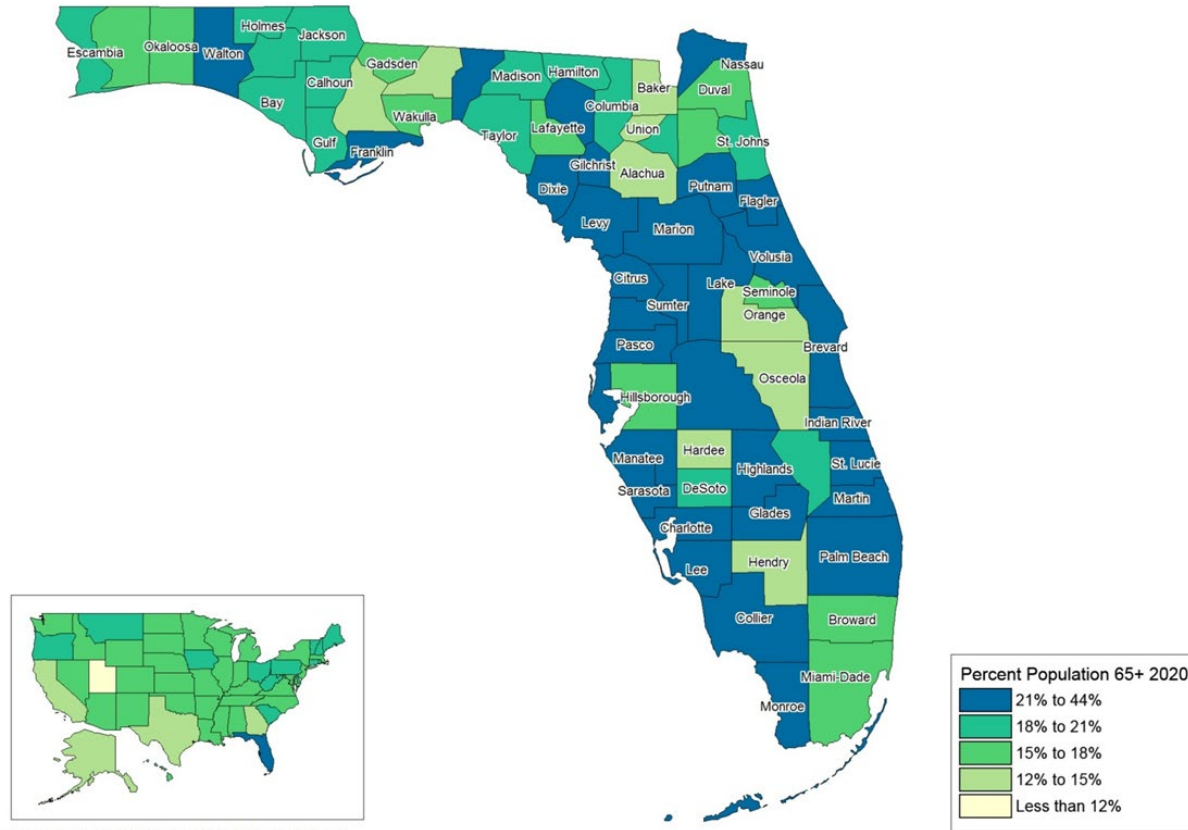
**AARP**  
Real Possibilities

Source: US Census

# Aging Florida



# Aging Florida



**AARP**  
Real Possibilities



# THE WALL STREET JOURNAL

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U.S.

## Elderly in U.S. Are Projected to Outnumber Children for First Time

Census Bureau predicts milestone will be hit within 17 years

By *Paul Overberg* and *Janet Adamy*

Updated March 13, 2018 9:13 p.m. ET

People over 65 years old would outnumber children by 2035, a first in U.S. history, according to updated projections released by the Census Bureau on Tuesday.

The milestone would be the latest marker of the nation's aging, which has accelerated with baby boomers' move into their senior years and recessionary effects on births and immigration over the past decade.

The...

### Most Popular Videos

1. Can the Trump-Kim Summit Really Happen?



2. GDPR: What Is It and How Might It Affect You?



3. Turn Your Phone



March 13, 2018



**AARP**  
Real Possibilities

**A 10-year American child today has a**

**50%**

chance of living to 100+.



**AARP**  
Real Possibilities

## From the AARP Policy Book

*A livable community is one that is safe and secure, has affordable and appropriate **housing** and **transportation** options, and has supportive **community features** and services.*

*Once in place, those resources enhance personal independence; allow residents to age in place; and foster residents' **engagement** in the community's civic, economic, and social life.*



# Older people want to live in the community they call home

**8 of 10  
ADULTS**

**age 50 and older want to  
stay where they live**



**77%**

Strongly agree with the statement, “I would like to remain in my community as long as possible.”

**76%**

Strongly agree with the statement, “I would like to remain in my current home as long as possible.”



**AARP**  
Real Possibilities

Source: 2018 AARP Home and Community Preferences Survey: A National Survey of Adults Age 18+



**Millennials** and **baby boomers** have similar preferences for walkable, mixed-use neighborhoods.

Age  
doesn't  
define us

80%

Well maintained, safe and accessible streets

82%

Conveniently-located grocery stores

83%

Safe Parks

87%

Well-maintained health care facilities



Source: 2018 AARP Home and Community Preferences Survey: A National Survey of Adults Age 18+

# Are communities ready?



American homes have traditionally been designed and built for able-bodied 35 year olds.



For the past 50 years, communities have developed around motor vehicles as the principal form of transportation.



**AARP**  
Real Possibilities

# AARP Network of Age-Friendly States and Communities



**AARP**  
Real Possibilities

Map updated August 24, 2018

# Volunteer Engagement in Livable Communities

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- Provide a credible presence within each community
- Deliver knowledge of the community's history
- Bring networking resources, including knowledge, skills and contacts
- Offer issue-area expertise
- Inspire and motivate people to improve communities
- Build capacity for community and state initiatives





# Models for Volunteer Engagement

---

- **Community Volunteers**
- **Issue Area Volunteers**
- **Community Volunteer Leaders**
- **Statewide Volunteer Leaders**
- **Service Year Members**



# Models for Volunteer Engagement

---

- **Community Volunteers**
  - Volunteers around the country coordinate and support Livable Communities advocacy and programmatic priorities through events and outreach activities.
- **Issue Area Volunteers**
- **Community Volunteer Leaders**
- **Statewide Volunteer Leaders**
- **Service Year Members**



# Models for Volunteer Engagement

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- **Statewide Volunteer Leaders**
- **Service Year Members**





# Models for Volunteer Engagement

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  - Volunteer leaders can play an important role in coordinating and supporting livability work throughout their state.
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# Models for Volunteer Engagement

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- Community Volunteers
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- Community Volunteer Leaders
- Statewide Volunteer Leaders
- **Service Year Members**
  - Service Year Members — volunteers who dedicate a year of full-time service to an organization — can be engaged in efforts to increase capacity to accomplish livable communities goals without over-extending budgets.



# 2018 AARP Home & Community Preferences Survey

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Half of the 50+ adult survey respondents said that it is extremely or very important for older adults to have volunteer opportunities that allow them to actively engage in their community.

## Top three volunteer opportunity features for people age 50+

- Transportation to and from volunteer activities for those who need it
- Opportunities for older adults to participate in decision-making bodies such as community councils or committees
- A range of volunteer activities to choose from



# Tips for Engaging 50+ Volunteers

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1. Consider how to leverage their skills and experience.
2. Professional associations can be helpful for recruiting professionals – or retired professionals – with specialized skill sets. People who show up at meetings and events related to your issue area may wish to get involved in other ways.
3. By offering a range of opportunities, people can choose how they'd like to take part in a community effort or program.
4. Utilizing proven volunteer engagement practices is essential, regardless of a person's age.
5. Show how their contributions impact the community and make it a better place by solving challenges and inspiring change.







# What we do, we do for all





## AARP Florida and Role of Livable Community Ambassadors

Laura Cantwell  
AARP Florida



## Statewide Efforts

Safe Mobility for Life Coalition  
[www.safeandmobileseniors.org](http://www.safeandmobileseniors.org)

Pedestrian & Bicycle Coalition  
*Alert Today/ Alive Tomorrow*  
[www.alerttodayflorida.com](http://www.alerttodayflorida.com)

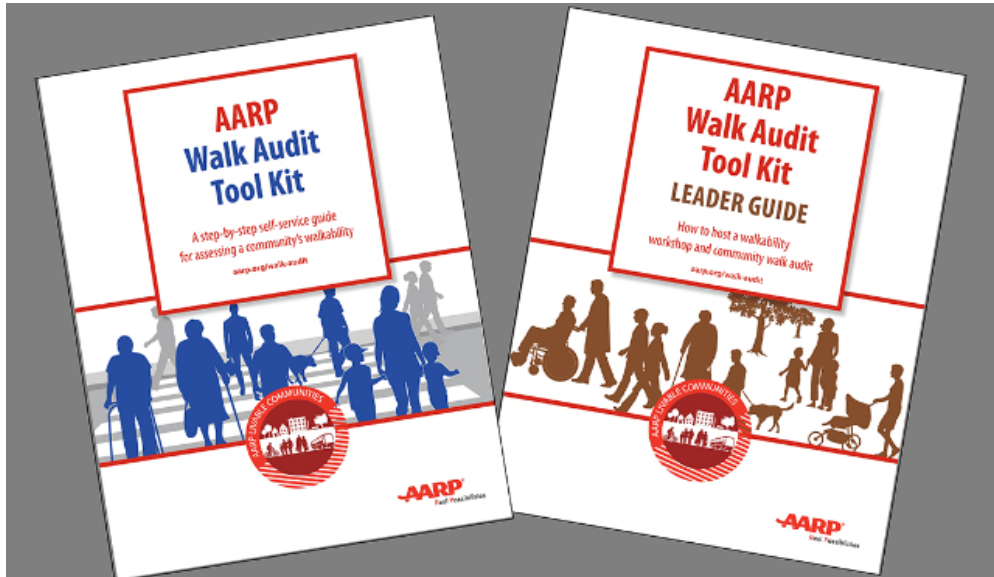


Florida Transportation Plan (FTP) and Strategic Intermodal System (SIS) Policy Plan  
<http://floridatransportationplan.com>





# AARP Walk Audit Toolkit



**AARP**  
Real Possibilities

# Walk Audit Example: Broward MPO



**BROWARD COMPLETE STREETS MASTER PLAN**  
Active Streets • Better Communities • Strong Economy

## Join Us for a **Walking Audit** in the City of Deerfield Beach!

Walk with us to evaluate Dixie Highway, provide a community perspective and help us identify ways to improve this corridor.

**WHY** Walking audits help identify concerns regarding safety and access for those who walk and bike. Help us transform it into a Complete Street\*.  
\*A street designed for all modes of transportation.

**WHEN + WHERE**  
**Date:** Saturday, November 3, 2018  
**Time:** 9:00 a.m. - 11:00 a.m.  
**Meeting Location:** HTC Community Center  
50 Hillsboro Technology Drive,  
Deerfield Beach, FL 33441

**DETAILS** Walking distance will be approximately 1 mile with water and snacks provided. This is an outdoor event so please be sure to wear sunscreen and comfortable shoes.

**RSVP** For more information about the walking audit, including a route map, please visit [Browardmpo.org/walking-audit](http://Browardmpo.org/walking-audit). Please contact Stephanie Garcia at [garcias@browardmpo.org](mailto:garcias@browardmpo.org) for more information.

[@SpeakUp\\_Broward](https://twitter.com/SpeakUp_Broward) [@SpeakUpBroward](https://facebook.com/SpeakUpBroward)

 **Broward MPO**  
Metropolitan Planning Organization

 **Deerfield Beach**  
Florida

For complaints, questions or concerns about civil rights or nondiscrimination; or for special requests under the Americans with Disabilities Act, please contact: Christopher Ryan, Public Information Officer/Title VI Coordinator at (954) 876-0036 or [ryan@c@browardmpo.org](mailto:ryan@c@browardmpo.org)

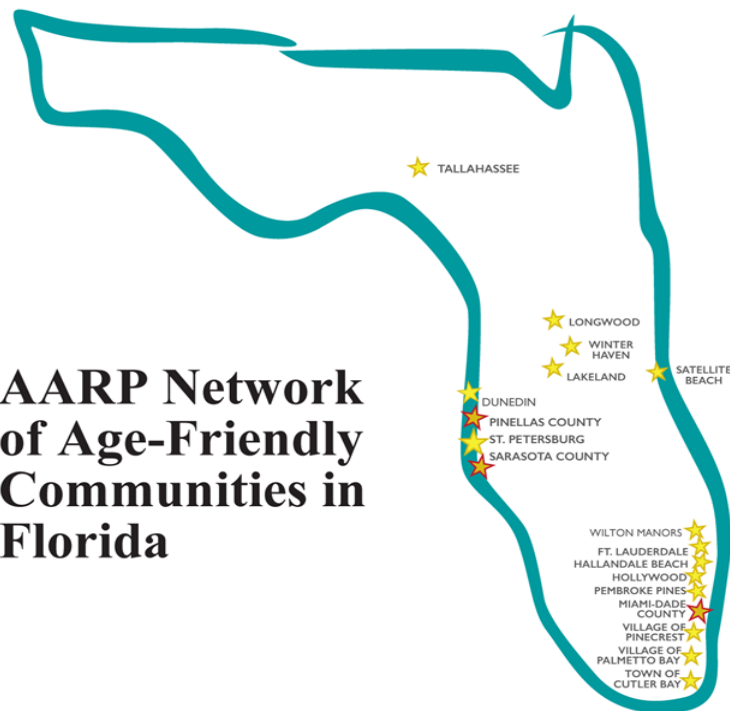


# AARP Network of Age-Friendly Communities

Coral Gables  
Cutler Bay  
Dunedin  
Fort Lauderdale  
Hallandale Beach  
Hollywood  
Lakeland  
Longwood  
Miami  
Miami-Dade County  
Miami Lakes  
Palmetto Bay

Pembroke Pines  
Pinecrest  
Pinellas County  
Pompano Beach  
Sarasota County  
Satellite Beach  
St. Petersburg  
Tallahassee  
Wilton Manor  
Winter Haven  
New Port Richey

## AARP Network of Age-Friendly Communities in Florida





# AGE-FRIENDLY ST. PETERSBURG

UNIVERSAL  
DESIGN

RE-DEFINING  
PUBLIC  
BUILDING  
SPACES

OPEN  
SPACES

**CIVIC  
PARTICIPATION**

MORE OPPORTUNITIES AVAILABLE  
FOR EMPLOYMENT/VOLUNTEERING

**SOCIAL  
PARTICIPATION**

SOCIAL ACTIVITIES  
THAT BRING RESIDENTS  
TOGETHER...WELCOME  
THEM

**COMMUNICATION**

WE WILL HAVE AN  
APPROACH FOR  
STORING & SHARING  
RESOURCES

**COMMUNITY & HEALTH  
SERVICES**

AFFORDABLE & ACCESSIBLE

ENDING FOOD  
INSECURITY

**OUTDOOR  
SPACES**

WE WILL HAVE  
CLIMATE-FRIENDLY &  
ALL ACCESSIBLE DESIGN  
THROUGHOUT THE  
CITY BY 2021

**SOCIAL  
INCLUSION**

WE WILL CREATE  
OPPORTUNITIES FOR  
CONVERSATIONS TO  
INCREASE  
UNDERSTANDING & BUILD  
RELATIONSHIPS

**SENSE OF  
CONNECTION**

**ACCESS TO  
SERVICES**

WALKABLE

SAFETY

TREES

SHADE

VIBRANT

CONNECT PEOPLE &  
RESOURCES

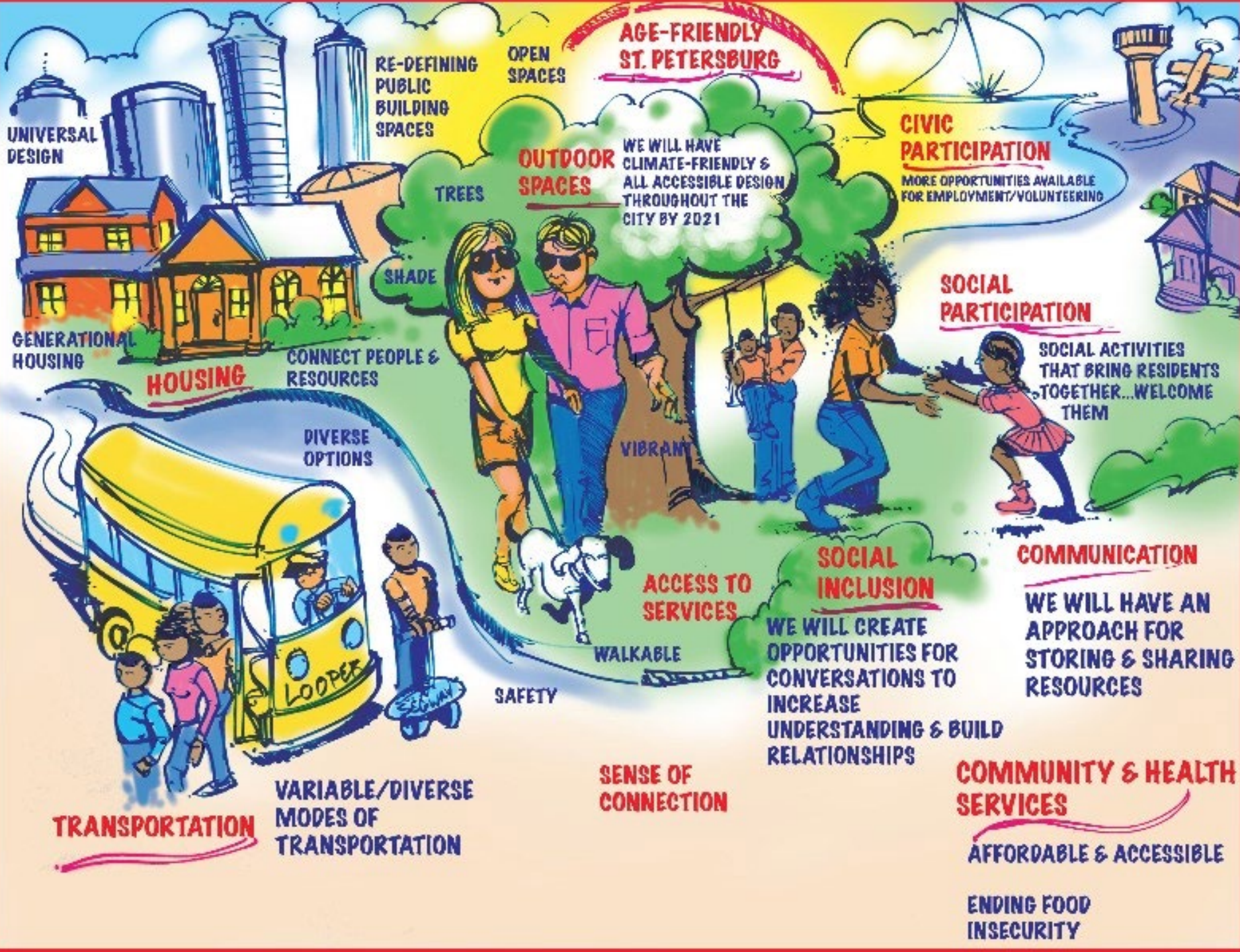
**HOUSING**

GENERATIONAL  
HOUSING

DIVERSE  
OPTIONS

VARIABLE/DIVERSE  
MODES OF  
TRANSPORTATION

**TRANSPORTATION**



# Models for Volunteer Engagement

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- Service Year Members





# Statewide Volunteer Leader

## Broward cities join AARP 'Age-Friendly Communities'

By **Helen Wolt** - Contact Reporter  
South Florida Sun-Sentinel

SHARE THIS



Membership means the cities are working to accommodate an aging population.

**Get the Morning Update newsletter, South Florida's best weekday news digest**

Enter your email

SIGN UP

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JULY 10, 2017, 10:57 AM

**C**ities that accommodate all residents as they grow up and grow old are joining a global movement of age-friendly communities. Locally, Fort Lauderdale, Hallandale Beach and Hollywood are among **Broward County** cities that have joined the AARP Network of Age-Friendly Communities.

The goal is to encourage the growth of well-designed, livable places. People will stay healthy and active if they can get around easily and access services, health and recreation.

"What's good for an 80-year-old is good for an 8-year-old," said Ken Reinhardt, an AARP executive council member and volunteer. For instance, damaged or missing sidewalks hinder a teen on a skateboard as well as seniors.

"It's not a matter of catering to seniors but allowing them to be able to stay engaged in the community," Reinhardt said.



**AARP**  
Real Possibilities

# AARP Network of Age-Friendly Communities

Coral Gables  
Cutler Bay  
Dunedin

**Fort Lauderdale**  
**Hallandale Beach**  
**Hollywood**

Lakeland  
Longwood  
Miami

Miami-Dade County  
Miami Lakes  
Palmetto Bay

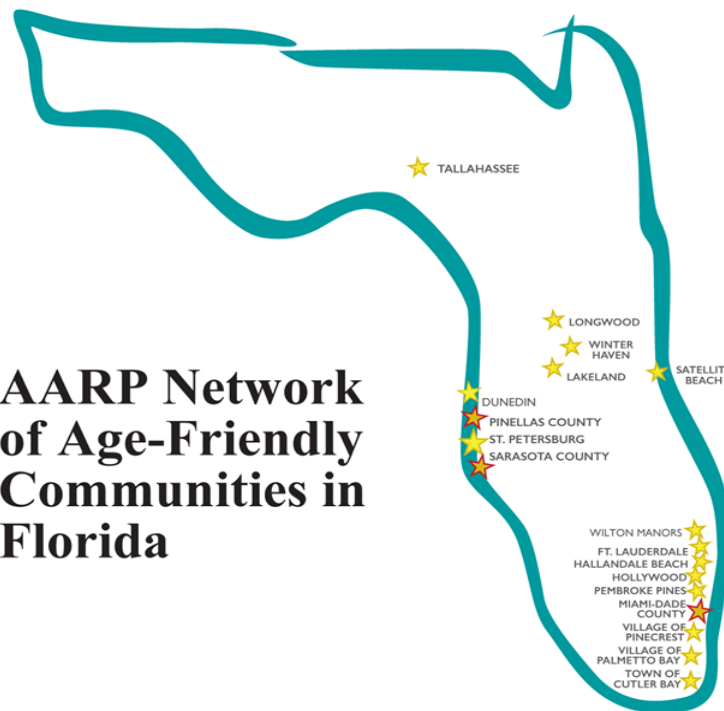
**Pembroke Pines**  
**Pinecrest**

Pinellas County  
**Pompano Beach**

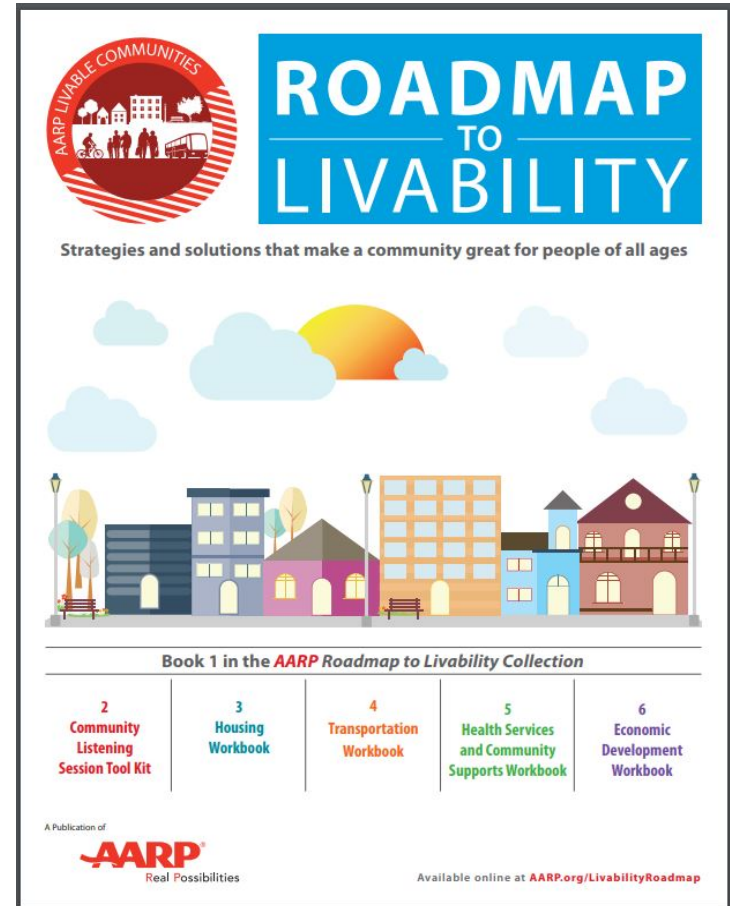
Sarasota County  
Satellite Beach  
St. Petersburg  
Tallahassee

**Wilton Manor**  
Winter Haven  
New Port Richey

## AARP Network of Age-Friendly Communities in Florida



# Resources





# Age-Friendly Sharing Symposium





[AARP.org/LivabilityIndex](https://www.aarp.org/LivabilityIndex)



# AARP Community Challenge



## AARP COMMUNITY CHALLENGE

Grants to make communities livable  
for people of all ages

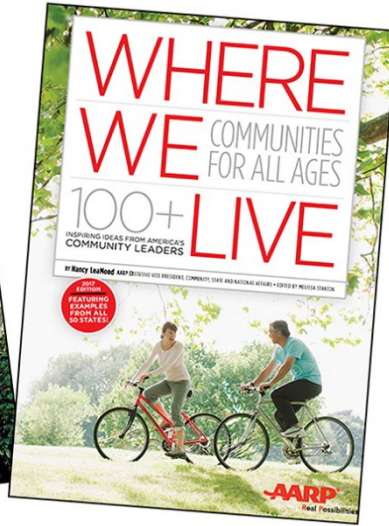
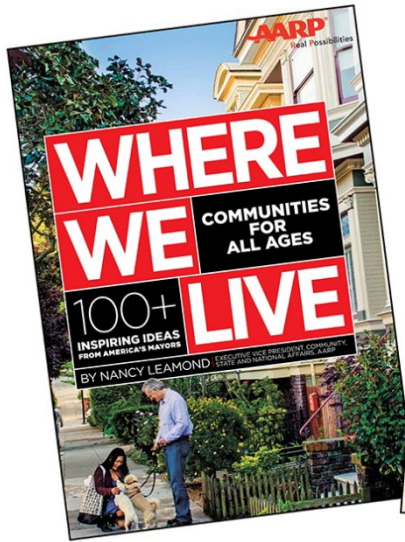
[aarp.org/CommunityChallenge](https://aarp.org/CommunityChallenge)



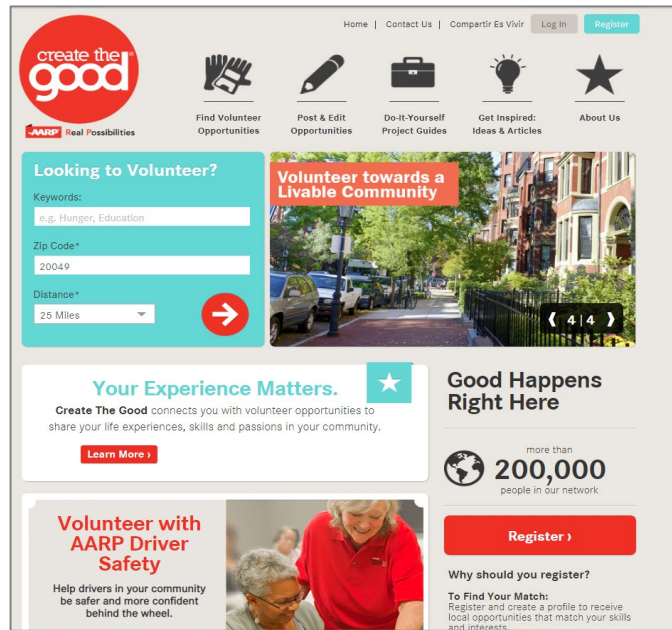
**AARP**  
Real Possibilities

[AARP.org/Community Challenge](https://AARP.org/CommunityChallenge)

# Publications and Online Resources



[AARP.org/Livable](https://www.aarp.org/Livable)



**AARP**  
Real Possibilities

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- **Statewide Volunteer Leaders**
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# Age-Friendly Ambassador Greater Orlando

Jerome Williams

AARP Florida Executive Council

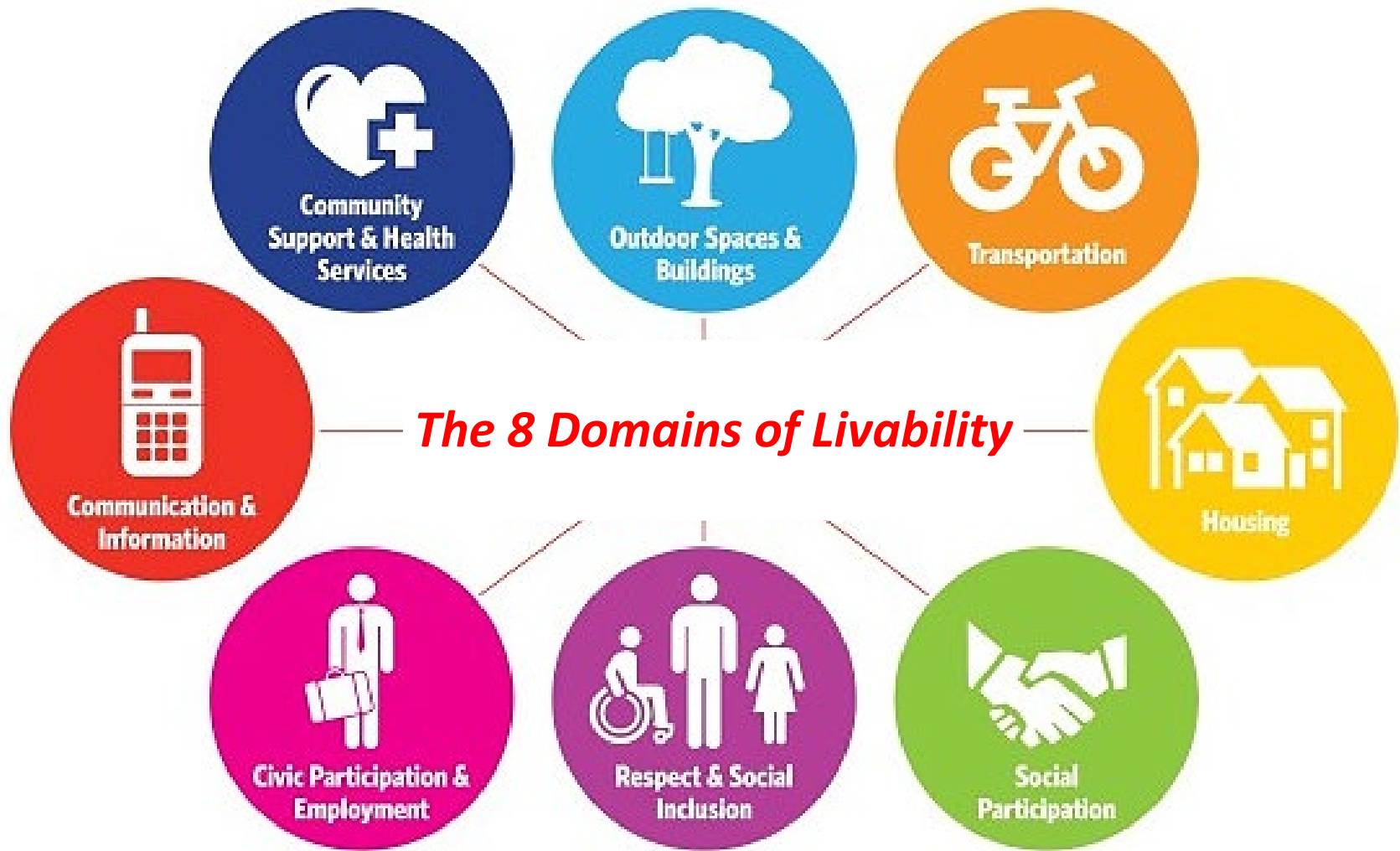
# Dangerous by Design 2016: Florida

## Most dangerous metro areas for people walking based on PDI, 2016

2016 rank	Metro area	2016 PDI
1	Cape Coral-Fort Myers, FL	283.1
2	Palm Bay-Melbourne-Titusville, FL	235.2
3	Orlando-Kissimmee-Sanford, FL	234.7
4	Jacksonville, FL	228.7
5	Deltona-Daytona Beach-Ormond Beach, FL	228.2
6	Lakeland-Winter Haven, FL	200.6
7	Tampa-St. Petersburg-Clearwater, FL	192.0
8	Jackson, MS	189.6
9	Memphis, TN-MS-AR	153.3
10	North Port-Sarasota-Bradenton, FL	148.2
11	Miami-Fort Lauderdale-West Palm Beach, FL	145.1



# What makes a community a great place to live?



# Age Friendly Ambassador Training



**AARP**  
Real Possibilities



# Pine Hills Community Listening Session



**AARP**  
Real Possibilities

# What is the most valuable feature in your community?

 When poll is active, respond at **PollEv.com/agefriendlyfl**  Text **AGEFRIENDLYFL** to **37607** once to join



**AARP**  
Real Possibilities

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# Complete Streets St. Petersburg

Brian Kelly, AARP Volunteer Advocate



# AARP Volunteer Background

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**Became interested in advocacy on behalf of seniors. This has taken a few forms.**

Worked with AARP lobbying team in Tallahassee to present AARP stance on key bills affecting seniors, e.g. consumer loans, utility service interruptions, elder abuse to legislators.

Florida Utility Ambassador role: study electric utility ratemaking, storm hardening, resiliency with goal of understanding upcoming legislation.

Age-friendly workshop and neighborhood listening sessions.

Complete Streets St. Petersburg



**Volunteers + Area(s) of Interest + Study + Team Organization = Successful Volunteer Effort.**



# Complete Streets St. Petersburg

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- **Worldwide effort to create transportation systems that work for pedestrians, bicyclists, and vehicles equally.**
- **Complete Streets Committee**
  - Monthly meeting at City Hall to discuss a range of topics, e.g. bike project updates, e.g. MLK, bus stop placement, long range transportation planning.
  - Make recommendations, provide feedback.
  - Composed of City Transportation staff, representatives from CONA, AARP, Dept. of Health, Police, and guest speakers, e.g. PSTA.
  - The City has been presenting the master plan in a series of meetings for the last year.
  - Upon adoption of this Plan, the CSC will continue to meet and provide guidance on the development of complete streets projects within St. Petersburg.
- **Goal as volunteer: become a SME in order to follow the program through its 5 year history and communicate to AARP management how the program contributes to livable community goals.**



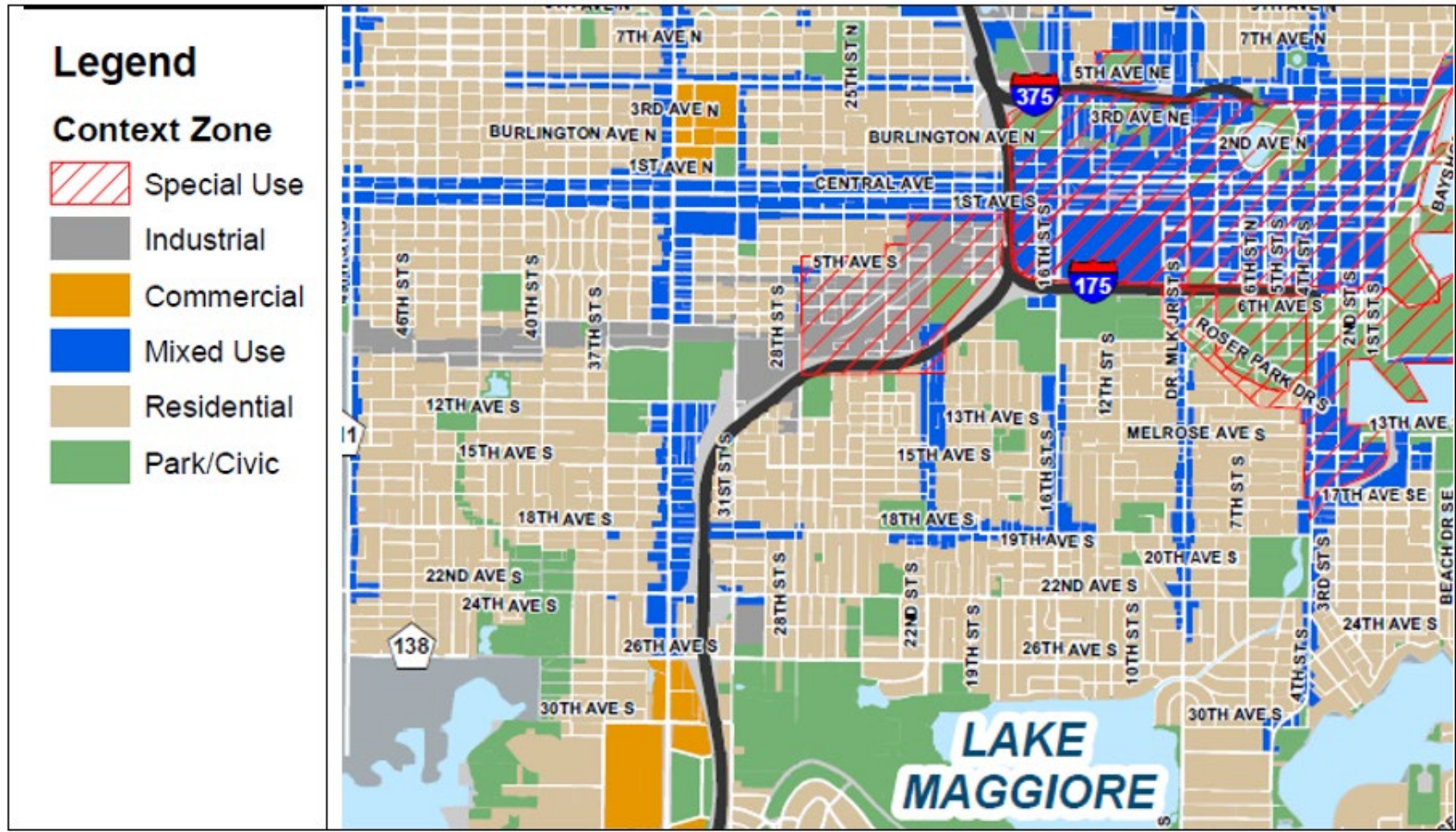
# Complete Streets St. Petersburg – Draft Report

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- 432 Infrastructure recommendations made across the city over a 10+ year period.
- 216 additional bike route miles; 54 additional trail miles.
- Major elements of the Draft Plan: modal priority maps, desired speed tables, context zones, project phasing maps.
- PSTA projects: Bus rapid transit, electric buses, autonomous buses.
- Recommendations for major streets – speed reduction, bike lanes, wider sidewalks, more crosswalks, better lighting, intersection improvements.
- A chance to make useful contributions to ongoing policy.



# Street Classification



# Dr. Martin Luther King, Jr. Pilot Project

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- Mixed use connector: pedestrians, bicycles, vehicles.
- Project scope: 34<sup>th</sup> Ave. → 5<sup>th</sup> Ave. N.
- One southbound lane eliminated to allow space for bike lanes and medians.
- Traffic volume, crash history analyzed.
- 6 additional crosswalks planned with parallel neighborhood greenway.
- Project began with neighborhood workshops. Speed reduction a major point.
- Goal to reduce average speed from 45 mph to 25 to 30 mph,
- A challenge to balance residential and business needs.
- In test phase now with lane markings only.
- A template for subsequent efforts.



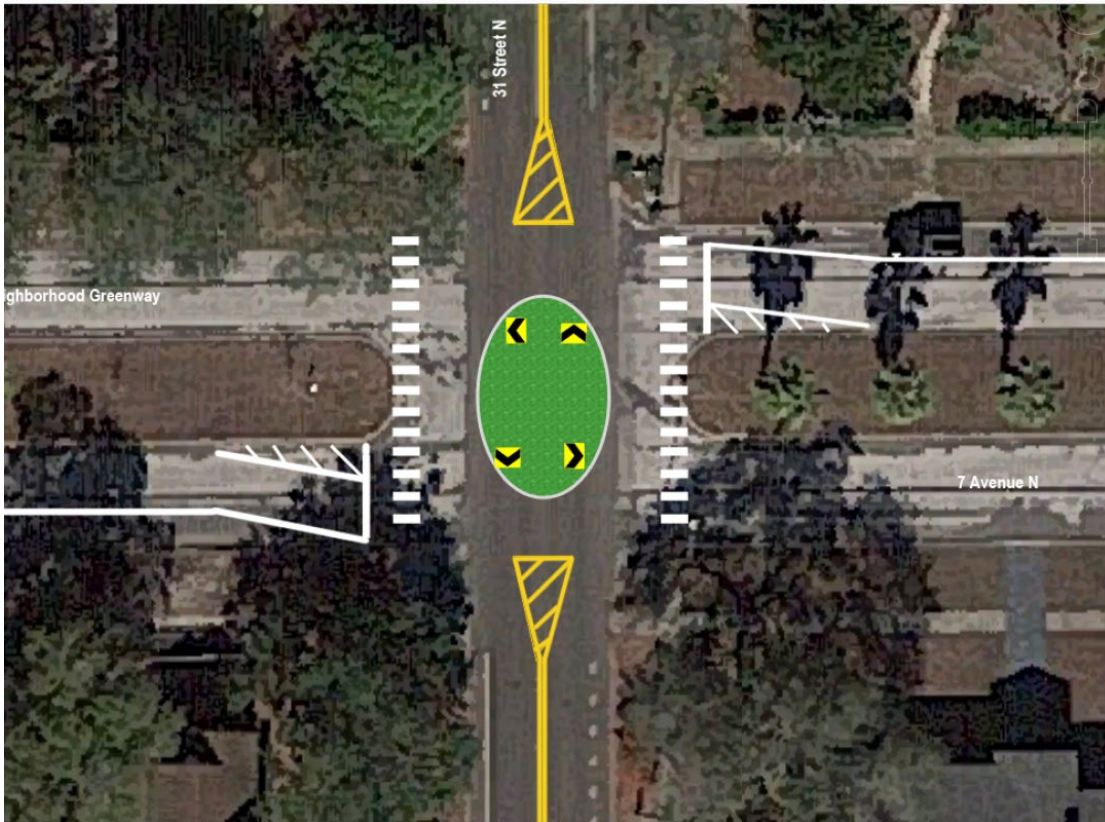




## Dr. MLK Jr. St / 9<sup>th</sup> Avenue Intersection



**AARP**  
Real Possibilities



31st Street @ 7th Avenue North - Traffic Accommodation Proposal

# Complete Streets in the Community

- A project to install a diverter at 7<sup>th</sup> Avenue North and 31<sup>st</sup> Streets.
- Traffic calming measure intended to prevent jackrabbit sprints from 5<sup>th</sup> Ave. N. → 7<sup>th</sup> Ave. N.
- Requested by local residents, similar to many Complete Streets projects.
- City creates proposed design.
- Neighborhood comment, Test phase, revision if called for, implementation.



SAFE STREETS NOW



ONE TRAFFIC DEATH IS TOO MANY



# Started from Citizen Advocacy



<http://www.tampabay.com/news/publicsafety/accidents/car-bus-crash-kills-one/4412>

VISION ZERO IN HILLSBOROUGH COUNTY TODAY

## Tampa Bay Times

FLORIDA'S BEST NEWSPAPER

tampabay.com

SATURDAY, JANUARY 9, 2016

Hillsborough County traffic

### Record fatal year: 51 pedestrians die



The 2015 deaths made Hillsborough County the most deadly place to walk in Tampa Bay.

PHOTO BY J. B. HARRIS

A pedestrian crosses E. Hillsborough Avenue at

292,000 new jobs keep U.S. perking

The hiring gains signal staying power, some analysts say.

Associated Press

WASHINGTON — The economy is motoring a despite slowing global growth that caused upheaval in financial markets around the world this week.

Employees added a record 262,000 jobs last month, an unemployment rate stayed at 5.6 percent, the Labor Department said Friday. Job gains in the October-December quarter averaged 284,000, the best three-month stretch since last January.

The strong hiring undercuts the pessimism of the United States at a time of global growth and financial turmoil. Healthy consumer spending, modest gains in home construction and an uptick in government spending should set growth from overseas and steer growth this year, economists said.

The report immediately put a lot of the worries about the U.S. economy to rest. The global headwinds coming from Europe and Japan are still a concern, but the U.S. economy is strong enough to weather them, some analysts say.

Market still faltering

The Dow Jones Industrial Average fell another percent, continuing the volatile week in the stock market.

# High School Student Video Contest

- ✓32 entries
- ✓78 participants
- ✓7 high schools



- Goal: Peer-to-peer messaging
- Judges: Hillsborough Community College Media Production Class



A collaboration of:



**Hillsborough MPO**  
Metropolitan Planning  
for Transportation



**Hillsborough County**  
PUBLIC SCHOOLS  
*Excellence in Education*

VISIONZERO



# Lessons from VISIONZERO Cities

**VISION ZERO**  
is a national  
movement

**ZERO**  
is the right  
number

We get what  
we build for

Traffic  
violence is a  
public health  
crisis

Storytelling is  
central

Reducing  
speeds is  
critical- and  
possible

Implementation  
& enforcement  
must be  
equitable

Data isn't a  
one-way  
street

Not just about  
individual  
drivers

Ensure  
everyone has  
a voice



# The Vision Zero Coalition wide range of people and professions



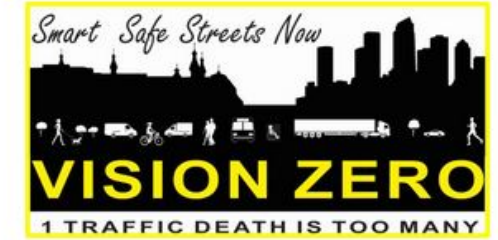
...and  
growing



# Vision Zero Workshop 1

## What is Vision Zero – National Expert Action Track Teams – Breakout Brainstorming

- **Paint Saves Lives**  
pop-up street design interventions
- **One Message, Many Voices**  
communications and engagement
- **Consistent & Fair**  
Enforcement
- **The Future Will Not Be Like the Past**  
roadway design standards and culture change



### Vision Zero Action Plan Workshop 1

Over the summer, the MPO's Policy Committee hosted a **community roundtable meeting** on the concept of Vision Zero and exciting Vision Zero initiatives in cities around the U.S. The 40+ participants agreed that a Vision Zero Action Plan is needed for our community.



*Please join us in creating a Vision Zero Tampa Action Plan!*

#### What

Prepare to roll up your sleeves and join the Vision Zero Tampa Coalition!

This will be the first of four workshops to create, and begin implementing, an action plan that leads us to zero traffic fatalities in Hillsborough County.

Light refreshments will be provided.



#### Where

Ragan Park Community Center  
1200 E. Lake Avenue  
Tampa, FL 33805



#### When

October 25, 2016 from 9am-11am

#### RSVP

We'd like to have a name tag ready for you at the meeting, so please let us know if you can make it.

**RSVP**

# Vision Zero Workshop 2 “Consistent & Fair” Team

- On-Street Audit
- Action Track Teams – Refine Action Plan



Tampa Bay Times, February 1, 2017: “Hillsborough planners take to streets to study pedestrian safety”

Walk a block in our shoes.



Want to make a difference?

This is your opportunity to join the Vision Zero Coalition for our second of four workshops to develop the #VisionZero13 Action Plan. Walk side by side with county commissioners, city councilmen, law enforcement officials, business leaders, and executive directors as we take a first-hand look at traffic hazards and find ways to make concrete changes for safety.

When and where to join in!

Tuesday, January 31, 2017

8:30a Coffee social

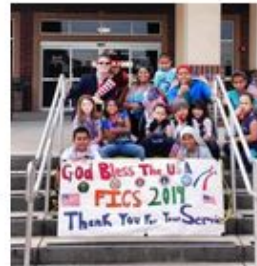
9:00a - 11:00a Walking audits & focus groups

Town 'N Country Library

7606 Paula Drive, Tampa

The MPO does not discriminate in any of its programs or services. Public participation is solicited without regard to race, color, national origin, age, sex, religion, disability or family status. Learn more about our commitments: non-discrimination.

Persons needing interpreter services or accommodations for a disability in order to participate in this meeting, free of charge, are encouraged to contact [Michaela.Ogilvie@tpa.mpo.org](mailto:Michaela.Ogilvie@tpa.mpo.org), 813-273-3774 x357 three business days in advance of the meeting.



## Vision Zero Action Plan

The MPO's Policy Committee has organized a community effort in developing a Vision Zero Action Plan for Tampa, Temple Terrace, Plant City and unincorporated Hillsborough.



Please join us in reducing our traffic deaths to Zero!



One traffic death is too many.



# Vision Zero Workshop 3

**“Paint saves lives” Team**

- Paint temporary green bike lane
- Draft Action Plan – prioritize strategies





# Vision Zero Workshop 4

“One message, many voices” Team

Engage victims of traffic violence and their families  
Approve Final Action Plan





# Consistent & Fair



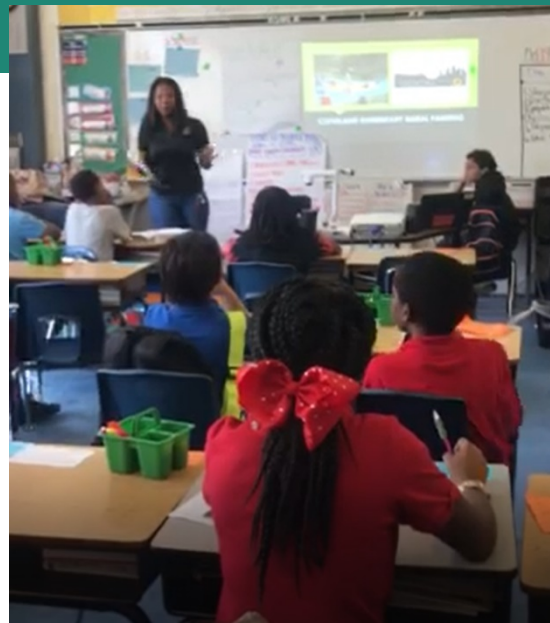
## Vision Zero Corridor Engagement & Community Organizing

- King High School
- Islamic Society Mosque
- City of Temple Terrace
- University Community Center
- Local pastors





# Paint Saves Lives



**CLEVELAND  
ELEMENTARY SCHOOL**

**MURAL  
PAINTING DAY!**

Join us as we paint the winning student's mural design on the street in front of the school!

**Sat. December 15th  
10 AM - NOON  
723 E. Hamilton Ave.**

Refreshments and snacks will be provided.

For further information please contact [torresg@plancom.org](mailto:torresg@plancom.org)

SAFE STREETS NOW  
**VISIONZERO**  
ONE TRAFFIC DEATH IS TOO MANY

Hillsborough MPO  
Metropolitan Planning  
for Transportation

Hillsborough County  
PUBLIC SCHOOLS  
Excellence in Education

APA  
FL  
American Planning Association  
Florida Chapter

Safe & Sound  
HILLSBOROUGH

onbikes



VISIONZERO



# One Message, Many Voices

SAFE STREETS NOW

## VISIONZERO

ONE TRAFFIC DEATH IS TOO MANY

### Walk of Silence

- OCTOBER 8, 2018
- 822 W. LINEBAUGH - CHURCH PARKING LOT
- WELCOMING COMMENTS 7:45AM
- BEGIN WALK 8:00AM

- NO SPEAKING DURING WALK
- POSTERS PROVIDED
- WEAR WHITE SHOES IF POSSIBLE
- 1 MILE TOTAL

IN MEMORY OF ALEXIS MIRANDA 4/27/98 - 10/6/15

QUESTIONS: TORRES@PLANCOM.ORG 813-473-7274 X652 #VisionZero813 facebook.com/VisionZeroHillsborough



**Gulf Coast Safe Streets Summit**

Encouraging the implementation of Complete Streets that are safe and accessible for all.

This event brings people from across the Gulf Coast to learn about transportation safety from one another and from national leaders. As we elevate our individual efforts, sister communities will work together to create cohesive linkages and make a difference in the region.

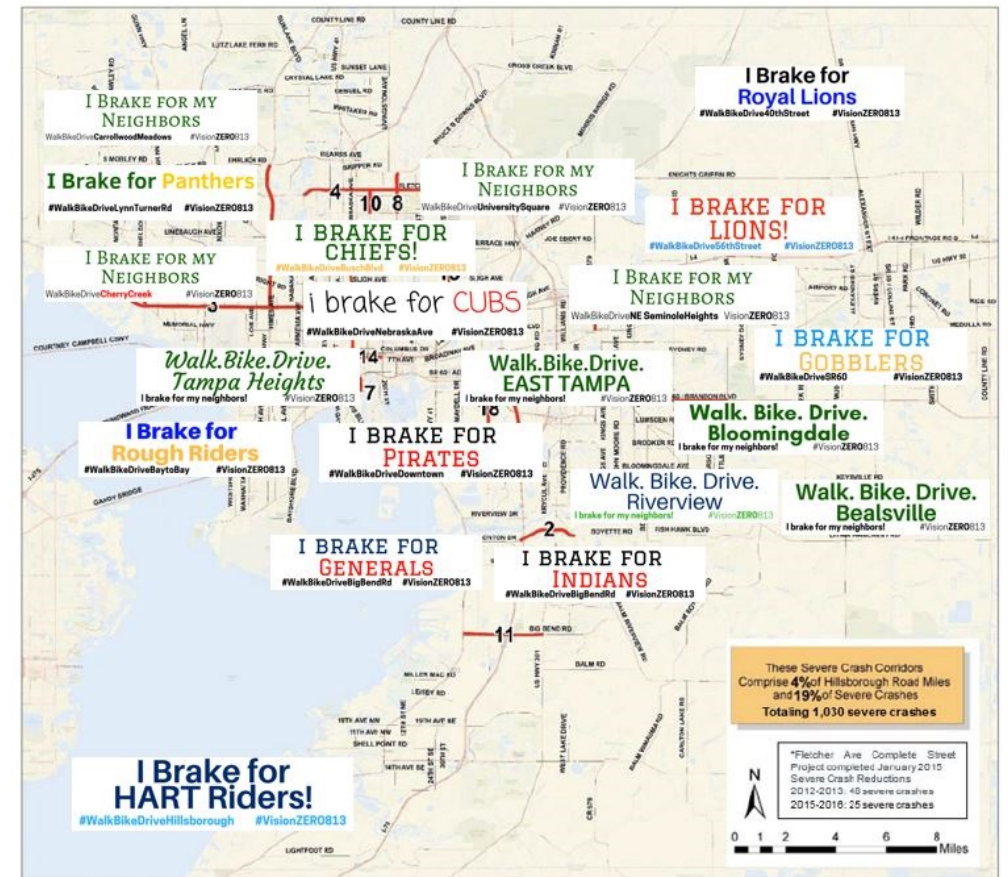
All modes.  
All ages.  
All abilities.

February 27, 2018  
8:30am - 6:30pm

Register for \$60  
tanyu@tanyu.com/gulf-coast-safe-streets-summit

Glazer Children's Museum  
333 W. Gasparilla Plaza, Tampa 33602

planhillsborough.org/gulf-coast-safe-streets-summit



# Where does Vision Zero go from here?

## Hold Quarterly Meetings:

- ✓ August 28, 2018
- November 29, 2018
  - 6pm-8pm
  - River Room, Julian B. Lane
- February 2019
- May 2019



## Form Executive Committee:

- Speakers
- Heroes
- Events
- Heartache



# Speakers



Residents, businesspeople, health professionals, representatives of the media, law enforcement, schools, local governments, and others are to collaborate on the steps needed to take traffic safety to the next level in our community. We can't do this with you!

— back to Vision Zero Hillsborough

[Sign the pledge](#)

[Share your story](#)

Your Name

First Name Last Name

E-mail

ex: myname@example.com

Your experience

Upload a picture

No file selected.

May we include your story in the Vision Zero action plan, our road map to eliminating road deaths and serious injuries?

☐ Yes, please.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z SEARCH



**Daron Acemoglu**

Author of *Why Nations Fail: One of the 20 Most Cited Economists in the World*  
In the face of increasing automation, we've been far too complacent, argues MIT's Daron Acemoglu. We're at a tipping point. Either we close the skills gap and prepare for the future of work—or fix...



**Shawn Achor**

Author of *The Happiness Advantage*  
Happiness speaker Shawn Achor teaches the most popular class at Harvard—a class on positive psychology. Achor has earned over a dozen distinguished teaching awards at the university, and is the CEO...



**Ajay Agrawal**

Artificial Intelligence & Machine Learning Expert / Founder of the Creative Destruction Lab (Author of *Prediction Machines* (2018))  
To world-leading researcher Ajay Agrawal—named the engineer of a "Billion Dollar Breakout" by *The Globe and Mail*—advances in Artificial Intelligence and machine learning mean profound opportunities...



**Wajahat Ali**

Opinion on the Muslim-American Experience; New York Times Op-Ed Contributor  
What does it feel like to be a Muslim today, in the era of Trump? How can we come together to overcome Islamophobia and harmful stereotypes? Wajahat Ali—who regularly appears on CNN to discuss...



**Darby Allen**

Fort McMurray's Fire Chief (Ret.) / Motivational and Crisis Leadership Speaker  
During the catastrophic Alberta wildfires, fire chief Darby Allen shot to global acclaim for guiding the 88,000 residents of Fort McMurray to safety with no loss of life—the largest evacuation in...



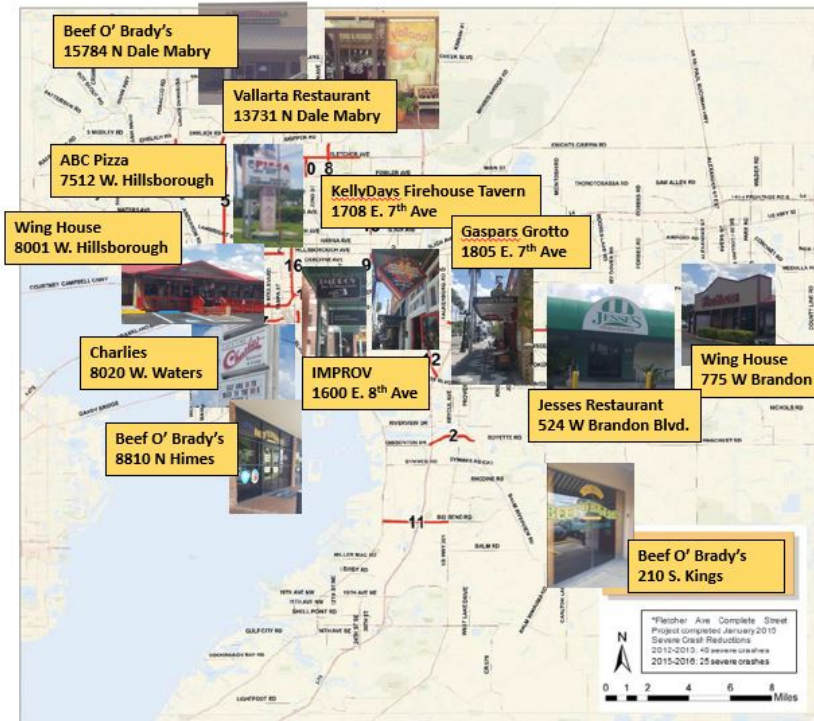
**Isabel Allende**

Author of *The House of the Spirits* and *So the Mole of Water*  
A literary legend, a social activist, and a feminist icon, Isabel Allende—now in the fourth decade of a career like no other—has sold over 60 million books in over 30 languages. The massive audiences...



VISIONZERO

# Heroes



## Top 20 Severe Crash Corridors in Hillsborough County (2012 - 2016) All Modes

- (Severe crash = A crash resulting in a fatality or incapacitating injury)
- Brandon Blvd from Falkenburg Rd to Dover Rd (7.18 miles)  
180 crashes (25 crashes per mile)
  - Gibsonton Dr/Boyette Rd from I-75 to Balm Riverview Rd (2.33 miles)  
49 crashes (21 crashes per mile)
  - Hillsborough Ave from Longboat Blvd to Florida Ave (8.87 miles)  
176 crashes (19.8 crashes per mile)
  - Fletcher Ave from Armenia Ave to 50th St (5.09 miles)  
100 crashes (19.6 crashes per mile)\*
  - Dale Mabry from Hillsborough Ave to Bearss Ave (6.17 miles)  
116 crashes (18.8 crashes per mile)
  - Lynn Turner from Gunn Hwy to Ehrlich Rd (1.51 miles)  
28 crashes
  - Meridian  
11 crashes
  - Bruce B  
32 crashes
  - 50th St  
22 crashes
  - 15th St  
18 crashes
  - Big Be  
51 crashes
  - U.S. 34  
55 crashes
  - Sheld  
33 crashes
  - I-4 from  
17 crashes
  - 56th St  
23 crashes
  - I-275  
164 crashes
  - Kenne  
43 crashes
  - 78th St  
19 crashes
  - CR 57  
21 crashes
  - Florida  
15 crashes

**Be a Vision Zero hero!**

*Remember drivers, every passenger and person walking or cycling is someone's loved one.*

Take the Vision Zero safety pledge:

- Stay calm
- Pay attention
- Slow down
- Travel sober

#VisionZero813 Zero traffic deaths. It's the right number.

[PlanHillsborough.org/vision-zero](http://PlanHillsborough.org/vision-zero)



## SPONSORSHIP BROCHURE 2018/2019

### SPONSORSHIP OPPORTUNITIES

**PLATINUM VZ ZERO**  
\$2,000

EXPLAIN WHAT THIS MUCH MONEY WOULD DO FOR VISION ZERO STRATEGIES AND HOW THE SPONSOR WOULD BE HONORED (E. LOGO ON WEBSITE AND QUARTERLY/ANNUAL REPORT, RECOGNITION CEREMONY, ETC.)

**GOLD VZ HERO**  
\$1,000

EXPLAIN WHAT THIS MUCH MONEY WOULD DO FOR VISION ZERO STRATEGIES AND HOW THE SPONSOR WOULD BE HONORED (E. LOGO ON WEBSITE AND QUARTERLY/ANNUAL REPORT, RECOGNITION CEREMONY, ETC.)

### SPONSORSHIP REGISTRATION FORM

Yes, I/we want to sponsor Vision Zero 2018/2019 projects and initiatives. (Please print clearly)

Firm/Organization: \_\_\_\_\_

Name of Contact: \_\_\_\_\_

Address: \_\_\_\_\_ Phone: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail for Contact: \_\_\_\_\_

Contact for Required Graphics: \_\_\_\_\_

Home: \_\_\_\_\_ Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

☐ Platinum (\$2,000+ per year)

☐ Gold (\$1,000)

☐ Silver (\$500)

☐ Bronze (\$250)

☐ Other (\$\_\_\_\_)

TOTAL DUE \$\_\_\_\_\_

Method of Payment: \_\_\_\_\_

Enclosed is our check in the amount of \$\_\_\_\_\_ Make checks payable to Plan Hillsborough

Enclosed is our Purchase Order #\_\_\_\_\_ Please mail to:

Plan Hillsborough  
Vision Zero Sponsorship  
Attn: Chris Turner  
401 E. Kennedy Blvd., 18th Floor  
Tampa, FL 33602

REGISTER NOW by using the sponsorship registration form or contact:  
Amanda Chappell, ACP Phone: (813) 254-7741 Ext. 206, Email: [amanda@planhillsborough.org](mailto:amanda@planhillsborough.org)  
Frank Koppala, ACP Phone: (813) 254-7741 Ext. 205, Email: [frank@planhillsborough.org](mailto:frank@planhillsborough.org)



American Planning Association  
Florida Chapter





# Events





# Heartache



Saturday, October 20  
**Walk of Silence 2018**  
9:30-11 am | Poe Plaza  
Franklin Street between Jackson & Whiting  
Vision Zero Hillsborough

The heartache never ends...

Lillia and Lelo died miles apart on May 22, 2018, both victims of preventable traffic crashes. Lillia, 21 months, the youngest to die in Hillsborough County this year, was in a stroller being pushed by her mother on Seaside Boulevard when they were struck and killed by speeding teenagers. Lelo, 64, called her daughter Angel that afternoon to tell her about the widely publicized horrific daytime crash. Hours later, Lelo too would be dead, after being hit while crossing 40th Street to catch her bus. Lillia and Lelo are just two of the 21 people killed in preventable traffic crashes in Hillsborough County so far this year. Vision Zero Hillsborough is working to reduce that number to zero. Help #drive down the road. Join us! #VisionZero813

[www.planhillsborough.org/vision-zero/](http://www.planhillsborough.org/vision-zero/)





# WHAT VOLUNTEERS CAN DO

- Join the Vision Zero Coalition
- Participate in upcoming events (listed on webpage)
- Distribute the Action Plan & *Let Their Voices be Heard* Video
- Follow our Facebook page
- Visit the Vision Zero webpage:
  - **Sign the Vision Zero Pledge**
  - Share Your Story
  - Book a presentation
- Sponsor a future painted intersection or outreach material production

# Contact Information



Gena Torres

Executive Planner

[torresg@plancom.org](mailto:torresg@plancom.org) • 813.273.3774 x357

[planhillsborough.org](http://planhillsborough.org)

*All incoming and outgoing messages are subject to public records inspection.*

Visit the Vision Zero Hillsborough Webpage  
<http://www.planhillsborough.org/vision-zero/>



Follow us on Facebook!

Vision Zero Hillsborough

