



How to Mobilize and Turn Volunteers Into Leaders in Your Community

Rebecca Delphia

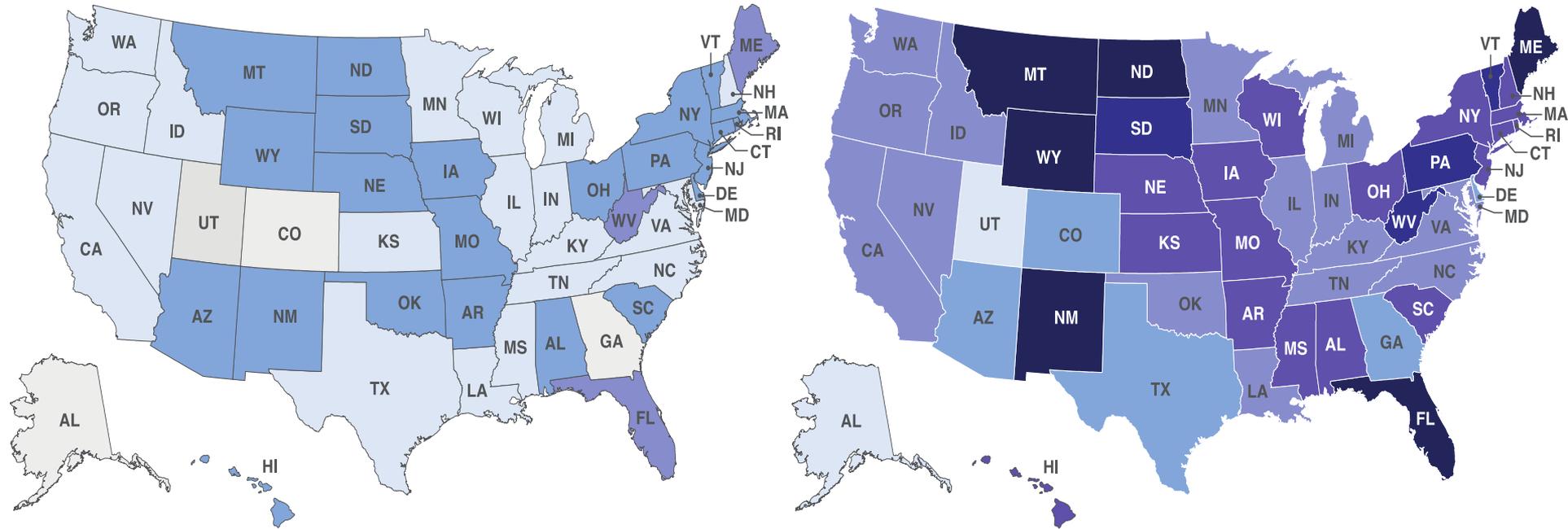
AARP Livable Communities



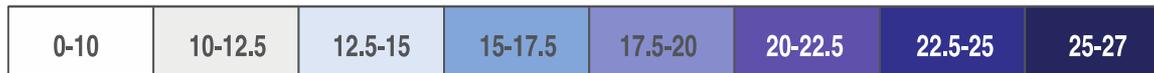
Aging America

2015

2030



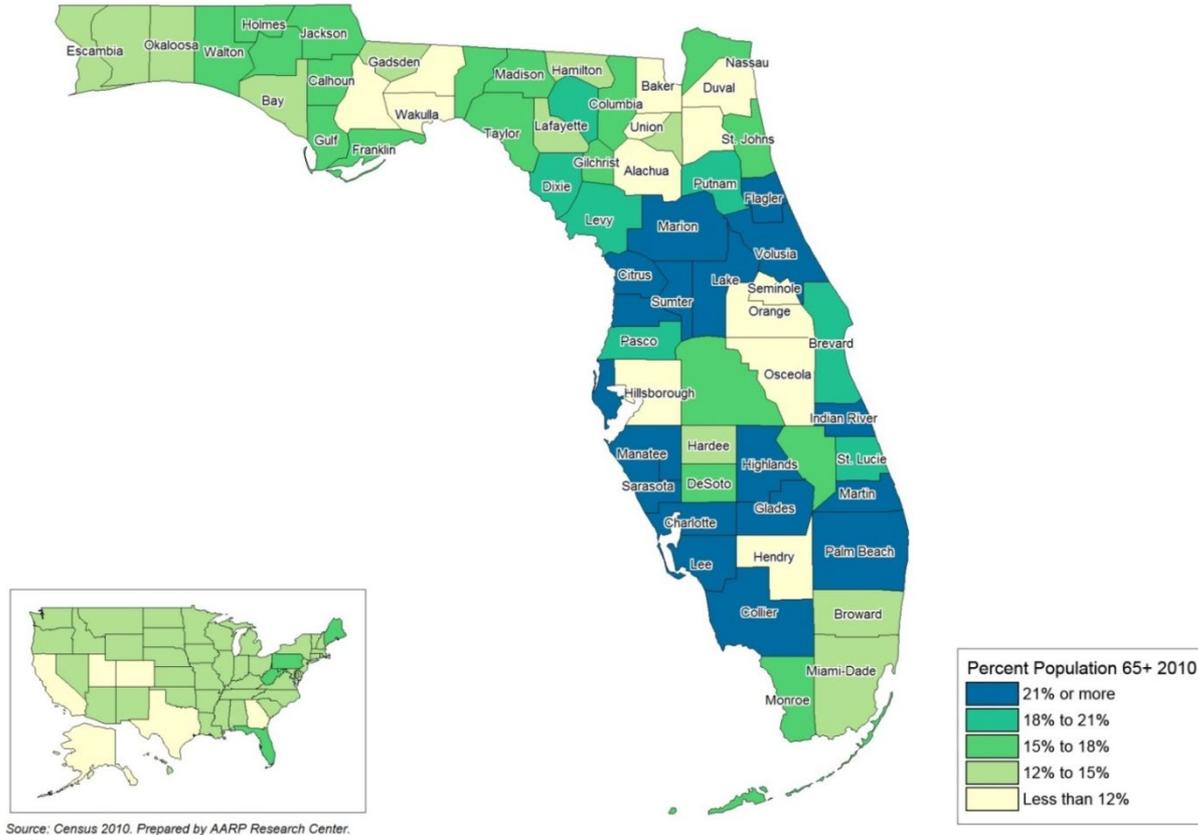
PERCENT OF POPULATION AGE 65+



AARP
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Source: US Census

Aging Florida



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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



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A 10-year American child today has a

50%

chance of living to 100+.



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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.”



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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



AARP
Real Possibilities

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.

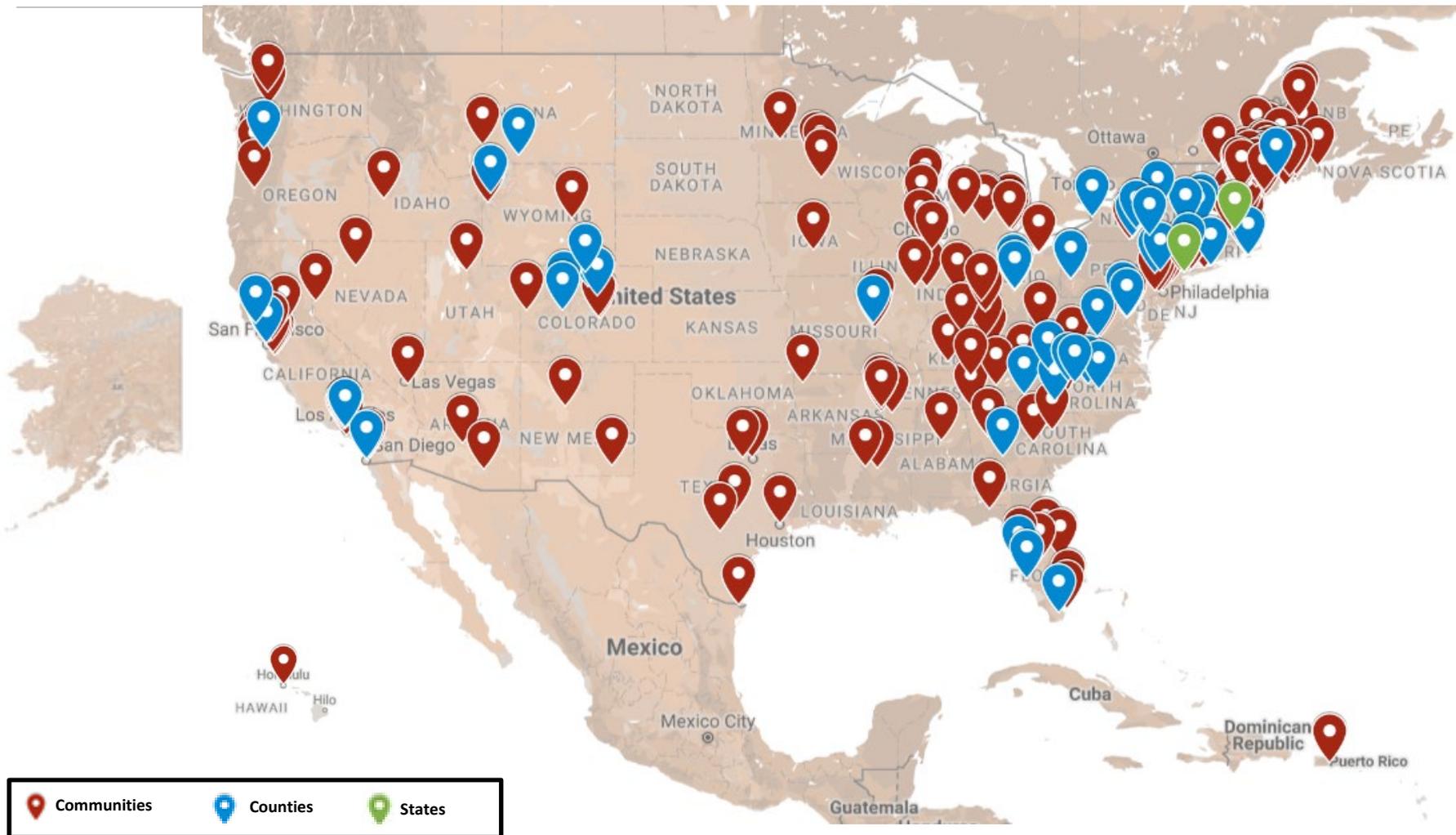


For the past 50 years, communities have developed around motor vehicles as the principal form of transportation.



AARP
Real Possibilities

AARP Network of Age-Friendly States and Communities



AARP
Real Possibilities

Map updated August 24, 2018

Volunteer Engagement in Livable Communities

- 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**



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 - A volunteer can be appointed to serve as a local leader of a livable communities effort or Age-Friendly Community initiative. The appointment can be made by AARP or by a community group, in which case the leader could have special access to AARP support.
- **Statewide Volunteer Leaders**
- **Service Year Members**



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 - Volunteer leaders can play an important role in coordinating and supporting livability work throughout their state.
- Service Year Members



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- **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

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

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



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AARP Florida and Role of Livable Community Ambassadors

Laura Cantwell

AARP Florida



Statewide Efforts

Safe Mobility for Life Coalition
www.safeandmobileseniors.org

Pedestrian & Bicycle Coalition
Alert Today/ Alive Tomorrow
www.alerttodayflorida.com

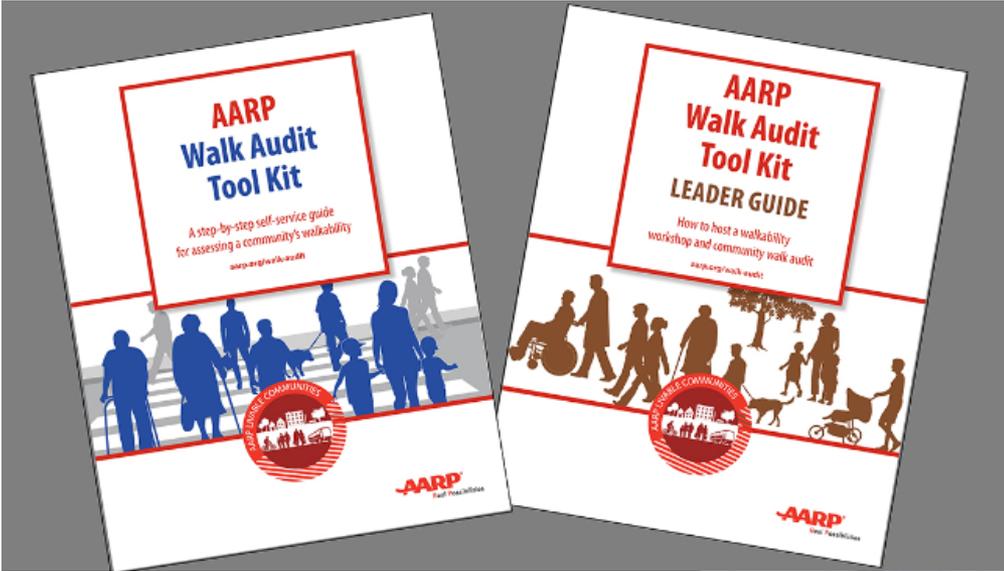


Florida Transportation Plan (FTP) and Strategic Intermodal System (SIS) Policy Plan
<http://floridatransportationplan.com>

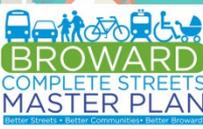


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AARP Walk Audit Toolkit



Walk Audit Example: Broward MPO



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. Please contact Stephanie Garcia at garcias@browardmpo.org for more information.

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



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 ryanc@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

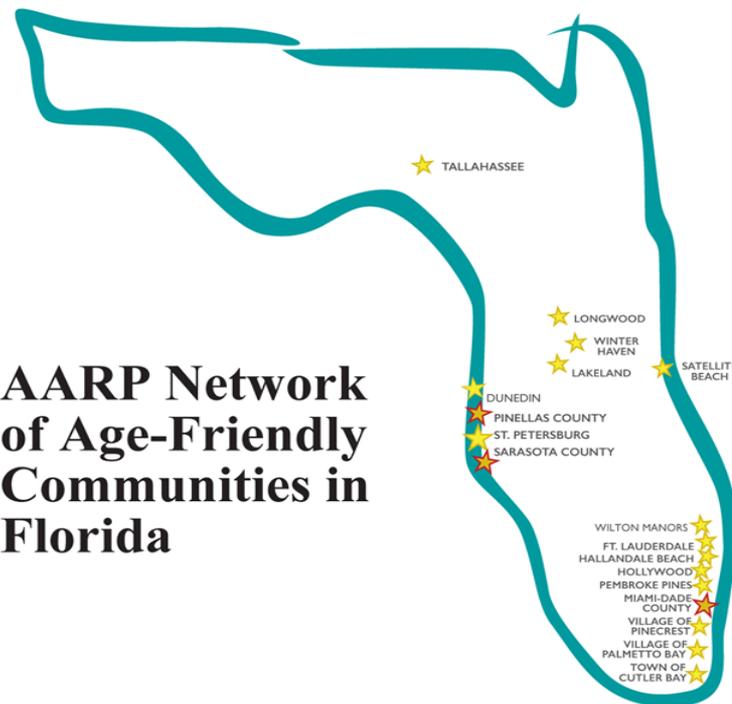
Tallahassee

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

OUTDOOR SPACES

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

TREES

SHADE

SOCIAL PARTICIPATION

SOCIAL ACTIVITIES THAT BRING RESIDENTS TOGETHER...WELCOME THEM

HOUSING

CONNECT PEOPLE & RESOURCES

VIBRANT

DIVERSE OPTIONS

SOCIAL INCLUSION

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

COMMUNICATION

WE WILL HAVE AN APPROACH FOR STORING & SHARING RESOURCES

ACCESS TO SERVICES

WALKABLE

SAFETY

SENSE OF CONNECTION

COMMUNITY & HEALTH SERVICES

AFFORDABLE & ACCESSIBLE

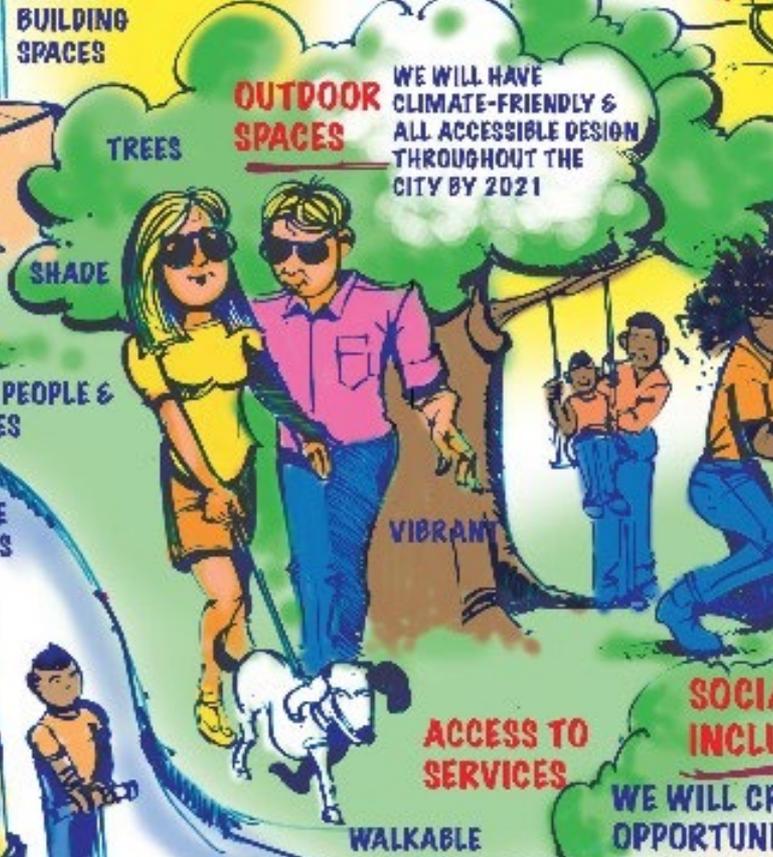
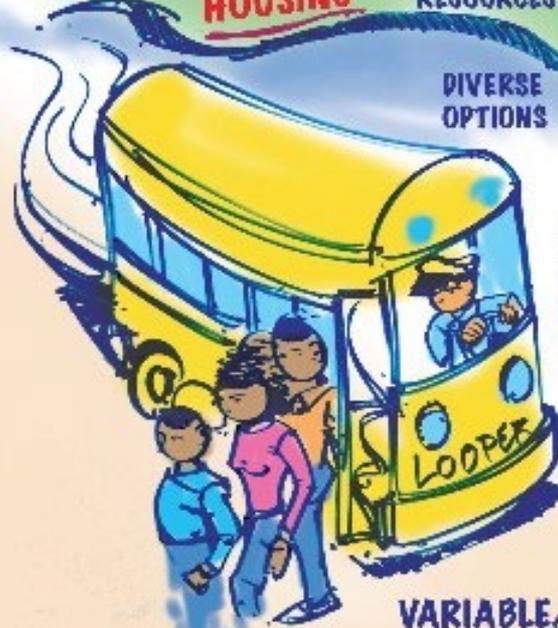
TRANSPORTATION

VARIABLE/DIVERSE MODES OF TRANSPORTATION

ENDING FOOD INSECURITY



GENERATIONAL HOUSING



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

Cities 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.



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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

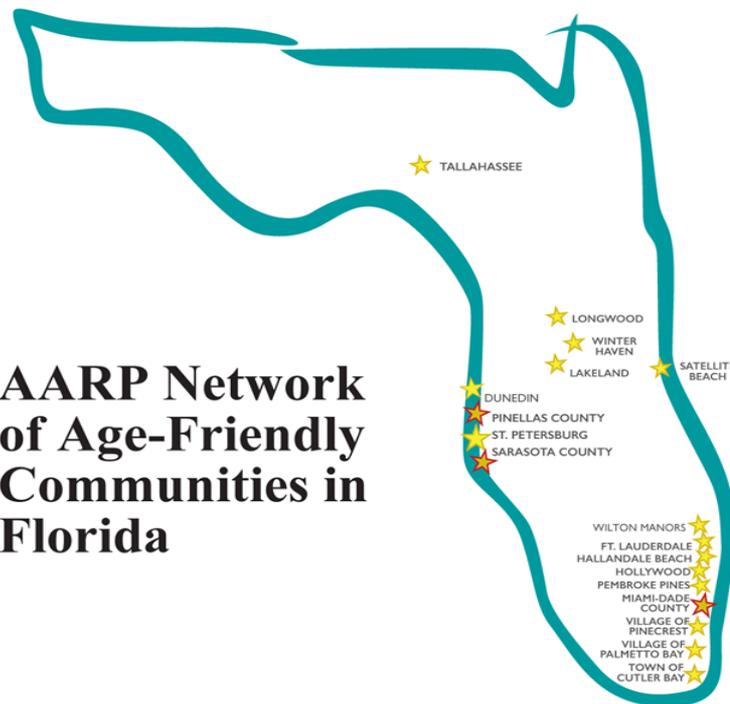
Sarasota County
Satellite Beach

St. Petersburg
Tallahassee

Wilton Manor

Winter Haven
New Port Richey

AARP Network of Age-Friendly Communities in Florida



Resources



ROADMAP TO LIVABILITY

Strategies and solutions that make a community great for people of all ages



Book 1 in the **AARP Roadmap to Livability Collection**

2 Community Listening Session Tool Kit	3 Housing Workbook	4 Transportation Workbook	5 Health Services and Community Supports Workbook	6 Economic Development Workbook
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A Publication of
AARP
Real Possibilities

Available online at [AARP.org/LivabilityRoadmap](https://www.aarp.org/LivabilityRoadmap)



Age-Friendly Sharing Symposium



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

AARP Community Challenge



AARP COMMUNITY CHALLENGE

Grants to make communities livable
for people of all ages

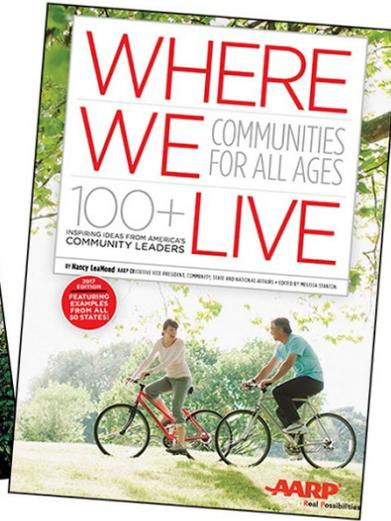
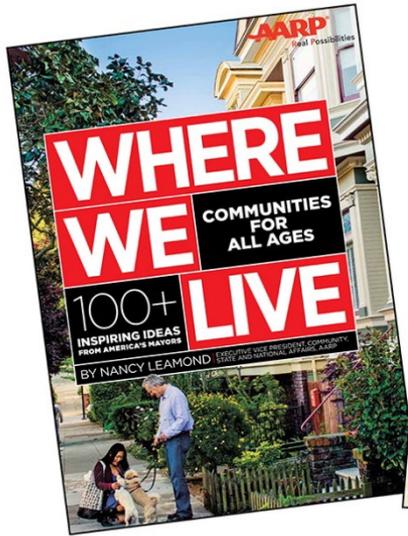
aarp.org/CommunityChallenge



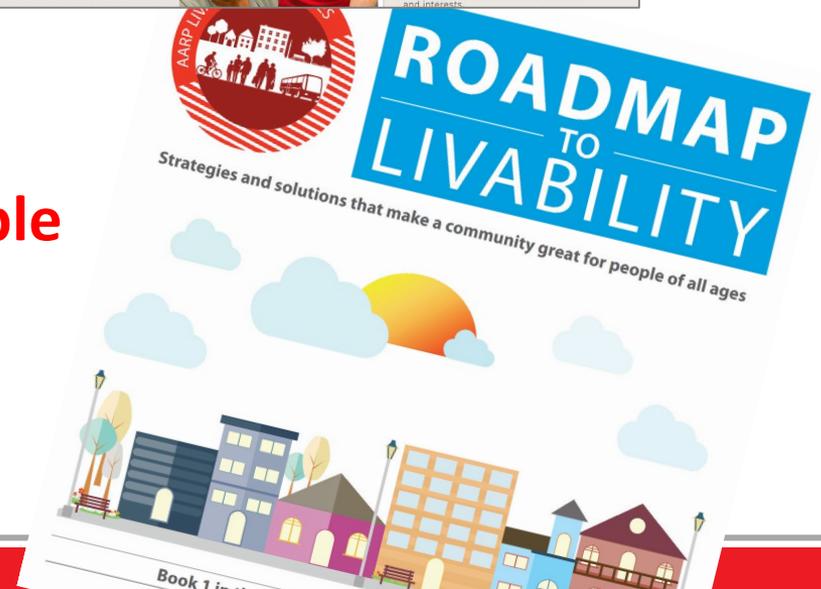
AARP
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[AARP.org/Community Challenge](http://AARP.org/CommunityChallenge)

Publications and Online Resources



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



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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
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Pine Hills Community Listening Session



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Complete Streets St. Petersburg

Brian Kelly, AARP Volunteer Advocate



AARP Volunteer Background



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

- **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

- 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.



Dr. Martin Luther King, Jr. Pilot Project

- **Mixed use connector: pedestrians, bicycles, vehicles.**
- **Project scope: 34th Ave. → 5th 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.**

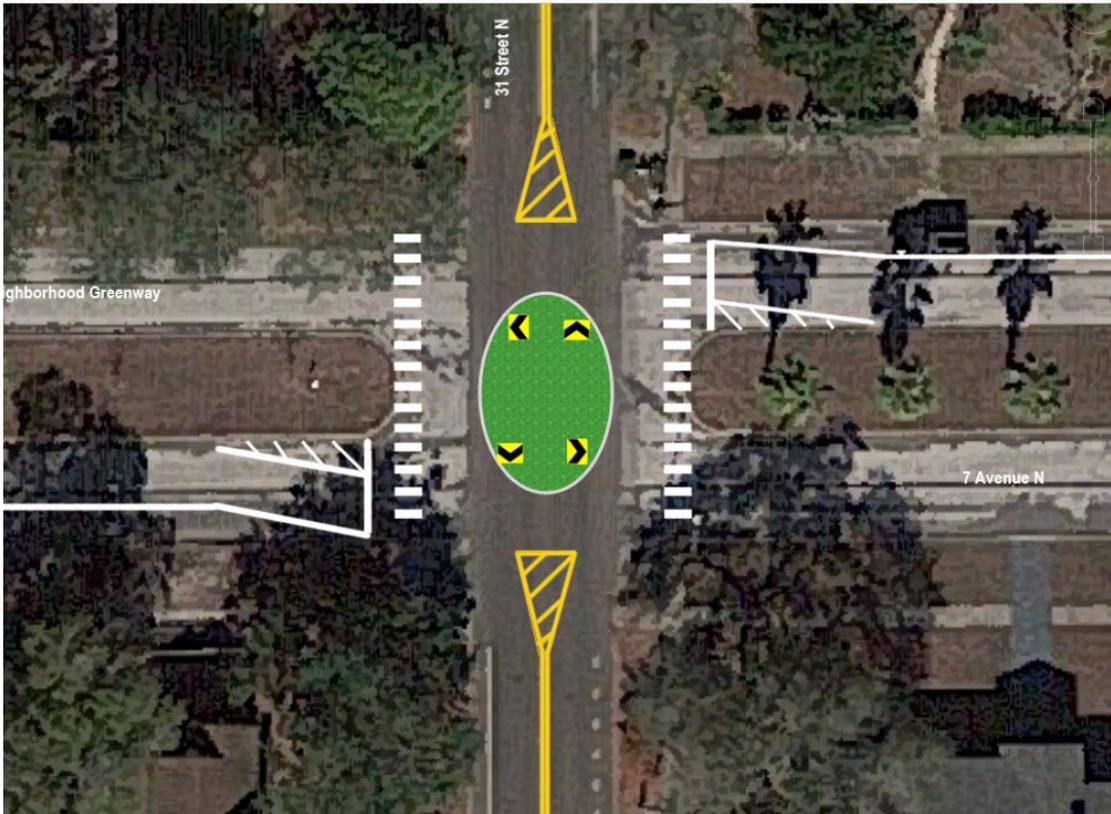




Dr. MLK Jr. St / 9th Avenue Intersection



AARP
Real Possibilities



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

Complete Streets in the Community

- A project to install a diverter at 7th Avenue North and 31st Streets.
- Traffic calming measure intended to prevent jackrabbit sprints from 5th Ave. N. → 7th 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



VISIONZERO

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

WORLD'S BEST NEWSPAPER | tampabay.com | SATURDAY, JANUARY 9, 2016

Hillsborough County traffic

Record fatal year: 51 pedestrians die



292,000 new jobs keep U.S. perkling

The hiring gains signal staying power, some analysts say.

Market still faltering

The Dow closed another point, continuing the volatile week in the year's 48th week.

The strong hiring underscores the resilience 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 the stage for modest and steady growth this year, economists said.

The report immediately sent a lot of the worried U.S. economy will undergo due to the intense global headwinds coming

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

PHOTO BY [unreadable]

A pedestrian crosses E Hillsborough Avenue at

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:



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

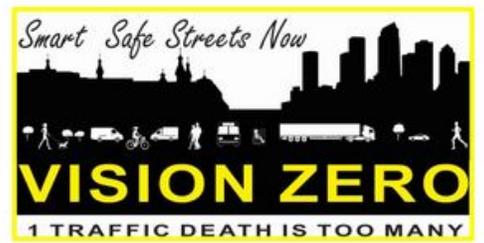


...and
growing

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.



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 #VisionZero813 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 commitment to 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](mailto:Michaela.Ogilvie@tpa.mpo.org), 813-273-2774 x317 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



The poster for the 'VISION ZERO ACTION PLAN' film features a sunset background with a city skyline silhouette. The title 'VISION ZERO' is in large white letters with a yellow logo, and the tagline 'ONE TRAFFIC DEATH IS TOO MANY' is in yellow below it. The phrase 'ONE MESSAGE' is written in white above a row of four small photos: a woman sitting on a couch, a woman with a bicycle, a man with a dog, and a woman sitting on the grass. Below the photos, the text 'MANY VOICES' is written in white. At the bottom, there is a list of credits and partners, including 'INSPIRED BY ROBIN POWELL | SEAN KELLY | LEO RODGERS | VALERIE JONES' and 'PRODUCTION BY BEAN PRODUCTIONS, INC. PRESENTED BY THE VISION ZERO COALITION'. The bottom of the poster includes the hashtag '#VisionZERO13' and the website 'planhillsborough.org/vision-zero'.

Consistent & Fair

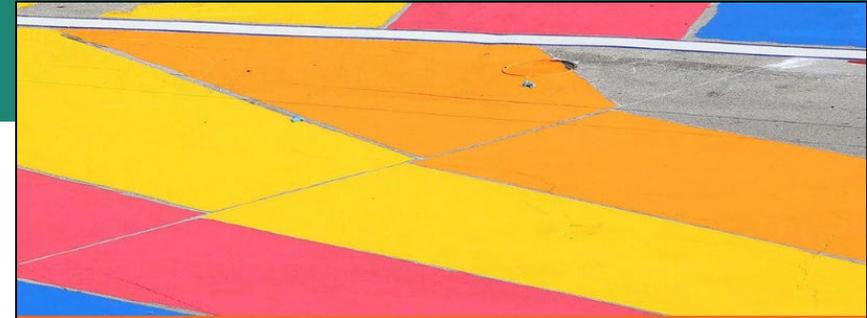


Vision Zero Corridor Engagement & Community Organizing

- 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



VISIONZERO

One Message, Many Voices

SAFE STREETS NOW

VISIONZERO

ONE TRAFFIC DEATH IS TOO MANY

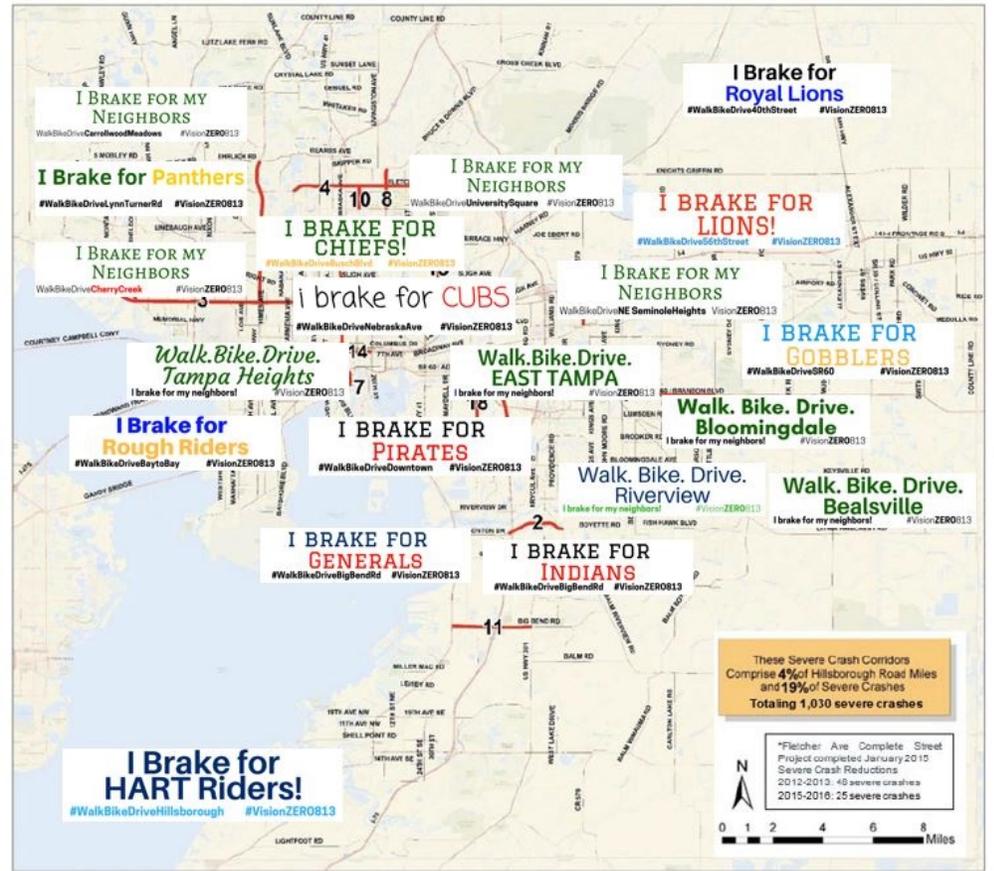
Walk of Silence

- 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 813-473-3774 X252 #VisionZero813 facebook.com/VisionZeroHillsborough



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.

Register for \$60
tanyou.com/gulfcoastsummit

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

Glazer Children's Museum
115 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 invited 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 Critical Economic Issues 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...



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

Opinionist 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 (EBC 11), 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...

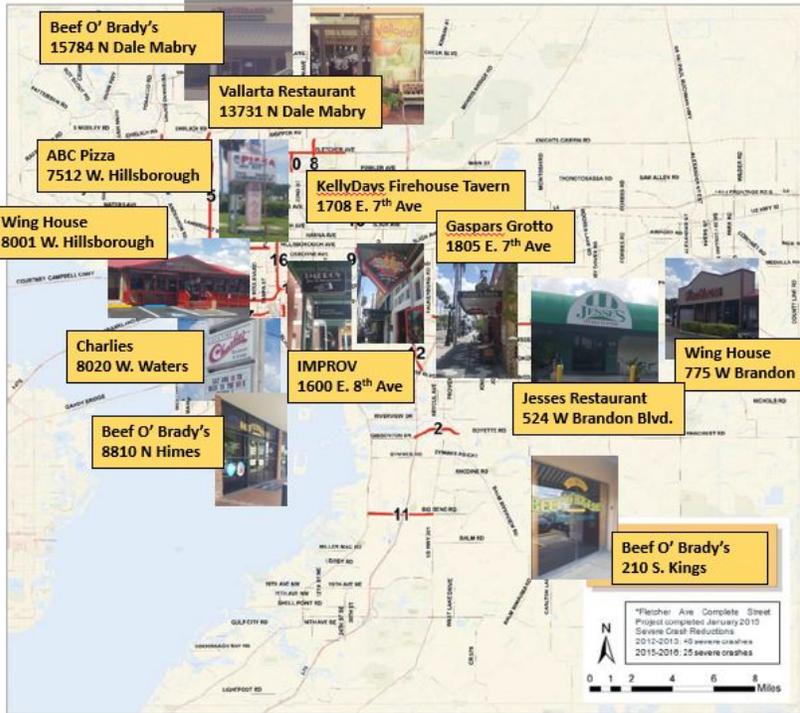


Isabel Allende

Author of *The Green at the Spirits* and *The Moor of Venice*
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...



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 crash
- Meridian
11 crash
- Bruce B
32 crash
- 50th St
22 crash
- 15th St
18 crash
- Big Be
51 crash
- U.S. 34
65 crash
- Sheld
33 crash
- 14.14 from
17 crash
- 56th St
23 crash
- I-275 ft
164 crash
- Kenne
43 crash
- 78th St
19 crash
- CR 57
21 crash
- Florida
15 crash

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/



SAFE STREETS NOW



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)

Plan/Organization: _____
 Home of Contact: _____
 Address: _____ Phone: _____
 City: _____ State: _____ Zip: _____ Fax: _____
 E-mail for Contact: _____
 Contact for Required Graphics:
 Name: _____ Phone: _____
 E-mail: _____

BRO
VZ H
\$100.

TOTAL DUE \$ _____
 Method of Payment:
 Business (\$2,000+ per year)
 Cash (\$1,000)
 Check (\$1,000)
 Personal (500)
 \$1000

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: Chava Torres
 401 E Kennedy Blvd., 18th Floor
 Tampa, FL 33602

REGISTER NOW by using this sponsorship registration form or contact:
 American Planning Association, 401 E Kennedy Blvd., 18th Floor, Tampa, FL 33602, Email: chava@planhillsborough.org
 Frank Kopsch, ACP Phone: (813) 254-7741 Ext. 200, Email: fkopsch@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...

Lilliana Leito 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 Scoville Boulevard when they were struck and killed by speeding teenagers. Leila, 64, called her daughter Angel that afternoon to tell her about the widely publicized horrific daytime crash. Hours later, Leila too would be dead, after being hit while crossing 40th Street to catch her bus. Lilliana and Leila 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 #driveDownHeartache. Join us! #VisionZero813

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



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Executive Planner

torresg@plancom.org • 813.273.3774 x357

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

