



LOS ANGELES | 2015-2025

Progress Report / 2016-03-01

Education Subcommittee

Vision Zero Task Force

The Education Subcommittee of the Vision Zero Task Force is pleased to present this interim progress report on *Executive Directive No. 10* Action Item 9.

The Education Subcommittee held its second meeting on Tuesday February 2 to coordinate updates on the above action item, and will continue to meet on an as needed basis pending direction from future Executive Steering Committee and Task Force meeting outcomes.

Objectives

- Define strategy for commencing work on assigned Executive Directive action items by 12/1; long-term strategy for satisfying that action item.
- Opportunities for inter-departmental collaboration; challenges/barriers and possible solutions
- Opportunities for infusing expertise and input of Vision Zero Alliance Task Force members

STRATEGY FOR COMMENCING WORK & PROGRESS TO DATE

Per the Executive Directive, responsible departments and agencies shall commence work on Action Items by December 1, 2015, with quarterly progress reports thereafter delivered to the Mayor’s Office. Strategies developed for advancing work on Action Items 9 is detailed below.

Action Item 9 - Safety Campaigns

Executive Directive Action: Develop a strategy for developing and implementing safety campaigns with Vision Zero messaging in neighborhoods with high rates of collisions; the Departments shall include pre and post studies to evaluate the impact of the education campaigns.

Strategy/Task	Current Status and Progress	Expected Completion
Education Strategy Development	In conversations with peer Vision Zero Cities, there is no one-size-fits-all approach to developing an education strategy. While the demographic data is largely consistent in terms of who is involved in traffic crashes, the approach to reaching them and changing behavior varies based on each city. We feel that the same will be true of Angelenos, and a tailored messaging campaign will have to be developed that is unique to the conditions here in Southern California. LADOT and LACDPH are bringing two Coro Fellows on board for the month of April to help the education subcommittee develop a tailored education strategy. LADOT will also use some of an existing ATP Non-Infrastructure Grant to kick-start these activities.	June 30, 2016

<p>Education Funding</p>	<p>While there is some existing funding from already obtained grants that will help kick-start the development of an education strategy, there is not enough to fully implement a robust media campaign. To support this effort, LADOT applied to the Office of Traffic Safety for \$2 million in funding to help develop and implement a Vision Zero traffic safety campaign. This will help include variety of campaigns at various scales, some of which will be targeted to specific demographics and communities. Based on the outcomes of this program, the City will work to identify sustainable funding to ensure that education is always a central component of addressing traffic violence.</p>	<p>Ongoing</p>
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OPPORTUNITIES FOR INTERDEPARTMENTAL COLLABORATION / CHALLENGES / SOLUTIONS

The development of an education strategy will necessitate many diverse voices, perspectives, and expertise at the table. First, we will look to make sure that those agencies who have significant experience developing and distributing media are involved and can help inform any Vision Zero efforts. This includes LA County Public Health, LAPD, and LAUSD, all of whom have divisions with significant experience undertaking media campaigns of various topics. LADOT previously had some experience with campaigns, but that was many years ago under “Watch the Road.” We will also take advantage of the fact that a number of departments have direct relationships with community members, such as the Department of Aging and the the Department of Disability. These relationships will be leveraged in getting out educational messages. , wFinally,, we will look to learn from outside agencies, like the Southern California Association of Governments (SCAG), who presented at the last education subcommittee meeting on the results of their “Go Human” campaign. We will continue these cross-jurisdictional dialogues as the Los Angeles specific education strategy is developed.

OPPORTUNITIES FOR COLLABORATION WITH VISION ZERO ALLIANCE

At the core of an education strategy will be how the message is received by members of the public. Evaluation of any media campaign does not involve the same types of data analysis as engineering or enforcement, as it is much more difficult to determine whether a media campaign had a direct link to change in behavior. The easier metric involves an increase in awareness of the issue, understanding of the laws, or perception of the problem. Thus, this involves accessing average, everyday people to help inform the development of a targeted message, as well as a follow-up interview to see if their understanding or perception actually changed after the campaign. Our partners in the Vision Zero Alliance are experts in these types of activities, and we will need to rely on them to help shepherd this content development. In fact, the \$2 million OTS grant that LADOT applied for included a \$500,000 line item for hiring “community-based organizations” to help with this work. Whether or not the City is successful in receiving the OTS grant, we need to continue to find a way to involve the experts in the Vision Zero Alliance in the campaign development.