



# DON'T FORGET WILLIE FOUNDATION, INC

*PEDESTRIAN SAFETY  
PRESENTED BY: DORIS SPAN*

# HOW IT ALL STARTED

- **October 2, 2014**
- **Commercial Boulevard**
- **Tamarac, Florida**

**D** | Don't Forget Willie  
Don't Forget Willie Foundation



# MISSION



# VISION

Education and advocacy for pedestrian safety, social justice, and widows' empowerment.

Promoting communities where bus stops, road signaling and signage are **sensible and safe**, culminating in **Vision Zero** traffic fatalities.

# THE FOUNDATION

1

## Awareness and Advocacy

- Local Municipalities
  - Broward MPO
- Complete Streets Advisory Committee
- Citizens Advisory Committee
- Vision Zero Network

2

## Networking

- America Walks: Walking College
- Veteran/Civic Organizations
- Chambers of Commerce
  - BPAC

3

## Community Outreach

- Walking Papers Scholarship
- Let's Go Biking
- Faith Based Organizations
- Senior Citizens
- Youth Groups

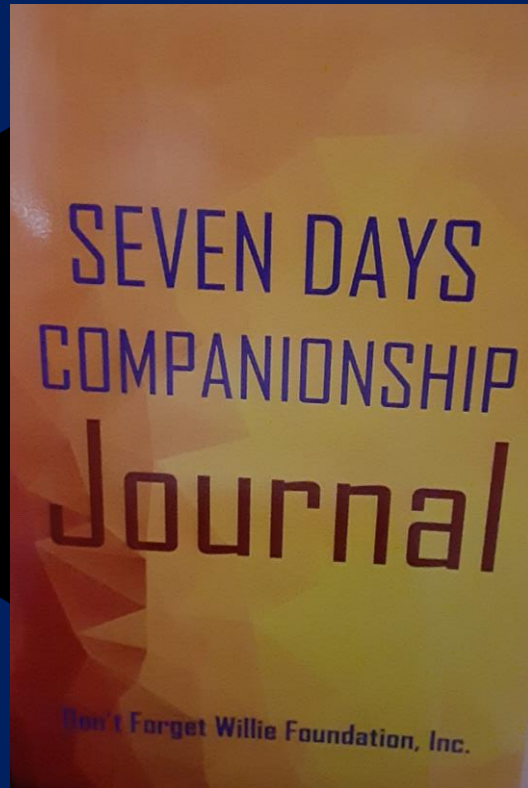
# Community Outreach



ROAD SAFETY AWARENESS

A yellow banner featuring four road safety icons: a diamond-shaped sign with a pedestrian and a child, a diamond-shaped sign with a traffic light, a rectangular sign that says "SLOW" and "PEDESTRIAN CROSSING" with a pedestrian icon, and a circular "no alcohol" sign with a car icon. Below the icons, the text "ROAD SAFETY AWARENESS" is written in black capital letters.

# Community Outreach



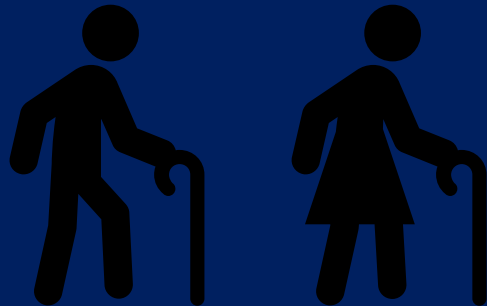
## Seven Days Companionship Journal

- Intergenerational approach
- Youth helping seniors walk safely
- Walking Papers (scholarship) Project recruiting

# THE FOUNDATION & VISION ZERO

1

150 lb. pedestrians are no match for a moving ton of metal



2

Nowhere to run: What about the sidewalks?

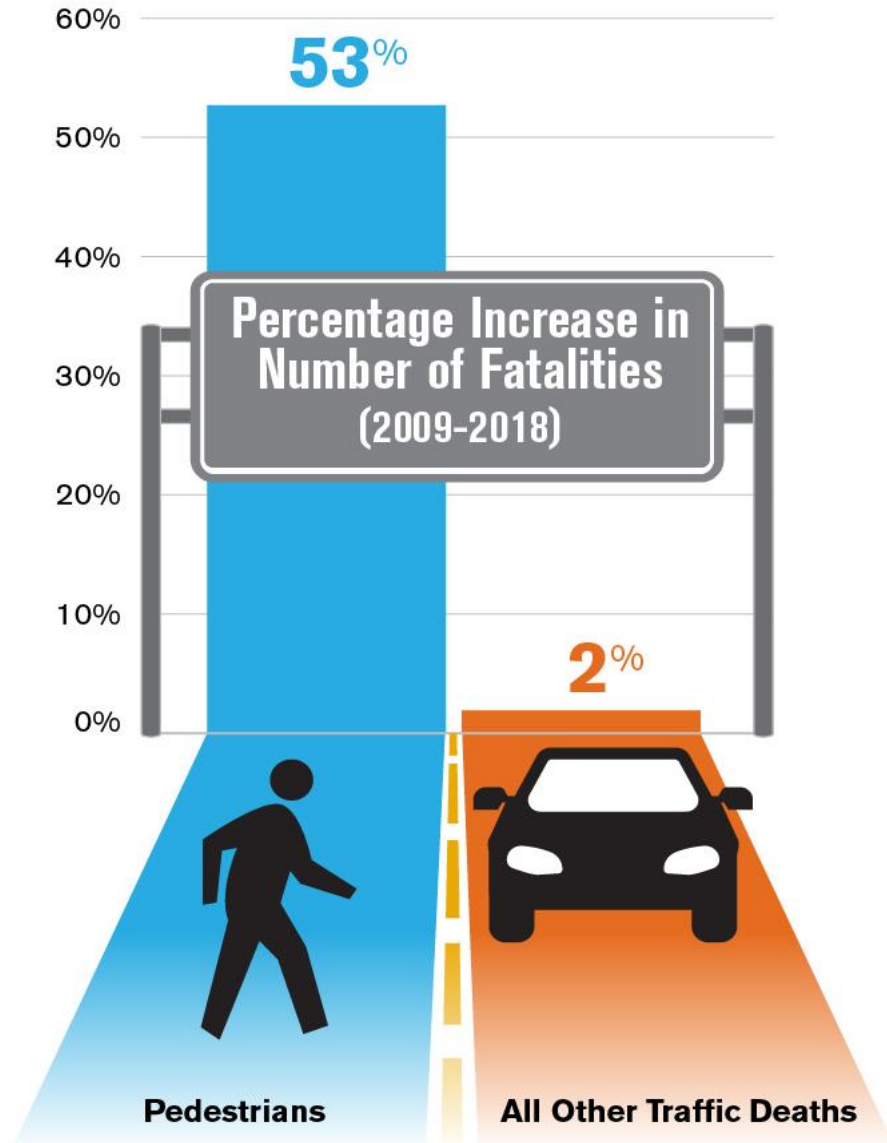
3

Are bus stops safe (enough)?

TRADITIONAL APPROACH	VS	VISION ZERO
Traffic deaths are <b>INEVITABLE</b>		Traffic deaths are <b>PREVENTABLE</b>
<b>PERFECT</b> human behavior		Integrate <b>HUMAN FAILING</b> in approach
Prevent <b>COLLISIONS</b>		Prevent <b>FATAL AND SEVERE CRASHES</b>
<b>INDIVIDUAL</b> responsibility		<b>SYSTEMS</b> approach
Saving lives is <b>EXPENSIVE</b>		Saving lives is <b>NOT EXPENSIVE</b>



# NOT JUST STATISTICS



1

2

3

4

5

# CITY OF TAMARAC

1

Vision Zero  
Resolution



2

Community Chat

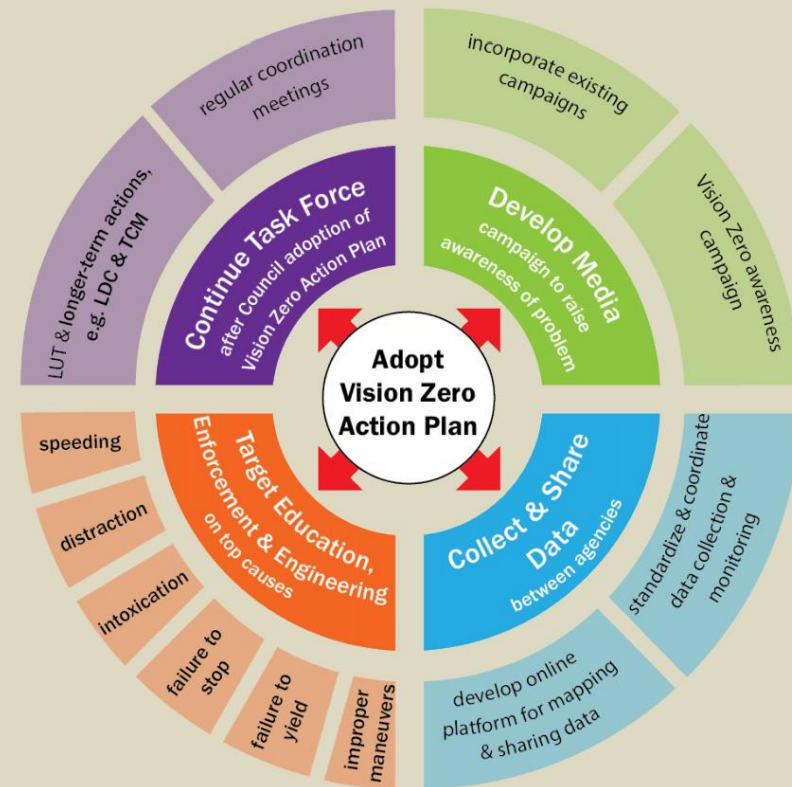
# Call to Action

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# Safe Streets Summit

## Call to Action



# Miles To Go

## Conclusion

Let's walk and talk it out. Drive home the message of ZERO!

## Next Steps

- ✓ BPAC recommendation to County Commission: Adopt VZ resolution, including updating Complete Streets policies and guidelines w/Safe System approach
- ✓ America Walks: Contact Transportation Secretary Buttigieg about the MUTCD
- ✓ Get Companionship Journal in Schools
- ✓ More Vision Zero Chats

