

Washington, D.C.

Safe Routes for Youth Vision Zero Campaign

A Safe Routes Partnership and CDMA Business Model

Traffic Safety Collaboration





Safe Routes for Youth

The District of Columbia has committed to a Vision Zero goal - by 2024, no more traffic deaths. Increasing safety for youth means we need youth voices lifted up. Safe Routes for Youth is helping to make Vision Zero a reality. We asked D.C.'s young people to help us design strategies for keeping people safe as they walk, roll, and ride around the city. Youth leaders shared their ideas with peers, District officials, community members, and local organizations working to improve street safety.





Young entrepreneurs at Kelly Miller Middle School used their creativity to spread safety messages with style. Students designed and created clothing and apparel featuring glow-in-the-dark and reflective products.



Production Sessions







“By the year 2024, Washington, DC will reach zero fatalities and serious injuries to travelers of our transportation system.”
-Vision Zero Goal

#SLOW #DOWN DC

WWW.BEABOUTBUSINESS.COM
Official Apparel created
by **B4real**
NATIONAL COOPERATION TEAM Fashion SWAGGERS

**BE SAFE.
BE SMART.
BE SEEN.**

#VisionZeroDC



Students used their products to start an important conversation around safety. They encouraged their peers to stay alert while walking (phones down, eyes up!) and urged drivers to slow down.



Pop-Up Shops

Student business owners sold their uniquely crafted designs at an after school pop-up shop. Products included t-shirts, jackets, fanny packs, phone cases, sweatbands, slide sandals, and gym bags. Each product contained an apparel tag with the hashtag #SlowDownDC.



The Vision Zero campaign culminated with a glow-in-the-dark dance party.

OPEN
Party **24** HOURS Away
BUY GLOW GEAR TODAY!
Just \$2 for Wristbands, LED Rings & more!



Youth Walk Audit: iRAP Star Ratings for Schools

Phase 1

1. Survey development
2. survey dissemination

3. iRAP Workshop
4. iRAP Assessment

Phase 2

1. Survey Results Compilation

2. iRAP Results Compilation

Phase 3

1. Stakeholders solutions development

2. Solutions implementation



Student Surveys

8th Grade students at Kelly Miller Middle School met to discuss traffic safety concerns around their school. They decided to survey their peers to gather additional data.

Students developed a survey and disseminated it to 140 students in grades 6-8. They scheduled survey times during each lunch period to reach more students.

Survey Results

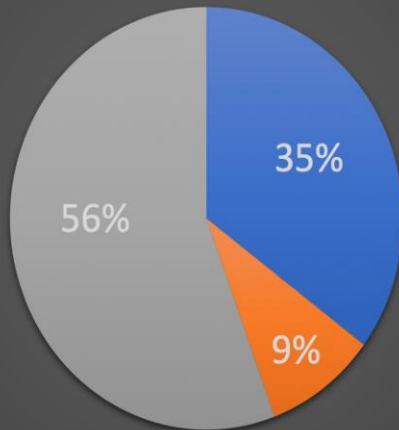
Five questions

Disseminated by 8th graders

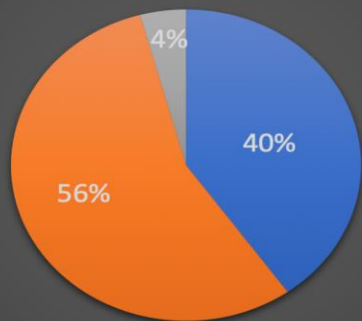
Scale questions

Solutions engagement question

Would you benefit from having a student transportation safety committee at your school?



Do you feel safe when you on your journey to and from school



■ Sometimes ■ Always ■ Never

Student Reflection

What does this tell you about traffic safety in your community?

The fact we had traffic safety in our community is not enough to care about every of them.

It tells me that it is away because it doesn't happen all the time but at night it can happen.

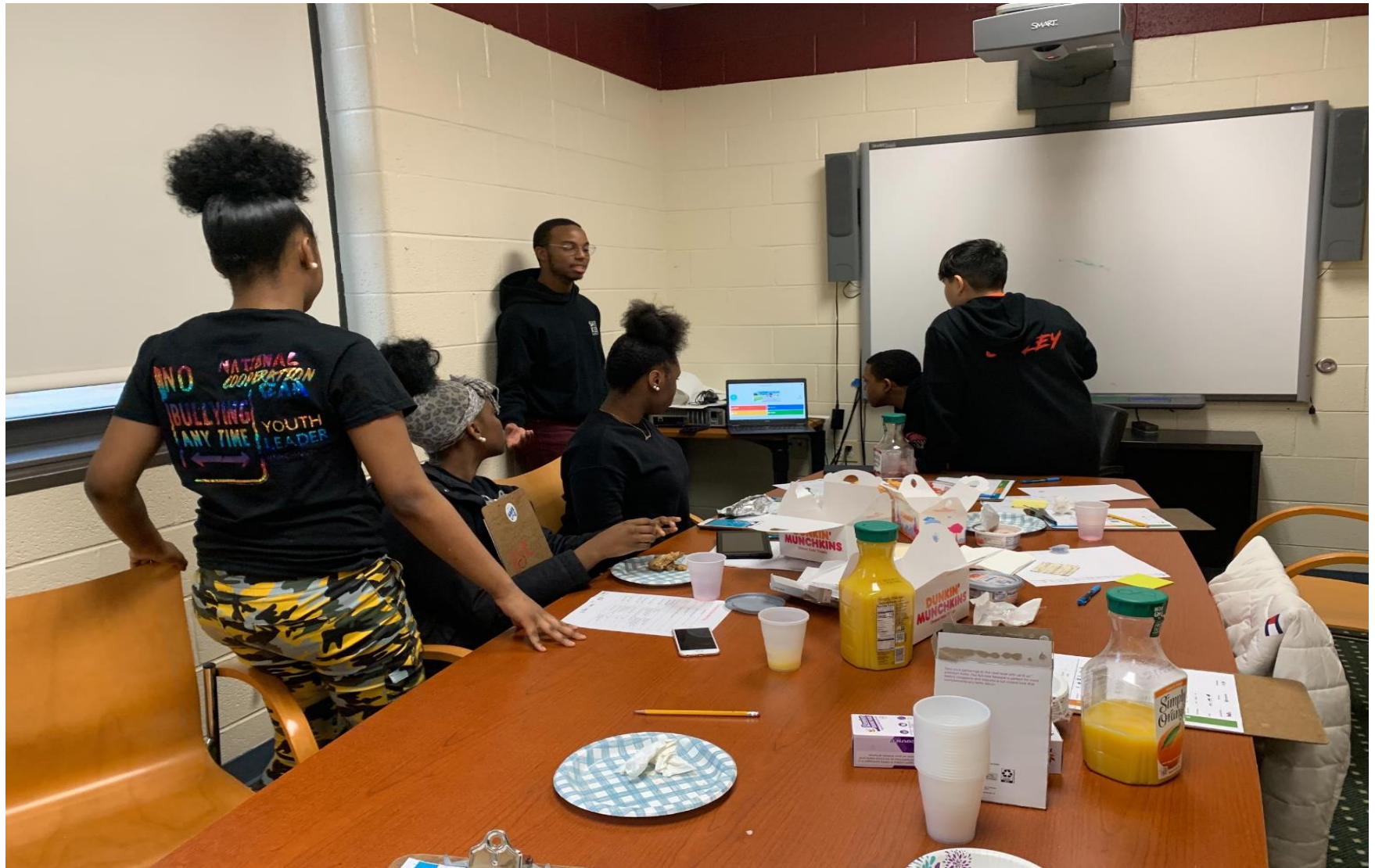
Although making children are not responsible to say and but they suffer more than we want them to.

It tells me that some drivers don't make the best decision and it sometimes make kids uncomfortable crossing the street.

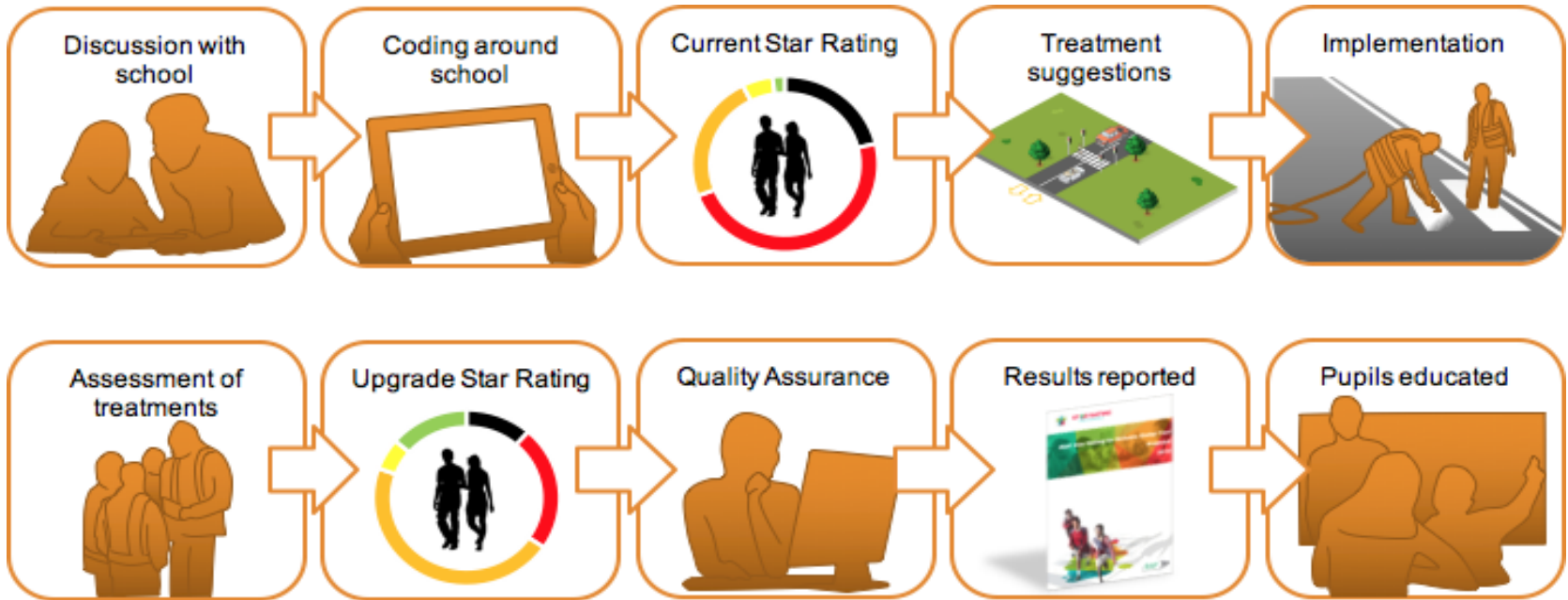
Traffic safety isn't taken as seriously as it should.



iRAP Road Safety Assessment Training

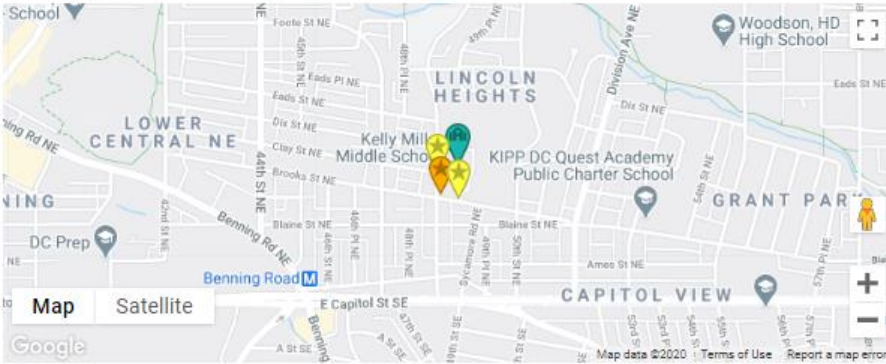


What is iRAP?



Source: iRAP.org

No Image
Kelly Miller Middle School
Washington, District of Columbia, United States
482 students, 0 published locations



Locations

Road Upgrades



49th St. NE > Clay St. NE



Survey: Kelly Miller Middle School
School:

Last modified: Jun 25, 2020

Star Rated Assessor

Brooks St. NE > Sycamore Rd. NE



Survey: Kelly Miller Middle School
School:

Last modified: Jun 25, 2020

Star Rated Assessor

49th St. NE > Brooks St. NE



Survey: Kelly Miller Middle School
School:

Last modified: Jun 25, 2020

Star Rated Assessor

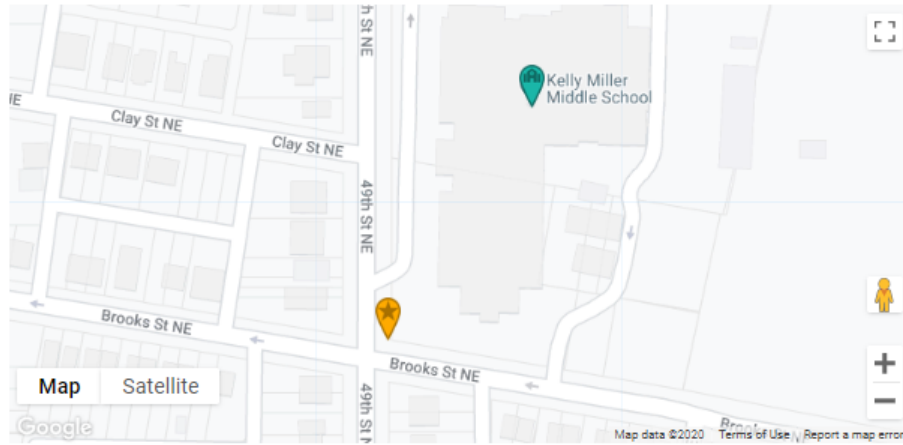
Kelly Miller Middle School iRAP Results

49th St. NE > Brooks St. NE



School: Kelly Miller Middle School

Star Rated



Items Recorded



Land Use Left	Land Use Right	Area Type	Vehicle Parking	Sight Distance	Number of Lanes	Lane Width	Shoulder Rumble	Road Condition
Grip	Grade	Carriageway Type	Middle of Road	Lines & Signs	Street Lighting	School Warning	Crossing Supervisor	
Sidewalk Left	Sidewalk Right	Road Edge Left	Road Edge Right	Pedestrian Fencing	Crossing Main Road	Crossing Side Road	Crossing Quality	Vehicles / Day
Crossing Flow / Hr	Right Side Flow / Hr	Left Side Flow / Hr	Intersection Type	Driveways	Intersection Side Flow	Intersection Quality	Intersection Channelisation	
Curve Type	Curve Quality	Speed Limit	Operating Speed	Speed Management				

Data Point 1: 49th St. NE and Brooks St. NE

Traffic Safety Events

EMPOWER. ENRICH. ENGAGE. EXPLORE.
CDMABusinessModel.com

CDMA™ BUSINESS MODEL

YOUTH TRAFFIC Safety TOWN HALL



VISIONZER

BE AWARE
BE SAFE
BE CAUTIOUS

SLOW
#DOWN
DC

UNIVERSITY
COOPERATION
Breal
Fashion
Publicist

#MsclassOnTou
RALLY

SOCIAL ADVOCACY PROGRAM



CDMA Business Model is empowering young leaders to educate their communities through Social Advocacy Initiatives and Visual & Performing Arts. One of the most recent initiatives was our [#YouthTrafficSafetyTownHall](#) kicked off the 2020 year of Districtwide Traffic Safety Events in Washington, D.C. by which we collaborated with Safe Routes Partnership.





Youth Traffic Safety Town Hall

THE FUTURE IS NOW! A Program that really Engages Youth in Traffic Safety in the Real World!!

Engaging Youth in Traffic Safety 2020

Highlight Video from Event on January 18, 2020 [CLICK HERE](#)

→ **Youth Traffic Safety Data Session: Inspiration**

Highlight Video from Survey Planning and Data Collection [CLICK HERE](#)

→ **Engaging Youth in Traffic Safety: History of How it Started 2016**

Highlight Video from Community Support for Materials [CLICK HERE](#)



"Future is Now"
@OfficialMsClass



"Future is Now"
@OfficialMsClass



YOUTH TRAFFIC Safety TOWN HALL

COMA BUSINESS MODEL



CDMA Business Model mission is to transcend the learning experience in Mathematics, English, Visual Arts while supporting Special Education in urban, public and non-selective schools by preparing students for the real world through innovative programming in entrepreneurship.

We also provide Program Licenses, Workshops and Courses to Small Businesses and Nonprofits.

EMPOWER ENRICH
ENGAGE EXPLORE



FOR MORE INFORMATION PLEASE VISIT

www.CDMABusinessModel.com





Thank you!

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