Safe Routes for Youth
Vision Zero Campaign
Washington, D.C.
A Safe Routes Partnership and CDMA Business Model
Traffic Safety Collaboration
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
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.
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
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
What does this tell you about traffic safety in your community?
What is iRAP?

Source: iRAP.org
Kelly Miller Middle School
Washington, District of Columbia, United States
492 students, 0 published locations

Kelly Miller Middle School iRAP Results
Data Point 1:
49th St. NE and Brooks St. NE
Traffic Safety Events
CDMABusinessModel.com

YOUTH TOWN HALL
Traffic Safety

Be Aware
Be Safe
Be Cautious

SLOW DOWN DC
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
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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