



APS Vision Zero Task Force Notes- Meeting Four: Awareness Campaign

February 9, 2023

Attendees: Richard Meadows (Bernalillo County) , Rachel Hertzman (APS Capital Master Plan), Jennifer Lopez (APS Capital Master Plan), Hugh Hulse (CABQ Parks and Rec), Tammira Taylor (APS Capital Master Plan), Louis Head (Community School Coordinator, Polk MS) , Andy Braman (Community School Coordinator, Longfellow ES) Kalyn Finnell (APS, Capital Master Plan), Ashleigh Curry (Las Cruces Public Schools, Safe Routes to School Coordinator), Tara Cok (Mid-Region Council of Governments), Sarah Young (APS Capital Maser Plan), Julie Luna (Bernalillo County), Willy Simon (Mid-Region Council of Governments), Baruch Campos-Gallardo (Togther for Brothers), Valerie Hermanson (City of Albuquerque), Michelle Tudor (Asst Principal, Chapparal ES), Karen Alarid (APS, Facilities Design & Construction), Maurice Williams (UNMH, LOOK FOR ME), Aron Roberts (APS Capital Master Plan), Ben Bustos (Principal, Polk MS) Patti Castro (Resource Teacher, Chapparal ES), Terra Reed (Community Member), Ben Harris (APS, Facilities Design & Construction), Cordell Bock (APS, Capital Master Plan)

Vision Zero Task Force Introductions

Task Force Staffing

- Kalyn leaving APS: Kalyn thanks to Cordell and Sarah, and in memory of Reynaluz
- Introduce Sarah as new Interim Senior Planner

Initiative Background/Refresh

The APS Vision Zero for Youth Initiative is federally funded through the Safe Routes to School Program, and aims to create a culture of traffic safety for APS Student Youth through education and traffic safety awareness. The Initiative is still in development and has three major components:

- Traffic Safety Curriculum: Educates student youth about traffic safety.
- APS Vision Zero for Youth Campaign: Creates a culture of traffic safety across the district.
- APS Vision Zero Action Plan: Sets goals and progress evaluation measures for the development of the APS Vision Zero for Youth Initiative

Traffic Safety Curriculum Update

Curriculum Workshop

- **THANK YOU** teachers and school staff who participated in the Traffic Safety Curriculum Workshop!
- CMP Hosted a Curriculum Workshop on December 8, 2022.
- Teachers and School Staff gave feedback on the following:
 - Grade Level Drafted Curriculum: Kinder, 3rd, 5th, and Middle School
 - Curriculum Delivery Methods
 - Who Should Teach the Curriculum?
 - Necessary Curriculum Materials
 - APS Vision Zero Awareness Campaign



Awareness Campaign

- [Curriculum Collateral](#)
- [Bus Magnet](#)
- Awareness Campaign
 - o [CABQ Awareness Campaign](#)
 - o [LOOK FOR ME Campaign](#)
 - o [Awareness Campaign Feedback from Curriculum Workshop](#)
- Awareness Campaign Ideas
 - o Consistency between campaign messages/initiatives?
 - o Campaigns conflicting each other?
 - o The “Why” of Vision Zero- What is the purpose of the campaign?
 - o “Swag” i.e. water bottles, bags, etc.
 - o Student/School Representatives
 - o Social Media
- Open Discussion

Action Plan Update

- Action Plan Finalized- Feedback from Task Force incorporated.
- [Read the Final Draft here.](#)

Timelines

Revised Task Force Timeline (REVISED)

- Meeting One- Kickoff Meeting: **COMPLETE**
- Meeting Two- Curriculum: **COMPLETE**
- Meeting Three- Action Plan: **COMPLETE**
- Meeting Four- Campaign: **February 2023**
- Meeting Five- Curriculum Meeting #2
- Meeting Six- Action Plan Review: Mid/Late 2023

Curriculum timeline:

- Work with teachers/principals/ APS Curriculum & Instruction on curriculum design: **INITIATED AND ONGOING**
- Work with teachers/principals/ APS Curriculum & Instruction on delivery method: **INITIATED AND ONGOING**
- Implement in Pilot Schools: **SY 2023-24**



Discussion

1) Valerie Hermanson (City of Albuquerque Vision Zero)

- a. Cordell Bock asked whether Ms. Hermanson could add anything or speak to City of Albuquerque's Vision Zero campaign.
- b. Yes, CABQ is updating its Action Plan. The update is expected to be complete in March or April. Currently, there is no awareness campaign, however, there are campaign materials developed by CABQ that were developed prior to Val's position with the City.
- c. 30 second video, cabq.gov/vision-zero
 - i. Videos put together before Valerie worked for the City.

2) Maurice Williams (Look for Me, UNM Center for Injury Prevention Research and Education CIPRE) was asked for his feedback.

- a. Mr. Williams contracts with New Mexico Department of Transportation Safety (Section 405 funds). The Center for Injury Prevention Research and Education aims to meet communities where they are and works throughout New Mexico to build capacity for safe transportation routes, providing a vast range of different kinds of support. Activities range from working with law enforcement, to providing outreach to school age and/or neighborhood based group), to coordinating training and Road Safety Audits (RSAs), and working with leadership and stakeholder groups ("to bring together the right group for the right traffic safety response").
- b. Could you please provide input on ensuring that the message reaches the target audience effectively, in terms of methods and/or examples? (Cordell Bock)
 - i. The campaign's main goal is to cultivate the idea that we need to take care of one another when we're going places and to encourage all travelers to always choose the safest option when traveling.
 - ii. Use inclusive campaign language. For example, Look for Me has wide appeal, and receives positive responses from a variety of consumers/public audiences (auto dealerships, pedestrian advocacy groups, students).
 - iii. Acknowledge and avoid further prevalent feelings of victimization. Whether you are a motorist or non-motorist, there is a pervasive feeling of victimization by the oppressive car culture. Typically, we only consider pedestrians, however many motorists feel the same way, whether it pertains to road rage, vehicle theft, another crime, and/or other safety issues. There is a sense of feeling victimized in the travel space.
 - iv. Collaboration with APS and APD will be important moving forward, in order to cultivate a shift in culture to a more healthy emotional place, with a better sense of community.

3) Open up for discussion (particularly for the schools):

What would it take to instill an awareness of traffic safety around the schools? Program templates, student activities? (Cordell Bock)

- a. Terra Reed mentioned that during the first year of COVID (Ciqlovia) students from Siembra Charter School were tasked with creating videos. She stressed that student and peer engagement is important and more effective than hearing and/or only being taught by adults.



- b. Terra added the following to the chat [see full chat pasted below]: “I know they are a charter, but Siembra did some cool social media content around biking/traffic safety for CiQlovia a couple years ago!”
 - c. Kalyn Finell commented that it is important to avoid victimization, and focus on cultivating a positive, rather than a deficit-based campaign. Encourage use of Active Transportation and safety culture. Get students involved similar to Siembra (focus groups/ambassadors). Incorporate student input in the development of marketing.
 - d. Cordell Bock added that it will be important to have the student input prior to contracting with marketing team so it is folded into in any messages being sent out.
- 4) Is anyone aware of traffic safety campaigns that currently exist in schools? In previous workshops, teachers from Cleveland mentioned the week-long safety program (video, live instruction).
- a. Kalyn Finnell: She is aware of lots of walking schoolbuses. It’s critical to find out which schools are doing walking schoolbuses. APS is not aware of how many schools (and which ones) have walking schoolbuses, but knows they occur on a regular basis.
 - b. Hugh Hulse (COA): Walking school bus data is being tracked. Hugh said he will send Cordell a list of Walking School Buses at APS, or the contact of someone at APS who has access to this information.
 - c. Terra Reed raised the issue of work zone awareness campaigns and tying them to school safety. These programs typically focus on traffic safety and driving near construction work zones. Ms. Reed proposed this as a prospective partnering opportunity. Elementary school students are involved in the campaign and there is a calendar. She mentioned that Maurice Williams may also have been involved.
 - i. Cordell Bock responded that APS could get more familiar with the work zone campaign.
- 5) When you went through the branding process with Vision Zero at the City, do you have any lessons learned to share, Terra? (Kalyn Finnell)
- a. Terra responded that the focus was on creating a positive campaign and specifically of community networking and connections between people and travelers. The theme is how to make our community safer and more connected rather than mode of travel, and focusing on traffic safety, moving people around the city, and seeing people as fellow humans moving about the city.
 - b. In regards to school curriculum, it is particularly important to keep this message with kids. Specifically that it’s important to acknowledge each other, no matter how you’re traveling around the city with a reminder to kids, to stop, look, and see the people around when they’re crossing the street.
 - i. One example she discussed was a commercial showing people smiling and waving at each other (for example from a car to bike). Another example (maybe a commercial) was bringing people together for dinner, where each participant uses a different means of a transport to attend the gathering (motorcycle, bike, walking, vehicle). The commercials and videos are still available and Val can share them.
 - c. Question to folks from schools (Kalyn Finnell): How do we focus on the idea that both safety and timely attendance at school must be prioritized. If we stress safety over tardiness, schools may



have a negative response. Where families are rushing for the many reasons on the way to school, it presents challenges. Oftentimes, when folks are running late, that is when they are increasingly likely to be speeding, not paying attention, and that is when crashes occur. There may be pushback from schools to this type of messaging, since this approach does not prioritize being on time.

1. Andy Braman: I don't think there would be negative pushback from schools, I think it'd be all right.
2. Cordell Bock: Consider whether messages would work within the school (how easy would it be to implement this shift). Promote time management and best practices for getting to school on time.
3. Ashleigh Curry: Take it from a slightly different approach, not that it's ok to run late, rather hey guys, get yourself organized ahead of time, set the alarm ahead of time, so you are more likely to not get into an accident and be on time.
4. In Chat
 - a. Patti Castro: Not necessarily push back from schools, but it's the state putting pressure on us for attendance and tardies.
 - b. Terra Reed: I don't know how this ties in, but something that I heard that was REALLY impactful was the cousin of a woman who was killed speaking at a press conference and he said that leaving just 5 or 10 minutes earlier than you usually do can save lives.

Chat Record:

Richard Meadows to Everyone 2:00 PM

Richard Meadows Bernalillo County

Tammira Taylor to Everyone 2:00 PM

Tammira Taylor APS Capital Master Plan

Jennifer Lopez to Everyone 2:00 PM

Jennifer L - APS CMP

Andy Braman to Everyone 2:01 PM

Andy Braman, Longfellow ECS

Kalyn Mae Finnell to Everyone 2:01 PM

Kalyn Finnell, APS Capital Master Plan

Tara Cok, MRMPO/MRCOG to Everyone 2:01 PM

Tara Cok, Mid Region MPO/Mid Region Council of Governments

Louis Head - Polk MS CSC, Albuquerque to Everyone 2:01 PM

Louis Head, Community School Coordinator at Polk MS

Cordell Bock (APS) to Everyone 2:01 PM

Cordell Bock APS Capital Master Plan

Sarah Young Albuquerque Public Schools to Everyone 2:01 PM

Sarah Young APS Capital Master Plan

Ashleigh Curry to Everyone 2:02 PM

Ashleigh Curry, Safe Routes to School Coordinator, Las Cruces Public Schools

Hugh Hulse (he/him) - CABQ P&R to Everyone 2:02 PM

Hugh Hulse CABQ Parks and Rec

Willy Simon - MRCOG to Everyone 2:02 PM



Willy Simon - MRCOG

Baruch Campos-Gallardo to Everyone 2:02 PM

Baruch Campos; Together for Brothers (T4B)

Michelle Tudor to Everyone 2:02 PM

Michelle Tudor- Chaparral Elementary School

Julie Luna, Bernalillo County Public Works 2:03 PM

Julie Luna, Bernalillo County Public Works

Valerie Hermanson, DMD 2:03 PM

Valerie Hermanson, City of ABQ DMD

You 2:04 PM

Rachel Hertzman APS Capital Master Plan

Sarah Young Albuquerque Public Schools 2:09 PM

Curriculum Collateral

<https://acrobat.adobe.com/link/track?uri=urn:aaid:scds:US:02970acd-d808-3ae2-a1e9-05b2cae79b08>

Bus Magnet

<https://acrobat.adobe.com/link/track?uri=urn:aaid:scds:US:80dc5d0f-aa7f-3d57-8677-9ef07fa4da32>

CABQ Awareness Campaign

<https://www.cabq.gov/vision-zero>

LOOK FOR Me Campaign

<https://hsc.unm.edu/medicine/departments/emergency-medicine/programs/cipre/cipre-programs/look-for-me/>

Jamboard Link

<https://jamboard.google.com/d/1MMLajgPd6KqQyrpajilALSfmsxKPbKYHt0JsuSlx7Uc/edit?usp=sharing>
[t?usp=sharing](https://jamboard.google.com/d/1MMLajgPd6KqQyrpajilALSfmsxKPbKYHt0JsuSlx7Uc/edit?usp=sharing)

Terra Reed 2:20 PM

I know they are a charter, but Siembra did some cool social media content around biking/traffic safety for CiQlovia a couple years ago!

Andy Braman 2:35 PM

I have to go to our Spanish Spelling Bee... THANKS!!

Sarah Young Albuquerque Public Schools 2:37 PM

Action Plan Final Draft

<https://acrobat.adobe.com/link/track?uri=urn:aaid:scds:US:02a151b4-3dad-3d05-a0a4-f72ee45adbf2>

Sarah Young Albuquerque Public Schools 2:37 PM

Action Plan Final Draft

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